



# How Moms Gather Information on Fast Food

Google/Ipsos OTX  
U.S., April 2012

# Objective, background, and methodology

## *Objective*

To understand how the internet affects mom's path to purchase across home, personal, beauty, food, beverages, and restaurant categories

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## *Respondents*

US residents, 18+, online at least once a week, have purchased or influence decisions in focus categories (above)

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## *Sample*

4,810 respondents. Moms and Non-Moms recruited using a sample sourced from the Ipsos OTX online sample community

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## *Quota group*

Expecting moms, first time moms, working moms, stay at home moms, moms with newborns, moms with kids (1-12), moms with kids (13-17), non moms, moms control group

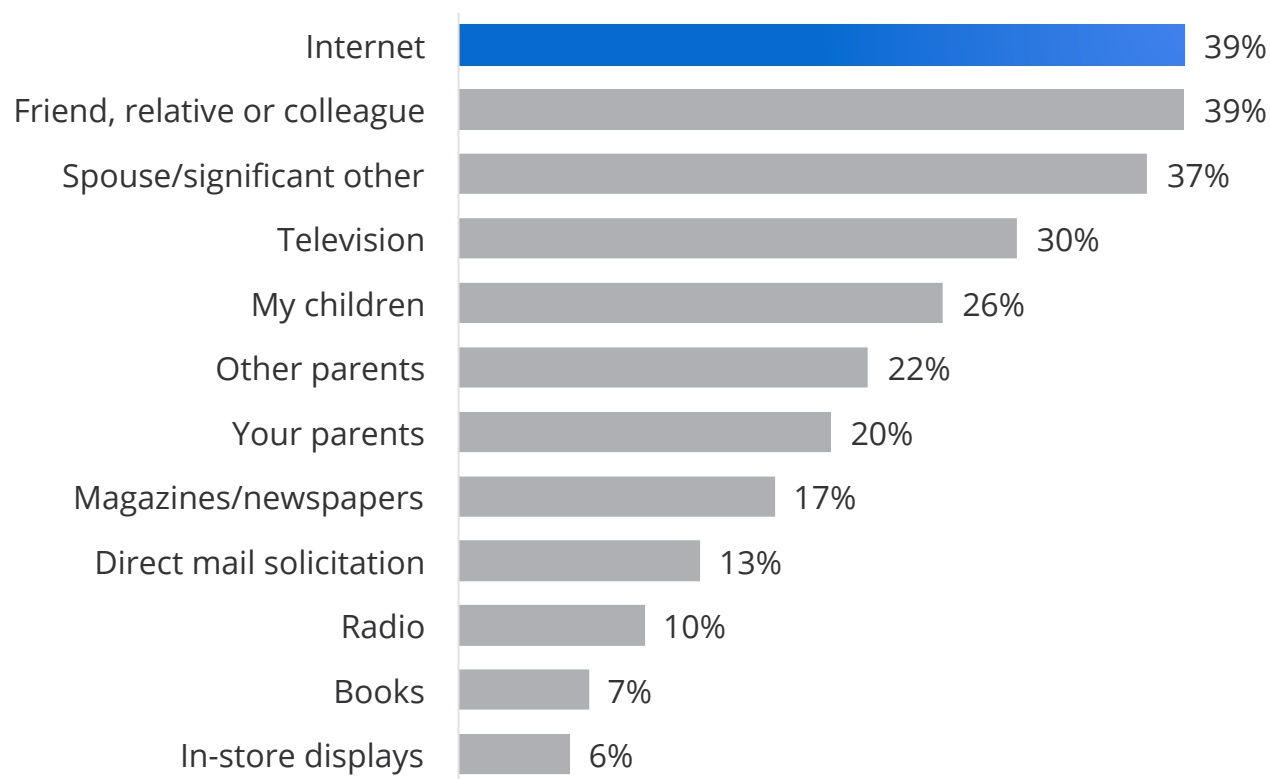
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## *Categories*

Baby or child care products, food and beverages; household cleaning and laundry products; food from fast food or casual dining outlets, beauty and personal care

# The internet is used by more moms than other media to gather info on fast food restaurants

Sources used to gather info on fast food restaurants

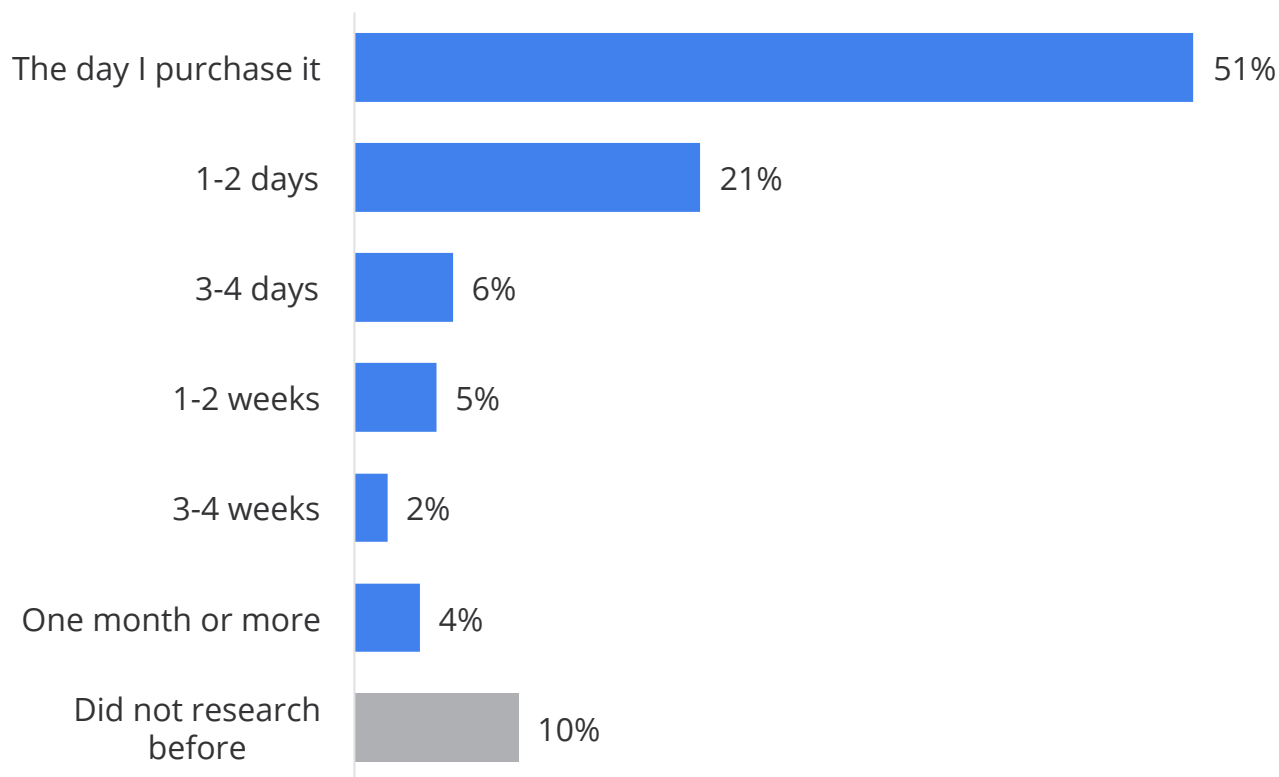


Q18: Please indicate all the ways you gather information for each of the following specific product categories for yourself INSERT IF MOM: or for your (INSERT S11 ANSWER) <INSERT IF EXPECTING: or as an expecting parent>. (Select all that apply).

Base: Use source to gather info on fast food restaurants. Moms (net) (n=1,706)

# Moms gather info on fast food restaurants in the near-term, many on the day of purchase only

Length of online search for fast food restaurants



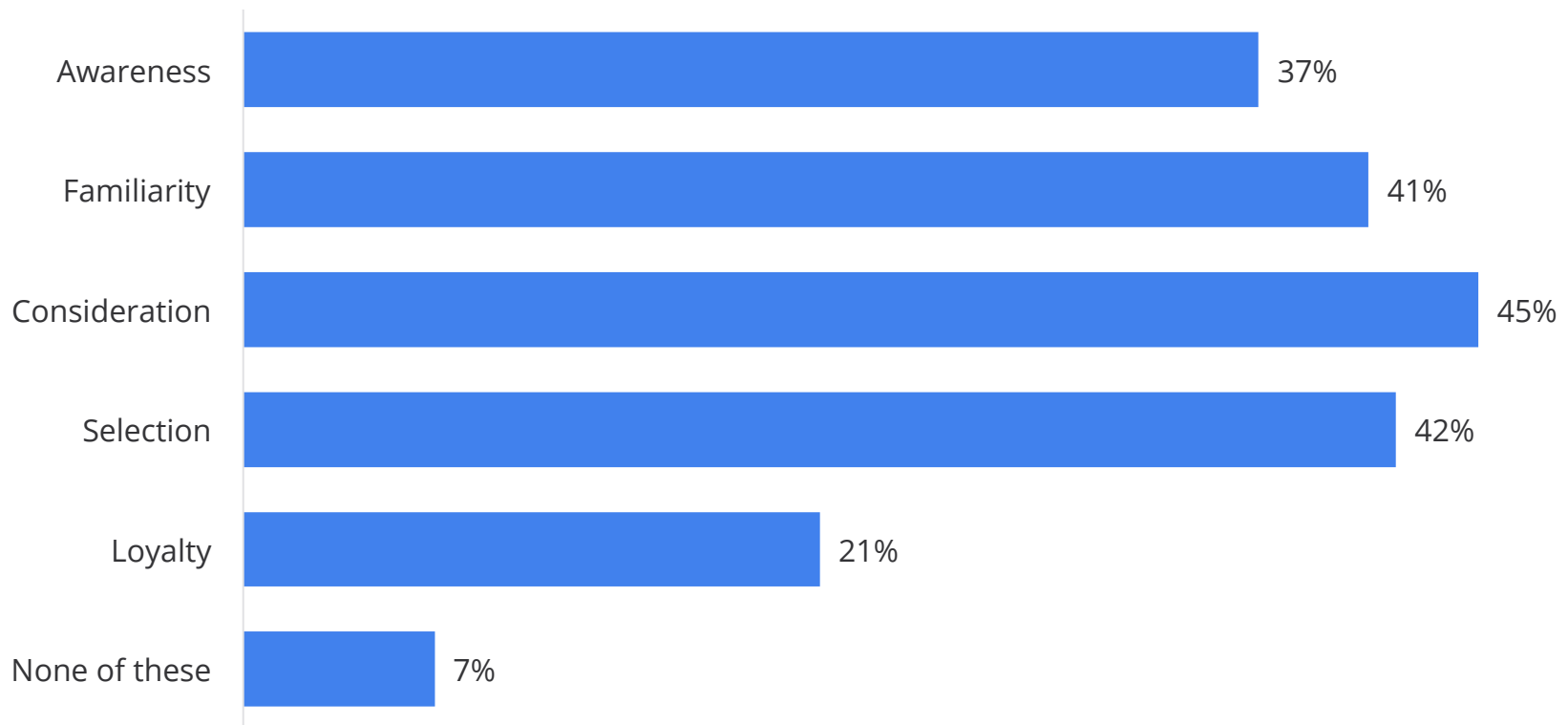
Q20: How long do you gather information online before making a decision about each of these types of products or services?

Select one answer only.

Base: Use the internet to gather info on fast food restaurants. Moms (net) (n=643)

# Moms use search through the purchase process; to learn more, refine choices, and make decision

How use search to gather info on fast food restaurants

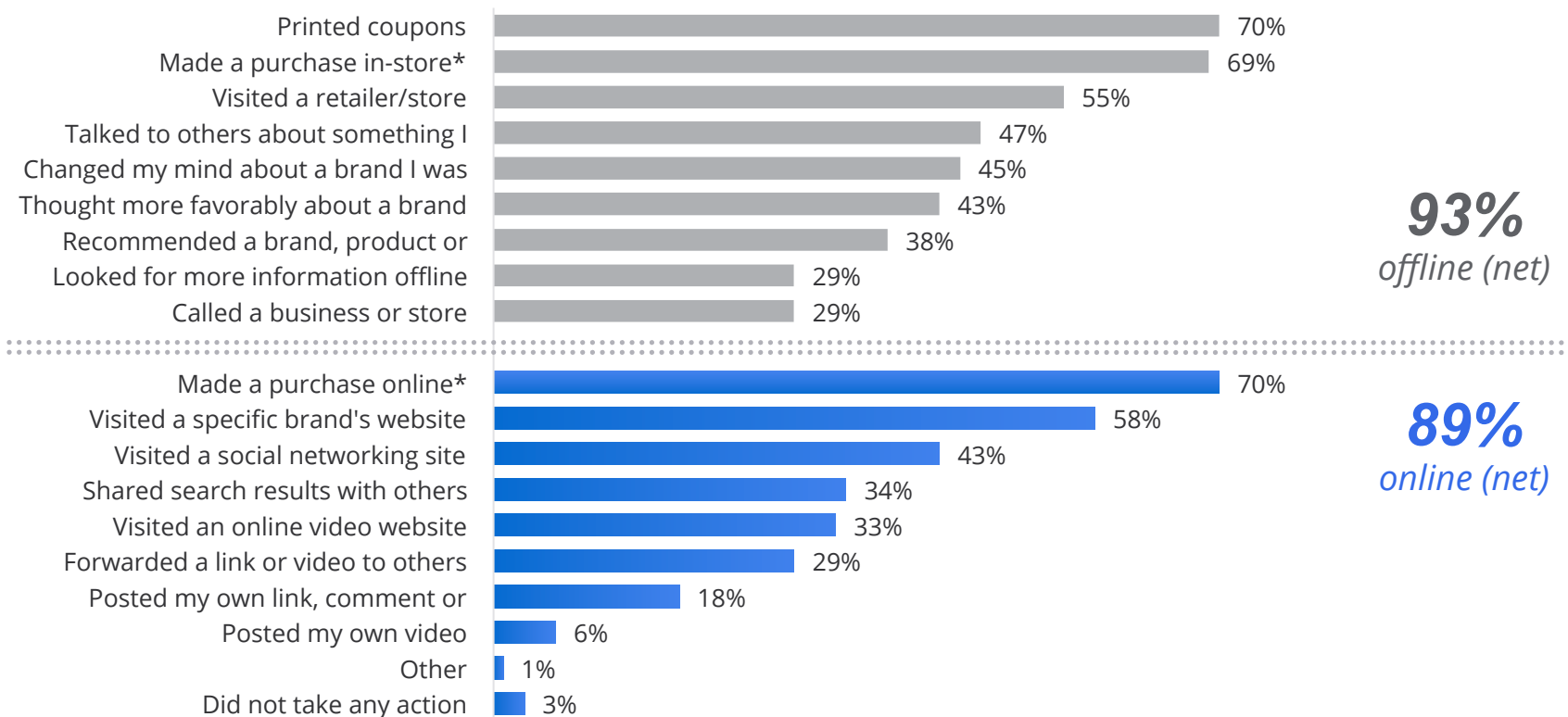


Q21: Thinking about the process you take when purchasing these types of products or services, at what stage do you use search engines? Please select all that apply for each.

Base: Search for fast food restaurants. Moms (net) (n=643)

# Approximately 4 in 5 moms have made a purchase as a result of using a search engine

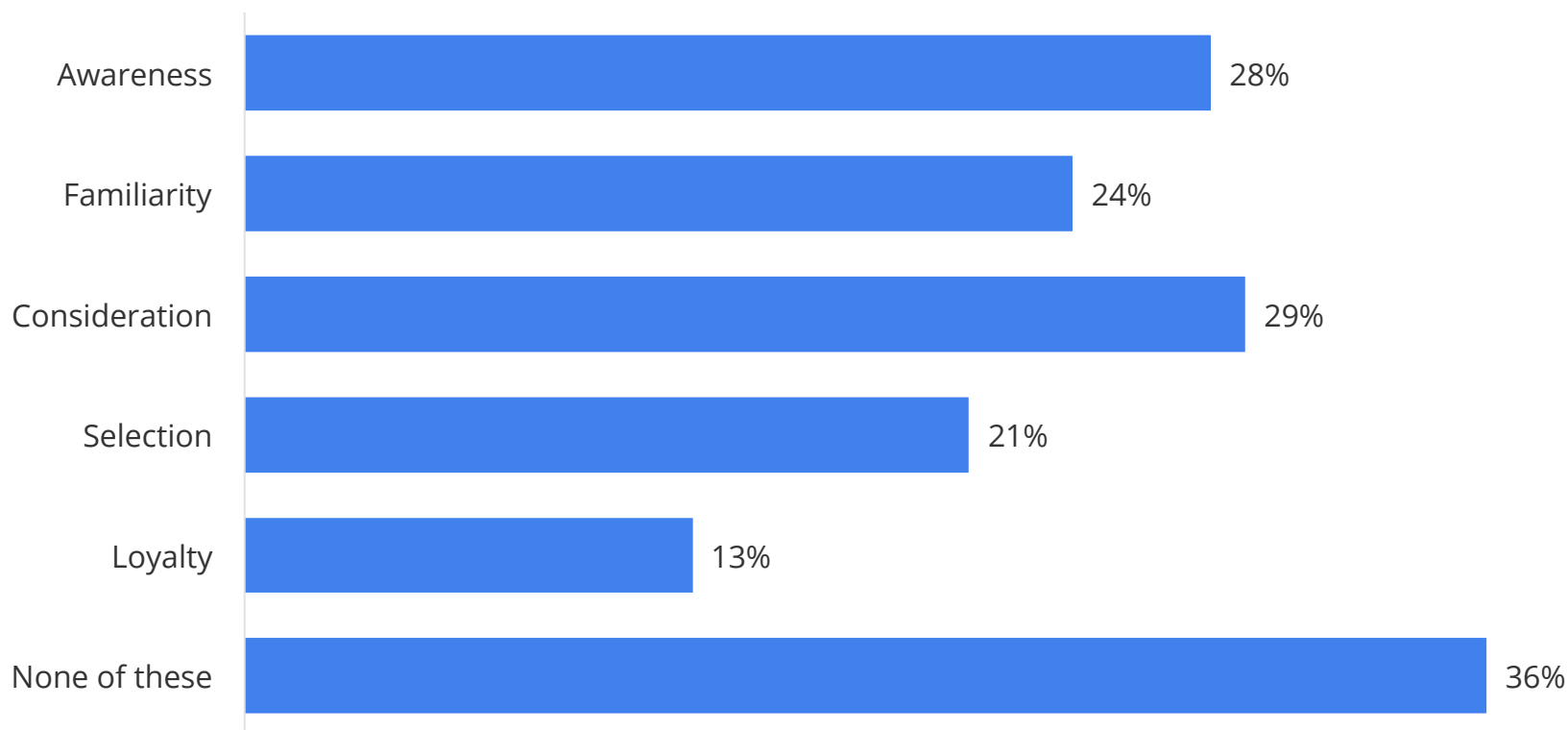
## Resulting actions from using search engines



\*82% made a purchase (net). Q22: Which of the following actions, if any, have you taken as a result of gathering information on a specific category product or service for yourself (INSERT IF MOM: or for your (INSERT S11 ANSWER) <INSERT IF EXPECTING parent> using search engines (like Google, Yahoo!, Bing, etc.)? Please select all that apply. Base: Search for fast food restaurants. Moms (net) (n=643)

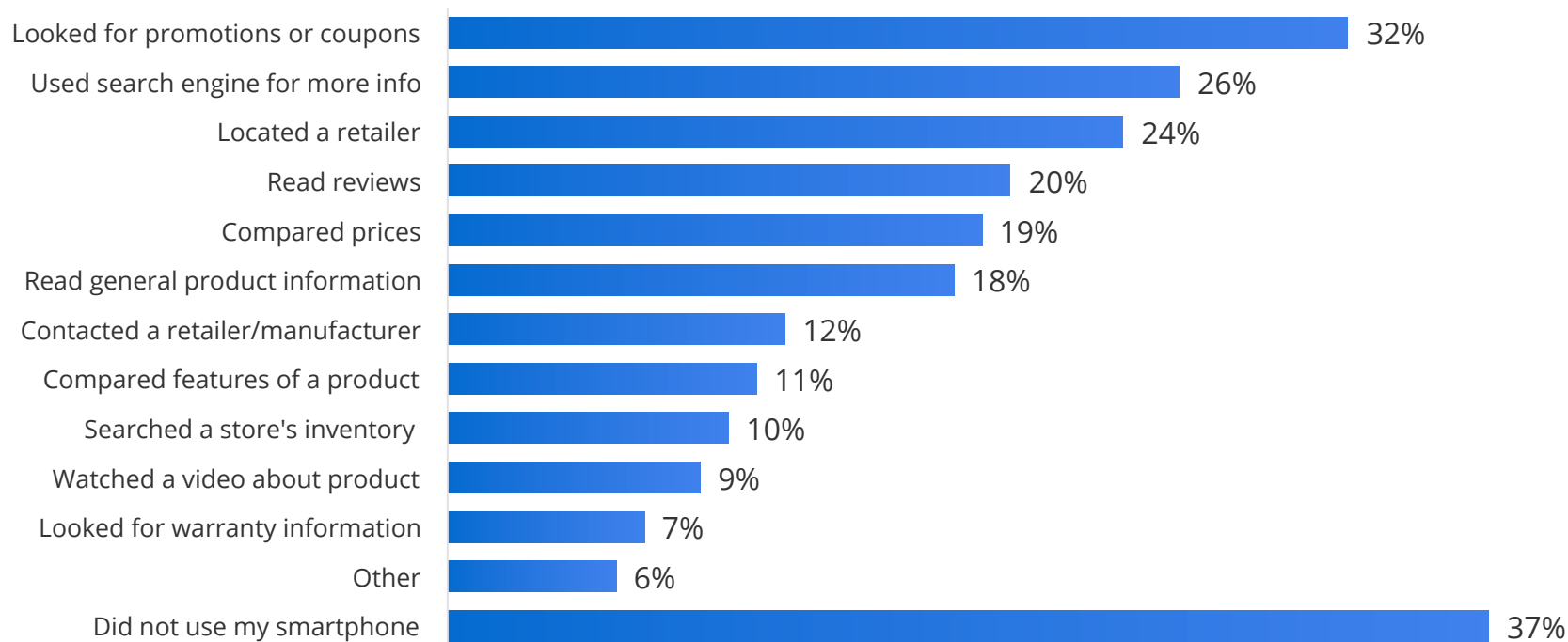
# Moms use online videos during the purchase to discover or narrow down choices most often

How use online video to gather info on fast food restaurants



# Ways used smartphone to gather info on fast food restaurants

More moms than non-moms are using their smartphones to gather info on fast food restaurants; looking for promotions/coupons, searching, and locating a retailer are the most common uses



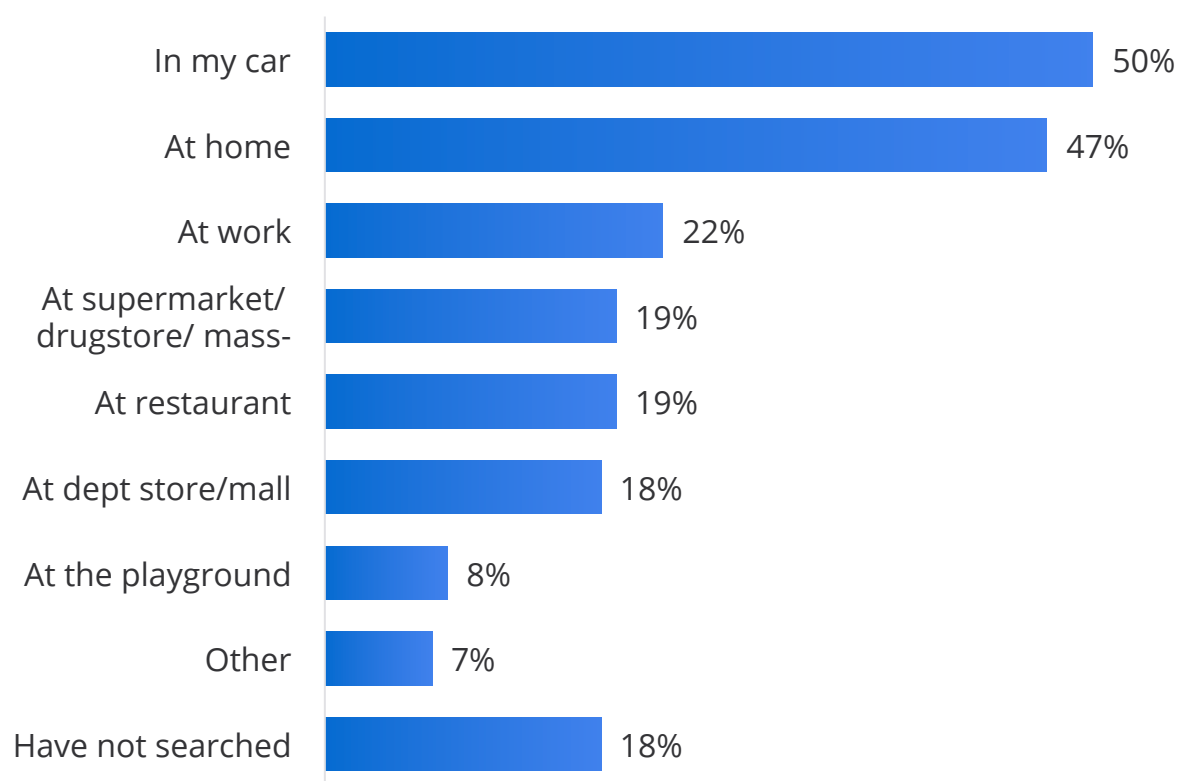
Q31: Which, if any, of the following have you done on your smartphone while gathering information on each of the following product categories? Please select all that apply.

Base: Regular smartphone users and gather information on fast food restaurants. Moms (net) (n=878)



# Moms are using their mobile to search for fast food restaurants while in their car most often

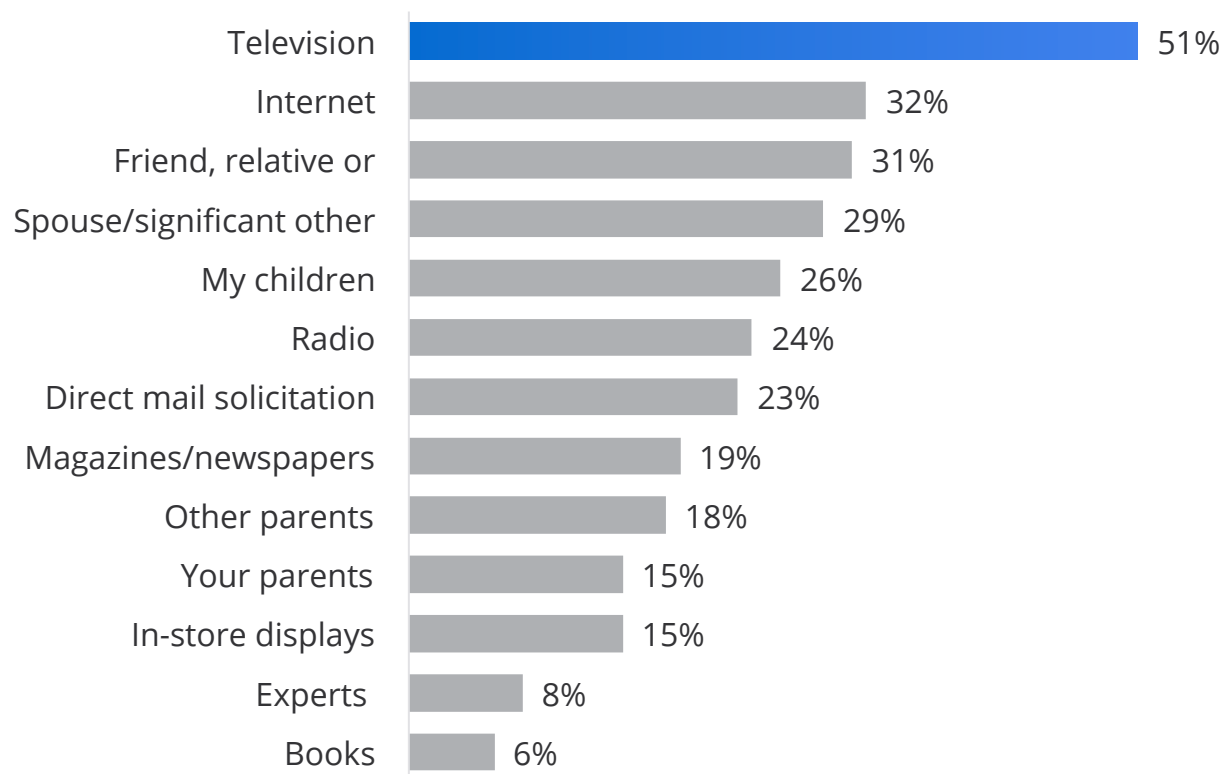
Where use mobile search for fast food restaurants



**71%**  
*Outside of  
the home (net)*

# Many moms use the internet to discover new fast food restaurants, though TV leads overall

Sources used to gather info on new fast food restaurants

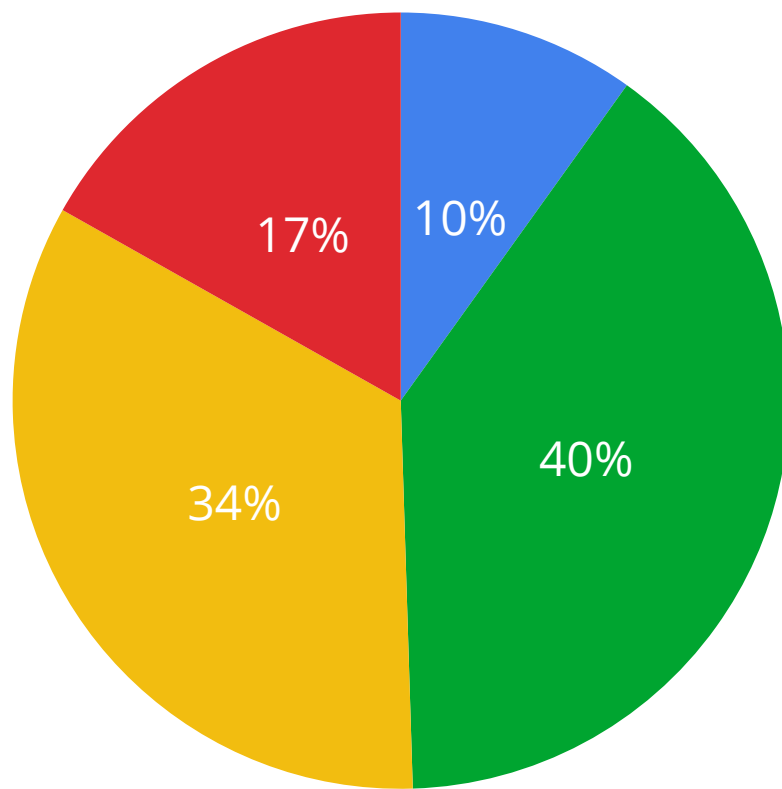


Q40: Where do you first see or hear about new products or services you are interested in for each of these categories? Please select all that apply.

Base: Purchase fast food restaurants. Moms (net) (n=1,753)

# Half of moms obtain online coupons for fast food restaurants once a month or more often

Frequency obtaining online coupons – fast food restaurants



**51%**  
once a month or more (net)

- Never
- Less than once a month
- 1-3 times a month
- Once a week or more