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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 Online Shopping. Plus a sneak preview of the next issue...

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 and Online Shopping, including the "benefit ladder," the most influential sources for online shopping, behavior through the online purchase, and more ...

Moms and Online Shopping

Online shopping makes Moms feel "accomplished" and "smart." 73% of Moms describe online shopping as a "simple and effective" way to get things they want or need ... and ultimately this means they can quickly cross off another task on their list. This allows them to do the more important things in life – like spending time with their families!

The full report explains WHY, and includes details regarding Moms' thoughts and behavior, including:

- The online shopping benefit ladder – functional benefits, end-benefits and emotions surrounding online shopping
- Drawbacks or concerns with online shopping
- What drives the choice to purchase online versus in-store
- The most influential factors that drive the purchase decision
- The most influential sources and what draws Moms there
- Expectations of an online shopping site
- When and why Moms go online when they are physically in the store
- The devices Moms use to access different sources
- And more!

In a Mom's Words:

"<Online shopping> makes me feel more relaxed, because it cuts down greatly on the amount of time that I have to spend on doing one task."

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 month we will give you a peek at shopping frequency: the majority of Moms are shopping once a week, if not more. There is a slight increase in frequency, partly driven by having children home on Spring Break.

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FREE REPORT

Our report on Moms and Stress is FREE.

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UPCOMING TOPIC

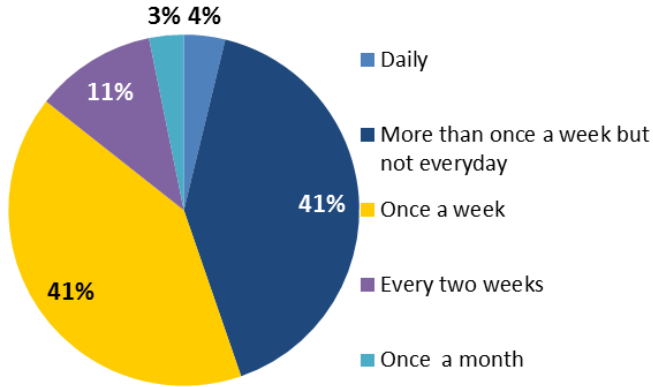
Vacation Planning!



"It makes me feel like I am doing something smart and responsible for myself and my family."



Q. Thinking about {this month}, which of the following best describes how often you shopped for groceries?



"There is nothing better than time saved. My family is most valued by me and to give them more time is important to me."



"I love the time change and springtime. My kids are just starting their baseball/softball/football practices so time is even more precious. I have 3 kids playing sports with practices in 3 different locations and different times and days."

In a Mom's Words:

"I have growing children who have growing appetites. Plus they had spring break and kids tend to eat more when they are not in school."

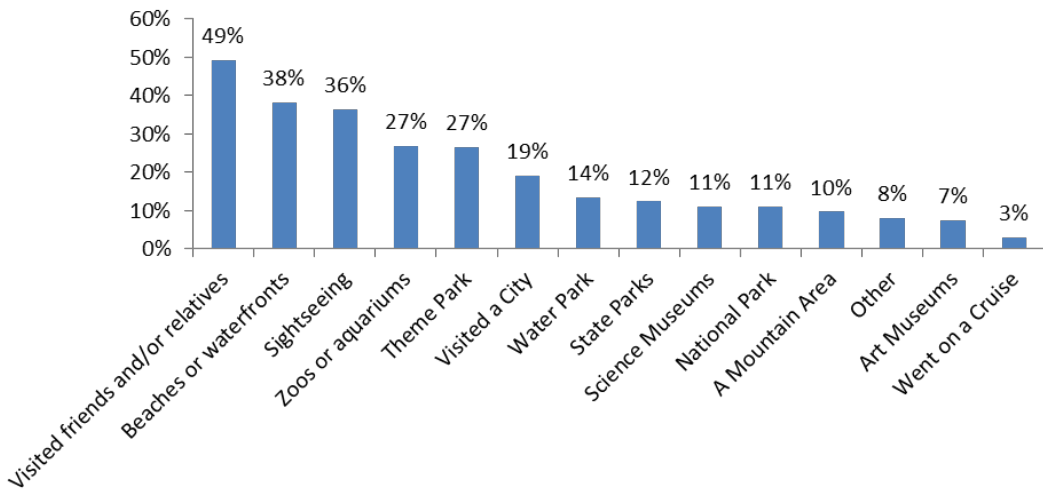
Sneak Peak of Next Month's Newsletter: Vacation Planning!

We explored the Mom perspective on Family Vacations and the planning process, including:

- Vacation Frequency
- Vacation Activities
- The benefit ladder of family vacations
- Definition of quality time on vacation
- The planning process
- The most valuable vacation planning resource
- And more ...



Thinking of the vacation you took in the past year, please indicate which of the following activities you did during this vacation. Select all that apply.



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.

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