



FOR IMMEDIATE RELEASE

Contact: Kelly Winkler
White Good
717.690.9768
kwinkler@whitegood.com

Tricia Zach
NKBA
908.813.3781
zach@nkba.org

NKBA Behavior Study Details Kitchen Habits and Impact on Design

The NKBA's first behavioral survey analyzes the way consumers use their homes and kitchens and how that affects remodeling projects.

HACKETTSTOWN, N.J. – (April 19, 2018) – How do people really use their kitchens? This is what the National Kitchen & Bath Association (NKBA) endeavored to find out in its latest market research, which offers a detailed analysis into the evolving way homeowners live in their kitchens and how this drives remodeling preferences in the \$74 billion kitchen market.

The Lifestyle Segmentation Report, released this month, identifies homeowner attitudes and behaviors regarding cooking, meal preparation, entertaining and kitchen design, and the influence of their lifestyles on the kitchen remodel and installation process.

The national online survey was conducted among nearly 800 adults with household income of \$40,000 or higher who had remodeled their kitchen or planned to remodel between November 2016 and August 2018. The survey segmented respondents by their confidence levels regarding cooking abilities, confidence in their kitchen design abilities, and their comfort level with using technology in the kitchen.

“This exclusive research is somewhat of a departure from our traditional studies, which typically analyze product categories, design trends, size of the market and business projections,” said Bill Darcy, NKBA CEO. “It’s the first time we are looking at how changes in consumer lifestyle impact the actual use of our industry’s product and services. The data provides valuable insight for designers, remodelers, dealers, showroom associates and other professionals in how they serve their clients. This commitment to research and analysis reinforces NKBA’s thought leadership in the marketplace, and offers strategic information for the benefit of our membership.”

The report provides data on family dining, meal preparation, entertaining and other activities occur in the kitchen (paying bills, homework, and more). Also reported is how homeowners use technology in the space and what storage needs they require. Furthermore, the study offers a correlation between these elements and design, the need for professionals in the process, how and where consumers shop for and buy kitchen products, and more.

The full Lifestyle Segmentation Report is available for purchase at the NKBA store. For more information, click on [NKBA-Lifestyle-Segmentation-Report](#) or [NKBA-Lifestyle-Segmentation-Executive-Summary](#).

About the National Kitchen & Bath Association and the Kitchen & Bath Industry Show

The National Kitchen & Bath Association (NKBA) is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS), as part of Design & Construction Week® (DCW). With nearly 14,000 member companies representing tens of thousands of members in all segments of the kitchen and bath industry, the NKBA has educated and led the industry since the association's founding in 1963. The NKBA envisions a world where everyone enjoys safe, beautiful and functional kitchen and bath spaces. The mission of the NKBA is to inspire, lead and empower the kitchen and bath industry through the creations of certifications, marketplaces and networks. For more information, visit NKBA.org or call 1-800-THE-NKBA (843-6522).

KBIS® and NKBA® are registered trademarks of the National Kitchen & Bath Association.

###