

**LOOK
INSIDE!**

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

The Smart Kitchen:

How Consumers Use Digital Media & Other Technologies in their Kitchens



Conducted by the

Research Institute for Cooking & Kitchen Intelligence

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

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Sample Report

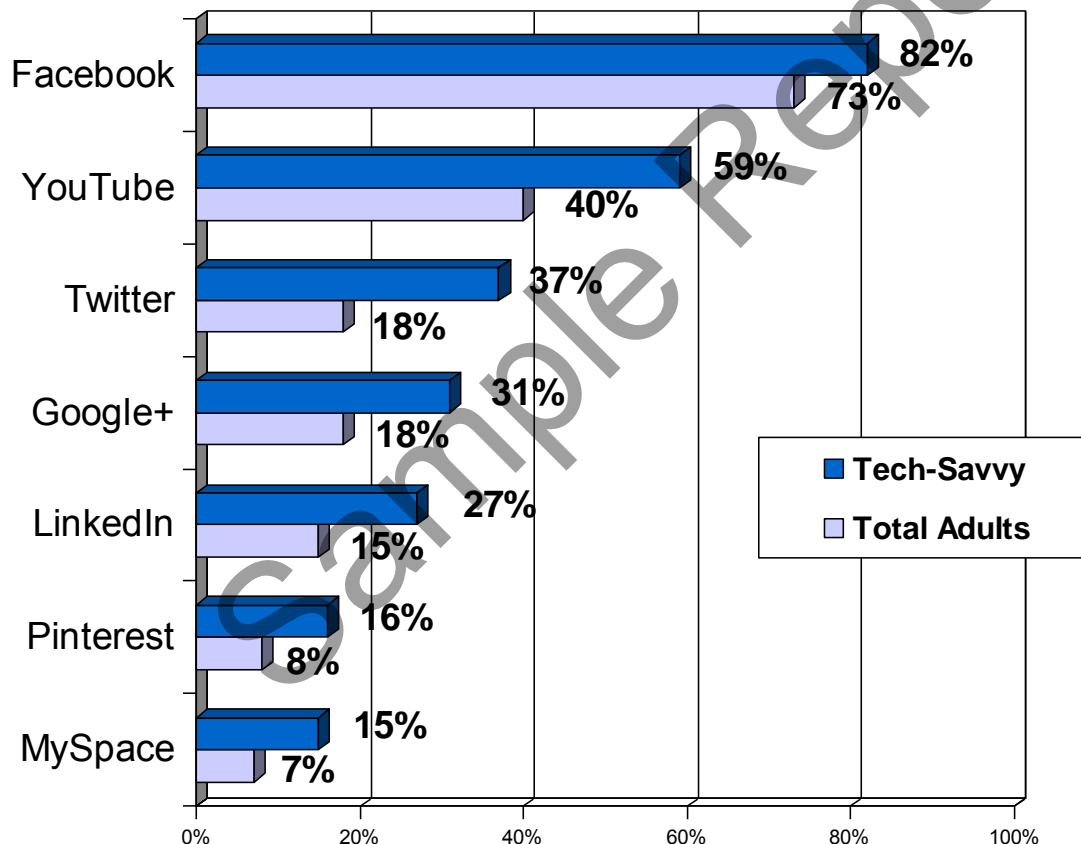
Personal Usage of the Internet

Facebook & YouTube Most Popular Sites

With Tech-Savvy Far More Likely to Visit All

Which of the following social networking oriented sites do you use at least once a week for personal use, not business related?

USE ONCE A WEEK OR MORE FOR PERSONAL REASONS



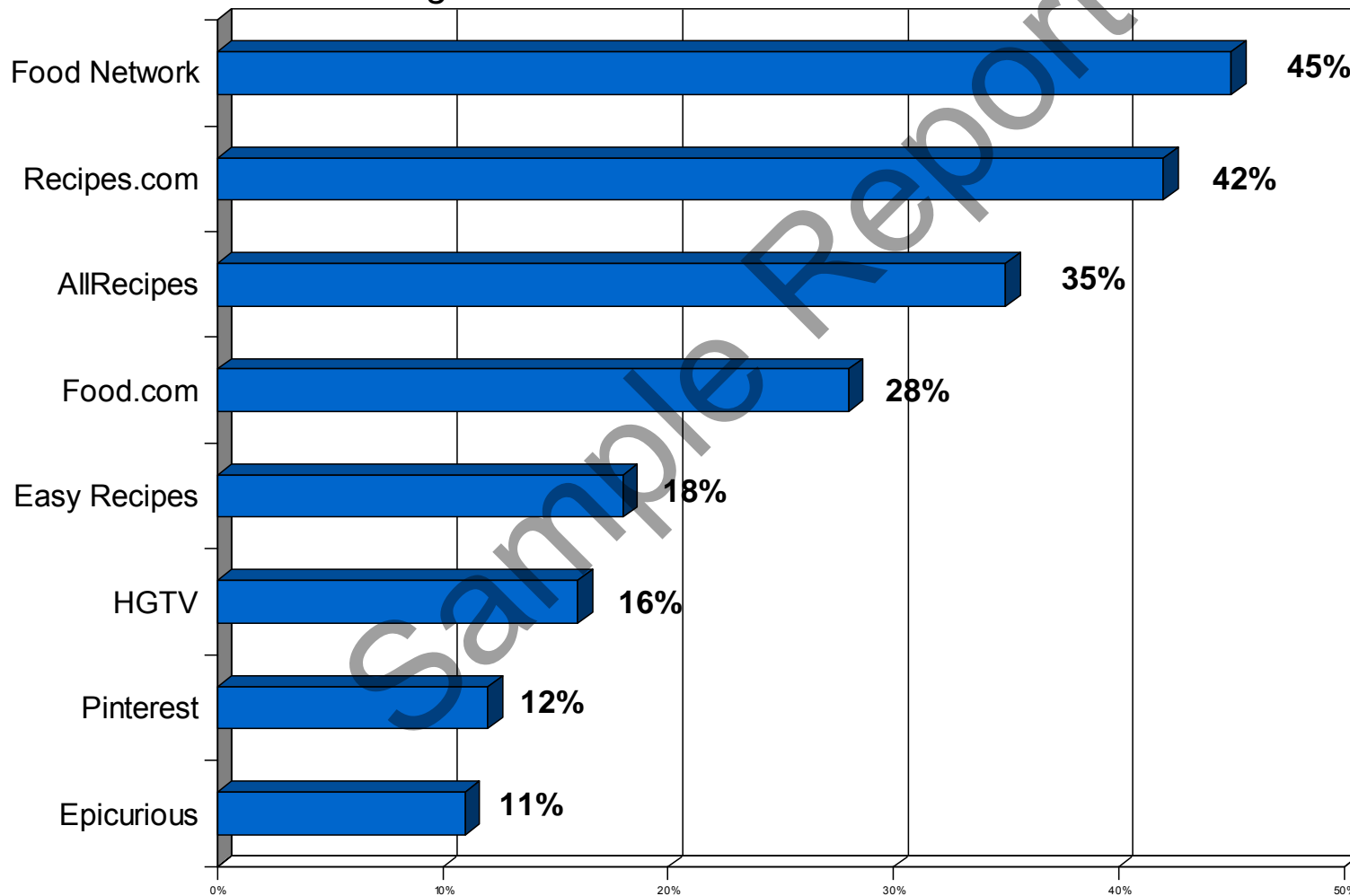
Note: Show are those sites chosen by 5% or more of survey respondents from a list of 15.

Sample Report

Use of Technology in the Kitchen

Food Network & Recipes.com Top Websites/Apps Used in the Kitchen

Which of the following websites or apps have you used for food, cooking or other kitchen-related uses?



NOTE: Asked of those who use websites or apps for food, cooking or other kitchen-related activities (76% of total respondents). Shown are those chosen by 5% or more of respondents from list.

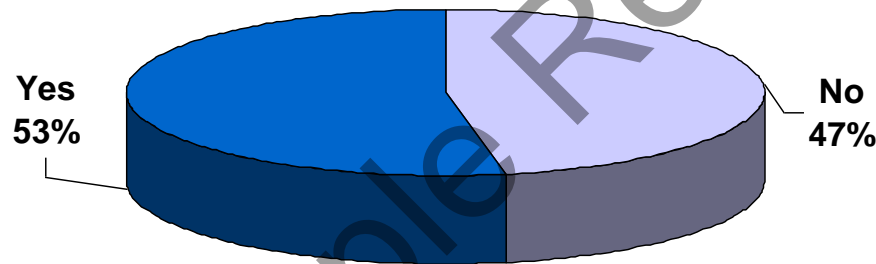
Sample Report

Websites Used for Kitchen Improvements

More Than Half Used Kitchen-Related Websites for Kitchen Project

Before or during your kitchen improvement, did you go to any kitchen-related websites to get design or product information?

**USED WEB FOR DESIGN OR PRODUCT INFO BEFORE
OR DURING RECENT KITCHEN IMPROVEMENT**



**More Likely to Have
Used Web for Kitchen Project:**

- Gen X (70% vs. 53% Gen Y, 47% Boomers and 29% Matures)
- Have kids in the home
- Tech-Savvy (63% vs. 49% of Not Tech-Savvy group)

NOTE: Among those who remodeled or made improvements to their kitchen in the past 12 months.

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 this study or RICKI, visit: www.KitchenTrends.org

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