



18 YEARS AND GROWING | 51 MILLION STRONG

**Supermarket Moms Survey**  
*January 30, 2014*

## Methodology

Fielded in December 2013, 2,243 respondents completed the Womensforum.com Supermarket Moms Survey.

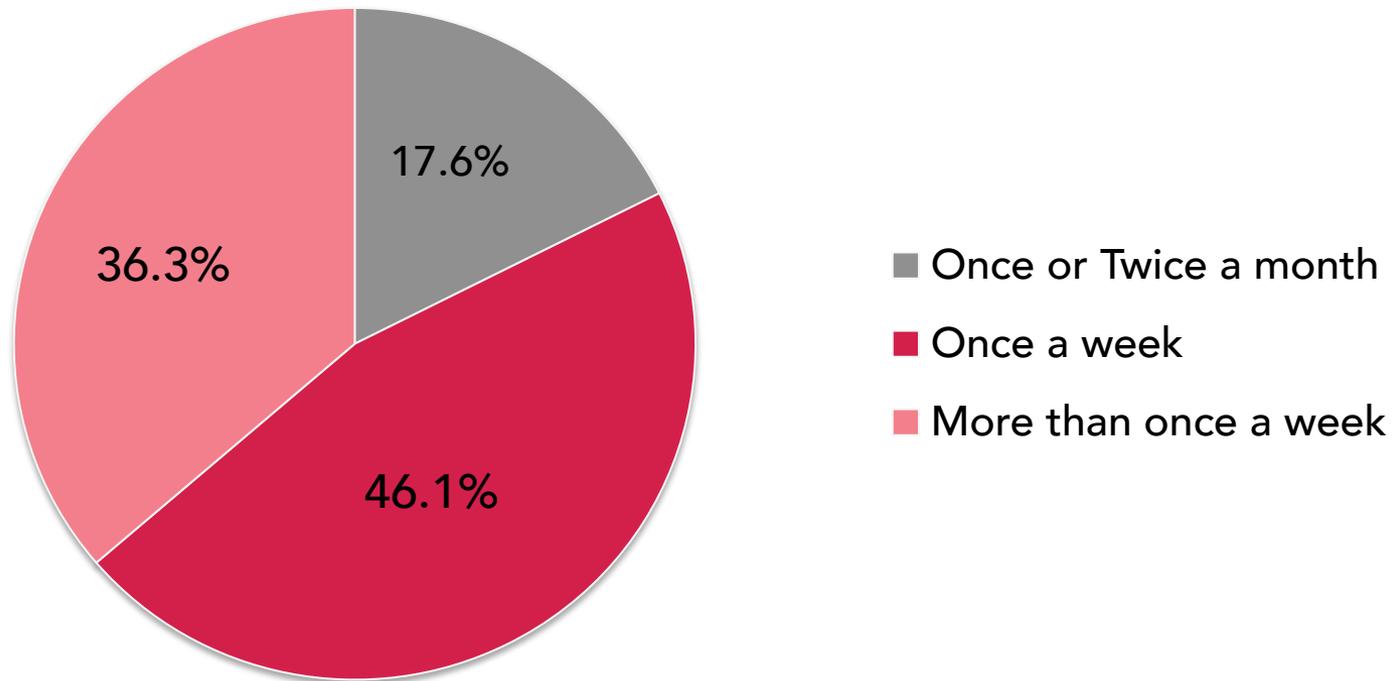
Each participant met the requirements of being a mother who has at least one child still living at home, and primarily does her food shopping at a supermarket.

The study was conducted across the Womensforum.com family of sites, which reaches a worldwide audience of over 51 million.



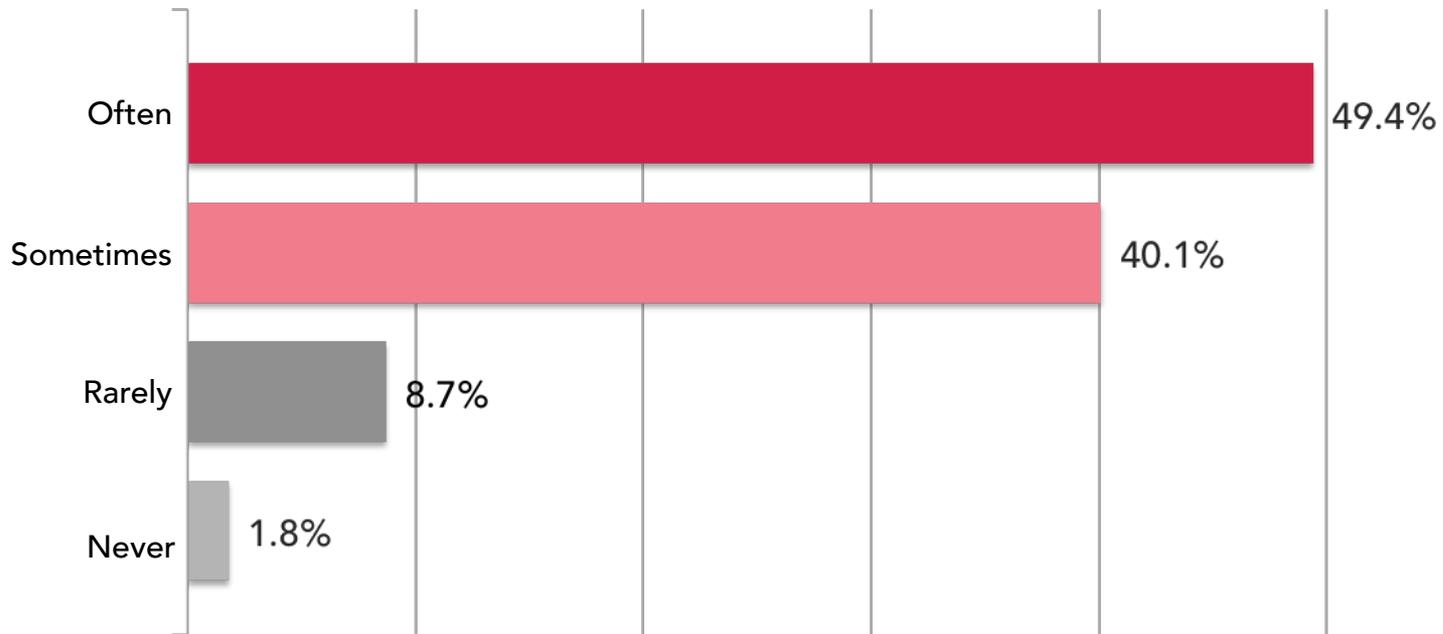
**79%** of those surveyed go supermarket shopping once a week or more.

How often do you usually go to the supermarket in the month?



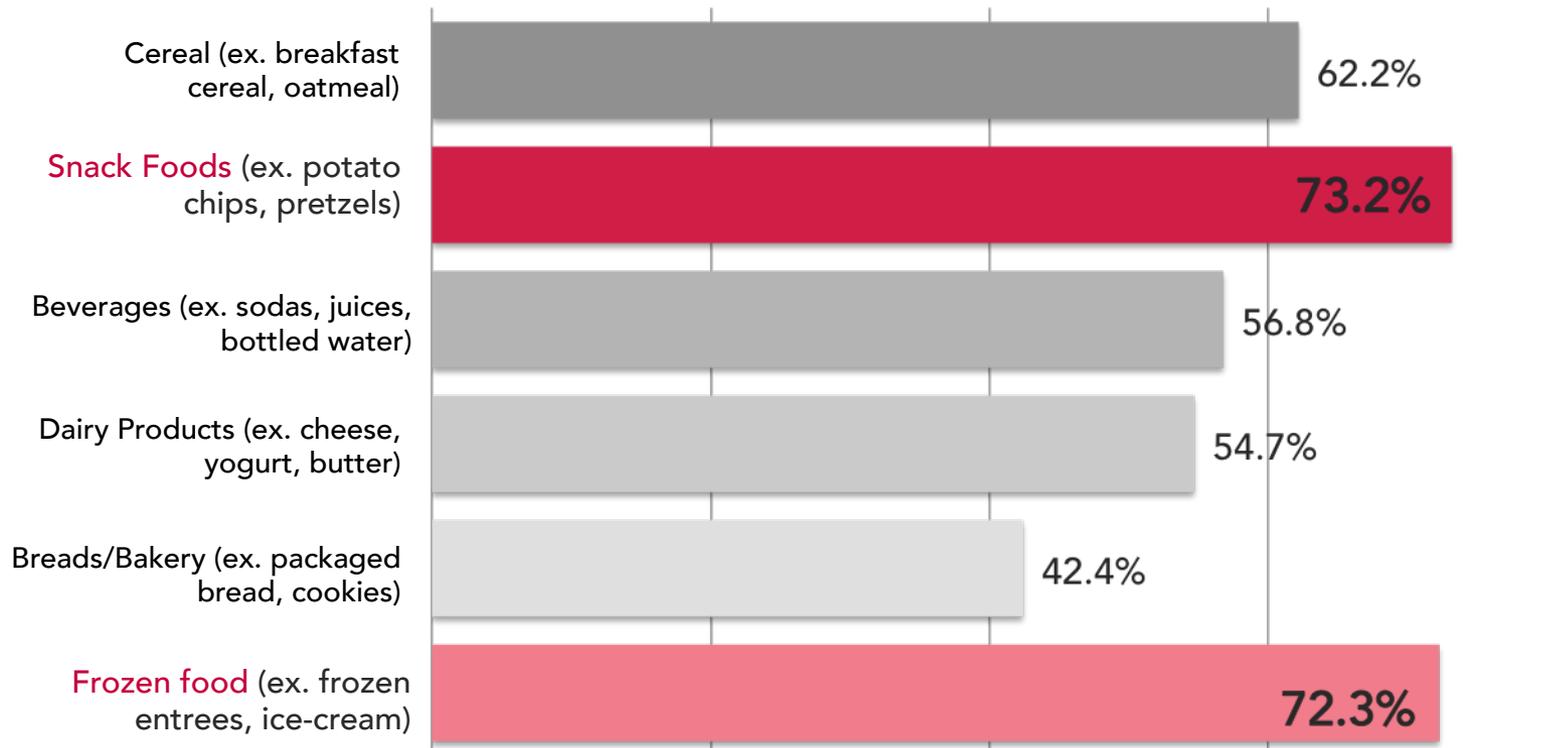
An overwhelming majority (89%) of supermarket-shopping moms are regularly influenced by coupons to try new food and drink products.

How often do you try a new food/drink product due to having a coupon?



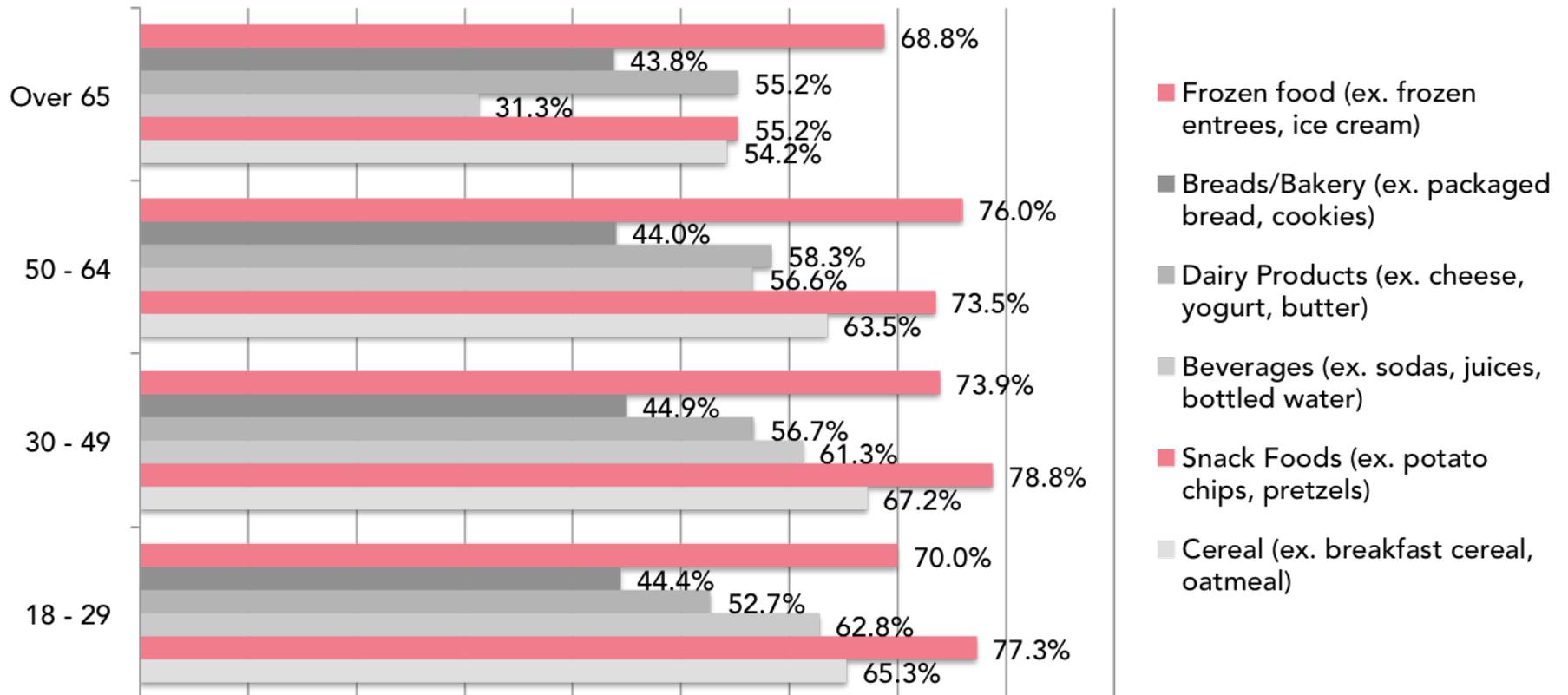
## Coupons prompted more new product purchases down the snack food aisle than elsewhere in the store, with frozen foods close behind in popularity.

In the last year, has a coupon inspired you to try a new product in any of these specific categories?  
(check all that apply)



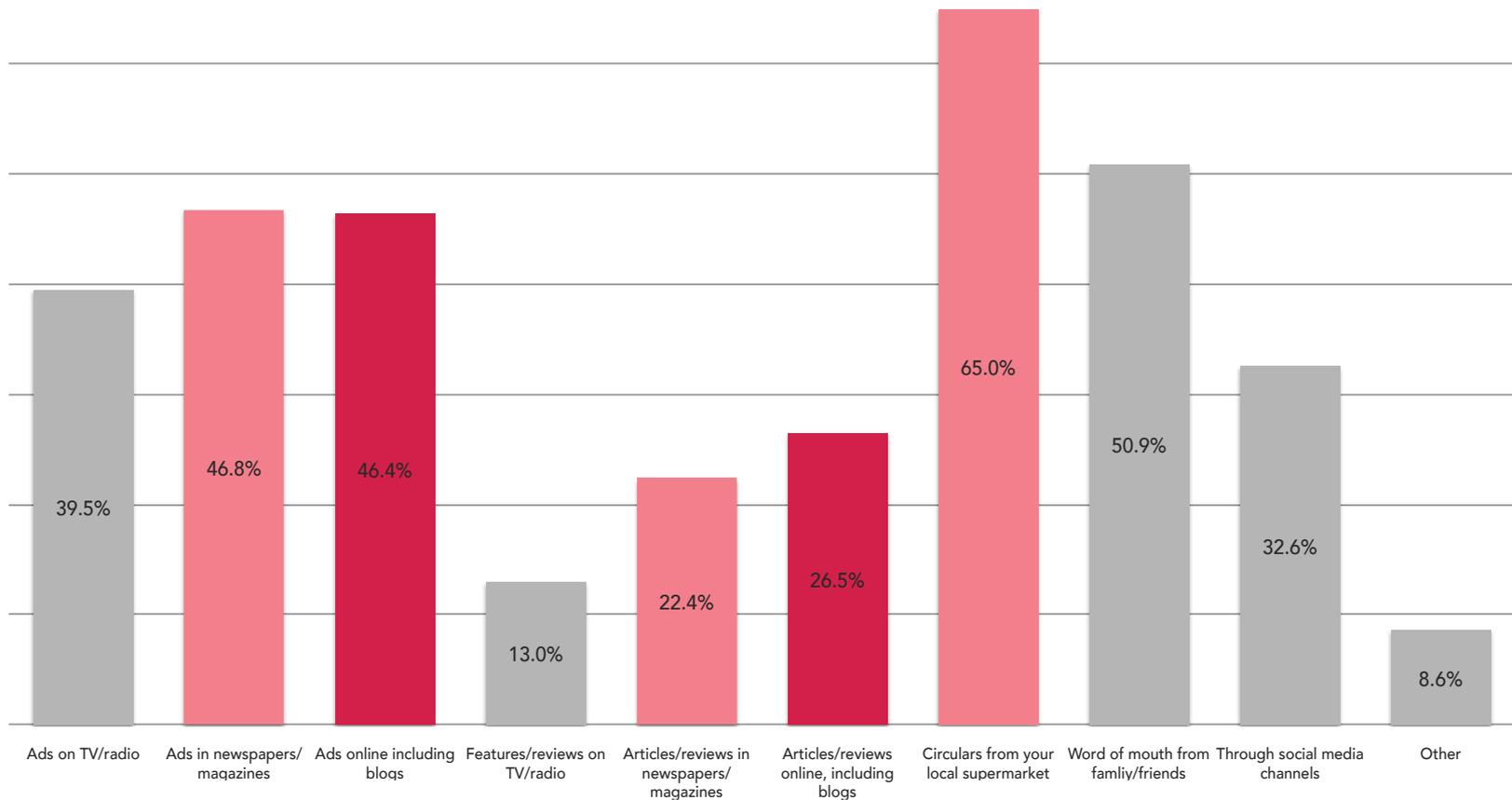
Balance shifts slightly depending upon the age of the mom in question, with those 50+ more inclined to purchase a new frozen food item rather than a new snack food.

In the last year, has a coupon inspired you to try a new product in any of these specific categories? (check all that apply)



When it comes to new product discovery through advertising, digital and print are equal in impact.

How do you learn about new food/drink products that are sold at your supermarket? (check all that apply)



Print media and supermarket circulars take the lead when it comes to finding, but more than half of supermarket-shopping moms say they often get coupons online.

How do you find coupons for food/drink products you buy at the supermarket? (check all that apply)

