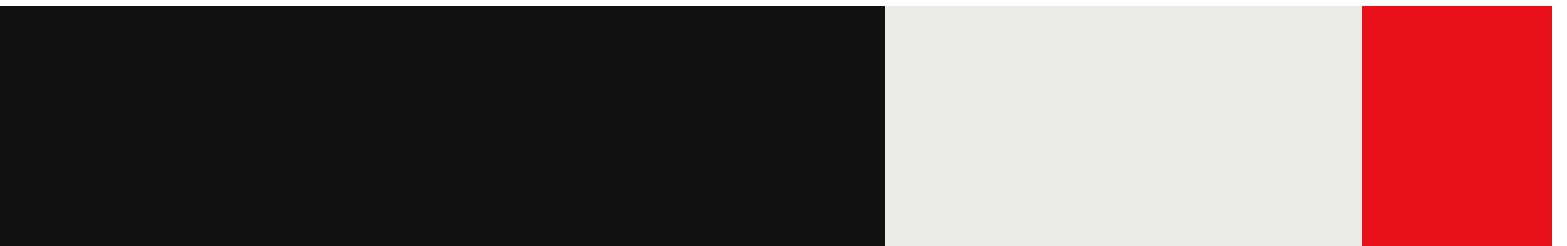


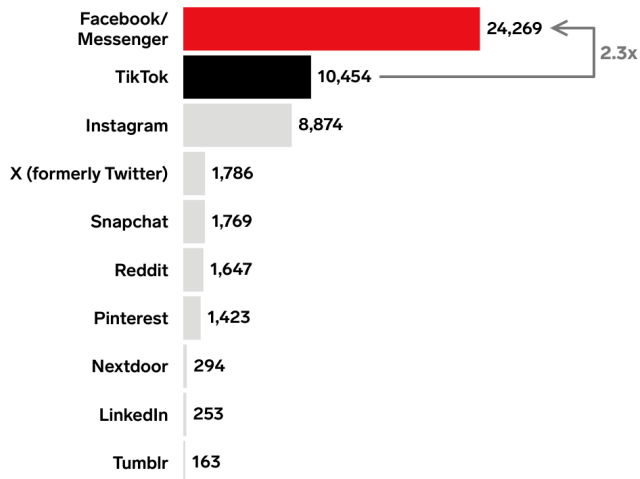
Facebook is still the top platform for moms

Article



Mothers' Facebook and Messenger Time Spent Is More Than Double Their Time on TikTok

thousands of total minutes spent per month on social media among US mothers, by platform, Sep 2024



Note: ages 18-54

Source: Comscore Media Metrix Multi-Platform, "Social Media - Social Networking - Excludes Life360.com, Female Age 18-54, Children-Yes, Sep 2024, U.S." Nov 13, 2024

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Key stat: Mothers in the US spend over twice as much time on Facebook and Facebook Messenger than they do on TikTok, according to September Comscore data.

Beyond the chart:

- 93.3% of US mothers are on social media, a total of 31.3 million people, according to our May 2024 forecast.
- Facebook is used by moms as a hub for knowledge sharing. Groups focused on parenting and neighborhood advice and logistics groups are some of the ways mothers engage with each other on the platform.

Use this chart: Marketers can use this chart to strategize where they can market to mothers. They can also use it to emphasize the importance of community-building on social media.

Related EMARKETER reports:

- [US Mothers 2024](#) (EMARKETER subscription required)
- [Ad Measurement Trends H2 2024](#) (EMARKETER subscription required)

Note: Data was provided to EMARKETER by Comscore.