

The Monthly Measuring Cup

from the #1 Food Site

What American Families Are Eating and Cooking – May 2009

TREND OF THE MONTH: Weekend Car Vacations Planned This Summer with 54% Saying Food “Very Important” to Choosing the Destination

Consumers will again stick close to home this summer or at least travel as far as they can drive. Traveling by car on weekend trips will be the main vacation mode for 58% of the respondents in an Allrecipes survey, but it's the only way to go for two-thirds of 25 to 34 year-olds. When consumers do choose a vacation destination, more than half say food is “very important” or “somewhat important” in picking their destination, particularly those aged 45 to 54. Regardless of where they live or their age, 42% of households expect to travel less this summer than last. Other findings from the survey of 1,500 Allrecipes consumers include:

- 57% of consumers say their vacations this year will be car trips, but 44% of those in the East, South and West expect to travel less than last summer. Residents of the Midwest and Southwest expect to travel the same amount as last summer.
- Getting out of town is essential for everyone. The destination doesn't matter much for those aged 18 to 54, but 37% of the 55 to 64 age group want to return to a favorite place.
- Consumers aged 18 to 24 say the best summer trips are those that involve visiting or being visited by relatives. But for the group aged 45 to 54, forget relatives (pesky in-laws?). The best summer trips for 47% of this group do not involve visiting or being visited by relatives.
- Midwesterners are least influenced by food when picking a place to vacation: only 17% say it's “very important” to them, compared with 23% of respondents who live in the East, South, Southwest, and West.
- For 47% of those traveling the same amount as last summer, what they eat doesn't matter—as long as they don't have to cook!

What's Cookin'?

*Sizzling,
Simmering or in
the Deep Freeze*



It appears more families stayed at home this Memorial Day and celebrated the holiday through food; Allrecipes' Memorial Day weekend traffic rose 39% from 2008. Cinco de Mayo and Memorial Day put cooks in an entertaining mood and searches for Mexican dishes, salads and desserts sizzled. Monthly visits at Allrecipes in May were up 41% compared to 2008, totaling nearly 20 million. As expected, cold weather dishes have gone back into storage with summer's arrival and, yes, initial swine flu fears affected pork searches. (Rankings of search terms are based on the “Top 100 List” of terms showing the greatest year-over-year movement up or down among more than 1 million unique search terms used on Allrecipes each month.)

Sizzling!—(search terms moving UP more than 20 places)—Salads, Mexican, Desserts, and Grilled Chicken

Simmering—(search terms moving DOWN 49 places or less)—Pork, Slow Cooker, Punch, Beef, and Casseroles

In the Deep Freeze—(search terms moving DOWN 50 places or more)—None!



Top 5 Recipes in May

Summertime family favorites hit the list this month! Memorial Day weekend officially kicked off grilling season with hamburgers and boneless pork ribs, and put all-American macaroni salad in a top spot. Add Cinco de

Mayo's taco casserole and the perennial appeal of pancakes for Mother's Day breakfasts to round out the list. Yum!

1. Best Hamburger Ever
<http://allrecipes.com/Recipe/Best-Hamburger-Ever/Detail.aspx>
2. Good Old Fashioned Pancakes
<http://allrecipes.com/Recipe/Good-Old-Fashioned-Pancakes/Detail.aspx>
3. Classic Macaroni Salad
<http://allrecipes.com/Recipe/Classic-Macaroni-Salad/Detail.aspx>
4. BBQ Pork for Sandwiches
<http://allrecipes.com/recipe/bbq-pork-for-sandwiches/detail.aspx>
5. Emily's Excellent Taco Casserole
<http://allrecipes.com/Recipe/Emilys-Excellent-Taco-Casserole/Detail.aspx>

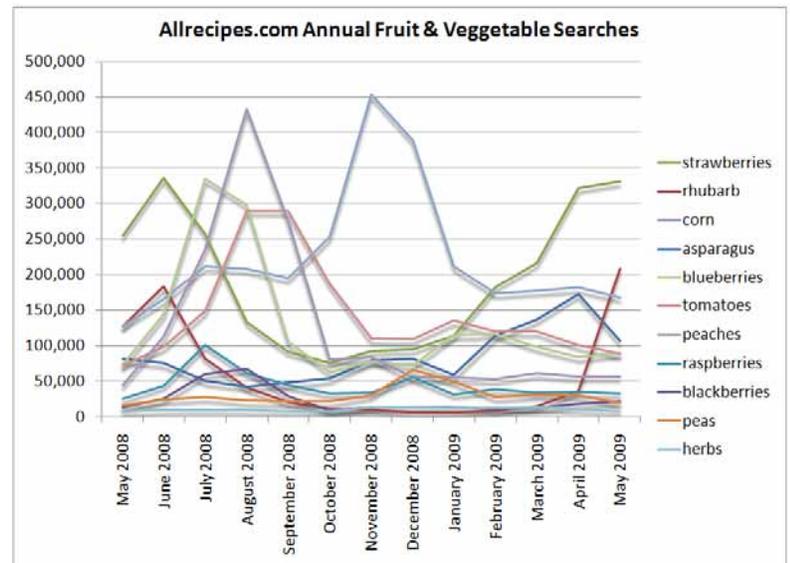
On The Rise

Fire Up the Grill

Searches for grilling recipes jumped 9% this month from May 2008—continuing the annual summer cooking trend! And finding terrific grilling recipes for charcoal, gas, whatever the resident grillmeister's preference, got even easier May 26 when Allrecipes' Summer Grilling feature page launched with its enticing moveable feast. Check it out, and fire up that grill!
<http://allrecipes.com/features/holidays/summergrilling/2009.aspx>

Berry Passionate

What's the favorite summer fruit or veggie? Comparing year-over-year searches for 12 popular fruits and vegetables puts blackberries in the #1 spot as "the most searched for fruit," with searches up 47% over 2008. But poor pitiful peas don't have as many fans: searches for this veggie dropped 4% from 2008. Here's a chart showing seasonal searches—and yes, we all love peaches and corn-on-the-cob!



Do You Know?

What age group most enjoys visiting or visits from relatives for their vacation? Hint: Find the answer in the Trend of the Month section of this report.

About Allrecipes.com

Allrecipes, the world's largest food site, receives more than 270 million annual visits from home cooks who share and download recipes, reviews, photos, personal profiles, and meal ideas. For more than 12 years, the Seattle-based site has served as a dynamic, indispensable resource for cooks of all skill levels who seek trusted recipes, entertaining ideas, everyday and holiday meal solutions, practical cooking tips and food advice. As the fastest growing independent food Internet site, Allrecipes provides insights into the kitchens and cooking passions of home cooks everywhere. Since 2008, Allrecipes has launched localized versions for the United Kingdom /Ireland, Australia/New Zealand, France, Germany, China, and Japan. Allrecipes is part of Food & Entertaining @ RDA, a division of The Reader's Digest Association, Inc. For additional information regarding Allrecipes, please visit www.allrecipes.com.