

Kitchens for Cooks: Small Appliances

2008 Spring MRI

Quality and performance are top criteria for
Fine Cooking readers who buy the best.

The specific brands and types of equipment *Fine Cooking* readers choose for their favorite room in the house reflect their love of cooking. Price is not the only determining factor. Quality and performance are critical to these influential decision-makers. Because their kitchens feature a wide array of equipment, *Fine Cooking* readers are outstanding prospects for marketers of small appliances.

BASE: ADULTS. TARGET: WOMEN WHO...

%COMP

INDEX

RANK*

Household Owns Any Coffee Maker

55.8%

189

2

Household Owns Coffee Maker – Automatic Drip

46.7%

191

1

Household Owns Coffee Maker – Single Cup/Pod type

5.5%

244

3

Household Owns Electric Blender

55.2%

186

3

Household Owns Electric Mixer – Handheld

45.9%

189

1

Household Owns Slow Cooker

41.2%

184

3

Household Owns Electric Food Processor

34.2%

239

1

Household Owns Electric Mixer – Stationary

29.6%

252

1

Household Owns Electric Coffee Grinder

29.2%

280

2

Household Owns Electric Grill

26.2%

232

1

Household Owns Electric Can Opener

23.5%

134

3

Household Owns Fry Pan

20.8%

162

4

Household Owns Bread Making Machine

19.6%

243

1

Household Owns Deep Fryer

15.3%

148

4

Household Owns Electric Juicer

13.8%

244

2

Household Owns Pressure Cooker

12.0%

183

2

Household Owns Espresso/Cappuccino Maker

10.9%

358

2

Household Owns Electric Steam Cooker

10.5%

201

2

Household Owns Electric Popcorn Maker

9.5%

179

1

Household Owns Electric Wok

9.3%

317

1

Household Owns Pasta Machine

5.5%

368

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*

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