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MomQuest™: Quester's new monthly newsletter about Moms! We interview 500 moms each month... think of it as a qualitative omnibus.



Innovation to insight.™

MomQuest

Quester's new monthly newsletter about Moms!



In this issue: Moms and Kids' TV Viewing Habits. Plus a sneak preview of the next issue...

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FREE REPORT

Our report on Moms and Stress is FREE.

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UPCOMING TOPIC

Moms and Online Shopping.



Greetings and welcome back!

Each month, we interview **500 moms** on a topic of choice and give you a glimpse of what they've shared with us. This month, we are pleased to include some of the findings on Moms' feelings on their kids' TV viewing habits.

Moms' feelings on their Kids' TV viewing habits

We explored not only how much TV kids watch, but also the desired content, the extent to which Moms are involved in watching TV with their kids, what they discuss while watching TV with them and more!

The majority of kids, regardless of age, are watching 1 to 2 hours of TV a day – and Mom feels just fine about it. In fact 88% of Moms often watch at some point with their children.

The full report explains WHY, and includes full details regarding Moms' thoughts and behaviors as far as:

- Children's entertainment habits
- The role both Mom and kids play in TV show selection
- Moms' TV rules
- Moms' TV concerns
- TV viewing independence
- TV viewing and family interaction
- What makes a good and bad children's TV show
- Perceptions of current children's TV shows
- TV as a Babysitter
- And More ...

In Mom's Words:

"Wizards of Waverly Place, Hannah Montana when it was current, and Disney channel shows. They are made exactly for my daughter's age group. They do not have bad language, are age appropriate most of the time, and deal with issues that children of the same age are going through - i.e. school issues such as bullies, math tests, boys liking girls, vice versa. They show

"I do not have a problem with my kids watching age appropriate television. As long as my child is actively playing with other toys and reading a fair amount I let them watch as much television as they choose. It only gets turned off if they are sitting on the sofa constantly."

children the right way to deal with situations, to treat others and to approach issues on youth obesity."

- Mom of Child Age 10-12



"She often points out things that are happening on screen and we talk about what they are doing or she copies movements and words. Some lessons I talk about how we deal with it in real life and then try to reinforce a lot of it later in appropriate situations."

And REMEMBER, the tracking section of our full report follows:

- What is happening in their lives – fun things and challenges specific to each month
- Shopping behavior
- New product/brand trial
- Dining out behavior
- Social media behavior

This time we thought we would give you a peek at our social media findings to see if Moms change their habits in preparation for Spring.

So ... Social Media is often a much needed break for Moms. But more than that, it is a valuable tool. Moms were searching for craft ideas, gardening planning, etc. all in anticipation of Spring!

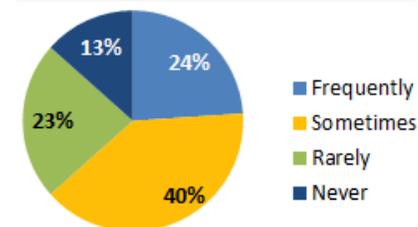
In Mom's Words:

"Facebook allows me to keep in touch with family and step-children. My daughter and I look on YouTube for ideas on how to make things for her dolls. Also, I like to watch Christian videos. Pinterest, right now looking at gardening for the upcoming season."



In addition, 64% of Moms use Social Media to get information about products which includes looking for recommendations, new products or discounts on products.

Q How often do you use social media tools to obtain information about products and/or services?



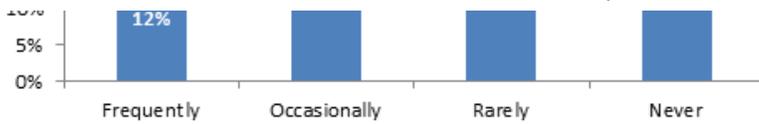
Sneak Peak of Next Month's Newsletter: Online Shopping!

We explored Moms' takes on online shopping including:

- The benefit ladder
- The most influential sources for online shopping
- Shopping behavior through to the online purchase
- And more!

... and of course the "why's" behind everything.





We hope MomQuest™ is growing on you... as we bring you new and exciting monthly findings about Moms.

If you would like to obtain the full report on Moms and Kids' TV Viewing Habits, contact us at marketing@quester.com. Our report on Moms and Stress is complimentary and is waiting for you! Visit <http://www.quester.com/products/momquest> to download the report or simply click on the above FREE REPORT button.

If you are interested in having Quester customize the next round of interviews to include topics on your product or services, email us at marketing@quester.com.

MomQuest™ Newsletter #3, Apr 2013, by Quester®

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