

# Kitchen & Household Cleaning Products

## 2008 Spring MRI

*Fine Cooking* readers are heavy consumers of cleaning products.

As passionate cooks, *Fine Cooking* readers spend lots of time in the kitchen, and as a result, are heavy consumers of household cleaning products. They are more likely to be volume purchasers/users (roughly twice the national average) of household cleaning products for kitchen countertops.

BASE: ADULTS. TARGET: WOMEN WHO...	%COMP	INDEX	RANK*
<b>Used any Household Cleaners in past 3 months</b>	64.2%	169	3
<b>Medium/Heavy Usage of Household Cleaners (3+ containers)</b>	43.1%	181	1
<b>Heavy Usage of Household Cleaners (5+ containers)</b>	24.4%	207	1
<b>Used any Household Cleaners for Kitchen in past 3 months</b>	52.7%	172	2
<b>Used any Scouring Cleaners in past 30 days</b>	43.0%	192	1
<b>Used any Rubber Gloves in past 6 months</b>	30.3%	192	1
<b>Medium/Heavy Usage of Rubber Gloves (2+ pairs)</b>	16.7%	213	1
<b>Used any Glass &amp; Surface Cleaners in past 6 months</b>	67.1%	163	3
<b>Medium/Heavy Usage of Glass &amp; Surface Cleaners</b>	41.6%	190	1

Source: 2008 Spring MRI

\* Ranked based on *Fine Cooking* vs. *Bon Appetit*, *Food & Wine*, *Gourmet*, *Saveur* (prototype), *Everyday Food*, *Everyday with Rachel Ray*, and *Cooking Light*