

Cookware & Bakeware

2008 Spring MRI

Avid cooks and frequent bakers,
Fine Cooking readers are active buyers.

Fine Cooking readers bake and cook more frequently than any other magazine readership and far more often than the national average. They are likely to own and/or purchase cookware and bakeware as the average U.S. adult.

BASE: ADULTS. TARGET: WOMEN WHO...	%COMP	INDEX	RANK*
Own Any Kitchen Cooking & Serving Products	66.5%	169	3
Household Owns any Aluminum Cookware	34.8%	177	2
Household Owns any Other Metal Cookware	43.3%	182	2
Household Owns any Barbecue Equipment	42.7%	202	2
Household Owns any Glass Ovenware/Bakeware	49.5%	190	1
Household Owns any Glass Range-top Cookware	15.0%	191	2
Household Owns any Microwave Cookware – Glass/Ceramic	35.6%	201	2
Household Owns any Microwave Cookware – Plastic	32.3%	187	2
Household Owns any Microwave Cookware – Paper/Disposable	21.7%	186	2
Bought Any Kitchen Cooking & Serving Product in past 12 months	34.0%	216	2
Household Bought any Aluminum Cookware	5.6%	184	2
Household Bought any Barbecue Equipment	6.6%	293	1
Household Bought any Glass Ovenware/Bakeware	4.2%	186	3
Household Bought any Microwave Cookware – Glass/Ceramic	4.5%	283	1
Household Bought any Microwave Cookware – Plastic	6.7%	250	1
Household Bought any Microwave Cookware – Paper/Disposable	8.0%	239	1
Decision Maker – Yourself – for Kitchen Cooking & Serving Products	30.6%	233	2
Kitchen Cooking & Serving Products – Bought as Gift	8.2%	240	3

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*