

This study is brought to you courtesy of

**thinkinsights**  
with Google™

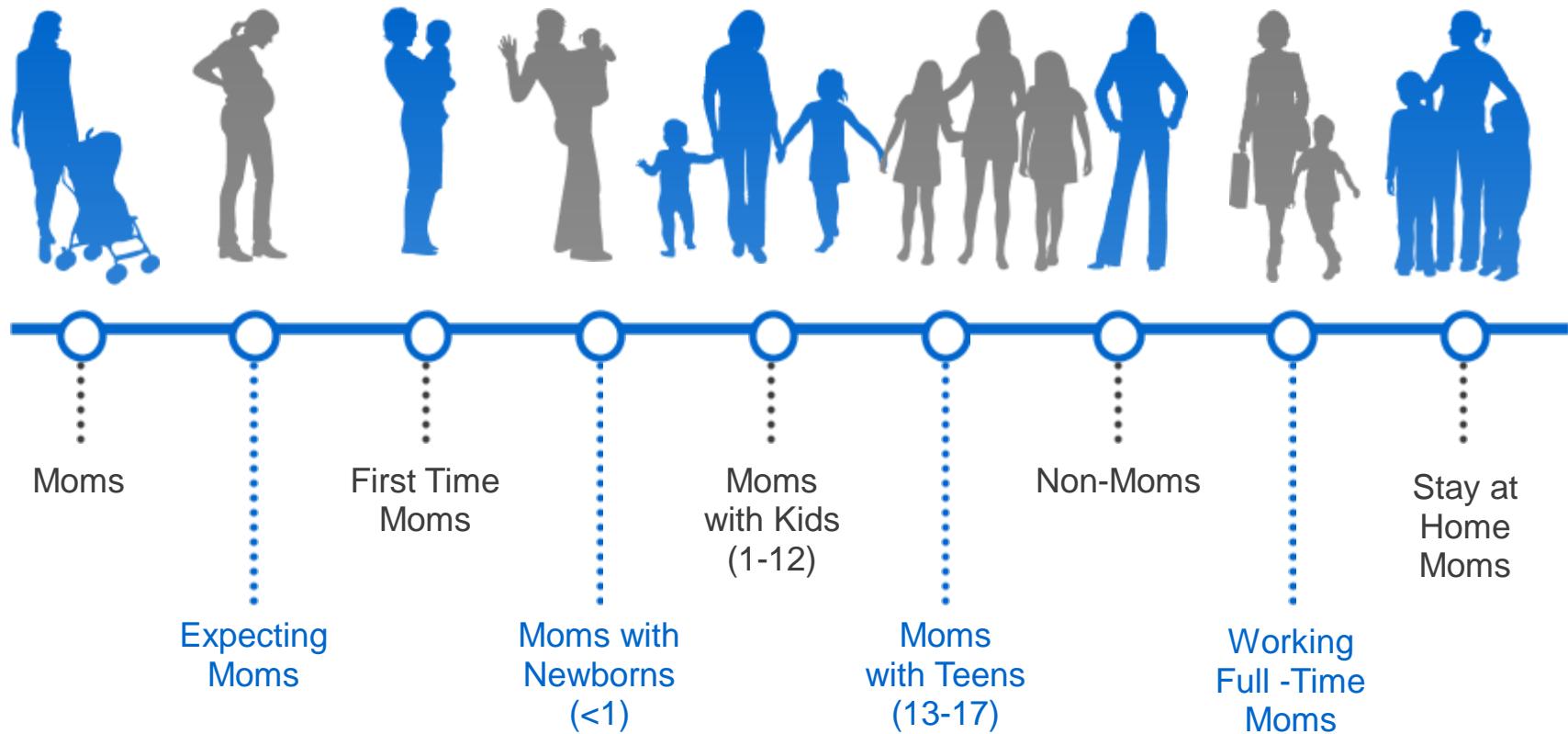
[www.google.com/think/insights](http://www.google.com/think/insights)



# What Makes Moms Click for Restaurants

Google/OTX  
U.S., February 2010

# Study Methodology



**Partner:** BabyCenter

**Research Vendors:** OTX Research, Sterling Brands

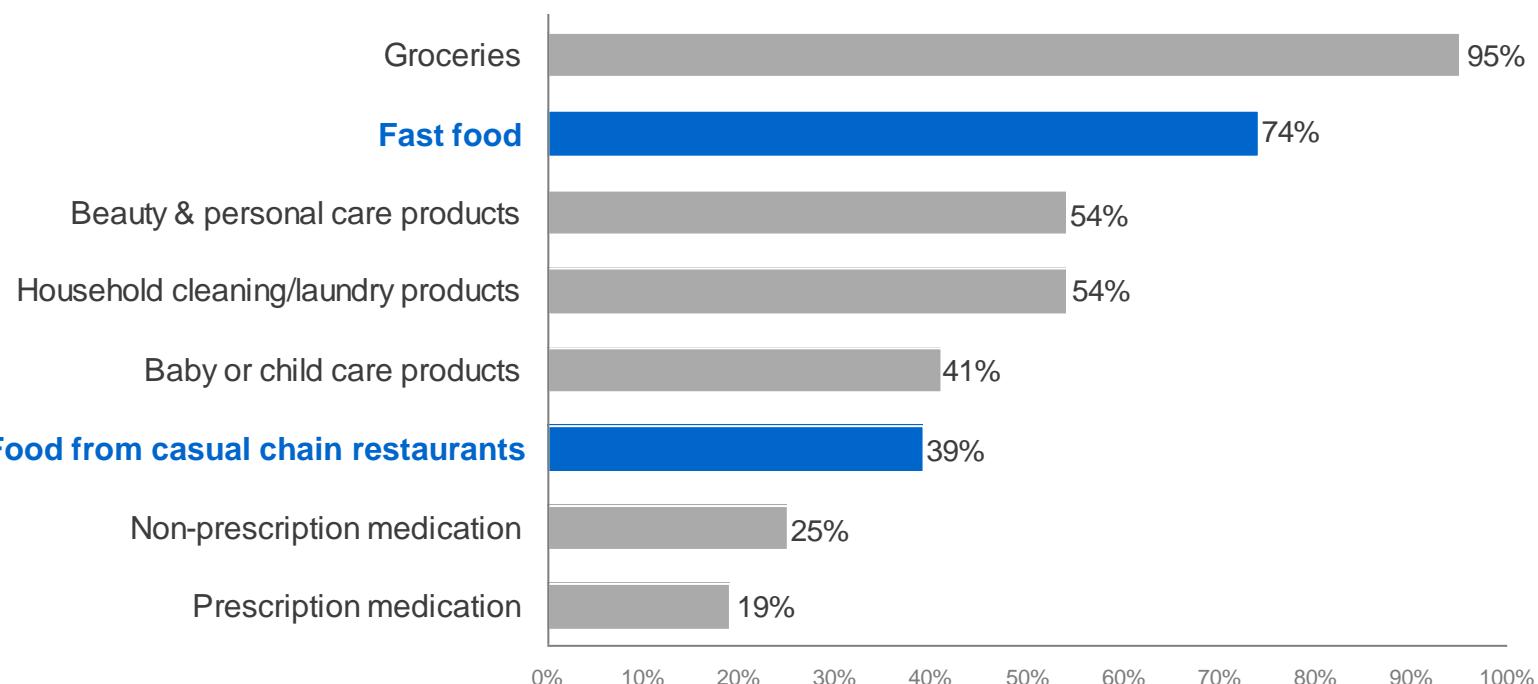
**Study Dates:** October 16th to November 17th

**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?

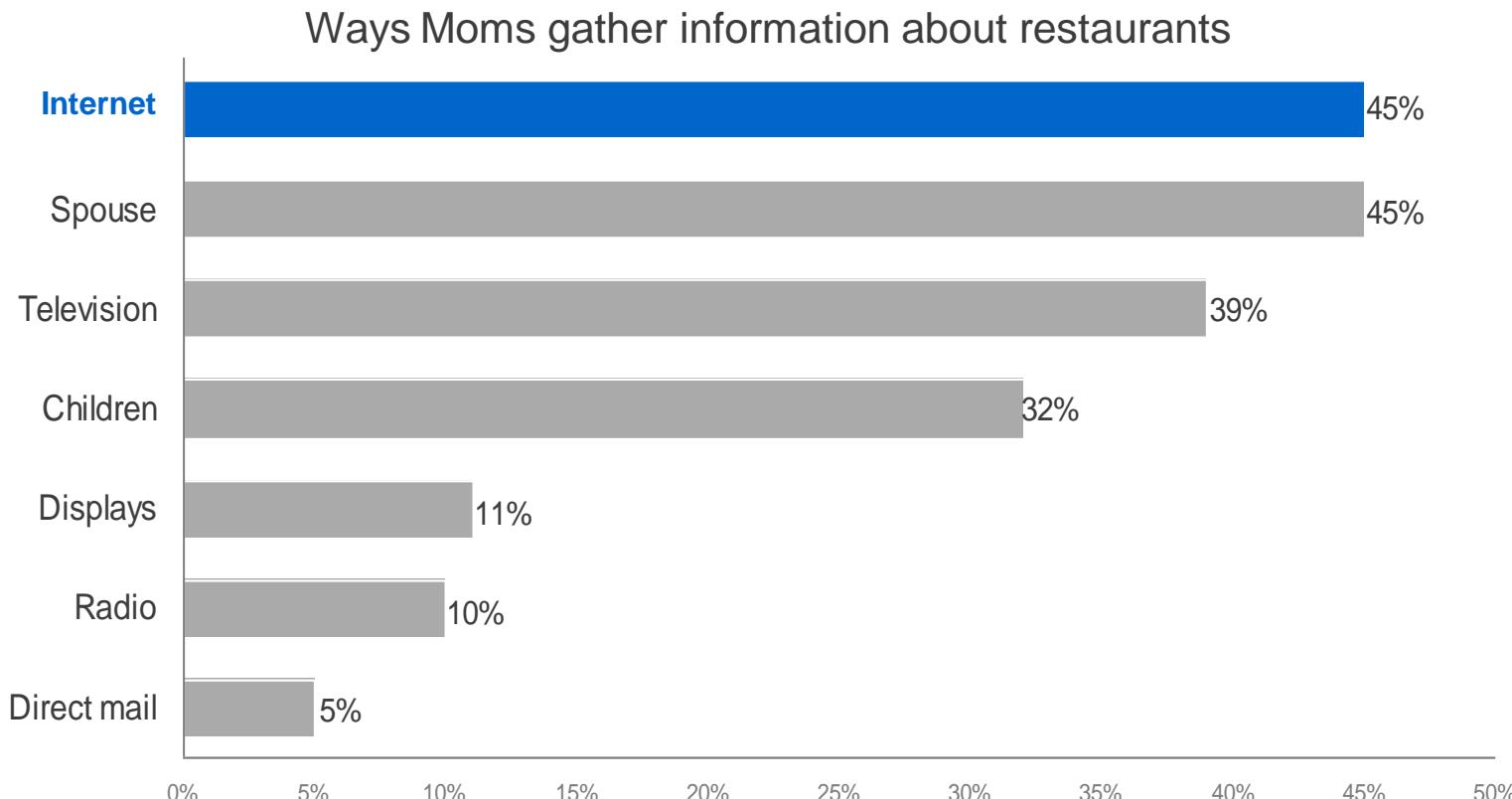
- Mom's buy from fast food restaurants more often than beauty, cleaning, or baby products
- Mom's buy from casual dining restaurants more often than pharmaceuticals

Eating out and ordering in is a necessity for Moms & they spend more than non-moms  
(\$51 compared to \$35)



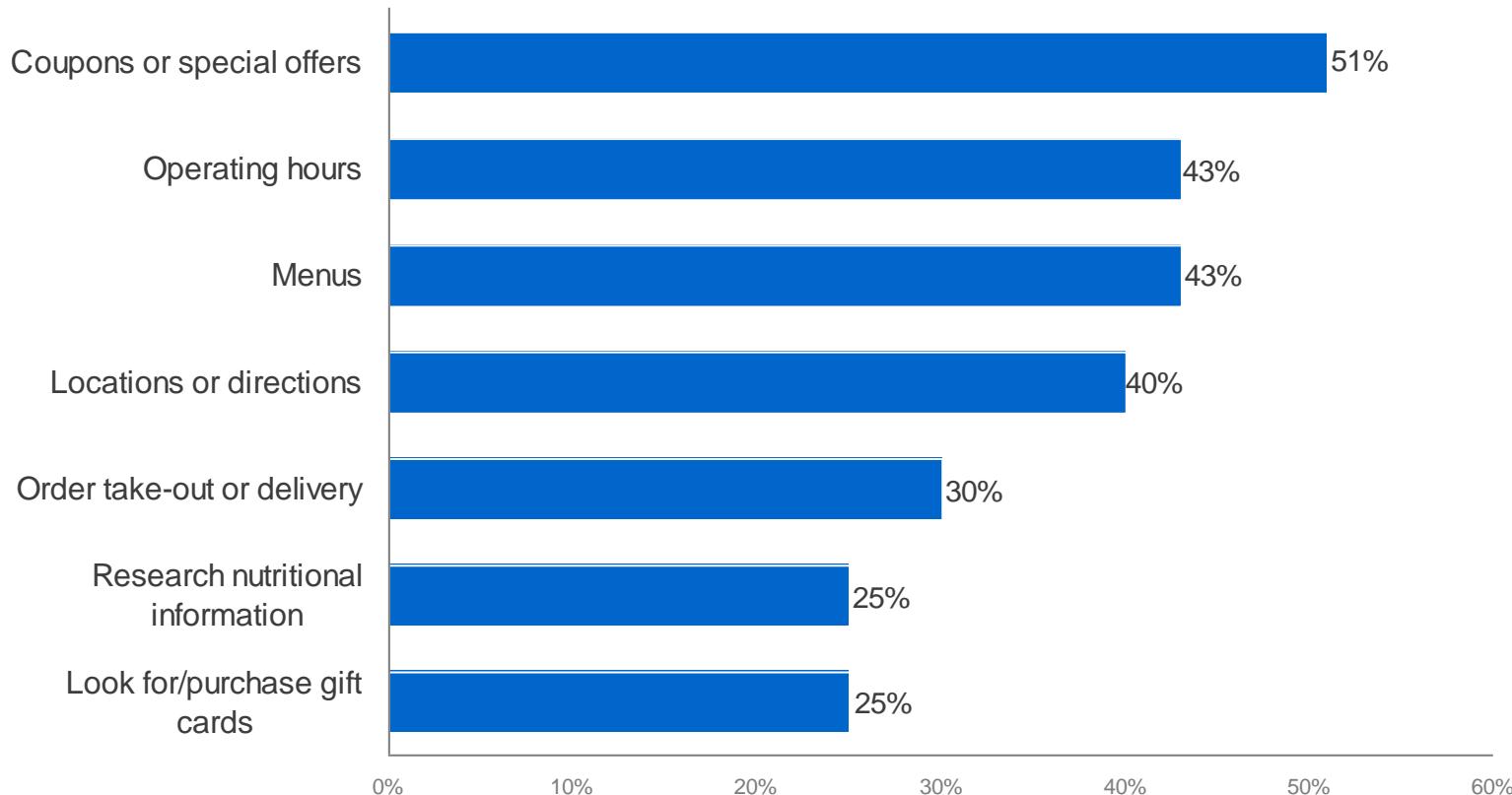
# The Internet is Mom's Go-To Source for Restaurant Information

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



# What Restaurant Related Activities Are Moms Doing Online?

What do Mom's do online related to restaurants?



# When it Comes to Restaurants, Moms Rely On Search

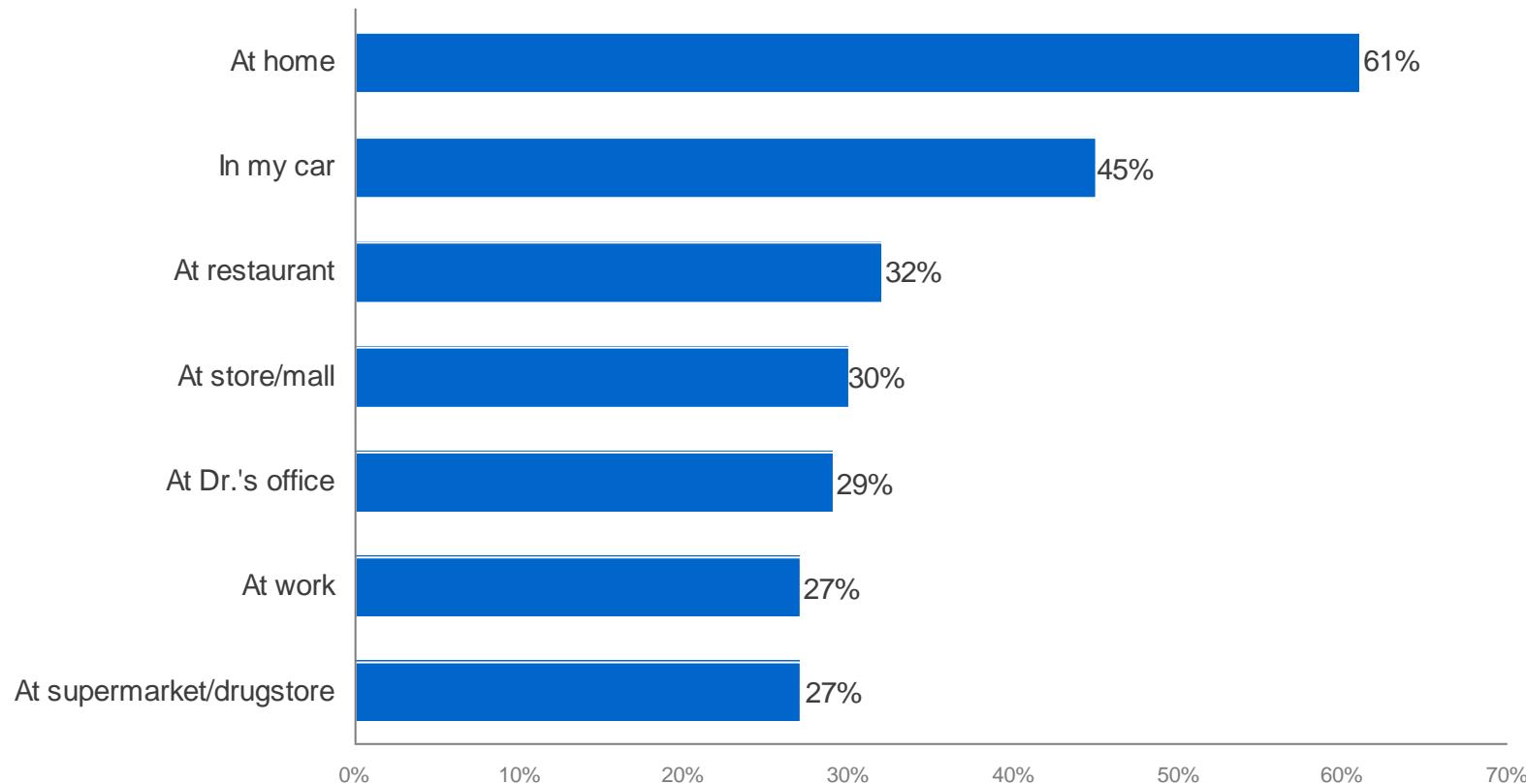
“A lot of times I do research the restaurant and its menu on the Internet before going to it. I look for food everyone in the family will eat, a cost that is reasonable, and somewhere not too far from home. Most of the time, I am able to find all of these answers by using Google.”



# Moms Search For Restaurants On The Go Too!

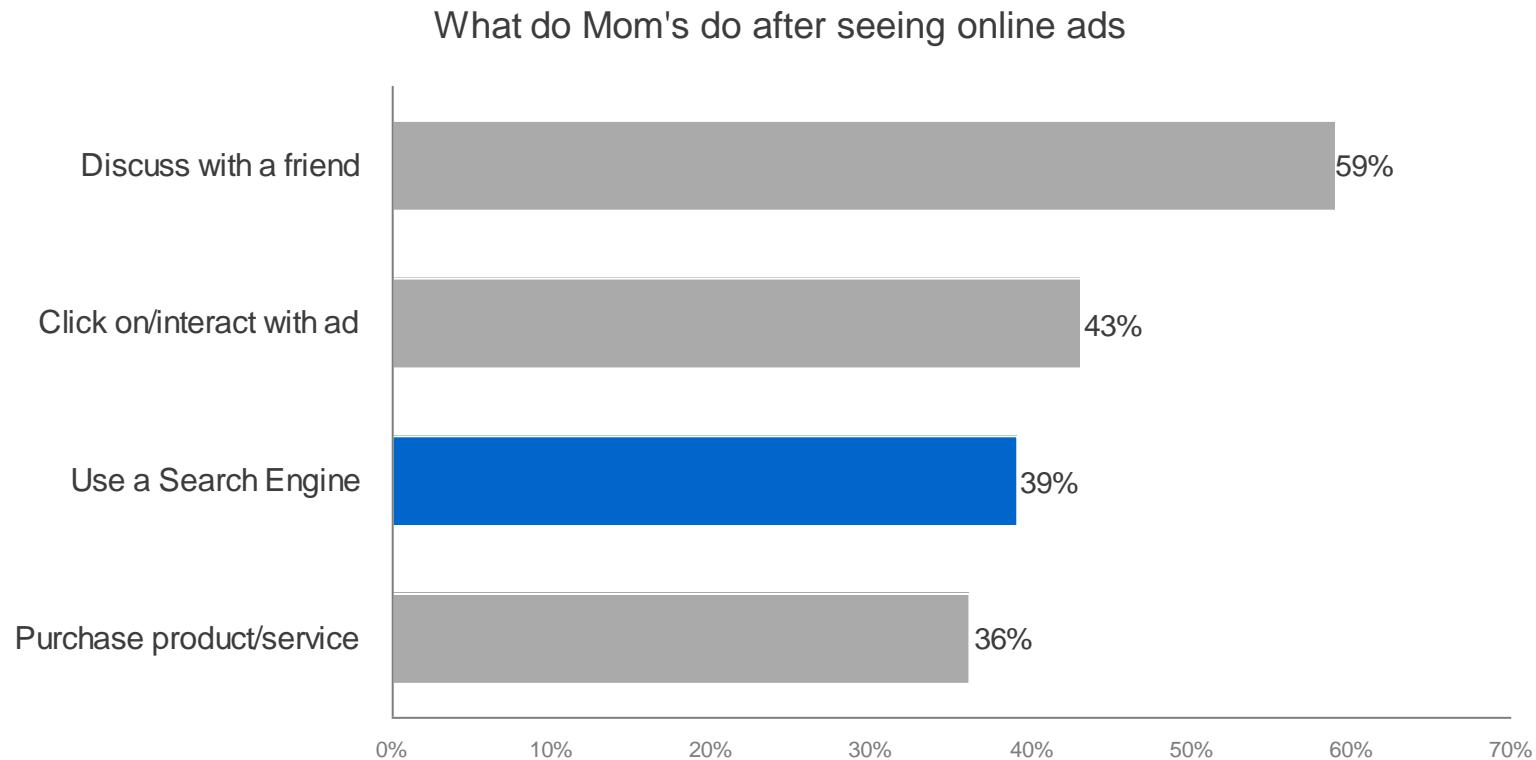
**59%** of moms have conducted a restaurant related search on their mobile phone

Where are Mom's performing mobile searches?



# Restaurant Online Ad Exposure Prompts Search Usage

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



# Coupons and Deals Help Moms Choose



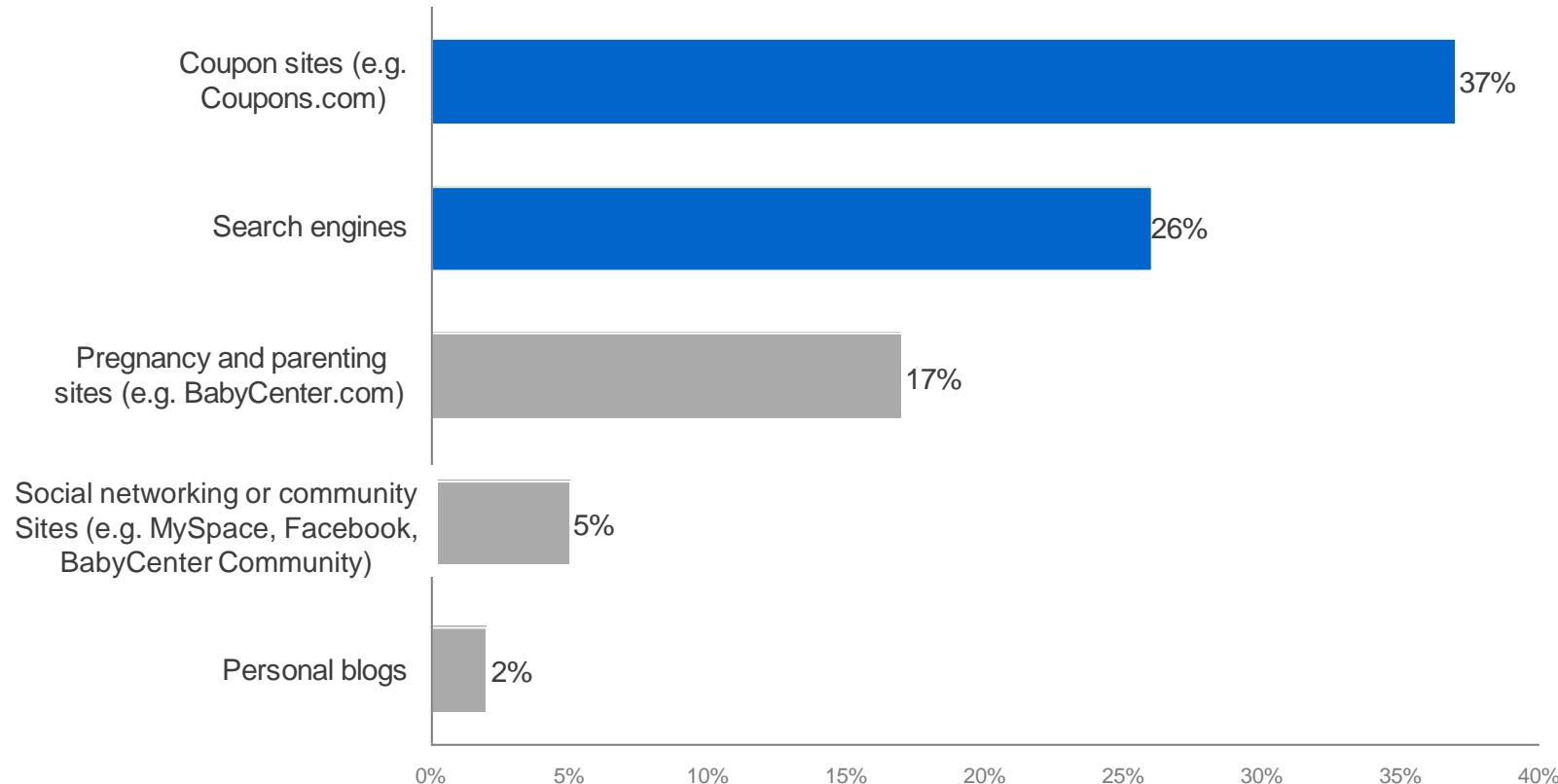
**84%**  
of Moms look  
for coupons or  
deals online

“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.”

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

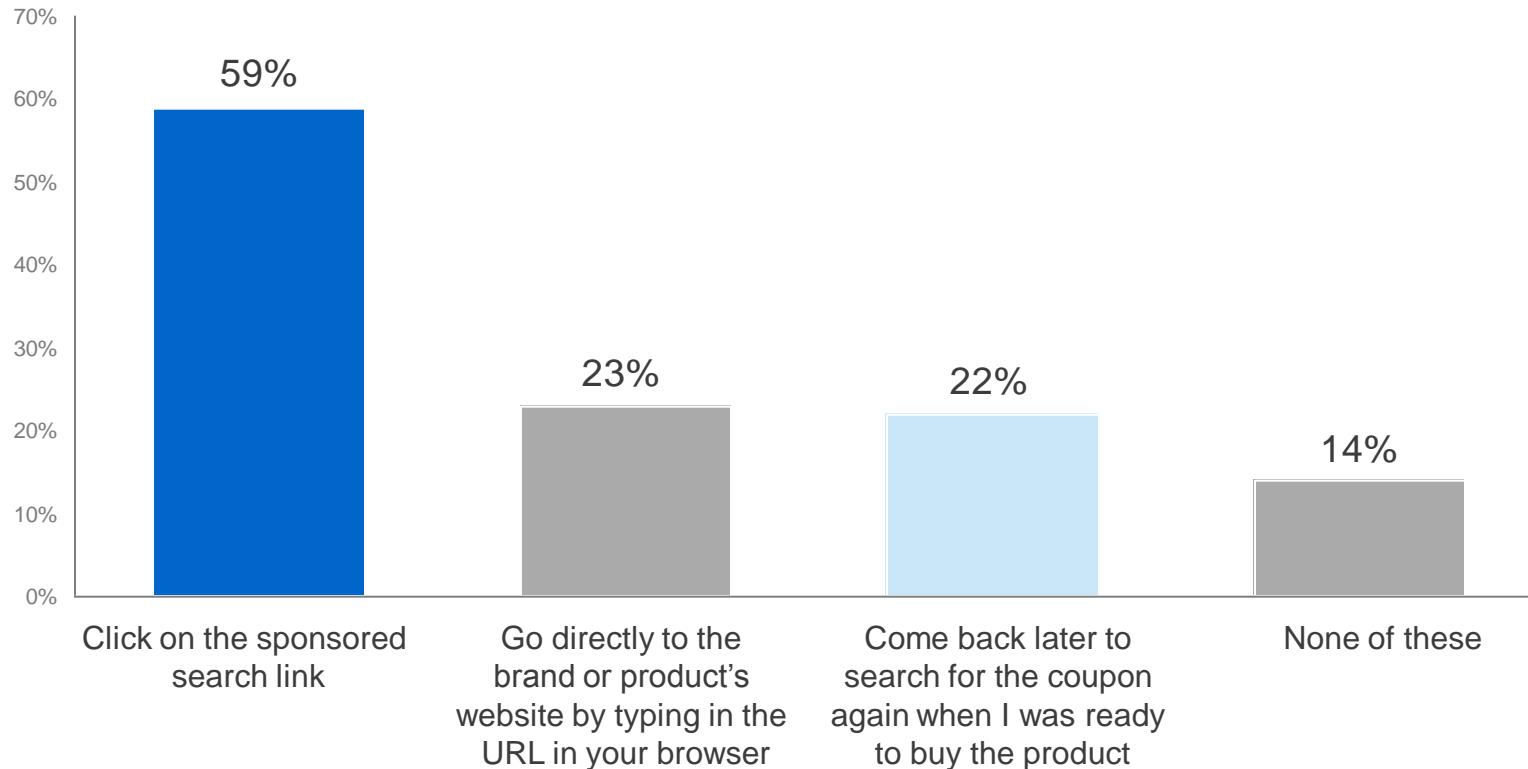
What do Moms do online related to restaurants?



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

# 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 studies and data at

**thinkinsights**  
with Google™

[www.google.com/think/insights](http://www.google.com/think/insights)