

Moms and Media 2022

An Infinite Dial Report

presented by

The
ResearchMoms



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Moms and Media 2022



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

A supplemental online survey of adults 18+

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

In total, we surveyed 328 moms between the two studies



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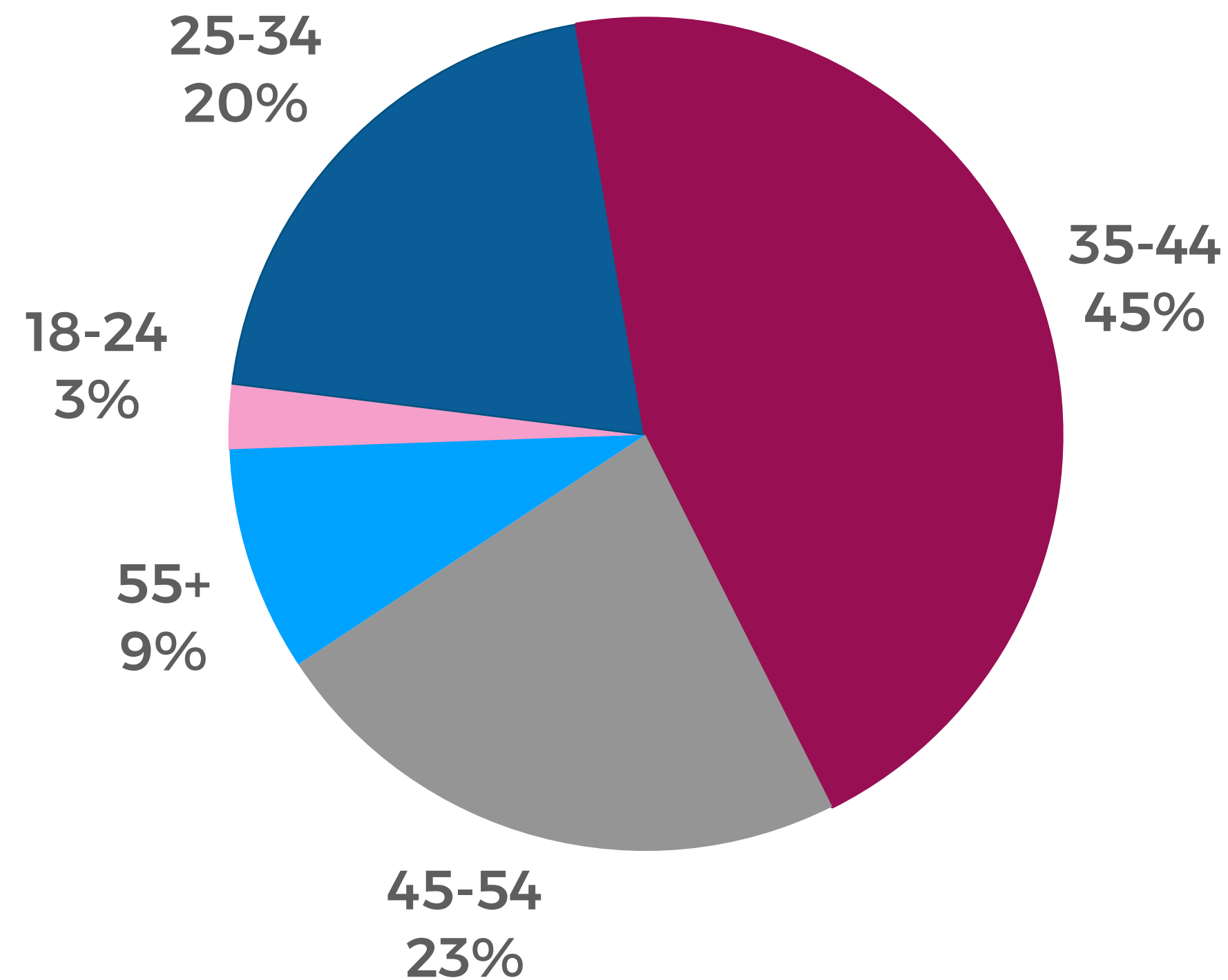


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Study Methodology

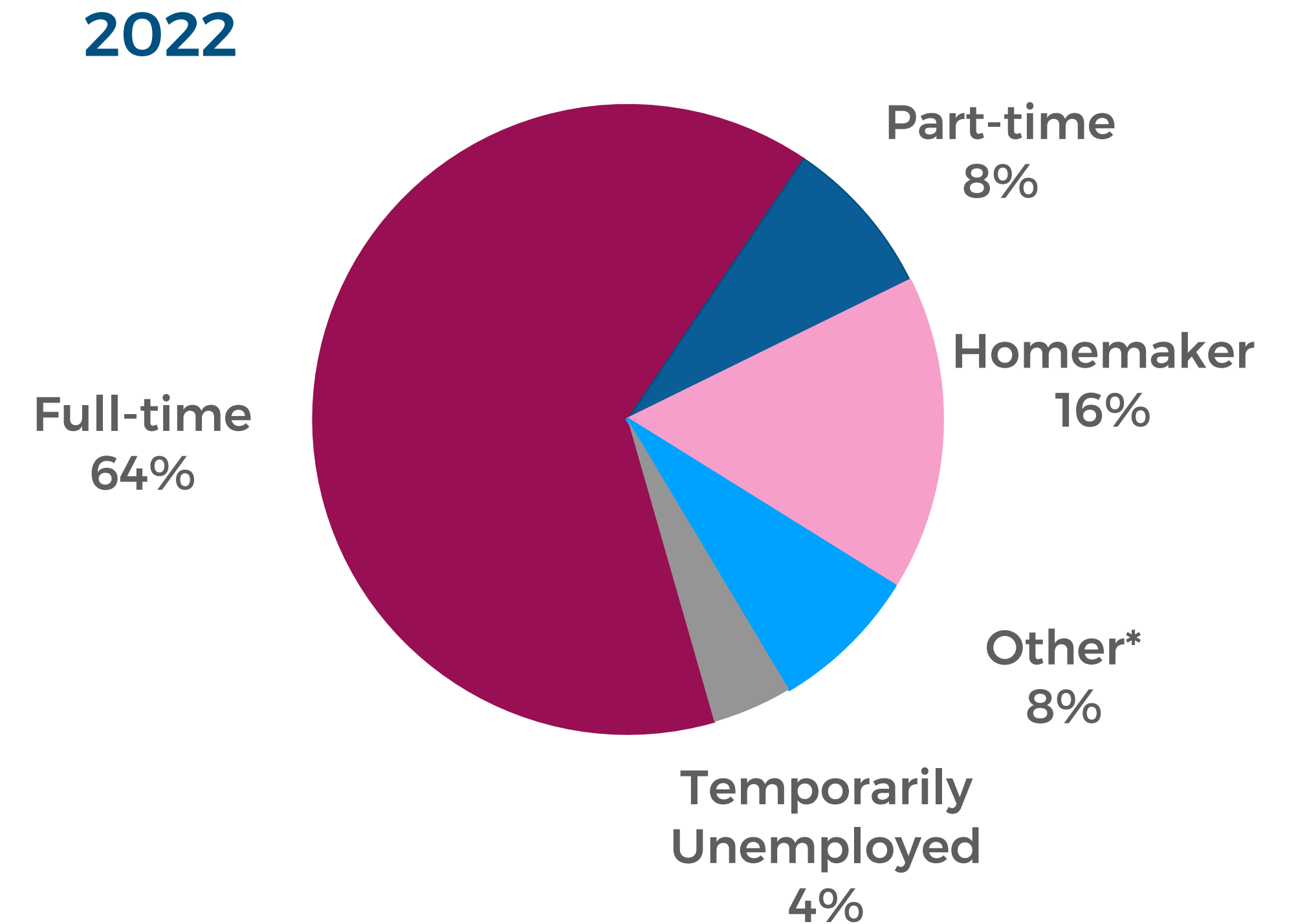
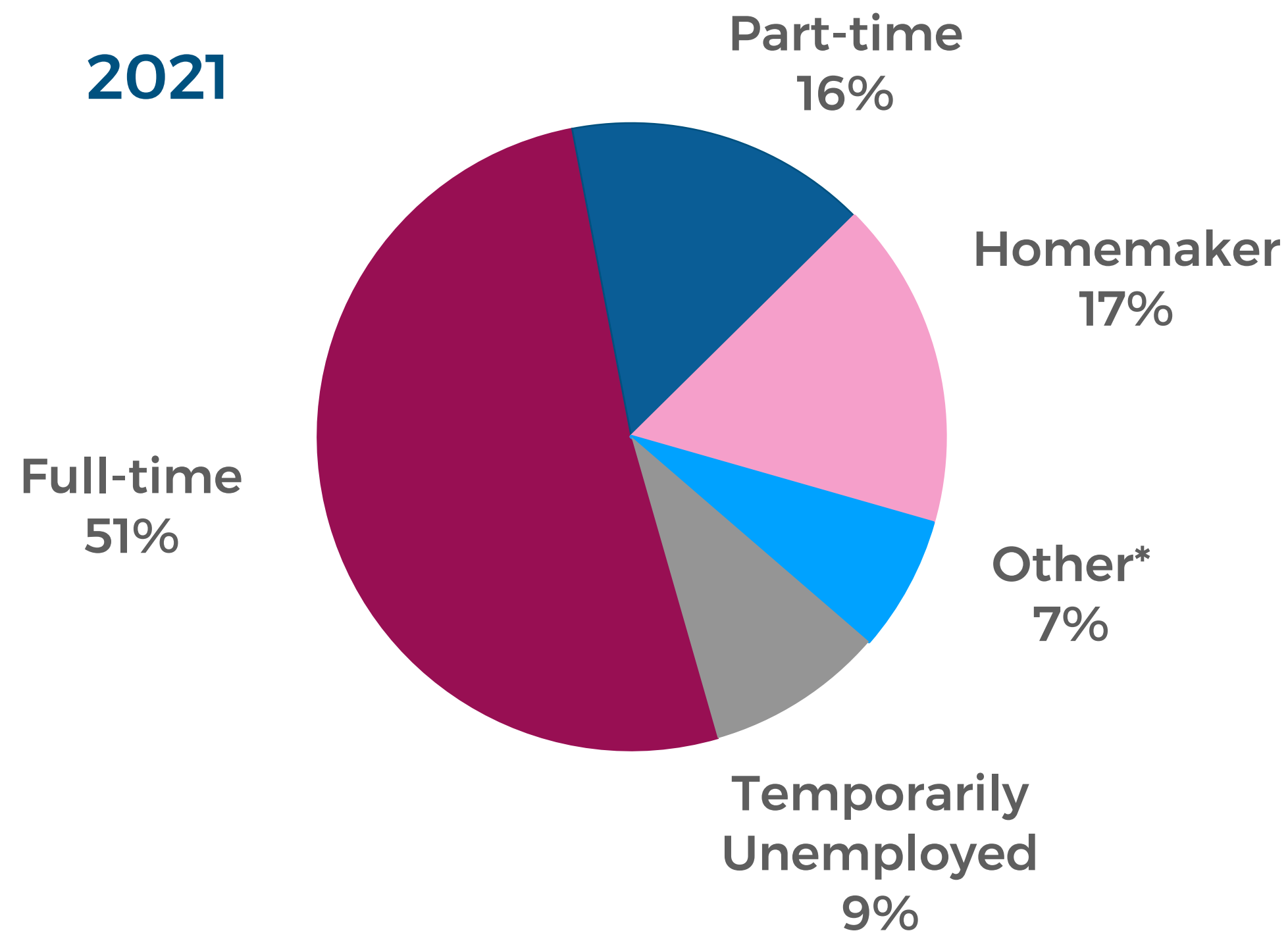
- For the Infinite Dial, Edison Research conducted a national telephone survey of 1,502 people aged 12 and older in early 2022, using random digit dialing techniques to both cell phones and landlines (U.S. Population 12+)
- Data weighted to national 12+ U.S. population figures
- “Mom” is defined as a 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

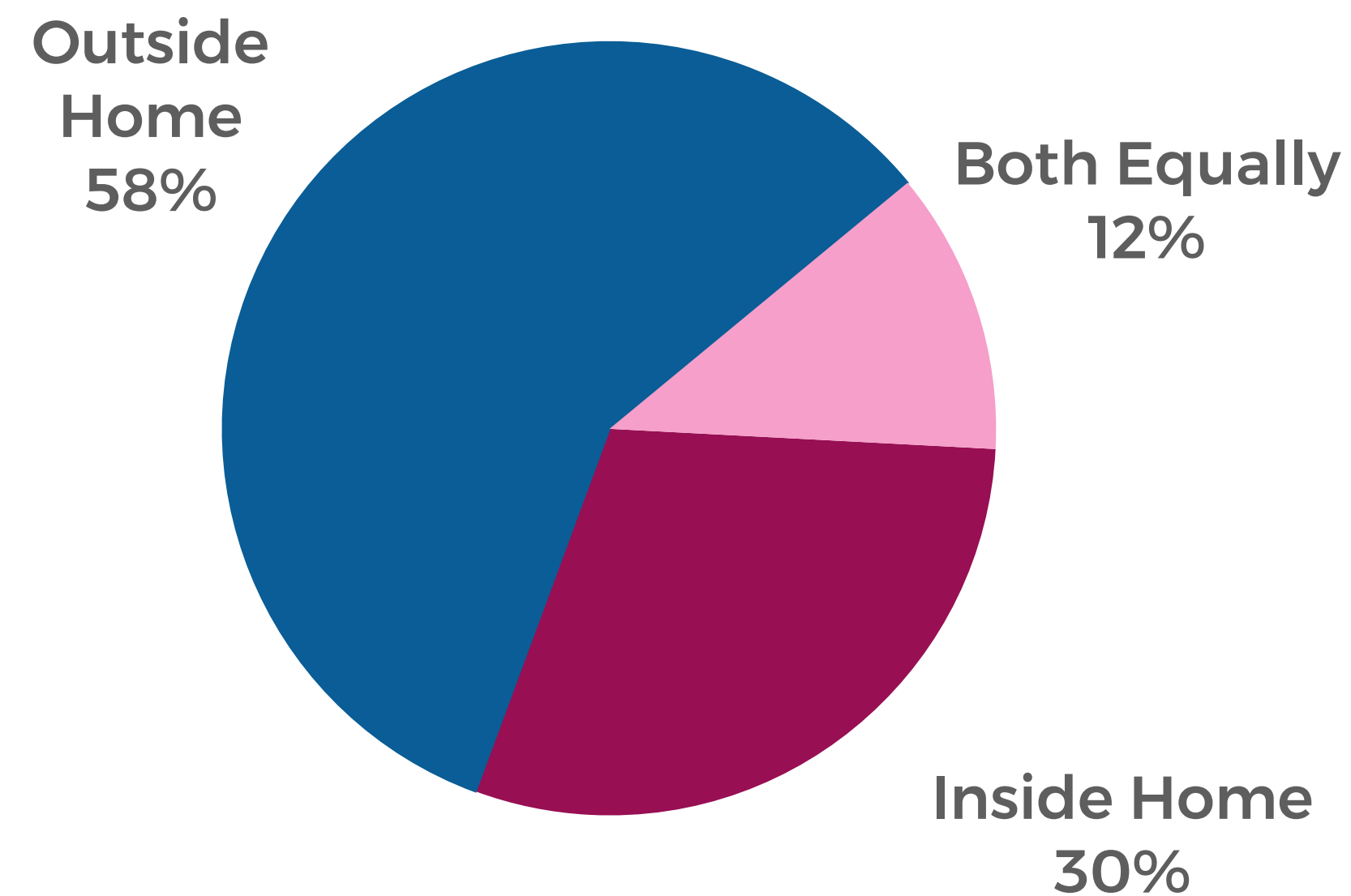
Employment in 2022 bounces back after COVID



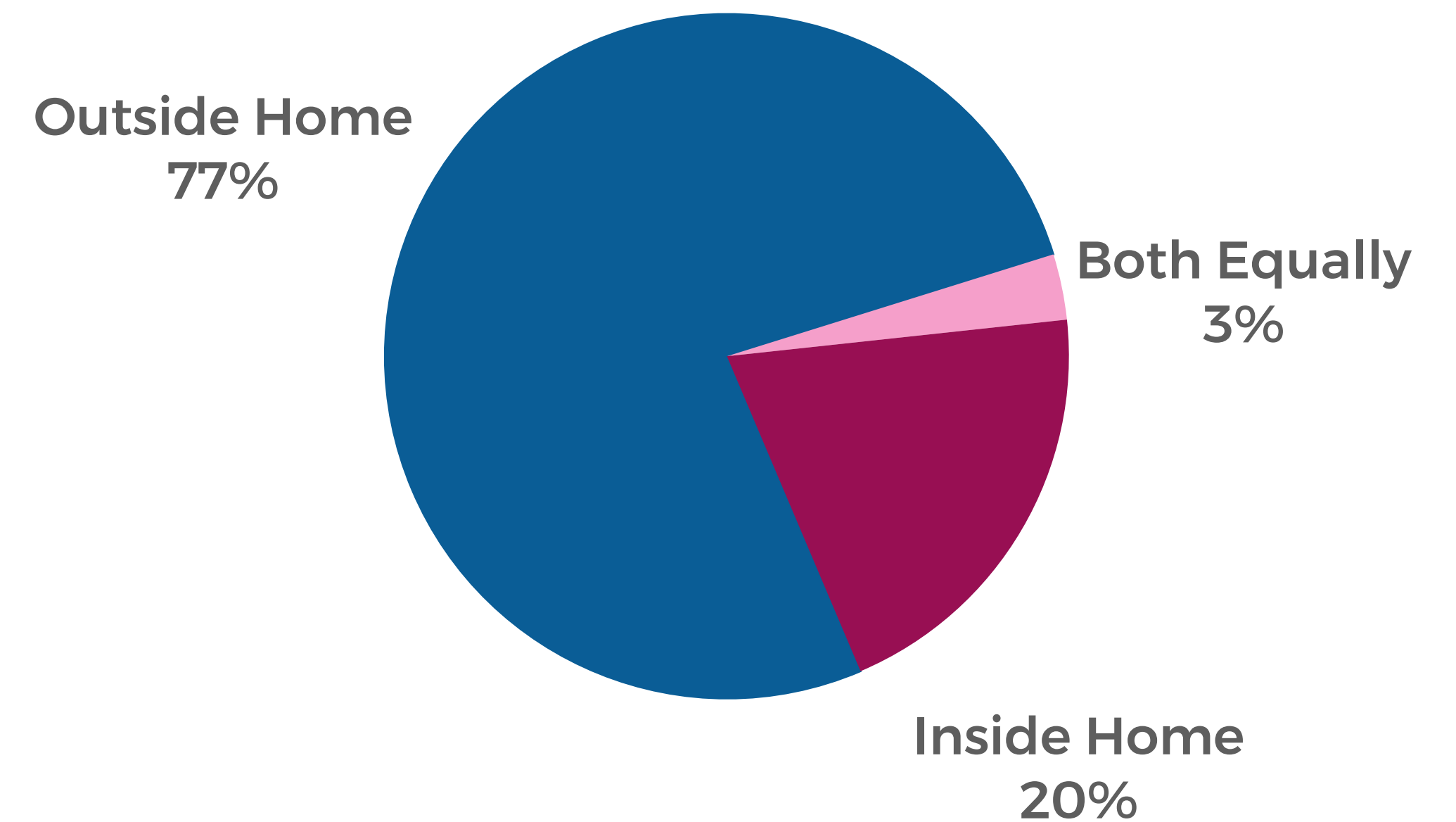
(*student, retired, other)

More Moms are working outside the home

2021



2022



BASE: MOMS WHO WORK EITHER FULL-TIME OR PART-TIME

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Devices



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98% of Moms
own a smartphone

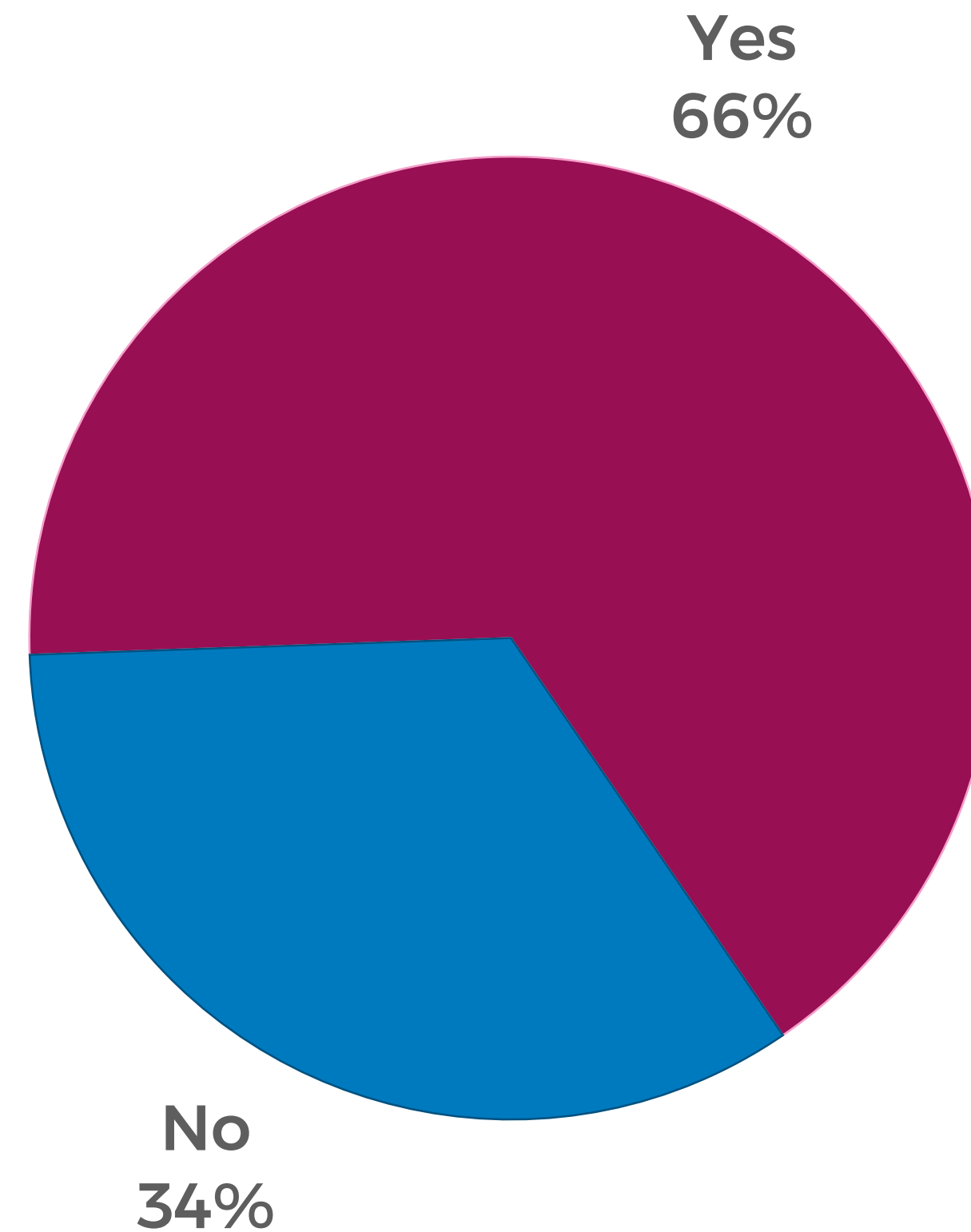
Almost all Moms have now adopted mobile

% OF MOMS WHO OWN A SMARTPHONE



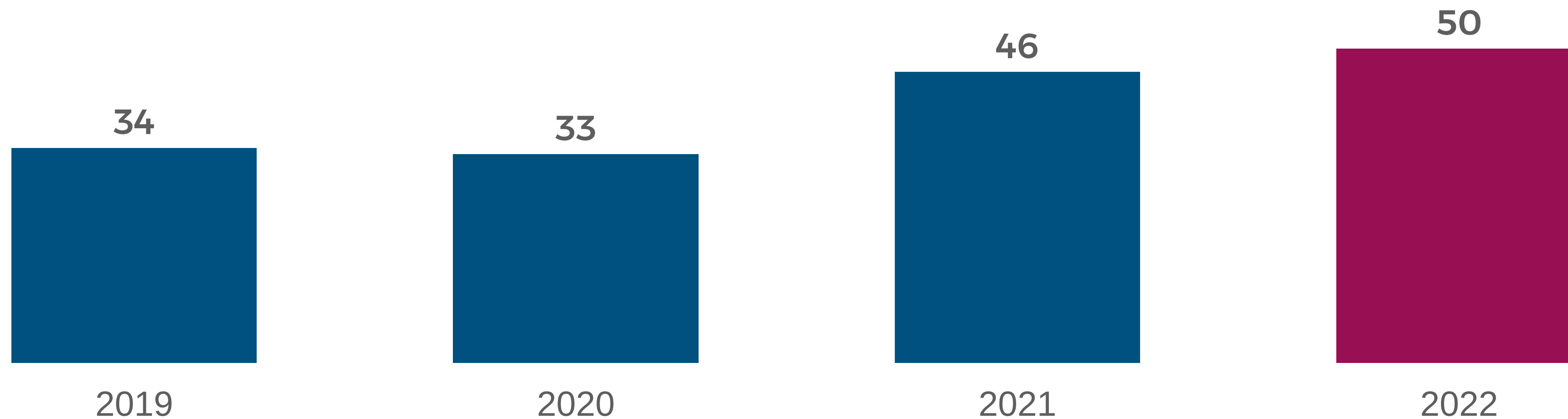
Two thirds of Moms own a tablet

% OF MOMS WHO OWN ANY KIND OF TABLET



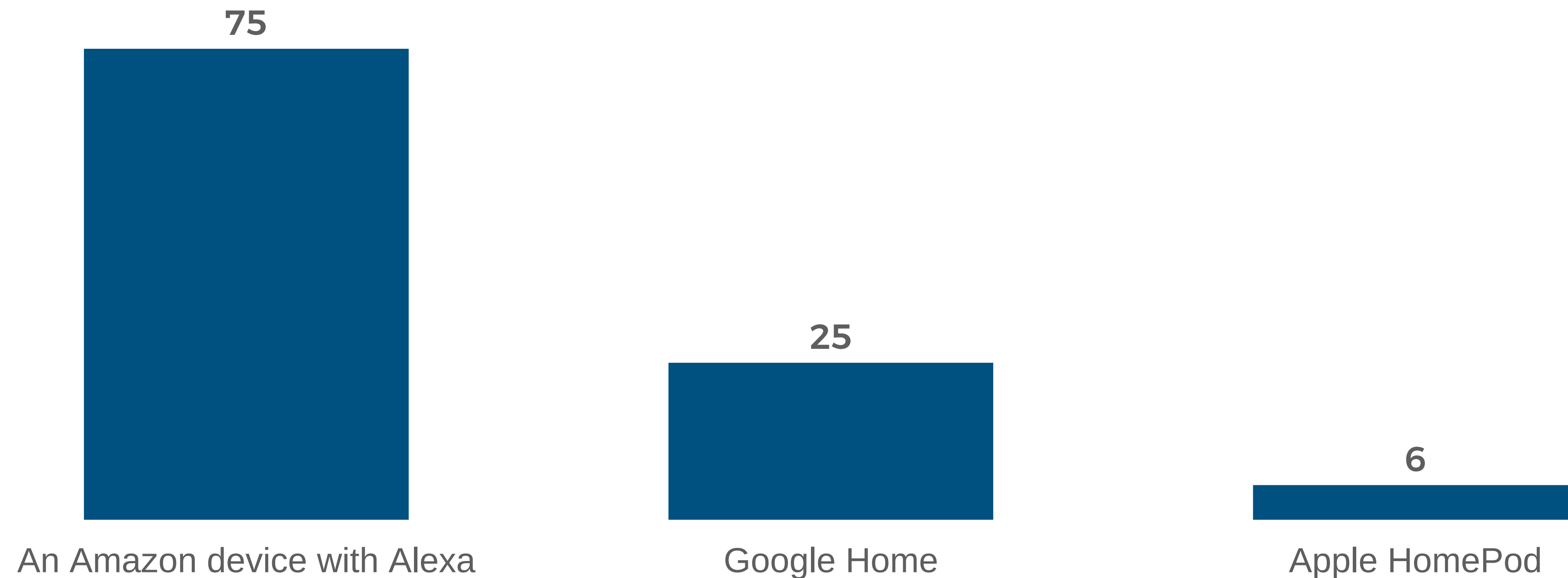
Half of Moms now own a Smart Speaker

% OF MOMS WHO OWN ANY KIND OF SMART SPEAKER



Alexa devices dominate with Smart Speaker Moms

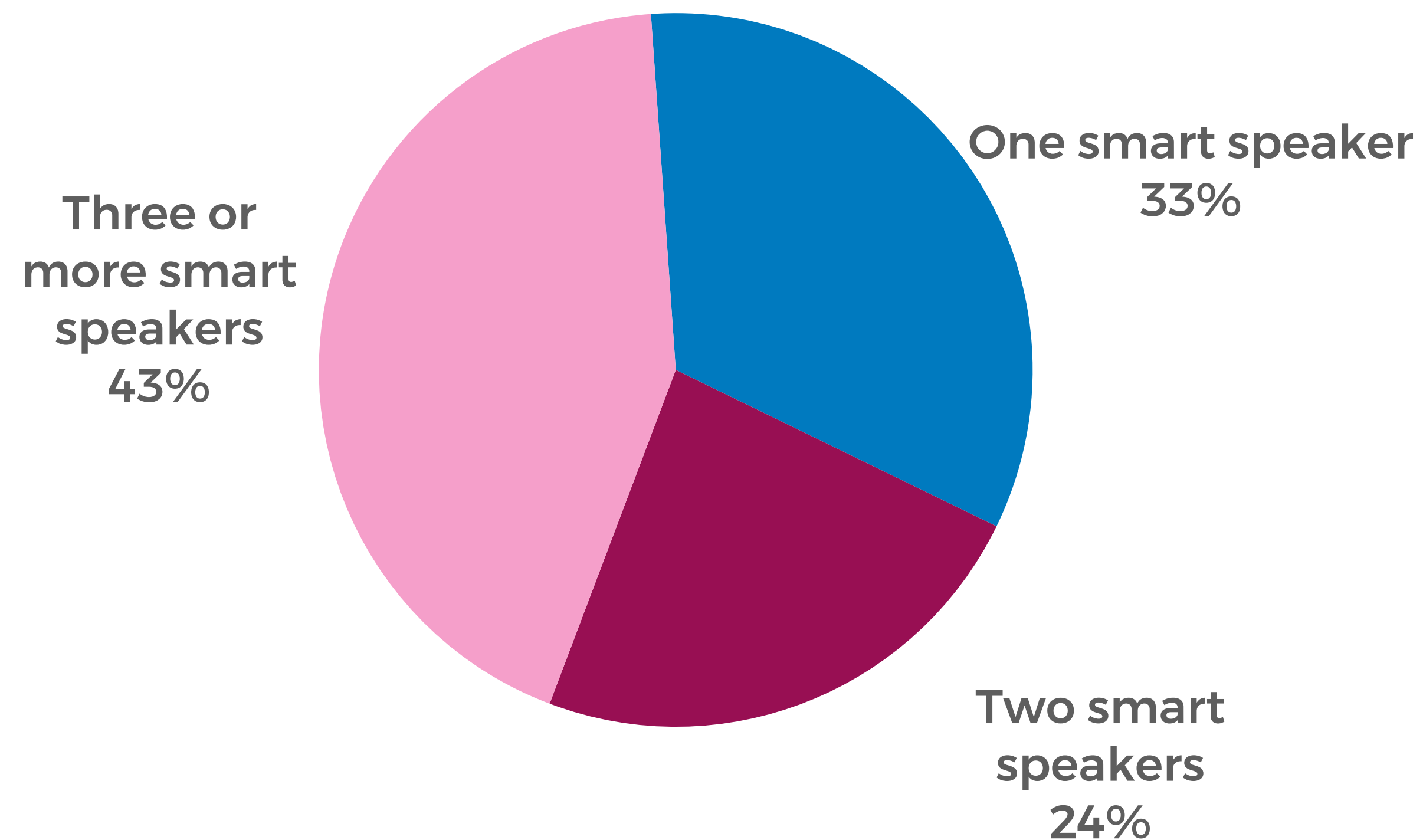
% OF SMART SPEAKER MOMS WHO OWN EACH TYPE



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

Moms continue to choose hands free

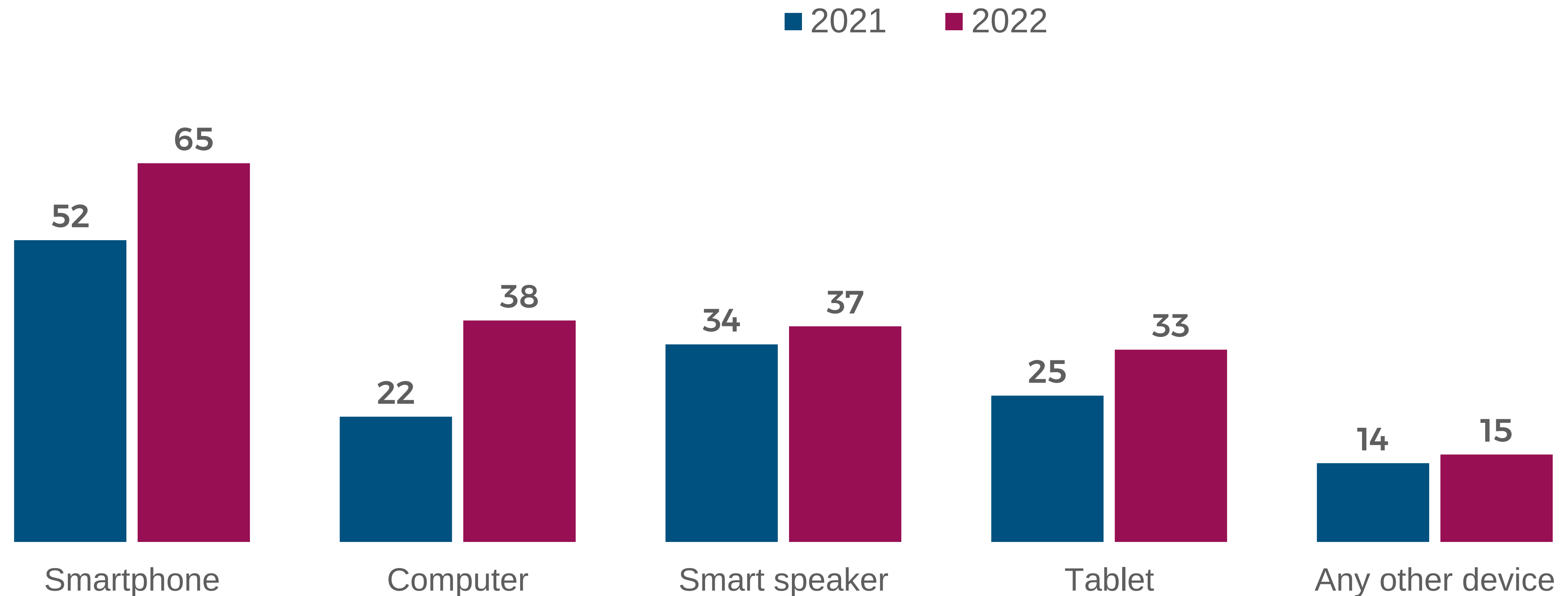
% OF MOMS WHO EVER USE A VOICE-OPERATED PERSONAL ASSISTANT

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



Moms utilize hands free across many devices

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



**63% of Moms own
wireless earphones or headphones**

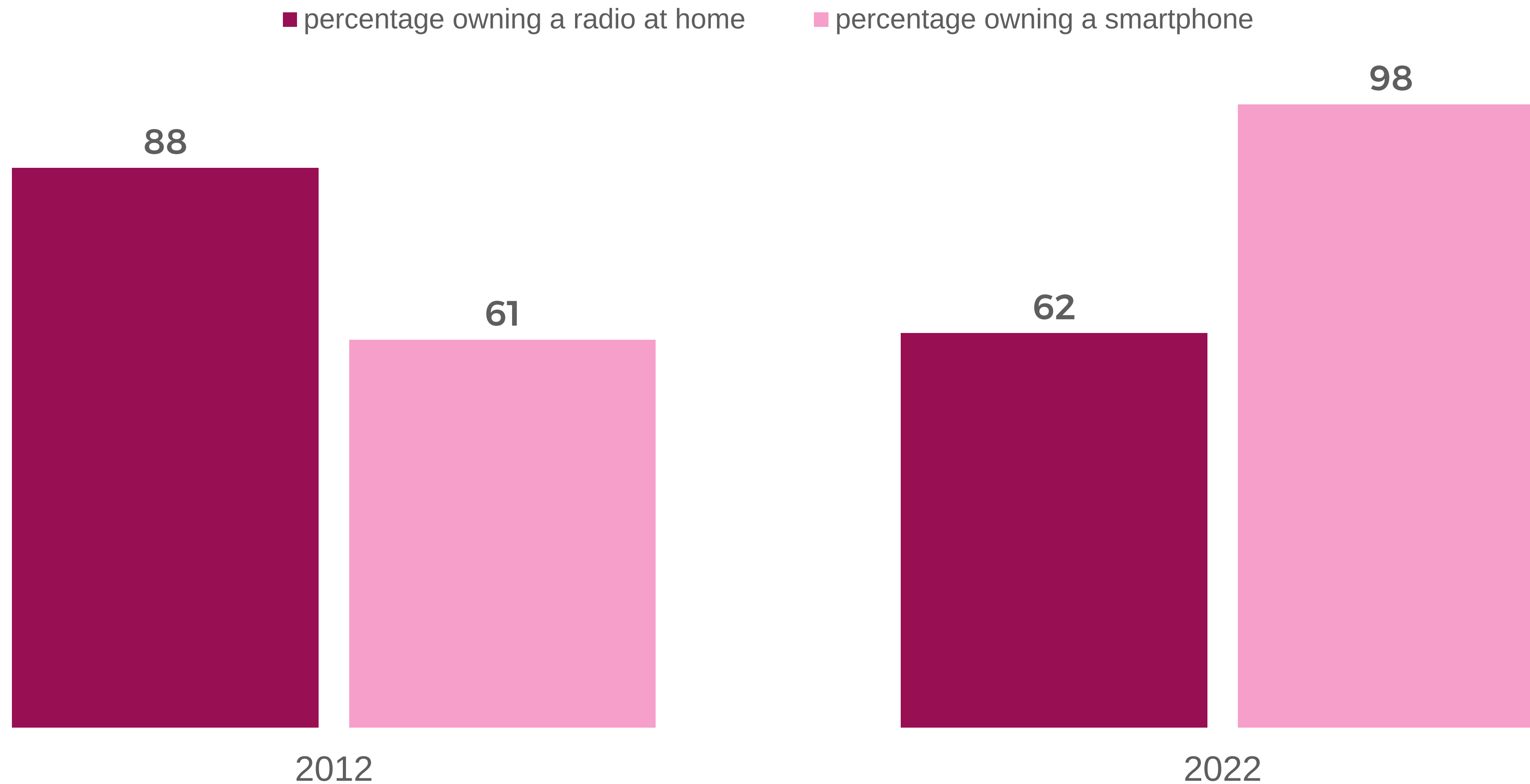
Radios are fading at home among Moms

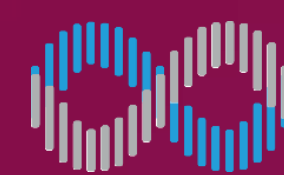
HOW MANY DIFFERENT RADIOS DO YOU HAVE IN YOUR HOME?

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



Radios vs. smartphones among Moms



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Internet



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**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



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Moms' daily time with other media

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

Watching television

2 hours
26 minutes

Listening to radio

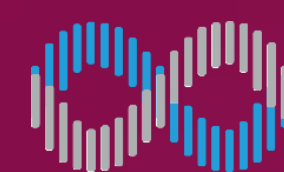
1 hour
36 minutes



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Social Media



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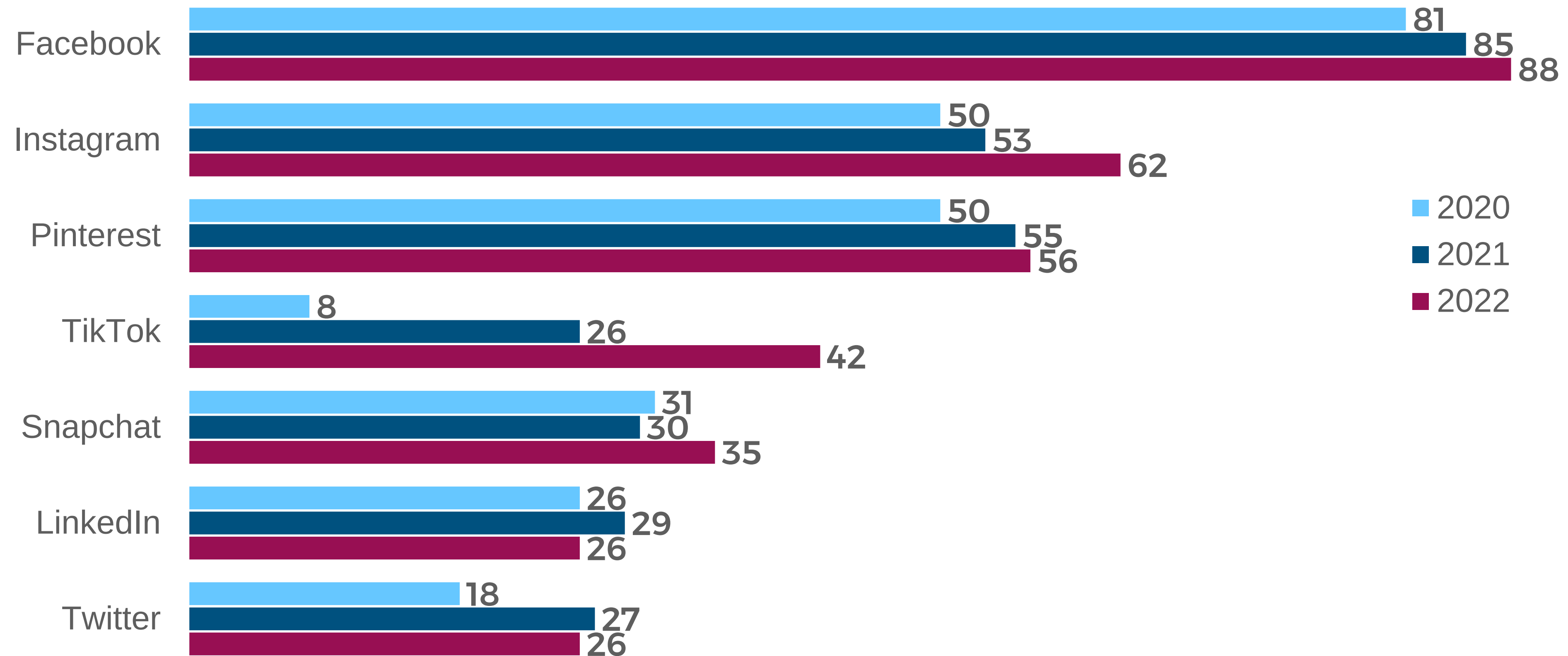
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In 2022
93% of Moms
use some kind of social media

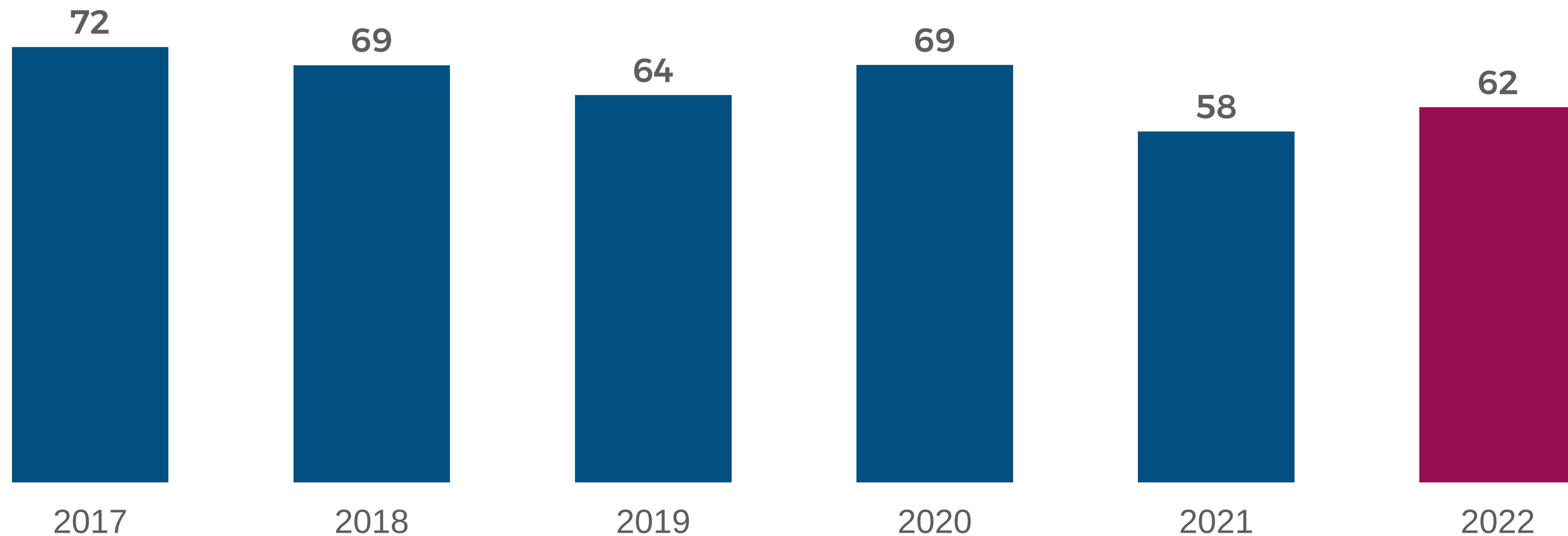
TikTok soars among Moms

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



Facebook is still 'used most' among social media Moms

% OF MOMS WHO USE SOCIAL MEDIA AND USE FACEBOOK MOST



Facebook dominance has declined as 'used most' among social media Moms

% OF MOMS WHO USE SOCIAL MEDIA AND USE FACEBOOK MOST





Other Media Habits



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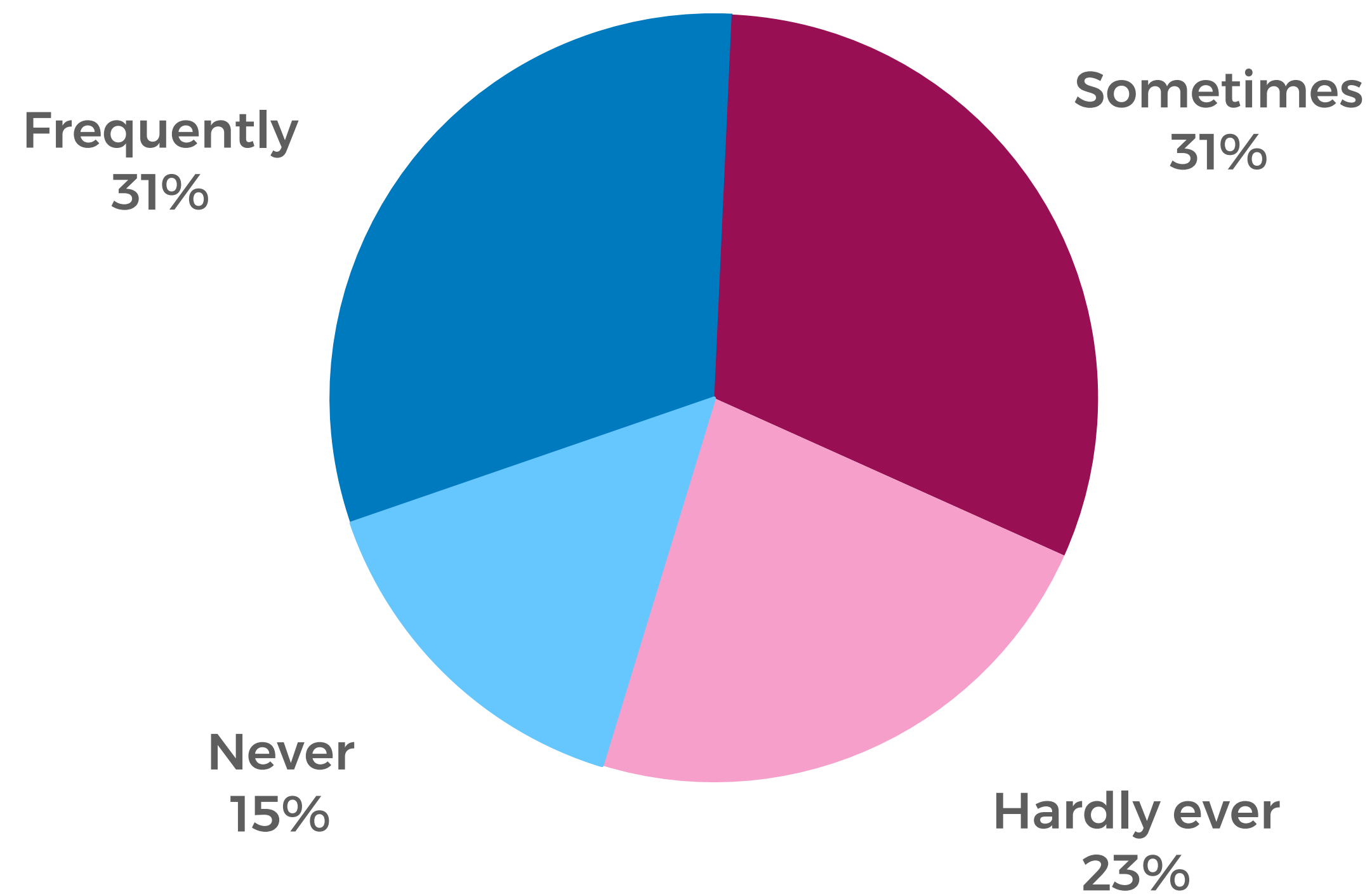


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Most Moms are not listening alone

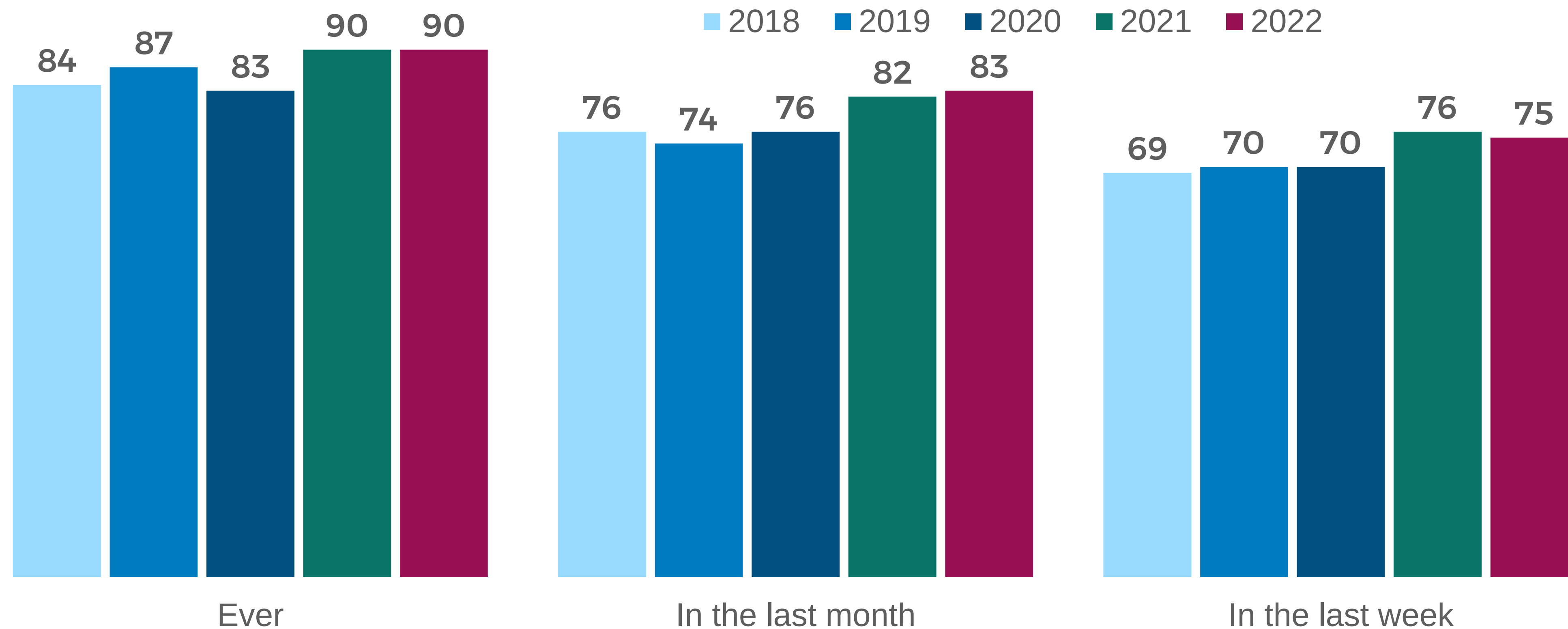
HOW OFTEN ARE YOU LISTENING TO AUDIO WITH OTHER PEOPLE?



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



Moms' weekly time 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

**11 hours
38 minutes**

3:22 less per week than in 2021



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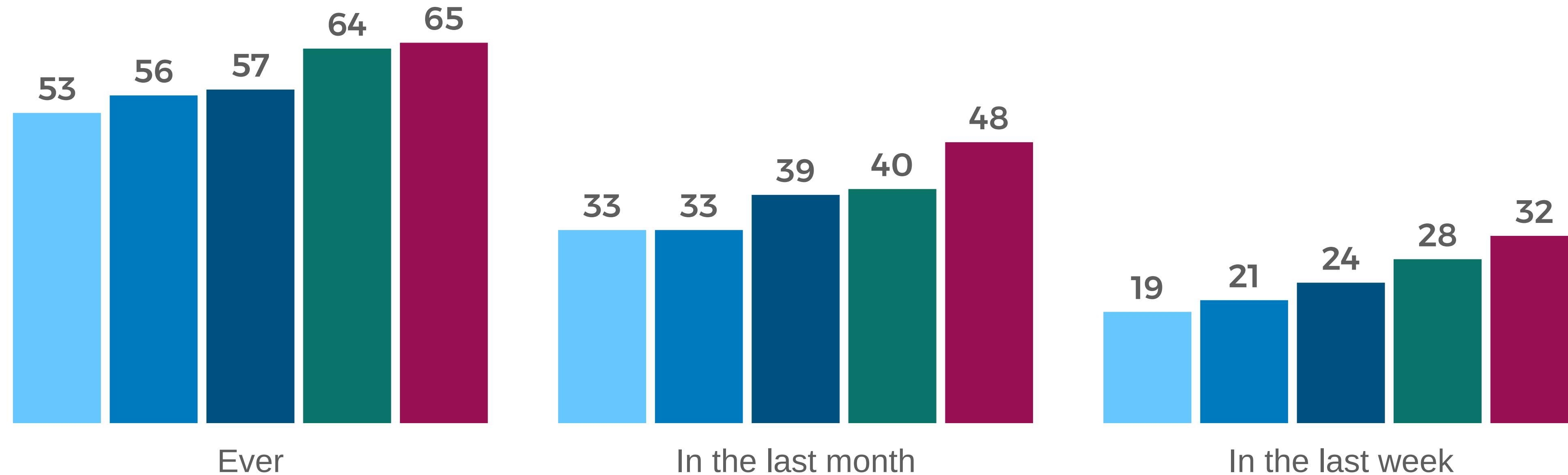


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Nearly a third of Moms have listened to a podcast in the last week

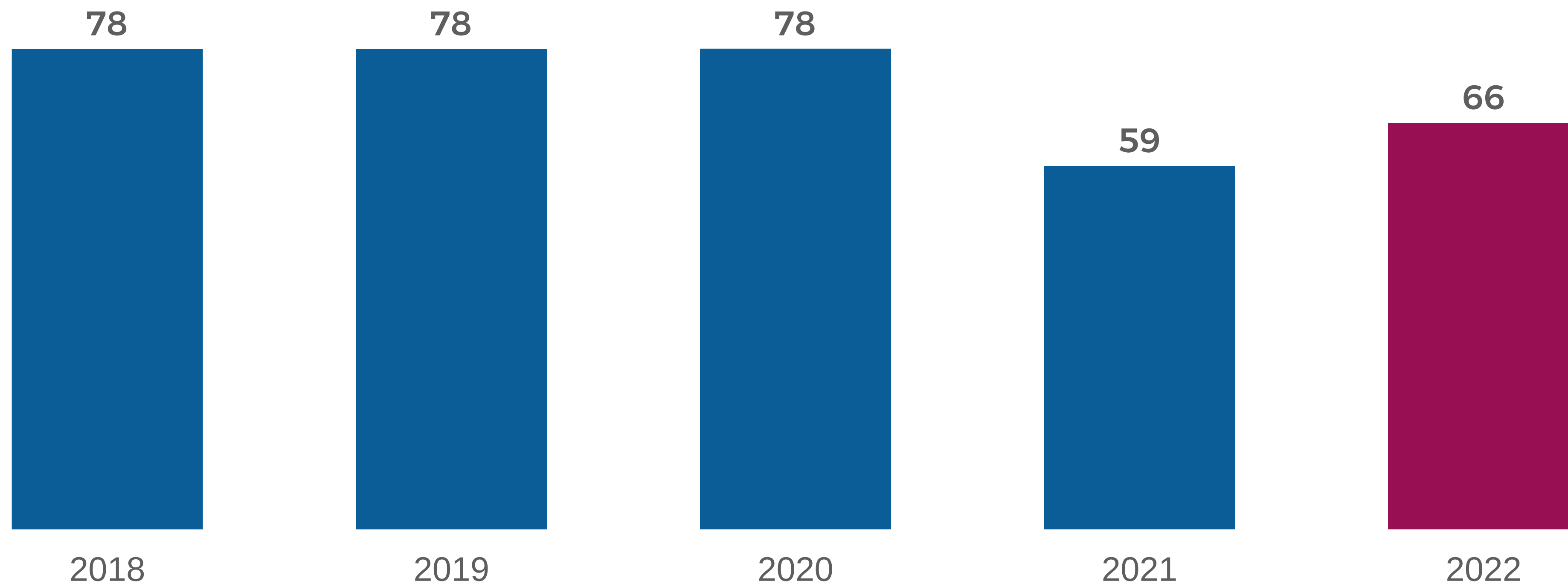
% OF MOMS WHO HAVE LISTENED TO A PODCAST

2018 2019 2020 2021 2022



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



Children and Social Media



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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



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60% of Moms
think their children spend too
much time on social media

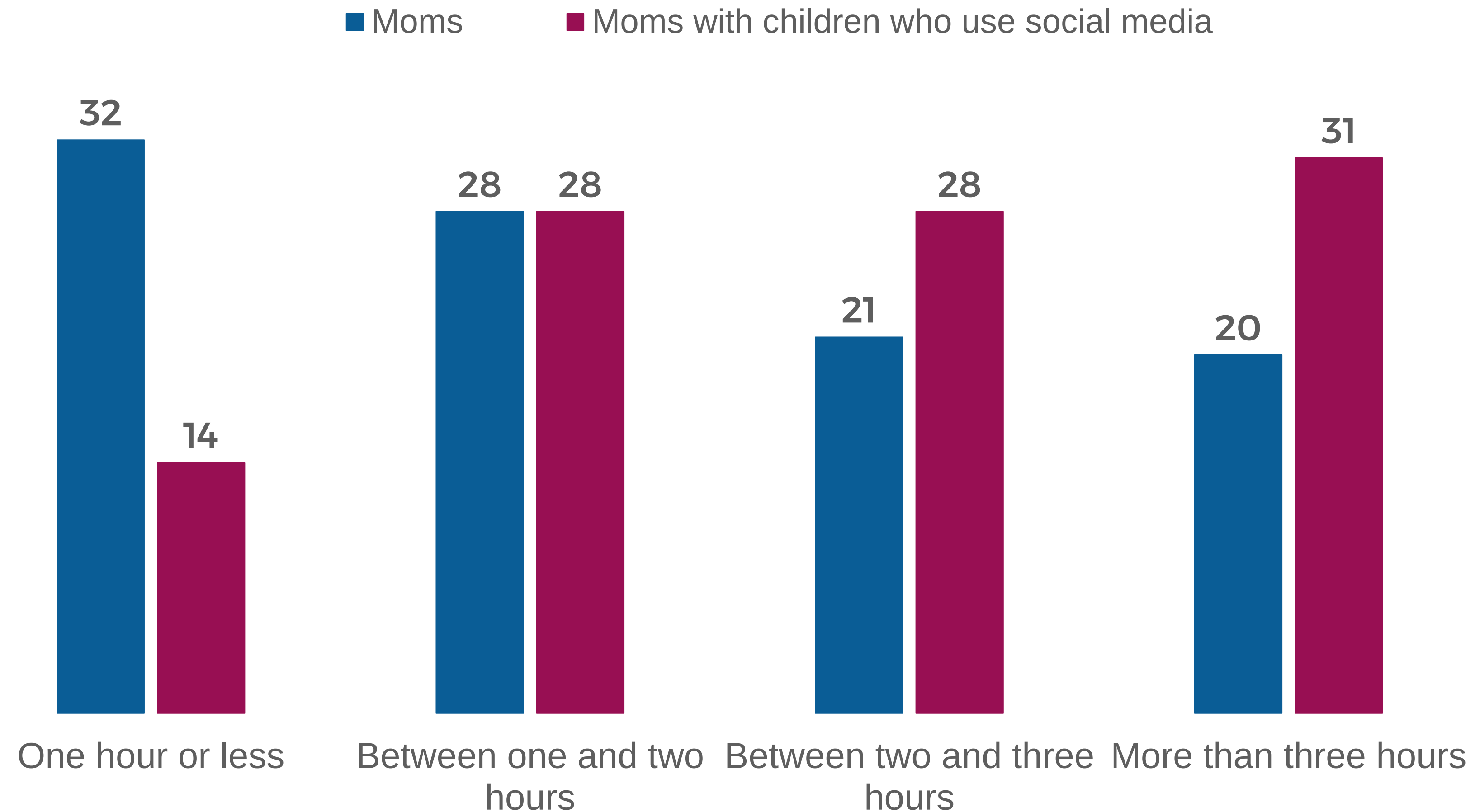
BASE: MOMS WITH CHILDREN UNDER 18 WHO USE SOCIAL MEDIA



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What's appropriate for kids' daily social media time?

% OF MOMS VS. % OF MOMS WITH CHILDREN WHO USE SOCIAL MEDIA



*Average appropriate daily time
for children to spend using social
media*

**2 hours
24 minutes**

BASE: ALL MOMS

**3 hours
18 minutes**

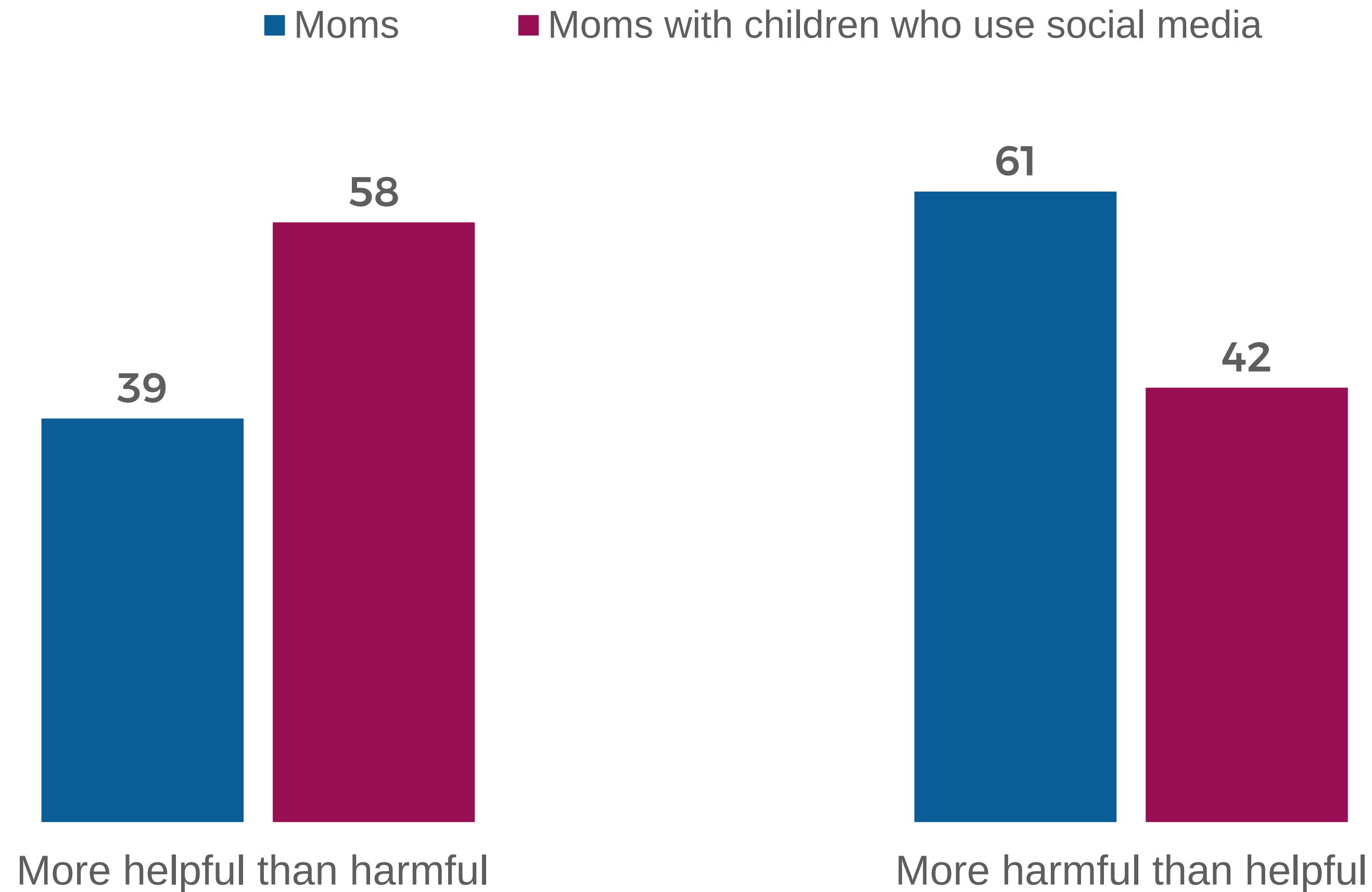
BASE: MOMS WITH CHILDREN WHO USE SOCIAL MEDIA



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Is social media more helpful or harmful to children?

% OF MOMS VS. % OF MOMS WITH CHILDREN WHO USE SOCIAL MEDIA

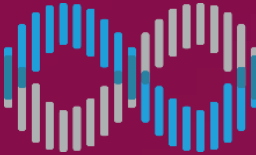


86% of Moms
with children who use social media
agree that it needs more
regulation **to protect children**

BASE: MOMS WITH CHILDREN WHO USE SOCIAL MEDIA



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Conclusions



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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



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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

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- TIK TOK 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

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