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INSIDE!**

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the full report.

Three Generations in America's Kitchens



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

Research Institute for Cooking & Kitchen Intelligence

2108 South Boulevard
Suite 201
Charlotte, NC 28203

www.kitchenintelligence.org

Overview

Research Shorts are mini-studies conducted by RICKI, the Research Institute for Cooking & Kitchen Intelligence. Some *Research Shorts* are developed around two to four questions posed to RICKI's exclusive panel of professional kitchen designers. Other *Shorts* are designed to glean new insights by mining data from our vast library of market research studies.

For this *Research Short*, data was culled from RICKI's latest *Remodelers 360* study. The study was conducted in the spring of 2010 among 2,906 U.S. consumers, including 651 who remodeled or made improvements to their kitchens in the 12 months prior to the study.

This report highlights statistically significant differences between three influential generations of American consumers, defined as follows:

- Millennials – 18 to 29 year olds (n = 796)
- Generation X – 30 to 44 year olds (n = 935)
- Baby Boomers – 45 to 64 year olds (n = 1,175)

The report covers three topics:

- 1) Cooking & Meal Preparation – A generational snapshot of some of the day-to-day activities that take place in the home kitchen,
- 2) Dream Kitchens – Kitchen products and features viewed as ideal for a dream kitchen in the minds of the three generations, and
- 3) Sources for Ideas – Sources for 'best' ideas for recent kitchen remodeling projects and which inspired each generation.

The goal of this report is to provide a basic understanding of the generational mindsets as they relate to kitchen products – each generation's attitudes, influences and expectations – to help provide insight for marketing strategy, product development and other areas of business.

Cooking & Meal Preparation

Respondents of all ages were asked a series of questions about preparing and eating meals in their home kitchens.

- Millennials are more likely than Gen Xers and far more likely than Boomers to try new recipes three or more times a month.
 - ▶ And the younger the respondent, the more likely they are to agree that this statement describes them: I love to cook and I'm always trying new recipes.
- On the other hand, Boomers are more likely than their younger counterparts to prepare dinner from scratch five or more days a week, more often cooking tried and true recipes.



- While a majority in all generations say they are eating at home more now than they were a year ago, Millennials are more than twice as likely as Gen X and Boomer respondents to say they are eating at home less (including take out).

Dream Kitchens

Study participants were asked to imagine that they were creating their dream kitchen. Given a list of 30+ products from which to choose, numerous meaningful differences among the three generations emerged. Those items which a particular generation is more likely to select for their dream kitchens than those of other generations are highlighted in the table below.

More Likely to Want in Dream Kitchen:	Gen Y	Gen X	Boomers
Cooktop with special purpose features (built-in wok or grill, rotisserie attachment)			✓
Commercial or professional-grade appliances			✓
Large dishwasher that accommodates a wide variety of dishes (cake pans, roasting pans)	✓	✓	
Oven that dramatically reduces cooking times without microwaves			✓
Customized storage solutions for cabinets		✓	✓
A separate full refrigerator and full freezer side by side		✓	✓
Microwave that allows for swiping bar code on packages so microwave cooks to exact directions	✓		
French door refrigerator with two drawers and pull-out freezer drawer	✓		
TV screen built into wall or appliance	✓		
Multiple sinks	✓		✓
Warming drawers		✓	✓
Technology that would allow putting dish in oven, program it to refrigerate and turn heat on from phone or computer	✓		
Coffee or espresso bar	✓	✓	
Built-in coffee pot connected directly to plumbing		✓	✓
Products with anti-bacterial features	✓		
Refrigerator drawers that can be installed anywhere in the kitchen	✓		
Wine refrigerator	✓	✓	
Colorful appliances	✓		

- Younger respondents have a stronger preference for products employing technology – not surprising given that they’ve never known a world without it.
- They also have a somewhat stronger affinity than older respondents for modular items.
- Some of these differences may be due to lifestage and lifestyle rather than age itself. (Boomers, for example, may have expressed an equal level of interest in colorful appliances in their 20s but now opt for safer options.)