



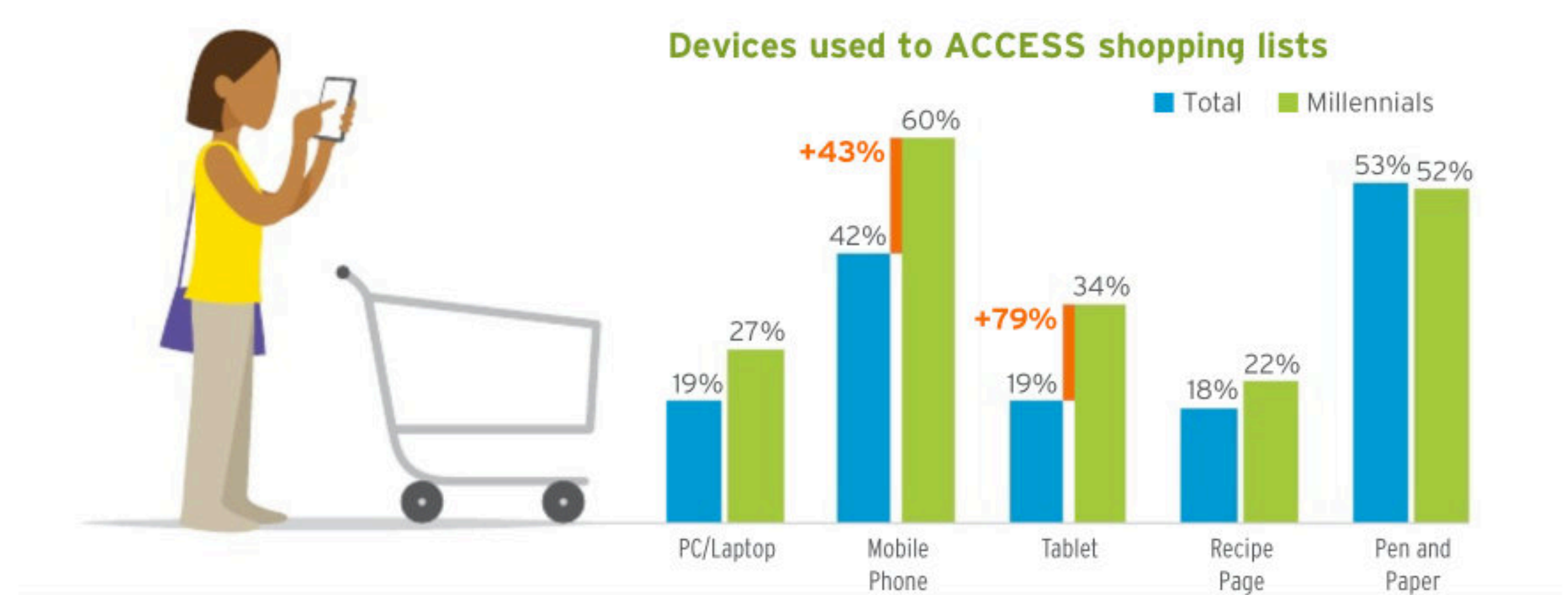
Few would dispute smartphones are now ubiquitous (most moms consider them indispensable). While it took cordless phones 25 years to go from 10% to 40% saturation among U.S. households, with smartphones and tablets, it's taken only three.* No wonder 60% of visits to digital food resources now take place on mobile devices, according to comScore. Given this sweep, how is digital technology influencing path-to-purchase grocery shopping behaviors among home cooks? We take a look in this issue of Allrecipes Measuring Cup Trend Report with insights and data gathered from a spring 2015 survey of smartphone users.

*Harvard Business Review, The Pace of Technology Adoption is Speeding Up, November 25, 2013.

INSIGHT #1 Put It On the List

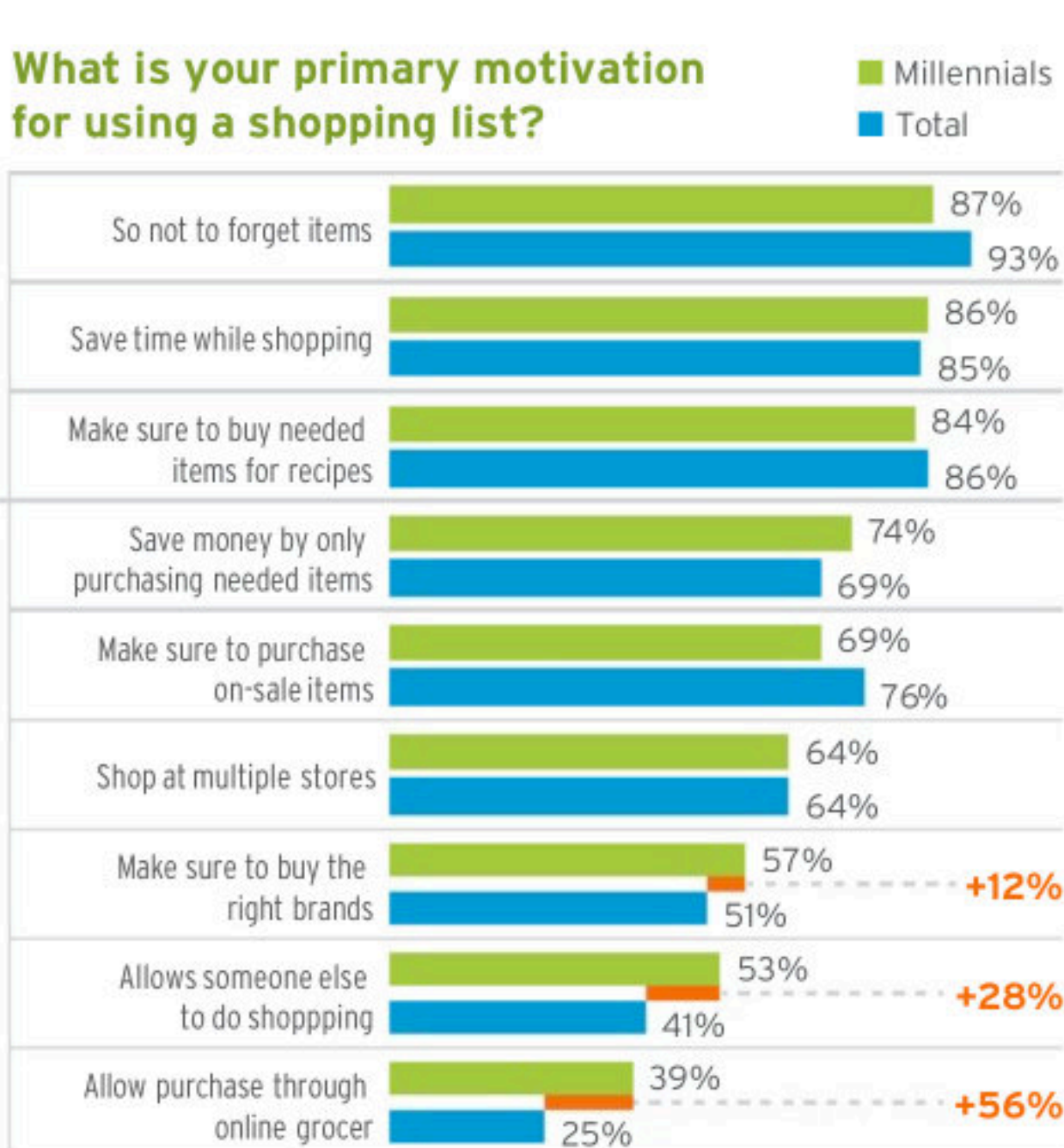
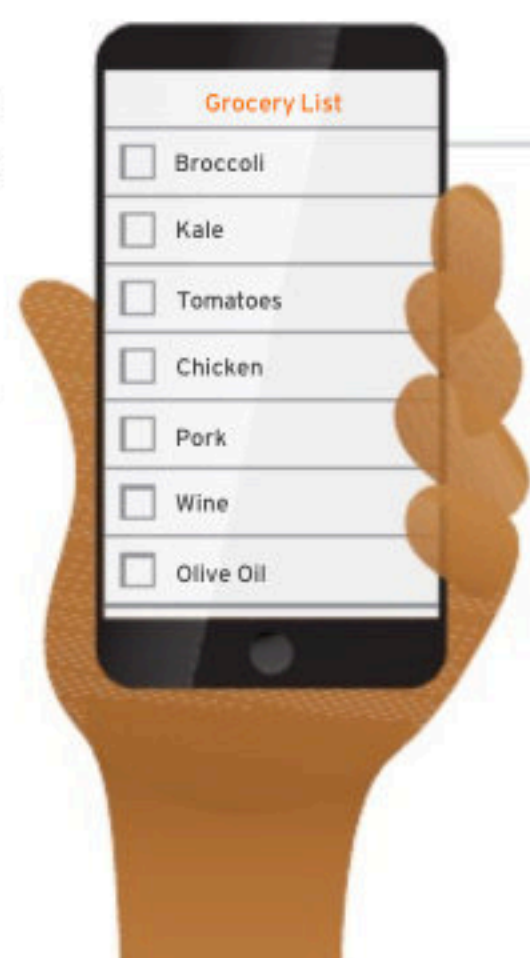
Creating written shopping lists has long been the preferred method for guiding grocery purchases. While this approach is still used by just over half of shoppers, mobile devices have quickly grown to become a close contender. Today, 42% of cooks with smartphones

are using their phones in store to access their lists as they shop. This shift is even more pronounced among Millennials, 60% of whom rely on phones as their preferred method for guiding grocery purchases.



INSIGHT #2 Recipes Make the List

Busy schedules and slim budgets mean shoppers are acutely focused on making sure they get everything needed during a trip to the store. When asked their primary motivations for using a grocery list, "not forgetting items," "saving time," and "wanting to be sure I purchase ingredients for recipes" are at the top of shoppers' lists. Interestingly, two in five Millennial shoppers said that compiling a list of needed items simplifies ordering through an online grocer, and more than half say having a list allows someone else to assist with the shopping.



INSIGHT #3 Millennials ♥ Handheld "Personal Shoppers"

When it comes to grocery shopping, smartphone-equipped shoppers are using their phones while in the store to meet a variety of individualized needs. Nearly half of all shoppers (43%) are seeking coupons; more

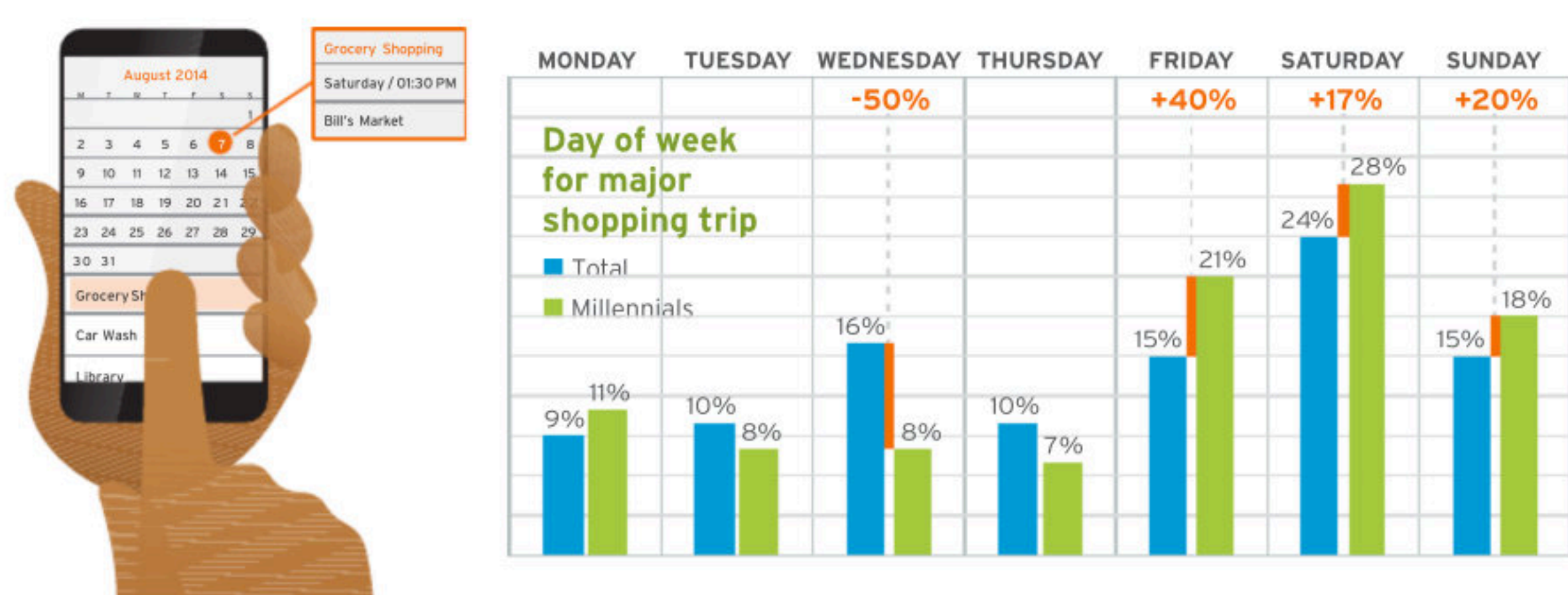
than one-third are doing price comparison (39%) and looking up recipes (37%); and one-fifth (20%) are reading product reviews. Millennials are more likely to be using their phones across all of these activities.



INSIGHT #4 Weekend Shoppers

When Allrecipes first began fielding surveys focused on consumer grocery shopping behaviors, Wednesday was the predominant day for grocery shopping. Now, less than two decades later, Saturdays have eclipsed

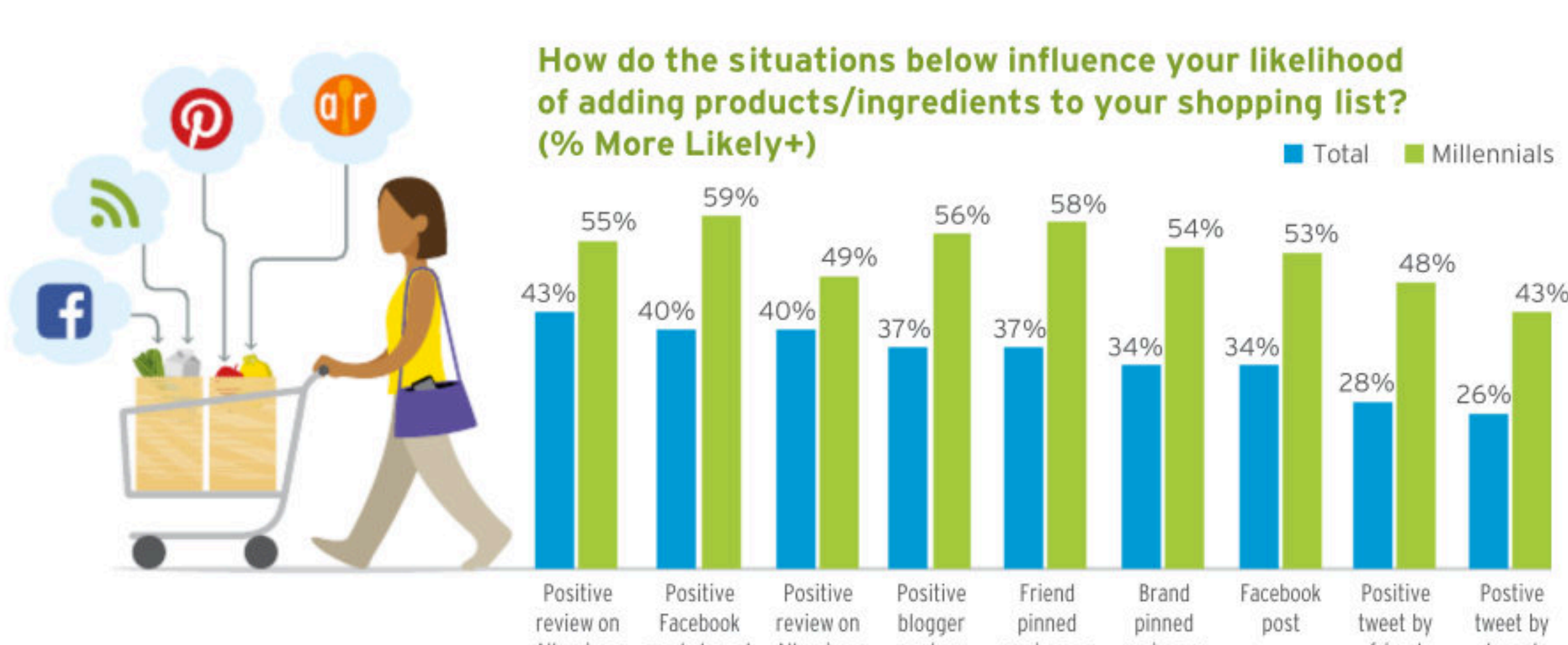
Wednesdays as the busiest shopping day. Our recent survey shows 39% of major shopping trips occur on weekends among smartphone-equipped shoppers. For Millennials, this number rises to 46%.



INSIGHT #5 Social Shoppers

According to Nielsen's 2013 Global Survey Trust in Advertising, word-of-mouth recommendations from friends and family are the most influential form of advertising. This is a trend Allrecipes also sees for grocery products. More than 40% of shoppers say

a positive review on Allrecipes from either a friend or a brand has a positive influence on their purchase behavior. Smartphone-equipped Millennials are even more likely to acknowledge the influence of their social connections on their shopping behaviors.



Methodology

Data cited in this Measuring Cup Report is derived from an external independent panel fielded in April 2015, consisting of 1,654 U.S.-based participants using age and gender filters to provide a representative sample of smartphone-equipped grocery decision makers.

About Allrecipes

Allrecipes, the world's largest food-focused social network, receives more than one billion visits annually from family-focused women who connect and inspire one another through photos, reviews, collections, profiles, and videos. Since its launch in 1997, the Seattle-based social site has served as a dynamic, indispensable resource for cooks of all skill levels seeking trusted recipes, entertaining ideas, everyday and holiday meal solutions and practical cooking tips. Allrecipes is a global, multi-platform brand with 19 sites, three mobile apps, and 15 eBooks serving 24 countries in 13 languages. In November 2013, Allrecipes magazine launched nationwide with six bi-monthly issues.

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