



The Monthly Measuring Cup

What Real People Are Eating & Cooking

June 2008 Trend Report



The Monthly Measuring Cup from Allrecipes.com

What Real People Are Eating and Cooking – June 2008

This report was derived by searching data points among the 15.9 million site visits from May 28 through June 24, 2008, a 12% increase over May visits, to more than 40,000 recipes on Allrecipes.com. Data was gathered using a combination of in-house tools and Omniture's SiteCatalyst.

TREND OF THE MONTH

New Survey Reveals How Users are Coping with Economic Downturn

Results of an online survey conducted from June 6-20, 2008, revealed Allrecipes.com users are actively seeking ways to cut down meal costs. An analysis of the responses shows the following:

- 88% are spending more on food this year compared to last
- 40% have stopped buying food items because of cost
- 38% are serving smaller portions to make food last longer
- 22% are skipping meals or have considered skipping meals to make sure their kids have enough food
- 46% say the U.S. government should be more active in regulating food prices

Top Five Emerging Search Terms

"I think I'll make it myself" seemed to be the driving force behind June's top search terms. Home cooks looked for ways to save food dollars by making their own French toast, spaghetti sauce, and pie crust as berry and rhubarb pie season hit full swing. Always an inexpensive protein, chicken reigned on oven and grills, while easy and affordable coleslaw topped the choices for summer salads. The terms below showed the most movement on the "Top 100 List" compared on a year-over-year basis since May 28, 2008. (Rankings are based on search terms having the greatest amount of movement among more than 1 million monthly unique search terms used on Allrecipes.)

1. Pie Crust – rose 44 places moving up to 97 from 141
2. Spaghetti Sauce – rose 26 places moving up to 92 from 118
3. French Toast – rose 25 places moving up to 47 from 72
4. Chicken Breast – rose 21 places moving up to 50 from 71
5. Coleslaw – rose 20 places moving up to 62 from 82



Top Five Decreasing Search Terms

As turkey's wintertime meal prominence decreased and occasions for entertaining with dips and chips passed, these items slid off the Top 100 list. Higher prices for dairy products, beef, and produce also affected June searches; 40 percent of Allrecipes.com's June survey respondents listed milk as the grocery item with the largest price increase, followed by beef at 16 percent, along with fruits and vegetables. The terms below showed the most movement on the "Top 100 List" compared on a year-over-year basis since May 28, 2008. (Rankings are based on search terms having the biggest drop in searches among the top 100 search terms since May 28, 2008.)

1. Ground turkey – dropped 81 places from position 93 to 174
2. Dips – dropped 50 places from position 92 to 142
3. Beef – dropped 28 places from position 58 to 86
4. Salads – dropped 23 places from 31 to 54
5. Smoothies – dropped 23 places from 64 to 87

June Recipe Favorites – The Top Three Most-Viewed Recipes

Looking for easy, inexpensive treats with universal appeal, Allrecipes cooks made Banana Banana Bread their top choice for June recipes. A perennial family favorite, lasagna, stole the dinner show as did salmon, which shows up every summer as a favorite grilling recipe.

1. Banana Banana Bread
<http://allrecipes.com/recipe/banana-banana-bread/detail.aspx>
2. World's Best Lasagna
<http://allrecipes.com/recipe/worlds-best-lasagna/detail.aspx>
3. Grilled Salmon I
<http://allrecipes.com/recipe/grilled-salmon-i/detail.aspx>

What's Hot on the Stove

Grocery Shopping Eats Up Cash

The June Allrecipes survey asked users what they were doing to save on food costs. Below are the ranked responses:

Buying store specials	75.8%
Buying more store brands	65.9%
Buying fewer snacks	61.7%
Shopping at different stores to find best prices	52.3%
Using coupons more	50.2%
Going to discount stores	47.1%
Buying in bulk	45.2%
Freezing more food	38.1%
Shopping at club stores	30.0%
Cooking one dish and freezing half	22.1%
Canning food	12.1%
Sharing food with neighbors	3.8%



Grilling is a State of Mind

Allrecipes cooks are true aficionados when it comes to summertime grilling. Grillmeisters are particularly active in Eastern states, followed by Midwest fans. A survey of Top 10 Designated Marketing Areas (DMAs) indicates the following hometown hot spots for gas and charcoal grilling mavens :

- 1 Hartford/New Haven, Connecticut
- 2 Charlotte, North Carolina
- 3 Philadelphia, Pennsylvania
- 4 Harrisburg/Lancaster/Lebanon/York, Pennsylvania
- 5 Oklahoma City, Oklahoma
- 6 Nashville, Tennessee
- 7 Pittsburgh, Pennsylvania
- 8 Chicago, Illinois
- 9 Cincinnati, Ohio
- 10 Baltimore, Maryland

On The Rise

Stars, Stripes, and Flipping Burgers

This year on July 4th many cooks and their families will stay home for some good old-fashioned, patriotic All-American backyard feasts. Below are the most popular search terms related to grilling and backyard cookouts:

1. Potato Salad – shows 120% growth from April to May 2008, with year-over-year searches up 14%
2. Pasta Salad – shows 130% growth from April to May 2008, with year-over-year searches up 28%
3. Hamburgers – searches peak on summer weekends and holidays, even displacing chicken

Allrecipes.com Page of the Month

I Scream, You Scream, We All Scream for Ice Cream!

This summer, the sweetest way to stay cool is by making delectable ice cream from a creamy custard base with summer fruit. The new Allrecipes "All About Ice Cream" page offers videos about making ice cream flavors, creating sorbet and other delicious summer treats: <http://allrecipes.com/features/allabouticecream.aspx>



About Allrecipes.com

Allrecipes, the world's largest social network of food and entertaining enthusiasts, receives more than 175 million annual visits from users who share and download recipes, reviews, photos, personal profiles, and meal ideas. For more than 10 years, the Seattle-based site has served as a dynamic, indispensable resource for cooks of all skill levels seeking trusted recipes, entertaining ideas, everyday and holiday meal solutions, practical cooking tips and food advice. As the fastest growing independent food Internet site, and part of the Reader's Digest Association, Inc. food and entertainment division, Allrecipes provides insights into the kitchens and cooking passions of home cooks everywhere. For additional information regarding Allrecipes, please visit www.allrecipes.com.

