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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.



In this Issue: Moms and Me-Time. Plus a sneak preview of the next issue...

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Greetings and welcome back! We all know that being a mom is stressful! Balancing the demands of motherhood, the home, other relationships and sometimes work is a lot to deal with. Mom's need some time for themselves to recuperate! We set out to dive deep into Mom's needs for me-time, what they do during this time and how it makes them feel, etc.



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

One interesting finding is that the gap between the amount of me-time moms feel they need and the time they actually get is quite small. Much of that is driven by the fact that me-time activities are simple for most moms. **73% of Moms prefer to spend their time by themselves.** They want to sit down, relax and not think about the worries in their life.

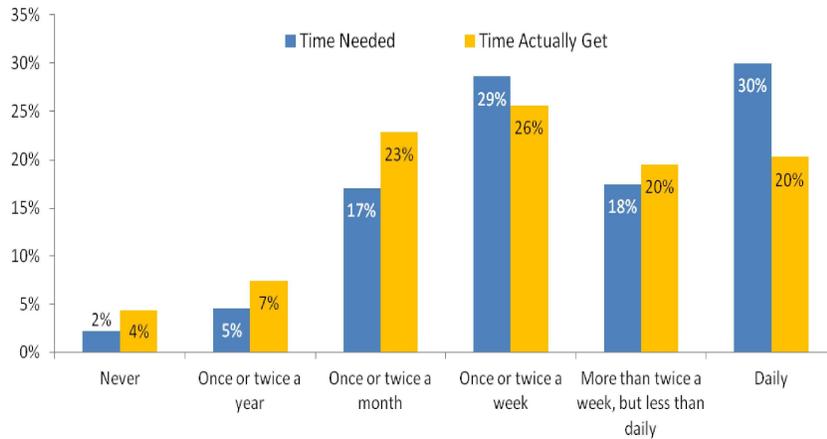


Holiday Shopping

This mom of three states:

"Me time is just time to sit and not have to worry about anything. I don't need to make someone lunch or change someone's bottom. I can just read listen to music, watch TV or a movie, whatever I want to do."

Me-Time Needed vs. Me-Time Moms Get



So the need for me-time is obvious. Everyone needs a break at some point. But for moms, the benefits are far beyond the need to breathe for a moment. Me-time is certainly a time to relax and recharge. But it is also a time to reflect. Maybe moms want to recapture a part of themselves they feel they are losing. Maybe me-time is a chance to realign their priorities and remind them what is important in life. Maybe ...

... see the full report for the story of Moms and me-time!

"It just gives me a chance to recharge my batteries and remember why I do what I do. It helps me reflect and calm down. If it has been an especially difficult week it helps me put the bad in the back of my mind and the love I feel for my family in the front."

"I feel relaxed and rejuvenated after a day of me-time. When I spend my one-two hours of me-time each night it helps me feel a little like my old self before children and helps me to hold on to that person. Me-time makes me feel happy calmer and more energetic."



The full report explains more and includes details regarding Mom's thoughts and feelings about me-time including:

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 • Understanding the demands of motherhood and the times they feel overwhelmed
 • Moms' definition of me-time

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- Understanding typical me-time and more unique forms of me-time
- The benefits and emotions of me-time
- How moms ensure they get me-time – how they work it in and what they sacrifice to get it
- The ideal me-time and the potential products that could enhance me-time
- And more!

Sneak Peak of Next Month's Newsletter:

The topic for next month's report is Holiday Shopping!

Here is a sneak peek ...

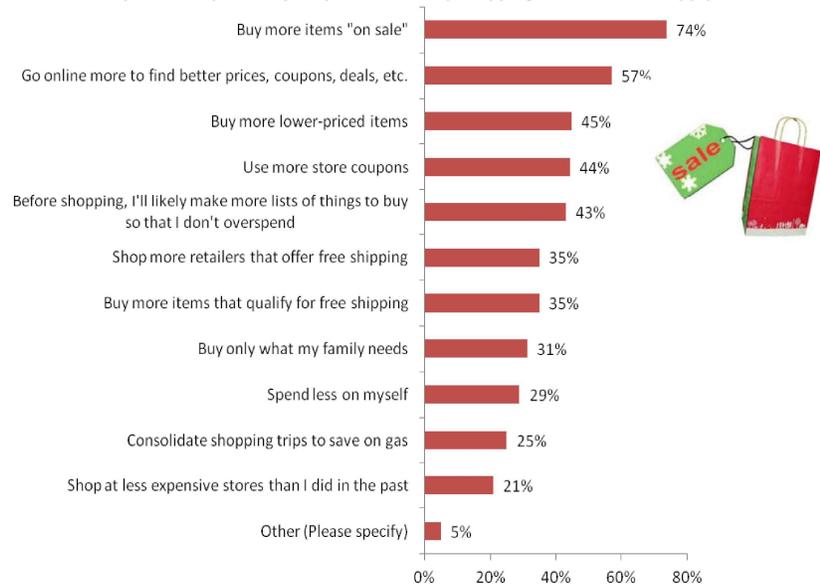
32% plan to spend less this year compared to the previous year. Planning to spend less impacts when consumers start shopping as well as the tactics to stay within budget.

Stayed tuned for the full story!

"I am trying to spread out the expense a little more this year and when I find a good deal, I pick up the item and set it aside for later."

"I get to hunt for deals and the prices I find during this time period is a time for me to gauge what are good prices for things. Plus, family members begin to talk about what they see and like and I can figure out what to get them that they would like."

When comparing how you shopped last year, which of the following indicates what you will do this year to stay within your plan for holiday shopping. 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 purchase the full report on "Moms and Me-Time", contact us at marketing@quester.com. Our report on Moms and Stress is complimentary and is waiting for you! Visit our [MomQuest page](#) at 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 #11, November 2013, by Quester®

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