



## BLUE BOX KITCHEN INTELLIGENCE

[www.blueboxkitchenintelligence.com](http://www.blueboxkitchenintelligence.com)

### CHART INDEX - BBKI DATA REPORT - January to October 2014

#### Category: Consumer

- 1 What motivates consumers to buy IKEA kitchens
- 2 What motivates consumers to buy IKEA kitchens by Building Type
- 3 What motivates consumers to buy IKEA kitchens by Gender
- 4 What motivates consumers to buy IKEA kitchens by US Region
- 5 What motivates consumers to buy IKEA kitchens by Age Group
- 6 Why do consumers choose IKEA kitchens over other brands
- 7 Why do consumers choose IKEA kitchens over other brands by Building Type
- 8 Why do consumers choose IKEA kitchens over other brands by Gender
- 9 Why do consumers choose IKEA over other brands by US Region
- 10 Why do consumers choose IKEA kitchens over other brands by Age Group
- 11 What consumers dislike about IKEA kitchens
- 12 What consumers dislike about IKEA kitchens by Building Type
- 13 What consumers dislike about IKEA kitchens by Gender
- 14 What consumers dislike about IKEA kitchens by US Region
- 15 What consumers dislike about IKEA kitchens by Age Group
- 16 What consumers dislike about IKEA installation services
- 17 What consumers dislike about IKEA installation services by Building Type
- 18 What consumers dislike about IKEA installation services by Gender
- 19 What consumers dislike about IKEA installation services by US Region
- 20 What consumers dislike about IKEA installation services by Age Group
- 21 What consumers dislike about IKEA design services
- 22 What consumers dislike about IKEA design services by Building Type
- 23 What consumers dislike about IKEA design services by Gender
- 24 What consumers dislike about IKEA design services by US Region
- 25 What consumers dislike about IKEA design services by Age Group
- 26 What consumers dislike about IKEA post sale services
- 27 What consumers dislike about IKEA post sale services by Building Type
- 28 What consumers dislike about IKEA post sale services by Gender
- 29 What consumers dislike about IKEA post sale services by US Region
- 30 What consumers dislike about IKEA post sale services by Age Group
- 31 Where IKEA consumers install their kitchens
- 32 How often IKEA consumers buy a kitchen
- 33 Distance to consumer's closest IKEA
- 34 Average square feet of a consumer's IKEA kitchen area
- 35 Average ceiling height of an IKEA kitchen

## **Category: Appliances**

- 36 What motivates consumers to buy IKEA appliances
- 37 What motivates all consumers to buy IKEA appliances by Building Type
- 38 What motivates consumers to buy IKEA appliances by Gender
- 39 What motivates consumers to buy IKEA appliances by US Region
- 40 What motivates consumers to buy IKEA appliances by Age Group
- 41 What consumers dislike about IKEA appliances
- 42 What consumers dislike about IKEA appliances by Building Type
- 43 What consumers dislike about IKEA appliances by Gender
- 44 What consumers dislike about IKEA appliances by US Region
- 45 What consumers dislike about IKEA appliances by Age Group
- 46 What other appliance options are shopped by IKEA kitchen consumers
- 47 Designs that include IKEA appliances
- 48 Hoods versus Over-the-range Microwaves included in designs
- 49 IKEA hood selection as a percentage of designs
- 50 Percentage of consumers that design with IKEA hoods
- 51 Percentage of cooktops versus ranges included in designs
- 52 Most selected appliances as a percentage of designs
- 53 IKEA cooktop selection as a percentage of designs
- 54 Percentage of consumers that design with IKEA cooktops
- 55 IKEA range selection as a percentage of designs
- 56 Percentage of consumers that include an IKEA range in their designs
- 57 IKEA microwave selection as a percentage of designs
- 58 Percentage of consumers that design with IKEA microwaves
- 59 IKEA refrigerator selection as a percentage of designs
- 60 Percentage of consumers that include an IKEA fridge in their designs
- 61 Percentage of consumers that include an IKEA dishwasher in their designs
- 62 Percentage of consumers that use existing appliances with their IKEA kitchen

## **Category: Inspiration**

- 63 Main WEBSITES used as design inspiration
- 64 Main WEBSITES used as design inspiration by Building Type
- 65 Main WEBSITES used as design inspiration by Gender
- 66 Main WEBSITES used as design inspiration by US Region
- 67 Main WEBSITES used as design inspiration by Age Group
- 68 Main MAGAZINES used as design inspiration
- 69 Main MAGAZINES used as design inspiration by Building Type
- 70 Main MAGAZINES used as design inspiration by Gender
- 71 Main MAGAZINES used as design inspiration by US Region
- 72 Main MAGAZINES used as design inspiration by Age Group
- 73 Main BLOGS used as design inspiration
- 74 Main BLOGS used as design inspiration by Building Type
- 75 Main BLOGS used as design inspiration by Gender
- 76 Main BLOGS used as design inspiration by US Region
- 77 Main BLOGS used as design inspiration by Age Group

### **Category: Buying**

- 78 Design submittal by Month
- 79 Design distribution by Day
- 80 Monthly designs by US Region
- 81 Design Submittal by month by Gender
- 82 Design Submittal by month by Age Group
- 83 Number of IKEA kitchen design revisions
- 84 Timing to buy IKEA kitchens since design delivery

### **Category: Cabinet**

- 85 What motivates consumers to buy IKEA cabinets
- 86 What motivates consumers to buy IKEA cabinets by Building Type
- 87 What motivates consumers to buy IKEA cabinets by Gender
- 88 What motivates consumers to buy IKEA cabinets by US Region
- 89 What motivates consumers to buy IKEA cabinets by Age Group
- 90 What consumers dislike about IKEA cabinets
- 91 What consumers dislike about IKEA cabinets by Building Type
- 92 What consumers dislike about IKEA cabinets by Gender
- 93 What consumers dislike about IKEA cabinets by US Region
- 94 What consumers dislike about IKEA cabinets by Age Group
- 95 Average number of cabinets and doors designed per IKEA kitchen
- 96 Cabinet widths as a percentage of designs
- 97 Corner cabinet types as a percentage of designs
- 98 Base cabinets designed with interior organizers as a percentage of designs
- 99 Wall cabinet widths as a percentage of designs
- 100 Wall cabinet heights as a percentage of designs
- 101 Wall cabinets designed with interior organizers as a percentage of designs
- 102 Wall cabinets with glass doors as a percentage of designs
- 103 Wall cabinets less than 30" high as a percentage of designs
- 104 Tall/high cabinet widths as a percentage of designs
- 105 Tall/high cabinets with interior organizers as a percentage of designs
- 106 Oven towers as a percentage of designs
- 107 Top 3 customized cabinets as a percentage of all designs
- 108 Consumers that buy cabinets from IKEA and doors from other retailers
- 109 Three most designed base cabinets
- 110 Three least designed base cabinets
- 111 Three most designed wall cabinets
- 112 Three least designed wall cabinets
- 113 What other cabinet brands are shopped by IKEA kitchen consumers

### **Category: Door**

- 114 What motivates consumers to buy IKEA doors
- 115 What motivates consumers to buy IKEA doors by Building Type
- 116 What motivates consumers to buy IKEA doors by Gender
- 117 What motivates consumers to buy IKEA doors by US Region

- 118 What motivates consumers to buy IKEA doors by Age Group
- 119 What consumers dislike about IKEA doors
- 120 What consumers dislike about IKEA doors by Building Type
- 121 What consumers dislike about IKEA doors by Gender
- 122 What consumers dislike about IKEA doors by US Region
- 123 What consumers dislike about IKEA doors by Age Group
- 124 Percentage IKEA door styles selection
- 125 IKEA door style selection by Building Type
- 126 IKEA door style selection by Gender
- 127 IKEA door style selection by US Region
- 128 IKEA door style selection by Age Group
- 129 Door styles most selected for an island
- 130 Percentage of accent IKEA doors included in all designs
- 131 Where consumers buy their non-IKEA doors

### **Category: Countertop**

- 132 What motivates consumers to buy IKEA countertops
- 133 What motivates consumers to buy IKEA countertops by Building Type
- 134 What motivates consumers to buy IKEA countertops by Gender
- 135 What motivates consumers to buy IKEA countertops by US Region
- 136 What motivates consumers to buy IKEA countertops by Age Group
- 137 What consumers dislike about IKEA countertops
- 138 What consumers dislike about IKEA countertops by Building Type
- 139 What consumers dislike about IKEA countertops by Gender
- 140 What consumers dislike about IKEA countertops by US Region
- 141 What consumers dislike about IKEA countertops by Age Group
- 142 Average US price of IKEA Quartz countertops
- 143 Average US price of IKEA Laminate countertops
- 144 Percentage of consumer that include an IKEA countertop with their design
- 145 Countertops colors selected
- 146 Average square feet of a quartz countertop for an IKEA kitchen
- 147 What other countertop options are shopped by IKEA kitchen consumers

### **Category: Faucets**

- 148 What motivates consumers to buy IKEA faucets
- 149 What motivates consumers to buy IKEA faucets by Building Type
- 150 What motivates consumers to buy IKEA faucets by Gender
- 151 What motivates consumers to buy IKEA faucets by US Region
- 152 What motivates consumers to buy IKEA faucets by Age Group
- 153 What consumers dislike about IKEA faucets
- 154 What consumers dislike about IKEA faucets by Building Type
- 155 What consumers dislike about IKEA faucets by Gender
- 156 What consumers dislike about IKEA faucets by US Region
- 157 What consumers dislike about IKEA faucets by Age Group
- 158 What other faucet options are shopped by IKEA kitchen consumers
- 159 Percentage of consumers that design with IKEA faucets

- 160 Where consumers buy faucets if not IKEA
- 161 IKEA faucet selection as a percentage of designs

### **Category: Installations**

- 162 How IKEA kitchen consumers install their cabinets and countertops
- 163 IKEA consumers cabinet assembly and installation problems

### **Category: Knobs and Handles**

- 164 Consumers designing with IKEA knobs and handles
- 165 Where consumers buy knobs and handles
- 166 IKEA knob and handle selection as a percentage of designs

### **Category: Lighting**

- 167 What motivates consumers to buy IKEA lighting
- 168 What motivates consumers to buy IKEA lighting by Building Type
- 169 What motivates consumers to buy IKEA lighting by Gender
- 170 What motivates consumers to buy IKEA lighting by US Region
- 171 What motivates consumers to buy IKEA lighting by Age Group
- 172 What consumers dislike about IKEA lighting
- 173 What consumers dislike about IKEA lighting by Building Type
- 174 What consumers dislike about IKEA lighting by Gender
- 175 What consumers dislike about IKEA lighting by US Region
- 176 What consumers dislike about IKEA lighting by Age Group
- 177 Percentage of consumers that design with IKEA lighting
- 178 Where consumers buy cabinet lighting
- 179 IKEA kitchen lighting selection as a percentage of designs

### **Category: Organizers**

- 180 What motivates consumers to buy IKEA organizers
- 181 What motivates consumers to buy IKEA organizers by Building Type
- 182 What motivates consumers to buy IKEA organizers by Gender
- 183 What motivates consumers to buy IKEA organizers by US Region
- 184 What motivates consumers to buy IKEA organizers by Age Group
- 185 What consumers dislike about IKEA organizers
- 186 What consumers dislike about IKEA organizers by Building Type
- 187 What consumers dislike about IKEA organizers by Gender
- 188 What consumers dislike about IKEA organizers by US Region
- 189 What consumers dislike about IKEA organizers by Age Group
- 190 Percentage of consumers that design with IKEA organizers
- 191 Where consumers buy organizers if not IKEA
- 192 IKEA kitchen organizers selection as a percentage of designs

### **Category: Price**

- 193 Average price of a complete IKEA kitchen: US vs. Canada
- 194 Average US price of a complete kitchen by Building Type

- 195 Average US price of a complete IKEA kitchen by Gender
- 196 Average US price of a complete IKEA kitchen by US Region
- 197 Average US price of a complete IKEA kitchen by Age Group
- 198 Average US price of an IKEA kitchen by Door style (1/2)
- 199 Average US price of an IKEA kitchen by Door Style (2/2)
- 200 Average US price of all IKEA kitchens
- 201 Average US IKEA kitchen prices

### **Category: Non-IKEA retailers**

- 202 What other retailers are shopped by IKEA kitchen consumers
- 203 Kitchen Products that the IKEA consumer prefers from a Home Center
- 204 Services that the IKEA consumer prefers from a Home Center
- 205 What the IKEA consumer doesn't like from a Home Center
- 206 Services that the IKEA consumer doesn't like from a Home Center
- 207 What the IKEA consumer doesn't like from online retailers
- 208 Services that the IKEA consumer doesn't like from online retailers
- 209 Reasons why the IKEA consumer buys from a Home Center
- 210 Reasons why the IKEA consumer doesn't buy from a local kitchen showroom
- 211 Reasons why the IKEA consumer doesn't buy from online retailers
- 212 Designs from other retailers used as a basis for an IKEA design

### **Category: Sinks**

- 213 What motivates consumers to buy IKEA sinks
- 214 What motivates consumers to buy IKEA sinks by Building Type
- 215 What motivates consumers to buy IKEA sinks by Gender
- 216 What motivates consumers to buy IKEA sinks by US Region
- 217 What motivates consumers to buy IKEA sinks by Age Group
- 218 What consumers dislike about IKEA sinks
- 219 What consumers dislike about IKEA sinks by Building Type
- 220 What consumers dislike about IKEA sinks by Gender
- 221 What consumers dislike about IKEA sinks by US Region
- 222 What consumers dislike about IKEA sinks by Age Group
- 223 What other sink options are shopped by IKEA kitchen consumers
- 224 Percentage of designs with IKEA sinks
- 225 Where IKEA consumers buy sinks
- 226 IKEA sinks selection as a percentage of designs

### **Category: Kitchen Design**

- 227 What consumers want changed in their IKEA designs
- 228 What consumers want changed in their IKEA designs by Building Type
- 229 What consumers want changed in their IKEA designs by Gender
- 230 What consumers want changed in their IKEA designs by US Region
- 231 What consumers want changed in their IKEA designs by Age Group
- 232 IKEA kitchen design important considerations
- 233 IKEA kitchen design unimportant considerations
- 234 IKEA kitchen cabinet design configurations

- 235 IKEA kitchen cabinet design configurations by Building Type
- 236 IKEA kitchens designed with an island
- 237 Reasons why consumers pay an outside designer to design their kitchen