



Designer & Dealer Technology Usage Study

Conducted by the
Research Institute for Cooking & Kitchen Intelligence
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RICKI: Helping kitchen-related businesses make smarter decisions and better products by delivering actionable insights and identifying trends through dedicated kitchen research.

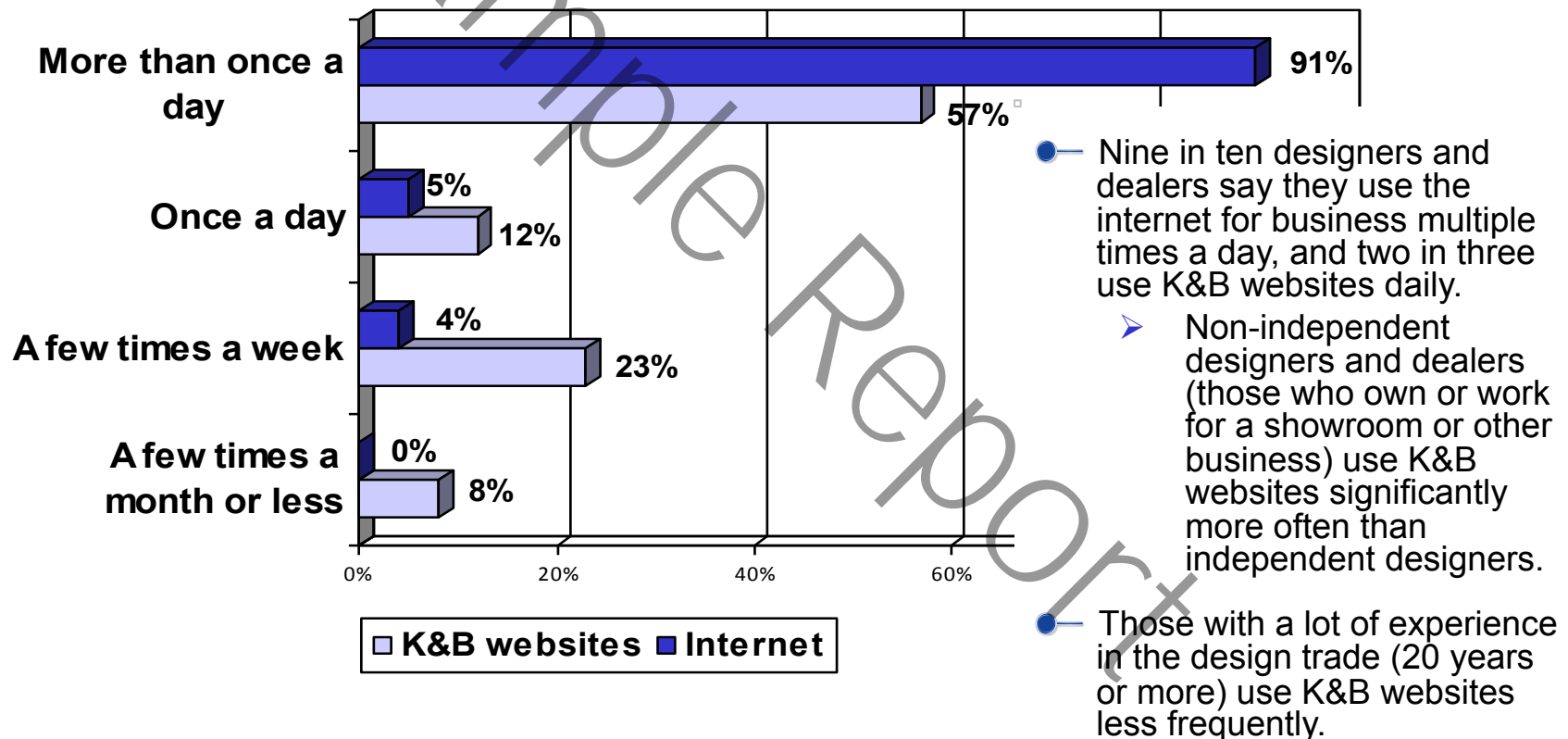
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Use of Internet & Kitchen and Bath Websites

Most Using Internet and K&B Sites 1+ Times Daily

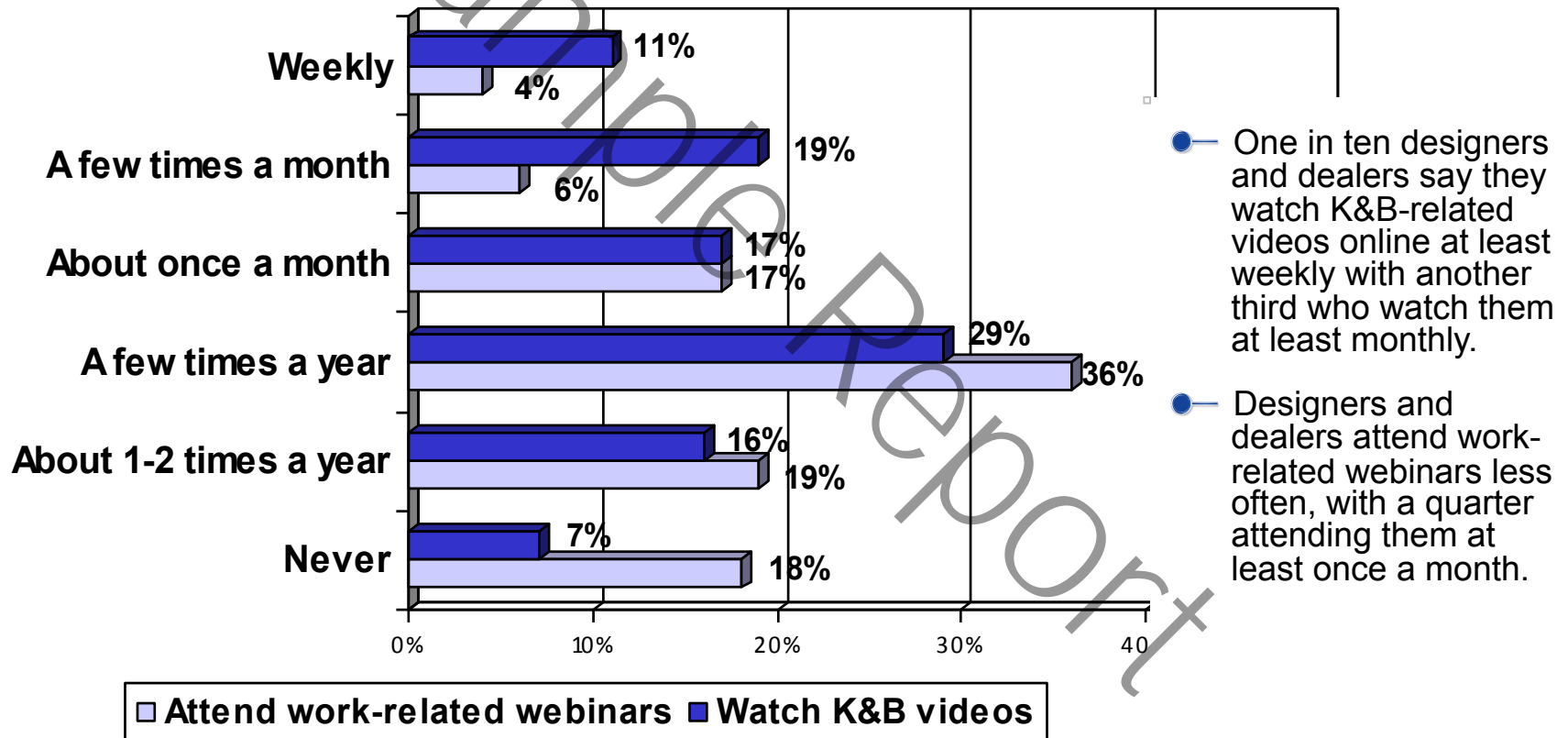
*How often are you on the internet for business purposes (not just personal)?
How often do you visit a kitchen or bath industry-related website, including
those by manufacturers, publications or associations?*



Online Activities

More Frequent Use of Videos than Webinars

How often do you attend online work-related webinars or watch kitchen- or bath-related videos online?



Sample Report

Technology Used

Taking Photos, Emailing & Texting are Key Uses of Smart Phones & Tablets

Which of these do you ever do with your mobile device/smart phone or tablet/iPad for business purposes (not just personal)? (Multiple answers allowed)

ACTIVITIES EVER DO:	Among those who Use Smart Phone in Business		Among those who Use Tablet/iPad in Business	
	%		%	
Make calls	98	#1	64	
Take photos	95	#2	90	#2
Send/read email	90	#3	82	#3
Texting	87		92	#1
Read articles or newsletters	64		65	
Download apps for business	56		64	
Social networking	44		37	
Watch videos	38		41	
Read blogs	22		19	
Process business documents	18		2	
Accept payments	7		34	
Skype/video conferencing	7		16	
Attend webinars	6		44	

NOTE: Bolded numbers identify where one device is more likely to be used than the other by at least 10 percentage points.

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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