

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



Innovation to insight.™



In this issue: Moms' Thoughts on Family Vacations. Plus a sneak preview of the next issue...

Greetings and welcome back!

Moms have incredibly strong emotions when it comes to the value of family vacations. That is part of the reason why Moms make family vacations a priority – 82% are planning to take a family vacation within the next year.

It may be no surprise that family vacations are a time for family to spend time together without the distractions of daily life. But it is more than that – it is a time for Moms to really learn who their kids are as people ... and even learn about themselves. Here is a sneak peek of what moms “learn” on family vacations:

 [Friend on Facebook](#)

 [Follow on Twitter](#)

 [Forward to a Friend](#)

FREE REPORT

Our report on Moms and Stress is FREE.
[Click here for your FREE report!](#)

UPCOMING TOPIC

Role of technology in children's lives!



“It makes me feel amazing. Spending time with my family is the best thing about being a mother and wife. I get a sense of feeling amazed at how my kids interact with their cousins and family.”



They actually like spending time together

They like spending time with me

They are actually happy

Tension melts away from daily life – they need a break too

What their hopes and dreams are

Specific things about their personalities



I am actually doing a pretty good job

I didn't know everything about my kids – I learned a lot

Being a mom is a learning process

To appreciate the little things

That I really LOVE being a mom

That I can be more patient and more calm away from daily life – a better mom



"I learned how easy-going they are. They enjoy the little things and didn't complain. They seem to get along better on vacation than at home. Sometimes taking a person out of their routine can change their behavior in a positive way or negative. A vacation seems to be almost a cure for my family."



"I love the weather, it's nice and warm and it brings happy faces to people. It's often easier to get around this time of year and a lot of nice flowers blooming. My children spend lots of time outdoors."

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

- Their thoughts and feelings surrounding Family Vacations, including the benefit ladder
- The definition of quality time on vacation
- The planning process, including the most valuable vacation planning resource and how they makes decisions when they are on vacation
- 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 brings warmer weather, spending time outside and "longer days" which makes Moms feel like they can get more done.

However, one of the challenges, given the warmer weather, is squeezing in more time for kids' activities. Many kids are involved in Spring sports or simply want to spend more time outside, which doesn't always suit Moms' busy schedules. Preparing for Summer and the end



"There are four tasks the children are supposed to do before any technology (homework done, clothes put away, room clean, stuff out of common rooms) and for each task, the child earns 1/2 hour of tech time, but all 4 tasks must be completed before cashing in."

of the school year can also be stressful, especially for single Moms. So schedules are getting busier again.

See the full report to see how this impacts issues like dining out!



In a Mom's Words:

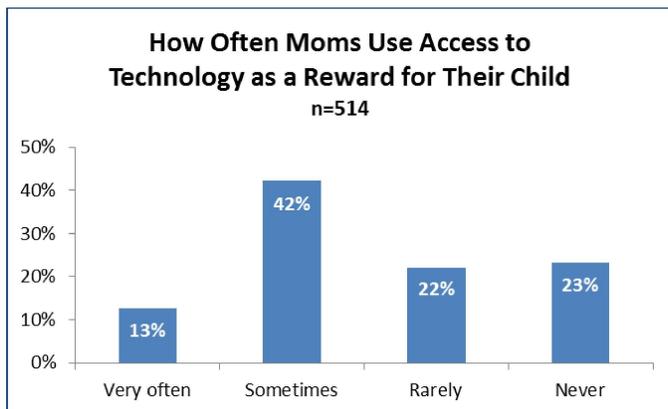
"<The challenges are> baseball season. My son plays on a team, watches lots on TV with his dad, and wants to go to pro games. My daughter is getting ready for a ballet recital and also playing spring soccer. The kids are getting anxious for summer and not happy to stay inside doing schoolwork when it's light outside in the evenings."

Sneak Peak of Next Month's Newsletter:

We explored Moms' thoughts and feelings around the role of technology in their children's lives:

- Statistics surrounding the technology in their homes, their children's access to it and frequency of use for each device/activity
- 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
- The technology they encourage/discourage
- Moms' interactions with kids while using technology
- And more!

For now, here is a sneak of what we discovered about using technology as part of a rewards system.



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 on Family Vacations, 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.

MomQuest™ Newsletter #5, June 2013, by Quester®

 [follow on Twitter](#) |  [friend on Facebook](#) |  [connect with us on LinkedIn](#) | [forward to a friend](#)

Copyright © 2013 Quester, All rights reserved.

Our mailing address is:
6500 University Ave, Ste. 101
Windsor Heights, IA 50324

[unsubscribe from this list](#) | [update subscription preferences](#)