

**LOOK
INSIDE!**

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



Four Generations: Part 2

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, including remodeling plans and style and finish preferences.
- **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.*

Generational Distinction Indicator

- Throughout the report, the symbol below indicates where there are statistically significant differences between a specific generation and total adults in the survey (e.g., an attitude with which they feel a significantly stronger association or a product one generation is more likely – or less likely – to purchase).

 = RICKI's symbol for points of statistically significant generational differences

- Product designers, marketing professionals, financial analysts and others must understand areas of generational harmony and discord in order to develop products, strategies and tactics meaningful to each generation. This insight can directly impact a company's bottom line and touches virtually all aspects of business.



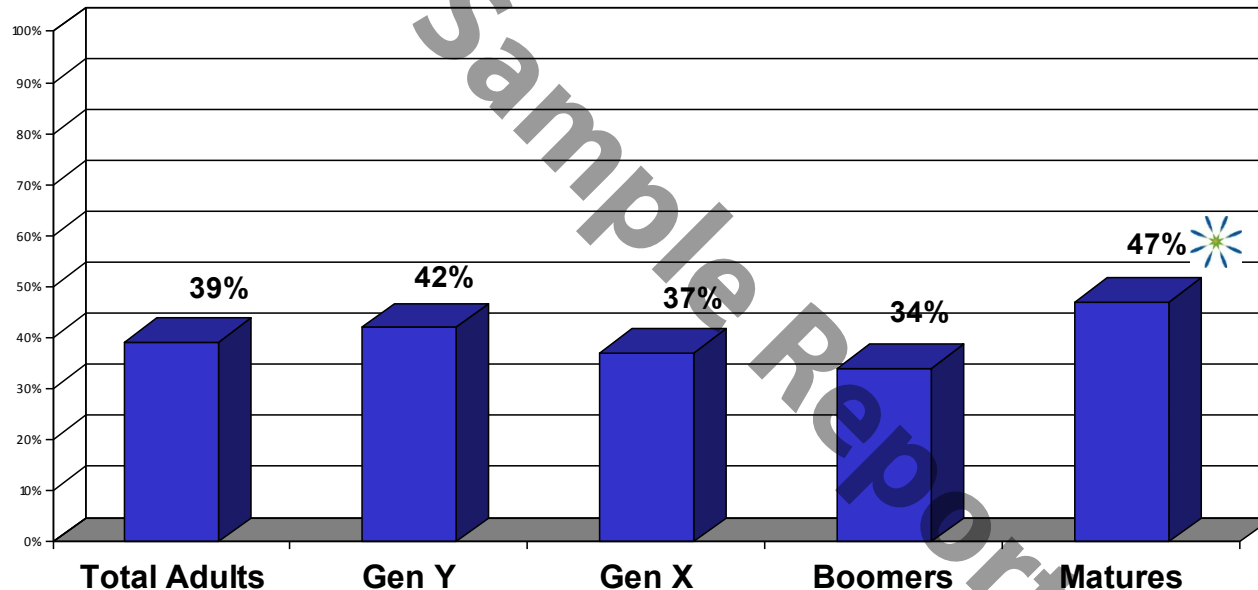
Kitchen of BABY BOOMER Study Participant

Satisfaction with Kitchen

Matures are More Satisfied with Their Kitchens than Younger Generations

How satisfied would you say you are with your kitchen overall?

% Who Say They are 'Very' or 'Extremely' Satisfied



- Matures are the generation that's happiest with their kitchens – almost half of Matures are 'very' or 'extremely' satisfied with their kitchens overall – followed by Gen Y (some of whom may be living with mom and dad and talking about their parents' homes), indicating that Gen X and Baby Boomers are least satisfied.
 - Analysis of open-ended responses shows that Matures are more satisfied with their kitchens mostly because they have already achieved their ideal kitchens. For some it is simply because their kitchens meet their current needs.

Reasons for Satisfaction with Kitchens Almost Identical Across Generations

*Tell us what makes you feel that way.
(based on overall satisfaction level with kitchen)*

Top 3 reasons for being 'very' or 'extremely' satisfied...

Gen Y:

- #1 Functional, works for me
- #2 Love kitchen, wouldn't change a thing
- #3 Appliances

Gen X:

- #1 Functional, works for me
- #2 Love kitchen, wouldn't change a thing
- #3 Appliances

Boomers:

- #1 Functional, works for me
- #2 Love kitchen, wouldn't change a thing
- #3 Appliances

Matures:

- #1 Functional, works for me
- #2 Love kitchen, wouldn't change a thing
- #3 Plenty of cabinets

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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