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What's Hot & What's Not:

Kitchen Design Preferences

by RICKI

The Research Institute for Cooking & Kitchen Intelligence

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PHOTOGRAPHY BY Peter Rymwid

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

Table of Contents

Table of Contents, Cont.

Methodology

OBJECTIVE

- The goal of *What's Hot & What's Not: Kitchen Design Preferences* is to uncover insights from those operating on the front line of the industry – professional designers – to uncover trends emerging in kitchen design as well as reveal kitchen attitudes and preferences for colors and finishes for kitchen products among homeowners.

METHODOLOGY

- Two-phased process was employed:
- Phase I: Homeowners
  - 1,000 U.S. homeowners (187 who remodeled or made kitchen improvements in the past 12 months)
  - Online survey conducted in March 2013
- Phase II: Professional Designers
  - 250 professional kitchen designers
  - Online survey conducted in May 2013

MARGIN OF ERROR

- Statistically significant differences are noted at the 95% confidence level.

Trendy Fashionistas & Affluents

Throughout this report, statistically significant results are highlighted for various consumer demographic segments (e.g., women) as well as two unique consumer segments:

TRENDY FASHIONISTAS

- Respondents who rated the following statement a '4' or '5' on a 5-point scale: *I think of myself as being up-to-date on current trends or fashion forward*, which equates to 33% of homeowners overall in this study.
- Significantly more likely to be women (63% vs. 53% of the overall sample) and with higher than average household incomes (16% HHI $150K+ vs. 11% overall).

AFFLUENTS

- Affluent consumers boast a household income of $150K or more and represent 9% of U.S. households or just over 10 million households, according to Census Bureau statistics.
- Ultra Affluent consumers, with $250K or more household income, have even greater buying power. This segment makes up the top 1% of households in the country and 3% of the sample for this study.

Homeowner Attitudes

(Consumer feedback)

Attitudes about Shopping, Personal Style & Degree of Peer Influence

RESEARCH INSTITUTE FOR COOKING & KITCHEN INTELLIGENCE

RICKI

Please read each of the statements that describe people and tell us how much you agree with each statement.

TOP TWO BOX AGREEMENT (4 or 5 on 5-point scale)

Strongly Agree or Agree:	**Homeowners Overall**	**Trendy Fashionistas**	**Affluents**
I will go out of my way for personal service	46%	62%	55%
Other people often want to know my opinion on products	40%	63%	53%
I love to shop	39%	65%	42%
I believe that the brands I buy somehow reflect on me	34%	56%	51%
I think of myself as being up-to-date on current trends or fashion forward	33%	100%	48%
I like to try new products when they first come out	31%	59%	44%

Denotes statistically significant differences

SOURCE: *RICKI – What's Hot & What's Not: Kitchen Design Preferences*