



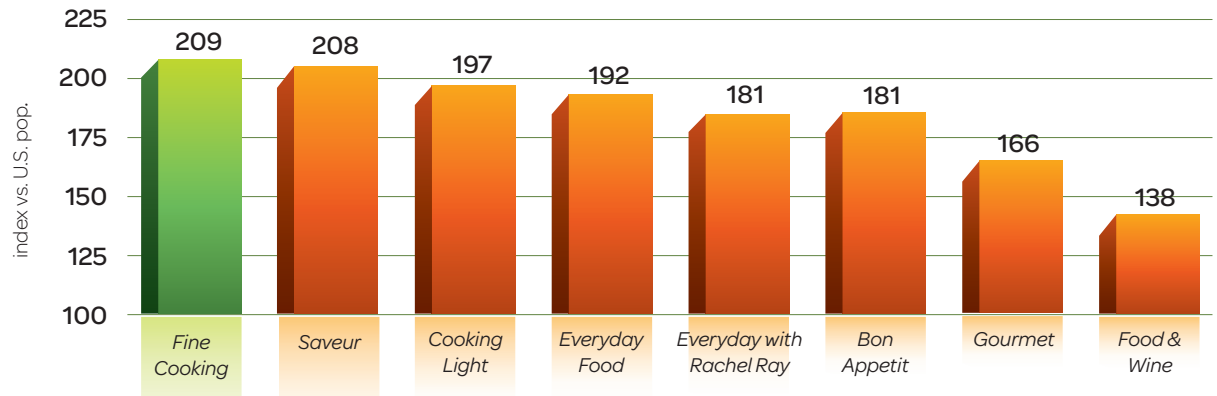
# Kitchens for Cooks: Large Appliances

## 2008 Spring MRI

For *Fine Cooking* readers, a dream kitchen with the best appliances is a likely reality.

*Fine Cooking* readers are discriminating buyers when it comes to choosing appliances for their dream kitchens. Recognized for their cooking abilities, they exert a strong influence on the purchasing decisions of others.

### Women/Decision - Maker for Kitchen/Cooking Appliances past 12 months



*Fine Cooking* readers are heavily invested in making their dream kitchens a reality. They are "Very Likely" to do so at better than twice the national norm.

BASE: ADULTS. TARGET: WOMEN WHO...	%COMP	INDEX	RANK*
<b>Decision Maker for Kitchen &amp; Cooking Appliances in past 12 months</b>	15.9%	209	1
<b>Household Bought Kitchen &amp; Cooking Appliances during past 12 months</b>	19.6%	201	1
<b>Very Likely to Remodel Kitchen in Next 12 months</b>	5.1%	224	3
<b>Very/Somewhat Likely to Remodel Kitchen in Next 12 months</b>	14.2%	236	3
<b>Remodeled Kitchen in Past 12 months</b>	5.8%	242	2
<b>Remodeled Kitchen/Kitchen cabinets or countertops in past 12 months</b>	6.4%	210	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*