

**LOOK
INSIDE!**

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

Designer Business Practices Study

Conducted by the
Research Institute for Cooking & Kitchen Intelligence

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



COVER PHOTOS BY:
Reveal Studios, Inc.



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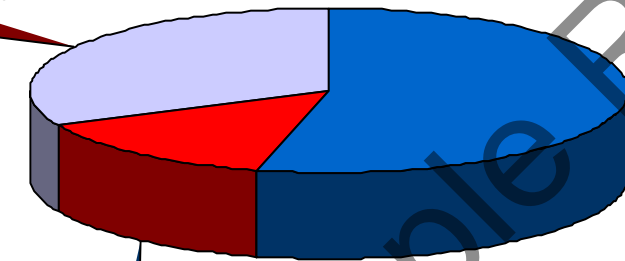
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State of Design Business

Half of Design Professionals Say Business is Trending Upward

Thinking of your kitchen design business over the past few months, how is your business trending?

About the
same
32%



Better
54%

Worse
14%

- In all regions of the country, most design professionals report that business is better than just a few months ago.
- Designers in all business categories report an uptick, but most notably those working at home improvement stores.
- Those whose projects are mid-range (\$50K to \$74K) and do the greatest volume (21+ projects in the past two years) report the biggest boost.

Marketing Activities Underway

Majority Rely on Website & Social Media to Market their Business

Which of the following are you currently using to market your business?

Online Tools Currently Using to Market Design Business:	% Total	Designer Segment	
		Leading-Edge Designers	Main-stream Designers
Website	73%	78%	72%
Social Networking Sites (Facebook, LinkedIn, Twitter, etc.)	54%	64%	52%
Email Campaigns	20%	22%	19%
Online Advertising	19%	19%	19%
E-Newsletter	16%	22%	15%
Blogs/Forums	14%	23%	12%
Videos	8%	12%	7%
Paid Search	6%	4%	6%
Other	41%	38%	42%

Denotes statistically higher usage

- Leading-edge designers are far more likely than other designers to use social media, including blogs and forums, to market their businesses.
- ‘Other’ responses center primarily around three common themes: 1) Referrals (“old fashioned word of mouth”), 2) Networking, and 3) Local advertising (mostly newspapers, local magazines and radio).

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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