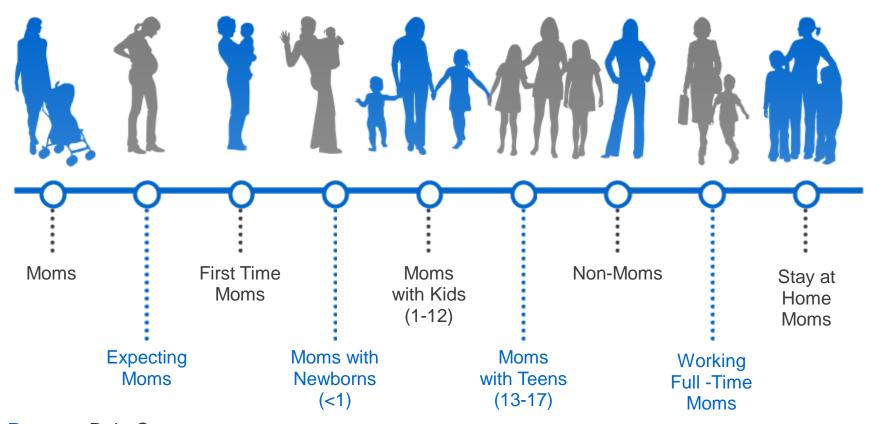


# What Makes Moms Click for Restaurants

Google/OTX U.S., February 2010

### **Study Methodology**

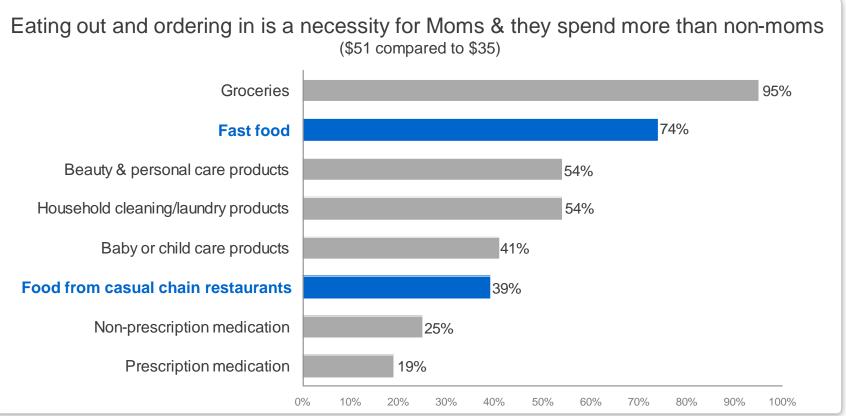


Partner: BabyCenter Research Vendors: OTX Research, Sterling Brands Study Dates: October 16th to November 17th Sample Sizes: 45 Moms in online bulletin boards; 4,186 Moms for online survey; 600 Moms in BabyCenter Panel



### Why Focus On Moms and Restaurants?

- Mom's buy from fast food restaurants more often than beauty, cleaning, or baby products
- Mom's buy from casual dining restaurants more often than pharmaceuticals

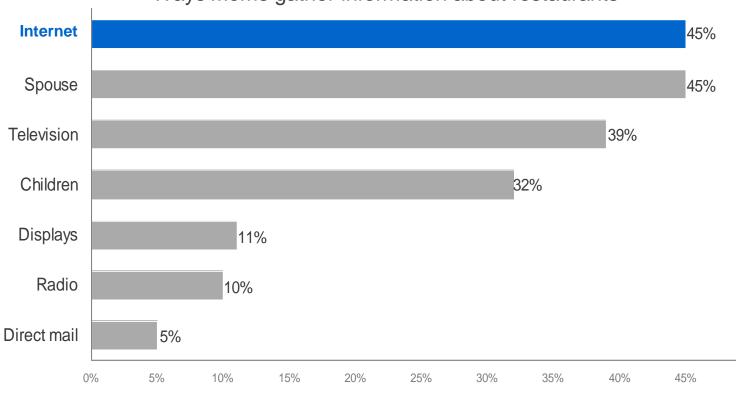




Q: How often do you purchase the following for your family/child>? (Base: Average Mom N=402) Source: Google BabyCenter OTX Moms Survey, November 2009

## The Internet is Mom's Go-To Source for Restaurant Information

Moms consult the internet about their restaurant decisions before consulting their spouse or kids



Ways Moms gather information about restaurants

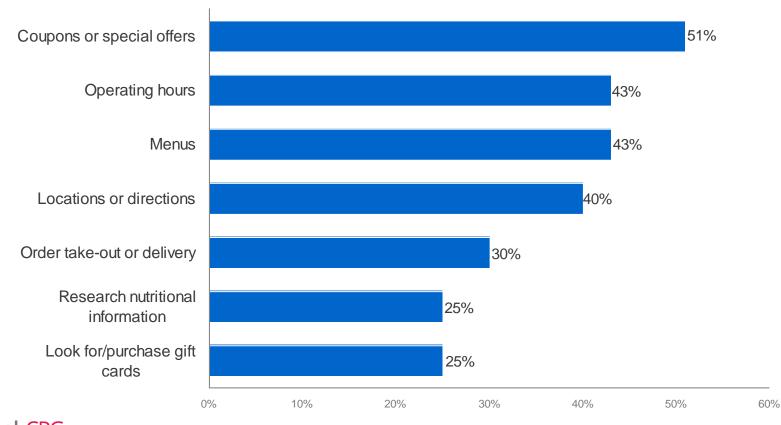


Q12: Please indicate all the ways you gather information for each of the following specific product categories. Source: Google BabyCenter OTX Moms Survey, November 2009

50%

#### What Restaurant Related Activities Are Moms **Doing Online?**

What do Mom's do online related to restaurants?



thinkCPG Q6NEW. Which of the following do you do online? Source: Google BabyCenter OTX Moms Survey, November 2009

with Google

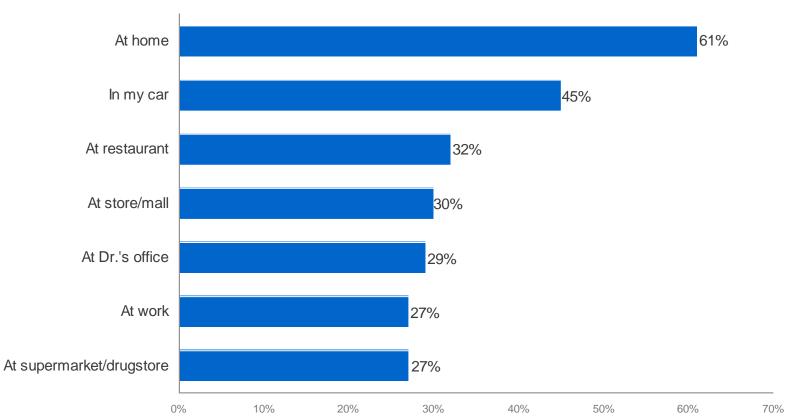
### When it Comes to Restaurants, Moms Rely On Search

"A lot of times I do research the restaurant and its menu on the Internet before going to it. I look for food everyone in the family will eat, a cost that is reasonable, and somewhere not too far from home. Most of the time, I am able to find all of these answers by using Google."



#### Moms Search For Restaurants On The Go Too!

**59%** of moms have conducted a restaurant related search on their mobile phone



Where are Mom's performing mobile searches?

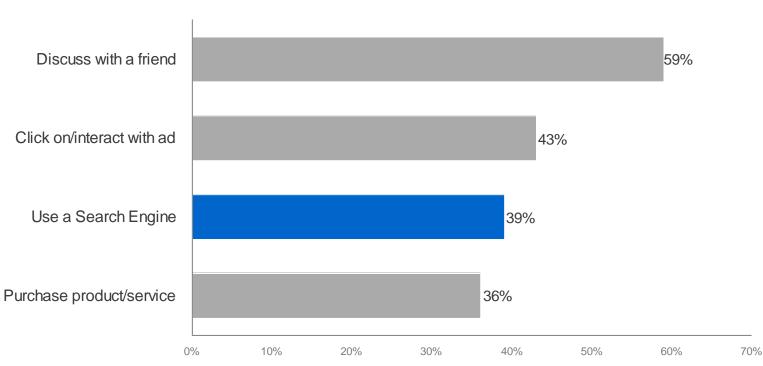


Q38. How often do you use search engines for each of the following product categories on your internet enabled mobile device? Q39. In the last 30 days, from where did you use your mobile device to do an online search for each of the following product categories?

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#### Restaurant Online Ad Exposure Prompts Search Usage

After noticing online restaurant ads 39% of moms search for more information using a search engine



What do Mom's do after seeing online ads



Q45a. How would you rate these online ads for the following categories in terms of having trustworthy information? Q46. For each category where you recall seeing online advertising, please indicate all that you do in response to the advertising. Source: Google BabyCenter OTX Moms Survey, November 2009

#### **Coupons and Deals Help Moms Choose**



**84%** of Moms look for coupons or deals online

"If I see a coupon or an ad for a restaurant I am not familiar with, then I may do a search to become more familiar with it. That search will determine if I am interested enough to go out and try the restaurant."

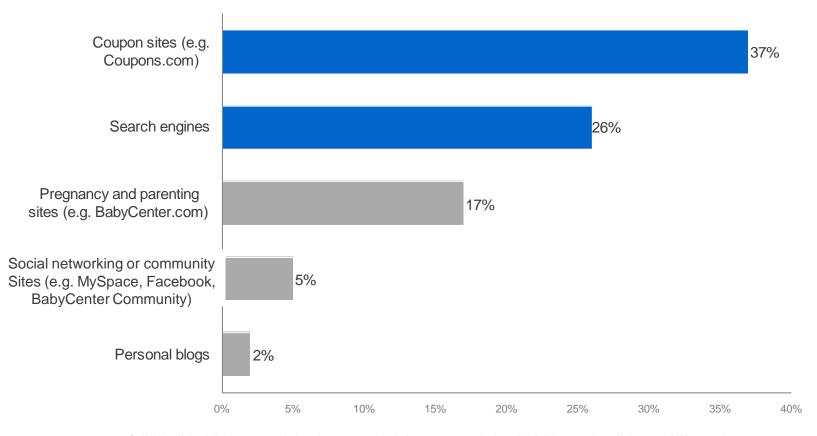
"If we haven't chosen a restaurant I will search for coupons first in order to help narrow down the choices of where we want to eat."



Q: Which of the following types of sites do you use to look for coupons or deals online? (please select all that apply) (Among those who use coupons and feel more positive about brands that offer them coupons or deals, N = 587) Source: Google BabyCenter OTX Moms Survey, November 2009, Google Sterling Moms Qualitative Study, Restaurant Board, Nov 2009

#### **Coupon Sites and Search Engines Connect Moms to Deals More Than Social Networks**

What do Moms do online related to restaurants?

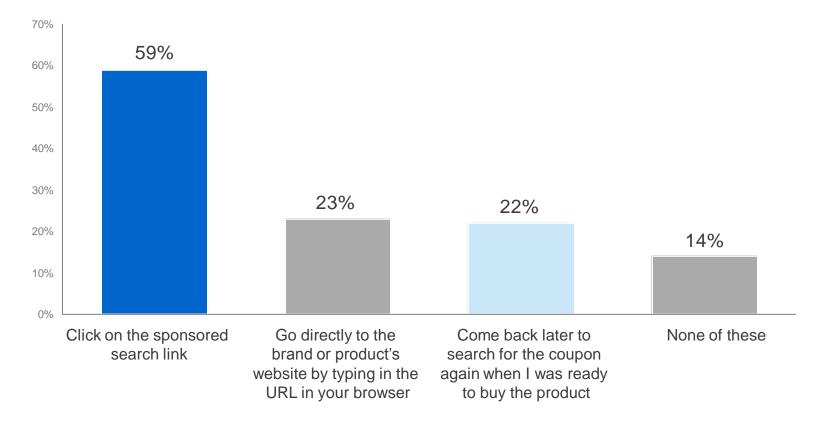


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### Moms Take Note of Sponsored Search Deals!

If **sponsored search** produces a needed coupon, 59% would **click on it** and 22% would **return for it later** 





Q: If you saw a coupon on a sponsored search result, for a brand or product you need to buy, what would you do? (select all that apply) (Among those who use coupons, N = 573) Source: BabyCenter Study on Google Search, Nov 2009 Like what you learned? Find more data and thought starters at

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