

**LOOK
INSIDE!**

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



**Kitchen and Bath designs
by Kelly Davert
Plymouth, MN**



Kitchen & Bath Remodeling Trends Study

Conducted by the
Research Institute for Cooking & Kitchen Intelligence
and
Kitchen & Bath Design News

September 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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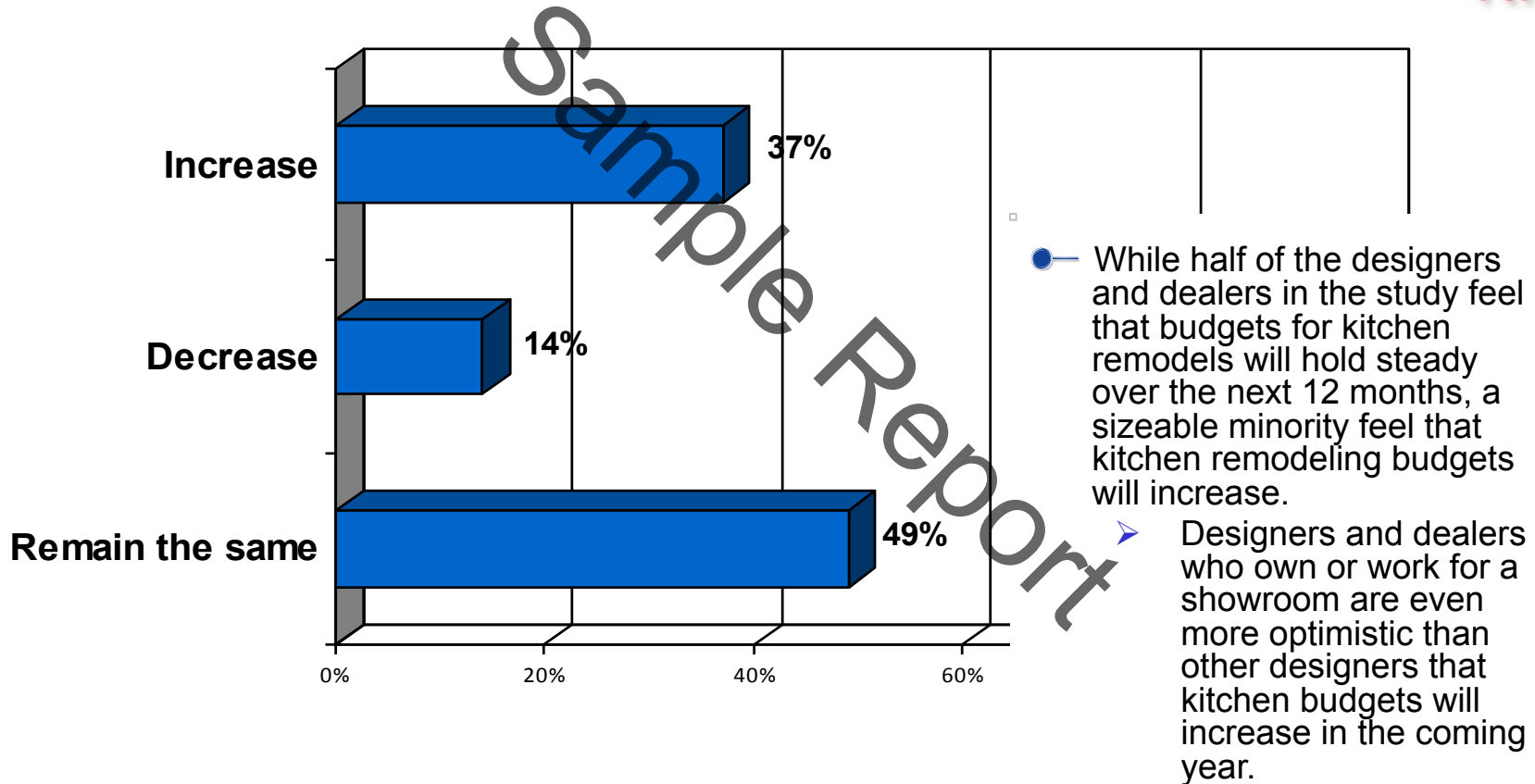


Kitchen design by Rachelle Ryan
East Hampstead, NH

Kitchen Remodeling Trends

Two in Five Think Budgets for Kitchen Remodels Will Increase in Coming Year

Over the next 12 months, do you think the overall budgets for kitchen remodels will increase, decrease or remain the same compared to the past year?





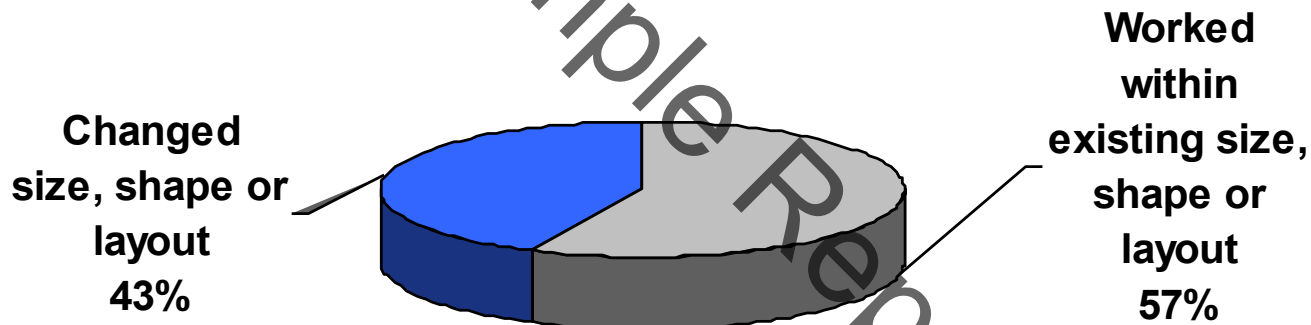
Bath design by
Christy Mooney
Florissant, MO

Bath Remodeling Trends

On Average, Most Bath Remodels Don't Involve Changes to the Original Footprint

Thinking about bath remodels you have done over the past 12 months, roughly what percent involved changing the size, shape or layout of the bathroom and what percent involved remodeling within the existing size, shape or layout?

MEAN PERCENTAGE OF BATH REMODELS DONE EACH WAY





Kitchen design by Rebecca Moore
Greenville, SC

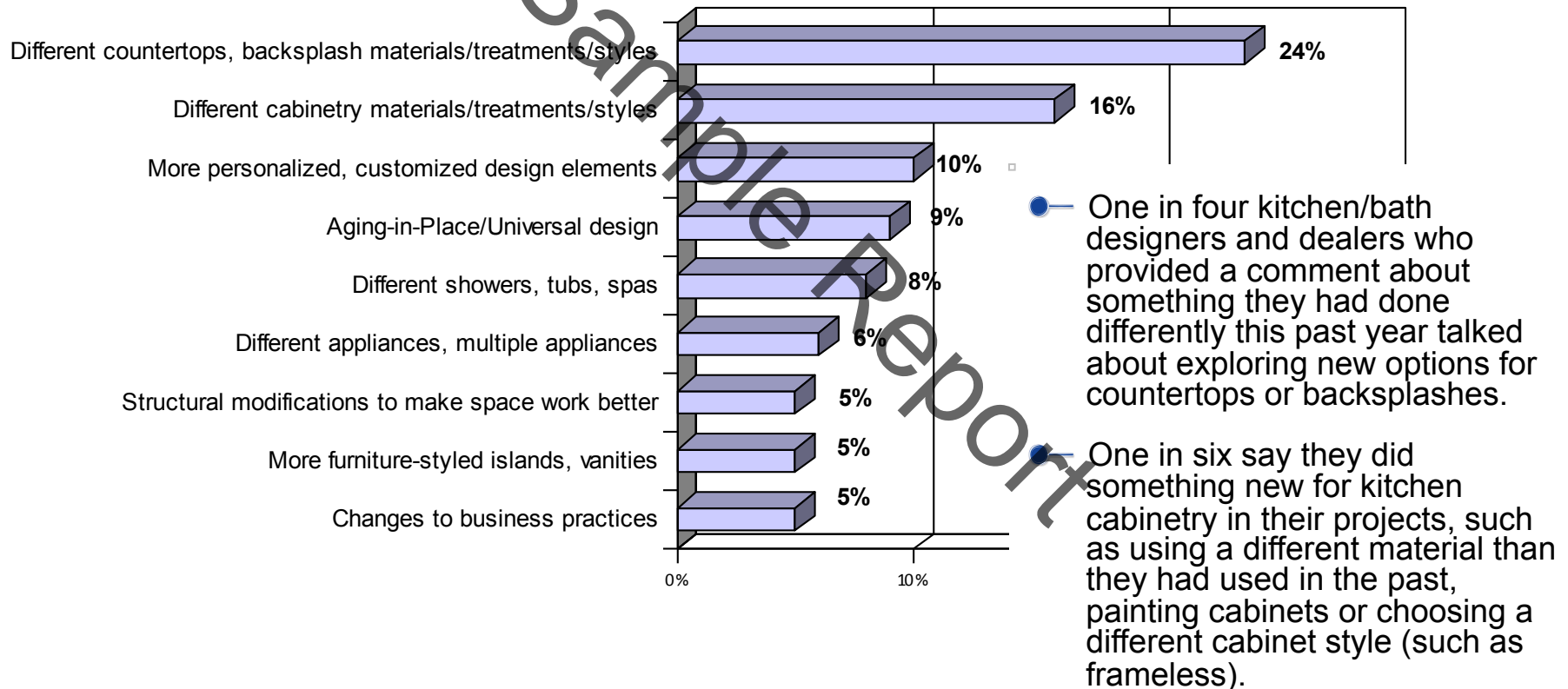


Bath design by Michael Martino
Melbourne, FL

Design Changes in Kitchen & Bath Projects

Changes to Countertops or Backsplashes Mentioned Most as Done Differently

Tell us one thing you did differently this year in a kitchen or bath design. It could be different material than you used before, a new product line, a solution to a design challenge, or anything else. (OPEN ENDED)



NOTE: Responses listed are those mentioned by 5% or more of the respondents.

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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