

Moms and Media 2021

An Infinite Dial Report

presented by

The
Research Moms



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Moms and Media 2021



Launched in 1998, it is the longest-running survey of digital media behavior in America

The Social Habit

From Edison Research

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

We surveyed a total of 360 moms

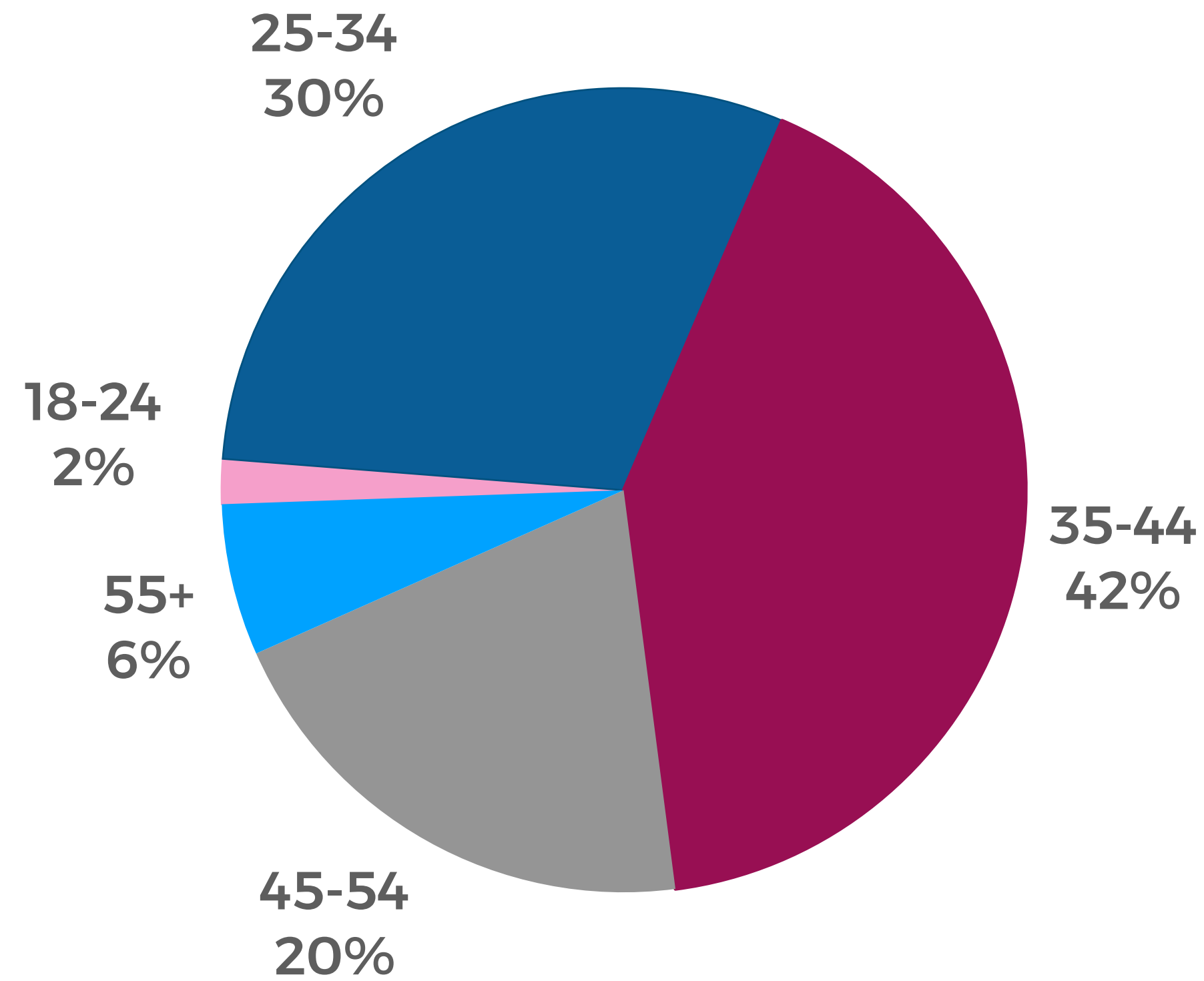


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Study Methodology

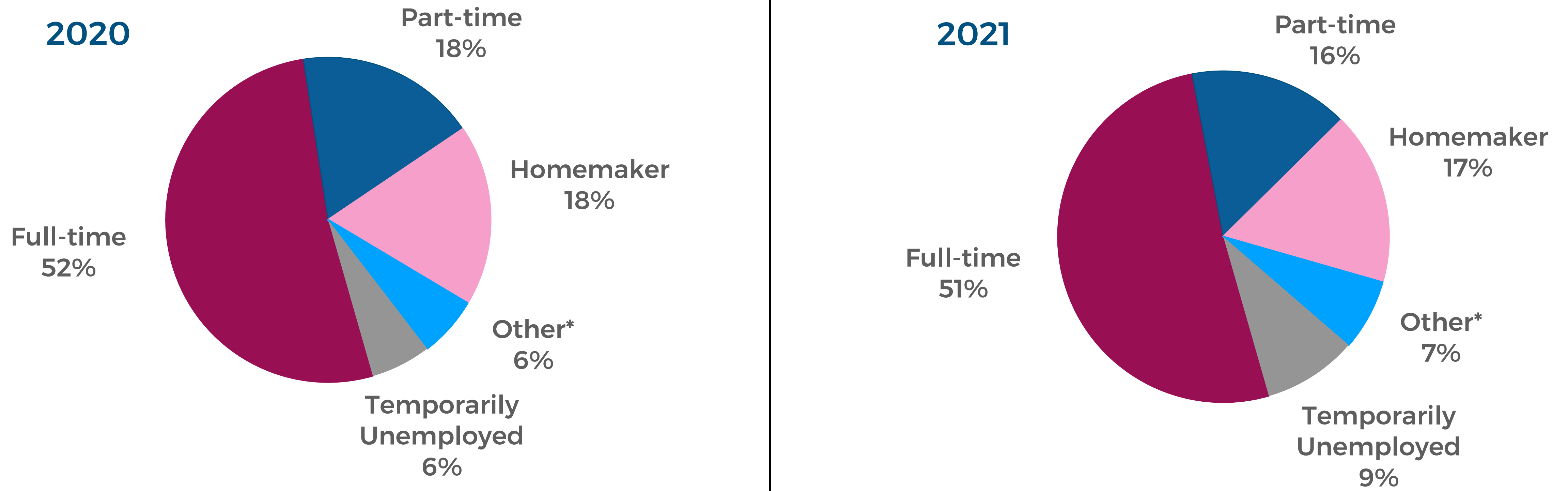
- For the Infinite Dial, Edison Research conducted a national telephone survey of 1,507 people aged 12 and older in early 2021, using random digit dialing techniques to both cell phones and landlines (U.S. Population 12+)
- Data weighted to national 12+ U.S. population figures
- “Mom” is defined as a woman having a child under 18 living in her household

On average, Moms are 40 years old



AVERAGE AGE OF MOMS: 40

Employment in 2021 reflects a COVID year



(*student, retired, other)



 THE INFINITE DIAL® 2021

Devices



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**89% of Moms
own a smartphone**

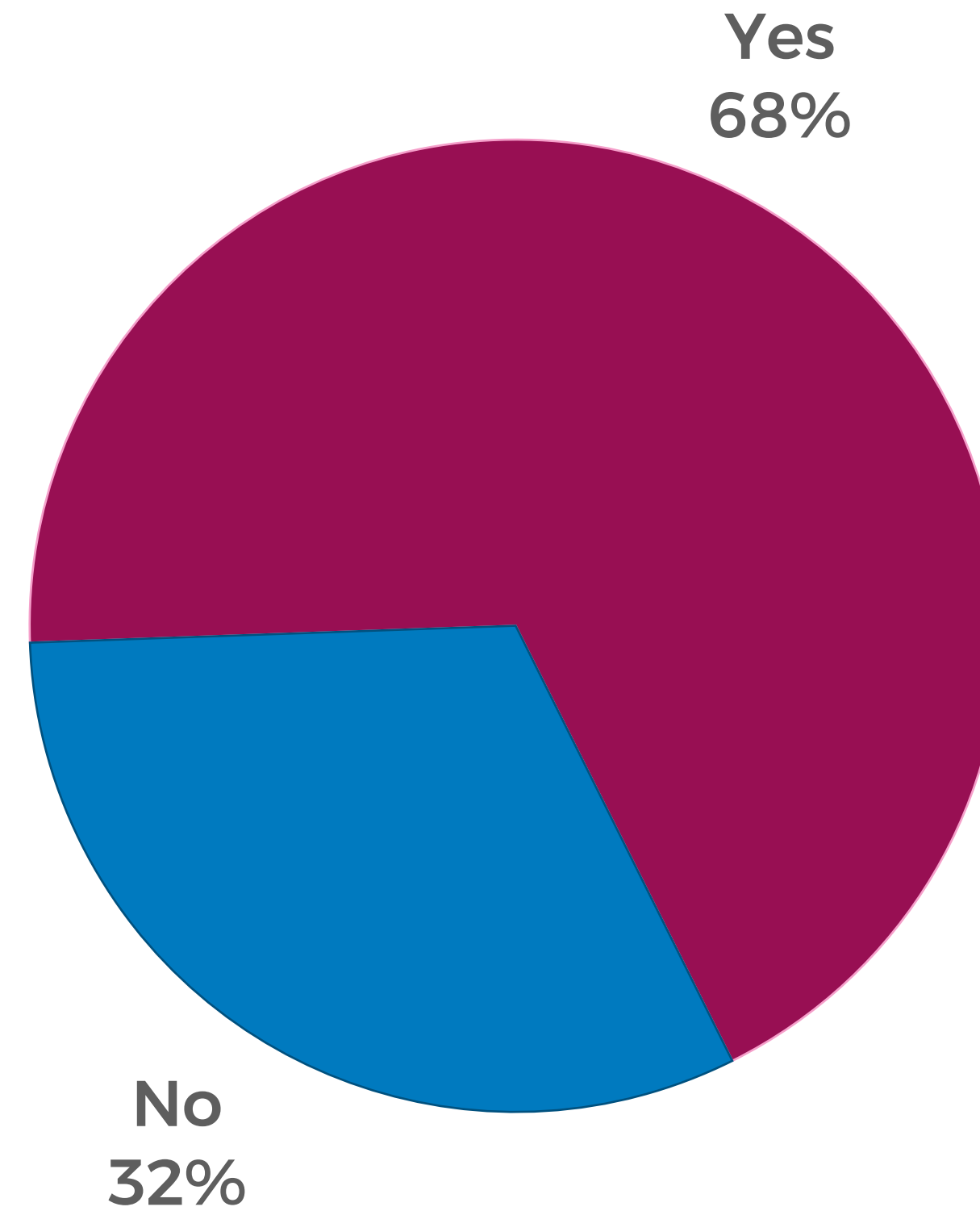
Moms have evolved to mobile

% OF MOMS WHO OWN A SMARTPHONE



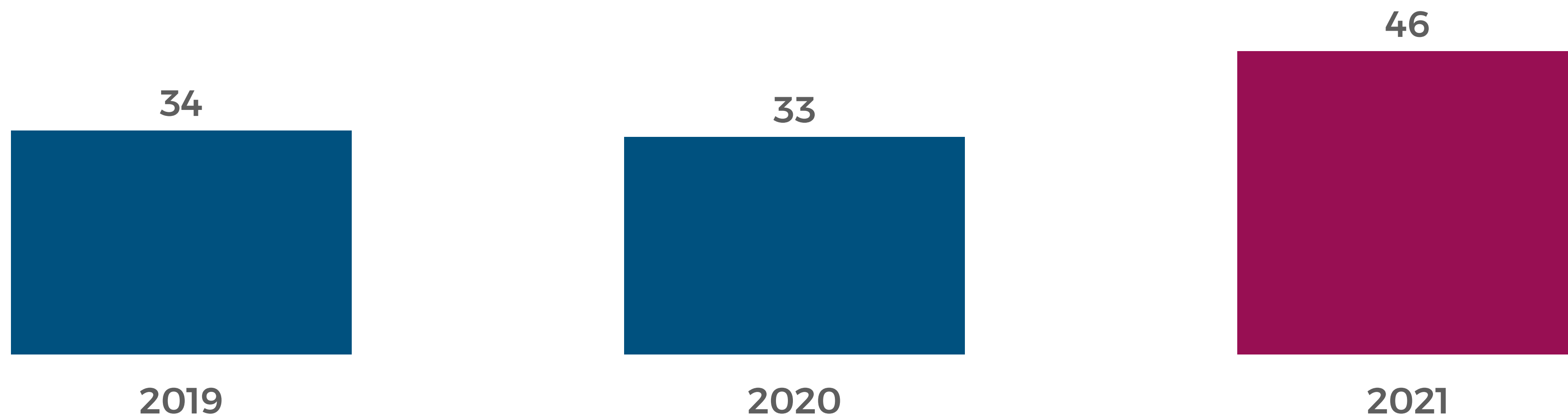
Nearly 7 in 10 Moms own a tablet

% OF MOMS WHO OWN ANY KIND OF TABLET



Smart speakers surge among Moms

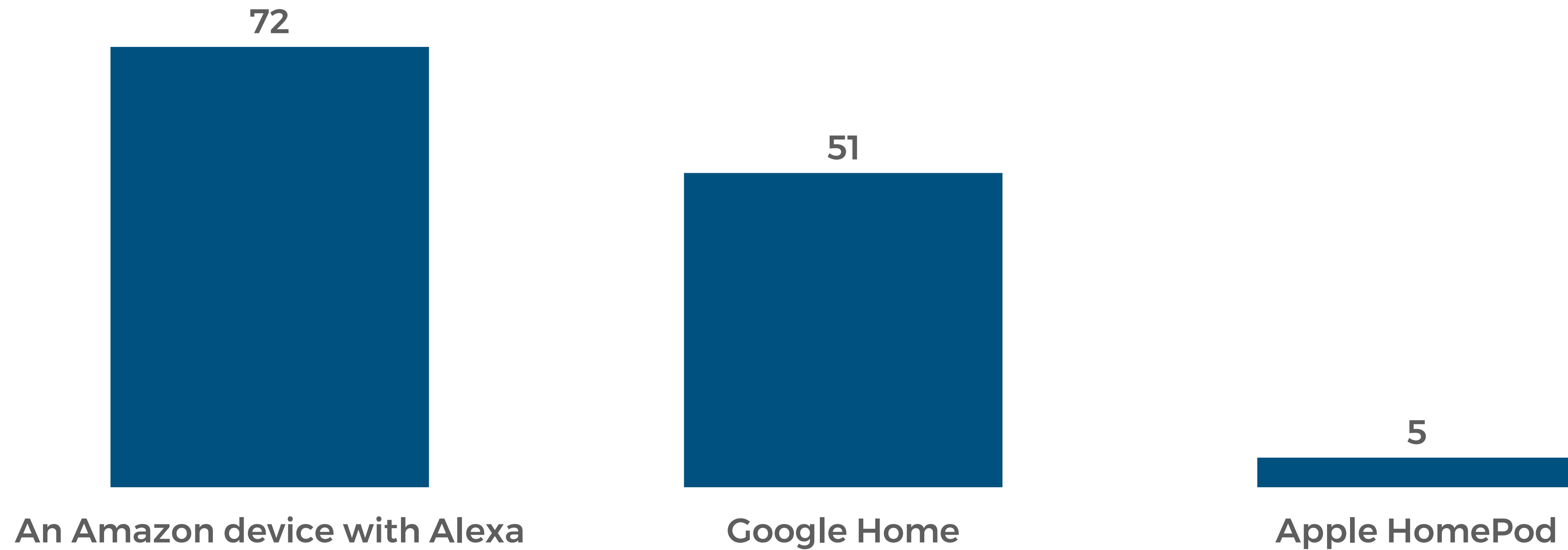
% OF MOMS WHO OWN ANY KIND OF SMART SPEAKER



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Moms are much more likely to ask Alexa

% OF SMART SPEAKER MOMS WHO OWN EACH TYPE

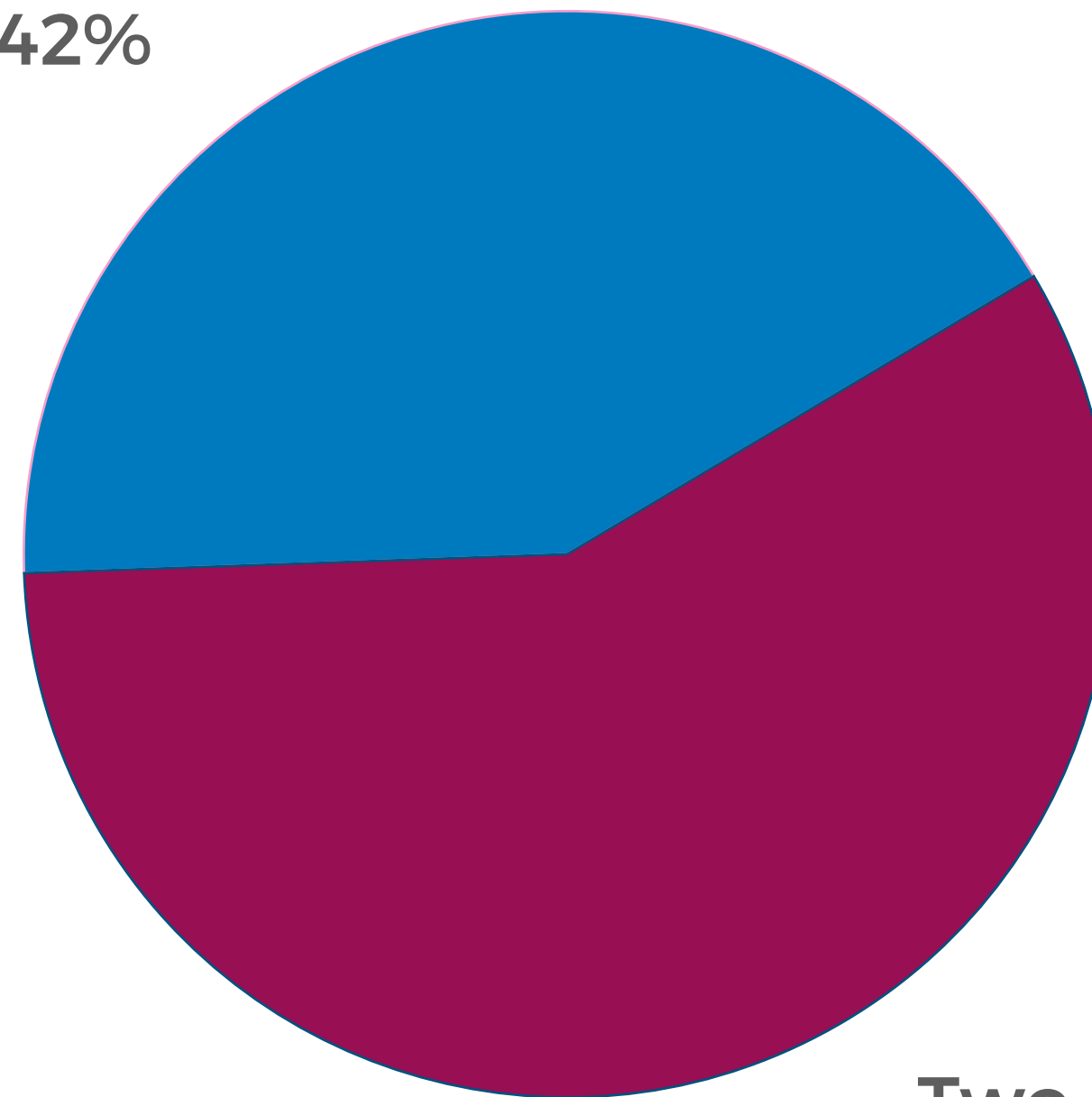


With Smart speakers, more is better for most Moms

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

BASE: MOMS WHO OWN AT LEAST ONE SMART SPEAKER

One smart speaker
42%



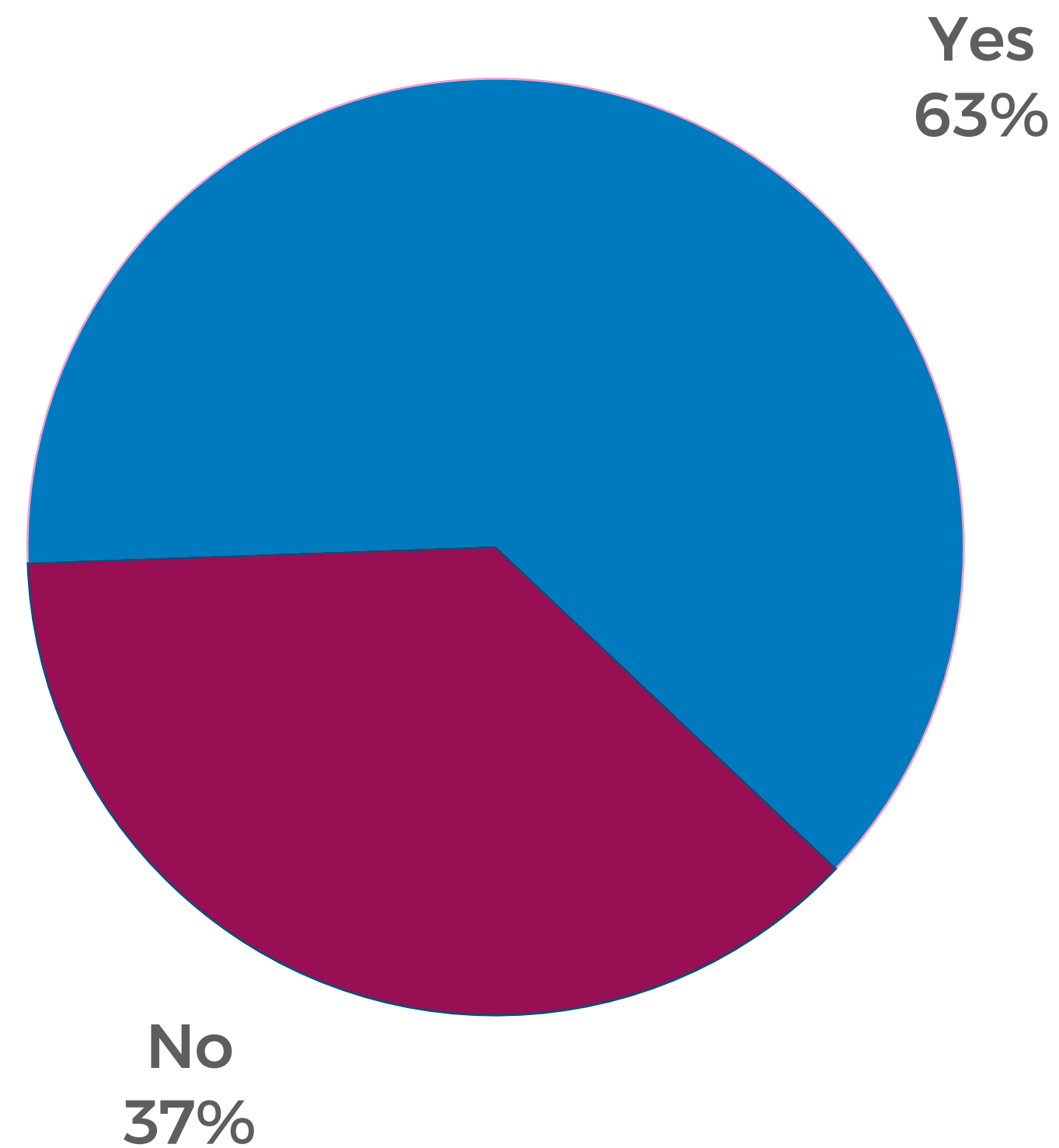
AVERAGE NUMBER OF
SMART SPEAKERS: 2.7

Two or more
smart speakers
58%

Most Moms appreciate being hands free

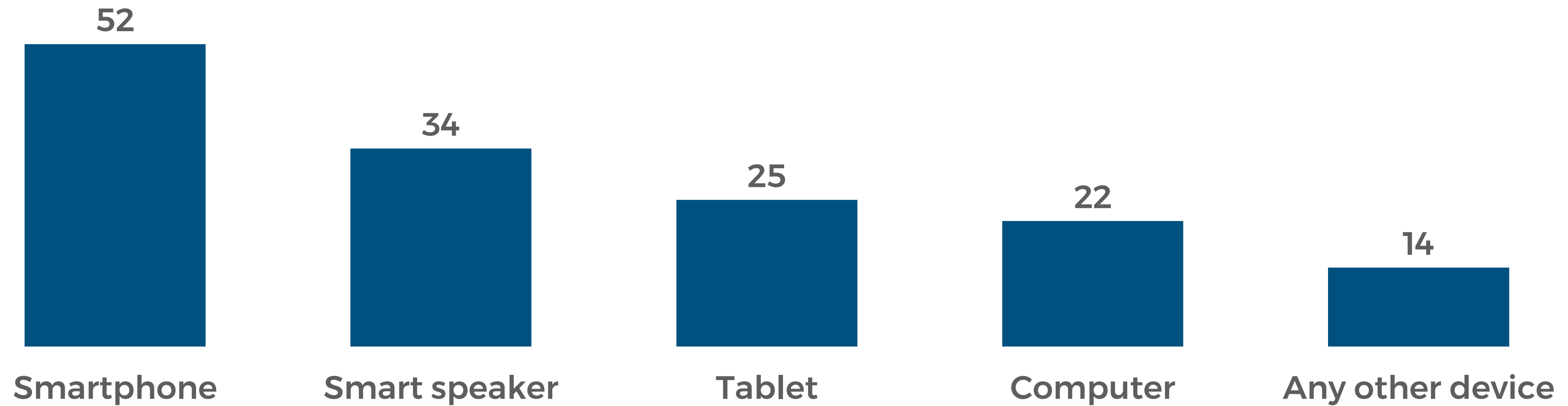
DO YOU CURRENTLY EVER USE A VOICE-OPERATED PERSONAL ASSISTANT?

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



Moms use voice assistance across devices

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



**61% of Moms own
wireless earphones or headphones**

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Internet



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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

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Social Media



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In 2021
93% of Moms
use some kind of social media

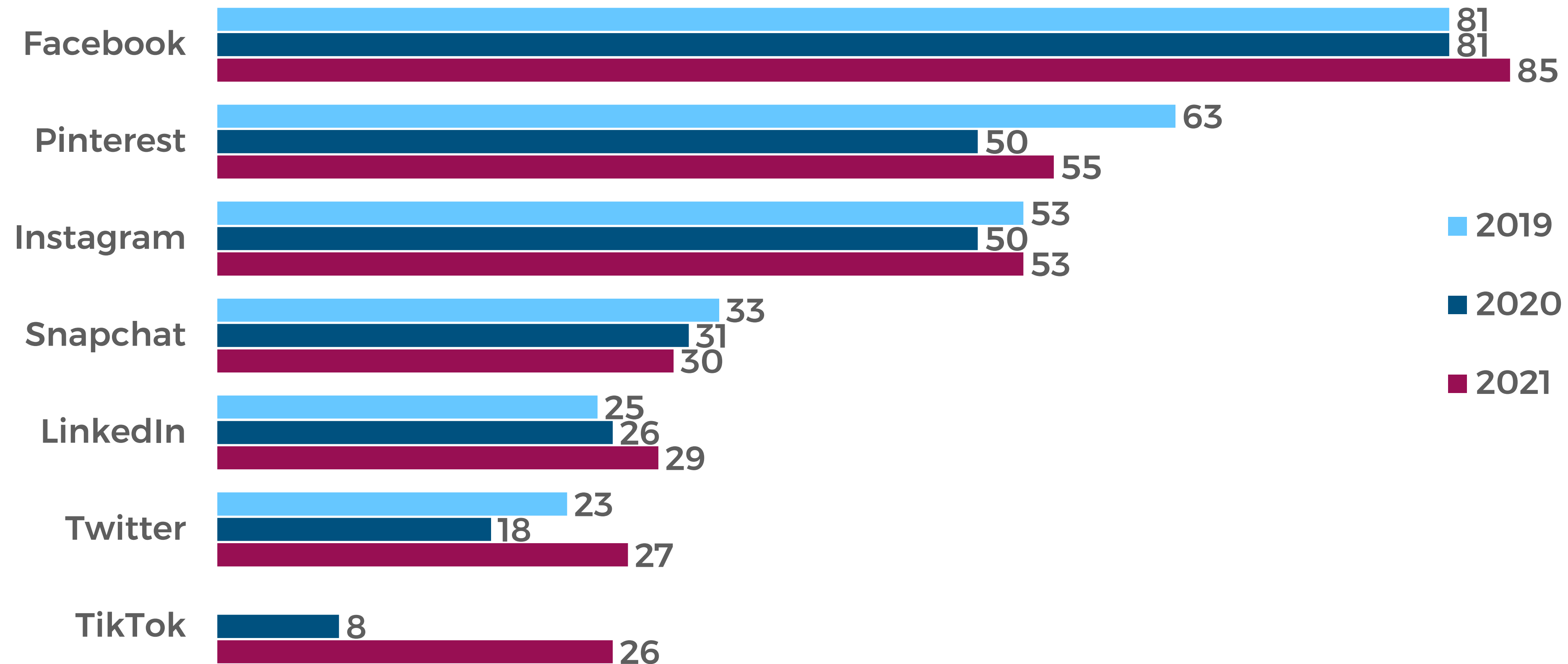
Moms have become highly social

% OF MOMS WHO USE ANY SOCIAL NETWORKING SITE OR SERVICE



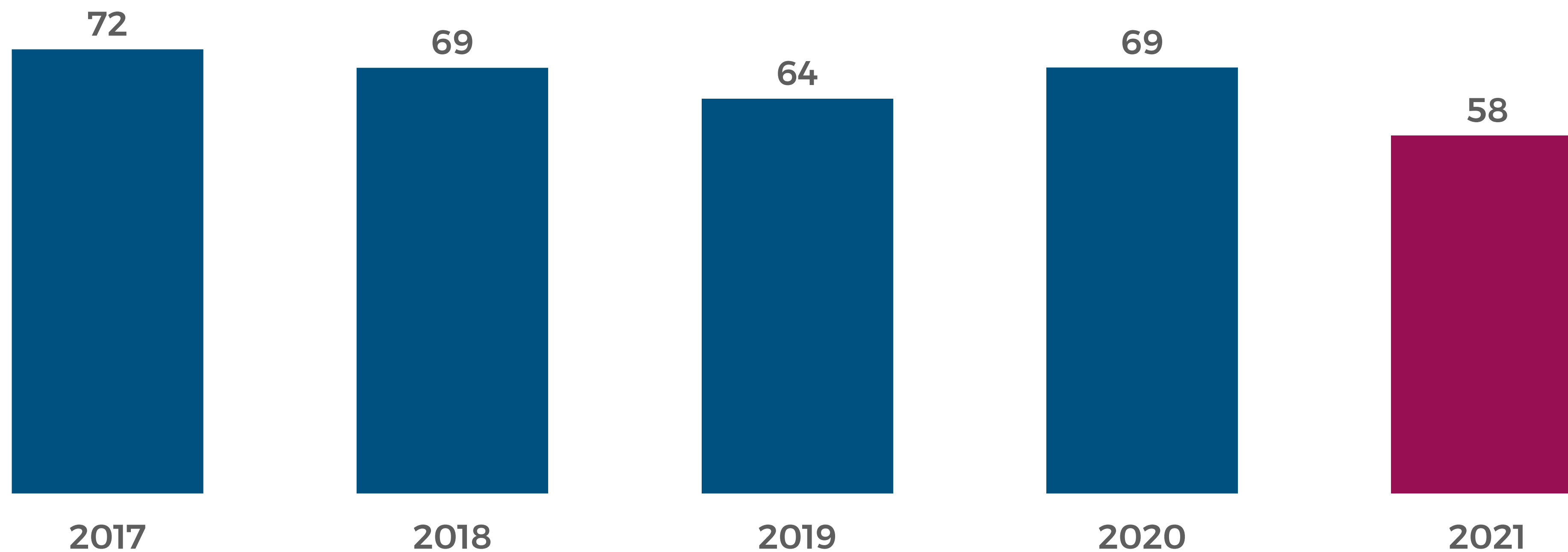
TikTok sees biggest gain among Moms

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



Facebook less dominant but still 'used most' among social media Moms

% OF MOMS WHO USE SOCIAL MEDIA AND USE FACEBOOK MOST





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Online Audio and Other Media Habits



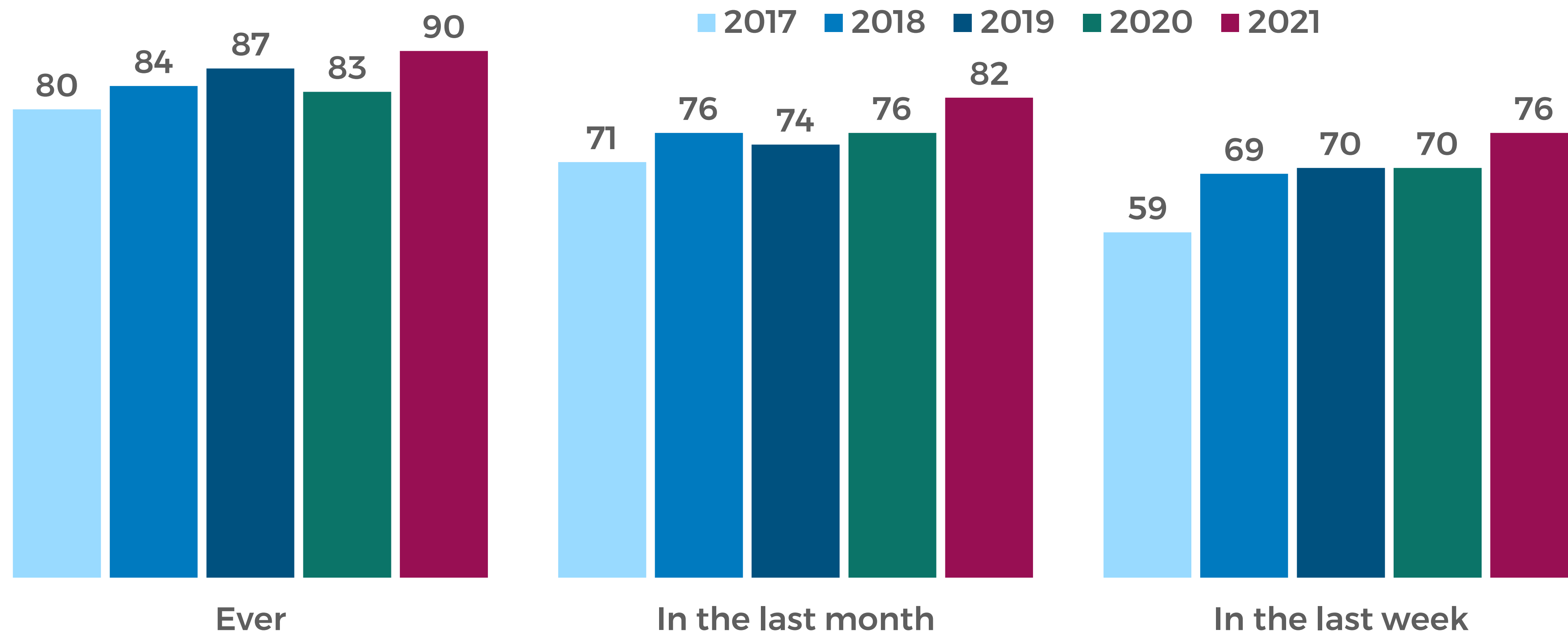
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Online audio listening gains with Moms

% OF MOMS WHO HAVE LISTENED TO ONLINE AUDIO

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



Weekly,

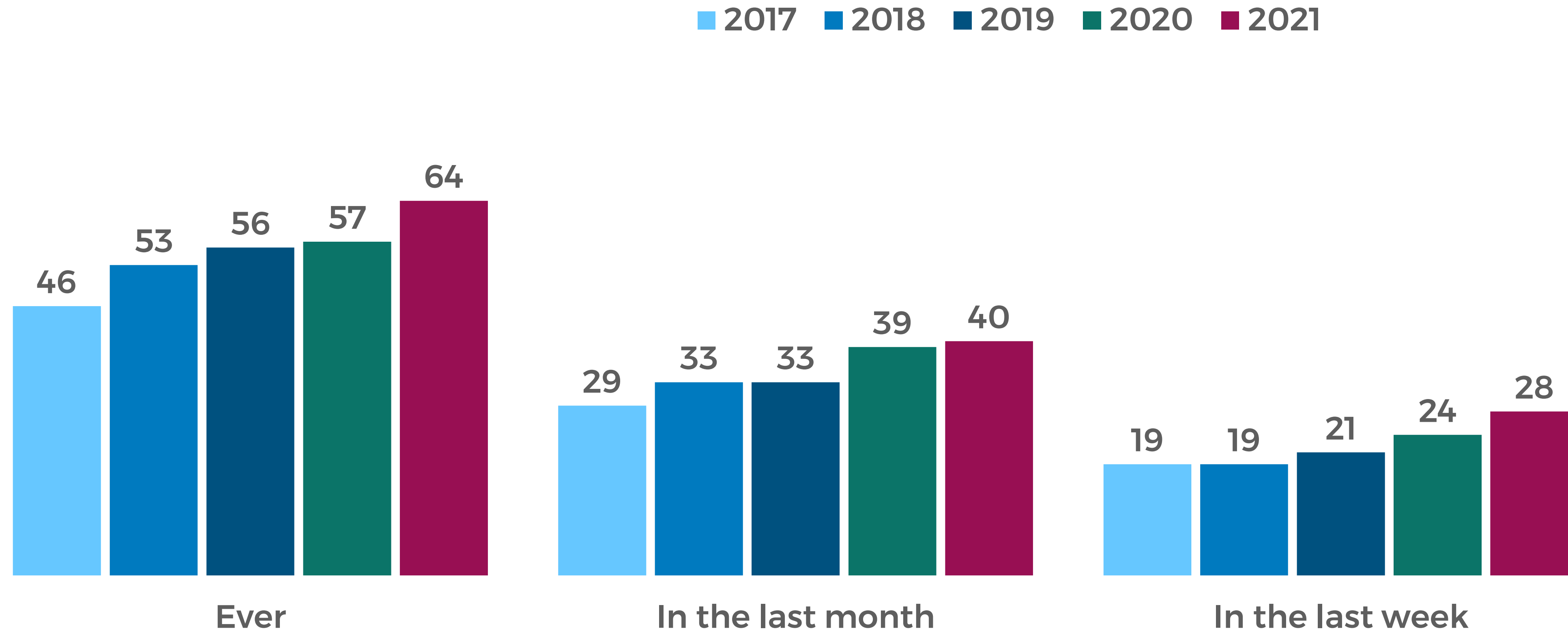
Moms report spending 15 hours listening to online audio

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

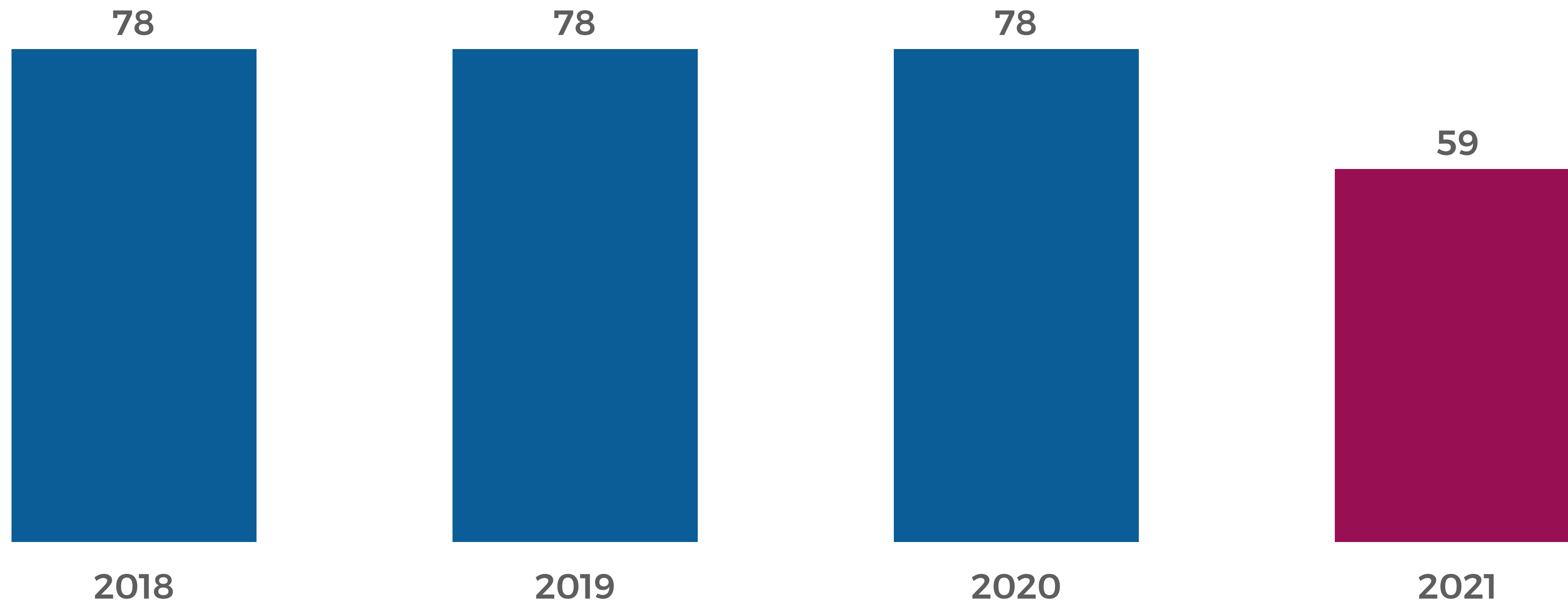
% OF MOMS WHO HAVE LISTENED TO A PODCAST



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



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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



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The Social Habit
From Edison Research

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”

25%
Agree

37%
Disagree

BASE: SOCIAL MEDIA MOMS WITH CHILDREN UNDER 18 WHO USE SOCIAL MEDIA



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The Social Habit
From Edison Research

“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



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The Social Habit
From Edison Research

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



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The Social Habit
From Edison Research

“Social Media has helped your children cope during the pandemic”

50%
Agree

14%
Disagree

BASE: SOCIAL MEDIA MOMS WITH CHILDREN UNDER 18 WHO USE SOCIAL MEDIA



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The Social Habit
From Edison Research

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



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The Social Habit

From Edison Research

“Your children have relied too much on social media to fill their time during the pandemic”

44%
Agree

26%
Disagree

BASE: SOCIAL MEDIA MOMS WITH
CHILDREN UNDER 18 WHO USE SOCIAL MEDIA



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The Social Habit
From Edison Research

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Conclusions



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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



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