



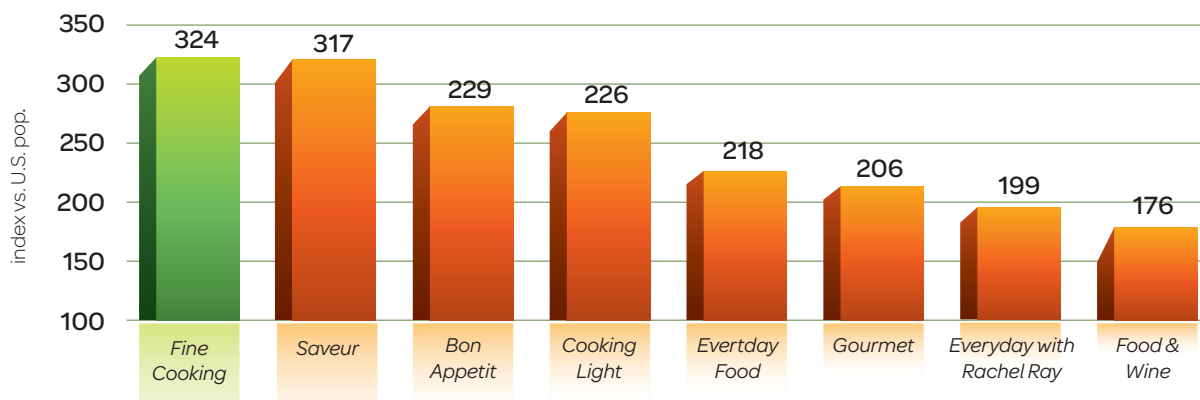
Grilling/BBQ

2008 Spring MRI

Fine Cooking readers grill twice a month or more!

"Cook for Fun" defines the *Fine Cooking* reader and grilling is clearly one of their favorite ways to enjoy their passion with friends and family...especially when it comes to doing it frequently!

Women/Barbecue 2+ times per month



Fine Cooking readers grill frequently...with nearly 1 out of 3 doing it twice a month or more often. *Fine Cooking* readers are also leaders when it comes to entertaining at home – enjoying barbecues on their patios/decks with their friends and family.

BASE: ADULTS. TARGET: WOMEN WHO...	%COMP	INDEX	RANK*
Household Owns Barbecuing Equipment	42.7%	202	2
Barbecuing in past year	41.9%	257	1
Barbecuing – Once a Month+	34.3%	310	1
Barbecuing – 2+ Times a Month	29.1%	324	1
Barbecuing – Once a Week+	18.3%	339	2
Barbecuing – 2+ Times a Week	8.5%	321	2

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*

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BASE: ADULTS. TARGET: WOMEN WHO...	%COMP	INDEX	RANK*
Entertained Friends at Home in past year	53.1%	232	2
Entertained Friends at Home Once a Month +	41.5%	290	2
Entertained Friends at Home 2+ Times a Month	30.6%	315	2
Entertained Friends at Home Once a Week +	14.5%	299	2
Household Owns Electric or Charcoal Grill	38.9%	206	1
Used Charcoal last 12 months	22.6%	161	3
Medium/Heavy User of Charcoal (2+ bags)	16.4%	183	3
Used Charcoal Lighter Fluid in past 12 months	17.8%	162	3
Used Bottled BBQ & Seasoning Sauces in past 3 months	54.5%	180	3
Medium/Heavy User of Bottled BBQ & Seasoning Sauces (2+ bottles)	43.0%	187	3
Bottled BBQ & Seasoning Sauce Used – BBQ	43.8%	158	4
Bottled BBQ & Seasoning Sauce Used – Chili Sauce	8.0%	290	1
Bottled BBQ & Seasoning Sauce Used – Horseradish	18.8%	328	1
Bottled BBQ & Seasoning Sauce Used – Hot Sauce	17.4%	213	2
Bottled BBQ & Seasoning Sauce Used – Marinade	12.2%	259	2
Bottled BBQ & Seasoning Sauce Used – Steak Sauce	19.6%	182	3
Bottled BBQ & Seasoning Sauce Used – Tabasco Sauce	14.3%	228	2
Bottled BBQ & Seasoning Sauce Used – Teriyaki Sauce	16.6%	235	1
Bottled BBQ & Seasoning Sauce Used – Worcestershire Sauce	30.3%	231	1
Used Sausage Last 30 Days	38.0%	171	2
Beef Kind – Ground Beef	53.6%	163	3
Beef Kind – Steaks	42.6%	203	1
Other Meats – Pork	39.4%	186	1
Used Hot Dogs	40.9%	152	4

Source: 2008 Spring MRI

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