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# What's Hot & What's Not:

Kitchen Design Preferences

by **RICKI**

The Research Institute for Cooking & Kitchen Intelligence

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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.*

# Table of Contents

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	Page
<b>Introduction</b>	
Methodology	3
Segments Defined	4
<b>CONSUMERS:</b>	
<b>Homeowner Attitudes</b>	
Shopping & Influence	6
Pain Points of Current Kitchen	7
Importance of One Open Space	9
Magazines & Websites Viewed Past 30 Days	10
<b>Style &amp; Finish Preferences</b>	
Style or Look of Ideal Kitchen	13
Kitchen Cabinets	14
Cabinet Hardware	16
Countertops	17
Refrigerator	18
Importance of Matching Appliance Finishes	19
Kitchen Faucet Finish	20
Importance of Matching Faucet & Appliances	21

# Table of Contents, Cont.

	Page
<b>DESIGNERS:</b>	
<b>Kitchen Designs</b>	
Design Style Clients Want Most	23
Budget Shifts by Product Category	25
Have Brands in Mind by Product Category	27
<b>Styles, Features &amp; Finishes Trending Up</b>	
Style of Kitchens in Demand	29
Features Expect Clients to Want More in Future	30
Finish & Colors Trending Up by Product Category	32
Importance of Matching Finishes	40
More Inspired by Magazines in Print or Online	43
Business Outlook Next 12 Months	44
<b>5-Point Recap</b>	46
<b>About RICKI</b>	48

# Methodology

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## ● OBJECTIVE

- The goal of *What's Hot & What's Not: Kitchen Design Preferences* is to uncover insights from those operating on the front line of the industry – professional designers – to uncover trends emerging in kitchen design as well as reveal kitchen attitudes and preferences for colors and finishes for kitchen products among homeowners.

## ● METHODOLOGY

- Two-phased process was employed:
- Phase I: Homeowners
  - 1,000 U.S. homeowners (187 who remodeled or made kitchen improvements in the past 12 months)
  - Online survey conducted in March 2013
- Phase II: Professional Designers
  - 250 professional kitchen designers
  - Online survey conducted in May 2013

## ● MARGIN OF ERROR

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

# Trendy Fashionistas & Affluents

Throughout this report, statistically significant results are highlighted for various consumer demographic segments (e.g., women) as well as two unique consumer segments:

## TRENDY FASHIONISTAS

- Respondents who rated the following statement a '4' or '5' on a 5-point scale: *I think of myself as being up-to-date on current trends or fashion forward*, which equates to 33% of homeowners overall in this study.
- Significantly more likely to be women (63% vs. 53% of the overall sample) and with higher than average household incomes (16% HHI \$150K+ vs. 11% overall).

## AFFLUENTS

- Affluent consumers boast a household income of \$150K or more and represent 9% of U.S. households or just over 10 million households, according to Census Bureau statistics.
- Ultra Affluent consumers, with \$250K or more household income, have even greater buying power. This segment makes up the top 1% of households in the country and 3% of the sample for this study.

# Homeowner Attitudes

(Consumer feedback)

# Attitudes about Shopping, Personal Style & Degree of Peer Influence

*Please read each of the statements that describe people and tell us how much you agree with each statement.*

*TOP TWO BOX AGREEMENT (4 or 5 on 5-point scale)*

<b>Strongly Agree or Agree:</b>	<b>Homeowners Overall</b>	<b>Trendy Fashionistas</b>	<b>Affluents</b>
I will go out of my way for personal service	46%	62%	55%
Other people often want to know my opinion on products	40%	63%	53%
I love to shop	39%	65%	42%
I believe that the brands I buy somehow reflect on me	34%	56%	51%
I think of myself as being up-to-date on current trends or fashion forward	33%	100%	48%
I like to try new products when they first come out	31%	59%	44%



Denotes statistically significant differences