

# Moms and Media 2019

An Infinite Dial Report

presented by

*The* Research Moms



#MomsAndMedia

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## Moms and Media 2019

- Taken from the Infinite Dial series which dates to 1998
- Tracking media habits and consumption of Moms since 2011
- Moms are well equipped with devices and technology
- Moms have established a tech tool kit that continues to get bigger and more robust
- Moms continue to live a mobile lifestyle with media behaviors and devices to support it

# Moms and Media

## WHAT THIS 2019 EDITION HIGHLIGHTS:

- The devices in the 'Tech Tool Kit'
- How the internet is the engine for Moms' daily media
- Online audio has a big place with Moms
- Social networking remains a key part of Moms' day
- Other media consumption and habits
  - Podcasts
  - YouTube
  - AM/FM radio

## Study Methodology

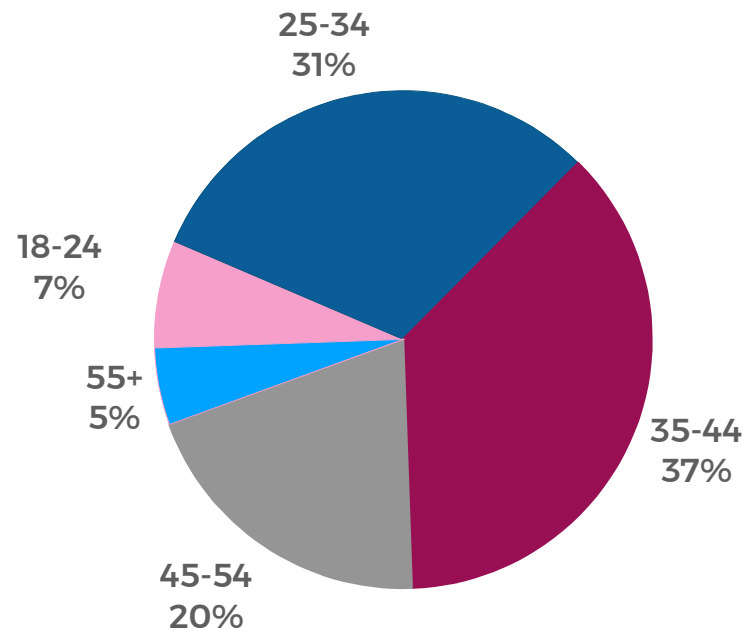
- In January/February 2019, Edison Research conducted a national telephone survey of 1,500 people aged 12 and older, using random digit dialing techniques to both cell phones and landlines (U.S. Population 12+)
- Telephone data weighted to national 12+ U.S. population figures
- In addition, Edison Research also conducted a national online survey of 4,126 people aged 12 and older (U.S. Online Population 12+)
- Online data weighted to match the Infinite Dial telephone demographics of those with internet access
- Survey offered in both English and Spanish
- “Mom” is defined as a woman having a child under 18 living in her household
- The sample yielded 176 Moms from the telephone survey and 534 from the online survey



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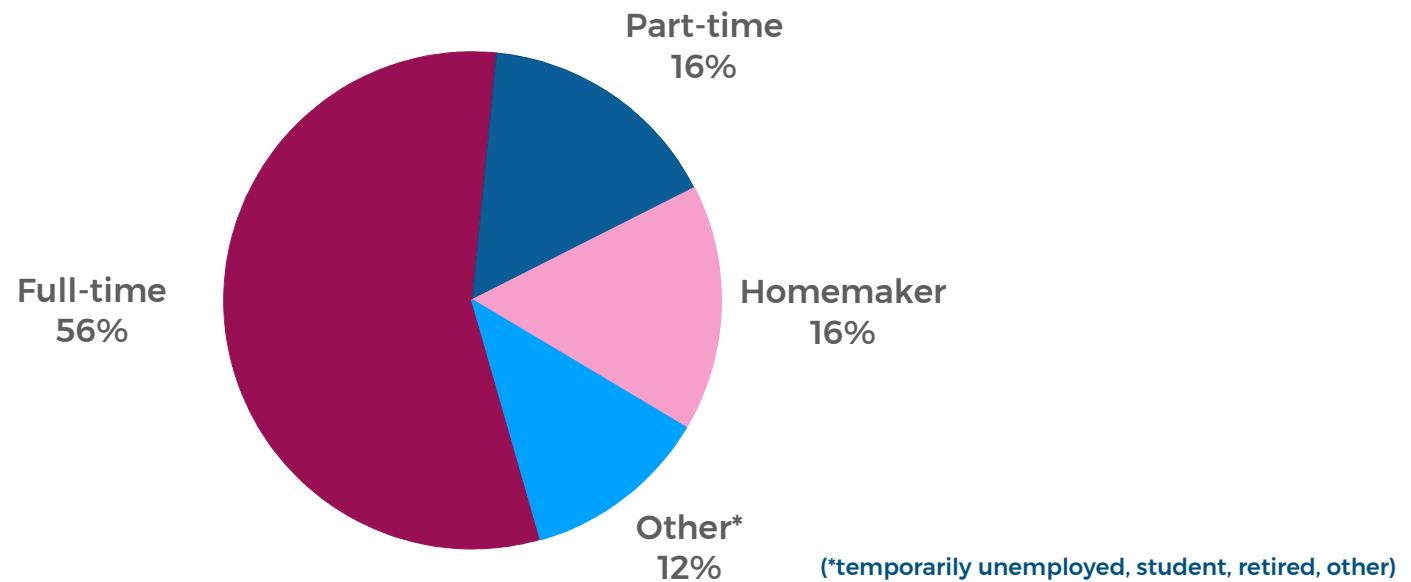
## The Moms sample: Age



MEDIAN AGE OF MOMS: 37

AVERAGE AGE OF MOMS: 39

## The Moms sample: Employment status





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# Devices

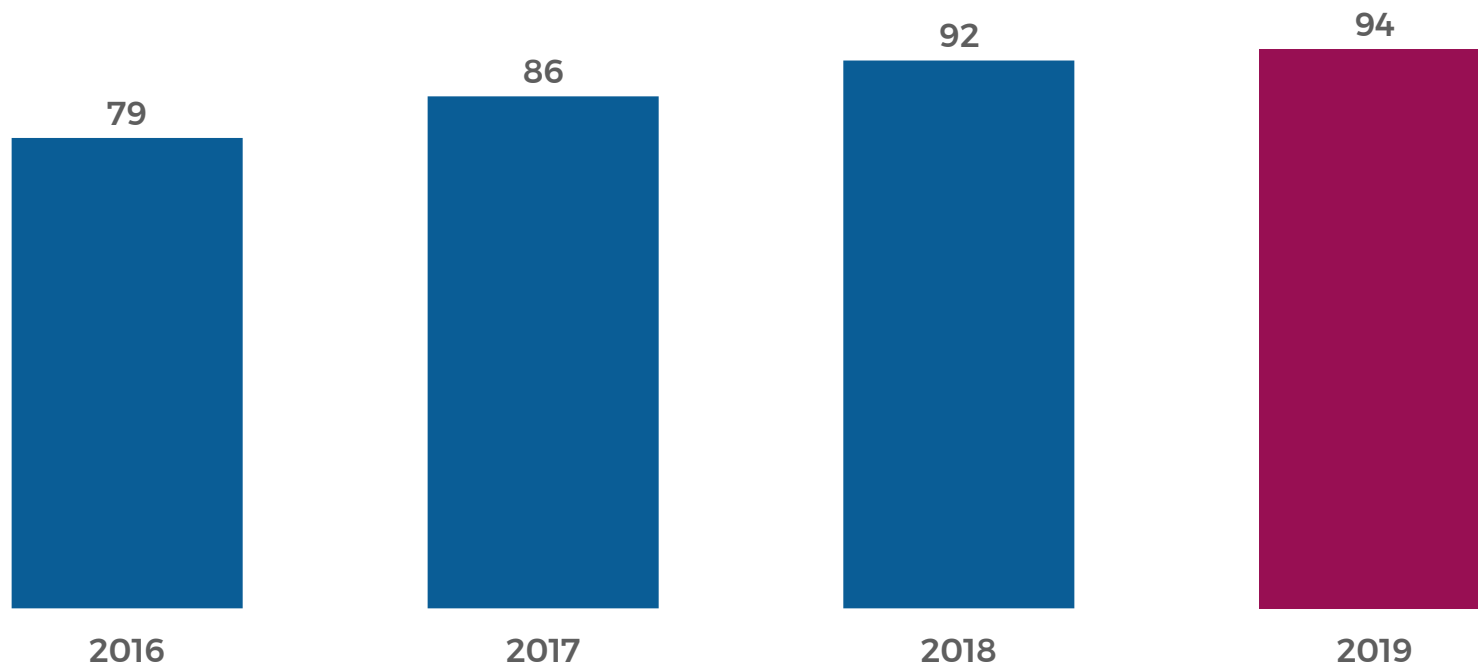


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## Nearly all Moms now own a smartphone

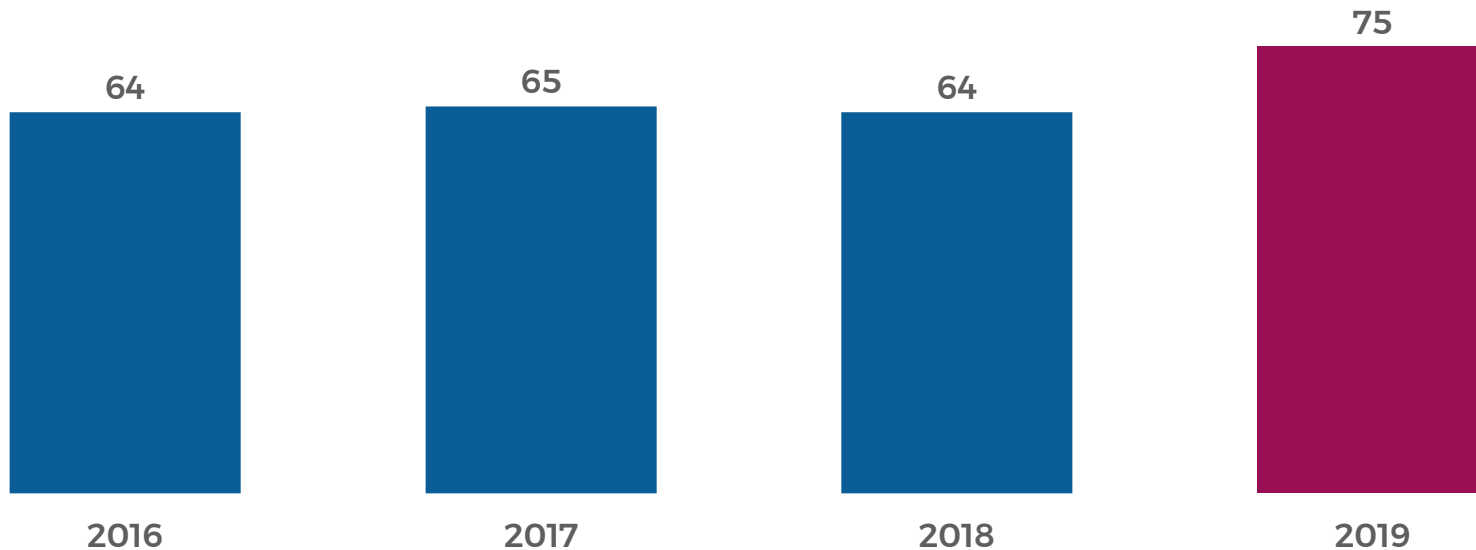
% OF MOMS WHO OWN A SMARTPHONE





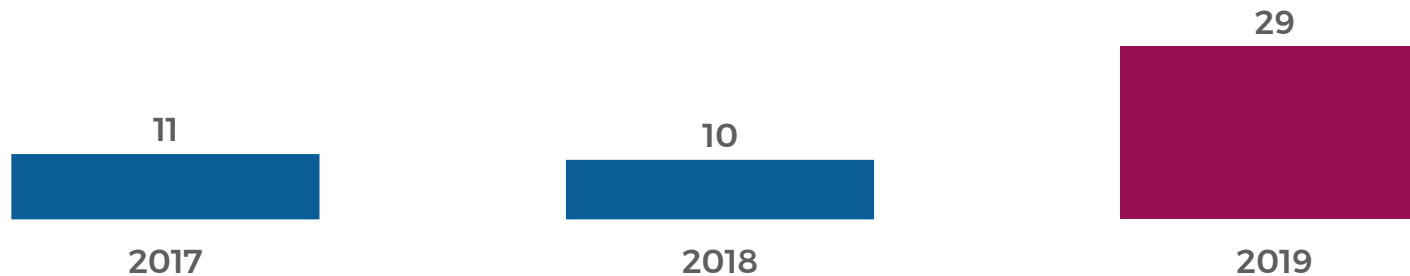
## After a stall, tablets see a surge with Moms

% OF MOMS WHO OWN A TABLET



## Wearable tech has caught on with Moms

% OF MOMS WHO OWN AN INTERNET CONNECTED WATCH  
SUCH AS THE APPLE WATCH OR SAMSUNG GEAR



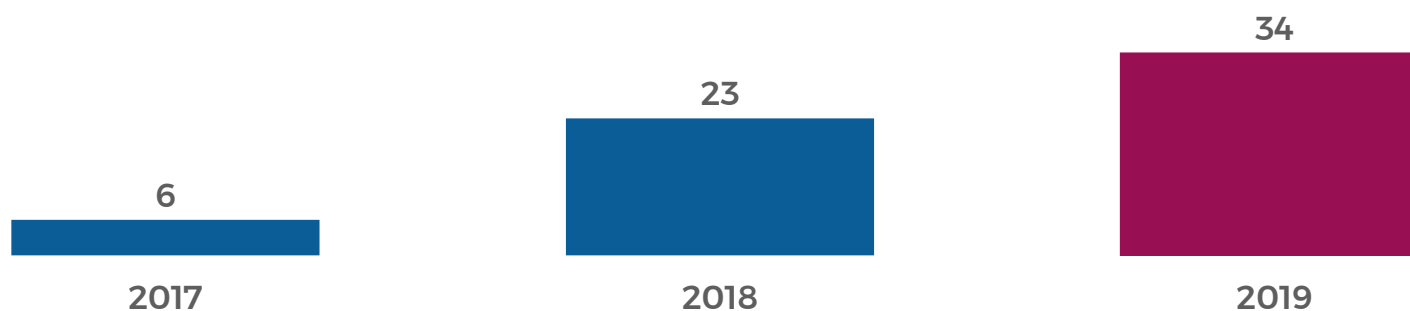
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**34% of Moms own  
some type of smart speaker**

INFINITE DIAL PHONE SURVEY

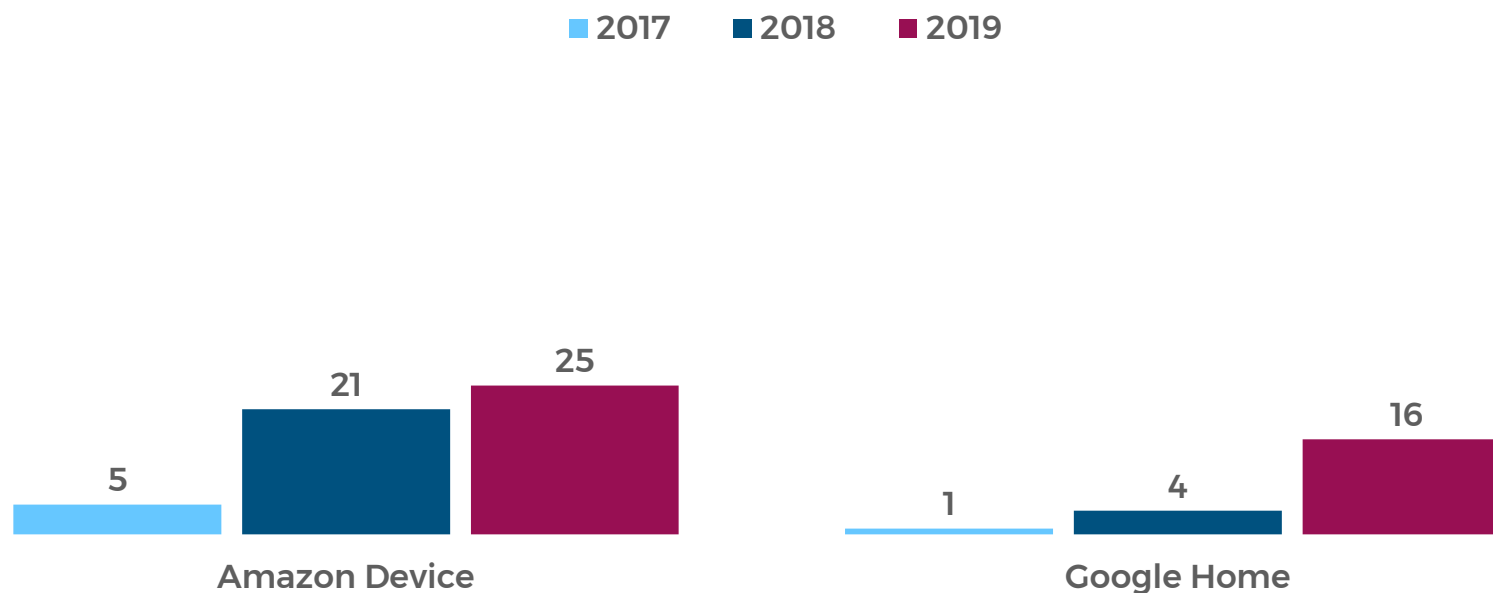
## One third of Moms own some kind of smart speaker

% OF MOMS OWNING ANY TYPE OF SMART SPEAKER



# Amazon and Google lead in smart speakers for Moms

% OF MOMS OWNING AMAZON DEVICE VS. GOOGLE HOME



# 32% of Moms own a Bluetooth-enabled fitness tracker

INFINITE DIAL ONLINE SURVEY

# 39% of Moms own wireless earphones or headphones

INFINITE DIAL ONLINE SURVEY

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# Internet



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# Daily, **Moms spend...**

**1 hour  
31 minutes**  
listening to radio

**2 hours  
24 minutes**  
watching television

**3 hours  
58 minutes**  
using the internet

INFINITE DIAL PHONE SURVEY

SELF-REPORTED AVERAGE TIME SPENT WITH MEDIA IN THE LAST 24 HOURS



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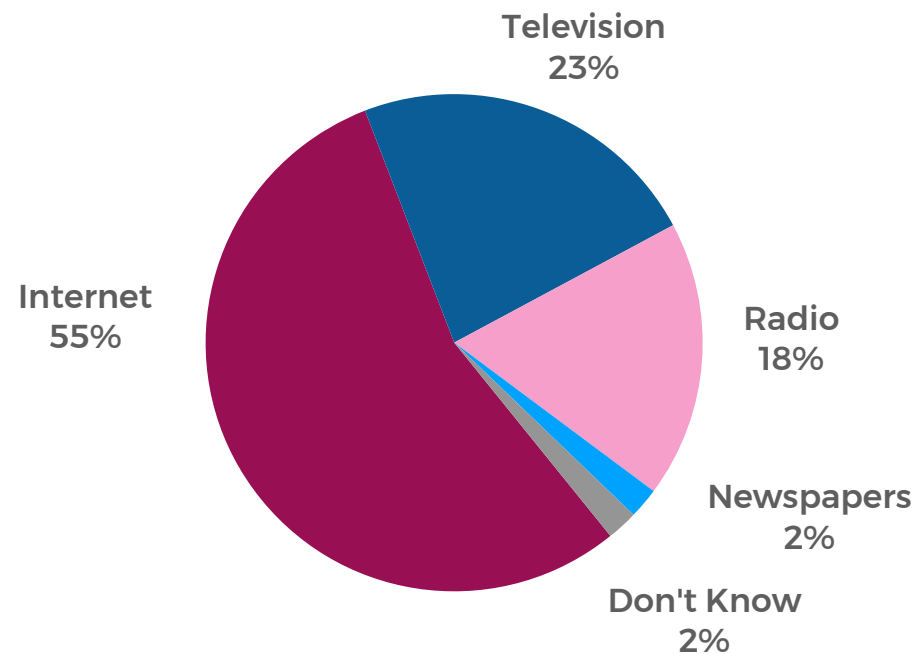
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# Moms are spending **24 more minutes daily** with the internet in **2019** than in **2018**

INFINITE DIAL PHONE SURVEY  
SELF-REPORTED AVERAGE TIME SPENT WITH INTERNET IN THE LAST 24 HOURS

## Moms use internet most, first thing in the morning

AMONG INTERNET, NEWSPAPER, RADIO AND TELEVISION WHICH ONE ARE YOU MOST LIKELY TO USE FIRST THING IN THE MORNING?



**98% of Moms have  
internet access from any location**

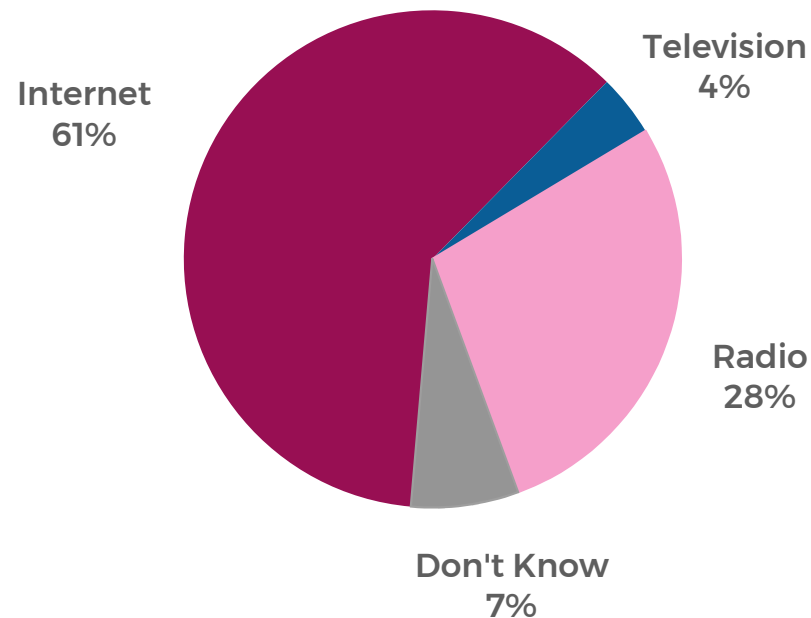
INFINITE DIAL PHONE SURVEY

**90% of Moms  
access the internet from their  
cell phones**

INFINITE DIAL PHONE SURVEY

## For new music, most Moms go to the internet

AMONG INTERNET, NEWSPAPER, RADIO AND TELEVISION,  
WHICH ONE DO YOU USE MOST TO LEARN ABOUT NEW MUSIC?



## Moms say the internet is excellent for entertainment

% OF MOMS FROM INFINITE DIAL ONLINE SURVEY  
RATING THE INTERNET "9" OR "10" ON A 10 PT. SCALE AS A...



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# Online Audio



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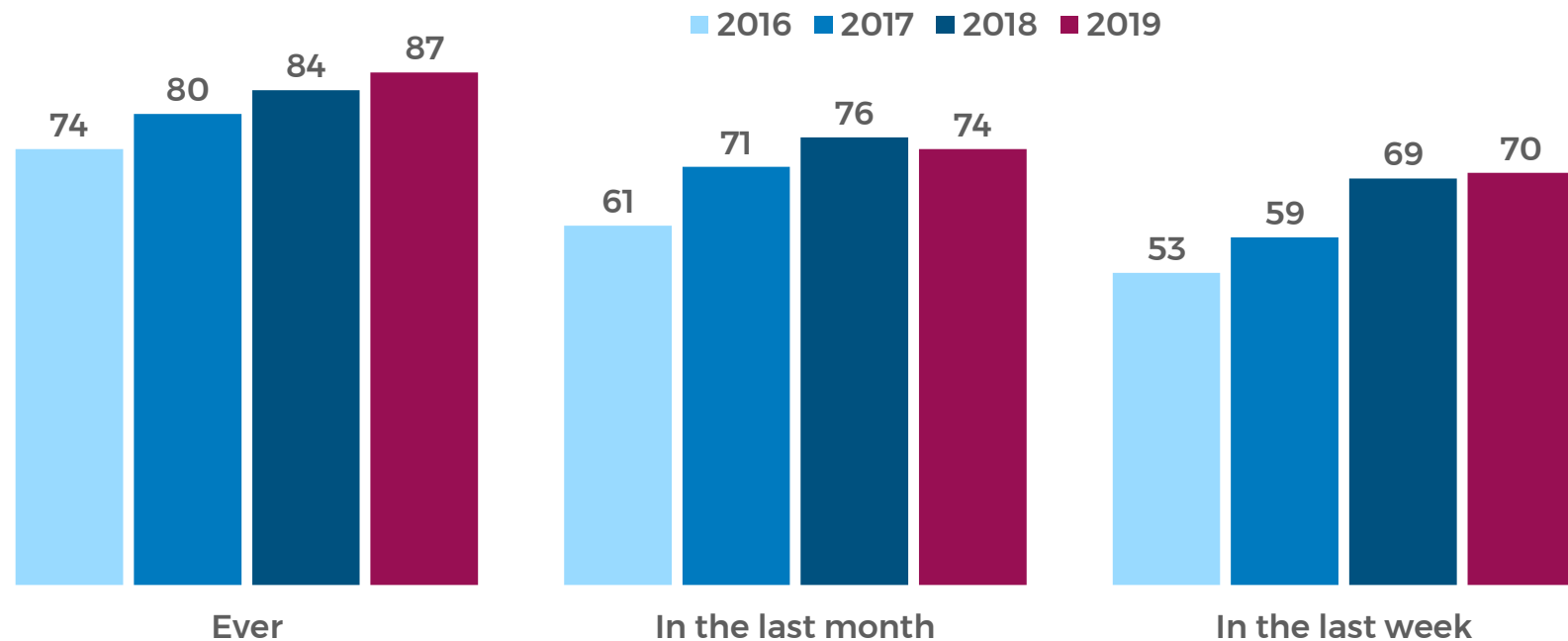
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# Listening to online audio remains strong for Moms

% OF MOMS WHO HAVE LISTENED TO ONLINE AUDIO

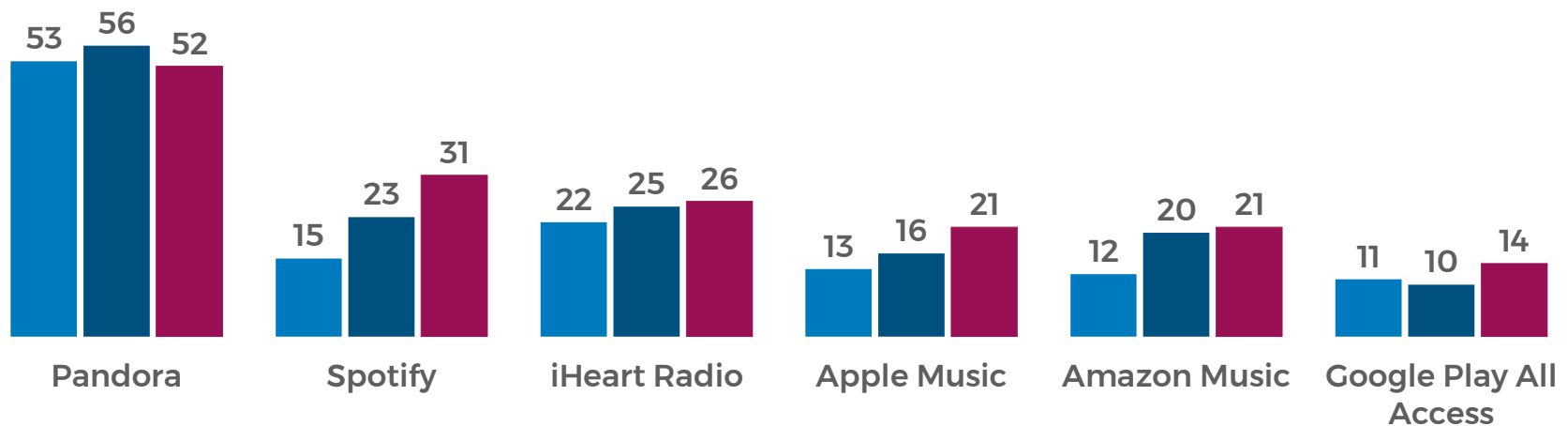
ONLINE AUDIO INCLUDES AM/FM RADIO STATIONS ON THE INTERNET AND INTERNET-ONLY AUDIO SOURCES



## Pandora still leads with Moms, but dips this year

% OF MOMS WHO CURRENTLY EVER USE EACH INTERNET-ONLY AUDIO SOURCE

■ 2017 ■ 2018 ■ 2019



# 59% of moms of teens have learned about a streaming music service from their teenager

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**52% of Moms**  
have listened to internet radio by connecting  
a cell phone to their car stereo

BASE: MOMS WHO OWN A CELL PHONE  
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# Social Media

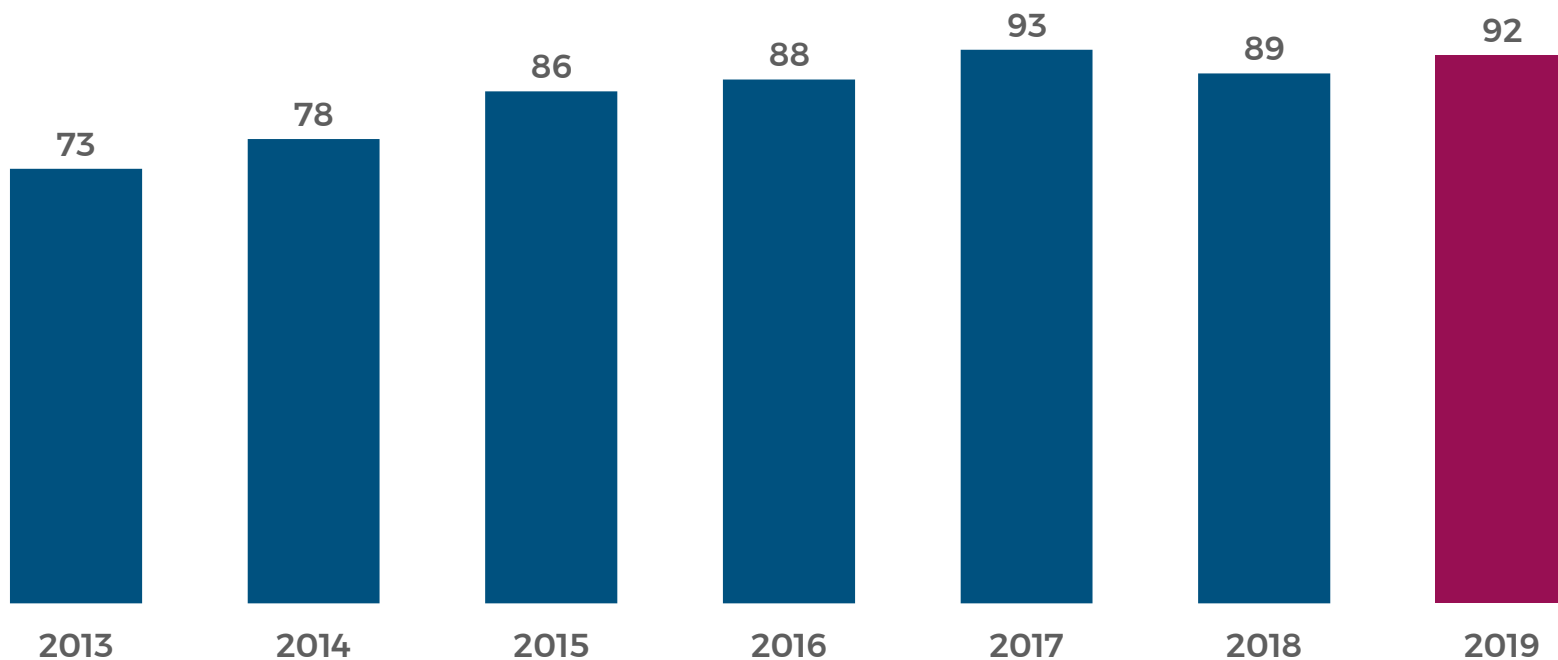


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## Moms continue their social behavior

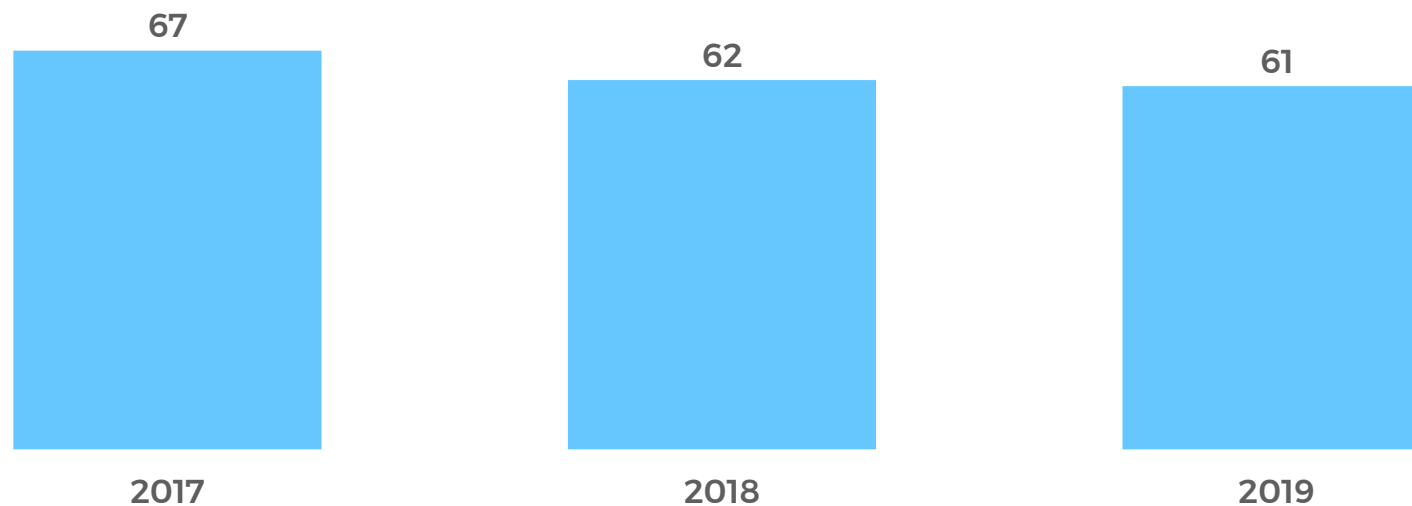
% OF MOMS WHO USE ANY SOCIAL NETWORKING SITE OR SERVICE



## Facebook usage among all Americans is declining

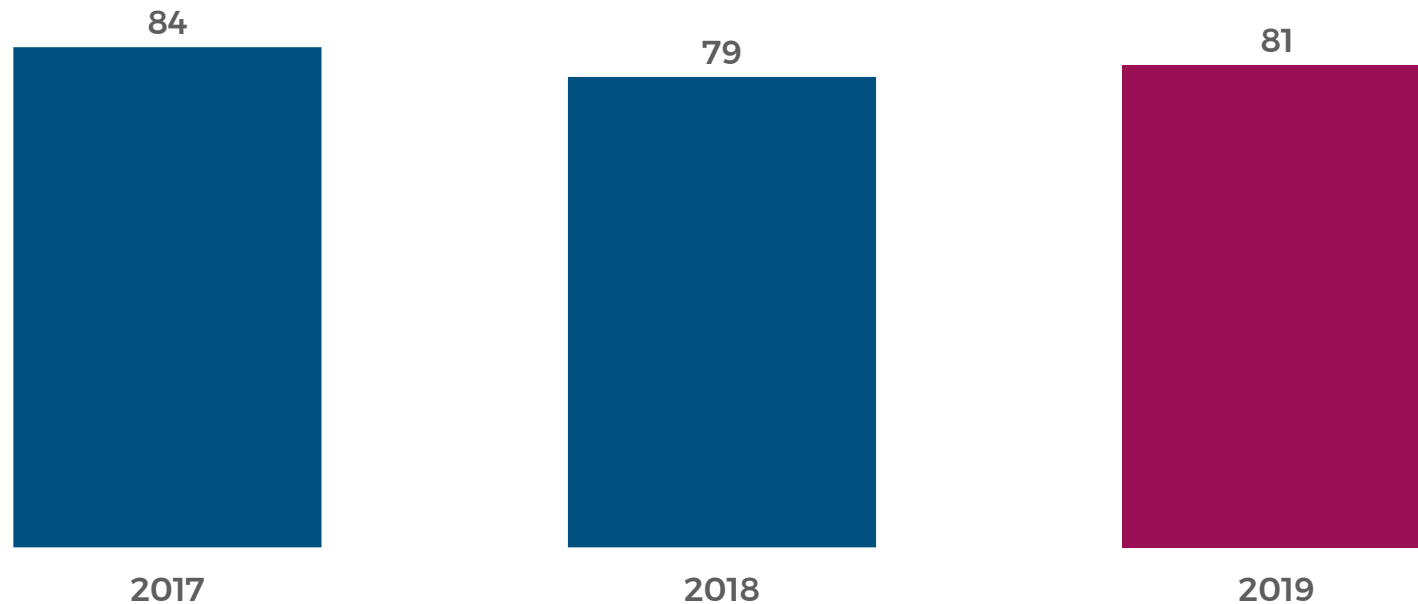
TOTAL U.S. POPULATION 12+

% USING FACEBOOK



## Facebook remains strong with Moms

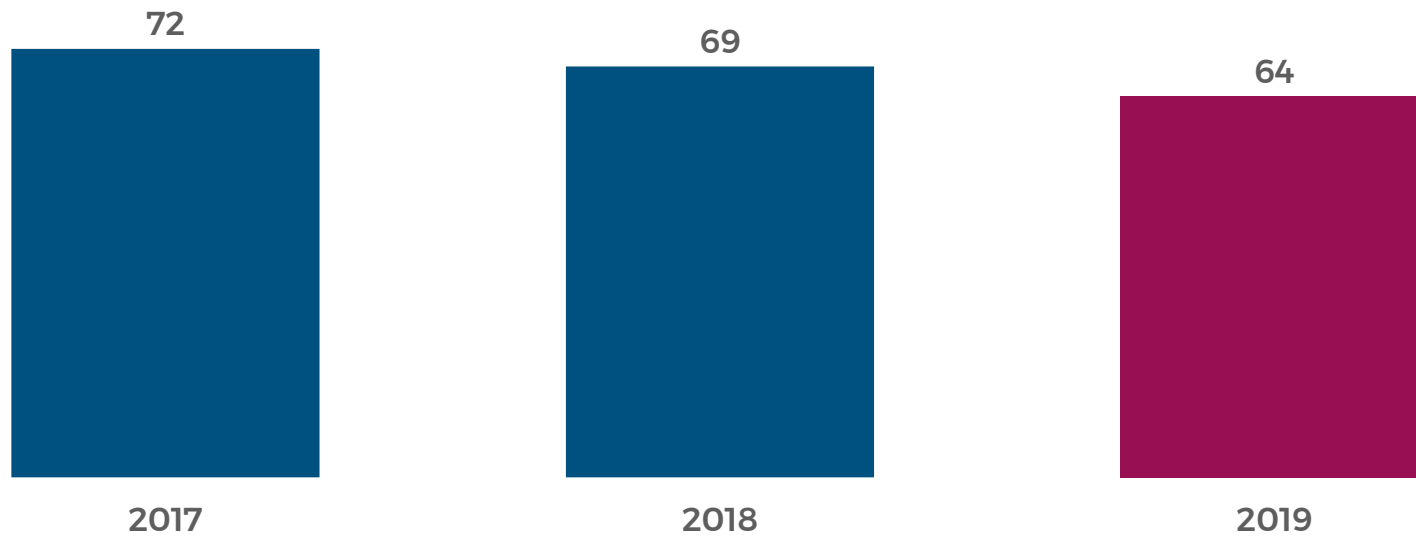
% OF MOMS WHO CURRENTLY EVER USE FACEBOOK





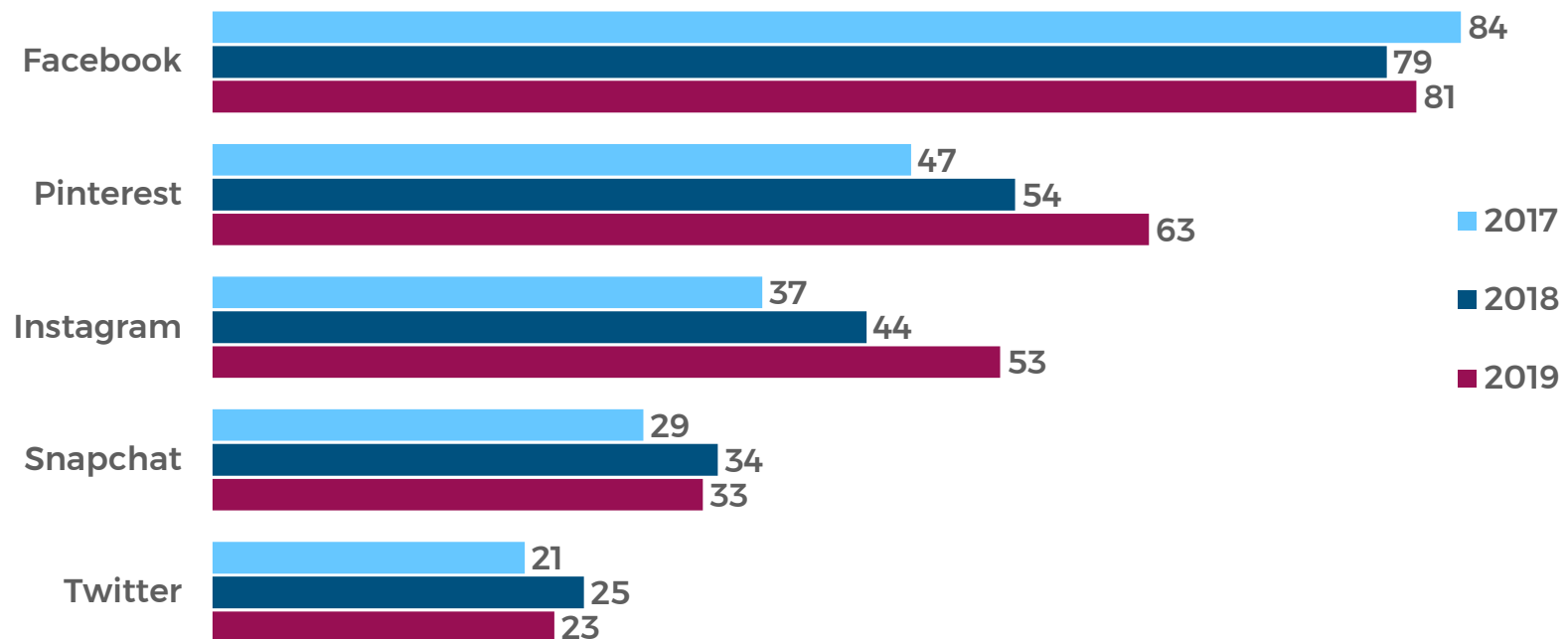
## Facebook declines further as 'used most' among social media Moms

% OF MOMS WHO USE SOCIAL MEDIA AND USE FACEBOOK MOST



## Sites that are in Moms' social network

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



In 2019  
**63%** of Moms  
use **Pinterest**

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# Other Media Consumption and Habits



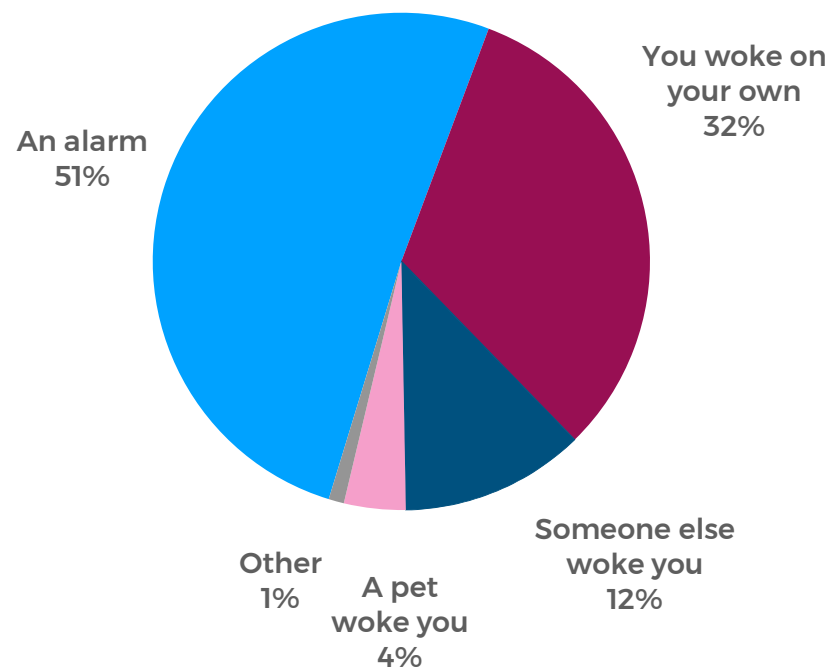
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## Half of Moms wake in the morning with an alarm

% OF MOMS FROM ONLINE INFINITE DIAL SURVEY

*HOW DID YOU WAKE UP THIS MORNING?*

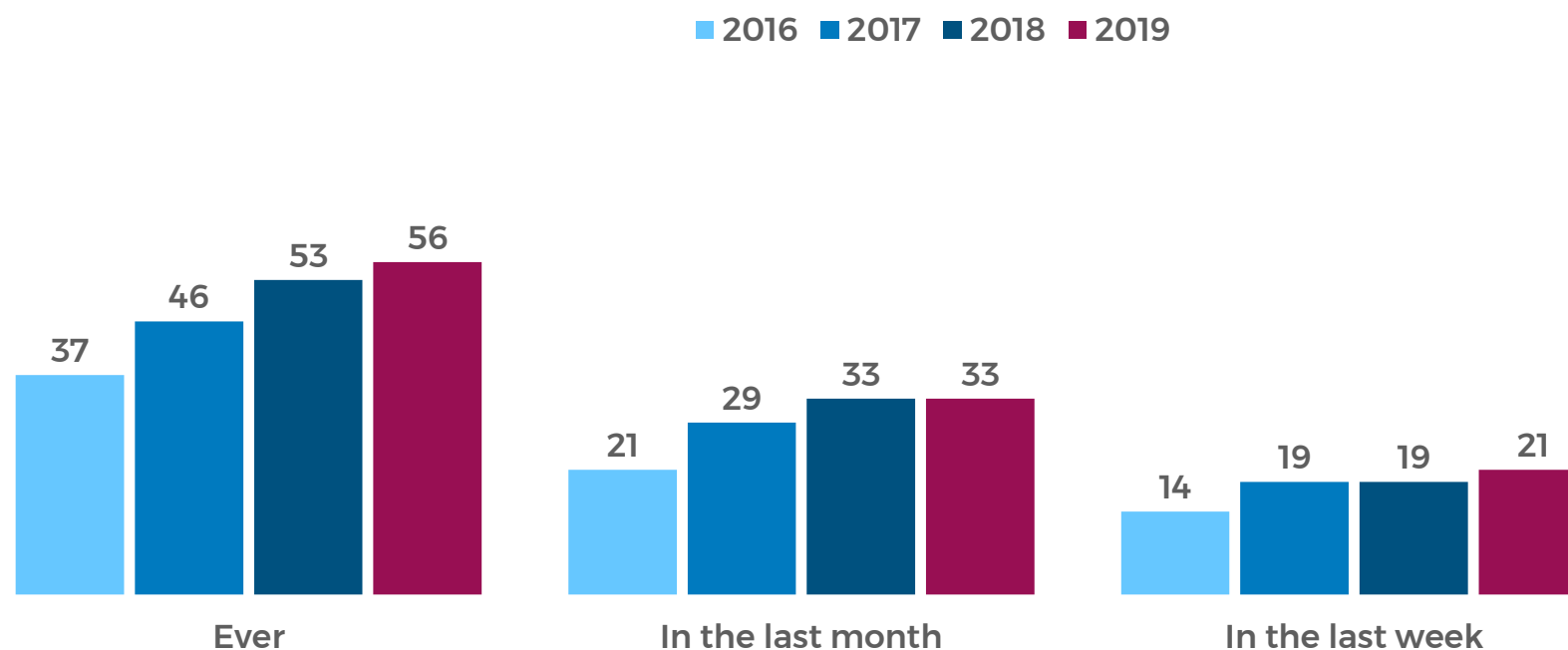


63% of moms who set an alarm  
used a **mobile** device

INFINITE DIAL ONLINE SURVEY

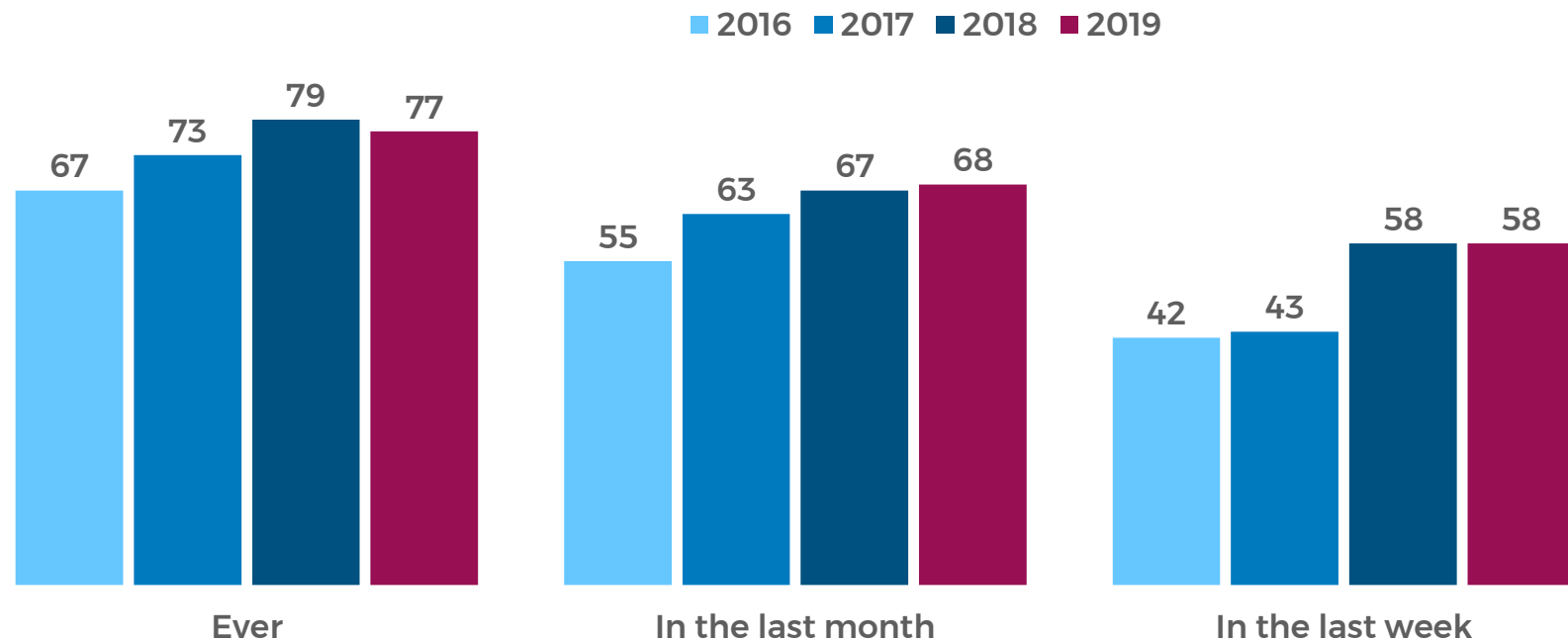
# Weekly podcast listening rises slightly among Moms

% OF MOMS WHO HAVE LISTENED TO A PODCAST



## YouTube for music remains huge with Moms

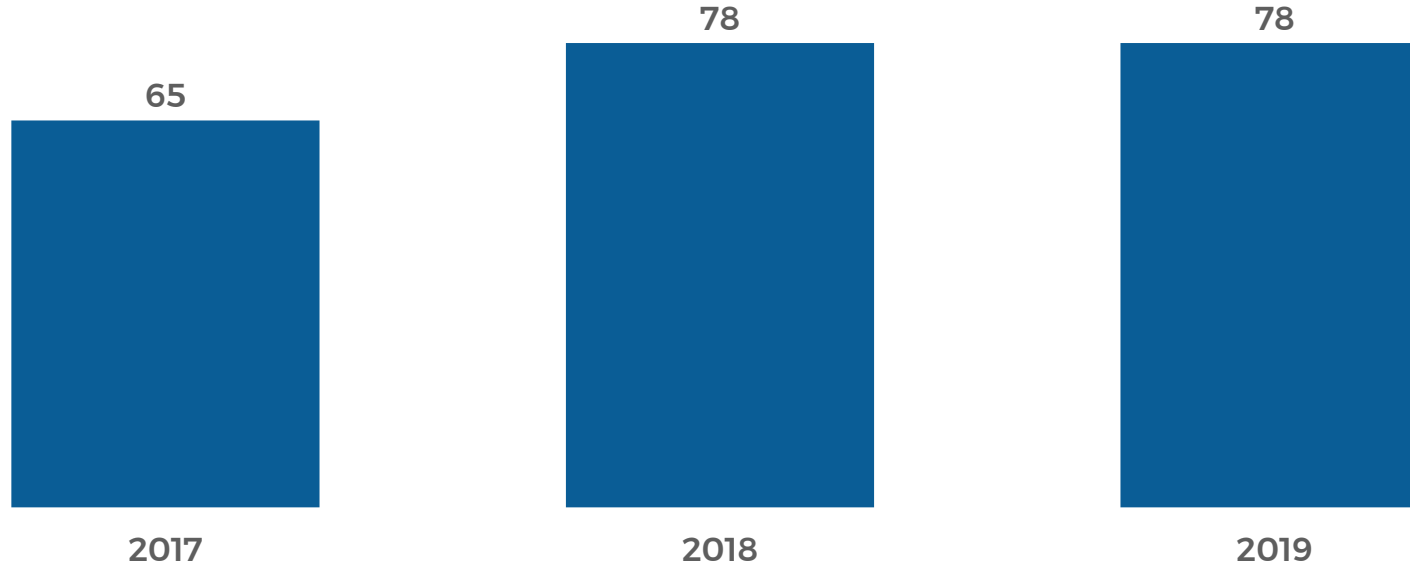
% OF MOMS WHO HAVE USED YOUTUBE SPECIFICALLY TO WATCH MUSIC VIDEOS OR LISTEN TO MUSIC





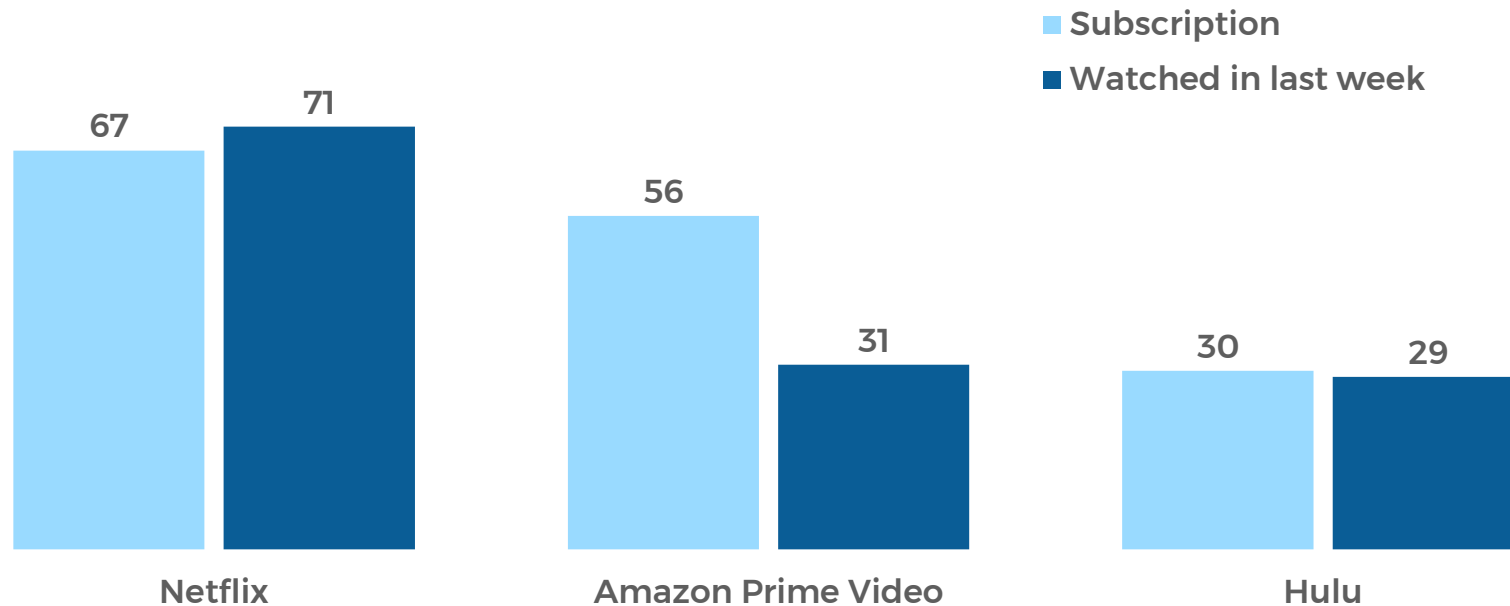
## AM/FM Radio remains unchanged for Moms

% OF MOMS WHO HAVE LISTENED TO AM/FM RADIO  
EITHER OVER THE AIR OR ONLINE IN THE LAST WEEK



## Moms invest in video streaming

% OF MOMS WHO CURRENTLY HAVE A SUBSCRIPTION TO EACH  
% OF MOMS WHO HAVE WATCHED EACH IN THE LAST WEEK



**76% of moms** of teens agree  
that their **teenagers** assist them with new  
**technology**

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# Conclusions



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## Moms and Media 2019 Takeaways

1. Moms remain mobile and keep adding devices to their technology arsenal to support that
  - SMARTPHONES AND TABLETS ARE VERY MUCH IN PLAY
  - WEARABLE TECH IS RISING
  - SMART SPEAKERS RAPIDLY GAIN TRACTION
2. Social media is still big but we see a shift in the preference for Facebook
  - FACEBOOK IS STILL USED BUT IS SLIPPING AS THE GO-TO
  - INSTAGRAM AND PINTEREST CONTINUE TO CLIMB IN USAGE
3. Internet is the engine that drives Moms' day; it takes the most of her daily media time
  - MOMS GIVE LESS TIME DAILY TO TV AND RADIO
  - NEARLY ALL MOMS ARE GETTING ONLINE VIA MOBILE
  - MEDIA CONSUMPTION THROUGH INTERNET SOURCES LIKE YOUTUBE AND NETFLIX ARE WEEKLY STAPLES

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