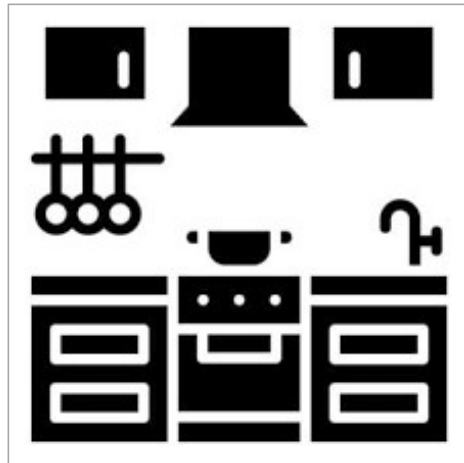


# Kitchen Remodel Feature & Package Test Results

Presented by Theresa Wilkinson

# Kitchen Remodel Feature & Package Study



## Agenda

1. Executive Summary
2. Comparing groups

# Executive Summary

## Metrics Collected

**MaxDiff** – Ranked importance of individual kitchen features based on most vs. least selections.

**Conjoint (CBC)** – Preferences for package-level combinations and trade-offs between attributes.

**TURF** – Identified small sets of features that appeal to the largest share of respondents.

**Demographics & Screener** – Age group, homeowner status, remodel budget.

*Note: N ≈ 30; results are descriptive and exploratory.*

# Executive Summary

## **Methodology**

- Platform: Google Forms
- Recruitment: Facebook post (Dec 2025) + email link
- Participants: Homeowners 18–65+
- Incentives: None (uncompensated)

## **Analysis Groups:**

- Homeowners are considering improvements
- Age segments: 45–54, 55–64, 65+

# Executive Summary

## Research Questions

1. Which features are most important to participants?
2. Which options do participants prefer?
3. How do preferences differ by age group?
4. Which features are least popular?
5. Which features show the greatest variation in interest?
6. Which combination of features maximizes reach across participants?

# Executive Summary

**Research Question 1:** Which features are most important to participants? (Top 3 from MaxDiff)

| Feature                             | Priority / Notes             |
|-------------------------------------|------------------------------|
| Energy-efficient appliances         | Top priority across all ages |
| Increased storage (smart cabinetry) | Secondary, mainly 45–54      |
| Modern island & durable countertops | Low interest, deprioritized  |

**Takeaway:** Energy efficiency leads overall; storage matters mainly to younger respondents; islands and countertops are less influential.

# Executive Summary

**Research Question 2:** Which options do participants prefer?

Participants chose between sets of 3 items. Analysis by age group shows:

- **Option B** is most preferred overall, especially by **55–64-year-olds**
- **Option C** is more popular with **65+ respondents**

**Option A:** Laminate countertop / Standard appliances / Stock cabinet / 3–4 weeks / \$15k

**Option B:** Quartz countertop / Energy-efficient mid-tier appliances / Semi-custom cabinet / 6–8 weeks / \$35k

**Option C:** Granite countertop / Top-tier smart appliances / Custom high-end cabinet / 10+ weeks / \$65k

# Executive Summary

**Research Question 3:** How do preferences differ by age group?

N=197

| Age Group  | Feature                     | Percentage |
|------------|-----------------------------|------------|
| 45-54      | Open-plan layout            | 6%         |
| 55-64      | Easy clean floor            | 7%         |
| 65+        | Energy-efficient appliances | 6%         |
| All groups | Easy clean floor            | 16%        |
| All groups | Open-plan layout            | 16%        |
| All groups | Energy-efficient appliances | 13%        |
| All groups | Energy-efficient appliances | 13%        |

# Executive Summary

**Research Question 4:** Which features are least popular?

N=202

| Age Group  | Feature                             | Percentage |
|------------|-------------------------------------|------------|
| 45-54      | Durable low-maintenance countertops | 7%         |
| 55-64      | Durable low-maintenance countertops | 10%        |
| 65+        | Durable low-maintenance countertops | 10%        |
| All groups | Durable low-maintenance countertops | 28%        |
| All groups | High-quality cabinetry finish       | 17%        |
| All groups | Easy-clean flooring                 | 13%        |

# Executive Summary

**Research Question 5:** Which features show the greatest variation in interest?

**Broad appeal:** 60%+ | **Moderate:** 30–59% | **Niche:** <30%

|                 | <b>Feature</b>             | <b>Percentage</b> |
|-----------------|----------------------------|-------------------|
| Broad appeal    | Under-cabinet LED lighting | 87%               |
| Broad appeal    | Pull-out pantry system     | 87%               |
| Broad appeal    | Quartz countertops         | 77%               |
| Broad appeal    | Smart refrigerator         | 70%               |
| Moderate appeal | Large island with sink     | 50%               |
| Moderate appeal | Heated kitchen floor       | 33%               |
| Niche appeal    | Built-in microwave drawer  | 10%               |
| Niche appeal    | Soft-close drawers         | 7%                |

# Executive Summary

**Research Question 6:** Which combination of features maximizes reach across participants?

**Broad appeal:** 60%+ | **Moderate:** 30–59% | **Niche:** <30%

|                 | <b>Feature</b>             | <b>Percentage</b> |
|-----------------|----------------------------|-------------------|
| Broad appeal    | Under-cabinet LED lighting | 87%               |
| Broad appeal    | Pull-out pantry system     | 87%               |
| Broad appeal    | Quartz countertops         | 77%               |
| Broad appeal    | Smart refrigerator         | 70%               |
| Moderate appeal | Large island with sink     | 50%               |
| Moderate appeal | Heated kitchen floor       | 33%               |
| Niche appeal    | Built-in microwave drawer  | 10%               |
| Niche appeal    | Soft-close drawers         | 7%                |

# Executive Summary

**Research Question 7:** Which features do participants most want in their new kitchen? (Top 3 selections)

- Under-cabinet LED lighting – Top priority for functionality and visibility
- Pull-out pantry system – Strong appeal for convenient storage
- Quartz countertops – Durable, high-quality surface preferred by all ages

Takeaway: This combination satisfies 100% of participants, highlighting that practical lighting, storage, and durable surfaces are the most universally appealing features.

# Executive Summary

## Top Overall Trends

1. Energy-efficient appliances
  - Generally important but not always top-ranked.
  - Strongest appeal for younger adults (45–54) in some cases.
2. Increased storage (smart cabinetry)
  - Top priority for middle-aged adults (45–64).
  - Moderate interest for older adults (65+).
3. Modern island with seating
  - Moderate overall interest.
  - Especially valued by 45–64 and sometimes 65+.
  - Less important compared to storage and workspace in most sets.
4. Durable/low-maintenance countertops
  - High importance in some sets (notably for 65+).
  - Can be deprioritized depending on forced choice scenario.

# Executive Summary

## Top Overall Trends

5. Open-plan layout
  - Increasingly important with age, especially 65+.
  - Sometimes considered low priority depending on the comparison set.
6. Premium backsplash & finishes
  - Strong visual/aesthetic driver.
  - Most valued by older respondents (65+).
7. High-quality cabinetry finish
  - Important for specific age groups (45–54 or 65+).
  - Moderate interest overall.
8. Improved lighting
  - Sometimes a top priority (across all ages in some sets).
  - Often considered low priority when compared to storage or layout.

# Executive Summary

## Top Overall Trends

### 9. Counter workspace

- Prioritized by middle-aged adults (45–64).
- Less valued by younger and older respondents in some sets.

### 10. Easy-clean flooring

- Highest interest among 65+.
- Moderate-to-low priority for other age groups.

## Key Patterns by Age

- 45–54: Focus on storage, high-quality finishes, and islands.
- 55–64: Mixed priorities: layout, workspace, backsplash, and islands all matter.
- 65+: Prioritize open-plan layout, durable counters, flooring, and aesthetic finishes.

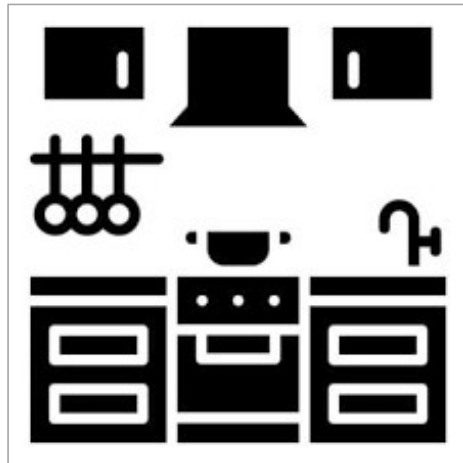
# Executive Summary

## General Takeaways

- Functionality (workspace, lighting, storage) drives importance for all ages, but aesthetics (backsplash, finishes, countertops) become more influential with older adults.
- Feature importance shifts by age; younger adults focus on convenience and efficiency, middle-aged adults balance aesthetics and practicality, and older adults emphasize durability and layout.
- Some features are consistently low priority: open-plan layout (in some sets), lighting (sometimes), and energy-efficient appliances (depending on forced choice scenario).

# Kitchen Remodel Feature & Package Study

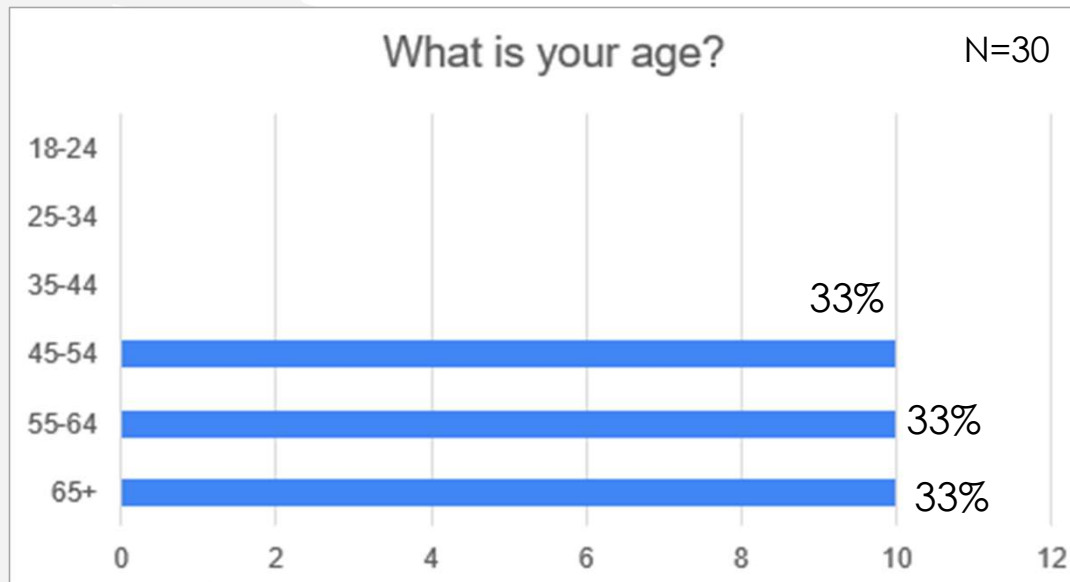
## Testing Results



Comparing groups:

- 45-54
- 55-64
- 65+

## Question 1



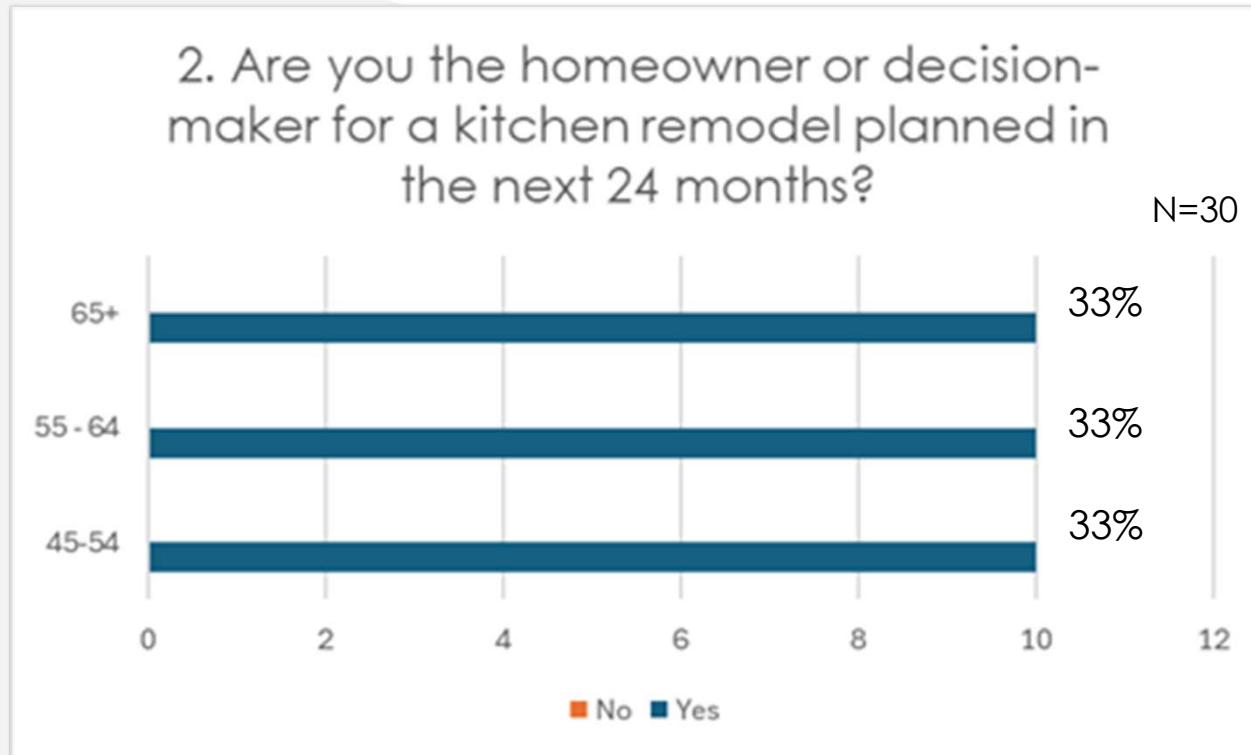
### Results:

10 Participants 45-54

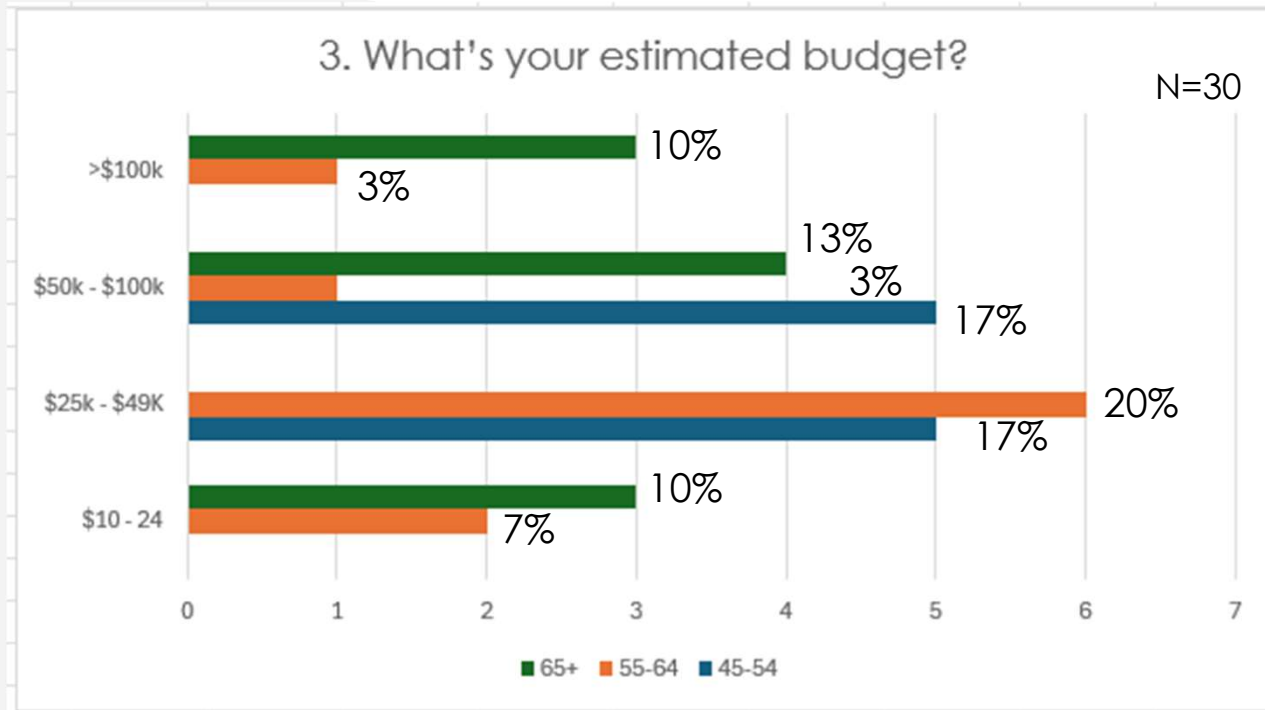
10 Participants 65-64

10 Participants 65+

## Question 2

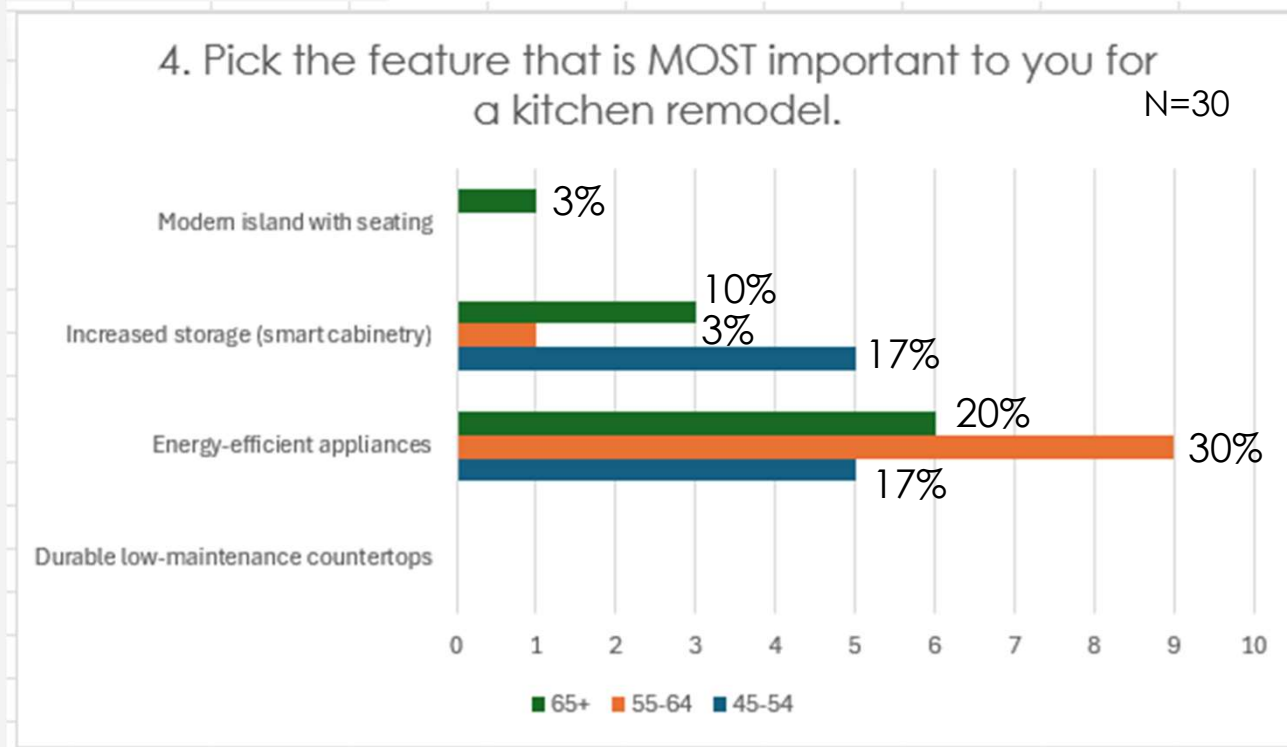


### Question 3



Percentages represent the share of respondents within each age group.

## Question 4



### Most Important Features

#### Energy-efficient appliances:

Top priority across all age groups.

#### Increased storage (smart cabinetry):

Secondary consideration, mainly for 45–54.

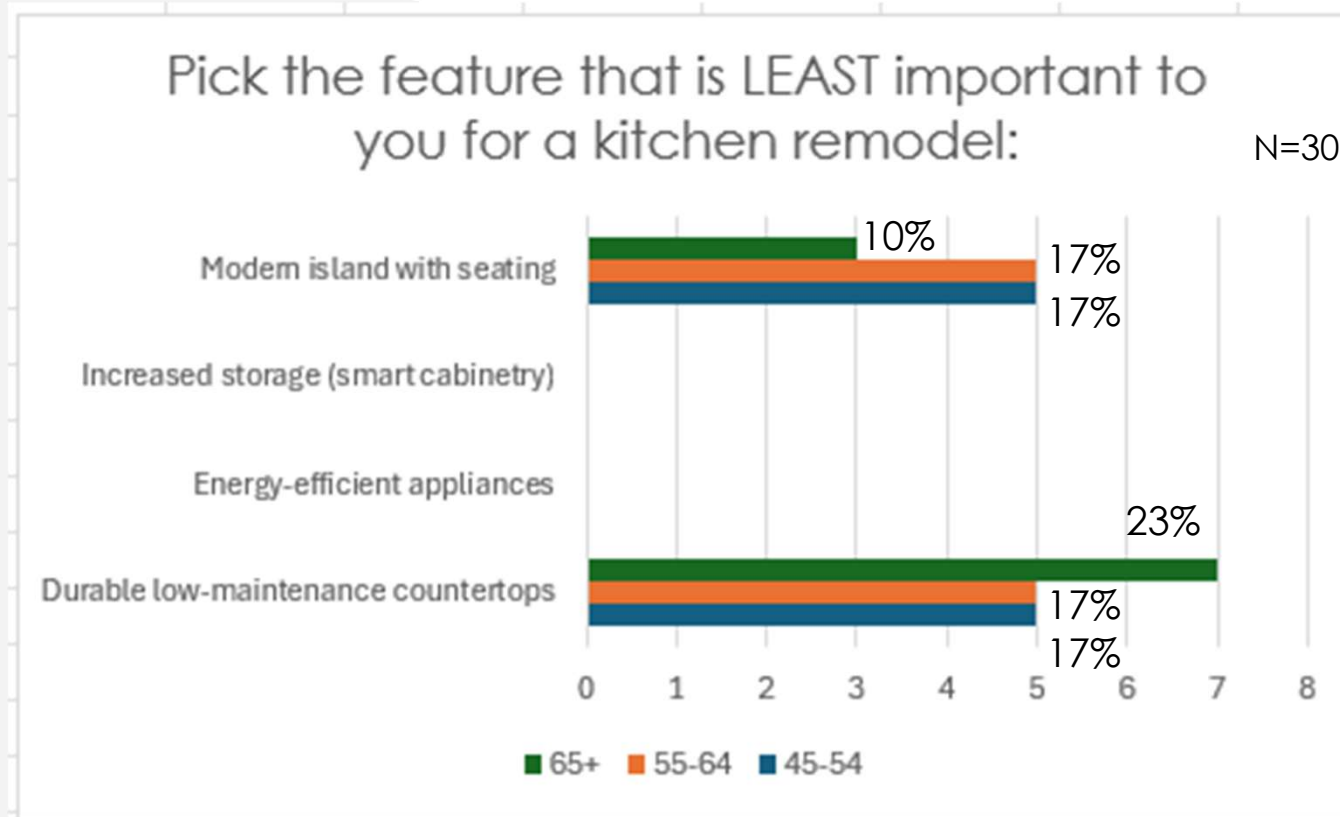
#### Modern island & durable countertops:

Low interest, can be deprioritized.

#### Takeaway:

Energy efficiency leads overall, while storage matters mainly to younger respondents; islands and countertops are less influential.

## Question 4



### Feature Interest by Age Group

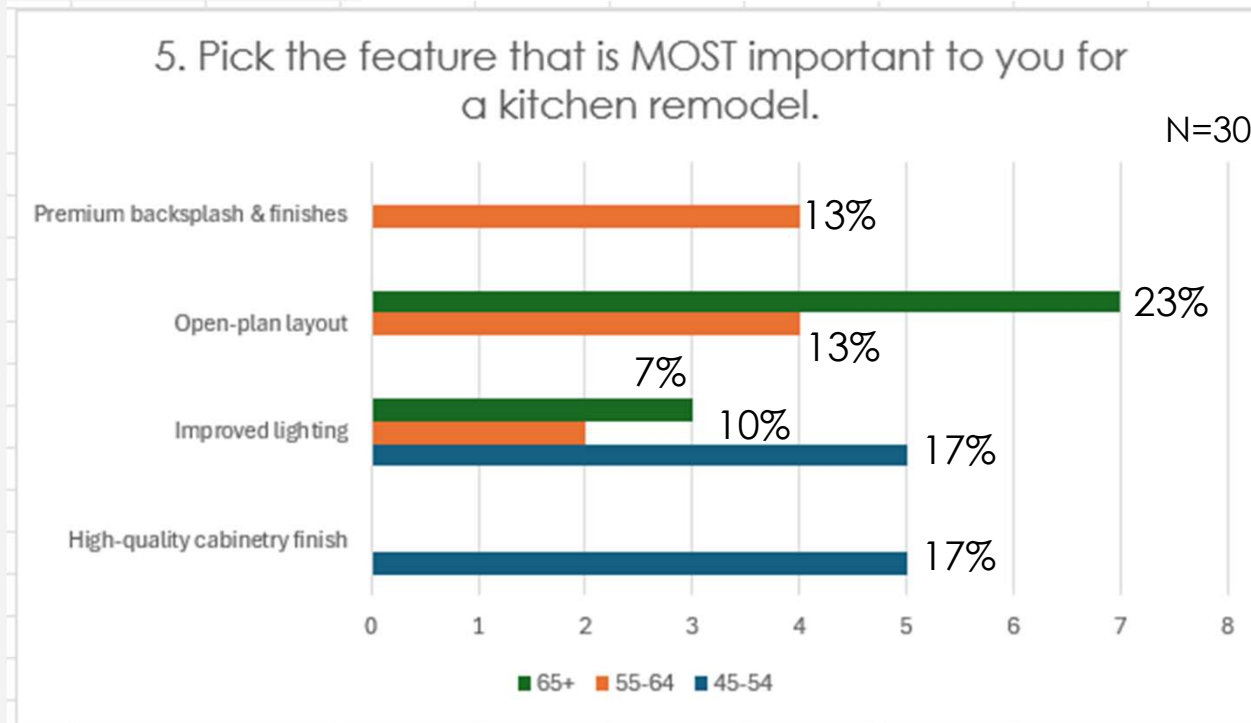
**Energy-efficient appliances & increased storage (smart cabinetry):** Not prioritized, receiving no selections across any age group.

**Modern island with seating:** Moderate interest (13 total votes), mainly from 45–64 year-olds.

**Durable low-maintenance countertops:** Some interest (17 total votes), mostly 65+, but still not top priorities.

**Takeaway:** These features are secondary in planning decisions, with islands and countertops showing some appeal to specific age groups.

## Question 5



### MaxDiff Insights by Age Group

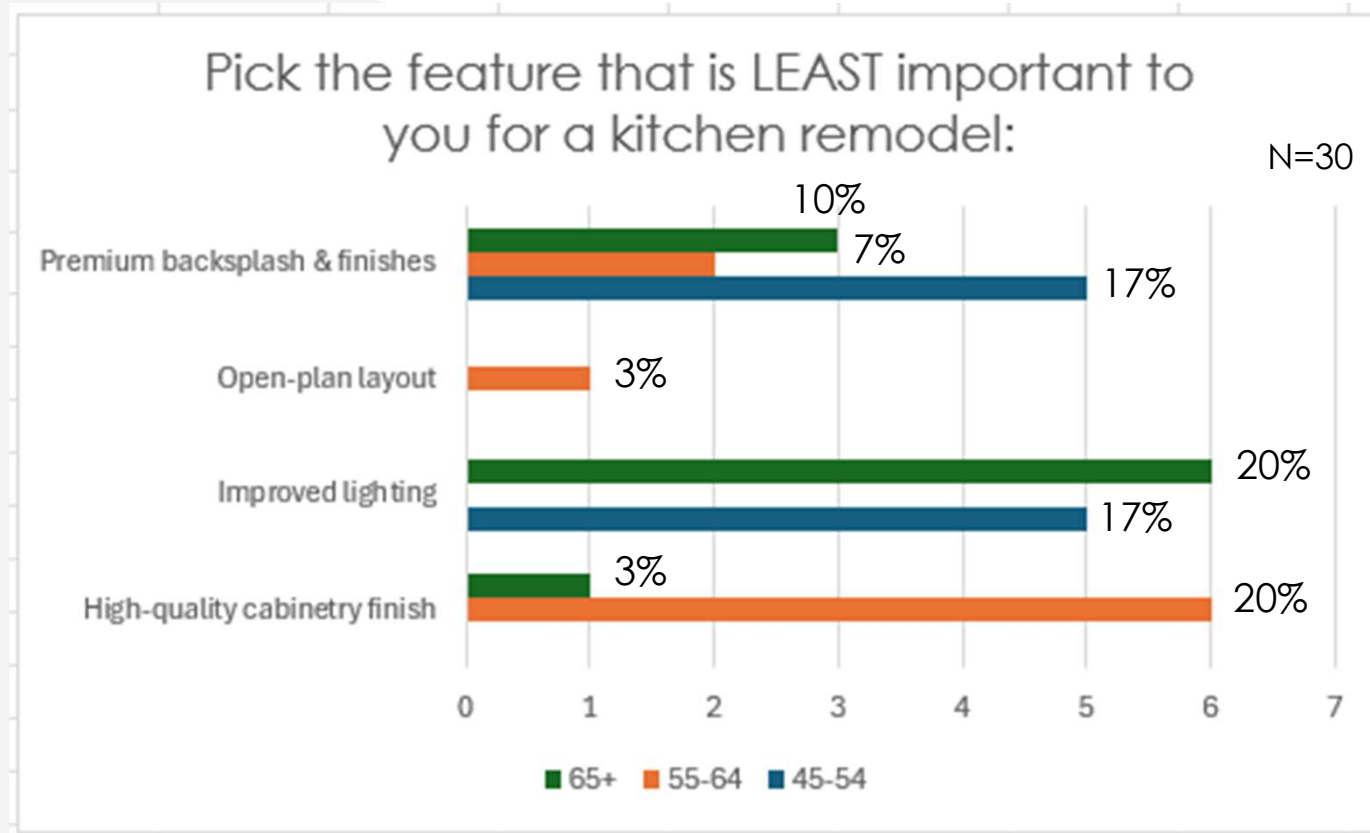
**45-54:** High-quality cabinetry finish & improved lighting are top priorities.

**55-64:** Open-plan layout & premium backsplash most important.

**65+:** Open-plan layout dominates; lighting secondary.

**Takeaway:** Feature priorities shift by age, with layout increasingly important for older respondents.

## Question 5



### Lower-Priority Features by Age Group

**Open-plan layout:** Least selected overall (1 vote).

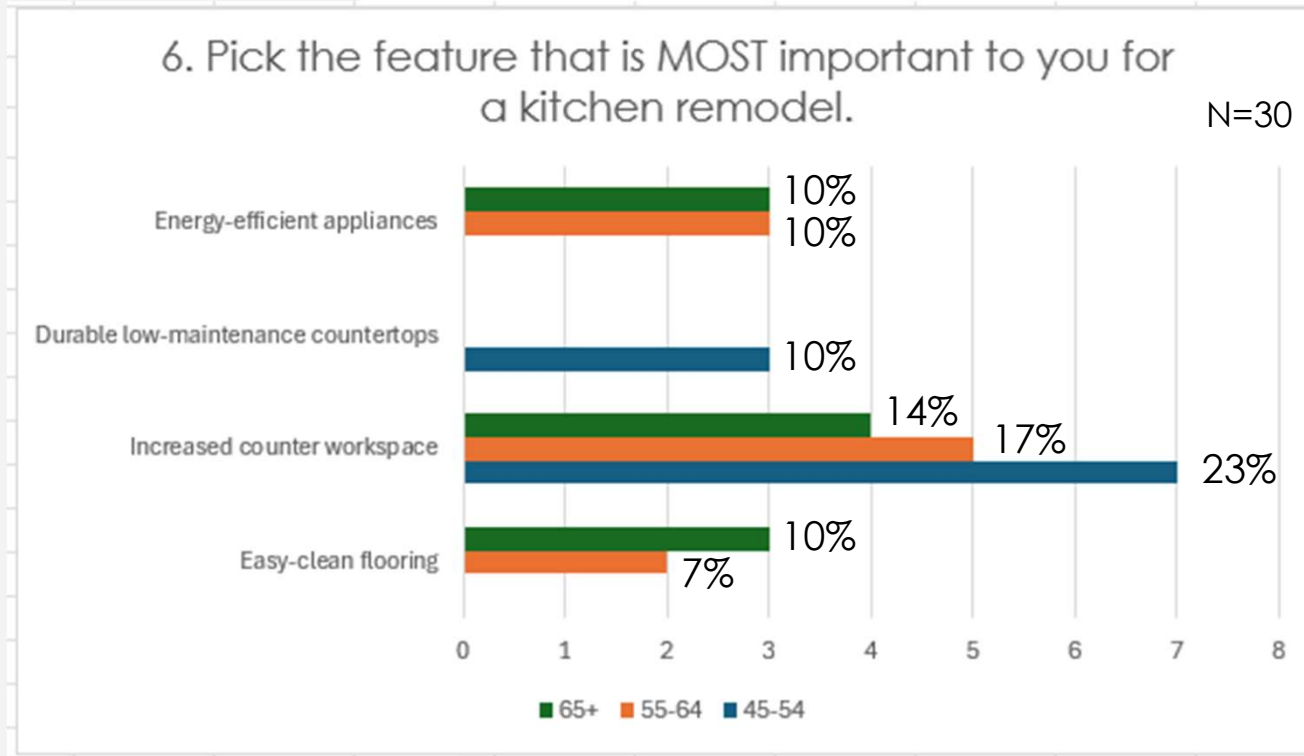
**High-quality cabinetry finish:** Moderate interest (7 votes).

**Premium backsplash & finishes:** More interest, but not top priority (10 votes).

**Improved lighting:** Highest among lower-priority features (11 votes).

**Takeaway:** Some features are clearly less important overall, but interest varies by age group — open-plan layout is consistently low, while lighting still resonates with certain ages.

## Question 6



### Most Important Features

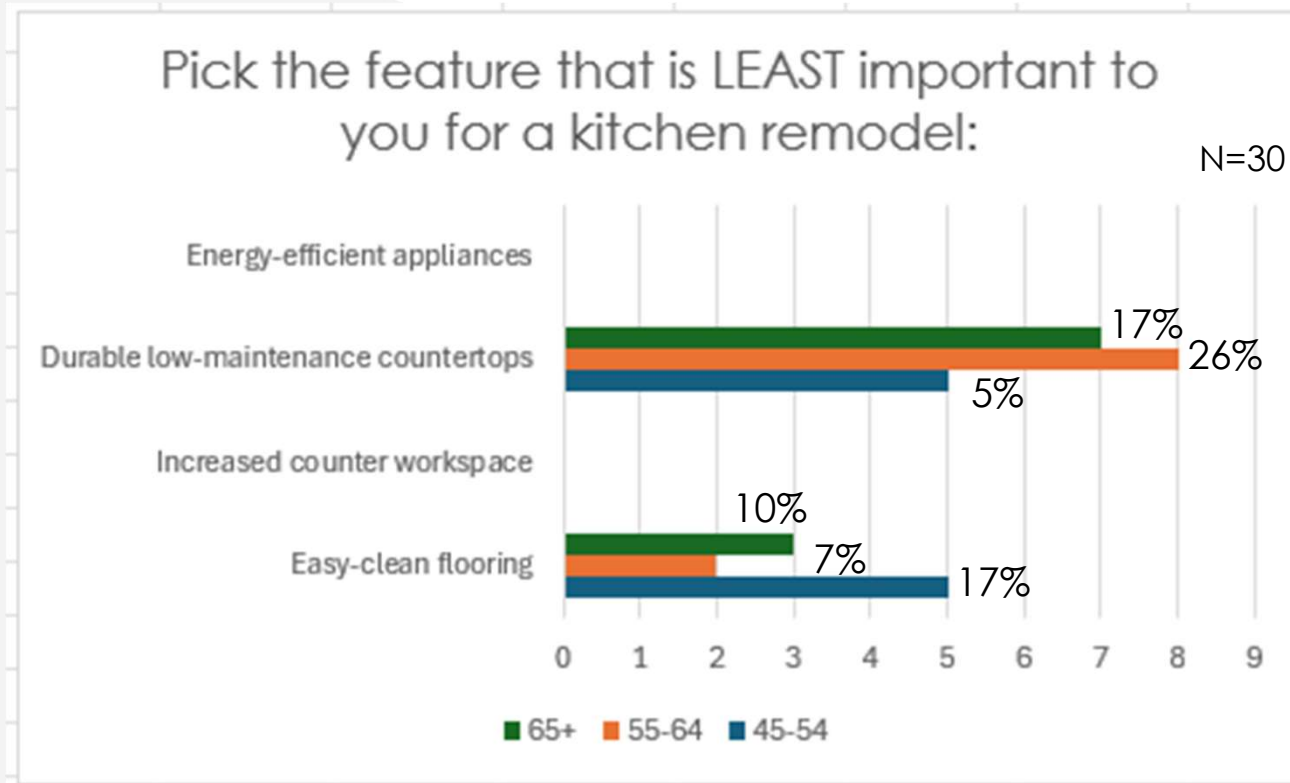
**Counter workspace:** 45–64 prioritize highly.

**Easy-clean flooring & energy-efficient appliances:** 65+ value these most.

**Durable countertops:** Only younger respondents show interest.

**Takeaway:** Feature priorities shift by age, with workspace leading overall.

## Question 6



### Least Important Features

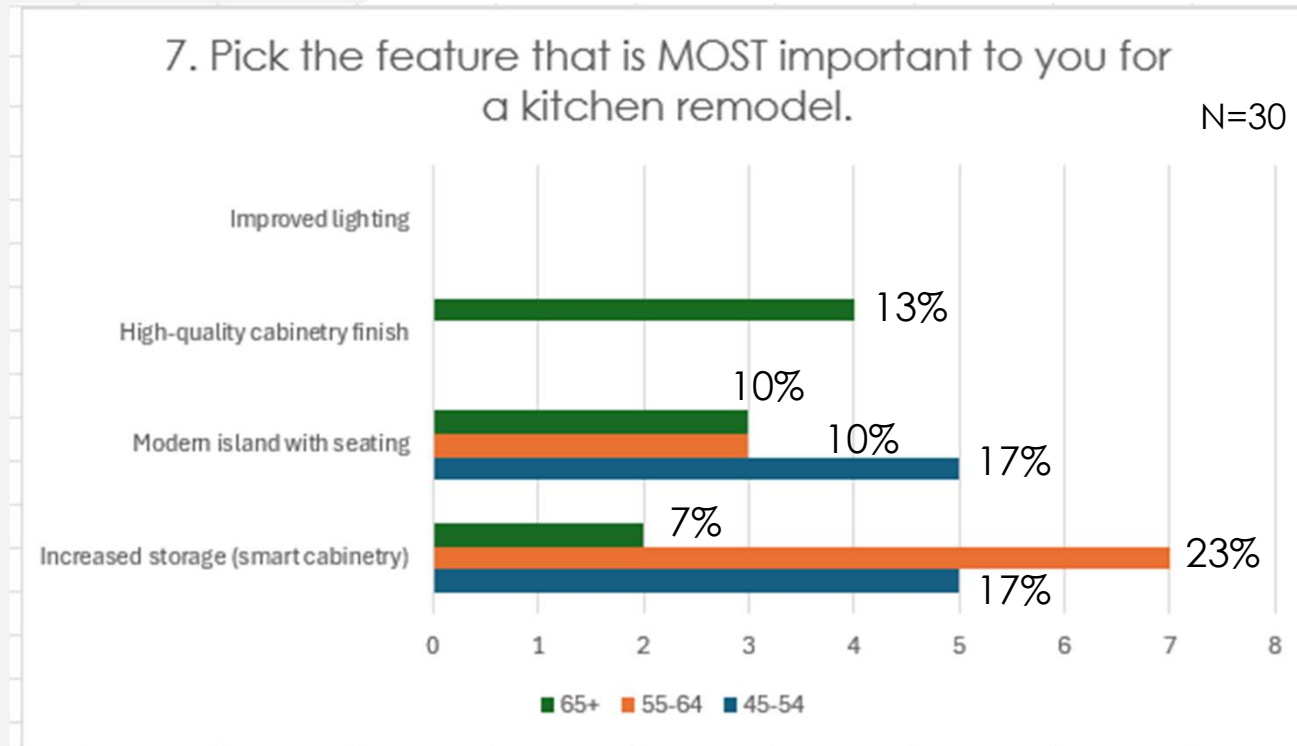
**Increased counter workspace & energy-efficient appliances:** Very low priority (Total = 0)

**Easy-clean flooring:** Moderate priority (Total = 10)

**Durable low-maintenance countertops:** Top priority overall, so not really "least," but can note for comparison (Total = 20)

**Takeaway:** Workspace and appliances are clearly less valued; flooring sits in the middle, while countertops dominate overall importance.

## Question 7



### Most Important Features

**Smart cabinetry:** Top priority for 45–64, moderate for 65+

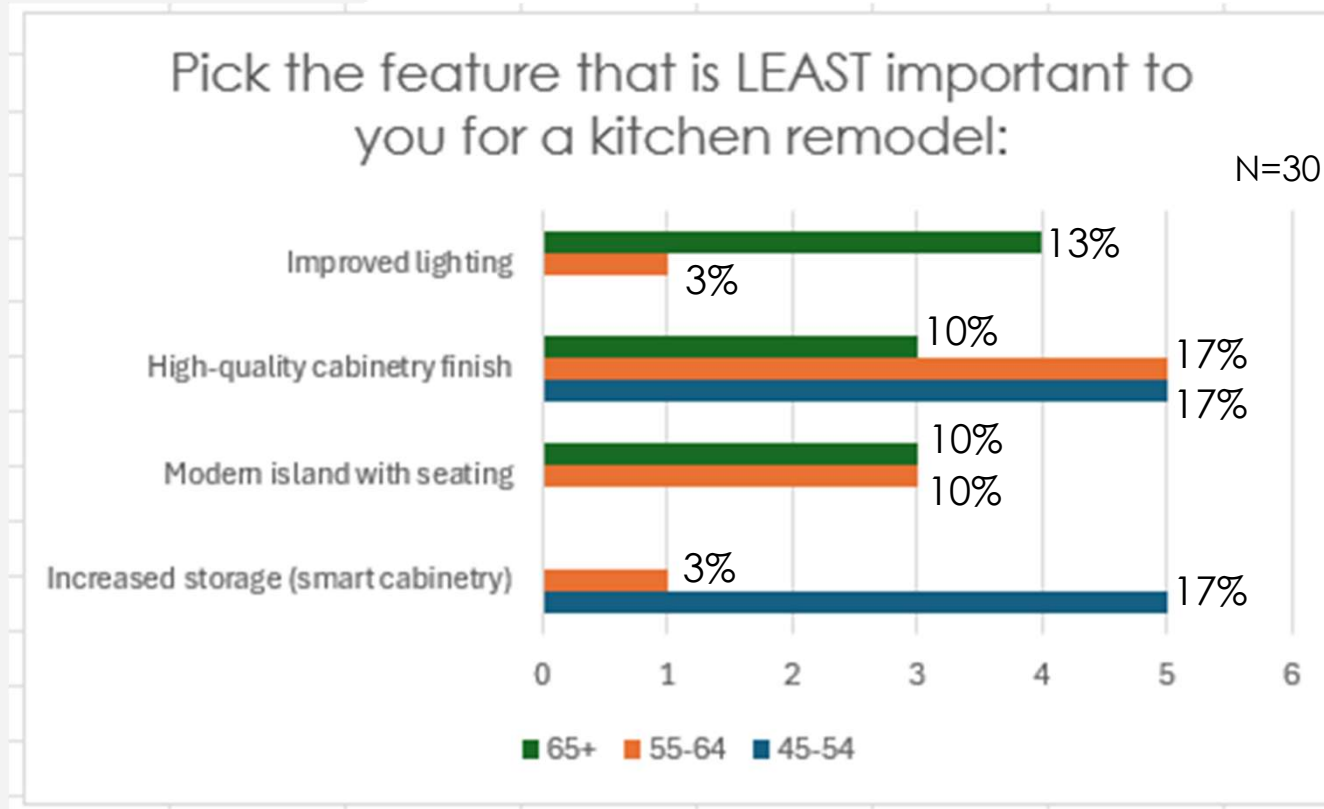
**Modern island with seating:** Important across all ages, especially 65+

**High-quality cabinetry finish:** Most valued by 65+ only

**Improved lighting:** Low priority across all groups

**Takeaway:** Storage and islands lead overall, while finish and lighting matter mainly to older respondents.

## Question 7



### Least Important Features

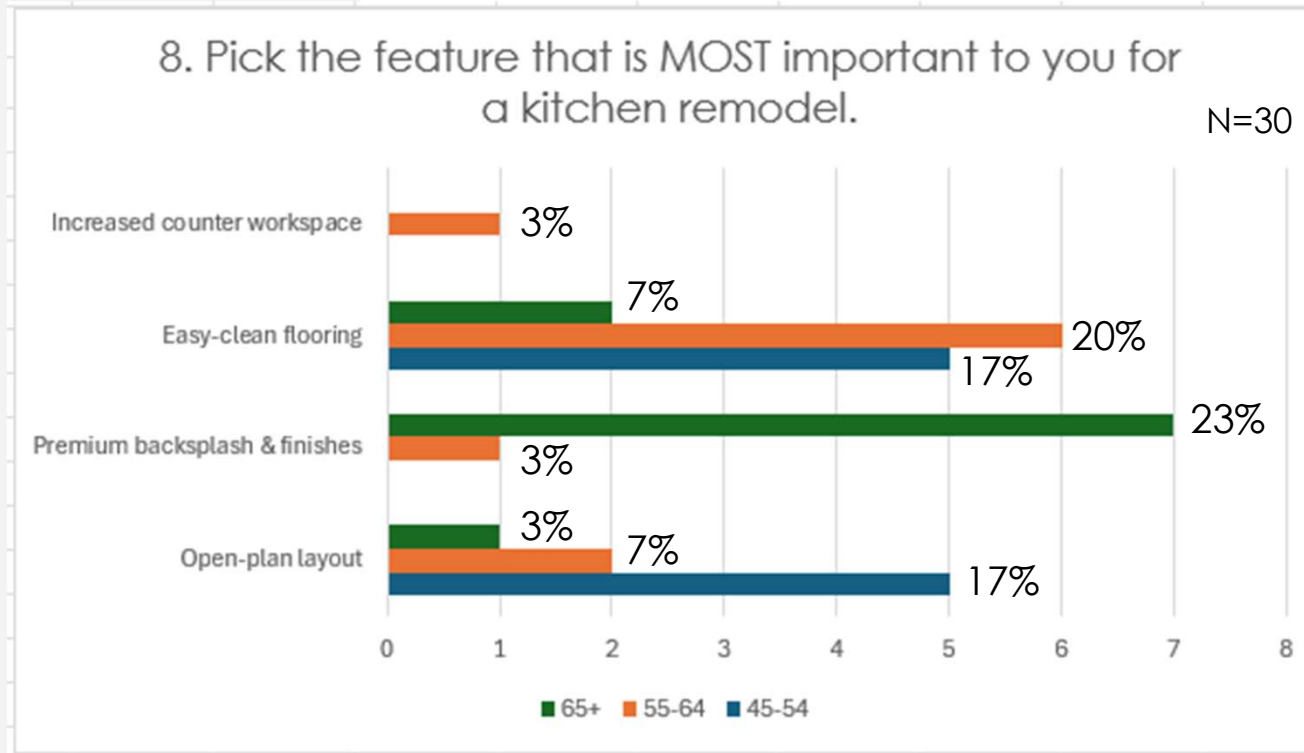
**Improved lighting:** Lowest priority overall (Total = 5)

**Smart cabinetry & modern island:** Moderate importance (Total = 6)

**High-quality cabinetry finish:** Highest among these, but still less critical than top features (Total = 13)

**Takeaway:** Lighting is clearly the lowest priority, while storage and island are moderately valued; finish is less important compared with top-ranked features.

## Question 8



### Most Important Features

**Open-plan layout:** Top priority for 45–64, moderate for 65+

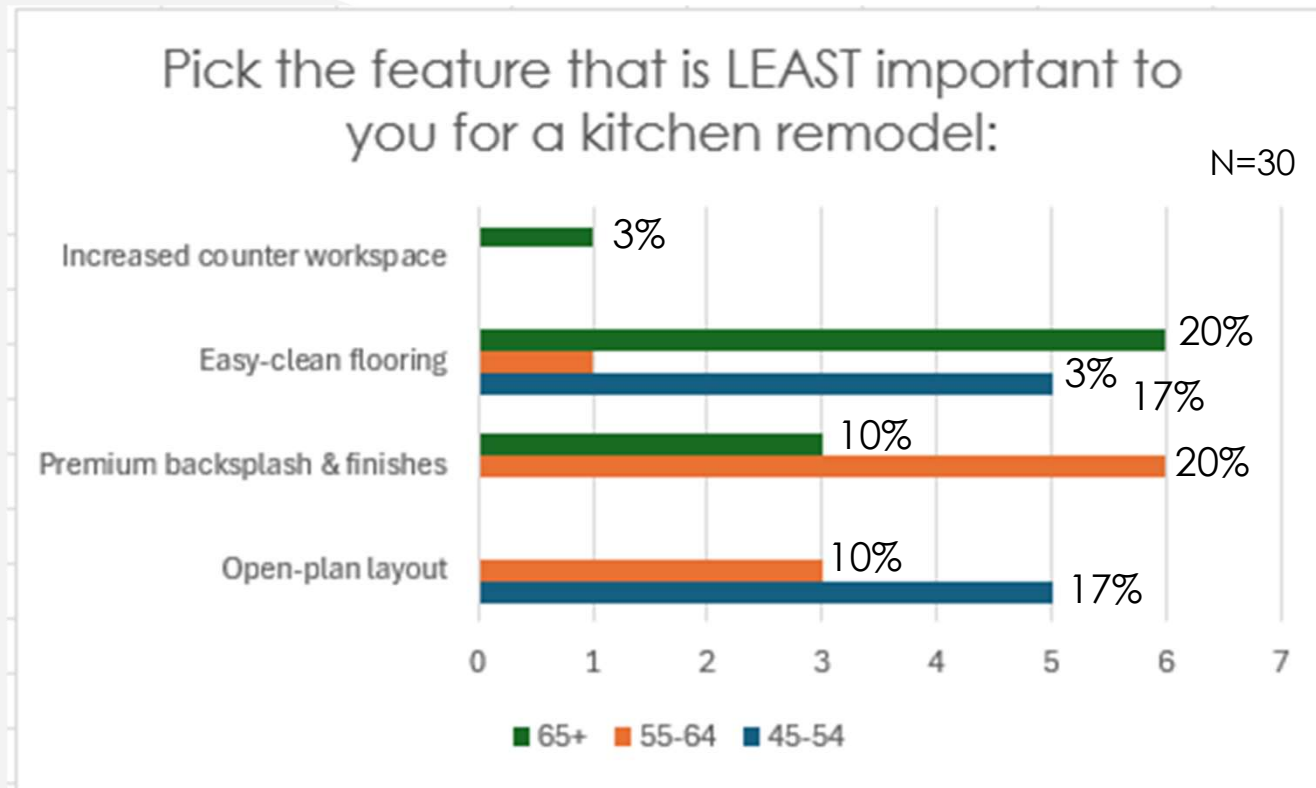
**Premium backsplash & finishes:** Important across all ages, especially 65+

**Easy-clean flooring:** Highest for 65+ only

**Increased counter workspace:** Low priority across all ages

**Takeaway:** Layout and backsplash lead for middle-aged respondents, while older respondents value flooring more; counter workspace is consistently less important.

## Question 8



### Least Important Features

**Increased counter workspace:** Lowest priority overall (Total = 1)

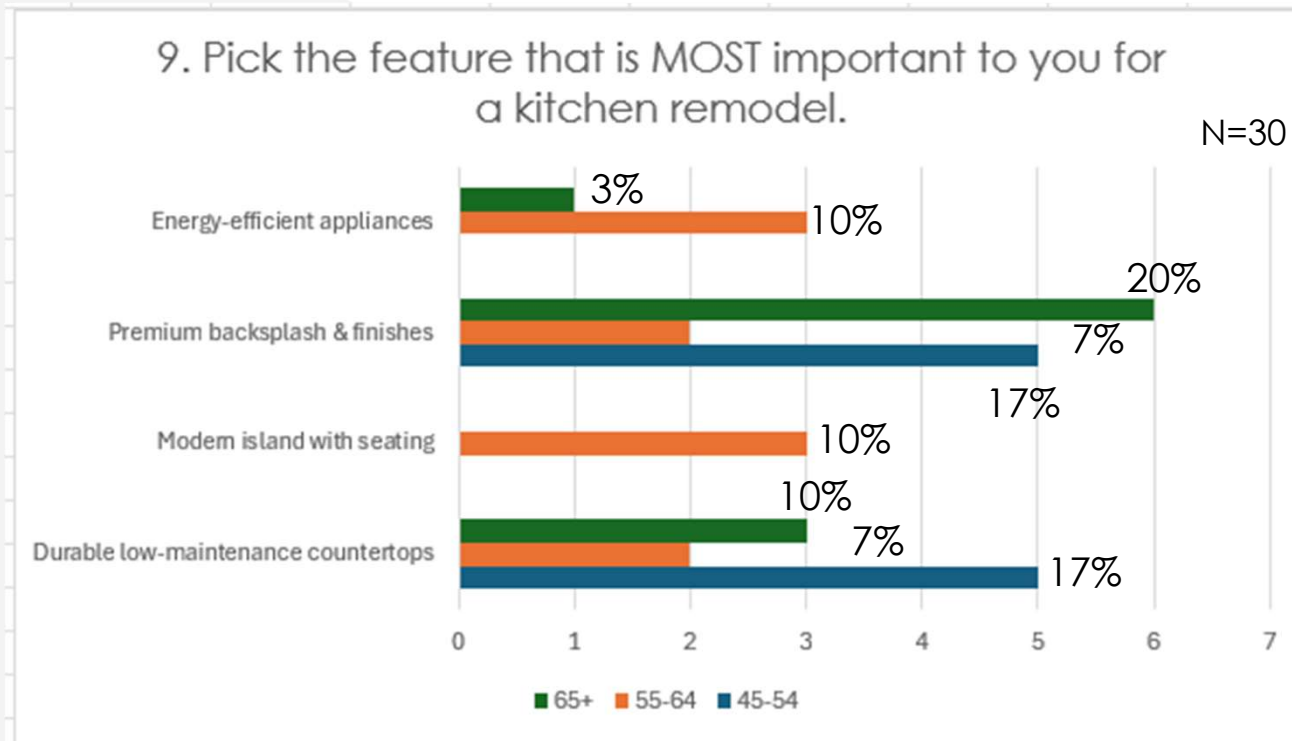
**Open-plan layout:** Moderate importance (Total = 8)

**Premium backsplash & finishes:** Moderate-high (Total = 9)

**Easy-clean flooring:** Highest among these, but still below top features (Total = 12)

**Takeaway:** Counter workspace is clearly least valued; other features show varying interest across age groups.

## Question 9



### Most Important Features

**Premium backsplash & finishes:** Strongest overall priority, especially among 65+

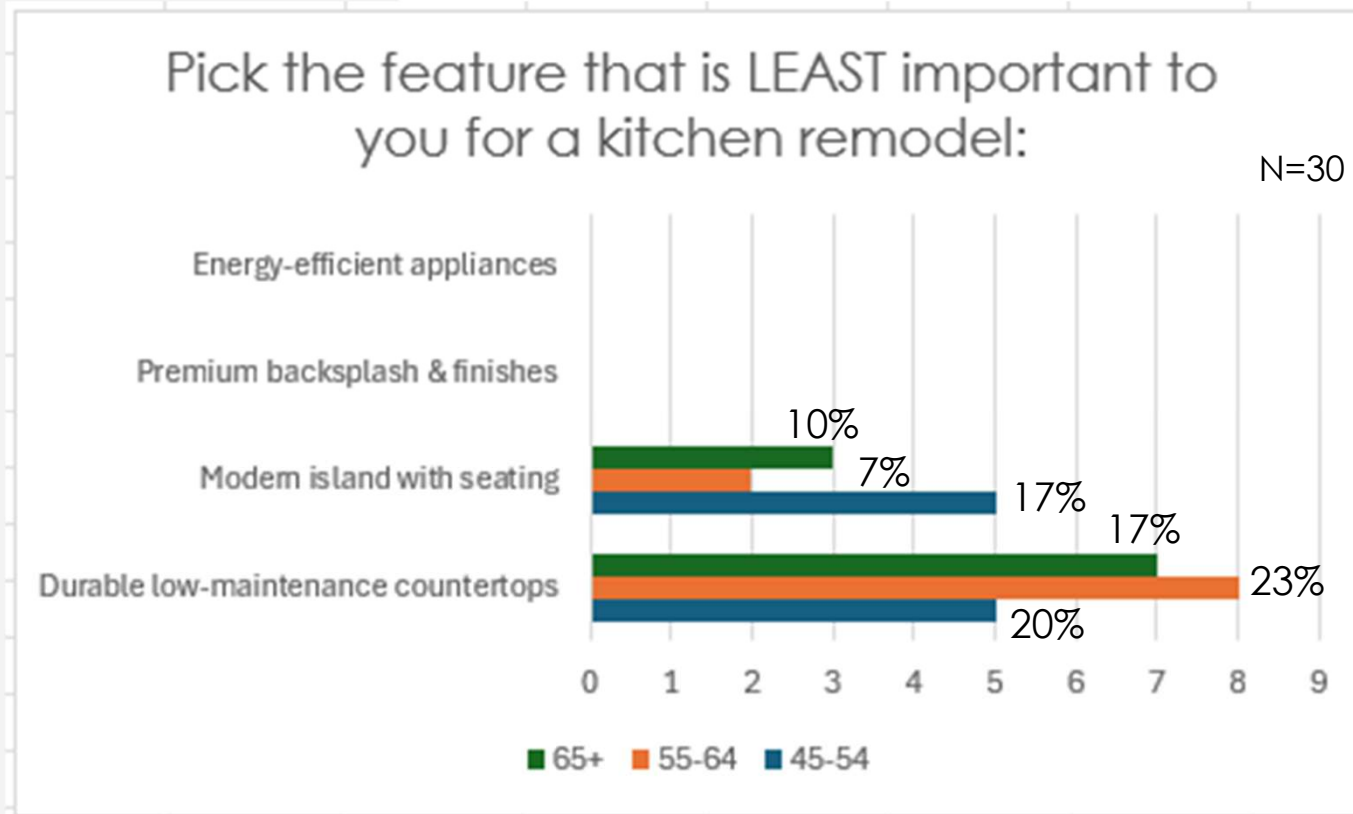
**Durable low-maintenance countertops:** High importance across all age groups

**Modern island with seating:** Moderate interest, mainly among 55–64

**Energy-efficient appliances:** Lower priority relative to other top features

**Takeaway:** Visual quality and durability drive perceived importance more than efficiency features.

## Question 9



### Least Important Features

**Premium backsplash & finishes:** Not selected as least important by any age group

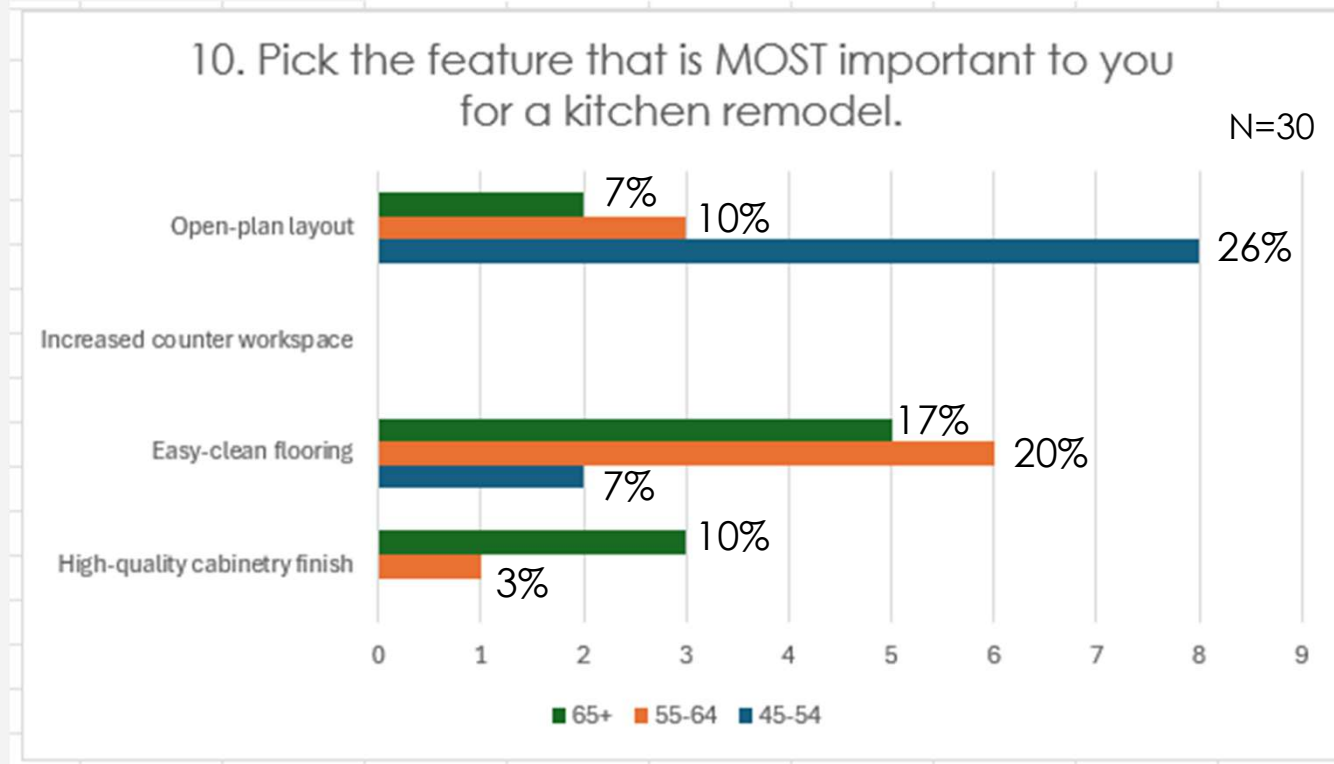
**Energy-efficient appliances:** Also not viewed as least important

**Modern island with seating:** Some deprioritization, especially among older groups

**Durable low-maintenance countertops:** Most frequently cited as least important overall

**Takeaway:** Durability features were more likely to be deprioritized than aesthetic or efficiency features.

## Question 10



### Most Important Features

**Increased counter workspace:** Strongest overall priority, especially among 65+

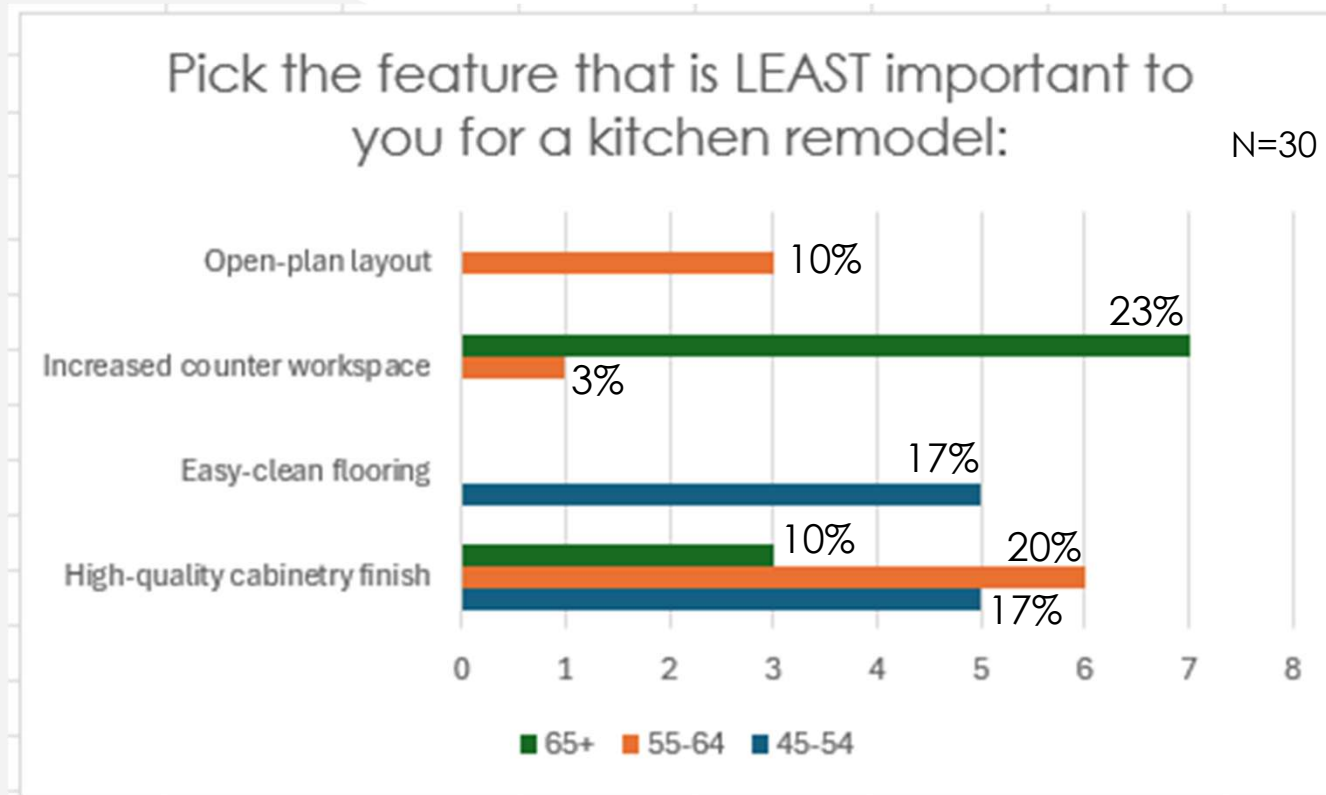
**High-quality cabinetry finish:** Highly valued by ages 45–54

**Easy-clean flooring:** Notable importance for ages 55–64

**Open-plan layout:** Secondary priority across groups

**Takeaway:** Workspace and finish quality drive importance more than layout.

## Question 10



### Least Important Features

**Increased counter workspace:** Lowest priority overall

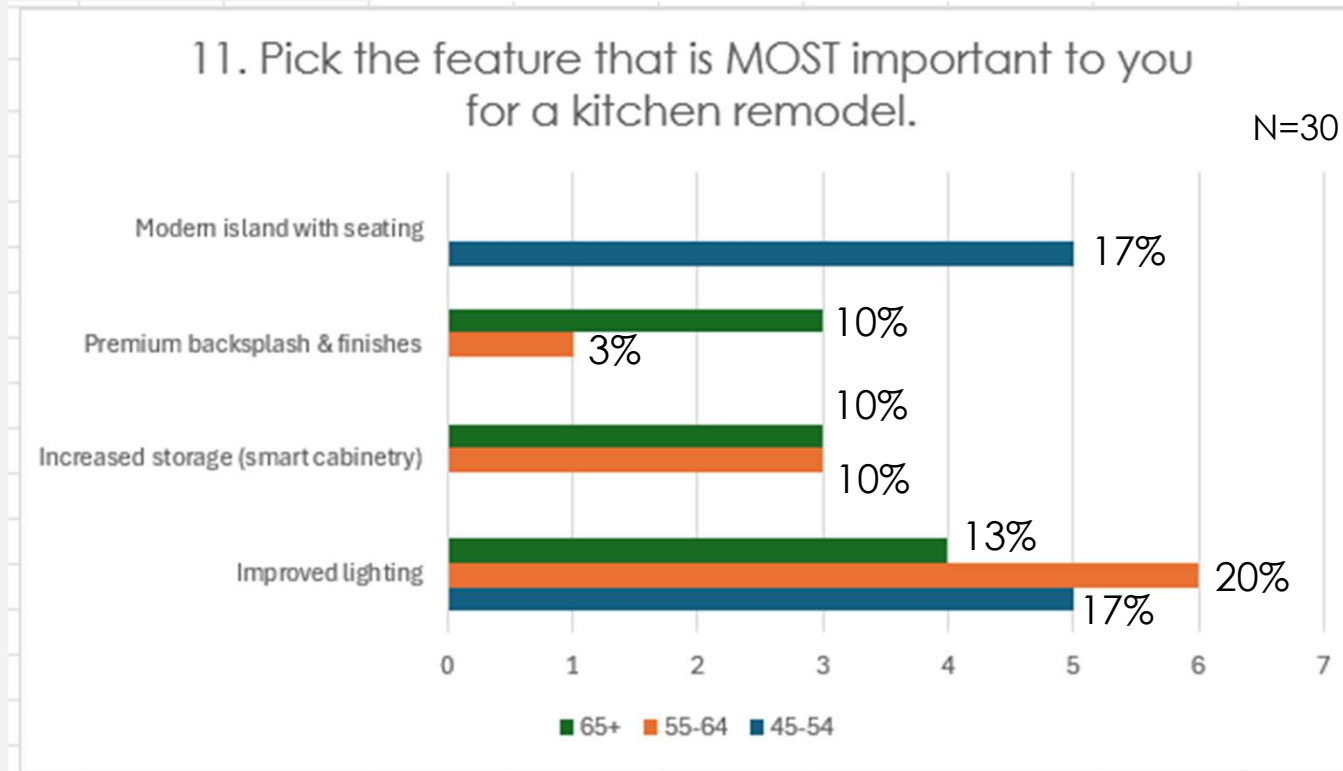
**Open-plan layout:** Low importance across all age groups

**Easy-clean flooring:** Mixed, but not a top driver

**High-quality cabinetry finish:** Least unimportant of this set (still some value)

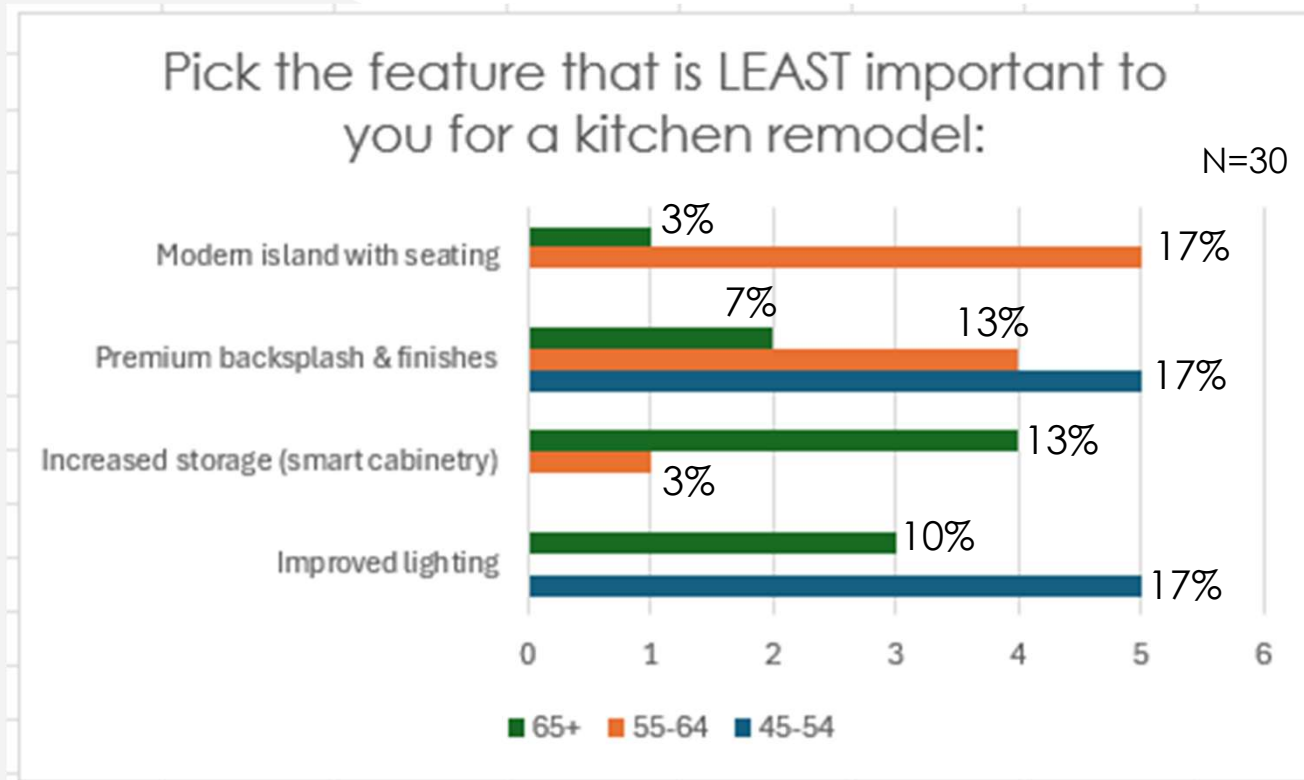
**Takeaway:** Layout and workspace are lowest priorities compared to finishes and flooring.

## Question 11



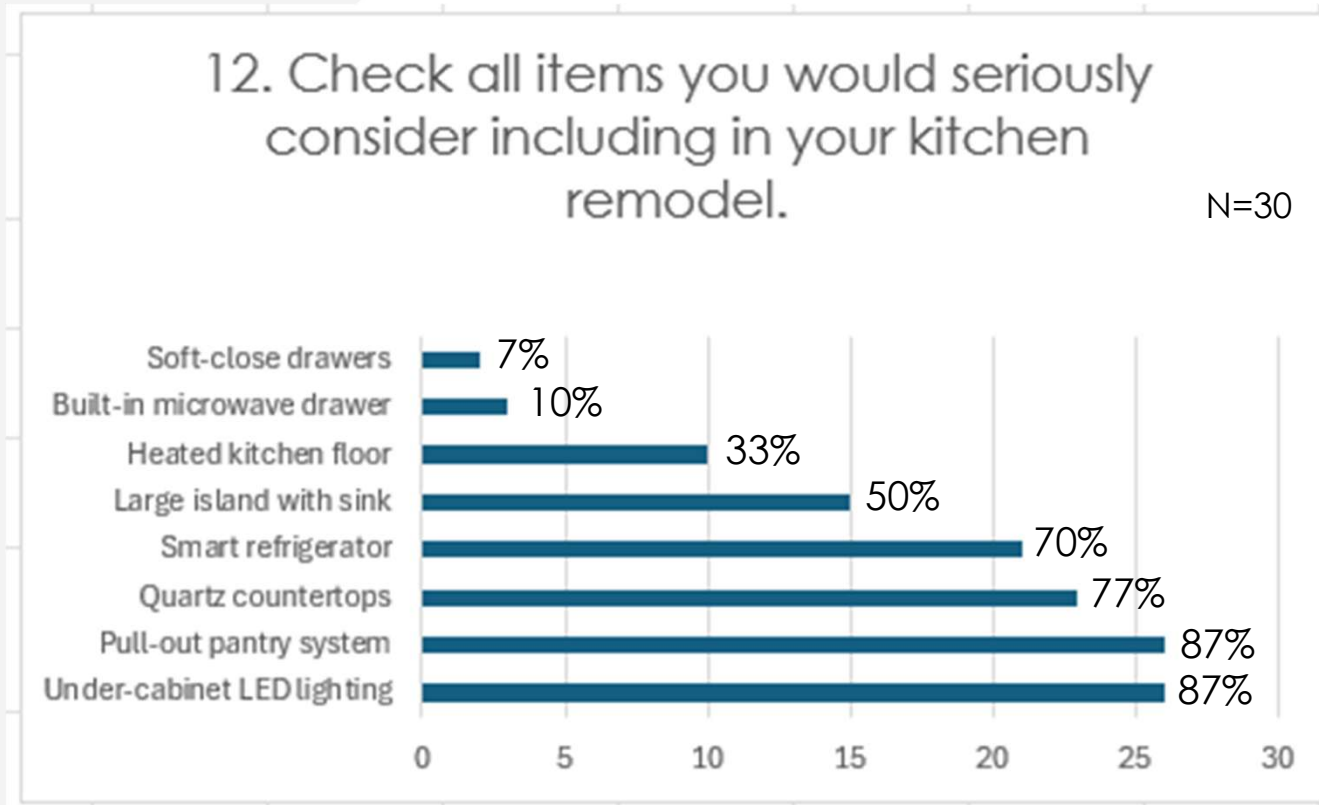
**Most Important Features**  
**Improved lighting** — top driver across all age groups  
**Modern island with seating** — strong for ages 45–54 only  
**Increased storage (smart cabinetry)** — secondary, skews older  
**Premium backsplash & finishes** — lowest priority in this set  
**Takeaway:** Functionality (lighting, layout) matters more than decorative finishes.

## Question 11



**Least Important Features**  
**Increased storage (smart cabinetry)** — lowest overall priority  
**Modern island with seating** — low importance, mainly 55–64  
**Improved lighting** — mixed, not a low-end driver overall  
**Premium backsplash & finishes** — least likely to be deprioritized  
**Takeaway:** Storage and islands fall to the bottom when respondents are forced to choose.

## Question 12

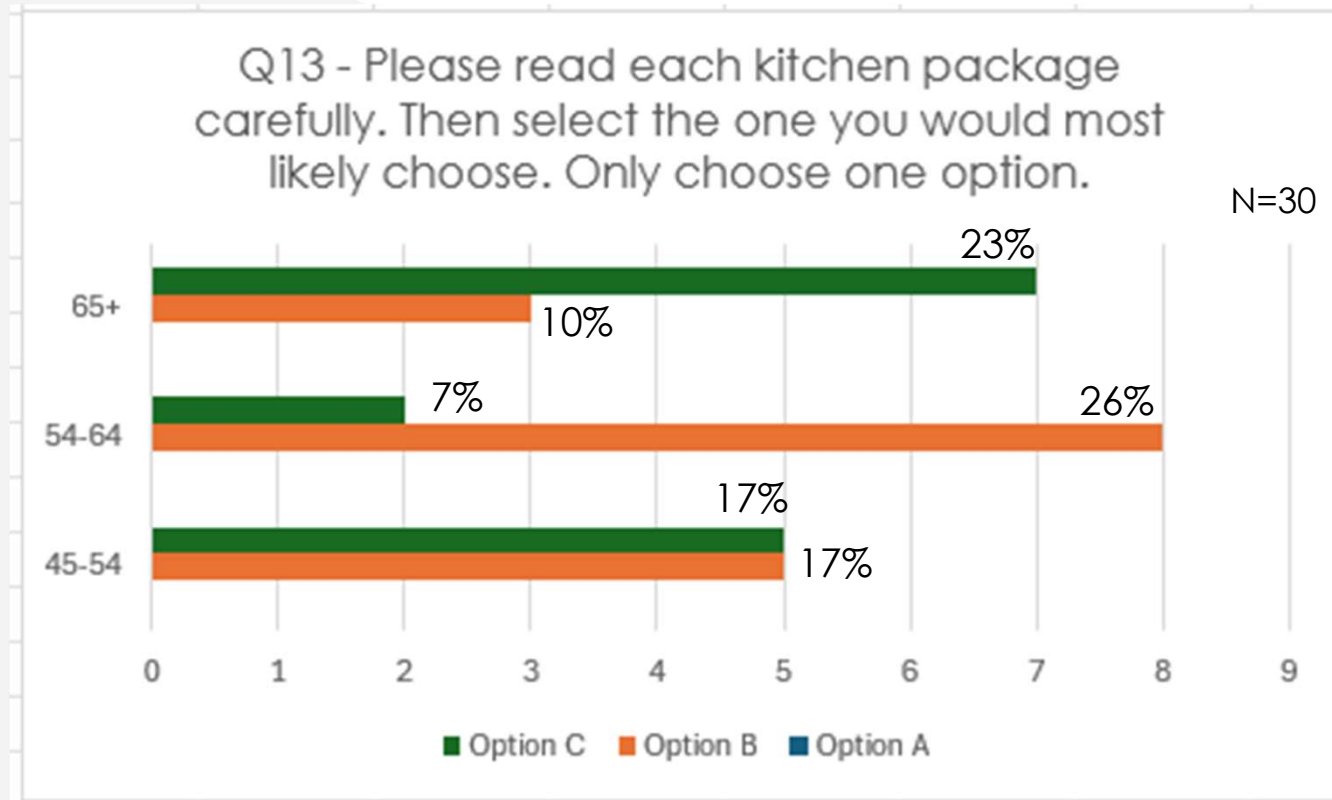


### Results:

Exploratory TURF on multi-select kitchen features, N=30

Conducted exploratory TURF analysis to identify optimal 2-feature bundles for kitchen remodel consideration (N=30), **highlighting that Quartz countertops + Smart refrigerator reached 93% of respondents.**

## Question 13

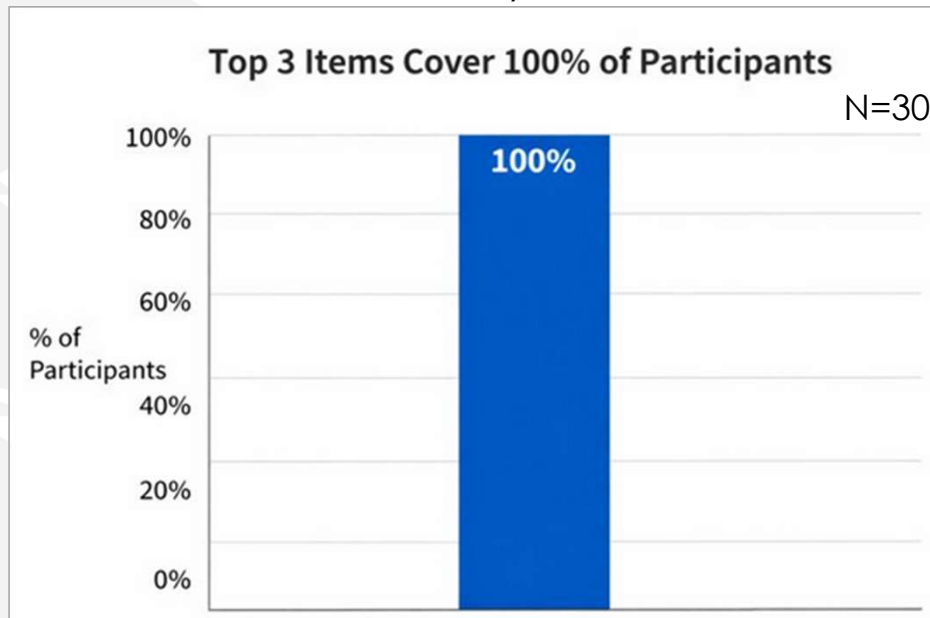


### Results:

Analysis by age group shows **Option B is most preferred** overall and particularly by 55–64-year-olds, while **Option C is more popular with 65+** respondents.

## Question 14

Question 14 - Please select the top 3 features you would most like to have in your new kitchen. You can only choose 3.



Under-cabinet LED lighting + Pull-out pantry system + Quartz countertops

### Results:

Under-cabinet LED lighting + Pull-out pantry system + Quartz countertops covers 100% of participants — the combination that satisfies the most people.