



Upscale Consumers & Their Kitchens

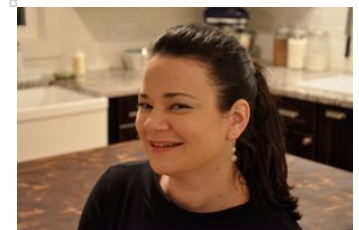
What Affluent Consumers are Demanding
And High-End Designers are Thinking

by the

Research Institute for Cooking & Kitchen Intelligence



Kitchen design by:
Emily Duff
Boston, MA



December 2012

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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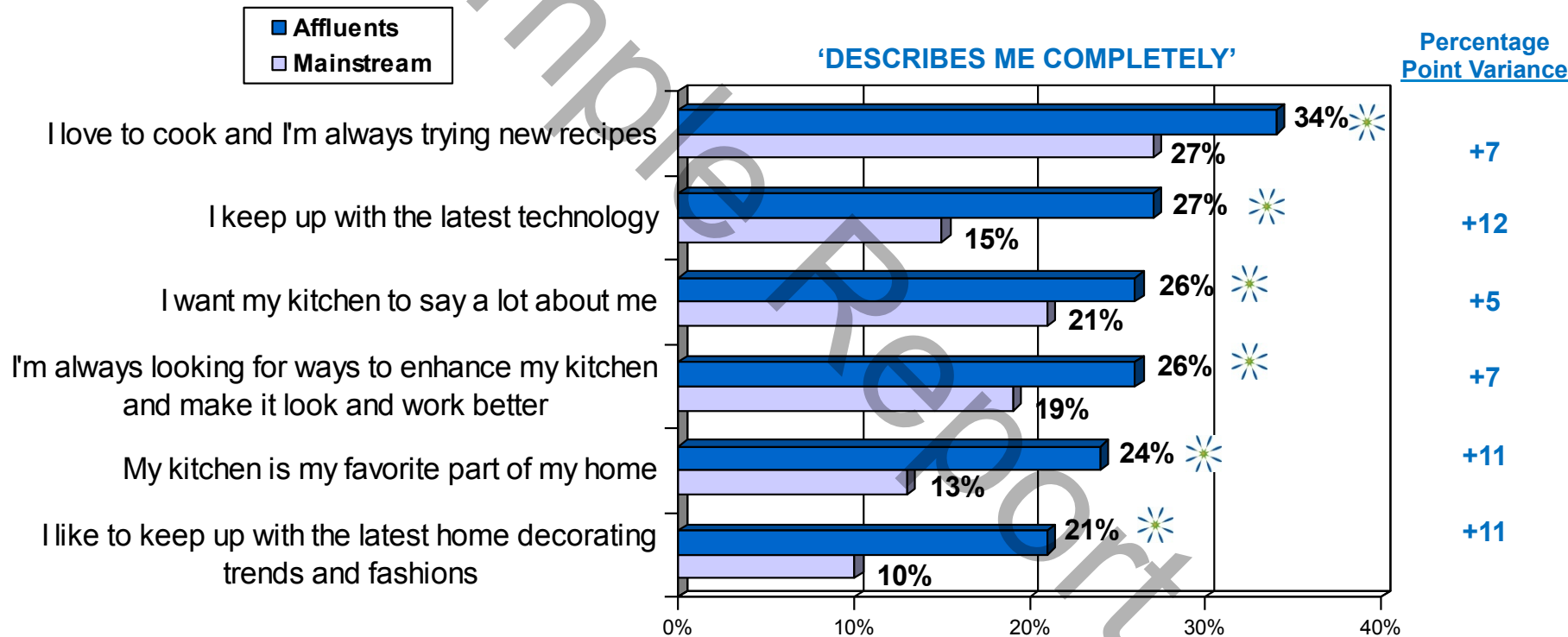


Kitchen design by Katie Bacon Ewen
for Affluent client in Dallas, TX

Feedback from Affluent Consumers

Affluents Love Cooking & their Kitchens More than Mainstream Consumers...

- Consumers participating in the study were shown a list of six statements about the home and kitchen and asked to respond to how well the statements describe them – either ‘completely’, ‘somewhat’, ‘not very well’ or ‘not at all’. **Affluents relate more strongly with all six statements highlighting their love of kitchen and the importance in their lives of technology and staying on trend.**



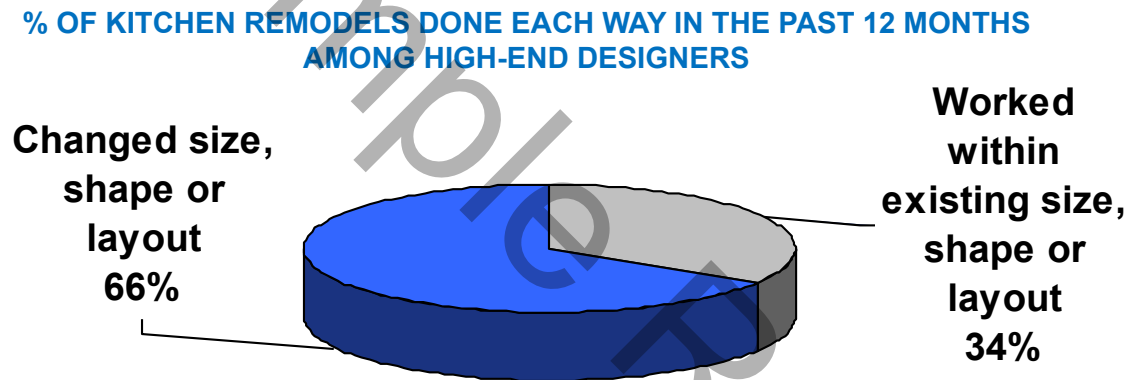


Kitchen design by
Kelly Davert, Mingle Cabinetry
Plymouth, MN

Feedback from Professional Designers

Two-thirds of High-End Kitchen Remodels Involve Size, Shape or Layout Changes

- A majority of kitchen remodels by High-End designers involve changing the **footprint**. Designers participating in the study say most of their projects in the past year involved changing the size, shape or layout of the original kitchen.



- For comparison, in a RICKI study conducted in early 2012 among professional kitchen designers of all stripes (a mix of low-end, mid-range and high-end projects), participants said 60% of kitchen remodels involved changing the footprint of the kitchen.

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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