

# Food Storage & Paper Goods

2008 Spring MRI

Safe storage and convenient clean-up is important to these passionate cooks.

Because *Fine Cooking* readers frequently use food storage products to keep the foods they prepare fresh, they are also more likely to be volume purchasers of these products. They are also volume users of paper products that make everyday food preparation, family meals, and casual entertaining more convenient.



BASE: ADULTS. TARGET: WOMEN WHO...	%COMP	INDEX	RANK*
<b>Used Plastic Disposable Containers in past 30 days</b>	33.2%	204	2
<b>Medium/Heavy User of Plastic Disposable Containers</b>	29.1%	209	2
<b>Used Any Plastic Sandwich/Food Storage/Freezer Bags in past 7 days</b>	60.2%	181	4
<b>Medium/Heavy Users Sandwich/Food Storage/Freezer Bags (3+ bags)</b>	49.4%	192	3
<b>Used Any Plastic Food Storage Bags</b>	42.4%	189	3
<b>Used Any Plastic Sandwich Bags</b>	47.0%	171	4
<b>Used Any Double or Single Layer Freezer Bags</b>	40.2%	192	3
<b>Used Interlocking Seal Food Storage/Freezer Bags</b>	35.9%	204	1
<b>Used Open Mouth/Fold Top Food Storage/Freezer Bags</b>	10.0%	193	1
<b>Used Any Plastic Kitchen Wrap in past 7 days</b>	49.7%	210	1
<b>Medium/Heavy Users of Plastic Kitchen Wrap (2+ times)</b>	39.0%	227	1
<b>Used Any Aluminum Foil in past 7 days</b>	60.5%	182	2
<b>Medium/Heavy Users of Aluminum Foil (2+ times)</b>	44.4%	190	2
<b>Used Any Oven Cooking Bags in past 12 months</b>	15.3%	160	4
<b>Medium/Heavy Users of Oven Cooking Bags (2+ bags)</b>	9.1%	181	4
<b>Used Any Paper Towels in past 30 days</b>	74.3%	157	4
<b>Medium/Heavy Users of Paper Towels (3+ rolls)</b>	50.3%	169	3
<b>Used Any Paper Napkins in past 30 days</b>	49.5%	189	2
<b>Medium/Heavy Users of Paper Napkins (2+ packages)</b>	19.2%	190	4

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*

# Food Storage & Paper Goods

2008 Spring MRI

BASE: ADULTS. TARGET: WOMEN WHO...	%COMP	INDEX	RANK*
<b>Used Any Pre-Moistened Household Wipes in past 30 days</b>	34.3%	208	2
<b>Medium/Heavy Users of Pre-Moistened Household Wipes (2+ packs)</b>	17.1%	217	3
<b>Used Any Dry Disposable Household Wipes in past 30 days</b>	22.1%	205	2
<b>Medium/Heavy Users of Dry Disposable Household Wipes (2+ packs)</b>	7.7%	197	3
<b>Used Any Dry Disposable Cups in past 30 days</b>	27.0%	172	3
<b>Medium/Heavy Users of Disposable Cups (3+ cups)</b>	21.3%	179	1
<b>Used Any Dry Disposable Plates in past 30 days</b>	35.2%	150	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*

