

For Immediate Release

New survey reveals close-up look into Canadian Kitchens

TORONTO, ON – Despite the fact that computers, televisions and other electronic gadgets have turned the kitchen into a home entertainment centre, a large majority (75%) of Canadians indicate that cooking is the most popular kitchen activity. This is according to a new survey – *Kitchens Close-Up*, conducted by Leger Marketing for the KitchenAid Kitchens for Cooks Institute, a resource designed to meet the lifestyle and information needs of today’s home cooks.

Respondents indicated that not only do they spend the majority of their time cooking, but that they feel more pride in cooking (55%) than in entertaining, baking, cleaning and other kitchen activities. And surprisingly, men (64%) are more likely than women (18%) to feel most pride in their cooking.

“Despite our busy lifestyles, it appears that Canadians enjoy cooking for and with their families,” says Fiona Lucas, culinary historian and spokesperson for the KitchenAid Kitchens for Cooks Institute. “However, today’s consumers are not only looking for shortcuts in meal preparation, but they are also looking for innovation in appliances.”

In fact, the survey also revealed that when purchasing appliances, almost one-half of the respondents (45%) are more likely to invest in innovative features, such as a range with steam assist technology that can speed up cooking time, or an oven with an even-heat temperature system that will provide better baking results.

“Canadians are more interested in kitchen trends than they were five years ago,” continues Lucas. “As a result, more than half of the survey respondents (55%) indicated that having a harmonious collection of kitchen appliances is a key factor in a well-designed kitchen.”

With many Canadians living in apartments and condos, it’s not surprising that 42 per cent of the respondents are looking for space-saving layouts in their kitchens and neutral-coloured appliances, in white, black or beige which appear to more popular than stainless steel. (49% would choose a neutral finish vs. 35% who would choose stainless steel.)

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Other survey highlights indicate that:

- British Columbians spend more time on cooking than respondents from other provinces. (79% vs. national average of 74%)
- Albertans are more likely to invest in innovative features rather than the appearance of an appliance. (54% vs. national average of 45%)
- Prairie residents from Saskatchewan and Manitoba report that they experience more undercooked centres or burnt edges when baking and cooking, than other Canadians.
- Ontarians feel the most pride in their cooking. (62% vs. national average of 55%)
- Quebecers indicate that they are entertaining more than they did five years ago. (39% vs. national average of 27%)
- It is more important to Atlantic Canadians than to other respondents, that their kitchen appliances are all the same brand (36% vs. national average of 28%)

The KitchenAid Kitchens for Cooks Institute is dedicated to the cooking enthusiast and is committed to delivering the latest information on kitchen trends, as well as to leading the thinking behind those trends.

Additional information on the *Kitchens Close-Up* survey is available on the KitchenAid Kitchens for Cooks Institute Web site at www.kitchensforcooks.ca. The site is also home to information, tips and tools for home and cooking enthusiasts.

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Atlantic Canada Fact Sheet

Kitchens Close-Up Survey – Regional Highlights for Atlantic Canada Courtesy KitchenAid Kitchens for Cooks Institute

A survey of home cooks, conducted by Leger Marketing on behalf of the KitchenAid Kitchens for Cooks Institute reveals a close-up look into Canadian kitchens. Atlantic Canadians responded somewhat differently than residents in other parts of the country and here are some of the highlights:

- Atlantic Canadians spend more time in their kitchens than respondents from other regions in Canada, with 23 per cent indicating that they spend more than 15 hours per week in the kitchen.
- It is more important to Atlantic Canadians than to other respondents, that their kitchen appliances are all the same brand (36% vs. national average of 28%)
- Atlantic Canadians are most likely to choose a neutral colour, such as white, black or beige. (55% vs. national average of 49%)
- When it comes to obtaining ideas for cooking and designing, Atlantic Canadians are influenced more by celebrity chefs and cooking show hosts than other Canadians. (37% vs. national average of 27%)

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Quebec Fact Sheet

Kitchens Close-Up Survey – Regional Highlights for Quebec Courtesy KitchenAid Kitchens for Cooks Institute

A survey of home cooks, conducted by Leger Marketing on behalf of the KitchenAid Kitchens for Cooks Institute reveals a close-up look into Canadian kitchens. Quebecers responded somewhat differently than residents in other parts of the country and here are some of the highlights:

- Forty-one per cent of Quebecers indicate that they make meals from scratch every day. This was higher than respondents in other provinces.
- Quebecers indicate that they are entertaining more than they did five years ago. (39% vs. national average of 27%)
- Fifty-five per cent of Quebec respondents believe that having a suite of coordinating appliances is a key factor in a well-designed kitchen. (This was more important to Quebec respondents than to respondents in other regions.)
- Quebecers are keen to purchase appliances featuring new innovations. Forty-five per cent indicated that they would be more_likely to invest in innovative appliances over an appliance's appearance.

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Ontario Fact Sheet***Kitchens Close-Up Survey – Regional Highlights for Ontario
Courtesy KitchenAid Kitchens for Cooks Institute***

A survey of home cooks, conducted by Leger Marketing on behalf of the KitchenAid Kitchens for Cooks Institute reveals a close-up look into Canadian kitchens. Ontarians responded somewhat differently than residents in other parts of the country and here are some of the highlights:

- Ontarians feel the most pride in their cooking. (62% vs. national average of 55%)
- Ontarians are more interested in saving space in their kitchens than respondents from other provinces. (47% vs. national average of 42%)
- Forty-three per cent of Ontarians believe that having a coordinating suite of appliances is a key factor in a well-designed kitchen.
- Ontarians indicate that they prefer neutral coloured appliances, such as white, black or beige compared to appliances with a stainless steel finish. (48% prefer neutral colours vs. 35% prefer stainless steel)

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Manitoba / Saskatchewan Fact Sheet***Kitchens Close-Up Survey – Regional Highlights
for Manitoba / Saskatchewan
Courtesy KitchenAid Kitchens for Cooks Institute***

A survey of home cooks, conducted by Leger Marketing on behalf of the KitchenAid Kitchens for Cooks Institute reveals a close-up look into Canadian kitchens. Responses from Prairie provinces respondents were different when compared to residents in other parts of the country and here are some of the highlights:

- Prairie residents from Saskatchewan and Manitoba report that they experience more undercooked centres or burnt edges when baking and cooking, than other Canadians. (30 % vs. a national average of 16%)
- Prairie respondents indicate that they would rather have neutral coloured appliances, such as white, black or beige compared to appliances with a stainless steel finish. (52% prefer neutral colours vs. 33% who would choose stainless steel.)
- More than other provinces, Prairie respondents indicate that they have appliances that are all one brand. (44% vs. national average of 29%)

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Alberta Fact Sheet

Kitchens Close-Up Survey – Regional Highlights for Alberta Courtesy KitchenAid Kitchens for Cooks Institute

A survey of home cooks, conducted by Leger Marketing on behalf of the KitchenAid Kitchens for Cooks Institute reveals a close-up look into Canadian kitchens. Albertans responded somewhat differently than residents in other parts of the country and here are some of the highlights:

- Approximately one-third of Albertans (31%) entertain at home more often than they did five years ago. In fact, Albertans are more likely to have a bar or entertainment zone in their homes, than respondents from other regions.
- Albertans indicate that they prefer neutral coloured appliances, such as white, black, or beige compared to appliances with a stainless steel finish. (49% prefer neutral colours vs. 39% prefer stainless steel)
- Forty-seven per cent of Albertans believe that having a coordinating suite of appliances is a key factor in a well-designed kitchen.
- Albertans are more likely to invest in innovative features rather than the appearance of an appliance. (54% vs. national average of 45%)
In fact, a little more than half of the respondents (51%) indicate that they would consider purchasing a dual-fuel range (electric/gas combined), if they knew they would get better cooking results.

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British Columbia Fact Sheet

Kitchens Close-Up Survey – Regional Highlights for British Columbia Courtesy KitchenAid Kitchens for Cooks Institute

A survey of home cooks, conducted by Leger Marketing on behalf of the KitchenAid Kitchens for Cooks Institute reveals a close-up look into Canadian kitchens. British Columbians responded somewhat differently than residents in other parts of the country and here are some of the highlights:

- British Columbians spend more time on cooking than respondents from other provinces. (79% vs. national average of 74%)
- More than respondents from other provinces, British Columbians indicate that they pay more attention to kitchen trends and appliances than they did five years ago.
- When it comes to appliances, 40 per cent of British Columbians indicate that they are more likely to choose stainless steel over other finishes.
- More than half of British Columbians (52%) indicate that they are more likely to invest in innovative appliances over an appliance's appearance. For example compared to the national average of 43 per cent, 49 per cent of British Columbians indicated that they are more likely to buy a dual-fuel range (electric and gas combined), if they could get better cooking results than they currently obtain.
- It appears that many of the ovens that are currently being used by British Columbians are not providing ultimate results, since almost one-third of respondents (32%) reported that they experienced either undercooked centers or burnt edges or both, when baking and cooking.

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For more information about the survey or to set up an interview with Fiona Lucas, a culinary historian who can comment on this survey, please contact:

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**The KitchenAid Kitchens for Cooks Institute survey was conducted online from July 26 to July 31, 2006. A sample of 1,000 Canadian adults who stated that they cooked from scratch at least a few times a week participated in the survey. With this sample size, the results are considered to be accurate within + or - 3.1 percentage points.*