

KITCHEN CONVERSATIONS

Exploring Online Discussions about Kitchen Faucets



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INTRODUCTION & METHODOLOGY

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Kitchen Conversations Overview

Millions of people are talking. Sharing their thoughts, experiences, likes and dislikes on forums, blogs, YouTube, Twitter, Facebook, and other user-generated content networks. **The online media channel is a critical driver of offline purchase behavior** with user-generated content and social networking driving much of the innovation and collaboration occurring around the Internet today. Consumed by increasingly complex, fast-paced lives, people are constantly bombarded by news, information and marketing messages. **In today's attention economy and the era of the social web, the name of the game is trust and the new ROI is Return on Influence.**

The goals of this study are to offer some preliminary insight to online attitudes and emerging themes related to kitchens and to provide a top-level analysis of online brand visibility and sentiment for RICKI members.

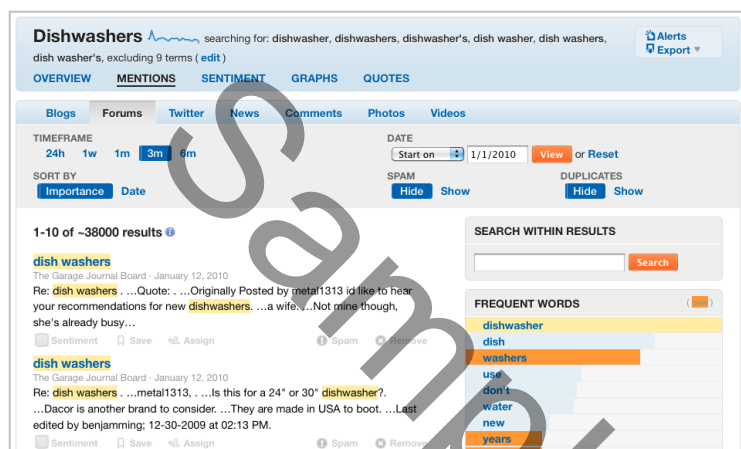
NOTES:

- While RICKI assessed conversations for six major kitchen categories, this report focuses on kitchen faucets.
- For RICKI members, online conversations about specific faucet brands were analyzed.

Methodology

The research was conducted in three key phases using a combination of: 1) the latest social media monitoring technologies, 2) detailed contextual theme analysis (completed manually by the RICKI research team), and Google search trends.

Step I – Social Media Research:



For the purposes of this study, RICKI analyzed **1,800 online conversations** taking place on forums and message boards during Q1 2010 (January 1, 2010 – March 31, 2010). Forums operate on a premise of open and free discussion and typically feature questions, comparisons, polls of opinion as well as debates on various topics. Compared to forums, blogs, which were excluded in this analysis, are more likely to be used for commercial or publicity purposes, including back-links for establishing higher organic search engine rankings. **Forums, in our opinion, provided a**

better sample for unbiased, deeper online consumer discussions.

A key component of this phase of the social media research included building accurate search and monitoring profiles. In order to eliminate irrelevant results, it was necessary to exclude certain terms from the search profiles. For example, when analyzing the category term “dishwashers”, we needed to exclude terms like “job” or “jobs”, “restaurant” or “hiring”, in order to eliminate any results related to dishwasher job opportunities.

Step II – Contextual Theme Analysis:

The initial data set across all categories encompassed an estimated 6,000 forum posts.

Approximately 1,000 posts were exported for each category. RICKI then completed a comprehensive contextual theme analysis of 300 discussion posts for each of the six kitchen categories (1,800 total) to establish the most popular conversation topics.

In our opinion, the contextual theme analysis phase is a critical step in social media monitoring required to uncover the most popular themes. This manual, labor-intensive process is critical for identifying pertinent themes. Current automated processes offered by social media analysis packages on the market cannot provide this type of targeted analysis.

In many cases, a single forum post by one person encompasses a number of topics so it is imperative to conduct a detailed manual review of all posts to make sense of the massive amount of text found online. Themes representing less than 5% of the conversations for each category are not shown.

The report includes select verbatim quotes. These comments are generally left 'as is' with grammar unchanged, however misspellings were corrected, including brand names.

Step III – Google Search Trends:

In addition to thoroughly examining online conversations, we also explored Google search engine activity to uncover keyword search trends related to kitchens. Google 'Insights for Search' feature analyzes web searches among Google's multiple search domains and databases.

For the purposes of this report, we analyzed kitchen category keywords within the Google web search database. All searches were filtered within the Home & Garden category.

Here is an overview of what's included (or how to read the data presented):

Keyword:	Category keyword (for example: kitchen faucet)
Timeframe:	January 2008 – May 2010
Database:	Google Web Search
Category:	Home & Garden (and related sub-categories when appropriate)
Interest:	Graph with trend line showing keyword activity and interest over time
Top Searches:	Related search terms with the highest level of interest (The data is displayed on a scale of 0 to 100, with 100 indicating the most frequently used search terms)
Rising Searches:	Related search terms that have experienced significant growth (If the word "Breakout" is used instead of a percentage, the search term experienced a change in growth greater than 5,000% with respect to the preceding time period of January 2006 to May 2008).

NOTE: Results from Google keyword research is intended for exploratory and informational purposes only.

Word Clouds



A word cloud is a visual depiction of the most popular words represented by different font sizes and colors. Words appearing more frequently in the discussions 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.

The word cloud enables you to quickly uncover themes based on keyword density or how frequently different terms appear. Each kitchen category conversation analysis includes a word

cloud that was created by extracting forum post titles and content, then manually removing irrelevant words and category terms. This process required several phases of review and filtering for each category in order to uncover the most relevant terms. For purposes of this report, we included the top 50 terms for each category.

Internet Shorthand

Internet shorthand is a type of slang that is frequently used among Internet users. Such terms often originate with the purpose of saving keystrokes. Here are a few of the shorthand terms that you will likely see in the verbatim quotes included throughout this report.

BTW – By The Way
DD – Dear Daughter or Due Diligence
DH or DUH – Dear Husband, Darling Husband or Duh Hubby
HD – Home Depot
IL – In Laws
IMHO – In My Honest Opinion, In My Humble Opinion
IMO – In My Opinion
IOW – In Other Words
LOL – Laughing Out Loud
MIL – Mother In Law
MW - Microwave
OTOH – On The Other Hand
PITA – Pain In The A**
S-B-S – Side by Side
SS – Stainless Steel
TIA – Thanks In Advance
YMMV – Your Mileage May Vary

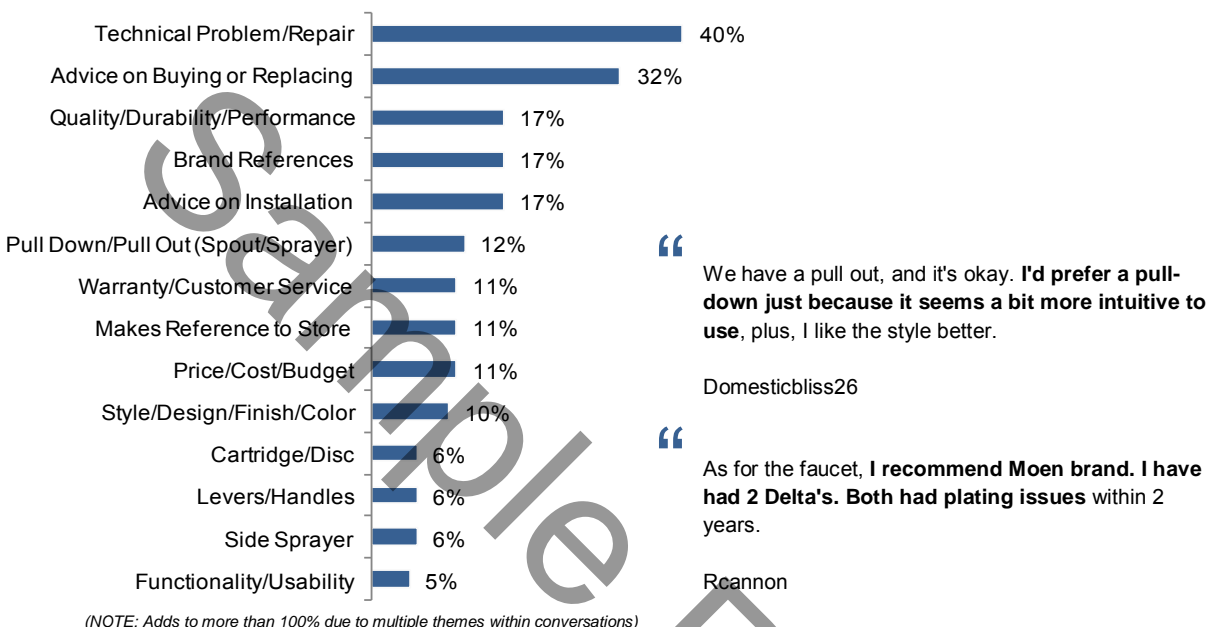
ONLINE KITCHEN CONVERSATIONS

Sample Report

Faucet Conversations – Popular Topics

Overview

The following chart details the most popular online conversation themes related to kitchen faucets. The results are based on an analysis of 300 Internet forum/message board conversations over a three-month period from January 1, 2010 to March 31, 2010.



- Plumbing and faucet problems were the most popular discussion topics related to kitchen faucets. Forty percent of conversations centered around a technical problem or repair issue.
 - Comments regarding water pressure/temperature, water smell, taste or appearance and leaks were the most common problems being discussed in online forums.
 - A number of the conversations around repair issues seemed to involve plumbers. Professionals can be powerful influencers on brands and purchasing decisions if online users are looking to them for advice.
- Nearly a third of all conversations related to advice on buying or replacing a faucet.
 - Approximately one out of six discussions mentioned a specific brand or model references.
 - Faucet installation help or advice, from peers as well as professionals – mostly plumbers – appeared in roughly one out of six discussions.
- Product quality and durability represented approximately one in six online discussions, correlating to the high percentage of conversations relating to plumbing and faucet repairs, again the number one topic of online forum conversations.
- Pull-down sprayers were discussed in more than one out of 10 conversations.

Faucet Conversations – Select Verbatim Quotes

“

Take a look at Moen, they are still the best around and the cartridge is guaranteed for life. We have installed Moen, Delta and even Kohler, but the **‘bang for the buck’ is still Moen.**

GregC

“

I had good luck with Moen faucets in my house. I **have a Kohler in the kitchen now. I miss the Moen - mostly because it had a much higher profile.** I could get a 5 gallon bucket under it with room to spare. Came in real handy when I had my 55 gallon aquarium. **With the Kohler, we can just barely get our largest stockpot under it.** What I **do like is the pull-out sprayer** (pulls right out of the spout) other than that it's just a faucet to me. **So far I replaced 2 cartridges and 3 spray heads. Good thing it's a lifetime warranty. Call to Kohler and my parts are at the door in 3 to 5 days.**

Use2beanyone

“

Has anyone tried the ‘new’ technology from Delta? We are in the market for a new kitchen faucet and I'm looking for reviews. It seems like it would be a great addition to a kitchen, but I wonder if you still have to use a handle to change the temperature setting... **is it really that helpful to have a faucet that you can tap to turn on water?** TIA

Shelley

“

A kitchen faucet that turns on simply by tapping it? Honestly **I love the idea.** It's pretty awesome.

Nettieruru05

“

Just want you all to be aware of my good customer service experience with Kohler plumbing products. Specifically, we replaced a kitchen faucet in July '06 with a Kohler single control faucet. Within the last few months, it started leaking. **I'm usually skeptical of so-called lifetime limited warranties.** I called the customer service helpline, expecting to get some kind of excuse as to why our faucet was too old to meet the criteria. **Much to my surprise, they immediately sent us replacement parts at no cost to us,** and they didn't even ask that we send them a copy of our receipt. **No hassle customer service, and most importantly, they stood behind the product. You bet I'll buy Kohler products again.**

InconclusiveFool

“

We have a pull down and we prefer it over our pull out. My only concern is that a friend also has a pull down and, after a few years, it seems not to hold in place as tight as when she first got it.

Melozia

“

Good thing about Kohler is that repairing them was a breeze.

Wiredvx

ABOUT RICKI

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The Research Institute for Cooking & Kitchen Intelligence (RICKI) is the leading authority for insightful consumer and product research, dedicated exclusively to uncovering trends, that enable better decisions and smarter product development by today's leading kitchen brands.

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).

RICKI capabilities combine the latest research tools, including social media monitoring, with time-tested research methodologies and a team of creative-thinkers with extensive industry expertise to bring insights that make the home kitchen a better place.

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Sample Report

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