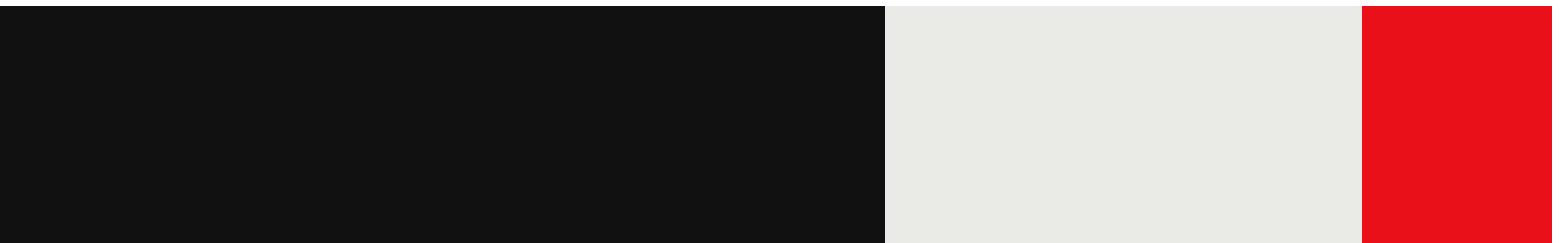


# The Weekly Listen: The attention recession, why shoppers like SMS, and is Peloton slowing down?

Audio

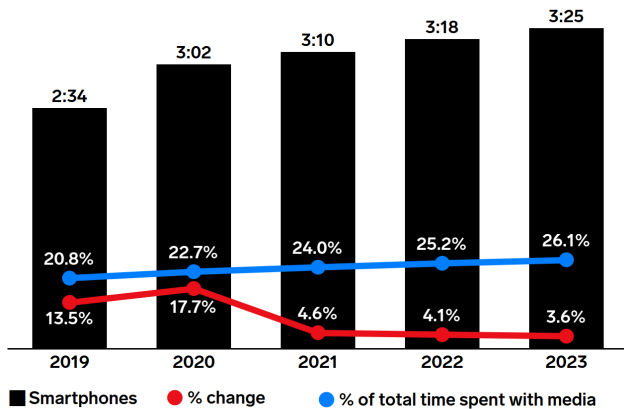


On today's episode, we discuss the likelihood of an attention recession, if Peloton's troubles are temporary, what shoppers think of SMS marketing, Amazon's podcast moves, TikTok for

small businesses, the best work-from-home perks a company can offer, how the weather can make you friendlier, and more. Tune in to the discussion with eMarketer director of reports editing Rahul Chadha, analyst Blake Droesch, and principal analyst at Insider Intelligence Paul Verna.

### Smartphones: Average Time Spent in the US, 2019-2023

hrs:mins per day among population, % change, and % of total time spent with media



Note: ages 18+; includes all internet and non-internet activities on smartphones except for voice calls on the cellular network; calls through VoIP or video chat apps, such as Skype, are included  
Source: eMarketer, April 2021

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