

**LOOK
INSIDE!**

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

How People Use Their Kitchens

Research Institute for Cooking & Kitchen Intelligence:

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

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Background & Objectives

- The goal of *Remodelers 360* is to determine how Americans are currently using their kitchens, their design preferences, their remodeling experiences, and to gain insight into how best to market to today's consumers.
- *Remodelers 360* was first conducted in 2006 and is repeated every two years, with some adjustments made based on member input and secondary research into hot topics. The second wave of the study was conducted in 2008.



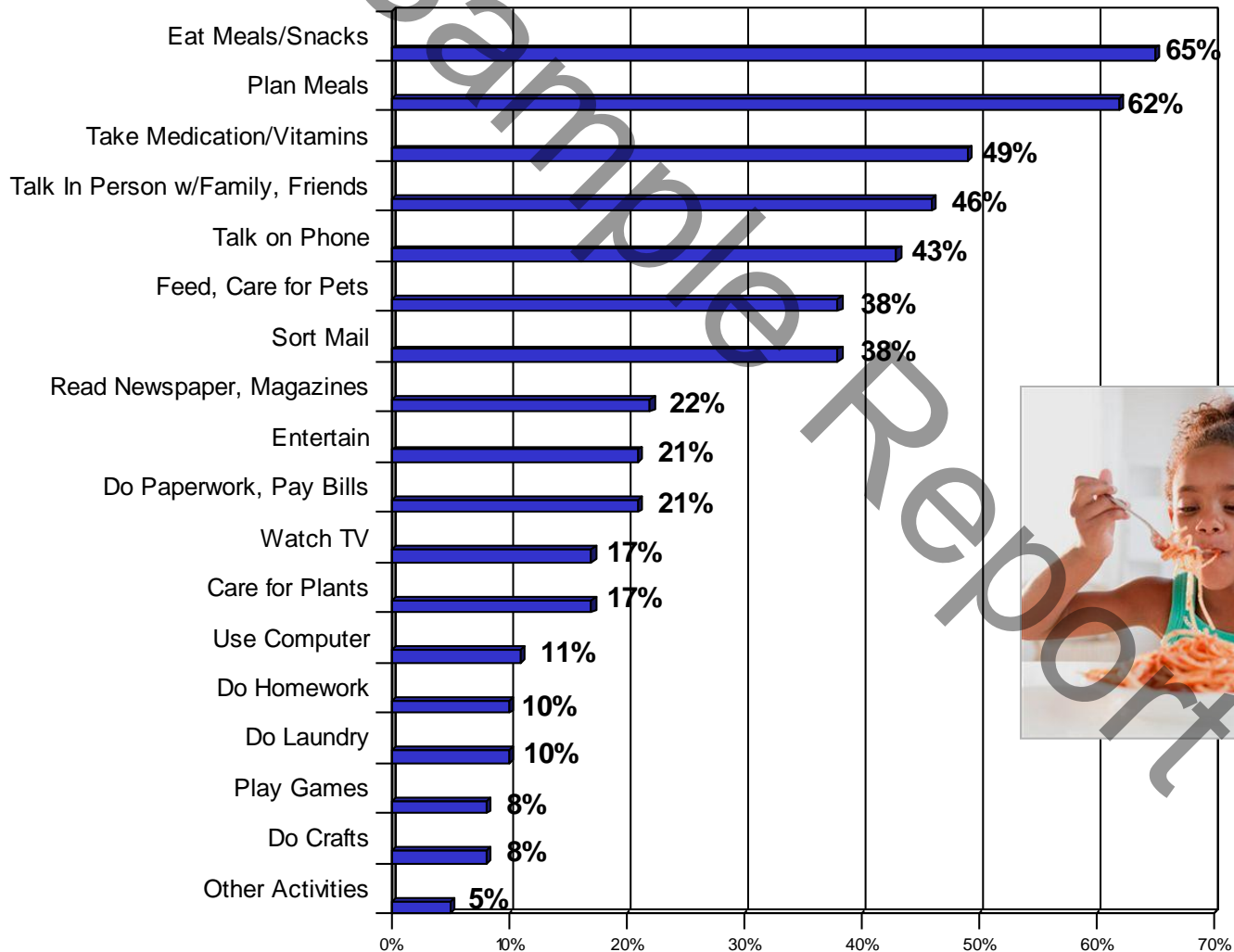
Methodology

- The 2010 *Remodelers 360* study was conducted among 2,906 U.S. consumers between the ages of 18 and 64 from February 12 through March 2, 2010.
- The study was conducted online in partnership with a leading national online panel company, GMI (Global Market Insite, Inc.), headquartered in Seattle, WA.
- In addition to gathering data from the general population on various topics related to their kitchens, the study includes in-depth questions about kitchen remodeling.
 - A subset of respondents who had remodeled or improved their kitchens was oversampled to allow for additional analysis. Once the general population target reached about 2,000, the survey screened tighter for kitchen remodelers.
 - The incidence of remodeling (or improving) a kitchen in the general population is 16 percent.
 - A total of 651 surveys were completed with respondents who had remodeled or made improvements to their kitchens in the past 12 months.
- When data is comparable (i.e., questions are exactly the same) and meaningful (i.e., statistically significant differences emerged), study findings from 2010 are compared to those from 2006 and 2008.
- Statistically significant differences are shown at the 95 percent confidence level.

Kitchen Use & Attitudes

Activities in the Kitchen

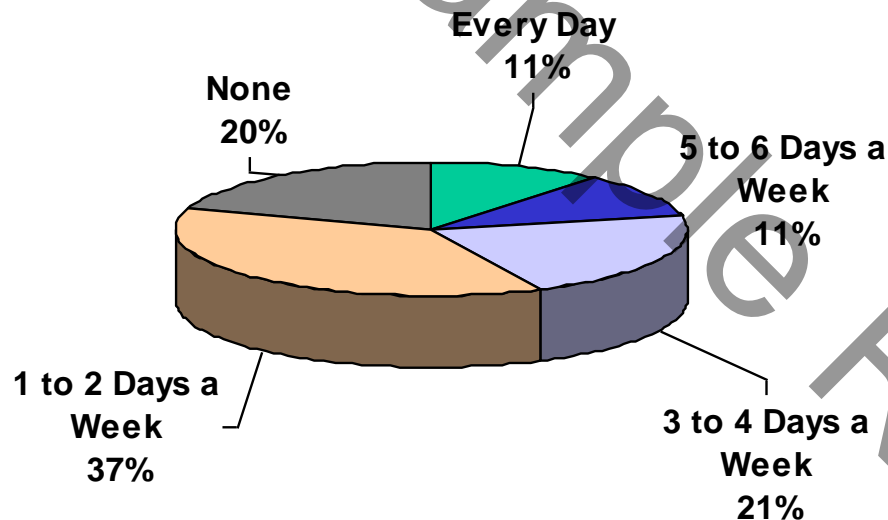
Which of the following do you do in your kitchen frequently?



Eating Out & Meal Preparation

Use of Microwave for Main Dish

On average, how many days a week do you use the microwave for main dinner dishes?



More Likely to Use Microwave Every Day:

- Men
- Age 45+
- <\$50,000 HHI

- Microwave usage has remained relatively unchanged since 2006.
- Consistently one in 10 survey respondents say they use a microwave every day to cook their main meal, and
- Around two in 10 say they never use one.

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.kitchenintelligence.org

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