



Consumer Kitchen Trends:

From Remodeling Rates to Technology Trends

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***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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Methodology

● OBJECTIVE

- The goal of *Consumer Trends: From Remodeling Rates to Technology Trends* is to measure planned kitchen product purchases, store shopping, sources used to shop and get information for kitchen projects as well as kitchen tasks that technology in the kitchen helps consumers do now and what technology might help their kitchen experience in the future.

● METHODOLOGY

- 1,005 U.S. consumers
- Homeowners only
- Ages 18 to 74, categorized as follows:
 - Gen Y (ages 18 to 31)
 - Gen X (ages 32 to 46)
 - Baby Boomers (ages 47 to 66; Younger Boomers ages 47 to 55 and Older Boomers ages 56 to 66)
 - Matures (ages 67 and older)
- Survey conducted February 12 - 14, 2013

● MARGIN OF ERROR

- Statistically significant differences are noted at the 95% confidence level.

Consumer Segments Defined

- For certain data, in addition to demographic differences, statistically significant results will be shown for four lifestyle segments. Each are described here:

OPINION LEADERS

- Rated a 5 on a 5-point scale:
 - ‘I am usually the one of the first to try new technology.’
 - ‘I like trying new products when they first come out.’
 - ‘Others often want to know my opinion about products.’
- Distinguishing demos: Higher income

BRAND FOCUSED

- Rated 4 or 5 on a 5-point scale:
 - ‘I believe that the brands I buy somehow reflect on me.’
- Distinguishing demos: Higher income

INTERNET HEAVYS

- Rated 4 or 5 on a 5-point scale:
 - ‘The internet is an important tool I use for shopping.’
- Distinguishing demos: Gen Y, higher income

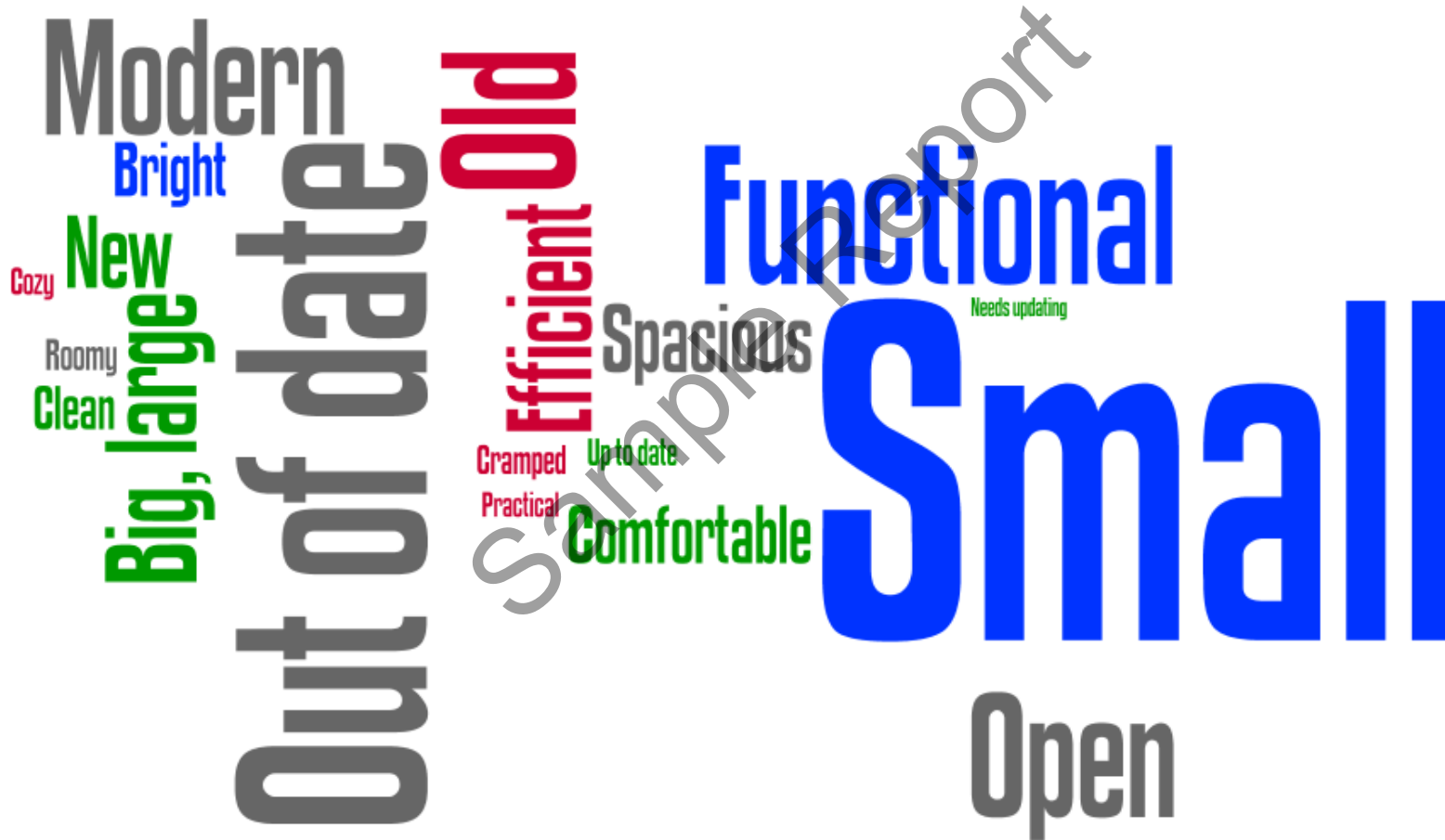
PRICE FOCUSED

- Rated 4 or 5 on a 5-point scale:
 - ‘If I have to choose between a brand name and a good price, I will choose price.’
- Distinguishing demos: Mid-to-lower income

NOTE: The four consumer segments are compared to the total sample for statistical significance. In all other cases, groups are compared to each other (e.g., age, income, generations, remodeled kitchen in past year).

Words Homeowners Use Most to Describe Their Current Kitchens

- The word cloud below was created by extracting words used most by homeowners participating in the survey in an open-ended format to describe their current kitchens. Many homeowners feel their kitchens are “small” and “out of date.”

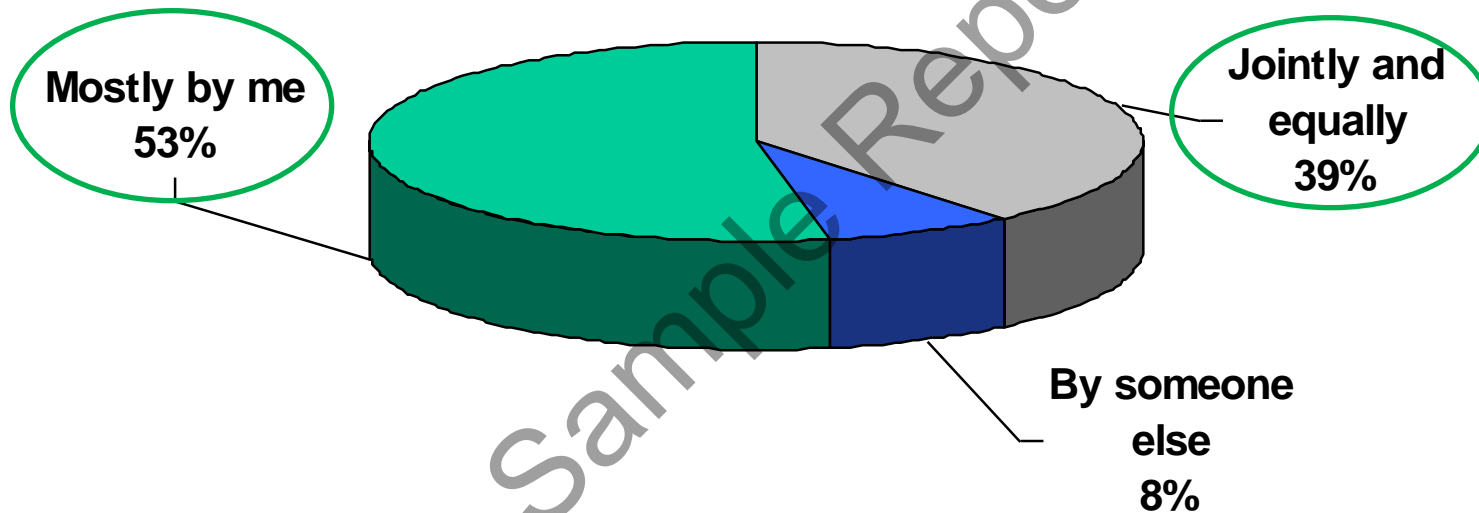


NOTE: Words appearing more frequently in the responses of homeowners in the study are represented by larger font sizes. The different colors do not carry any weight or value, but rather serve as a way to add visual interest and make the word cloud easier to read.

Majority are Sole Decision-Makers for Kitchen Products

When it comes to decisions about which new kitchen products to buy, is the choice of the specific brand, style or design made mostly by you, by someone else, or equally between you and someone else?

DECISIONS FOR KITCHEN PRODUCTS MADE...



● Homeowners More Likely to be Sole Decision Makers:

- Women (62% vs. 43% of men)
- LGBT
- No kids < 18 in home
- HHI < \$50K
- Multi-family dwelling