

MomQuest™: Quester's new monthly newsletter about Moms! You are the first to be receiving our complimentary MomQuest™ report!



Innovation to insight.™



We are giving away our January MomQuest™ report. And YOU are the 1st lucky viewers! Enjoy...

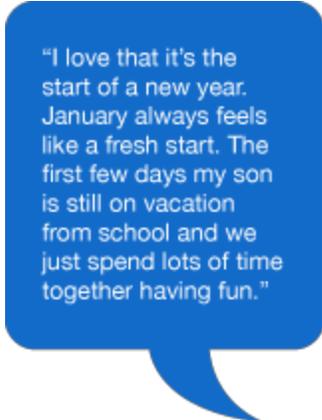
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UPCOMING TOPIC

Moms and TV viewing at home.



In a Mom's own words...



Greetings and Welcome Back!

In February, we launched our first ever MomQuest newsletter on Moms and Meal Planning and we hope you enjoyed its contents and topic. If you have missed it, let us know and we will resend it to you. Because of Spring Break, we decided to hold off on sending our March newsletter until everyone would be back from break .

This month, we have big news to share, literally! We are giving away our very first syndicated report and giving you the opportunity to be the **FIRST** to view it! (click on the **FREE Report** button to view it) Our report is the result of the interviews Quester conducted with 500 moms in January. As a refresher, our interviews are mini-conversations we have had with each mom, ... not surveys. In this newsletter, we are sharing the key January findings on purchase and shopping behavior, which we track month to month, and highlighting our hot topic on 'Moms and Stress'. Plus, we are giving you a **FUN** preview of next Month's newsletter on 'Moms and TV viewing at home'... so make sure to scroll all the way down!

So, let's start with moms' purchase and shopping behavior:

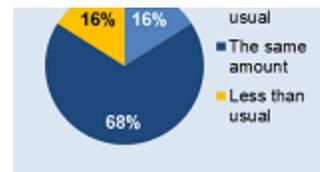
January began the New Year which meant a “fresh start”. After the craziness of the holidays, January is the month where things started to settle down, where you could think about plans for the year, New Year’s resolutions, and having

fun with children on break.

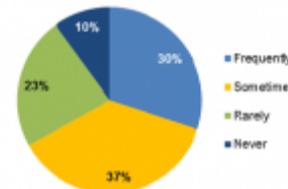
That raises an interesting question. December was filled with craziness ... gatherings, higher spending, etc.

So how did the “calm” of January impact their purchasing behavior?

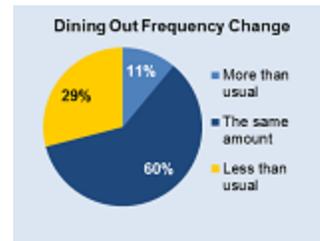
Well most moms are **not shopping any less nor are they less likely to try new products or brands**. However, the **reasons for trying new products and brands do shift to reflect their goals for the year**. Check out our findings on how often Moms use social media to obtain information on products and services (see graph on side). January is about “renewal”. Moms are now more focused on issues like trying to save money and provide healthier options for their families. This also impacts dining out. **29% of moms indicate they dined out less in January** that in the previous month. Again part of this is driven by the craziness of the holidays which lead to more dining. Come January, moms are trying to make up for that given both budget and health reasons. We wonder how long this focus will last and how it will impact purchasing behavior over the year. Stayed tuned as this is something we will continue to track!



Shopping Frequency Change

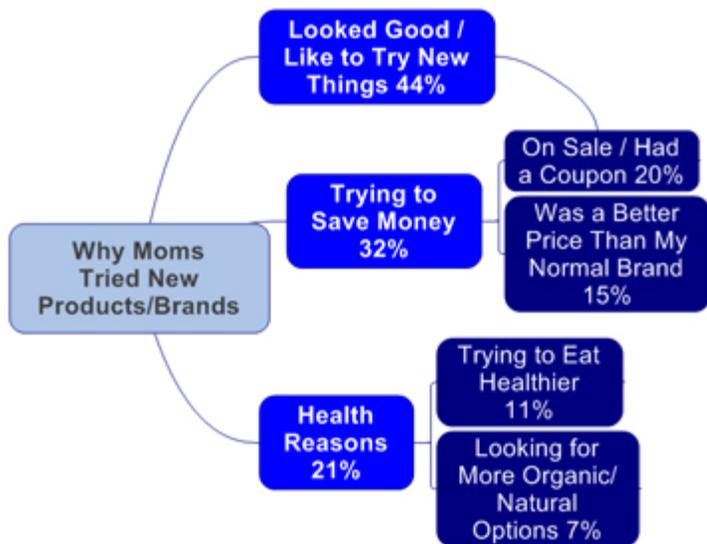


How often do you use social media tools to obtain information about products and/or services?



Dining Out Frequency Change

Why Moms Chose New Products/Brands

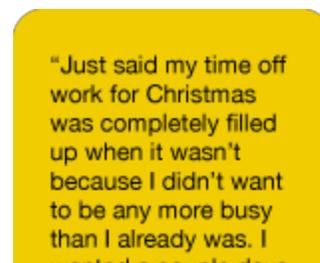


Average Dining Out Amount

Now, we'll focus on our Hot Topic: Moms and Stress.

Stress as a way of life! We talked both working moms and stay at home moms about their stress levels, stress as a competition and whether or not stress really is a way of life these days.

Regardless of employment status, Moms are stressed! Financial issues are a trigger across the board. What is interesting are how Working Mom's emotions impact the perceived sources of stress. While they acknowledge kids certainly impact their stress level, the difficulty of the work-life balance and the related



guilt shift the focus of the stress to work and away from their children. On the flip side, kids are an obvious source of stress for Stay at Home Moms. So moms may have different mindsets when it comes to the "need" to be stressed and we wondered how this impacts the time they take for themselves.

We were happy to see that moms are more willing to take time for themselves without feeling bad about it than we have seen in the past. **Only 32% of moms feel guilty when they take times for themselves.** But that is still a lot!

wanted a couple days just to relax at home."

In a Mom's own words

57% describe their days as "busy, but fun"

48% describe their state of mind as "stressed" but ...

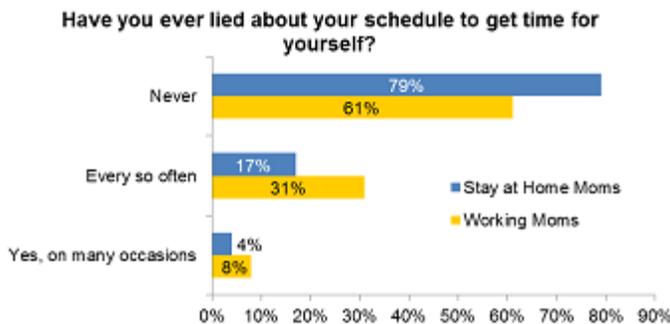
44% describe their state of mind as "happy"



It is stressful but that is life and I can handle it!



What is interesting is that Working Moms are more likely to lie about their schedule to get some time to themselves. Part of this is driven by opportunity. Working Moms are already out of the house and have the opportunity to "stretch the truth" about their schedules. They will say things like they have to work late or simply pick the kids up later from daycare so they can get some "me time" like shopping or getting their nails done. Or they secretly take the day off to spend time alone. Stay at Home Moms will also do these kinds of activities but some also talk about lying time get things like laundry done. For them, doing a mundane task alone is a much needed break. And they can only stretch the truth so far. For example, they may have a doctors appoint they say ran late so they can get some "me time." But stretching that time period has limits!



Now, are you curious about what the moms of the real world think about today's TV moms? We are. So we have asked them. Do TV moms represent today's moms? Are they accurate? Or is it just entertainment? Below is a sneak peek of our findings regarding TV Moms!



Krista speaks most how they want to raise their children.

"The need to make sure that everything is done from a standpoint that makes the children the healthiest happiest and most protected."



Lily represents how they interact with their kids on a daily basis and their unique personalities

"Because that is how I feel. While I can be a goofy person and make my kids laugh hysterically I can also be a little neurotic."



They recognize their personality in Claire and how that translates to their family

"I'm always striving for perfection and do the best I can do for this household. I always think of ways to be creative and be over the top and do everything I can possibly achieve for my family."



Miranda represents the pieces in their lives that are difficult to balance.

"She struggles to balance work and home ... She knows that what she's doing at work is for her children's future even though she's sacrificing time with them now. And she knows she has something to offer the world."



They relate to parts of the parenting style of June – just fun!

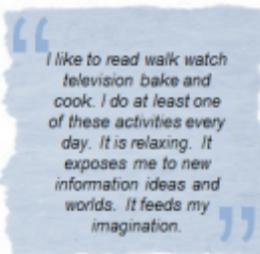
"Even though I'm stressed I still let most anything go with my kids and just let them have as much fun as possible."



I can't handle this! I have too much to deal with already!



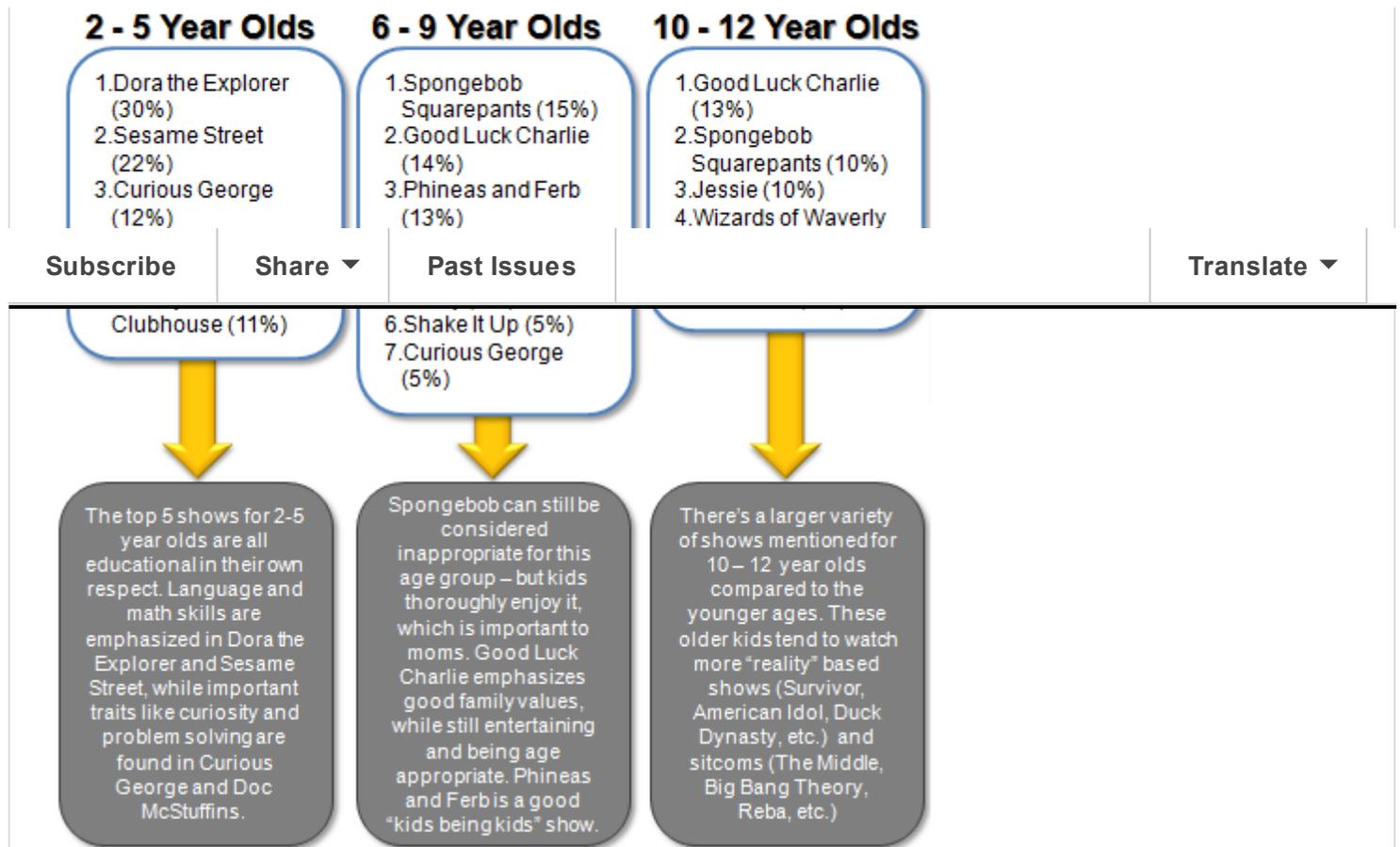
Stressed! But I can handle it I am tougher than you think!



Well Moms are multi-faceted. They are more than just moms and these TV moms represent different aspects of who they are as women. In part, the TV moms reflect how moms want to raise their children, what they want to focus on, and how they interact with their family. But today's moms also relate to these unique personalities. Moms want to be identified as women, with unique traits, goals, and aspirations. They want to see themselves as a whole, not just as a mom! More in our report...

SNEAK preview of next month's newsletter :

Best Shows



Best Kids Shows according to Moms

Moms tend to have more favorite shows for younger children – these are educational in nature, but still entertain their child. As their child grows up, moms favorite shows for their child tends to vary more.

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MomQuest Monthly Newsletter: what Moms have shared with us!

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