

High Net Worth Kitchen Consumers

| TARGET:

High Net Worth Kitchen Consumers

| MARKET:

US

| METHODOLOGY:

60 minute in person interview

SPECS:

No sensitive industry

Ages 30 – 60 (30–34 max 2 each day)

College Educated (BS or greater)

Homeowners (House)

HH size: 2 or more (majority 3+)

Gender split of female and male (roughly 50%/50%)

Sole or shared purchase decision maker for large home appliances (refrigerators, dishwashers, ranges, etc.)

QP or CI classification typing tool

QP = Household income of \$100K+ unless aged 30-34, then can make \$75K-\$99K AND must own brand from list of range/stove or wall oven brands provide (brands account for 75% of the market)

Must use their oven (stove/range or wall oven) at least 3 days a week

Aim to get 2 Bosch range/stove/wall oven owners for in-home visit (nice to have)

Must have a wi-fi connected technology home and own a connected device (i.e. smart TV, smart thermostat, wi-fi connected security camera, wi-fi connected doorbell, wi-fi home alarm system, smart appliance [refrigerator, clothes washer, etc.], voice-enabled home device that is hooked up to other smart devices [i.e. lighting, etc.]. A voice-activated device (amazon echo, google home) alone does not qualify.

Must provide a clear picture of their full kitchen during recruiting phase