

# Moms and Media 2021

An Infinite Dial Report

presented by

*The*  
**ResearchMoms**



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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

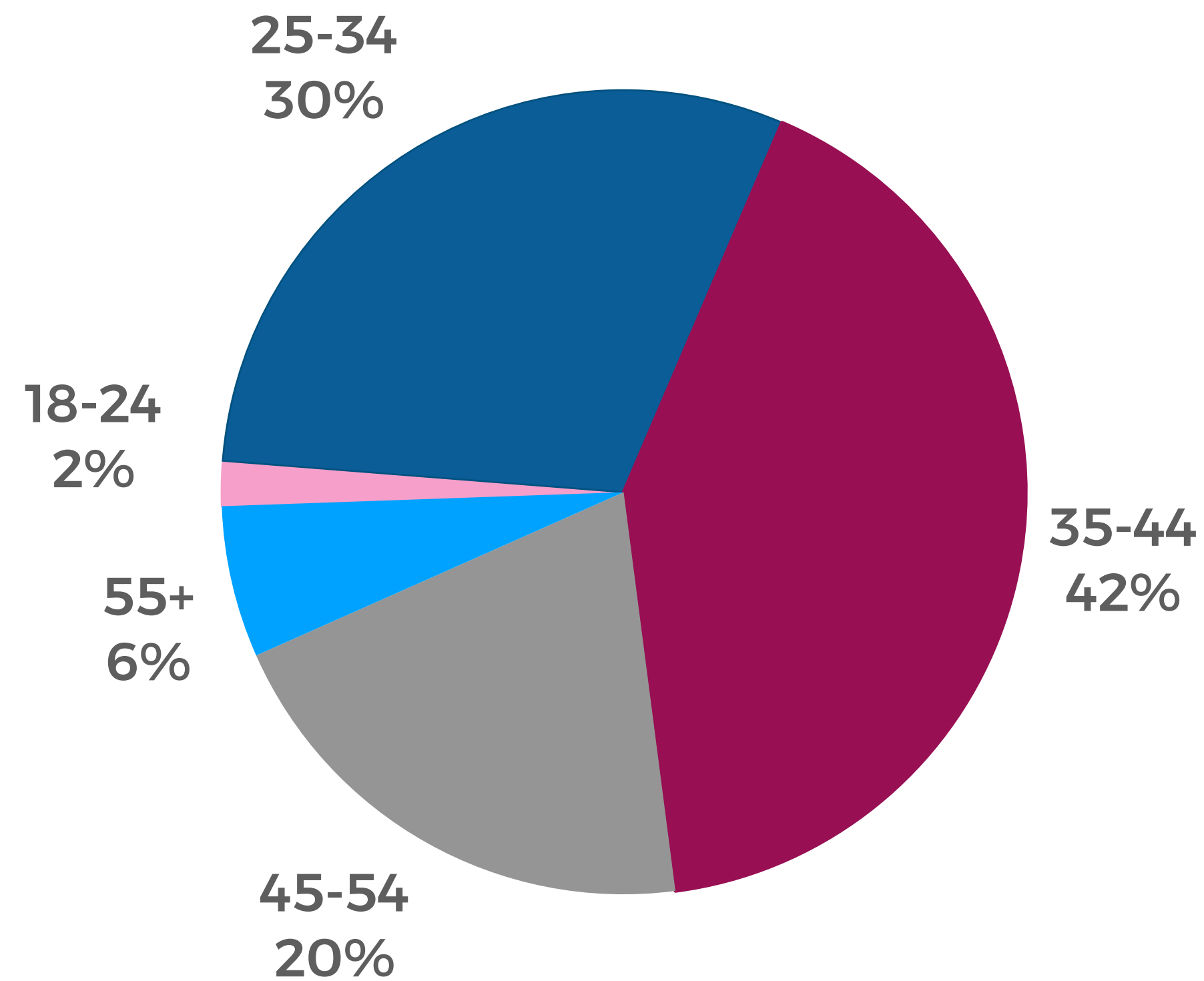


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## Study Methodology

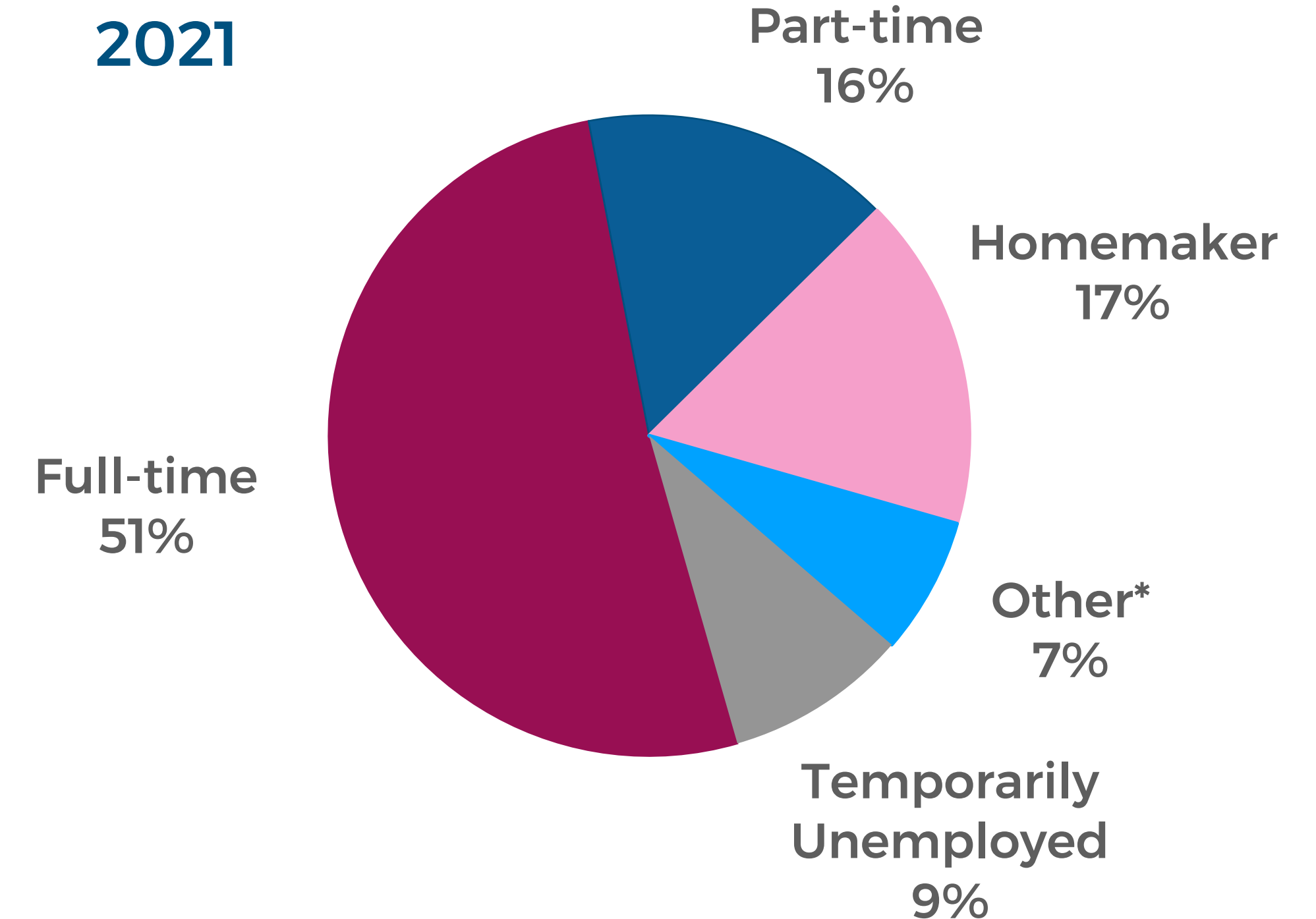
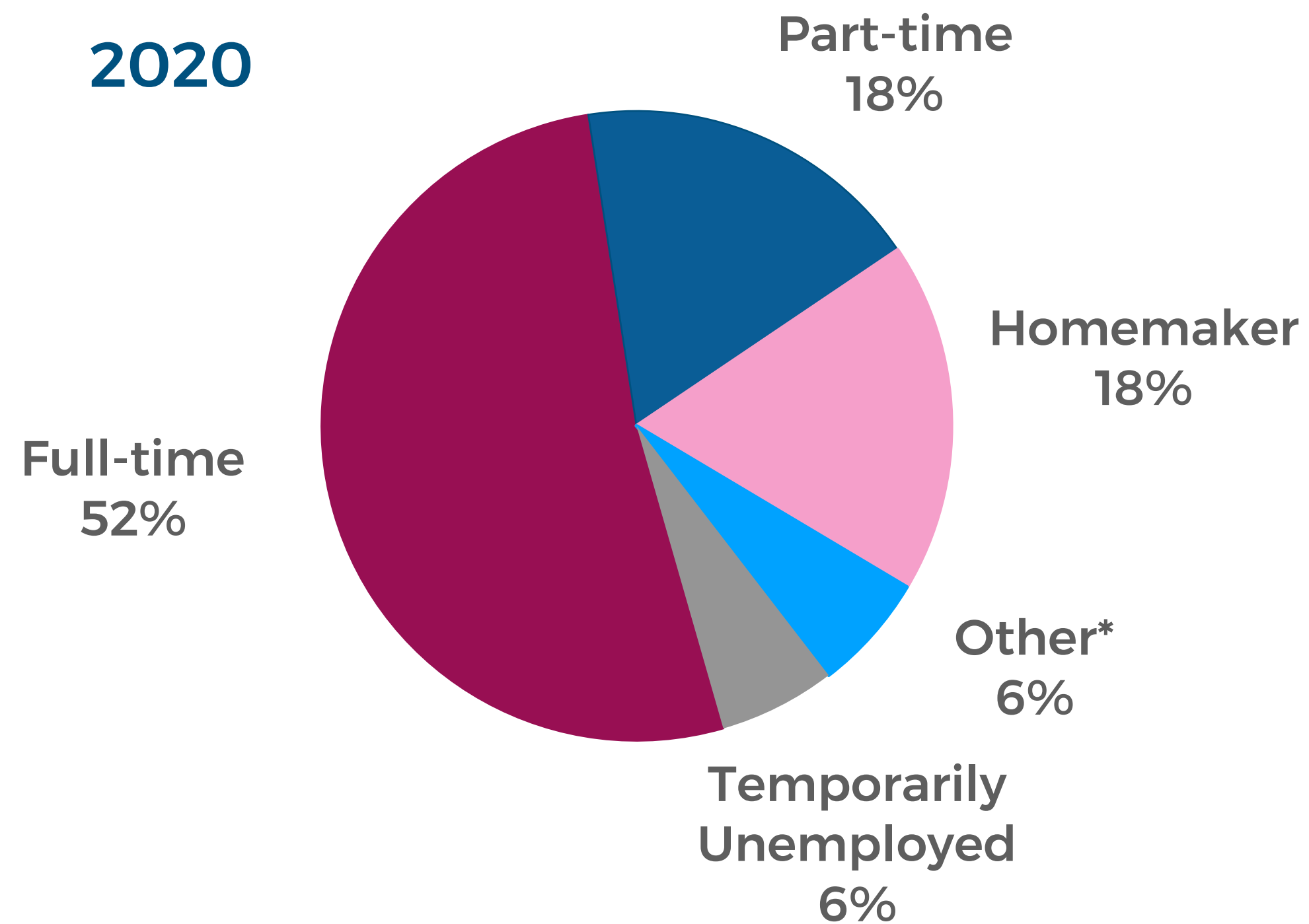
- For the Infinite Dial, Edison Research conducted a national telephone survey of 1,507 people aged 12 and older in early 2021, using random digit dialing techniques to both cell phones and landlines (U.S. Population 12+)
- Data weighted to national 12+ U.S. population figures
- “Mom” is defined as a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



# Devices



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89% of Moms  
own a smartphone

# Moms have evolved to mobile

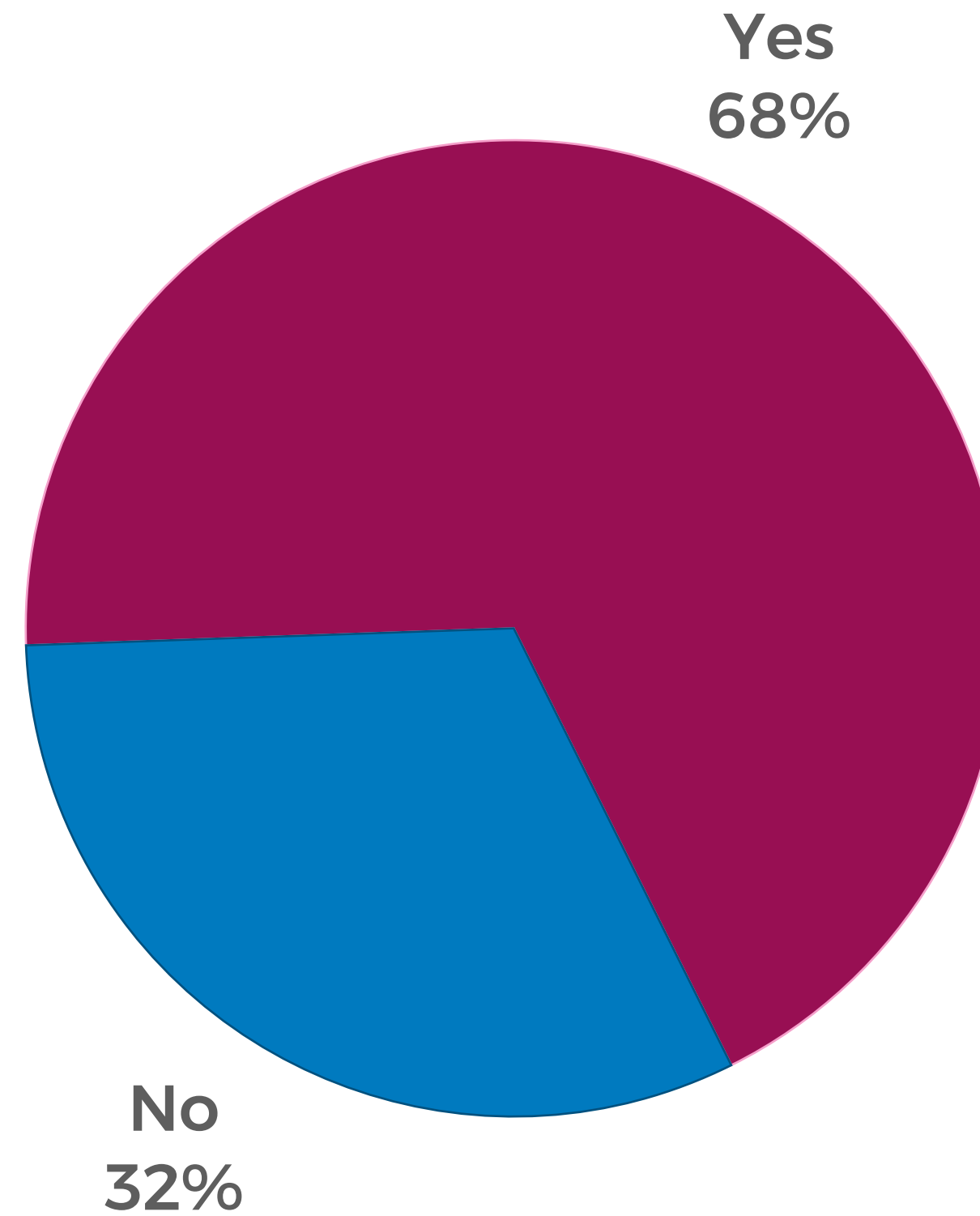
% OF MOMS WHO OWN A SMARTPHONE





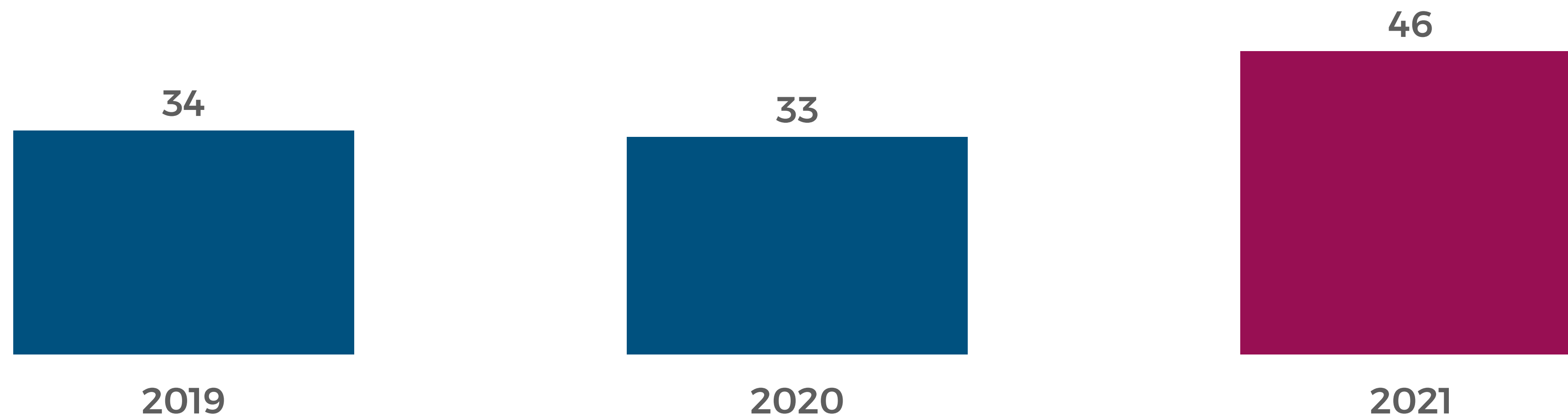
# Nearly 7 in 10 Moms own a tablet

% OF MOMS WHO OWN ANY KIND OF TABLET



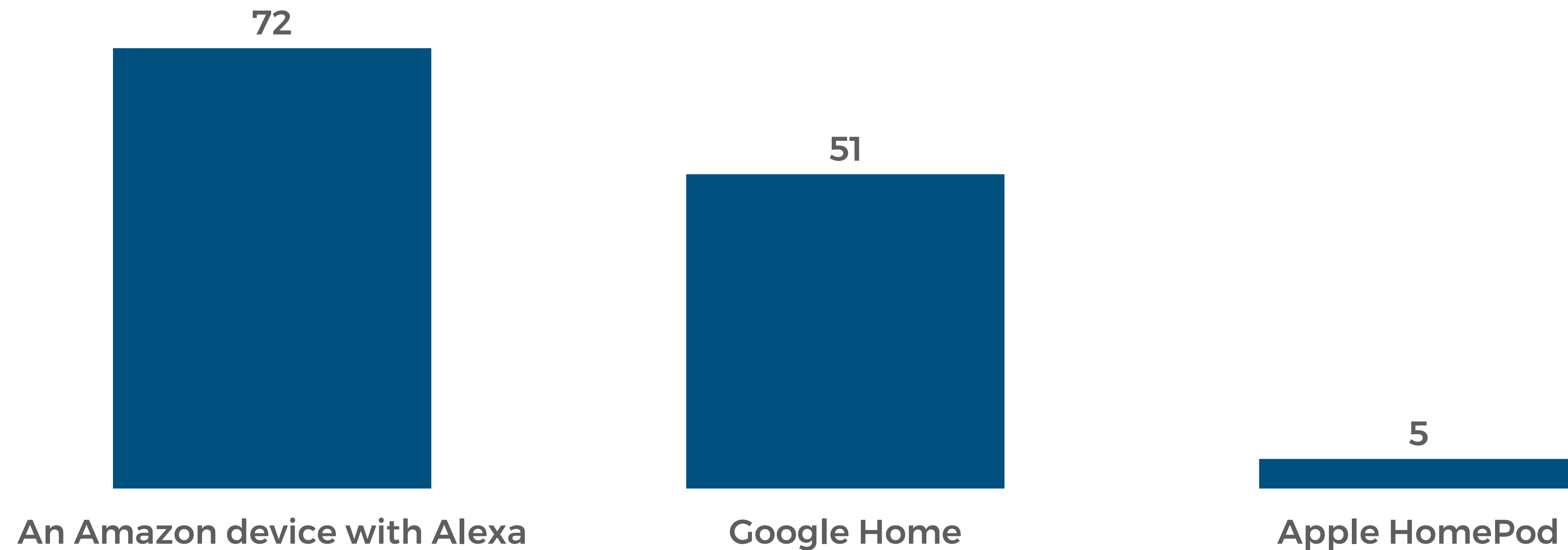
# Smart speakers surge among Moms

% OF MOMS WHO OWN ANY KIND OF SMART SPEAKER



# Moms are much more likely to ask Alexa

% OF SMART SPEAKER MOMS WHO OWN EACH TYPE

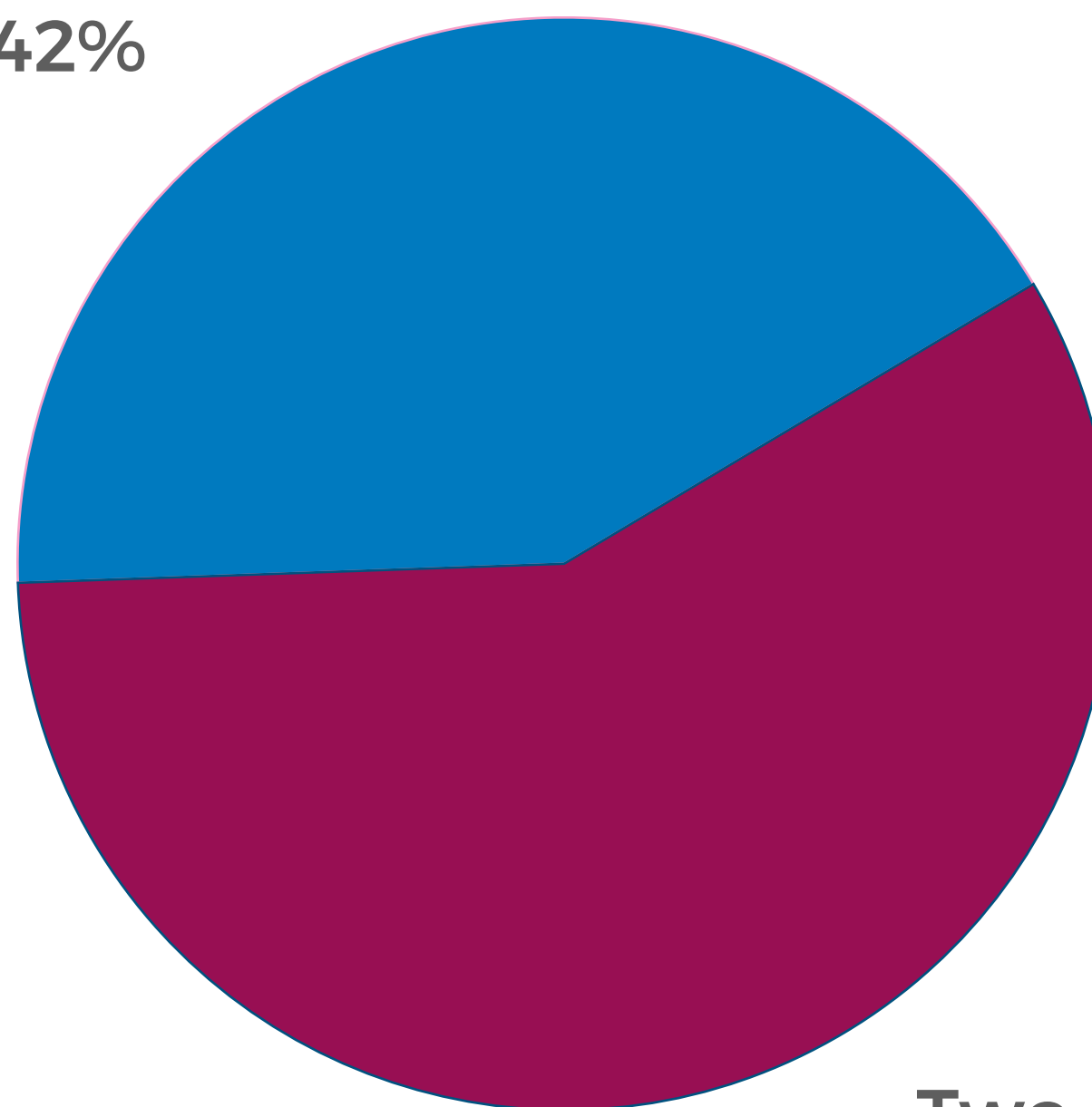


# With Smart speakers, more is better for most Moms

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

*BASE: MOMS WHO OWN AT LEAST ONE SMART SPEAKER*

One smart speaker  
42%



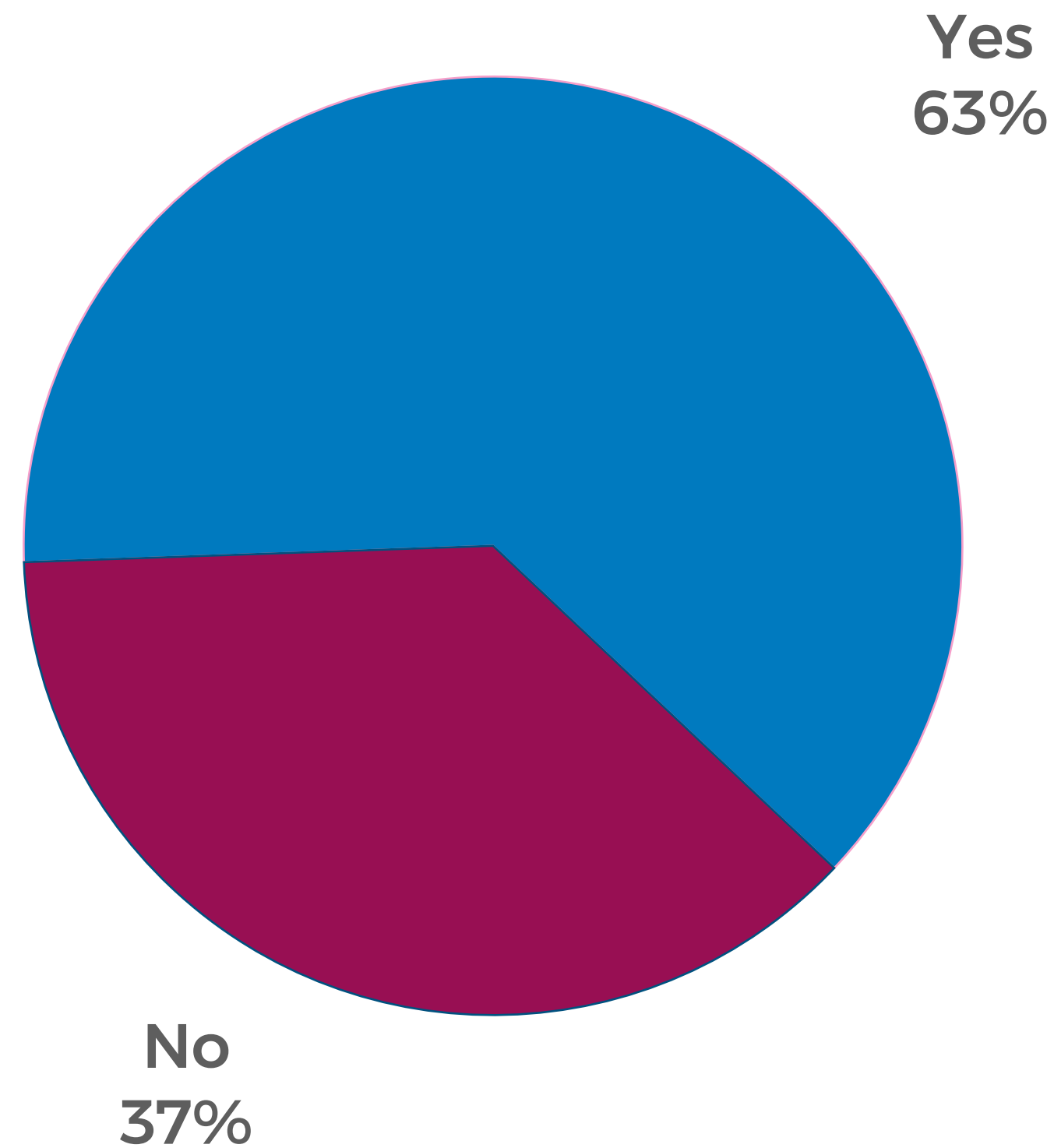
AVERAGE NUMBER OF  
SMART SPEAKERS: 2.7

Two or more  
smart speakers  
58%

# Most Moms appreciate being hands free

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

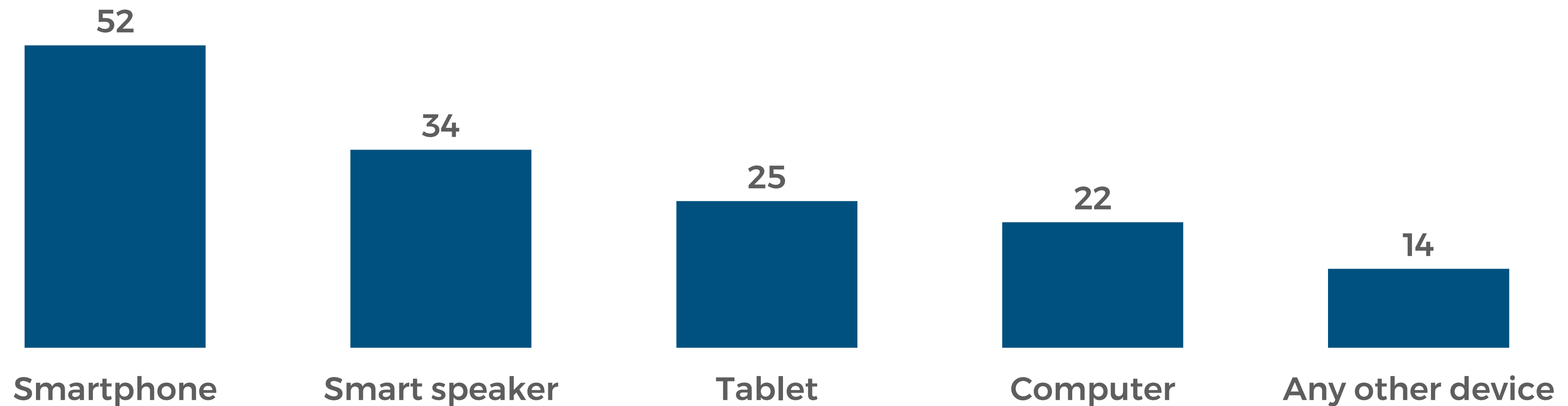
*EXAMPLES INCLUDE: AMAZON ALEXA, GOOGLE ASSISTANT, APPLE'S SIRI*





## 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

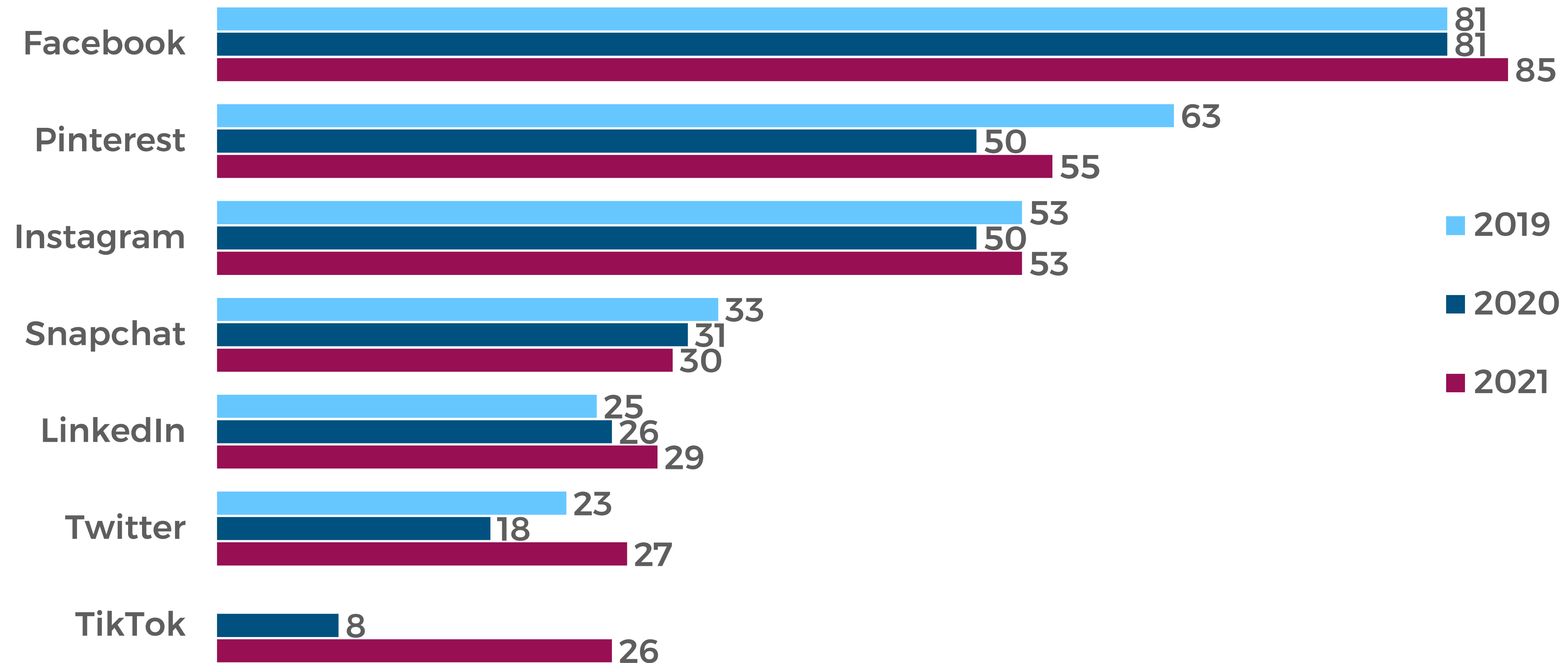
% OF MOMS WHO USE ANY SOCIAL NETWORKING SITE OR SERVICE





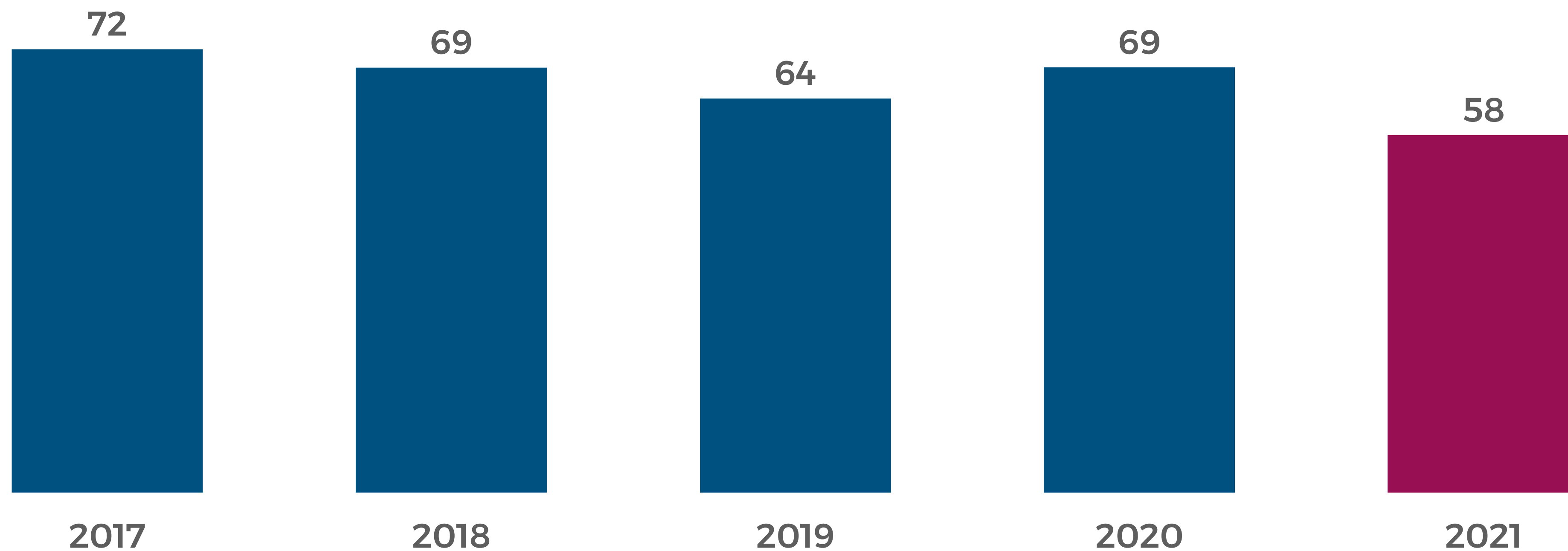
# TikTok sees biggest gain among Moms

% 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



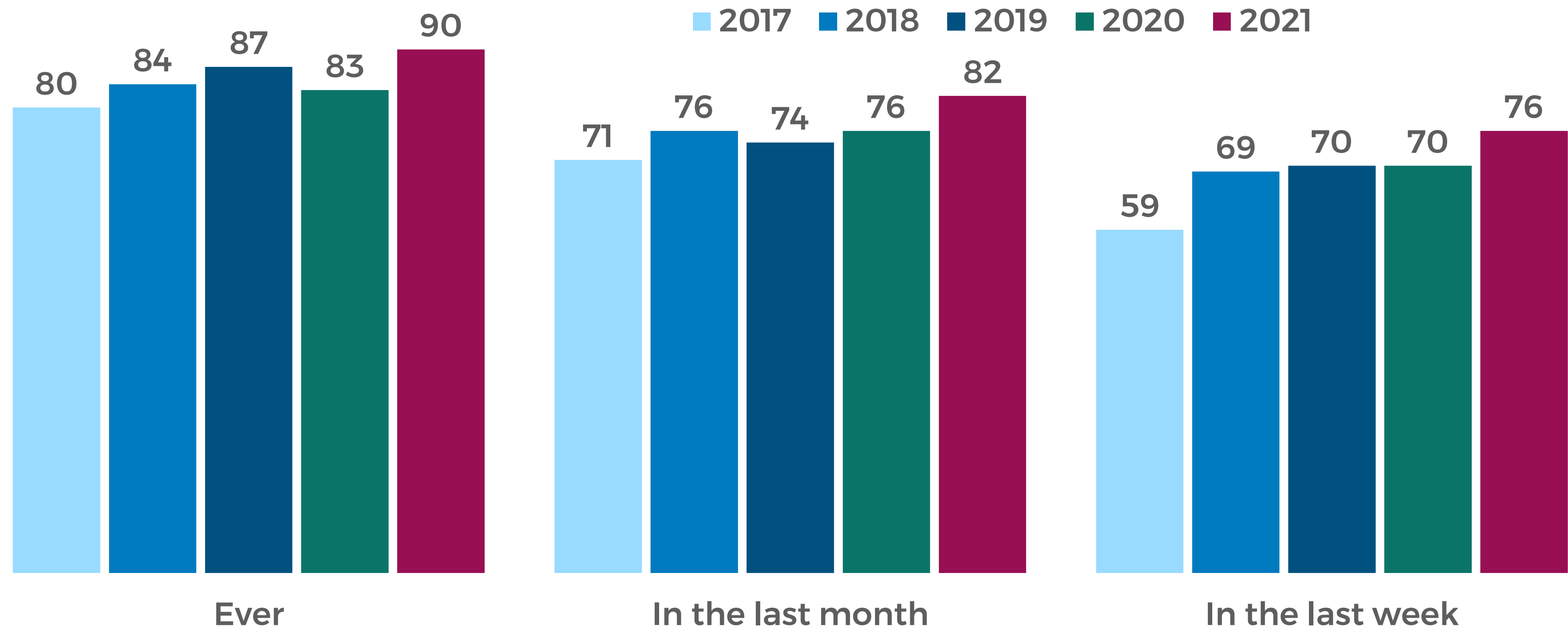
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# Online audio listening gains with Moms

% 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

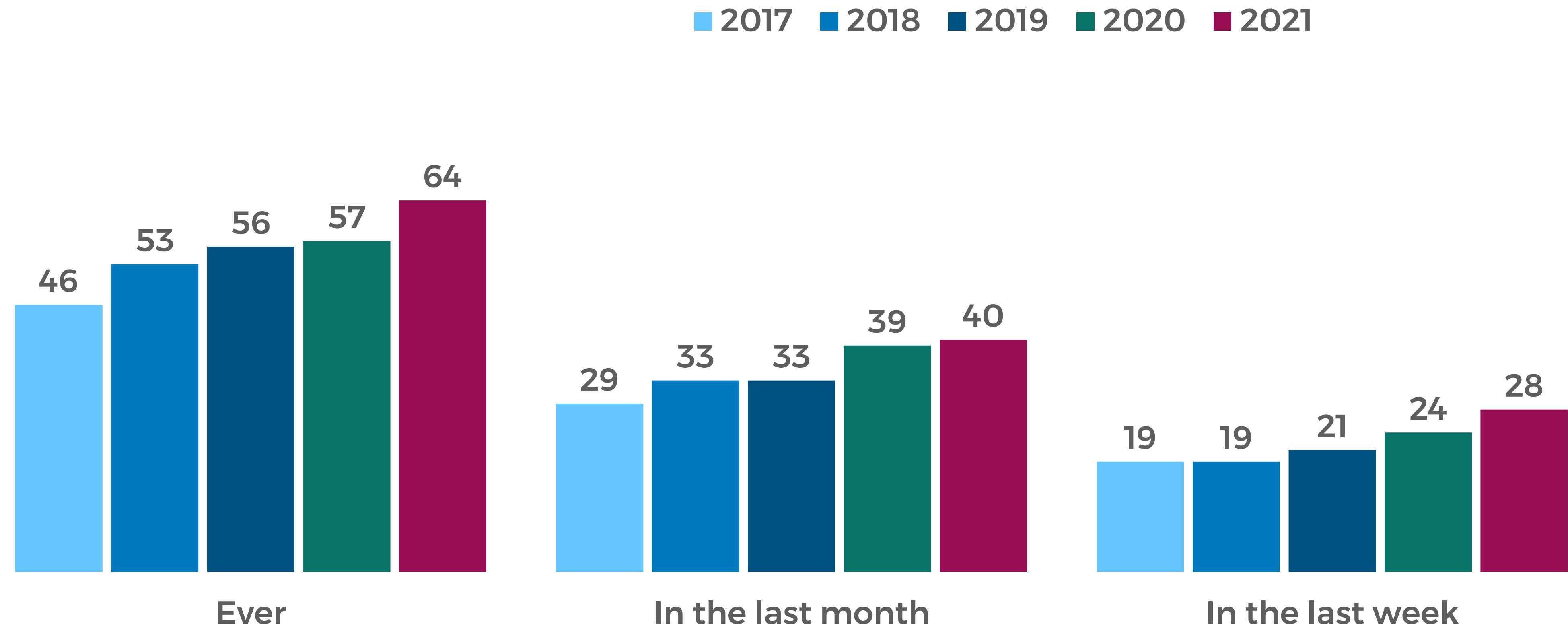


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# Podcast listening continues to grow among Moms

% OF MOMS WHO HAVE LISTENED TO A PODCAST



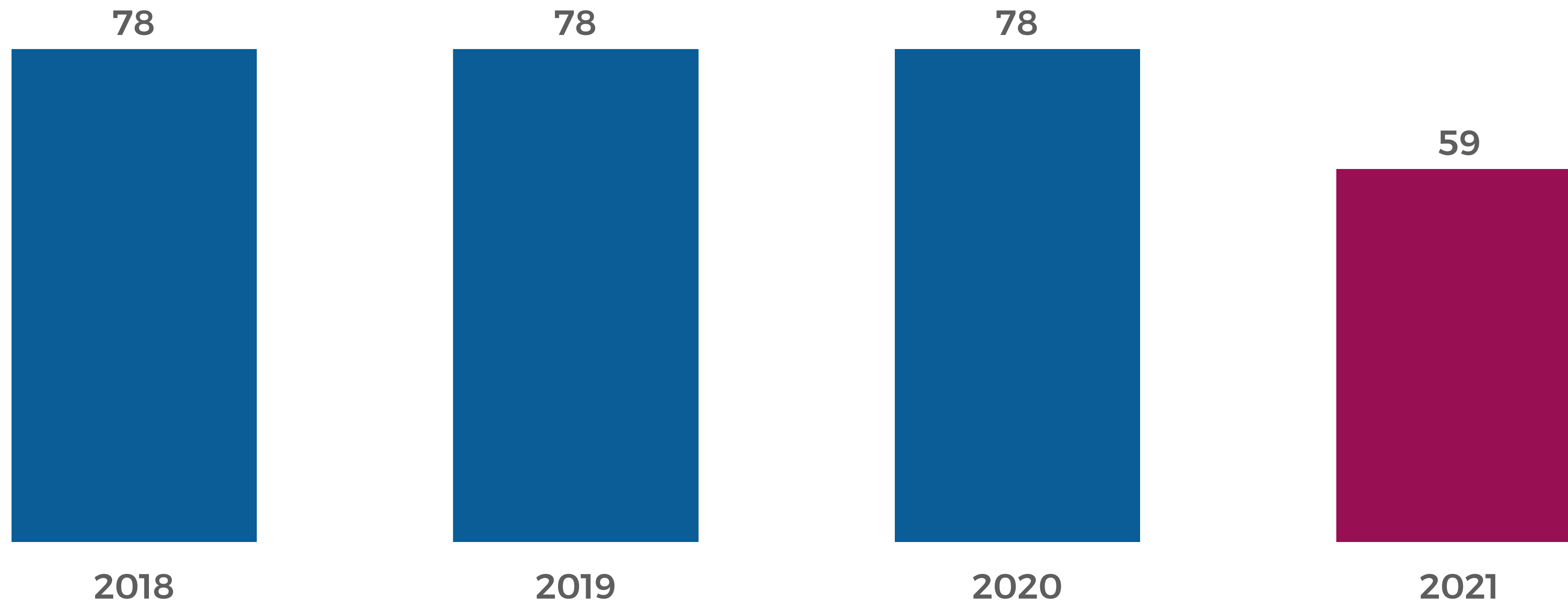


**Moms who listen to  
podcasts average 6.4  
per week**



# 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





**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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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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**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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# 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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*“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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# 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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