Moms and Media 2021
An Infinite Dial Report
presented by The Research Moms
Launched in 1998, it is the longest-running survey of digital media behavior in America.

A new, syndicated survey with ongoing measurement of U.S. social media user attitudes and habits.

We surveyed a total of 360 moms.
Study Methodology

• For the Infinite Dial, Edison Research conducted a national telephone survey of 1,507 people aged 12 and older in early 2021, using random digit dialing techniques to both cell phones and landlines (U.S. Population 12+)

• Data weighted to national 12+ U.S. population figures

• “Mom” is defined as a woman having a child under 18 living in her household
On average, Moms are 40 years old

- 18-24: 2%
- 25-34: 30%
- 35-44: 42%
- 45-54: 20%
- 55+: 6%
- 55+: 6%

Average age of Moms: 40
Employment in 2021 reflects a COVID year

2020
- Full-time: 52%
- Part-time: 18%
- Homemaker: 18%
- Other*: 6%
- Temporarily Unemployed: 6%

2021
- Full-time: 51%
- Part-time: 16%
- Homemaker: 17%
- Other*: 7%
- Temporarily Unemployed: 9%

(*student, retired, other)
Devices
89% of Moms own a smartphone
Moms have evolved to mobile

% of Moms who own a smartphone

- 61% in 2012
- 89% in 2021
Nearly 7 in 10 Moms own a tablet

% OF MOMS WHO OWN ANY KIND OF TABLET

- Yes: 68%
- No: 32%
Smart speakers surge among Moms

% OF MOMS WHO OWN ANY KIND OF SMART SPEAKER

- 34% in 2019
- 33% in 2020
- 46% in 2021

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Moms are much more likely to ask Alexa

% of smart speaker moms who own each type

- An Amazon device with Alexa: 72%
- Google Home: 51%
- Apple HomePod: 5%
With Smart speakers, more is better for most Moms

**How many voice enabled speakers do you have in your household?**

Base: Moms who own at least one smart speaker

- One smart speaker: 42%
- Two or more smart speakers: 58%

AVERAGE NUMBER OF SMART SPEAKERS: 2.7

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Most Moms appreciate being hands free

**DO YOU CURRENTLY EVER USE A VOICE-OPERATED PERSONAL ASSISTANT?**

*Examples include: Amazon Alexa, Google Assistant, Apple’s Siri*

- Yes: 63%
- No: 37%
Moms use voice assistance across devices

% OF MOMS WHO EVER USE A VOICE-OPERATED PERSONAL ASSISTANT ON EACH DEVICE

- Smartphone: 52%
- Smart speaker: 34%
- Tablet: 25%
- Computer: 22%
- Any other device: 14%
61% of Moms own wireless earphones or headphones
93% of Moms have internet access at home.
81% of Moms access the internet from their cell phones
Daily,

Moms report spending...

1 hour
12 minutes
listening to radio

2 hours
11 minutes
watching television

4 hours
16 minutes
using the internet

SELF-REPORTED AVERAGE TIME SPENT WITH MEDIA IN THE LAST 24 HOURS
Compared to 2020, Moms report spending 23 more minutes per day using the internet.

Self-reported average time spent with media in the last 24 hours.
In 2021
93% of Moms use some kind of social media
Moms have become highly social

% of moms who use any social networking site or service
TikTok sees biggest gain among Moms

% of Moms who currently ever use each social networking site or service

- **Facebook**: 81% (2019), 81% (2020), 85% (2021)
- **Pinterest**: 50% (2019), 55% (2020), 63% (2021)
- **Instagram**: 50% (2019), 53% (2020), 53% (2021)
- **Snapchat**: 31% (2019), 30% (2020), 33% (2021)
- **LinkedIn**: 25% (2019), 26% (2020), 29% (2021)
- **Twitter**: 18% (2019), 23% (2020), 27% (2021)
- **TikTok**: 8% (2019), 26% (2020), 26% (2021)
Facebook less dominant but still ‘used most’ among social media Moms

% OF MOMS WHO USE SOCIAL MEDIA AND USE FACEBOOK MOST

- 72% in 2017
- 69% in 2018
- 64% in 2019
- 69% in 2020
- 58% in 2021
Online Audio and Other Media Habits
Online audio listening gains with Moms

% OF MOMS WHO HAVE LISTENED TO ONLINE AUDIO
ONLINE AUDIO INCLUDES AM/FM RADIO STATIONSON THE INTERNET AND INTERNET-ONLY AUDIO SOURCES

- Ever
  - 2017: 80%
  - 2018: 84%
  - 2019: 87%
  - 2020: 83%
  - 2021: 90%

- In the last month
  - 2017: 71%
  - 2018: 76%
  - 2019: 74%
  - 2020: 76%
  - 2021: 82%

- In the last week
  - 2017: 59%
  - 2018: 69%
  - 2019: 70%
  - 2020: 70%
  - 2021: 76%

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Weekly, Moms report spending 15 hours listening to online audio

Online audio includes AM/FM radio stations on the internet and internet-only audio sources.

Base: Moms who listened to online audio in the last week and gave an opinion.
Podcast listening continues to grow among Moms

% OF MOMS WHO HAVE LISTENED TO A PODCAST

- **Ever:**
  - 2017: 46%
  - 2018: 53%
  - 2019: 57%
  - 2020: 64%

- **In the last month:**
  - 2017: 29%
  - 2018: 33%
  - 2019: 33%
  - 2020: 39%
  - 2021: 40%

- **In the last week:**
  - 2017: 19%
  - 2018: 19%
  - 2019: 21%
  - 2020: 24%
  - 2021: 28%
Moms who listen to podcasts average 6.4 per week
AM/FM Radio listening declines among Moms

% of Moms who have listened to AM/FM radio either over the air or online in the last week

2018: 78
2019: 78
2020: 78
2021: 59

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50% of Moms have listened to an audiobook
Moms who listen to audiobooks average 7.8 per year
Children and Social Media
Study Methodology

• The Social Habit, a national, online and ongoing survey of U.S. social media users aged 18 and older provides continuous measurement of user attitudes and habits

• We isolated social media moms of children under 18 who use social media

• Data collected is from April 2021
"Social media has had a negative impact on the emotional well-being of your children"
“Your children mostly learn about current events through social media”

44% Agree

28% Disagree

BASE: SOCIAL MEDIA MOMS WITH CHILDREN UNDER 18 WHO USE SOCIAL MEDIA
58% of Social Media Moms agree that their children have been using social media more often since the pandemic began.

BASE: SOCIAL MEDIA MOMS WITH CHILDREN UNDER 18 WHO USE SOCIAL MEDIA
“Social Media has helped your children cope during the pandemic”
58% of Social Media Moms agree that social media has helped their children interact with friends during the pandemic.

BASE: SOCIAL MEDIA MOMS WITH CHILDREN UNDER 18 WHO USE SOCIAL MEDIA
“Your children have relied too much on social media to fill their time during the pandemic”
Conclusions
Moms and Media 2021 Recap

1. After a year of COVID-19 Moms’ media habits reflect new norms
   - SIRI, ALEXA AND GOOGLE ASSISTANT ARE BECOMING PART OF THE FAMILY
   - INTERNET IS POWERING EVERY DAY
   - MOBILE AND WIRELESS DEVICES ARE PART OF A STAY-AT-HOME LIFESTYLE

2. Media consumption is a sign of the times
   - DAILY TIME WITH INTERNET EXCEEDS FOUR HOURS
   - PODCASTING AND ONLINE AUDIO CONTINUE THEIR FORWARD REACH
   - SOCIAL MEDIA REMAINS CRITICAL

3. Children’s social media
   - MORE LEAN ON SOCIAL MEDIA TO STAY CONNECTED
   - MOMS SEE IT AS MOSTLY POSITIVE FOR THEIR CHILDREN DURING COVID-19 TIMES
   - A SOURCE OF WHAT’S GOING ON OUTSIDE THEIR BUBBLE