

**LOOK
INSIDE!**

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



Generation Y: Kitchen Remodeling Behaviors & Style Preferences

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



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Objectives & Methodology



- **GOAL:** The goal of *Generation Y: Kitchen Remodeling Behaviors & Style Preferences* report is to assess the differences between this youngest population of adult consumers and their older counterparts when it comes to kitchen product and style preferences as well as kitchen remodeling plans.
- **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).
 - 61 Gen Y consumers remodeled or made improvements to their kitchens in the past 12 months.
 - Data were weighted to reflect the proportion of U.S. adults in each generation (according to U.S. Census Bureau statistics).
 - The 10-minute survey took place March 3 through March 17, 2011.
- **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



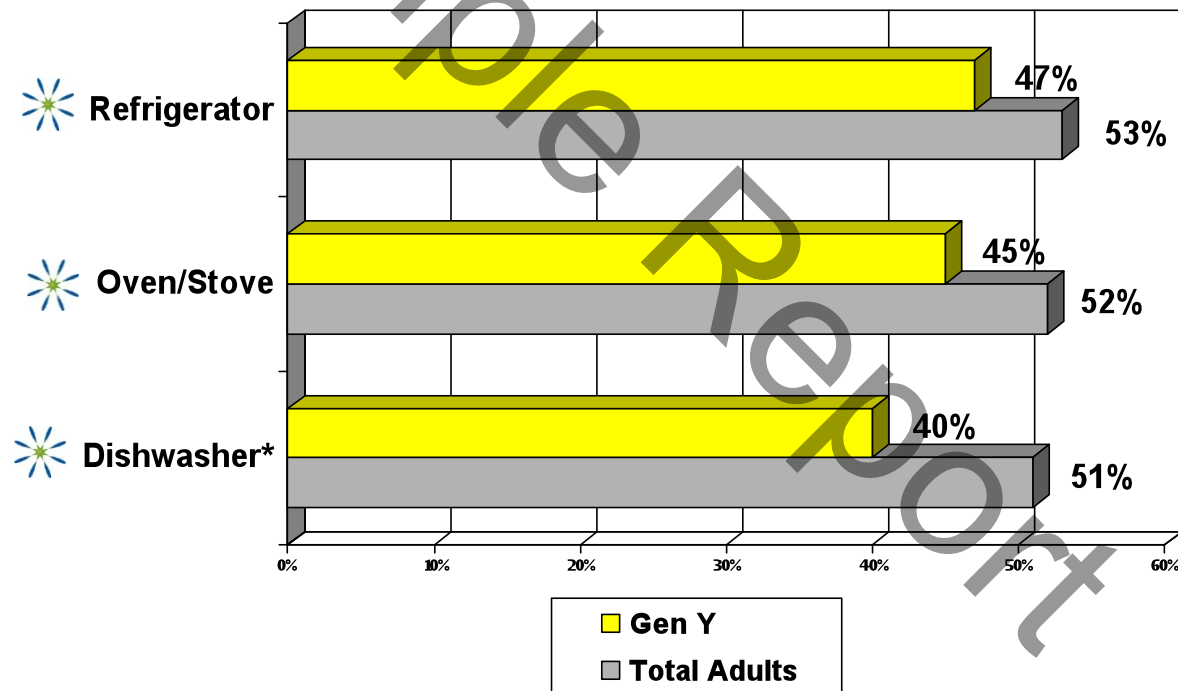
Kitchen of Gen Y Study Participant

Satisfaction with Kitchen

Gen Y Less Satisfied than Other Adults with ALL of Their Major Appliances

How satisfied are you with these different parts of your kitchen?

*% Who Say 'Very' or 'Extremely' Satisfied with Major Appliance
('4' or '5' on a 5-point scale)*



**Among the 80% of respondents in both generations who have a dishwasher*



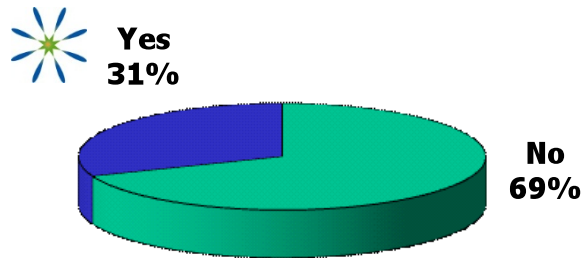
Kitchen of Gen Y Study Participant

Kitchen Remodeling Plans

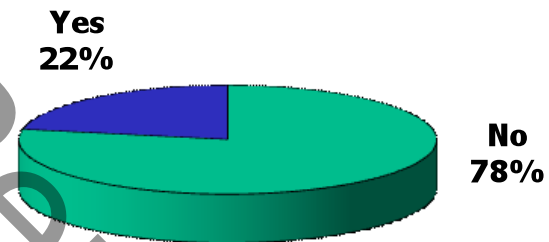
Gen Y More Likely to Have Remodeled/ Made Improvements to Kitchen

*Have you remodeled or made improvements
to your kitchen in the past 12 months?*

**GEN Yers
remodeled/improved
kitchen in past year:**



**TOTAL ADULTS
remodeled/improved
kitchen in past year:**



Close to 1 in 5 Gen Y & Adults Overall Planned Remodel but Changed Minds

(IF DID NOT REMODEL/MAKE IMPROVEMENT:)

Did you plan to remodel or make improvements to your kitchen in the past 12 months and changed your mind for some reason?

- When asked if they had planned to remodel or make improvements to their kitchens in the past year but changed their minds, no generational differences emerge.
- Nearly 1 out of 5 Gen Yers (18%) and adults overall (19%) had plans to remodel their kitchens but changed their minds.



Kitchen of Gen Y Study Participant

Kitchen Styles & Product Preferences

Modern Styling Far More Appealing to Gen Yers than Adults Overall

If you were remodeling your kitchen today, which of these would best describe the style you would want? (from list)



The style of kitchen would want if remodeling today...

	<u>Gen Y</u>	<u>Total Adults</u>
* Modern or Contemporary	45%	33%
Traditional	12%	23%
Transitional or Blend of Styles	16%	16%
Country	6%	13%
All American	8%	6%
Rustic	5%	4%
* Old World	4%	2%
* Shabby Chic	4%	2%
Other	2%	2%

NOTE: Columns add to more than 100% because multiple responses accepted

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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