

The Family Dinner Project

Concept Testing

Summary of Findings

A Quali/Quant Methodology

Case Study #4, February 2013

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Purpose & Objectives

Background & Purpose

The purpose of this research was to lead The Family Dinner Project in the in the optimal direction when it comes to positioning their program and the language to use when communicating the program and its benefits.

Objectives addressed in this report:

- ❖ Determine what families envision when they think about the ideal family dinner and what they hope this will do for their family
- ❖ Concepts
 - What is the winning concept – which concept appeals the most to parents
 - Does concept appeal differ by parents of children of different age groups
 - Motivational capability of concepts
 - Likelihood to learn more
 - How parents translate each concept to benefits and end-benefits for their family
 - Which pieces of each concept resonate and which go too far
 - Relevance of concept to families
- ❖ Optimal Concept
 - Suggested modifications to the concept(s) to maximize supports and minimize potential blocks or gaps

Methodology

311 Parents



Had children under the age of 18 living at home

- 104 with mixed age children
- 89 with children ages 1-5 only
- 67 with children ages 6-12 only
- 51 with children ages 13-18 only

Interviews averaged 24 minutes in length

Each respondents discussed 1 of the 3 concepts

- Enhanced by Socrates®, Quester's virtual moderator to probe for further depth and understanding

Linguistic analysis to identify, define key themes – performed by analysts, aided by software

Topline Conclusions

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Topline Conclusions

91%

feel family dinners
are important and
need to be a
priority

Yet only 50% eat at the table together as a family at least 5 times a week



Still 82% feel their family is very close

For The Family Dinner Project, the key to motivation lies within reinvigorating the dynamics of the family dinner and communicating the ease of which The Family Dinner Project can make this happen

It is more than just sitting down at the table together, it is what is happening around the table

Topline Conclusions

Focus of positioning must be:

Stronger family connections through tools that make it easier to share meals with better interactions

The dynamics at the table provide the reason to believe:

- Talking about each other's days opens a window to encourage and learn from each other
- When coupled with fun and laughter, creates a tighter family bond
- This strong family connection enhances learning of good values
- Creates memories that they will carry on to their families
- The tools such as meal plans/recipes and fun conversation starters make this dynamic easier to achieve



Current perceptions of the family dinner revolve simply around talking to one another. The Family Dinner Project opens their eyes to the possibility of getting more out of the family dinner and the “quality” of the interactions.



*“All five of us would be there for a **home-prepared meal**. We would **talk about our days at work and at school**. We would try to keep the conversation in a positive tone. I believe that eating meals together **brings a family together** and allows them to share parts of their lives that they **might not ordinarily do if the time hadn't been set aside to eat together**. We could talk about the kids' days at school, how they did in class work and/or tests, what friends they had an opportunity to interact with, what extra-curricular activities are coming up. We'd also talk about how my husband's job went during the day.”*

*“Nicely prepared meal every dish ready on the table with the table set. Everyone in the family **talking nicely no fights**. Asking each other about their day discussing current issues but not fighting or whining.”*

*“There is a lot of conversation about what the kids did that day in school or about things going on in our family. There is **almost always much laughter**. I hope the kids remember the fun we have had during meals and try to repeat that in their own families as they get out on their own. We talk about people they encounter at school and how they can have a positive impact on those people even if they are being mistreated by them.”*

*Size of ideas in the word cloud are relative to frequency of mention

Overall, no concept stands out.

Concepts Key Metrics Summary

	Total			Ages Under 10 vs. Ages 10 and Over					
	Concept 1	Concept 2	Concept 3	Concept 1		Concept 2		Concept 3	
				Kids Under 10	Kids 10 and Over	Kids Under 10	Kids 10 and Over	Kids Under 10	Kids 10 and Over
Likelihood to Learn More (Top 3 Box)	57%	64%	63%	61%	64%	66%	63%	58%	67%
Relevance (Top 3 Box)	61%	58%	62%	61%	62%	50%	65%	58%	65%

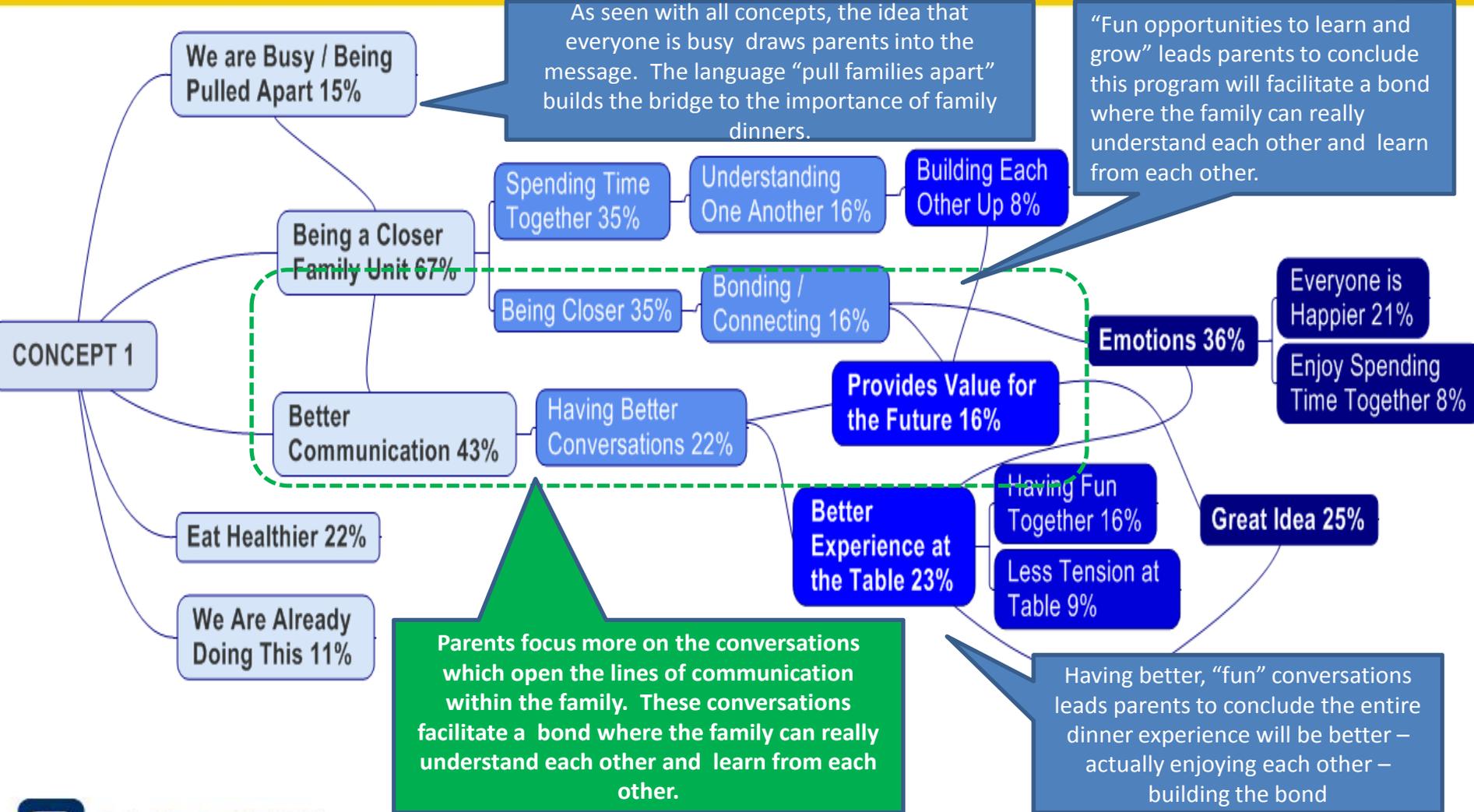
■ Higher than Concepts within Group
■ Lower than Concepts within Group

Summary of Concept Evaluation

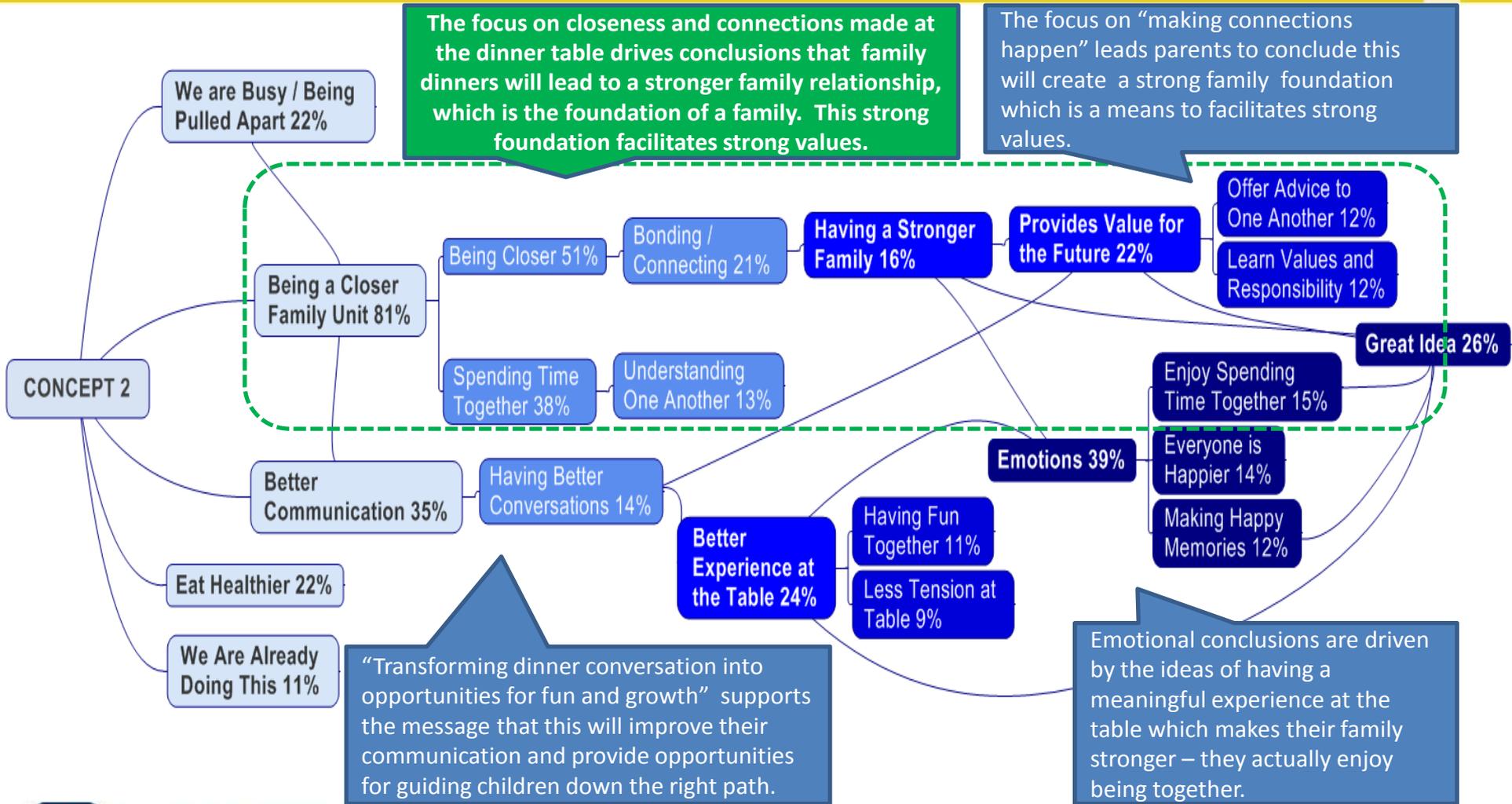
The concepts are not that different because there are parts of each that are important. You need parts from each to weave together the most motivating concept. Concept 3 elicits a stronger emotional connection, that draws parents into the message. Concept 2 more clearly communicates the ease of which these benefits can be achieved.

Concept	Focus	Benefits	Room for Improvement
<p>Concept 1</p> <p>Focus on communication and the impact on the relationship</p>	<p>Conversations open the lines of communication within the family</p> <p>Life moving fast is a strong hook</p>	<p>Facilitates a bond where the family can really understand each other and learn from each other</p>	<p>The strong focus on data and research has potential to raise questions regarding who is sponsoring the program – is perceived as “too serious”</p>
<p>Concept 2</p> <p>Strong focus on the family relationship and the opportunity for core values</p>	<p>Closeness and connections made at the dinner table drive conclusions that family dinners will lead to a stronger family relationship, which is the foundation of a family</p>	<p>This strong foundation facilitates strong values</p> <p>The ease of making family dinners possible, which is key given busy lives</p>	<p>Emotional connection is not as strong as seen with Concept 3</p>
<p>Concept 3</p> <p>Speaks more to the value of enjoying each other</p> <p>Strong feelings of families being pulled apart</p> <p>Elicits strong emotional language “wonderful”, “love” and “great idea.”</p>	<p>Hooks into the emotions of nostalgia and the experience at the table at the forefront of the message</p> <p>Drives a stronger emotional connection</p>	<p>Fun, regular family dinners will strengthen their family and leave an imprint on their memories that they will take with them moving forward</p>	<p>An opportunity to encourage values is not as strong – need to connect family dinners with a strong foundation which facilitates values</p>

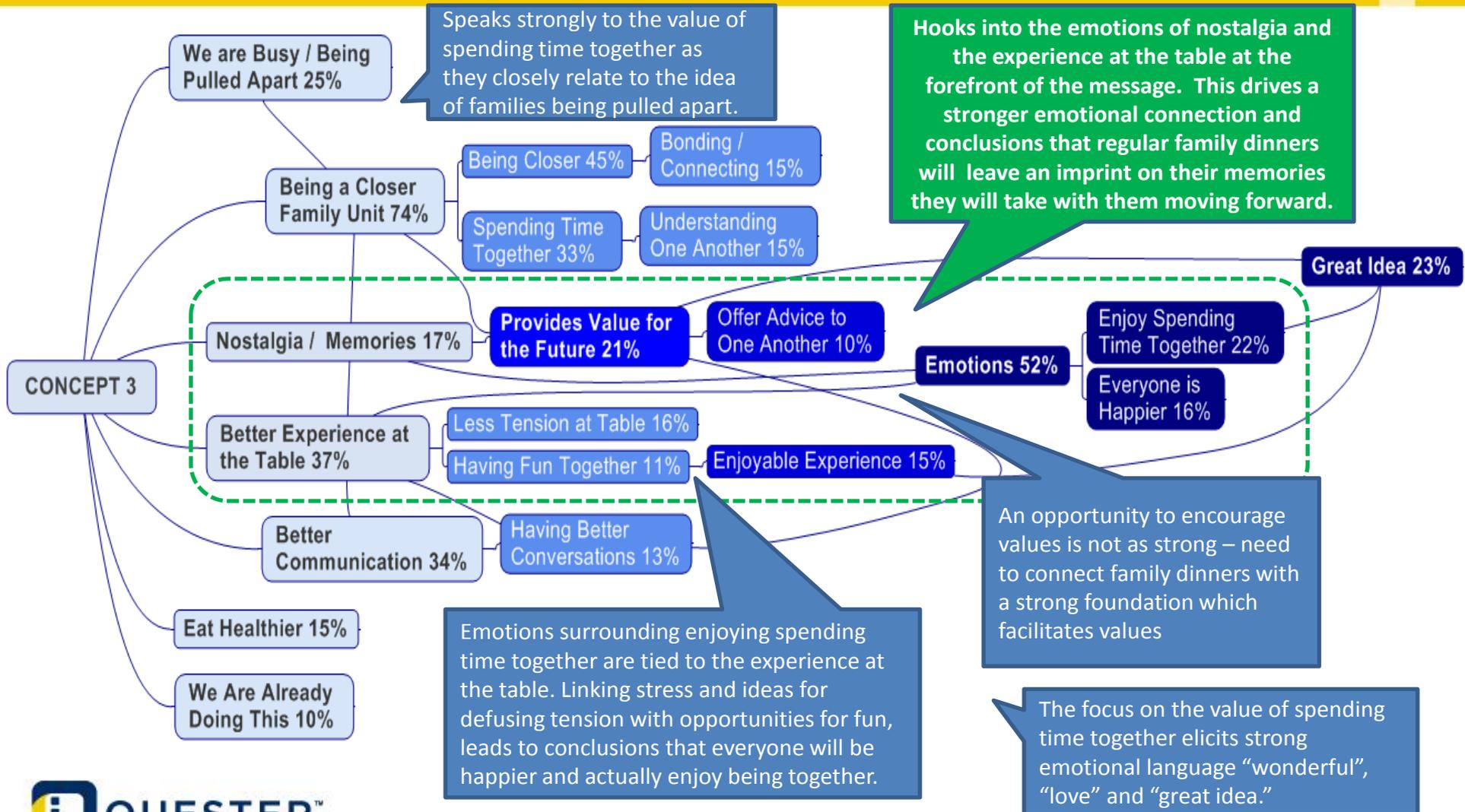
Concept 1 Mental Map



Concept 2 Mental Map



Concept 3 Mental Map



Suggested Concept

Actual Concept is Proprietary

Hook into emotions of nostalgia and the role family dinners used to play

Parents relate to the business and distractions that limit time to really connect

Parents want the dinner experience be fun in addition to having conversations about their day – reiterate fun

Enjoying and understanding one another lead to conclusions of a stronger family foundation in which everyone feels comfortable and learns from one another

Being closer as a family ties the story together and is the pathway for all end-benefits



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