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 #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.

Which of the following activities have you done on your smartphone while shopping at the grocery store?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call/text regarding items</td>
<td>52%</td>
<td>47%</td>
</tr>
<tr>
<td>Find coupons</td>
<td>43%</td>
<td>51%</td>
</tr>
<tr>
<td>Compare prices</td>
<td>47%</td>
<td>50%</td>
</tr>
<tr>
<td>Look up a recipe</td>
<td>43%</td>
<td>48%</td>
</tr>
<tr>
<td>View a digital shopping list</td>
<td>43%</td>
<td>43%</td>
</tr>
<tr>
<td>Search for product information</td>
<td>42%</td>
<td>32%</td>
</tr>
<tr>
<td>Read a product review</td>
<td>48%</td>
<td>36%</td>
</tr>
<tr>
<td>Snapchat regarding a product</td>
<td>8%</td>
<td>15%</td>
</tr>
</tbody>
</table>
**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%.

![Graph showing day of week for major shopping trip](-50% +40% +17% +20%)

**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 had 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.

![Graph showing how situations influence likelihood of adding products/ingredients to shopping list]
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.

About Meredith Corporation
Meredith Corporation (NYSE: MDP; www.meredith.com) is the leading media and marketing company serving American women. Meredith features multiple well-known national brands—including Better Homes and Gardens, Parents, Family Circle, Allrecipes.com, Fitness, American Baby and EveryDay with Rachael Ray—along with local television brands in fast-growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, food, health and wellness and self-development. Meredith uses multiple distribution platforms—including print, television, digital, mobile, tablets, and video—to give consumers content they desire and to deliver the messages of its advertising and marketing partners.

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