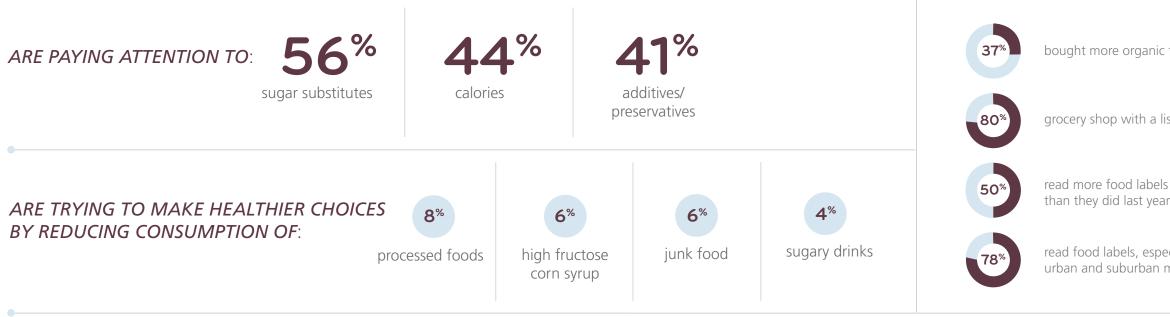
CURRENTLY IN 2012

Moms say they...



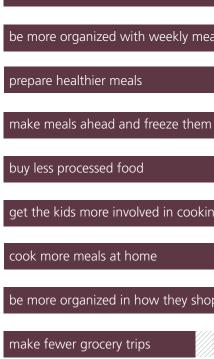
TO FIND RECIPES, MOMS' TOP SOURCES INCLUDE:



don't use a program, site or app in the kitchen while cooking

websites		78%	Allrecipes.com	23%
magazines	71%		Pinterest.com	19%
bloggers	71%		FoodNetwork.com	15%
cookbooks	68%			
Pinterest	66%			
friends 61%				





buy more organic foods

FLEISHMAN° HILLARD

: foods ist	working moms are nearly twice as likely as stay-at-home moms to keep a mental list because they purchase the same thing every week		
	single moms keep mental lists twice as frequently as married moms		
s now ar			
ecially moms	moms who cook at home less than three times a week are significantly less likely to read food labels		

	68%
al planning	67%
	53%
	51%
	49%
ng	43%
	42%
p	41%
	33%
	29%