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INSIDE!**

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the full report.

Green Kitchen Design

Research Institute for Cooking & Kitchen Intelligence:
*Helping kitchen-related businesses make smarter decisions and
better products by delivering actionable insights.*

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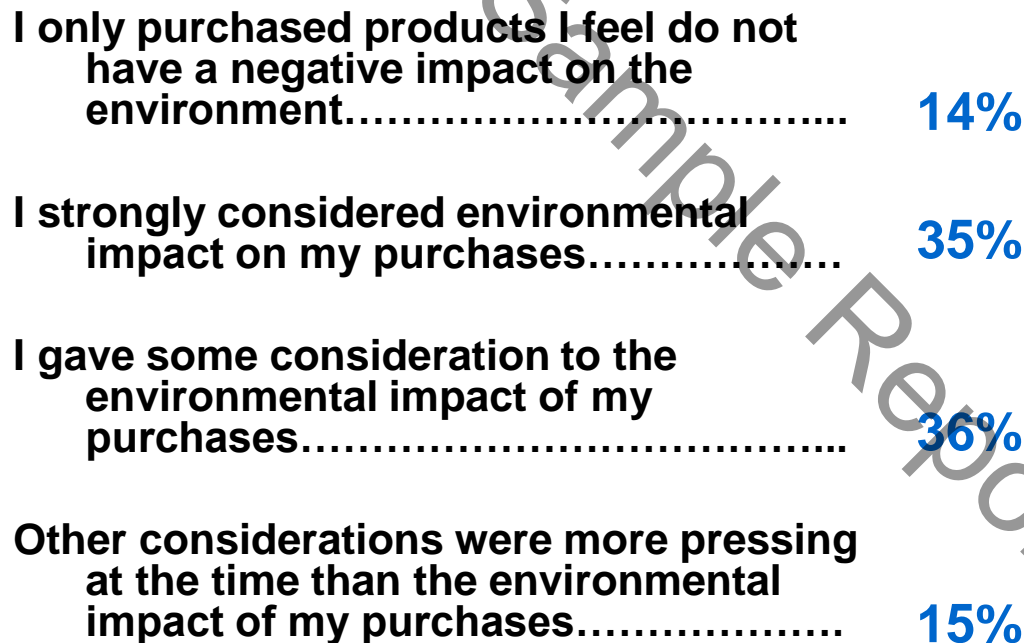
Objective & Methodology

- *Kitchen Intelligence: A Designer's Perspective* is a study conducted annually to gather information on what professional kitchen designers say they are hearing from consumers regarding product preferences, design choices, overall kitchen layout and other kitchen remodeling-related issues, as well as their predictions for the future.
- Fifteen kitchen designers from across the country were recruited from RICKI's proprietary designer panel to participate in the study.
- The discussion was conducted over a period of three days, from December 15 through December 17, 2010.
- Discussions took place within an interactive online format – a format similar to that used in a traditional focus group but within a longer time frame allowing for thoughtful feedback given at the participant's leisure. This type of qualitative study design allows for in-depth discussions among a geographically diverse group of kitchen designers. Designers typically logged on once or twice a day to participate and respond to comments from the moderator (Brenda Bryan, RICKI's Executive Director) or comments from other participating designers.
- Results from discussion groups such as these should be used for exploratory and informational purposes only. Because of the nature and size of the groups, quantitative projections cannot be made from any findings.
- Select findings from RICKI's 2010 *Remodelers 360* are also included. This study, conducted in February and March of 2010, is based on 2,906 respondents, of whom 651 had conducted a kitchen remodel or improvement in the previous 12 months.

Most Consumers Consider Environmental Impact When Purchasing for Remodel



Which of the following statements best describes your decisions about your kitchen remodeling purchases?



- Younger remodelers (age 18 to 34) are more likely than older remodelers to say they considered the environmental impact of the products they purchased for their kitchen project.

Source: RICKI *Remodelers 360* (2010)

Most Clients Not Thinking 'Green' – Especially if it Adds to Budget



- A year ago, designers were split down the middle as to whether clients were thinking more about 'green' products than in the past, however not one said their clients were thinking about it *less* last year.

- What a difference a year makes. **Only 3 out of 15 designers say clients are asking about eco-friendly products more often these days and 5 say clients are asking about it less.** (This does not necessarily reflect sentiment among the general population, however it does align with some polling data.*)

- The overwhelming reason clients don't choose eco-friendly or sustainable products is cost. Many designers in the study say clients bring up using eco-friendly products and materials, but choke when they see the budget.

- One designer summed up common sentiment saying, **"If being green fits into their design they are delighted and feel very good about it, but they won't sacrifice much for it."**

“ *Being green is great, but it has lost its edge over the past several years due to the downturn in the economy... costs are the number one concern in green products.* ”

“ *I often find 'green' issues are brought up, discussed and then shied away from due to budget concerns.* ”

“ *The majority just want to 'do their part' to conserve and I think already feel some guilt about the un-greenness of building or remodeling in the first place. If they can do something that indicates they tried they feel much better. Some have a very low threshold for what this may be - e.g., using wood products that were harvested from sustainable forests... I have found my clients, are more concerned about function, durability and aesthetic than level of green.* ”

NOTE: According to a recent Harris Interactive poll of 2,350+ U.S. adults, Americans are less likely than they were in 2009 to espouse 'green' attitudes and engage in environmentally-friendly activities. For example, fewer indicated they purchasing Energy Star appliances (down from 36% in 2009 to 30% in 2010).

About RICKI



- America's leading authority for kitchen research and intelligence.
- The research conducted by RICKI goes beyond traditional research methodologies to help companies gain a better understanding of the mindset of today's consumers by delving deeper into motivations and emotional drivers to pinpoint trends that will impact companies into the future.
- RICKI was founded by a group of professional market researchers. The Executive Director of RICKI spent 18 years in the home improvement industry and was a former president and board member of one of the leading associations for the overall home improvement sector, the Home Improvement Research Institute (HIRI).

To find out more about RICKI, visit: www.kitchenintelligence.org

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