

Moms and Media 2023

An Infinite Dial Report

presented by

The
ResearchMoms



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Moms and Media 2023



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

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



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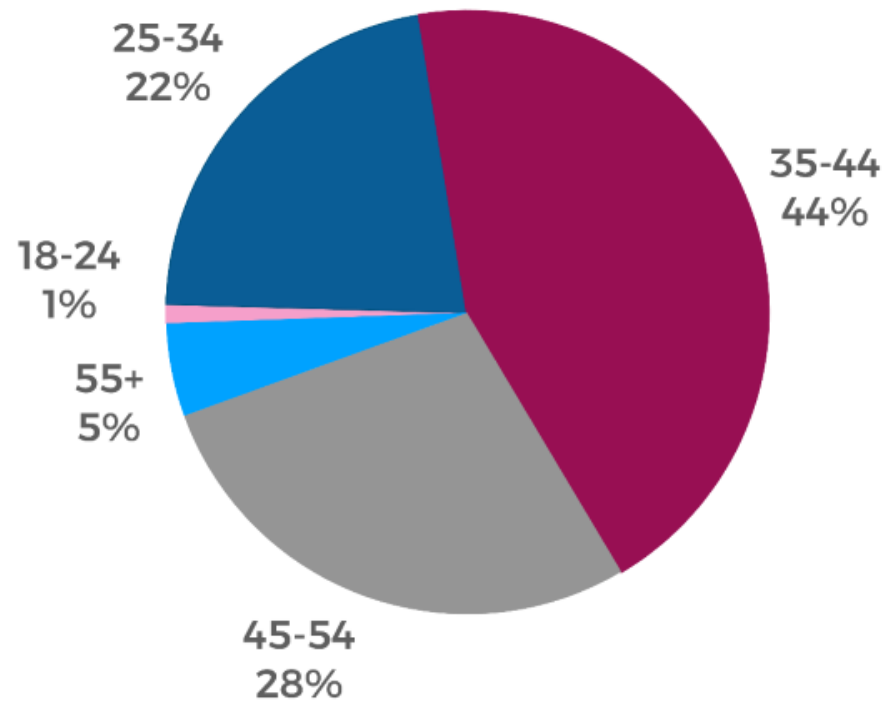
Study Methodology

- For the Infinite Dial, Edison Research conducted a national telephone survey of 1,500 people aged 12 and older in early 2023, 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



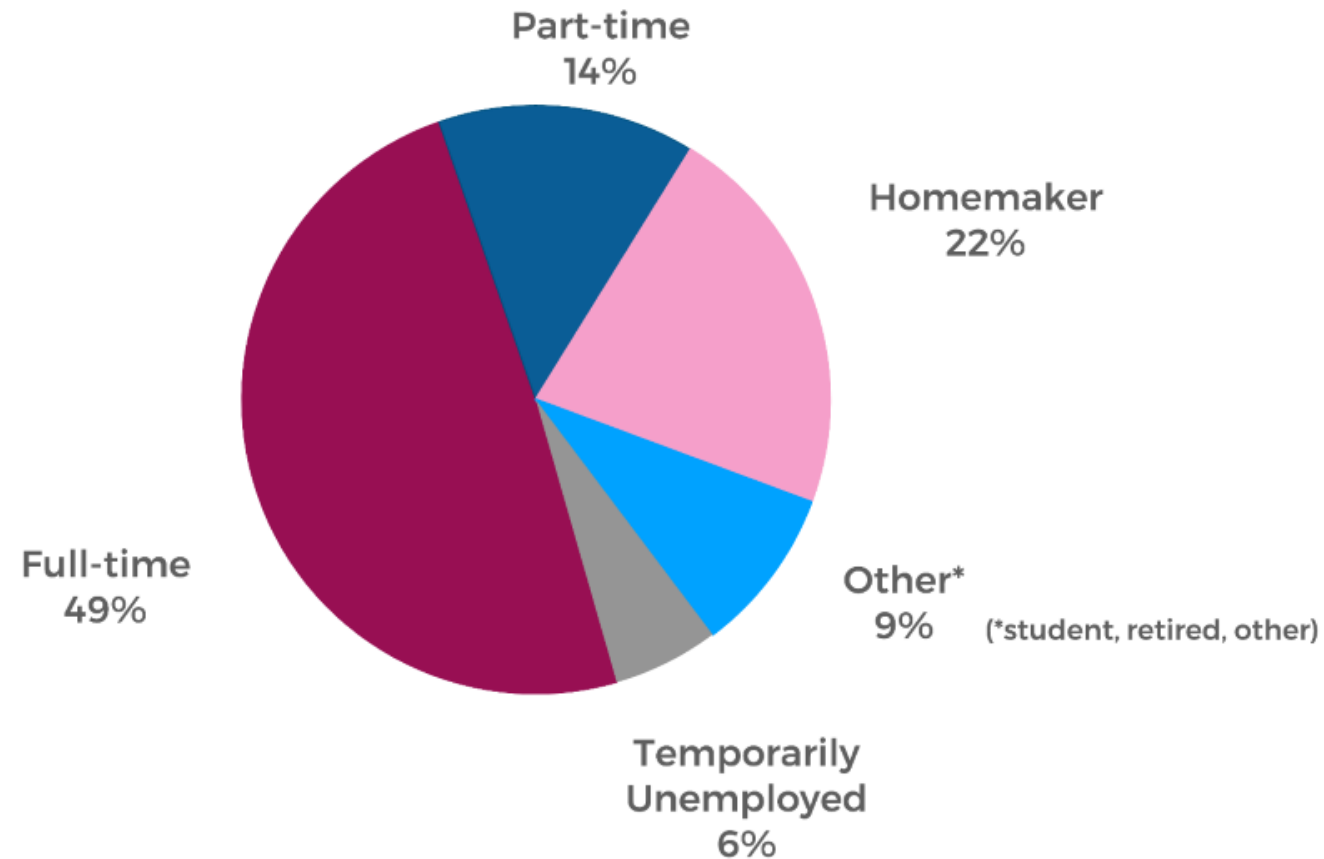
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On average, Moms are 43 years old



Average age of Moms: 43

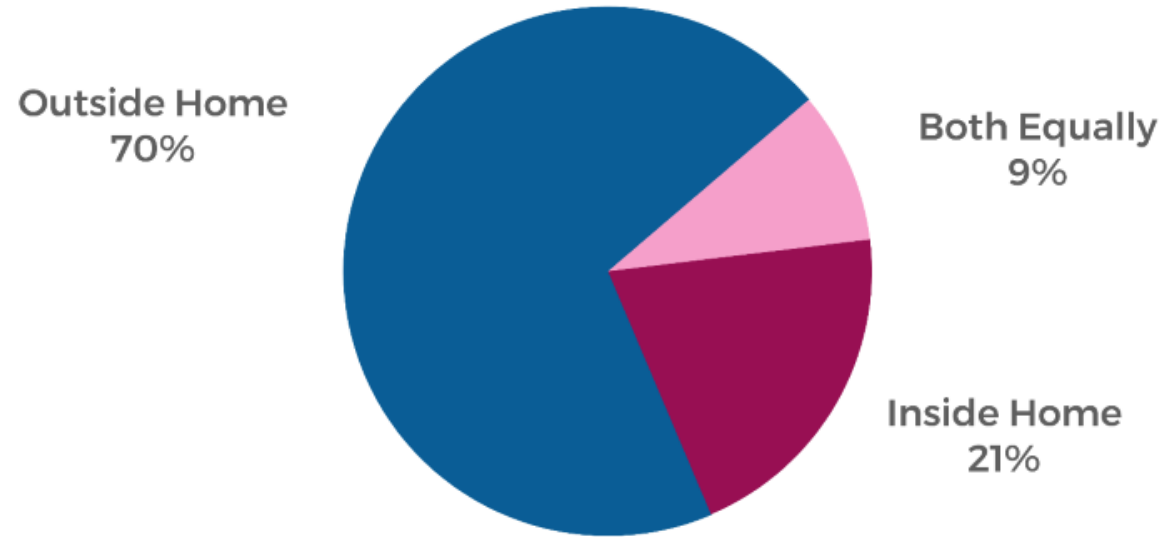
Nearly two-thirds of Moms are employed in 2023



63% of Moms are employed full-time or part-time

Working inside vs. outside the home

IS YOUR WORK DONE MOSTLY INSIDE OR OUTSIDE YOUR HOME?



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

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Devices



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**95% of Moms
own a smartphone**



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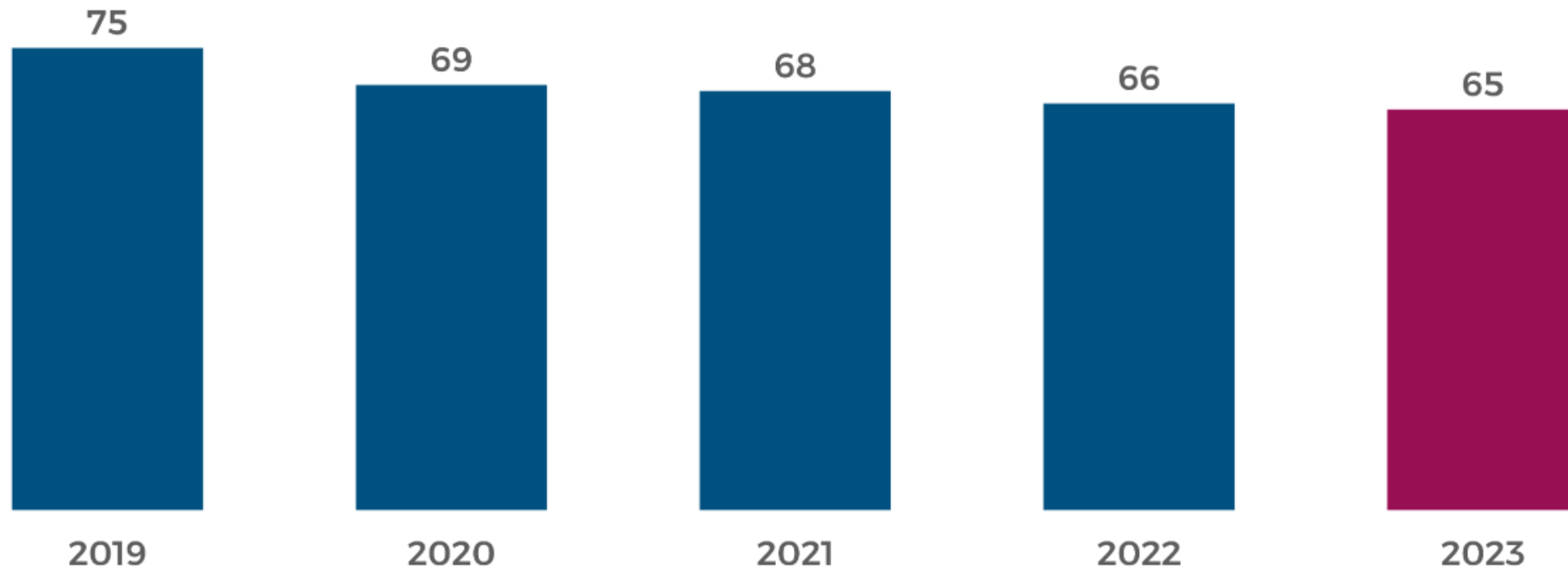
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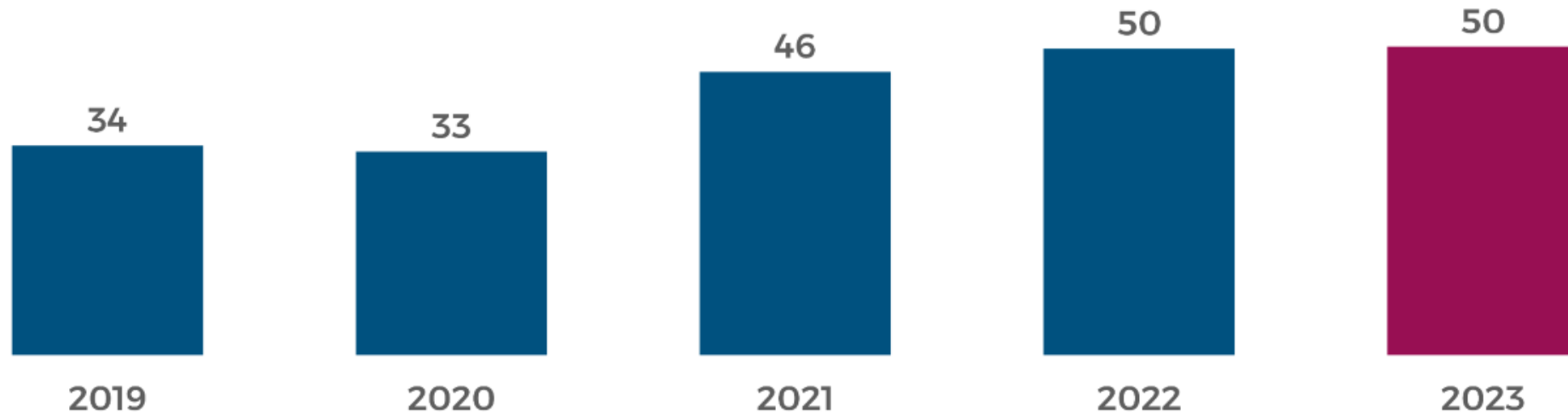
Tablet ownership levels out among Moms

% OF MOMS WHO OWN ANY KIND OF TABLET



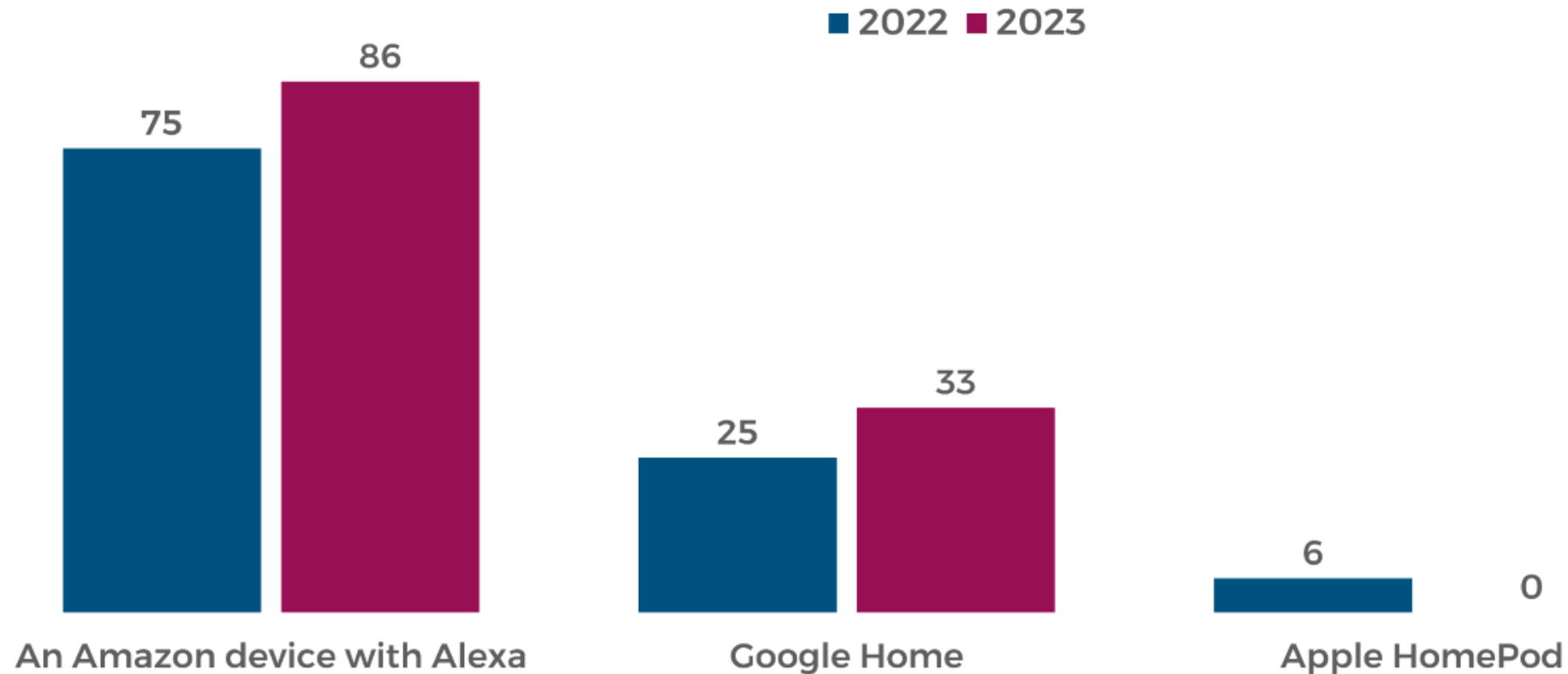
Smart Speaker ownership holds steady with Moms

% OF MOMS WHO OWN ANY KIND OF SMART SPEAKER



Alexa devices maintain their dominance

% OF SMART SPEAKER MOMS WHO OWN EACH TYPE

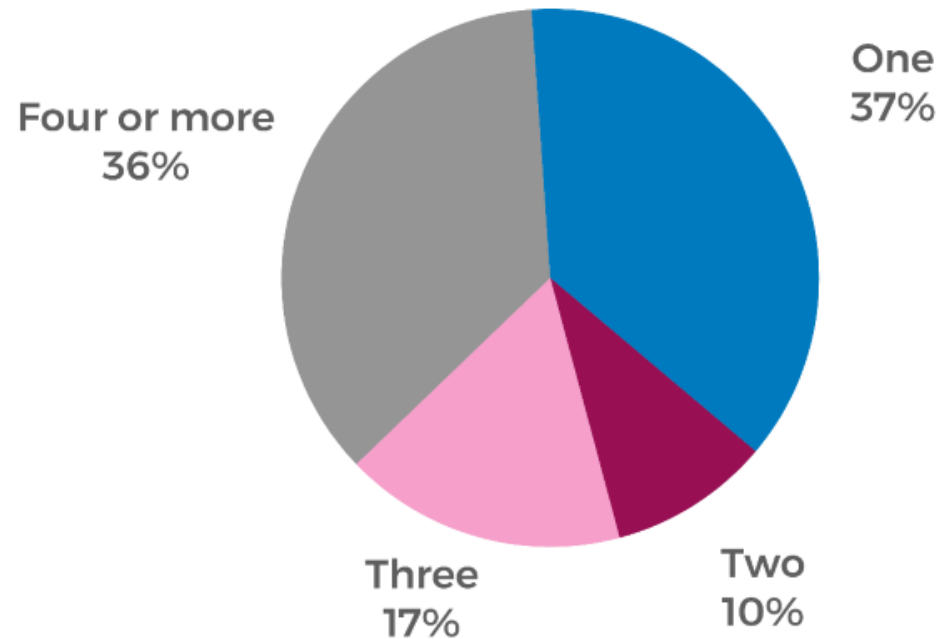


It's about quantity for Smart Speaker Moms

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

BASE: MOMS WHO OWN AT LEAST ONE SMART SPEAKER

63% of Smart Speaker Moms
own more than one

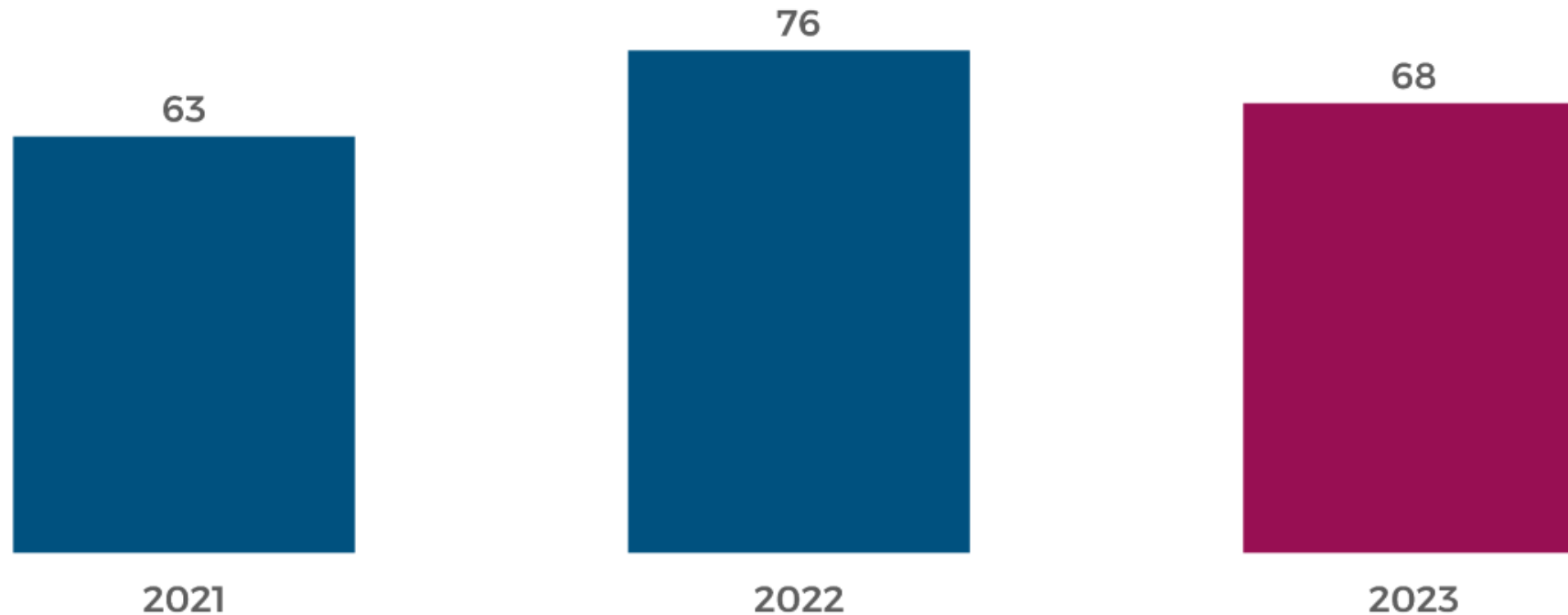


**Smart Speaker Moms
have an average of
3.1 in the household**

Most Moms continue to choose hands free

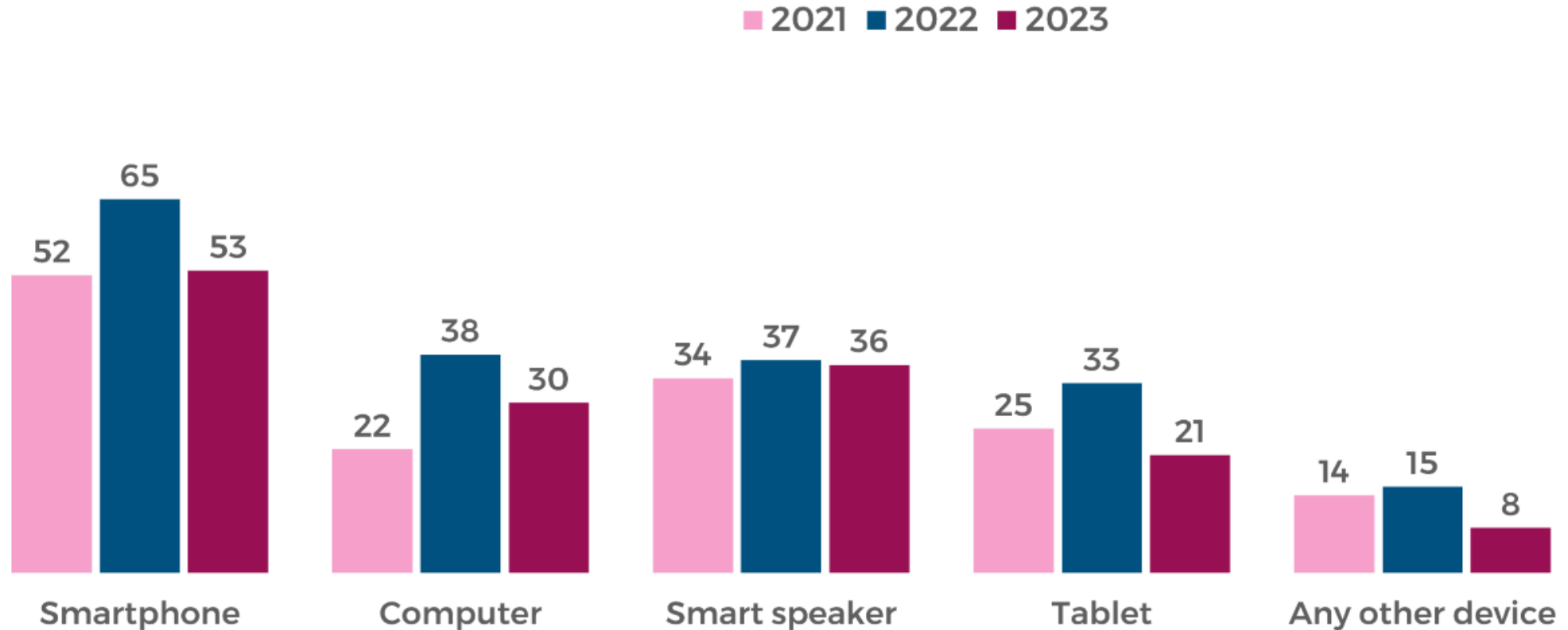
% OF MOMS WHO EVER USE A VOICE-OPERATED PERSONAL ASSISTANT

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



**71% of Moms own
wireless earphones or headphones**

Wireless headphones trend up Moms

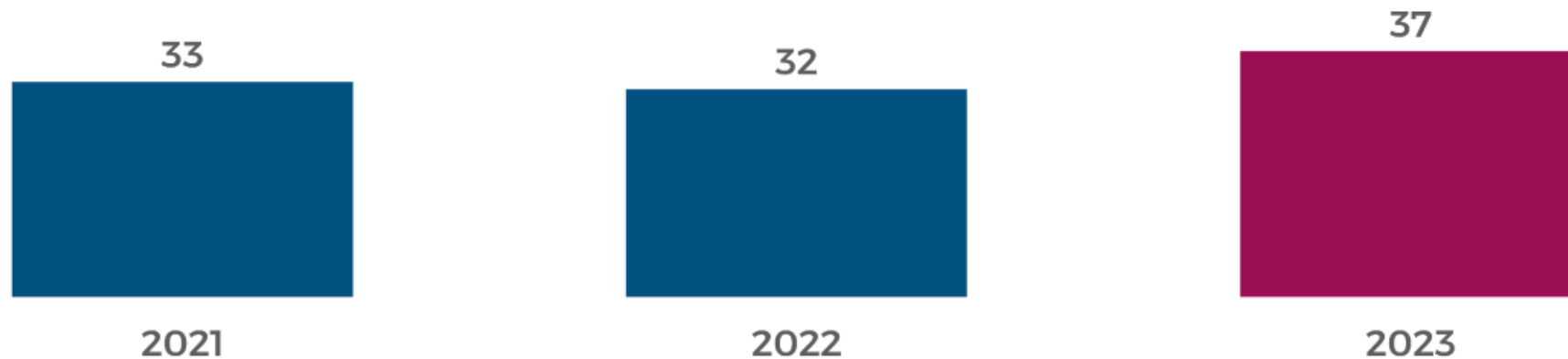
% OF MOMS WHO OWN WIRELESS EARPHONES OR HEADPHONES



Smart Watches are gaining traction with Moms

% OF MOMS WHO OWN AN INTERNET-CONNECTED WATCH

EXAMPLES INCLUDE: APPLE WATCH AND SAMSUNG GEAR



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Internet



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

Moms' daily time using the internet

SELF-REPORTED AVERAGE TIME SPENT IN THE LAST 24 HOURS

4 hours 15 minutes

15 minutes more per day
than in 2022



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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
22 minutes

Listening to radio
1 hour
36 minutes



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Social Media



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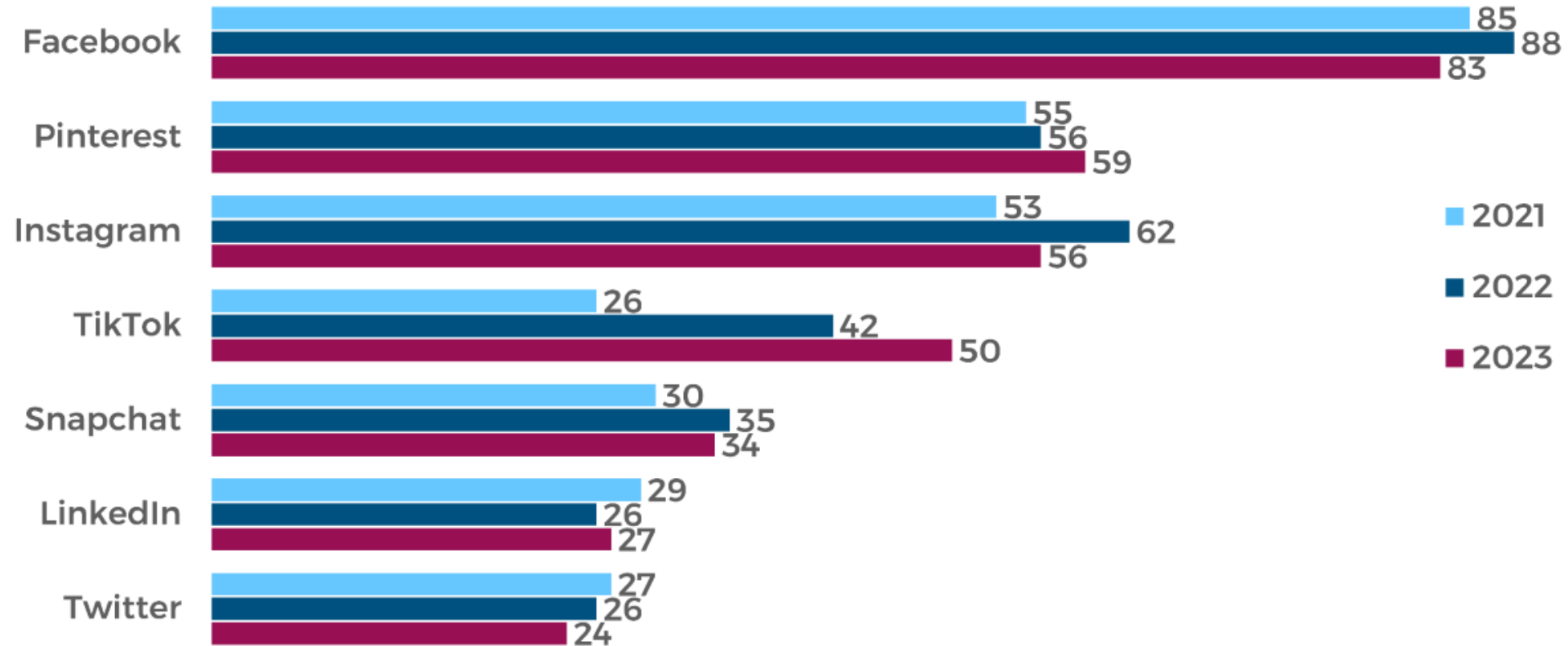
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In 2023
93% of Moms
use some kind of social media

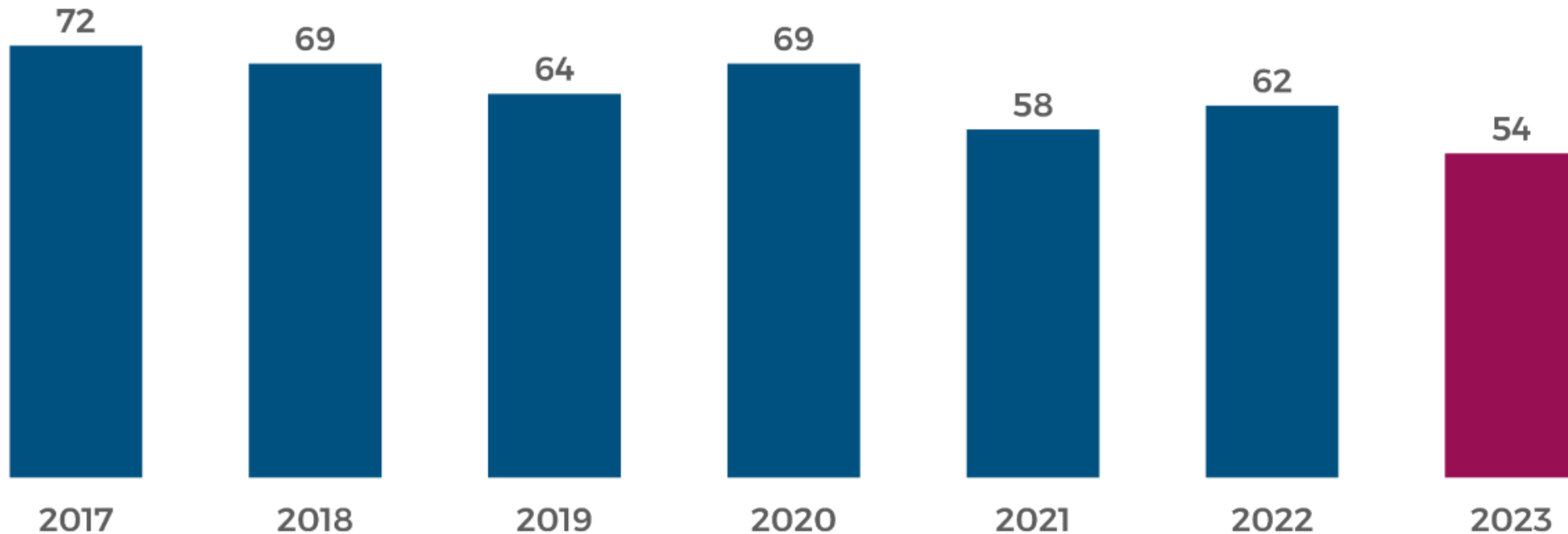
TikTok continues to gain more Moms

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



Facebook is still 'used most' among Social Media Moms, but losing ground

% OF MOMS WHO USE SOCIAL MEDIA AND USE FACEBOOK MOST



TikTok makes huge gains as 'used most' among Social Media Moms

Social Media Moms who
use TikTok most:

2022:	6%
2023:	19%

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Other Media Habits



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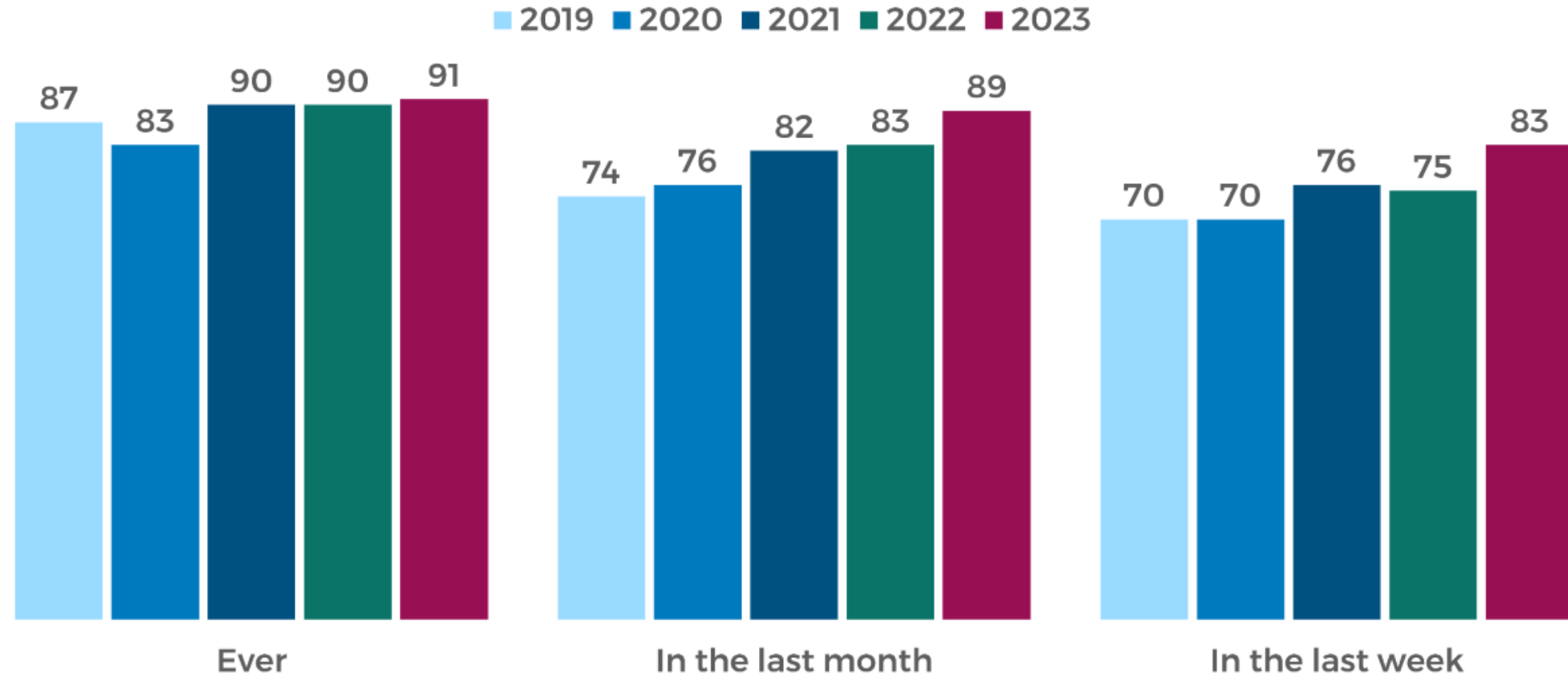
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More than 8 in 10 Moms listen weekly to online audio

% 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

15 hours
46 minutes

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



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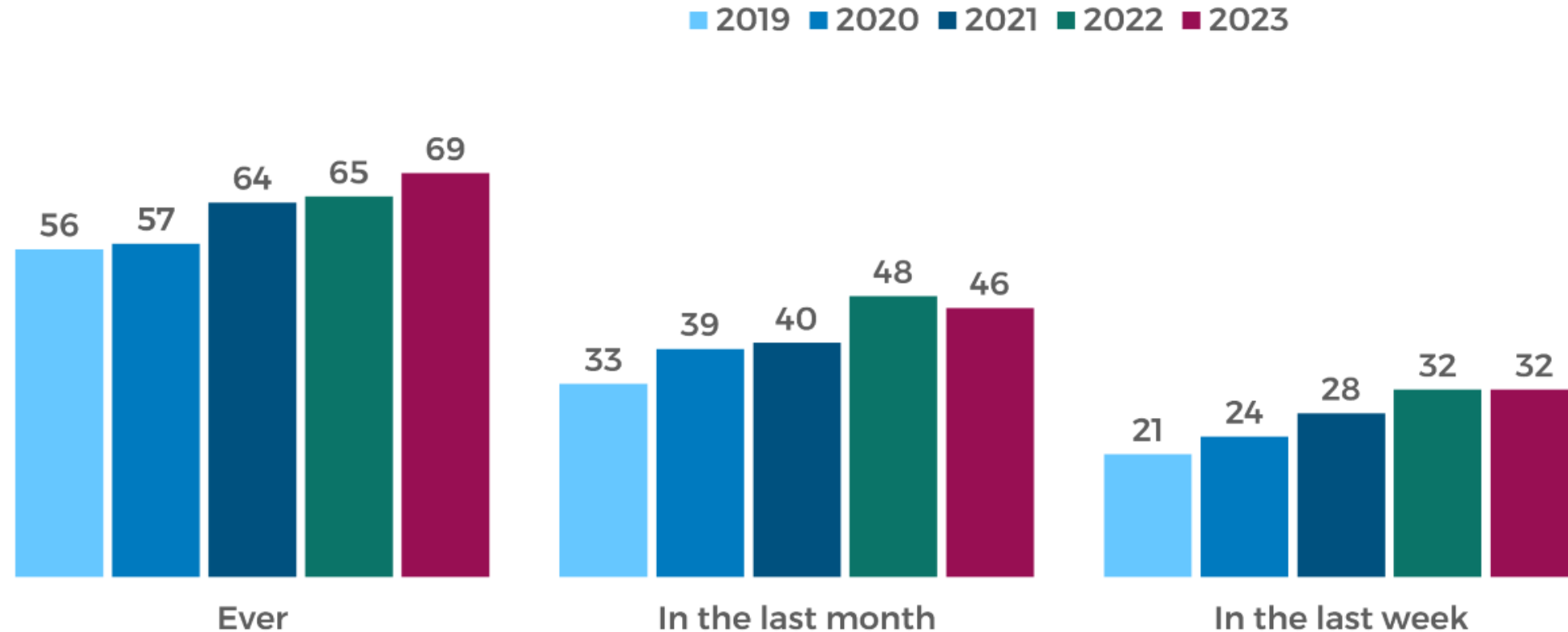


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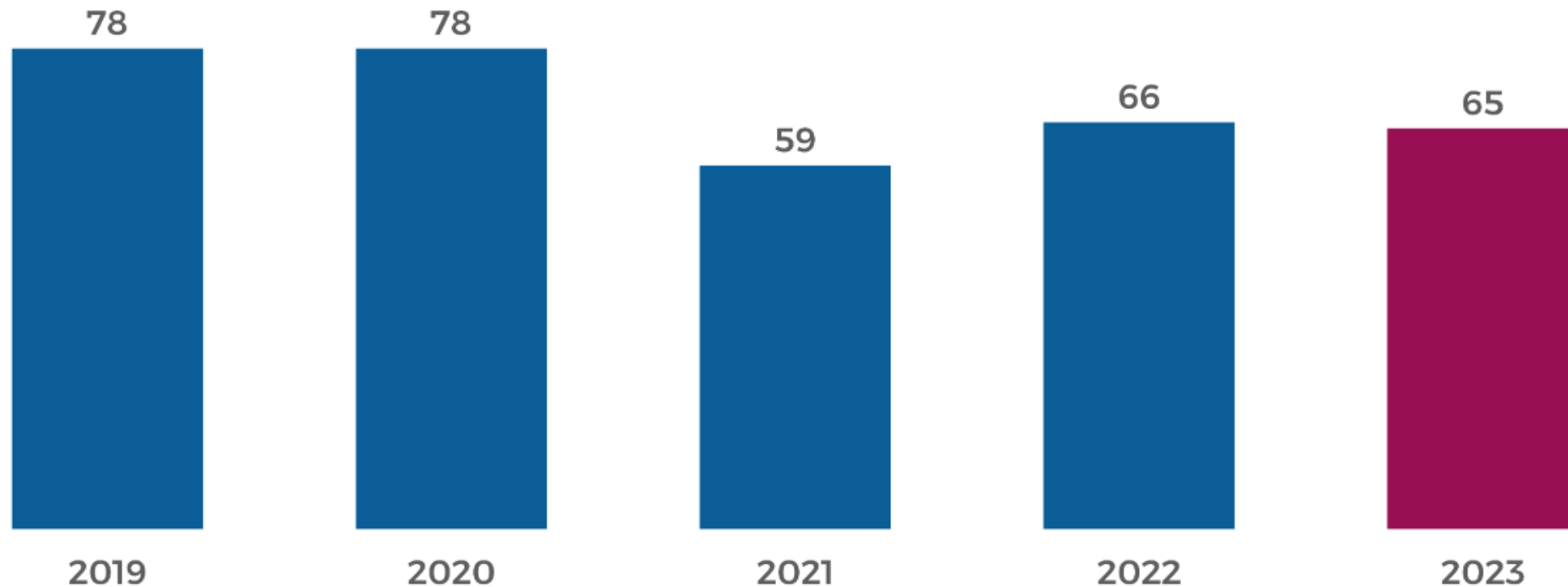
Moms continue to discover podcasts

% OF MOMS WHO HAVE LISTENED TO A PODCAST



AM/FM Radio listening holds steady 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

Study Methodology

- A national, online survey of U.S. adults 18 and older
- We isolated moms with children under 18
- Interviews were conducted in April 2023

67% of Moms
have children who use
social media

BASE: MOMS WITH CHILDREN UNDER 18



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51% of Moms think their children spend too much time on social media

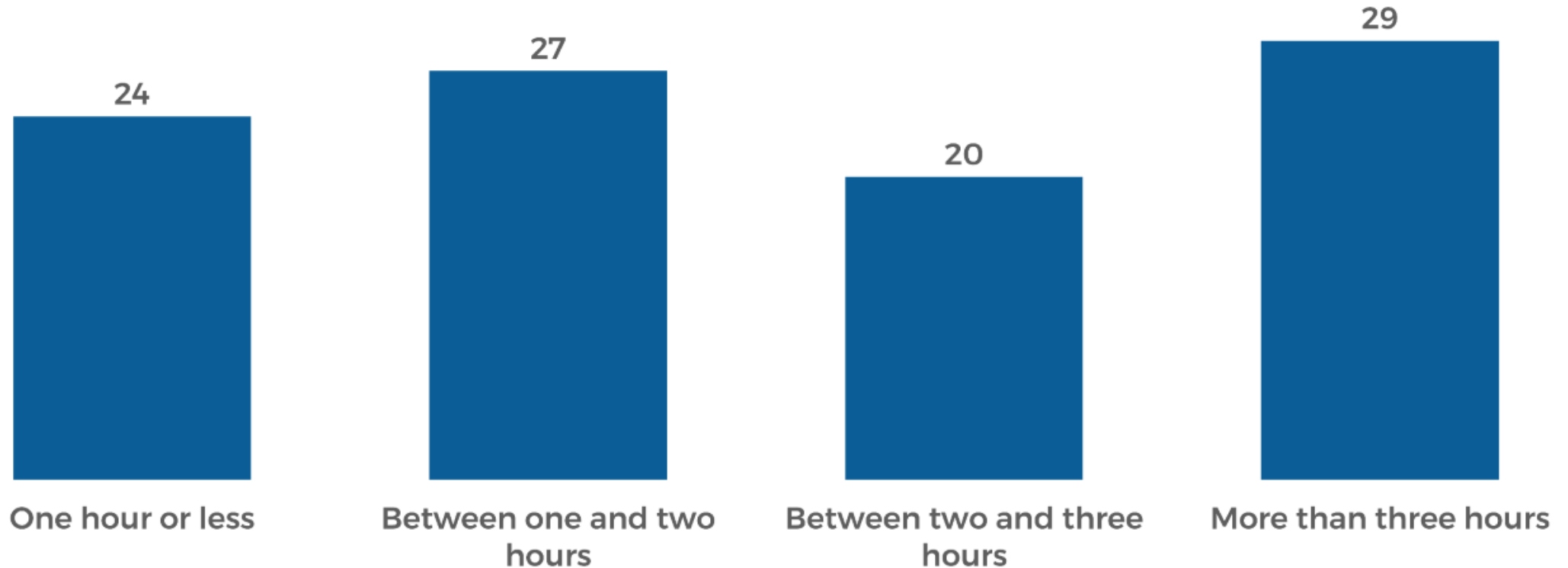
BASE: MOMS WITH CHILDREN UNDER 18 WHO USE SOCIAL MEDIA; 67%



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

BASE: MOMS WITH CHILDREN WHO USE SOCIAL MEDIA
% SAYING EACH TIME RANGE



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

**2 hours
35 minutes**

BASE: MOMS WITH CHILDREN WHO USE SOCIAL MEDIA

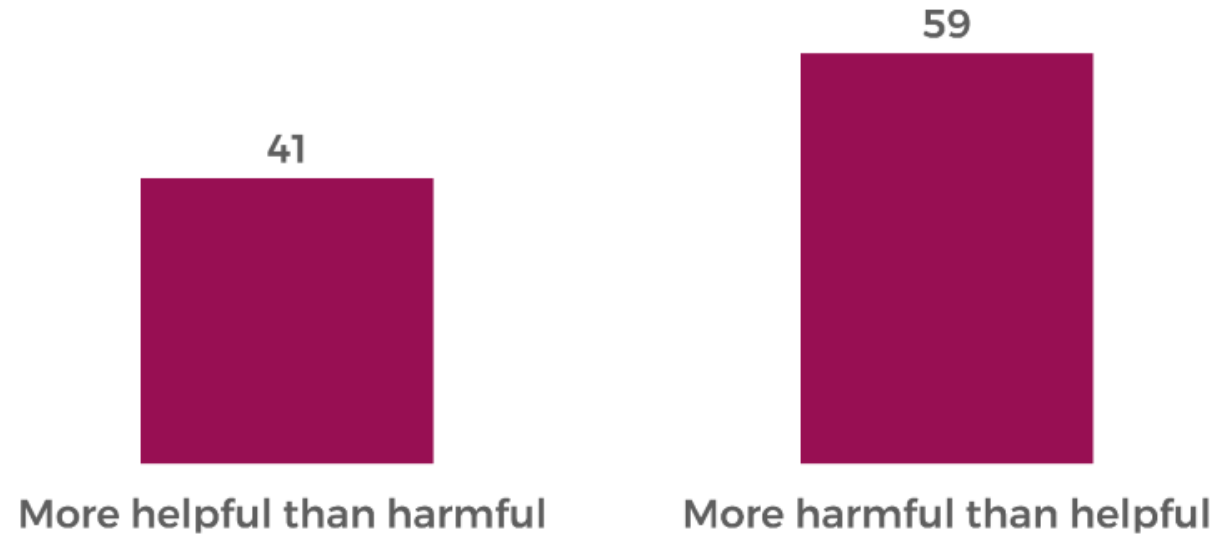


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Is social media more helpful or harmful to children?

BASE: MOMS WITH CHILDREN WHO USE SOCIAL MEDIA
% SAYING EACH RESPONSE

The majority of Moms with children who use social media agree that it is more **harmful** than **helpful**



Among Moms with children who use social media

66% agree that it needs
more regulation to protect children

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Conclusions



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Moms and Media 2023 Recap

1. In 2023 Moms remain heavily engaged with internet and social media

- Daily Internet time increases
- Significantly more Moms are using TikTok most; while fewer are using Facebook most
- Weekly online audio listening is solid

2. Devices are a priority with Moms

- Moms are gaining even more Smart Speakers; with Alexa devices dominant
- Smartphone and tablet ownership remain steady
- More Moms add smart watches and wireless headphones to their tool kit

3. Moms show concern that social media has a downside for children

- Half of Moms think their children spend too much time on social media
- Majority of Moms with children who use social media agree it is more harmful than helpful
- Social media needs more regulation to protect children

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