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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' Thoughts And Feelings Surrounding Kids' Use of Technology. Plus a sneak preview of the next issue...

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UPCOMING TOPIC

"Getting Real!"



"She interacts with educational programs and programs that let her draw and create things. I believe technology is her future and she should become familiar and knowledgeable with how to manipulate devices that will be popular to her generation."

"I limit the amount of time he could use it depending on what he is doing. If we are learning or doing homework he could take his time. If he is just playing, there is a time limit. We sit side by side at the computer desk and we discuss what he is doing. If he is alone, I check on him periodically to make sure he is on the page that he is supposed to be on."

In fact, given this perceived sense of control, many moms feel that technology actually has a positive impact on relationships that kids have with their family and friends. Part of this is driven by the fact that 87% of Moms say that they share technology experiences with their child, at least sometimes.

The full report explains WHY, and includes details regarding Mom's thoughts and feelings around the role of technology in their children's lives including:

- The upside to children's use of technology and related emotions
- Fears and concerns surrounding their children's use of technology
- The impact on relationships and learning
- Thoughts on social networking for children
- What technology they encourage/discourage
- Moms interaction with kids while using technology
- and more!

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

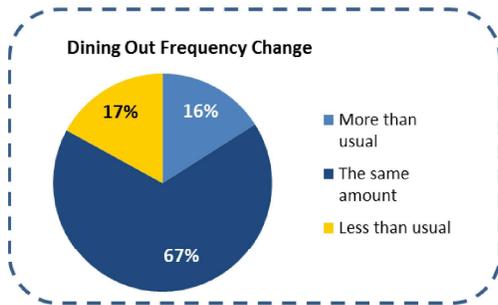
This time of year Moms think about the weather starting to "really warm up" – families can get outside and spend time together. School is out, which means more free time and vacation planning. Gardening, grilling out and playing sports are great ways families enjoy the outdoors together.



"When I share with them I feel more connected and safer. I feel like I am doing a good job as a mom."

The opportunity for family vacations in the summer does impact the frequency in which families dine out. 17% of Moms indicate they dined out less in May than in the previous month.

Much of this is driven by a need to save money for summer vacations and the opportunity to grill out at home.



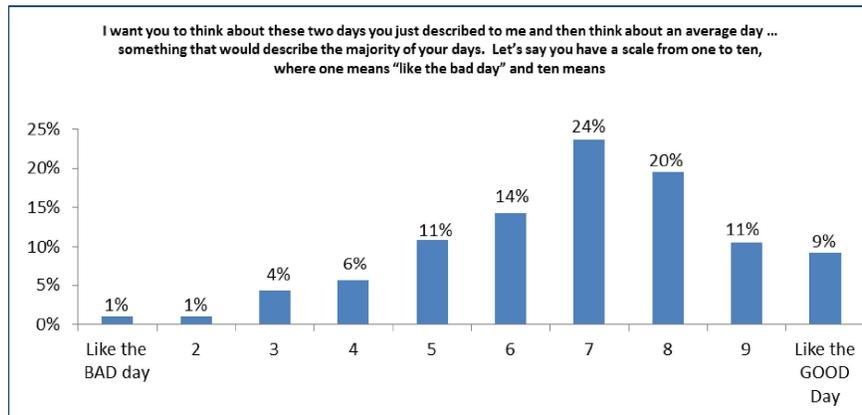
Sneak Peak of Next Month's Newsletter:

The topic for next month's report is "Getting Real!" We explored Moms' thoughts and feelings about how they are depicted in advertising and gave them a forum to be open and honest about what their lives are like. The full report includes details surrounding:

- Stories about what life is like on both a great day and a bad day, and the relative emotions
- The frequency of occurrence for good and bad days
- How average days compare
- The factors that influence the type of day
- Thoughts on advertising that Moms feel they relate to most and least
- Mom suggestions for how they should be portrayed in advertising
- and more!

For now, here is a sneak of what we discovered regarding Mom's true reality.

Most days are crazy and stressful, which is no surprise. Often what separates the good days from the bad are Moms' emotional reactions to the day.



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' Thoughts And Feelings Surrounding Kids' Use Of Technology**, contact us at marketing@quester.com. Our report on **Moms and Stress** is complimentary and is waiting for you! Visit our **new MomQuest page** at <http://www.momquest.quester.com> 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.

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"We were able to do several family activities together. I love anytime we get to spend as a family. Sometimes we get so busy working that we do not take special time as a family. I love the little family times like teaching our oldest how to fly a kite."

"How about a mom trying to shower, do her hair, do her make up all while trying to juggle three kids doing whatever. All of us are not Donna Reed. We are true mothers living in a real world full of good times and bad times. We don't live in a world of happiness nor do we depict it. It would make me relate to that mother. I could never in a million years relate to a mother or household that is always full of happiness, joy or without chaos. It doesn't exist."



"Average days are the ones where I don't get to talk to my online friends, but neither do I have to scrub toilets nor do I have to deal with the whining of a twin who didn't pay attention when I announced I was going shopping and asked if anyone had any special requests."

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