A national online survey provides an additional sample of moms and allows for analysis of moms with children under 18 who use social media.

Launched in 1998, it is the longest-running survey of digital media behavior in America, and provides our sample of U.S. moms.

In total, we surveyed 328 moms between the two studies.
Study Methodology

• For the Infinite Dial, Edison Research conducted a national telephone survey of 1,502 people aged 12 and older in early 2022, 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

• Reporting of media habits and trends for U.S. moms since 2011
On average, Moms are 41 years old

AVERAGE AGE OF MOMS: 41

- 25-34: 20%
- 35-44: 45%
- 18-24: 3%
- 55+: 9%
- 45-54: 23%
Employment in 2022 bounces back after COVID

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

2022
- Full-time: 64%
- Part-time: 8%
- Homemaker: 16%
- Other*: 8%
- Temporarily Unemployed: 4%

(*student, retired, other)
More Moms are working outside the home

**2021**

- Outside Home: 58%
- Inside Home: 30%
- Both Equally: 12%

**2022**

- Outside Home: 77%
- Inside Home: 20%
- Both Equally: 3%

*BASE: MOMS WHO WORK EITHER FULL-TIME OR PART-TIME*
Devices
98% of Moms own a smartphone
Almost all Moms have now adopted mobile

% OF MOMS WHO OWN A SMARTPHONE

- 2012: 61%
- 2022: 98%

#MomsAndMedia
Two thirds of Moms own a tablet

% of Moms who own any kind of tablet

- Yes (66%)
- No (34%)
Half of Moms now own a Smart Speaker

% of Moms who own any kind of Smart Speaker

- 34% in 2019
- 33% in 2020
- 46% in 2021
- 50% in 2022
Alexa devices dominate with Smart Speaker Moms

% OF SMART SPEAKER MOMS WHO OWN EACH TYPE

- An Amazon device with Alexa: 75
- Google Home: 25
- Apple HomePod: 6
It’s about quantity for Smart Speaker Moms

HOW MANY VOICE-ENABLED SPEAKERS DO YOU HAVE IN YOUR HOUSEHOLD?

BASE: MOMS WHO OWN AT LEAST ONE SMART SPEAKER

AVERAGE NUMBER OF SMART SPEAKERS: 2.8

- One smart speaker: 33%
- Two smart speakers: 24%
- Three or more smart speakers: 43%
Moms continue to choose hands free

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

EXAMPLES INCLUDE: AMAZON ALEXA, GOOGLE ASSISTANT, APPLE'S SIRI

2021: 63%
2022: 76%
Moms utilize hands free across many devices

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

- Smartphone: 52% (2021) to 65% (2022)
- Computer: 22% (2021) to 38% (2022)
- Smart speaker: 34% (2021) to 37% (2022)
- Tablet: 25% (2021) to 33% (2022)
- Any other device: 14% (2021) to 15% (2022)
63% of Moms own wireless earphones or headphones
Radios are fading at home among Moms

HOW MANY DIFFERENT RADIOS DO YOU HAVE IN YOUR HOME?

% OF MOMS WHO HAVE AT LEAST ONE RADIO IN THE HOME

AVERAGE 2.4 RADIOS

88

2012

AVERAGE 1.3 RADIOS

62

2022
Radios vs. smartphones among Moms

- % percentage owning a radio at home
- % percentage owning a smartphone

2012
- 88% (Dark Red)
- 61% (Light Pink)

2022
- 62% (Dark Red)
- 98% (Light Pink)
Internet
86% of Moms access the internet from their cell phones.
Moms’ daily time using the internet

4 hours

16 minutes less per day than in 2021

SELF-REPORTED AVERAGE TIME SPENT WITH MEDIA IN THE LAST 24 HOURS
Moms’ daily time with other media

Watching television
2 hours
26 minutes

Listening to radio
1 hour
36 minutes

Self-reported average time spent with media in the last 24 hours
In 2022, 93% of Moms use some kind of social media.
TikTok soars among Moms

% OF MOMS WHO CURRENTLY EVER USE EACH SOCIAL NETWORKING SITE OR SERVICE

- **Facebook**: 81%, 85%, 88% (2020, 2021, 2022)
- **Instagram**: 50%, 53%, 62% (2020, 2021, 2022)
- **Pinterest**: 50%, 55%, 56% (2020, 2021, 2022)
- **TikTok**: 8%, 26%, 42% (2020, 2021, 2022)
- **Snapchat**: 31%, 30%, 35% (2020, 2021, 2022)
- **LinkedIn**: 26%, 29%, 35% (2020, 2021, 2022)
- **Twitter**: 18%, 27%, 26% (2020, 2021, 2022)
Facebook is still ‘used most’ among social media Moms

% OF MOMS WHO USE SOCIAL MEDIA AND USE FACEBOOK MOST

<table>
<thead>
<tr>
<th>Year</th>
<th>%</th>
</tr>
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<tbody>
<tr>
<td>2017</td>
<td>72</td>
</tr>
<tr>
<td>2018</td>
<td>69</td>
</tr>
<tr>
<td>2019</td>
<td>64</td>
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<td>2020</td>
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<td>2021</td>
<td>58</td>
</tr>
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<td>2022</td>
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</table>
Facebook dominance has declined as ‘used most’ among social media Moms

% OF MOMS WHO USE SOCIAL MEDIA AND USE FACEBOOK MOST

<table>
<thead>
<tr>
<th>Year</th>
<th>Facebook Dominance</th>
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<td>72</td>
</tr>
<tr>
<td>2022</td>
<td>62</td>
</tr>
</tbody>
</table>
Other Media Habits
Most Moms are not listening alone

**HOW OFTEN ARE YOU LISTENING TO AUDIO WITH OTHER PEOPLE?**

- Frequently: 31%
- Sometimes: 31%
- Hardly ever: 23%
- Never: 15%
Online audio holds with Moms

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

Ever
- 2018: 84%
- 2019: 87%
- 2020: 83%
- 2021: 90%
- 2022: 90%

In the last month
- 2018: 76%
- 2019: 74%
- 2020: 76%
- 2021: 82%
- 2022: 83%

In the last week
- 2018: 69%
- 2019: 70%
- 2020: 70%
- 2021: 76%
- 2022: 75%
Moms’ weekly time listening to online audio

11 hours 38 minutes

3:22 less per week than in 2021

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.
Nearly a third of Moms have listened to a podcast in the last week

% of Moms who have listened to a podcast

- **Ever**
  - 2018: 53
  - 2019: 56
  - 2020: 57
  - 2021: 64
  - 2022: 65

- **In the last month**
  - 2018: 33
  - 2019: 33
  - 2020: 39
  - 2021: 40
  - 2022: 48

- **In the last week**
  - 2018: 19
  - 2019: 21
  - 2020: 24
  - 2021: 28
  - 2022: 32

#MomsAndMedia
AM/FM Radio listening has a bounce 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%
- 2022: 66%
Children and Social Media
Study Methodology

• A national, online survey of U.S. adults 18 and older
• We isolated moms with children under 18
• Data collected is from March 2022
55% of Moms have children who use social media

BASE: MOMS WITH CHILDREN UNDER 18
60% of Moms think their children spend too much time on social media

BASE: MOMS WITH CHILDREN UNDER 18 WHO USE SOCIAL MEDIA
What’s appropriate for kids’ daily social media time?

% of Moms vs. % of Moms with Children who use Social Media

- **One hour or less**:
  - Moms: 32%
  - Moms with children who use social media: 14%

- **Between one and two hours**:
  - Moms: 28%
  - Moms with children who use social media: 28%

- **Between two and three hours**:
  - Moms: 28%
  - Moms with children who use social media: 21%

- **More than three hours**:
  - Moms: 20%
  - Moms with children who use social media: 31%

#MomsAndMedia
Average appropriate daily time for children to spend using social media

2 hours 24 minutes
BASE: ALL MOMS

3 hours 18 minutes
BASE: MOMS WITH CHILDREN WHO USE SOCIAL MEDIA

#MomsAndMedia
Is social media more helpful or harmful to children?

% of Moms vs. % of Moms with children who use social media

- More helpful than harmful:
  - Moms: 39%
  - Moms with children who use social media: 58%

- More harmful than helpful:
  - Moms: 61%
  - Moms with children who use social media: 42%
86% of Moms with children who use social media agree that it needs more regulation to protect children.

BASE: MOMS WITH CHILDREN WHO USE SOCIAL MEDIA
Conclusions
Moms and Media 2022 Recap

1. Two years into COVID, 2022 shows a path back to normal
   - More moms are working outside the home
   - Daily internet time sees a slight downshift
   - Radio listening sees a little rebound
Moms and Media 2022 Recap

1. Two years into COVID, 2022 shows a path back to normal
   - MORE MOMS ARE WORKING OUTSIDE THE HOME
   - DAILY INTERNET TIME SEES A SLIGHT DOWNSHIFT
   - RADIO LISTENING SEES A LITTLE REBOUND

2. Some habits created are now norms
   - SMART SPEAKERS HAVE PROVEN THEIR WORTH, WITH MOMS OWNING MULTIPLE
   - VOICE ASSISTED TECHNOLOGY OVERALL HAS SETTLED IN WITH MOMS ACROSS DEVICES
   - TIK TOK IS QUICKLY GAINING GROUND IN MOMS’ SOCIAL MEDIA WORLD
Moms and Media 2022 Recap

1. Two years into COVID, 2022 shows a path back to normal
   - More Moms are working outside the home
   - Daily internet time sees a slight downshift
   - Radio listening sees a little rebound

2. Some habits created are now norms
   - Smart speakers have proven their worth, with Moms owning multiple
   - Voice assisted technology overall has settled in with Moms across devices
   - TikTok is quickly gaining ground in Moms’ social media world

3. Children and social media
   - Most Moms think their children spend too much time on social media
   - Moms with children who use social media are more positive toward the platforms
   - Social media needs more regulation to protect children