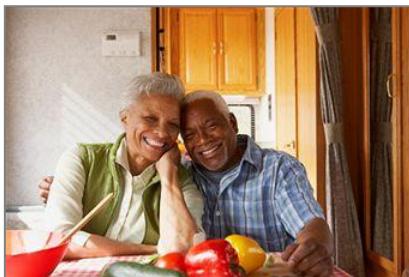


**LOOK
INSIDE!**

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



Four Generations: Part 1

*Technology, Lifestyles & Kitchen-Related
Attitudes and Behaviors*

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

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Objectives & Methodology

- **GOAL:** The goal of the *Generations in the Kitchen* project is to assess the differences between four generations of American consumers – this report focuses on kitchen-related attitudes and behaviors and overall use of new technology.
- **METHODOLOGY:**
 - The study was conducted online among 800 Americans age 18 or older.
 - 200 interviews were completed among consumers in each of these generations:
 - ✓ Gen Y – Ages 18 to 29
 - ✓ Gen X – Ages 30 to 44
 - ✓ Baby Boomers – Ages 45 to 64*
 - ✓ Matures – Ages 65 and Older
 - Data were weighted to reflect the proportion of U.S. adults in each generation (according to U.S. Census Bureau statistics).
 - The survey took place March 3 through March 17, 2011.
- **MARGIN OF ERROR:** Statistically significant differences are noted at the 90 percent confidence level.

**For some measures, there are significant differences between responses of younger Baby Boomers (ages 45 to 54; n = 88) and older Boomers (ages 55 to 64; n = 112). These are noted throughout the report.*

Attitudinal Mindset by Generation: Cooking & Kitchens

Please indicate how well each of the statements describes you.

TOP TWO BOX AGREEMENT (9 or 10 on 10-point scale)

Strongly Agree:	Total Adults	Gen Y	Gen X	Boomers	Matures
I love to cook and try new recipes	31%	32%	35%	31%	25%*
I'm always looking for ways to enhance my kitchen and make it look or work better	18%	15%	19%	20%	17%
My kitchen is my favorite part of my home	17%	15%	19%	18%	11%*

- Matures are less enthusiastic about cooking and experimenting with recipes than are other generations and less likely to consider their kitchens their favorite room in the house.

Attitudinal Mindset by Generation: Cooking & Kitchens, Cont.

Matures are...

- **Less enthusiastic about cooking** – “I love to cook and try new recipes” – 25% of Matures strongly agree vs. 31% of Total Adults
- **Less enthusiastic about decorating** – “Decorating and remodeling is something I enjoy doing”: - 10% of Matures strongly agree vs. 18% of Total Adults
- **Less kitchen focused** – “My kitchen is my favorite part of my home” – 11% of Matures strongly agree vs. 17% of Total Adults

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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