



Generation Y: In & Out of the Kitchen

Technology, Lifestyles & Kitchen-Related Attitudes & Behaviors of Generation Y

RICKI: Helping kitchen-related businesses make smarter decisions and better products by delivering actionable insights, forecasts and trends through dedicated kitchen research.

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Objectives & Methodology



- **GOAL:** The goal of *Generation Y: In & Out of the Kitchen* project is to assess the differences between this youngest population of adult consumers and their older counterparts –cooking habits and food preferences, emotional connections to their kitchens, as well as attitudinal and lifestyle differences.
- **METHODOLOGY:**
 - The study was conducted online among 800 Americans age 18 or older.
 - 200 interviews were completed among Gen Y consumers (age 18 to 29).
 - Data were weighted to reflect the proportion of U.S. adults in each generation (according to U.S. Census Bureau statistics).
 - The survey took place March 3 through March 17, 2011.
 - Participants averaged 10 minutes to complete the survey.
- **MARGIN OF ERROR:** Statistically significant differences are noted at the 90 percent confidence level.

People resemble their times more than they resemble their parents.

~ Arab proverb

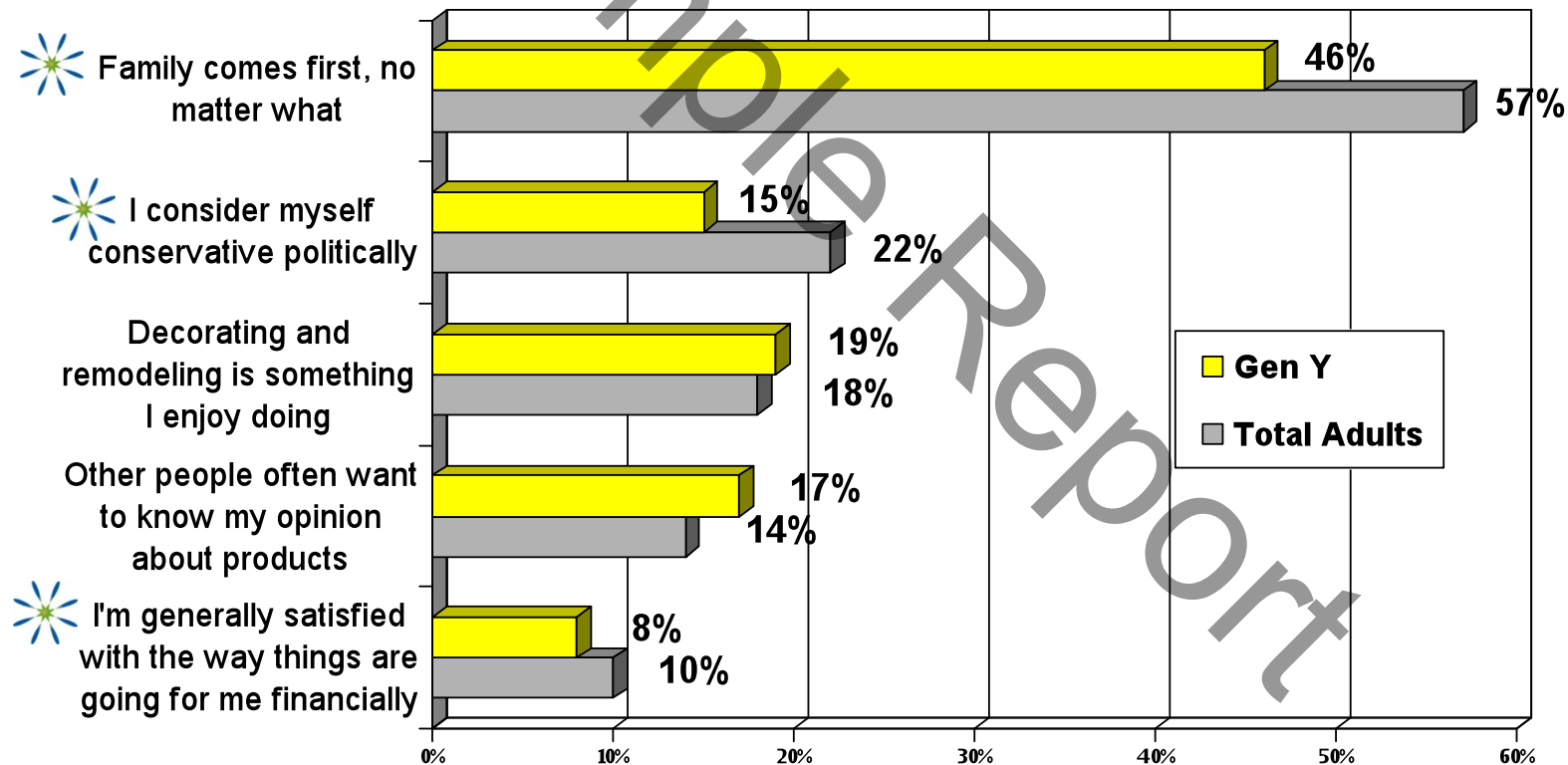


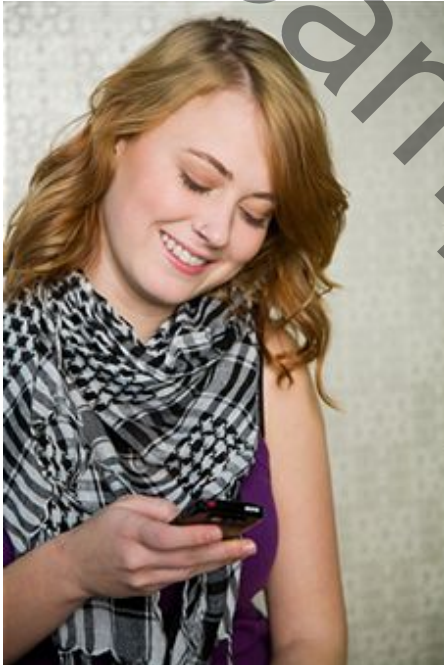
Lifestyles & Shopping

Gen Y Less Focused on Family, Less Conservative & Less Financially Secure

Please indicate how well each of these statements describe you.

% Who Say Statement Describes Me Completely
(‘9’ or ‘10’ on a 10-point scale)





Use of Technology

Most Popular Apps: Food Network, AllRecipes & Epicurious

Tell us which smartphone or mobile apps you use most for food, cooking or other kitchen-related uses. (open end)



● Apps used by Generation Y are:

- **RECIPE APPS**

- **Food Network** (4 total mentions)
- **AllRecipes** (3 mention)
- **Epicurious** (3 mentions)
- **Easy Recipes** (2 mentions)

- **FOOD/RESTAURANT FINDER APPS**

- **Yelp** (3 total mentions)
- **Urban Spoon** (2 mentions)

**Shown are those mentioned by more than one Gen Y respondent*



Food & Kitchen Attitudes & Behaviors

Gen Y Eats at Home Less Often than Their Older Counterparts

Which of these best describes how often you eat at home compared to eating at restaurants (including take out)?



I almost always eat at home.

<u>Gen Y</u>	vs.	<u>Total</u>
29%		35%

I usually eat at home but eat out sometimes.

59%		54%
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I eat at home about as much as I eat out.

9%		9%
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I eat out more than I eat at home.

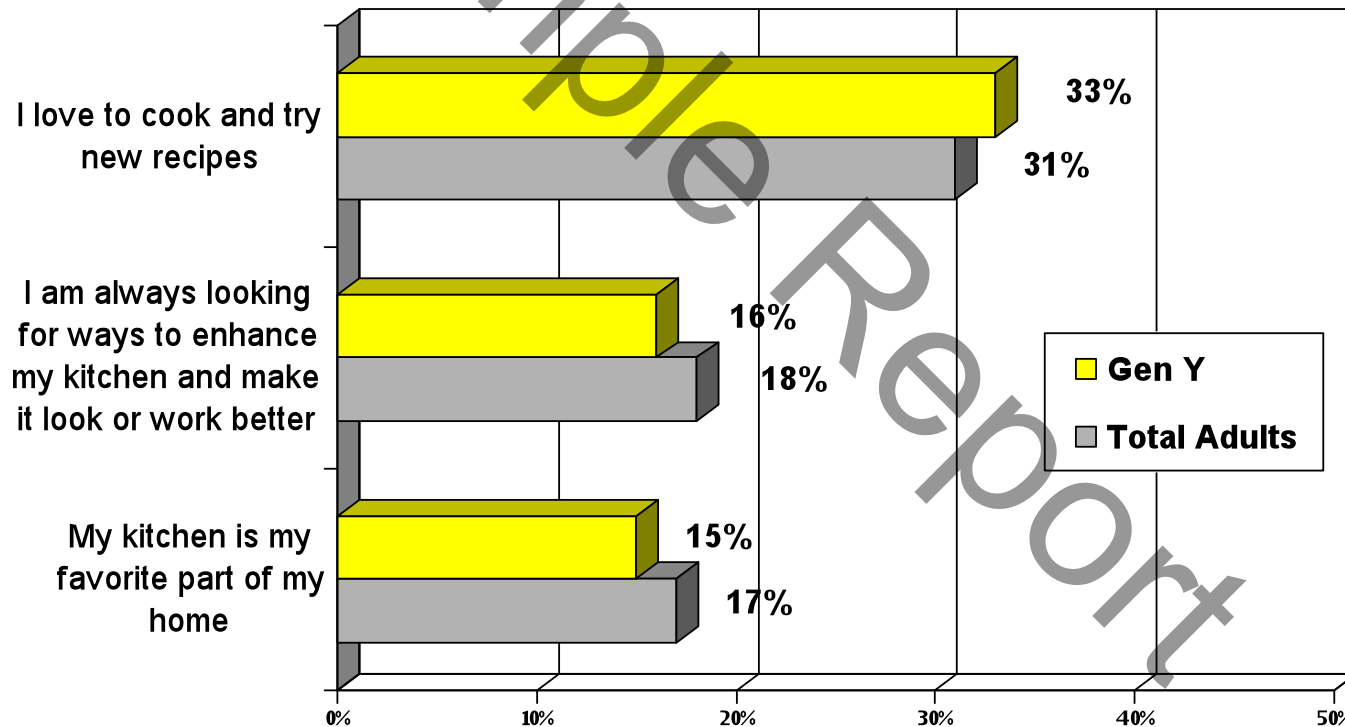
3%		2%
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Gen Y Attitudes About Cooking & the Kitchen Mirrors Adults Overall

Please indicate how well each of these statements describe you.

% Who Say Statement Describes Me Completely

('9' or '10' on a 10-point scale)



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.kitchentrends.org

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