

**LOOK
INSIDE!**

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

Remodelers 360

2012

Conducted by the
Research Institute for Cooking & Kitchen Intelligence

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



Courtney's New Kitchen
Vero Beach, FL



Table of Contents

	Page
Introduction	
Objectives & Methodology	2
Respondent Profile	3
How People Use Their Kitchens	
Function vs. Activity Centered	7
Attitudes about Cooking & Kitchen	8
No. of Kitchen in Primary Residence	9
Activities Taking Place in the Kitchen	10
Favorite Type of Music	11
Frequency of Preparing Meals with Friends & Family	12
Frequency of Eating at Home vs. Last Year	13
Kitchen Wish List	
Change in Kitchen Would Most Like to Make	15
Ideal Kitchen	
Appliances	19
Design Features	21
Innovations	23
Planned to Remodel Kitchen But Changed Mind	25
Plan to Remodel Kitchen Next 12 Months	26

Table of Contents, Cont.

	Page
Kitchen Remodelers	
Remodeled/Improved Kitchen Past 12 Months	28
Trend Line for Kitchen Remodel/Improvement	29
Trends in Spending on Remodel/Improvement	30
DIY vs. Hiring Professionals	31
Items Purchased for Recent Kitchen Project	33
Trends in Items Purchased	36
Consideration of Environmental Impact of Purchases	38
Would Do Differently if Doing Project Now	39
Would Spend if Doing Project Now	41
Influence of Designer or Architect on Items Purchased	42
Sources for Remodelers' Ideas	
Best Sources for Ideas	44
Publications Used for Ideas (Print or Online)	46
Stores Used for Ideas (Physical or Online)	47
6-Point Recap	49
Addendum	53
About RICKI	56

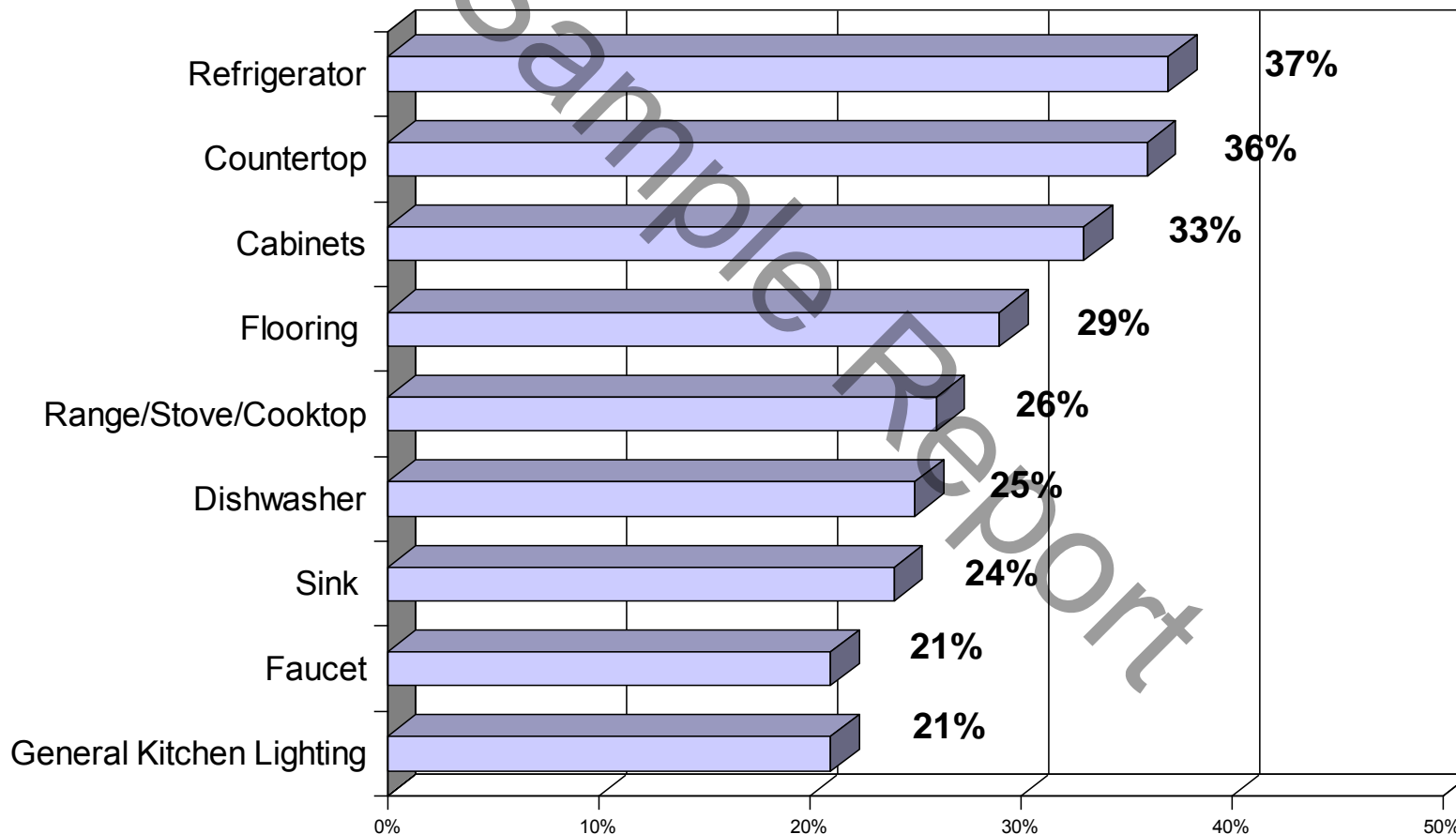


Marsheila's Kitchen
Fairbury, NE

Kitchen Wish List

Top List of Changes Consumers Want: New Fridge, Countertop & Cabinets

*Which of the following would you most like to
add or change in your kitchen?*



NOTE: Multiple responses allowed

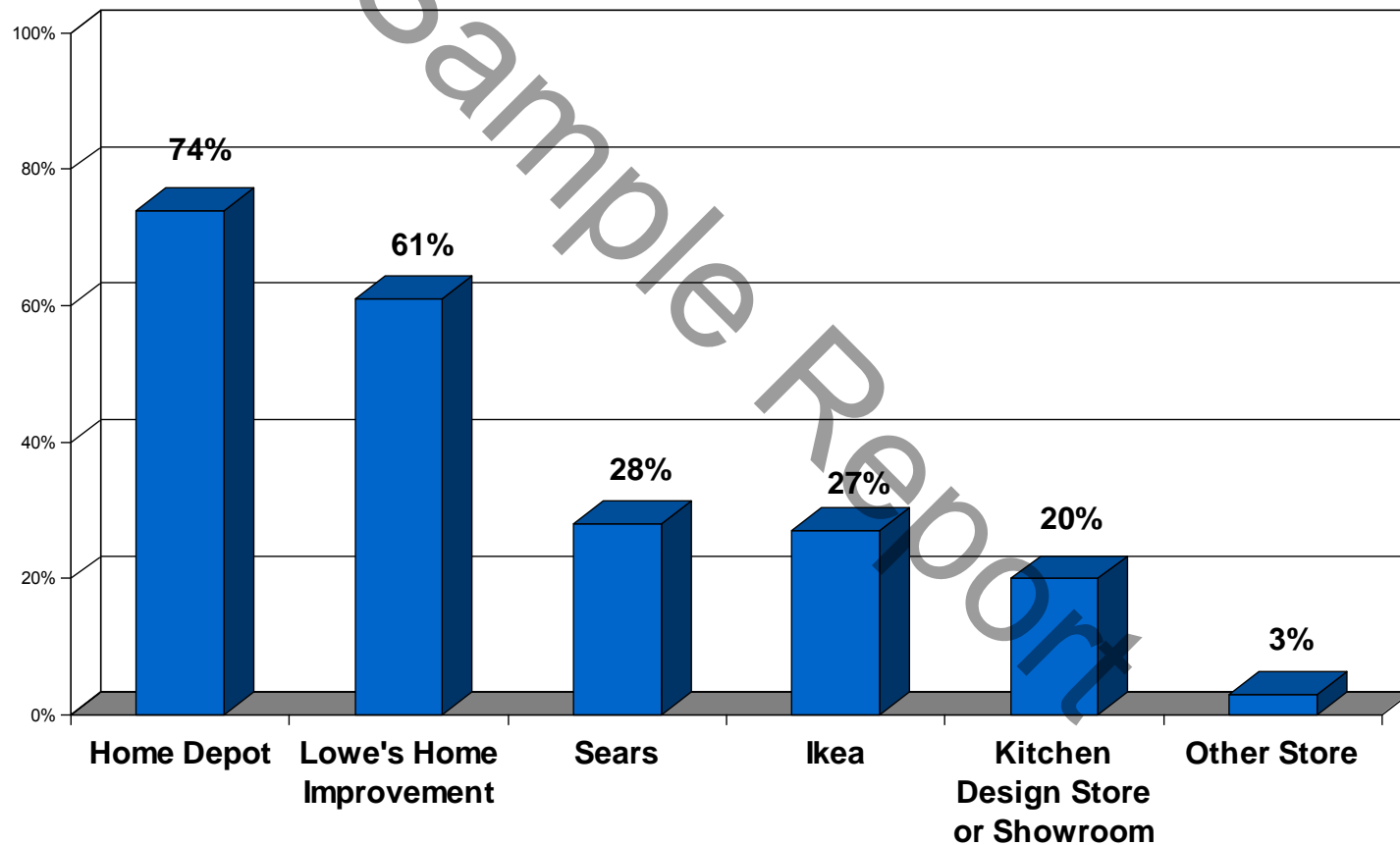


Vulcanian's New Kitchen
Hartford, NY

Sources for Remodelers' Ideas

Home Depot Leads Retail Outlets Used Most for Kitchen Remodeling Ideas

*Check if you used any of the following stores for ideas
(physical store or website).*



NOTE: Began asking about specific stores in separate question in 2012

About RICKI



- The Research Institute for Cooking & Kitchen Intelligence (RICKI) is an independent organization to help kitchen-related businesses make smarter decisions and better products by using a wide range of research methodologies to deliver actionable insights.
- 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).
- The research conducted by RICKI goes beyond traditional research methodologies to help members 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 member companies into the future.

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

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