

**LOOK
INSIDE!**

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

Changes in U.S. Homes that Impact the Kitchen



Conducted by the

Research Institute for Cooking & Kitchen Intelligence

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

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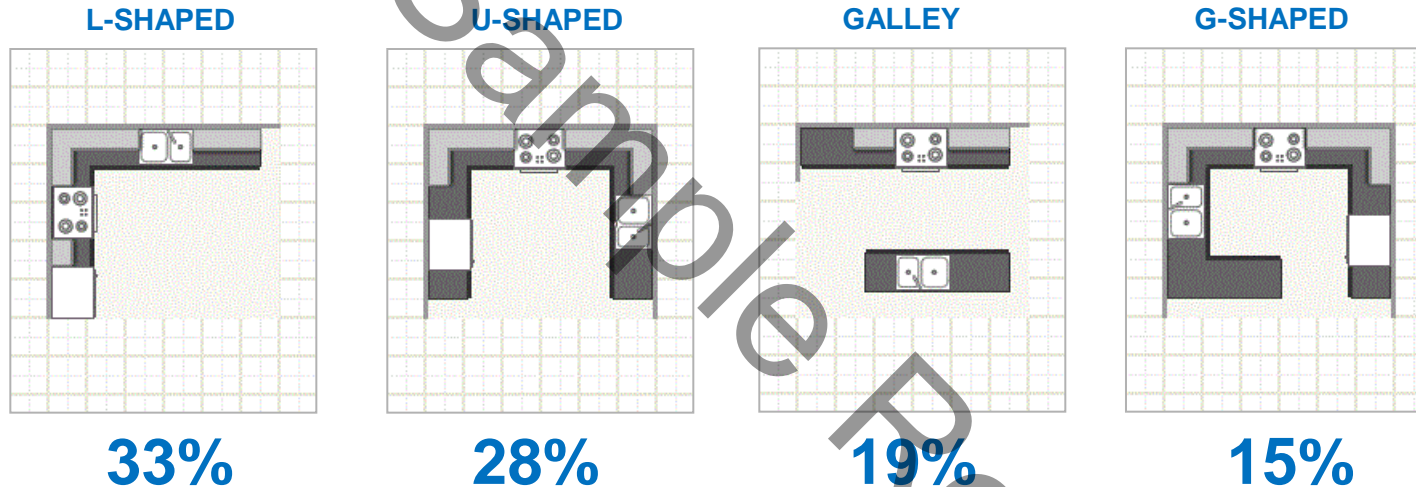
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Sample Report

Kitchen Size & Layout

Around 3 in 10 Homeowners Currently Have L- or U-Shaped Kitchen Layouts

Which of these best describes the shape of your kitchen?

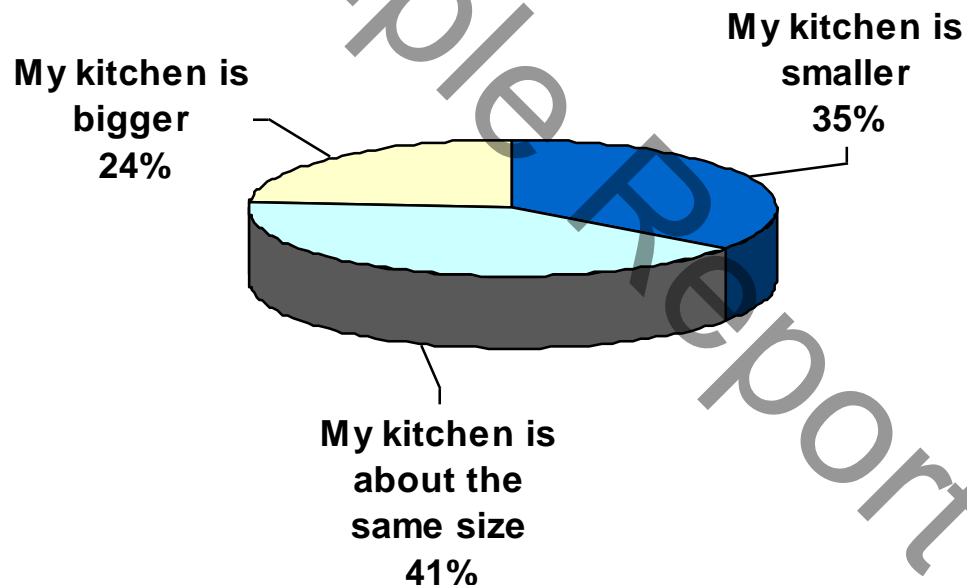


- Existing kitchen configurations are consistent across age, gender and income levels.
- Respondents living in smaller homes (<2,000 sq. ft.) are more likely to have L-shaped kitchens, while those in larger homes (2,000+ sq. ft.) are more likely to have U-shaped kitchens.
- L-shaped layouts are more likely to be found in homes in the Northeast while G-shaped layouts are more likely to be in the West.

Only a Quarter Feel their Existing Kitchen is Larger than their Friends' & Family's

Thinking about your kitchen compared to the kitchens in your friends' and family's homes, which of these statements best describes your feelings?

SIZE OF EXISTING KITCHEN VS. FRIENDS/FAMILY



Sample Report

Space & Storage in the Kitchen

Nearly Half of U.S. Homeowners Store Kitchen Items Outside of their Kitchens

Do you currently store any kitchen items you use frequently, such as cookware, everyday dishes or small appliances, anywhere besides your kitchen or pantry?

47%

Of U.S.
homeowners
store kitchen
items outside the
parameters of the
kitchen

Those most cramped for space in the kitchen:

- **Younger homeowners** (e.g., 71% of those age 18 to 29 store kitchen items in other parts of their homes vs. 40% of those 65 and older who do)
- **Larger existing home** (2,000+ sq. ft.)
- **Northeasterners** (e.g., 56% of homeowners in the Northeast store kitchen items in other areas vs. only 42% of those in the South)

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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