

**LOOK
INSIDE!**

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

And Baby Makes . . . A Crowded Kitchen?

How Children Influence Kitchen Activities & 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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Objectives

- The goals of *And Baby Makes... A Crowded Kitchen?* are two-fold:
 - 1) Gain insight into how consumers with children living in the home might differ from those who do not have children at home when it comes to the 'heart of the home' – the kitchen – and kitchen remodeling.
 - 2) Listen to what professional kitchen designers have to say about designing for families with children – how their experiences might differ when they learn children will be in the kitchen compared to designing for homeowners without kids as well as how they might design to accommodate the needs of families with children in various age brackets.
- This two-part study delves into how people with children view their kitchens and compares their needs, attitudes and remodeling plans to those with other family structures.

Methodology

- The 2010 *And Baby Makes... A Crowded Kitchen?* was conducted online with two groups:
 - 1) U.S. Consumers
 - 2,906 U.S. consumers
 - Between the ages of 18 and 64
 - From February 12 through March 2, 2010
 - Survey length approximately 10 minutes
 - 2) Professional Kitchen Designers
 - 100 professional kitchen designers
 - From September 1 through September 14, 2010
 - Survey length approximately 10 minutes
- Statistically significant differences are highlighted throughout the report and shown at the 95 percent confidence level.

WHAT CONSUMERS SAY...



Family Involvement with their Kitchens

Those with Kids More Kitchen Centered

How well does each statement describe you?

% Who Say Statement 'Describes Me Completely'
(5-point scale)



○ = statistically significant difference

- For ALL of the five attitudinal statements measured, survey participants with children living at home are significantly more likely than their counterparts with no children to say the statements describe them 'completely'.
- There are no statistically different findings by marital status, ages of children or number of kids in the home.

Wish Lists for the Kitchen

Top 10 on Kitchen Wish Lists: With Kids

If you were creating your ideal kitchen, which of the following would you most want in the kitchen if cost were not a factor (from list)?

#	ITEM ON FAMILIES <u>WITH KIDS</u> WISH LIST:	Percent Wishing
1	Cooktop that features built-in griddle, wok grill or rotisserie attachment	42%
2	Larger dishwasher that accommodates a wider variety of dishes	38%
3	Commercial or professional-grade appliances	34%
4	Central island cooktop	34%
5	Double oven	31%
6	Oven that dramatically reduces cooking time without microwaves	28%
7	Faucet with built-in water filter	27%
8	Customized storage solution in cabinets	26%
9	Hands-free, motion-sensor faucet	24%
10	A separate full refrigerator and full freezer, side by side	24%



= statistically significant difference compared to families with no kids

WHAT DESIGNERS SAY...



Most Important Features

Key Features for Kitchen Design Change as Children Grow Older

Thinking about designing for people with children living in the home, what would you say are the features you consider most when it comes to designing a kitchen for families with children...?

Feature Consider Most:	Age of Children in Home		
	Younger than 5	Age 5 to 12	Age 13 or Older
Safety	99% #1	69%	40%
Places for the kids to play or work	61%	78% #1	54%
Storage for kids' items	59%	55%	25%
Overall function	51%	58%	69%
Layout	47%	63%	67%
Enough seating	42%	69%	68%
Convenient access	32%	65%	57%
Other storage needs	31%	45%	56%
Ability to have more than one cook in the kitchen	19%	53%	80% #1
Other*	11%	13%	12%

* Most of the 'other' comments refer to specific design solutions such as "computer area", "snack zones", and "lock-up storage for medicine and alcohol"

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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