

MomQuest: Quester's new monthly newsletter about Moms! Meal planning and the impact on new product purchasing.



Innovation to insight™

MomQuest




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Meal Planning and the Impact on New Product Purchasing

Well ... we are only going to give you part of the answer as this Newsletter is meant to be a "teaser" ... to give you an example of what knowledge you might gain as a subscriber to our new monthly MomQuest Newsletter!

"What is MomQuest?" MomQuest is Quester's ongoing dialogue with Moms. Think of it as a qualitative omnibus. Quester® conducts 500 interviews each month with Moms of children under 13. The beauty is, we are not conducting surveys with these moms, we are conducting quality conversations. Moms love to talk about the issues surrounding "Mommyhood" so we have decided to take advantage and really listen to what they have to say! Part of our discussion each month will remain consistent so we can track and trend certain issues over time. The other part of the conversation will be customized each month to address hot topics. Back to it! In this introductory issue, we asked moms to discuss their thought process as it relates to meal planning for their household. In a qualitative discussion, **59% of Moms indicate that they plan meals ahead of time**, with **35% noting that they plan for the week**.

Planning often entails sitting down mapping out the

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Key Factors Influencing Meal Decisions

Health	47%
Balanced Meal	25%
• Vegetables	17%
• Meat	12%
Preferences	30%
What Family Will Eat	26%
Taste Good	7%
Price/Value	30%
Cost	27%
Coupon Sales	9%
Convenience	29%
Time it Takes	23%
Easy to Make	12%
Variety of Meals	8%

recipes for the week while taking into consideration the crazy schedules ... how many nights to cook a “meal”, prepare something on the fly like sandwiches or account for special meals like “pizza night.” Therefore, the trip to the grocery store allows less deviation from the planned meal. Does this mean that these “Meal Planning Moms” are less likely to try new brands or products? We aren’t going to tell you yet! But we will say that **47% of Moms overall did try a new brand or product.**

On the flip side, **33% of Moms said they are more day-to-day meal preppers.** They are more likely to check to see what they have in the house and go from there. Or it is a preference issue ... what they family “feels like” eating that night.

Regardless of their meal planning mindset, Moms want to provide healthy, well-balanced meals for their family. However, these well balanced meals are influenced by reality such as what their family prefers to eat (30%) and how much it costs to make a meal. 30% of Moms talk about how the cost is one of the most important factors that impacts their decision making. Then you add in the factor of how much time they have to actually make a meal, and things get more complicated. 29% indicate that convenience is a key factor is deciding what meals to make.

So, let’s talk leftovers. 51% of Moms indicate they use leftovers at least twice a week, whether than be simply heating them up or using them to make a different meal. Use of leftovers saves money, often time, and is likely something their family will enjoy eating. We are starting to see the cyclical nature of meal prep.

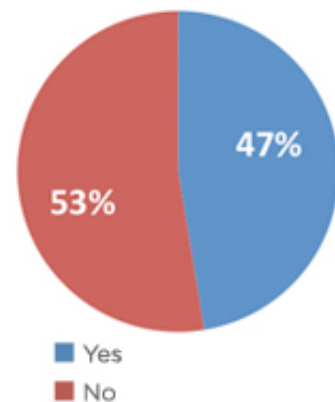
It must be hard for Moms to balance the desire of providing the healthiest options for their family with the reality they face. So how does this impact purchasing behavior when it comes to trying new products or brands? Stay tuned!

Contact us at marketing@quester.com. More information at <http://www.quester.com/products/consumer-syndicated-reports>

How often would you say you use leftovers in your household?



Have you tried any new brands or products in the past month?



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