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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™



In this Issue: Moms' *Real* Thoughts on Bottle Vs. Breast feeding! Plus a sneak preview of the next issue...

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UPCOMING TOPIC

Me-Time

Greetings and welcome back!

We set out to further understand this topic, which continues to be a subject of debate in our society. We dug deep to understand Moms' thoughts and emotions surrounding both breastfeeding and formula feeding to try to get the bottom of this controversy!

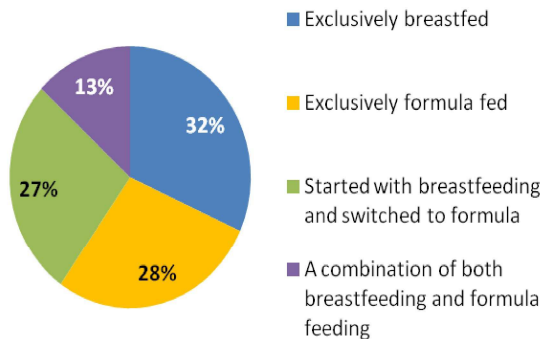
Moms certainly feel that breastfeeding has strong benefits for both baby and mom. However, the decision to breast or bottle feed remains difficult for many moms. While many acknowledge these benefits of breastfeeding, more support and resources are needed from hospitals, the workplace, and within the community to ensure success.

- More classes offered before birth
- Education about formula ingredients
- More Specialists/more educated Specialists to show how to breastfeed correctly
- More sympathy & support from society



Even moms who feel every new mom should breastfeed acknowledge that there is a gap in the education and support system for breastfeeding.

Which of the following best describes how you fed your (last) infant?



Whether making the initial decision to breastfeed or formula feed, or when making the switch

to formula, this is often a tough time emotionally for moms, with 25% expressing emotions such as feeling like a failure or being sad. While the decision is often difficult, moms often quickly realize that their baby also thrives on formula feeding and many moms soon find that switching to formula gives them a great sense of freedom.

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"I loved breastfeeding, but it was a lot of work and my child was a very slow eater. It took a lot of time and effort, but I was determined to breastfeed as long as possible. When my milk supply went down and I was not producing enough to give my child what she needed, I took it very hard but did what I had to do and switched her to formula. When I finally stopped being mad at myself and so upset about giving her formula, I realized it was ok and she was perfectly healthy and doing just fine on the formula"

The full report explains more and includes details regarding Mom's thoughts and feelings about breastfeeding and formula feeding.

- The decision making process
- Benefits and Emotions surrounding both Breast and Formula feeding
- Thoughts and Feelings regarding what should be expected of Moms relative to feeding options
- The journey once the initial feeding choice as been made and more!

Sneak Peak of Next Month's Newsletter:

The topic for next month's report is "Me-Time."

One of the things we set out to understand are the gaps between the time mom's feel they need for themselves and the time they actually get. These gaps are important as we aim to understand the impact "me-time" has on moms, their families and their emotions that ultimately impact everyone and everything around them.

In addition, we wanted to understand how moms define "me-time," what activities are included ... and more!

So a sneak peak ... the "type" of me-time has a big impact on how far that time goes in terms of impacting mom and everything around her. There is a big difference between ...

"I guess the relaxing me-time happens less often than the me-time I spend alone doing or catching up on any chores or tasks that need to be taken care of. With children there's always something that needs to be done or fixed."

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"I think there is a lot of misconception out there and a lot of people don't know about all of the benefits. Every pregnant women should be advised before giving birth so they can make the best decision for them and their baby."

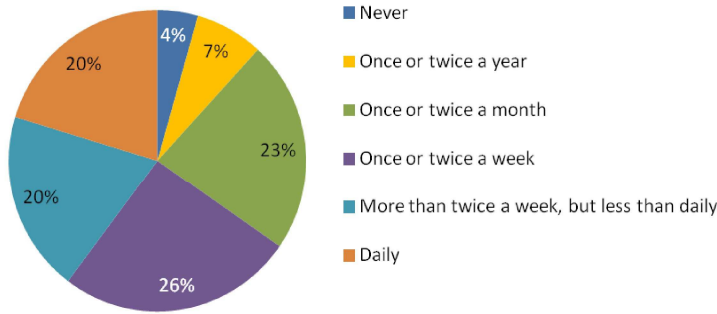
"I just wonder if they were given any support or help and understand all of the benefits of breastfeeding before making their decision."



VS.



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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' Real Thoughts on Bottle Vs. Breast Feeding", 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 #9, October 2013, by Quester®

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