

**LOOK
INSIDE!**

Take a look at the
first few pages of
the full report.

Use of Social Media & Mobile Technology by Professional Kitchen Designers

Research Institute for Cooking & Kitchen Intelligence

*Helping kitchen-related businesses make smarter decisions
and better products by delivering actionable insights.*

Table of Contents

	<u>Page</u>
Introduction	
▪ Objective & Methodology	2
▪ Designer Profile	3
Social Networking Sites & Blogs	
▪ Usage & Awareness of Social Media Sites	5
▪ Top 4 Sites: Frequency of Visiting	6
▪ Number of Sites/Blogs Used for Business	7
▪ Purposes for Using in Design Business	8
▪ Designers' Involvement (Active vs. Passive)	9
▪ How & Why Designers are Using Video	11
▪ Expected Use of Social Media/Blogs Next 12 Months	12
Smartphones & Mobile Apps	
▪ Incidence of Smartphones	14
▪ Use of Mobile Apps	15
3-Point Recap	18
About RICKI	19

Objective & Methodology

- **GOAL:** The primary goals of this study are to understand which social networking sites are being used by kitchen designers and how these sites are being used. This study also explores how designers are using smartphone applications for their design business.
- **METHODOLOGY & TIMING:**
 - The study was conducted online among 65 professional kitchen designers.
 - The survey took place March 3 through March 14, 2011.
 - The survey length averaged approximately 6 minutes.
- **SCREENING CRITERIA:**
 - Design for residential-only or a mix of residential and commercial kitchen projects in the past two years.

Designer Profile

Gender	Total
Female	83%
Male	17%
Age	
18 to 44	23%
45 to 54	34%
55 or Older	43%
Business/Employment	
Independent Designer	42%
Work for Kitchen & Bath Specialty Store	32%
Own Kitchen & Bath Specialty Store	12%
Work in a Design or Architectural Firm	9%
Work for general home improvement store	5%
Types of Kitchens Done Past 2 Years	
Residential Only	86%
Both Residential & Commercial	14%

Use of Social Networking Sites & Blogs

The Most Used Social Media Sites by Designers: LinkedIn & Facebook

How frequently do you use the following social networking sites or blogs for your design business (not for personal reasons)?

Social Networking Site or Blog:	Total Designers Who...		
	Use Site or Blog for Business	Heard Of It, but Never Use	Never Heard Of It
#1 LinkedIn	62%	31%	7%
#2 Facebook	59%	41%	0%
#3 YouTube	32%	66%	2%
#4 KBDN Designer Dialogue (Forum)	26%	45%	29%
Twitter	14%	85%	1%
Houzz	13%	6%	81%
Flickr	11%	69%	20%
Yahoo! Answers	11%	61%	28%
MySpace	3%	92%	5%
Vimeo	3%	17%	80%
Identica	3%	8%	89%

**Shown are those social media sites or blog used by 3% or more of designers participating in the study (out of a list of 17 options).*

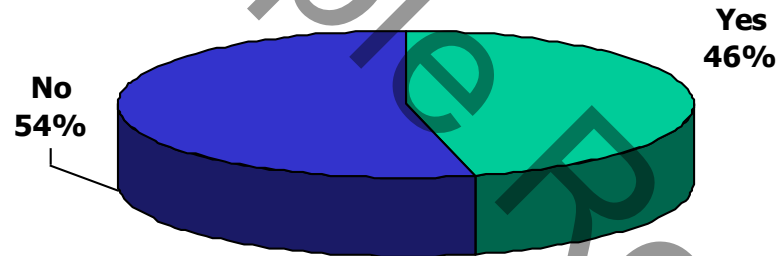
Sample Report

Use of Smartphones & Mobile Apps

Almost Half of Designers in the Study Use a Smartphone for Business...

Do you use a smartphone such as an iPhone, Android or BlackBerry in your design business?

Use a Smartphone In Design Business



- Independent designers are significantly more likely than others to use smartphones in their design business.

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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