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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: Having It All! Plus a sneak preview of the next issue...

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Greetings and welcome back!

This month's hot topic is: HAVING IT ALL! We explored Moms' thoughts on what it really means to have it all, where they are on that journey, and the truth behind sharing household responsibilities.

The full report details Moms' thoughts and feelings about "having it all" and how sharing responsibilities impacts this idea.

- The full definition of "having it all"
- How close Moms feel they are to "having it all"
- What is the ideal balance in the home and how sharing responsibilities is really defined
- What impacts Moms' satisfaction with this balance
- What role children play in sharing responsibilities
- and more!

To give you a taste of the findings ... first of all – and somewhat surprisingly - sharing responsibilities doesn't always have to mean "equal." It is less about the specific chores and more about everyone being willing to happily contribute to the "good of the family." **In fact, the satisfaction with how responsibilities are shared is directly related to a partner's attitude – their appreciation and willingness to give support when needed (whether this is spontaneous or asked).** This is the key to moms feeling a sense of balance – regardless of how much they do.

And unaided, 83% of Moms have positive things to say about how the responsibilities are divided in their home.

FREE REPORT

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

UPCOMING TOPIC

Real Thoughts about Breastfeeding vs. Formula Feeding.



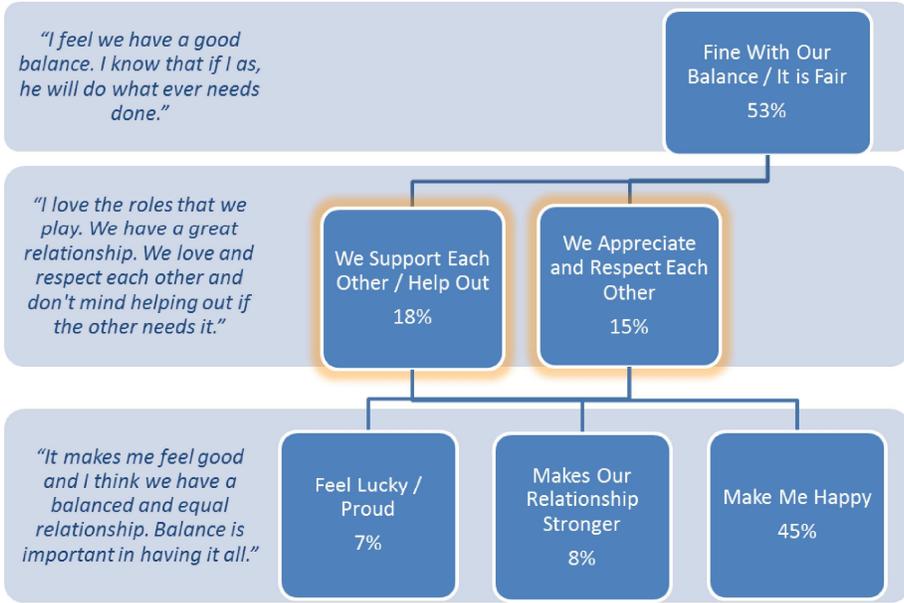
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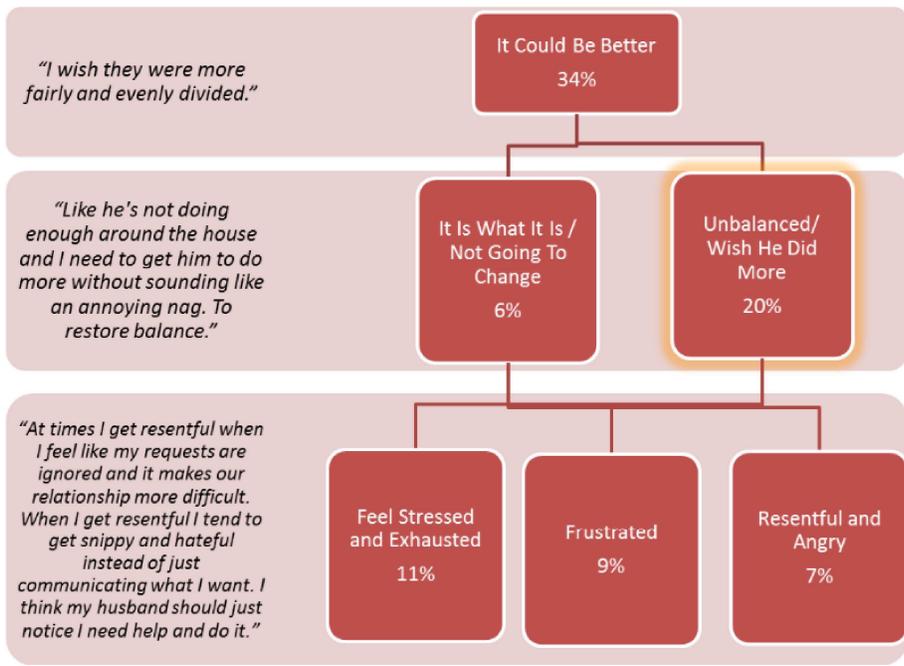
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"Sharing is very important and actually makes life easier. It is very important to us and I know there would be resentment if we did not share responsibilities 50/50. When we are working together we feel more like a team and we appreciate each other more."



So what happens when that support is not present? It can get ugly! Women feel overly stressed and even resentful, which impacts how they interact with others.



"I understand that he works really hard outside of the home and that it is my responsibility to be home with the kids and doing those responsibilities but still would like more help."



Avg. Grocery Shopping Amount
\$289

And REMEMBER, as always, the report includes our monthly tracking of issues such as:

- 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



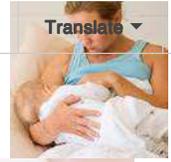
Sneak Peak of Next Month's Newsletter:

The topic for next month's report is Moms' Real Thoughts about Breastfeeding vs. Formula Feeding. We set out to further understand this topic that continues to be a big 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!

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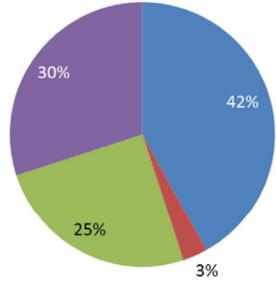
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We look forward to sharing - the responses are rather passionate:

"I feel like the sanctimonious bull needs to stop. We are not all Gwyneth Paltrow-types, and we can't all do absolutely everything in the way of being 'perfect' moms. Given the facts, I think most moms really, really want to breastfeed. Not all will be able to. And making them feel guilty about it is wrong. Forcing people who don't want to watch you nurse your child, likewise. I'll be honest- I don't like the formula industry, for the most part. But neither do I care for the nasty pressures brought to bear on new moms who aren't able to comfortably and reasonably breastfeed."

Which of the following best represents your feelings regarding what moms should be encouraged to do?

- Encourage moms to breastfeed exclusively
- Encourage moms to formula feed exclusively
- Encourage moms to do a combination of both breast and formula
- Not encourage moms one way or the other



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 "Having It All", 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.

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