

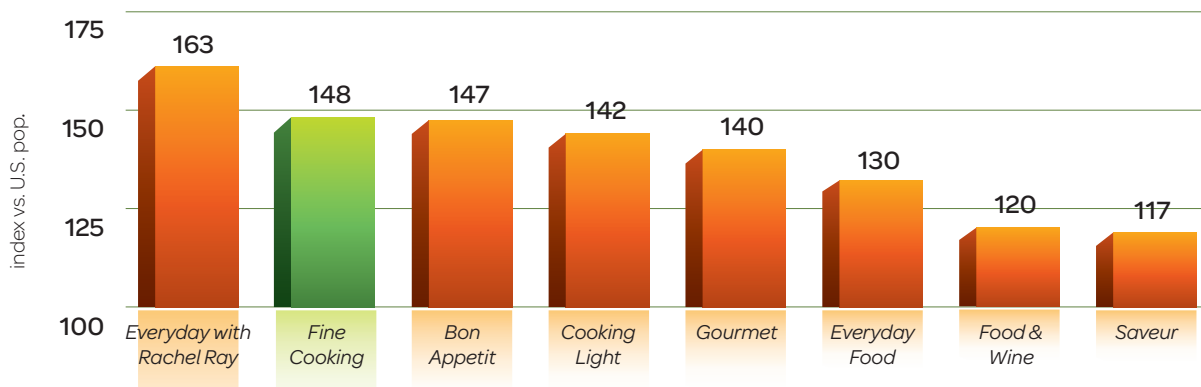
Make It Tonight

2008 Spring MRI

Microwaves and well-stocked pantries
guarantee great meals on busy days.

Fine Cooking readers are as busy as everyone else, yet preparing delicious food is still a high priority. They rely on well-stocked pantries for all the right essentials. Even when they're "on the run", they love spending time in the kitchen and focus their talents, tools, and delicious fixings on making every meal a special one!

Women/I Often Eat My Meals on the Run – Agree



While managing their fast-paced lives, *Fine Cooking* readers make excellent use of a wide variety of food products to quickly pull together fun and fantastic meals. They use all their skills and tools, especially microwaves, to make great food – fast!

BASE: ADULTS. TARGET: WOMEN WHO...	%COMP	INDEX	RANK*
I often eat my meals on the run – Agree	33.8%	148	2
Used Microwave in past 7 days	59.3%	167	3
Heavy Users of Microwave (12+ times in past 7 days)	21.0%	181	2
Use Microwave to Cook	39.0%	169	2
Use Microwave to Defrost/Thaw	39.3%	204	1
Use Microwave for Lunch	38.7%	169	2
Use Microwave for Dinner	47.8%	168	3
Use Microwave for Snack	38.6%	168	3
Use Microwave to Reheat Leftovers	56.7%	176	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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BASE: ADULTS. TARGET: WOMEN WHO...	%COMP	INDEX	RANK*
Used Frozen Vegetables (Plain) in last 30 days	48.4%	192	1
Used Frozen Vegetables (Prepared) in last 30 days	15.2%	187	3
Used Frozen Main Courses in last 30 days	27.1%	158	4
Used Frozen Complete Dinners past 30 days	17.7%	150	3
Used Frozen Hot Snacks in last 30 days	15.3%	159	3
Used Frozen Pizza past 30 days	34.8%	158	4
Used Frozen Prepared Dinners for Kids in last 6 months	6.6%	136	3
Used Canned or Jarred Soups / Broth past 30 days	45.7%	175	3
Used Canned Tomatoes past 30 days	50.3%	192	1
Used Canned or Jarred Vegetables past 30 days	40.8%	155	2
Used Spaghetti / Pasta Sauce past 30 days	49.2%	164	3
Used Packaged (Frozen/Refrigerated) Pasta past 30 days	41.2%	199	2
Medium/Heavy User of Packaged (Frozen/Refrigerated) Pasta (2+)	34.2%	219	1
Used Complete Packaged/Prepared Dinner Mixes past 30 days	24.8%	134	3
Used Rice in past 30 days	50.3%	169	3
Used Baking Mixes (excl. cake mixes) in last 30 days	21.2%	172	3
Used Brownie and Cookie Mixes in last 6 months	31.2%	162	3
Used Packaged Pie Crust in last 30 days	16.1%	223	1

Source: 2008 Spring MRI

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