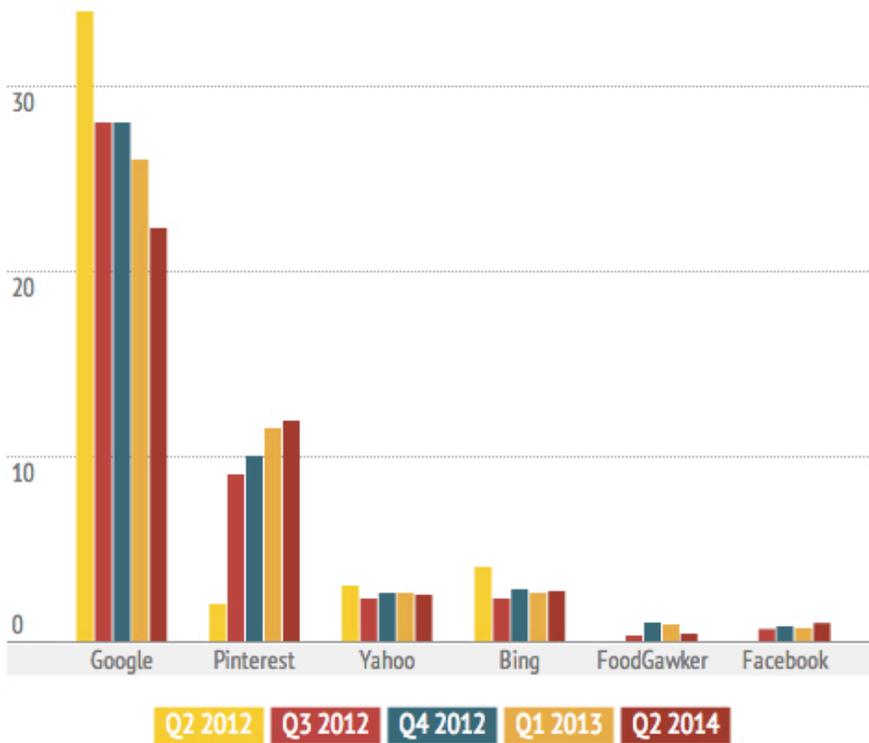


The Swoop Food Index

Q2, 2013





Recipe Site Traffic Sources

Pinterest Traffic Continues to Grow

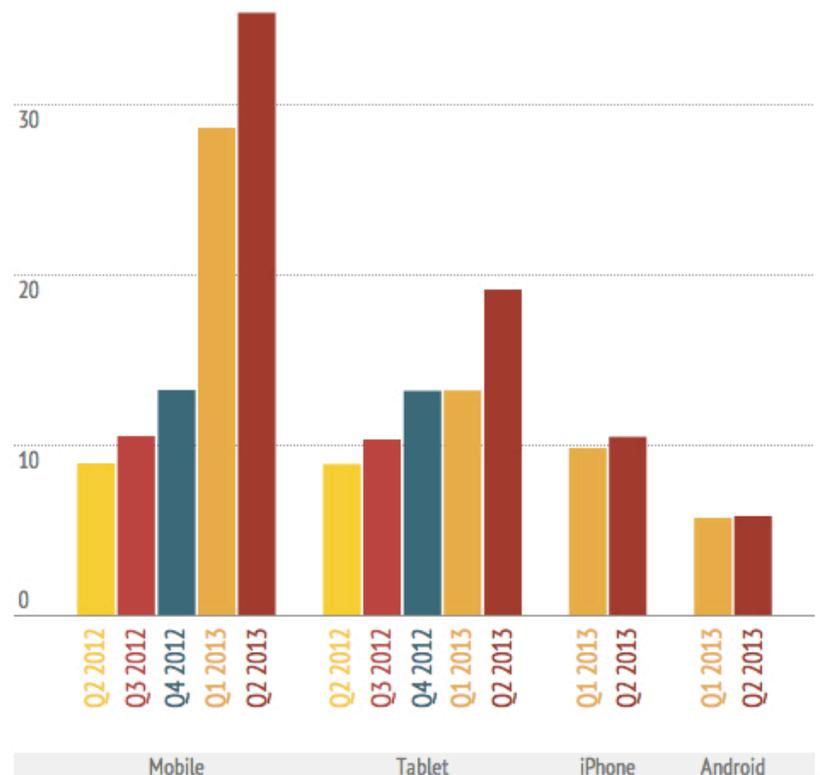
Traffic coming from Google fell by 13% since last quarter; the search giant now accounts for 22.3% of all traffic to recipe sites. Pinterest traffic grew by 4% since last quarter. It accounts for 11.93% of recipe-site traffic; a remarkable increase from last year's 2%. The remaining referral sites remained fairly consistent with last quarter.

Source: Swoop, Q2 2013
All data is sourced from usage seen across the Swoop Digital Network in Q2 2013.

Recipe Site Traffic From Mobile

Tablet Traffic is on the Rise

Mobile traffic growth continues to accelerate at dramatic rates. It grew by 23% since last quarter, and an astonishing 299% since last year's Q2. Traffic coming from Android remained almost stagnant since last quarter, and iPhone traffic grew by 7.2%. Traffic from tablets saw the most impressive growth; a 45% increase from last quarter and a 116% increase since last year.

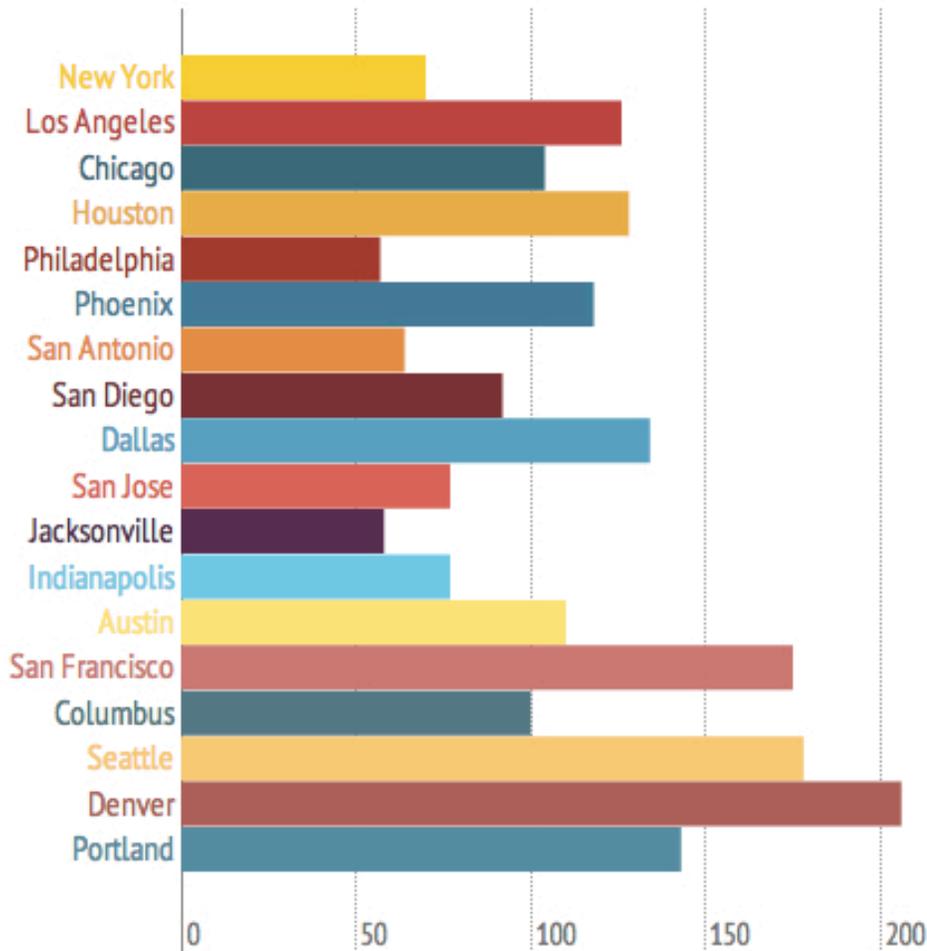


Source: Swoop, Q2 2013
All data is sourced from usage seen across the Swoop Digital Network in Q2 2013.

Foodie Index

Denver Holds the Lead for Biggest Foodie Town in U.S.

The Swoop Foodie Index looks at the cities where recipe-site traffic originates, and compares each city's traffic with the city's overall population. The higher a city's score, the higher its propensity for looking up recipes. An index of 100 is the average score. Denver claimed the #1 Foodie spot again this quarter, beating out Seattle and San Francisco. Los Angeles, Houston, Phoenix and Dallas saw significant positive growth since last quarter. Philadelphia and Jacksonville residents were the least likely to look for a recipe online.



Source: Swoop, Q2 2013
 All data is sourced from usage seen across the Swoop Digital Network in Q2 2013.

What's America Eating?

Out with the Soup and in with the Veggies

We looked at recipe views for Q2 and compared them with Q1 to reveal some interesting findings.



Coconut Cream Poke Cake

Skillet Chicken Parmesan

Zucchini Fritters



Chocolate Fudge Pudding Cake

Cheesy Chicken Casserole

Chicken Tortilla Soup

Source: Swoop, Q2 2013

All data is sourced from usage seen across the Swoop Digital Network in Q2 2013.

Cakes dominated the top recipes even more this quarter than they did last quarter; growing from 8.24% to 12.13% of the top most-viewed recipes. Heavier cakes like, Chocolate Fudge Pudding Cake, were replaced with lighter summer cakes like, Coconut Cream Poke Cake.

Casserole and “bake” recipes constituted about 7% of the top recipes in Q1, but Q2 saw chicken recipes, like Skillet Chicken Parmesan, take the spotlight in 7% of the top recipes viewed.

Soup recipes almost completely disappeared from the top recipes in Q2. Instead we've seen vegetables – grilled, roasted or fried – take about 4% of the top recipes.