

THE MOMMY
DATA & INSIGHTS

State of the Modern Mom 2025

What 100,000+ Moms Really Think About
Parenting, Spending, Health, and Family Life

54,563

POLL RESPONSES

48

QUESTIONS ANALYZED

2,014

MOM COMMENTS

3 Years

LONGITUDINAL DATA

ABOUT THIS REPORT

How We Built This

The Mommy is an email newsletter reaching over 100,000 moms across the United States. Founded in 2023, it delivers practical tips, recipes, and real talk three times per week with a 71% unique open rate, more than double the industry standard.

Every edition includes an interactive poll where moms voluntarily share how they parent, spend, eat, and live. No incentives. No gift cards. Just a trusted community where moms show up because they want to be part of the conversation.

This report synthesizes **54,563 individual poll responses** collected from June 2023 through March 2026 across **48 unique questions**. Each data point represents a real mom who opened an email, read the content, and chose to share her perspective.

What makes this data different from traditional consumer research is authenticity. These are not professional survey-takers optimizing for rewards. They are moms answering questions the way they would talk to a friend: honestly, personally, and often with detailed commentary that reveals the "why" behind the numbers.

2,014 moms went beyond voting and left written comments explaining their choices. These qualitative responses, featured throughout this report, are where the deepest insights live.

METHODOLOGY

DATA COLLECTION

Embedded polls within The Mommy newsletter, published 3x/week

SAMPLE

Self-selected, non-incentivized respondents from a verified subscriber base of 100,000+

RESPONSE RANGE

510 to 1,985 responses per core question (noted as n= on each chart)

TIME PERIOD

June 2023 through March 2026

TOTAL RESPONSES

54,563 individual poll votes

QUALITATIVE

2,014 open-ended written comments from community moms

GEOGRAPHY

94%+ United States, with additional respondents from Canada, UK, and Australia

UNIQUE RESPONDENTS

8,326 individual subscribers participated

EXECUTIVE SUMMARY

The Big Numbers

93.6%

feel overwhelmed
regularly or all the time

STABLE YEAR OVER YEAR

77.1%

cook at home
4+ nights per week

↑ 8PTS SINCE 2023

72.4%

read to their kids
every single day

↑ 13PTS SINCE 2023

64.3%

say high school+
for a child's first phone

↑ 13PTS SINCE 2023

73.8%

date nights are rare
or nonexistent

↑ 12PTS SINCE 2023

39.2%

share nothing
about kids online

↑ 16PTS SINCE 2023

THE BIG PICTURE

Today's moms are overwhelmed but relentlessly intentional. They cook at home nearly every night, read to their kids daily, and enforce early bedtimes, all while 94% report feeling overwhelmed. They're pulling back from technology: smartphone resistance is surging, social media sharing of kids is plummeting, and screen time limits are getting stricter. Their relationships are suffering quietly. Date nights are declining. Friendships are fading. But inside the home, they're building thoughtful routines and making deliberate choices about food, education, and discipline. The portrait that emerges is not of mothers struggling. It's of mothers performing at an extraordinary level while running on fumes.

KEY TAKEAWAYS

What Brands Need to Know

1 The digital pullback is not fringe. It's mainstream.

Moms sharing nothing about their kids online jumped from 23% to 39% in three years. "Wait until high school" for smartphones surged from 57% to 73%. But moms aren't anti-tech: 64% say it's good for learning in moderation. They want control. Products that give parents more control, not less, are aligned with where this audience is headed.

2 Working moms and SAHMs are two different audiences.

Working moms shop online at 2x the rate of stay-at-home moms (41% vs 20%). SAHMs read to their kids daily at 81% vs 65% for working moms. 34% of working moms are still figuring out work-life balance. Messaging that acknowledges these different realities will outperform one-size-fits-all creative.

3 The 8 PM window is the most underserved moment of a mom's day.

82% of moms have kids in bed before 9 PM. After that, 51% relax with TV or a book, 21% are still doing chores. Streaming services, snack brands, skincare, and self-care products are all competing for this small window. Brands that position as "you've earned this" rather than "here's one more thing to do" will win this moment.

4 Mom-to-mom is the most powerful sales channel.

53% of moms discover new products through social media. 32% through another mom's recommendation. Only 3% through existing brand loyalty. Moms build their product repertoire based on what they see in trusted spaces and hear from people they relate to. Brands that show up inside communities and content moms already engage with will outperform cold advertising.

5 Second-hand is identity, not budget.

39% of moms shop second-hand for kids' clothes, nearly matching online (33%). But online is surging (31% to 42% in two years) while department stores are collapsing (20% to 14%). Second-hand stays rock-solid. This isn't about saving money. It's about values. Resale platforms and sustainability-minded brands are aligned with where moms already shop.

THE AUDIENCE

Who Responded

Built from 54,563 poll responses across The Mommy's 100,000+ subscriber community. Over half of active subscribers open 70%+ of every email they receive. These aren't passive subscribers. They read, they respond, and they share how they actually parent, spend, and live.

71%

Average Open Rate

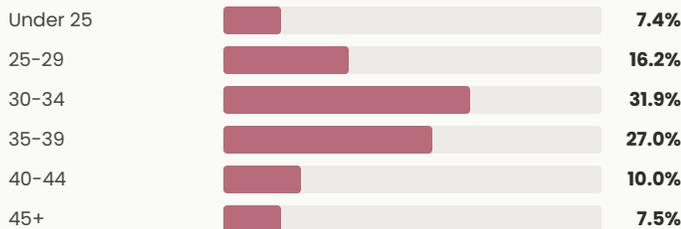
88%

Have a Child Under 5

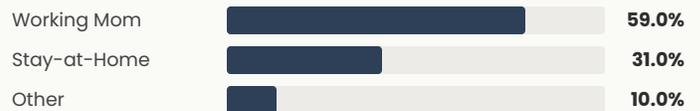
54,563

Total Poll Responses

MOM'S AGE



WORK STATUS



FAMILY STAGE REACH



Stages overlap. A household with a 1-year-old and a 3-year-old appears in both columns. These are reach percentages and do not add to 100%.

CORE DEMOGRAPHIC

The typical subscriber is a millennial mom with one or two young kids, at least one of them under five. She is more likely to be working than staying home. She is in the early, high-frequency years of motherhood, reading The Mommy three times a week and actively shaping the routines, products, and habits her family will carry forward for the next decade.

MOM'S WELLBEING & IDENTITY

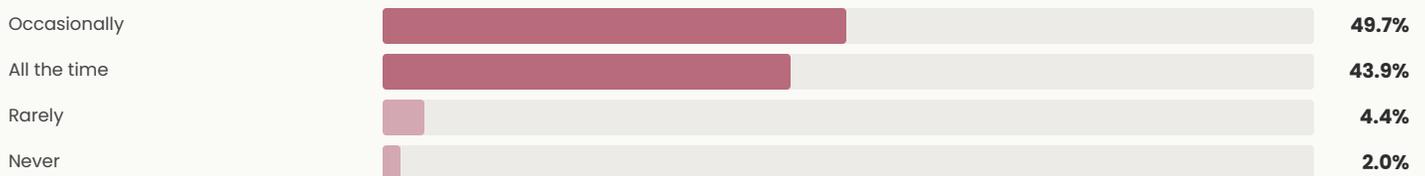
The Overwhelmed Overachiever

94% of moms report feeling overwhelmed. But look at what they're doing anyway.

93.6% of moms feel overwhelmed **regularly or all the time**. And this number hasn't budged in three years. It's not a phase. It's the baseline.

How often do you feel overwhelmed as a mother?

n=1,985 | Source: The Mommy Community

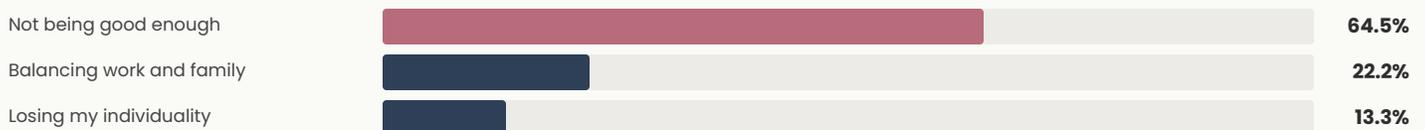


THE PARADOX: OVERWHELMED BUT OVERPERFORMING

Here's what makes this data remarkable. Despite near-universal overwhelm, these same moms report cooking at home 4+ nights a week (77%), reading to their children daily (72%), and maintaining bedtimes before 9 PM (82%). They aren't drowning. They're performing at an extraordinary level while feeling like they're failing. Brands that acknowledge this tension, that validate the effort rather than adding to the to-do list, resonate most deeply with this audience.

What is your biggest fear as a mom?

n=1,691



IN THEIR OWN WORDS

"I'm not overwhelmed as a mother. I'm overwhelmed by all of the other things. Full time job, a husband who needs to be told what needs to be done, making sure we don't run out of anything, that all things for daycare are taken care of."

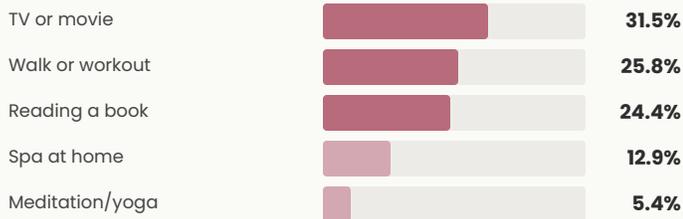
Community Mom | Answered: Occasionally

MOM'S WELLBEING & IDENTITY

Self-Care & Exercise

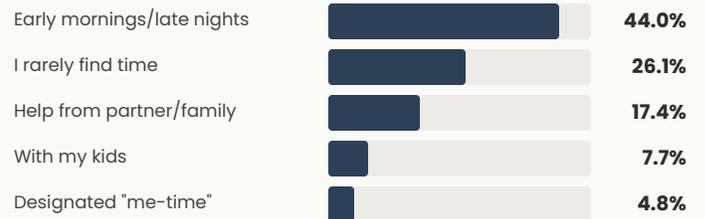
What's your preferred method of self-care?

n=1,157



How do you find personal space and time?

n=1,107



Moms Not Exercising at All



The share of moms who don't exercise at all has grown steadily over three years. Time is the barrier, not motivation. 44% find personal time only in early mornings or late nights.

IN THEIR OWN WORDS

"Me time is more of a 'wherever I can get it' strategy. Daily things like phone scrolling and relaxing showers tend to be when my son is sleeping. Bigger things like a day or evening out with friends, I call in help from grandparents."

Community Mom | Answered: Early mornings or late nights

"I found an online program for moms that takes only 5 minutes to do a strength exercise each day. So I don't even have to change into gym clothes or carve out a big block of time."

Community Mom | Answered: Daily

FOOD & KITCHEN

Feeding the Family

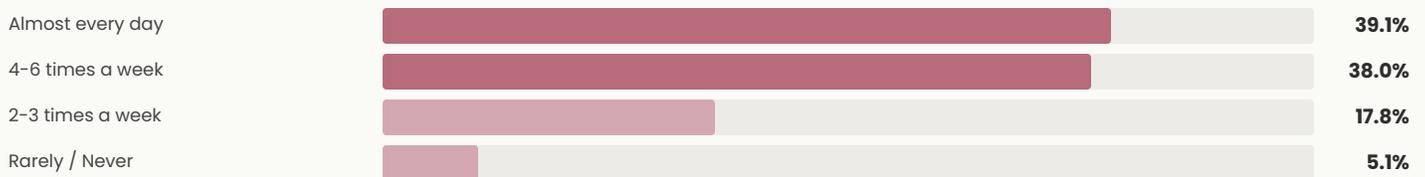
Moms are cooking at home more than ever. And the way they approach nutrition tells a clear story about how families actually eat.

77.1%

of moms cook at home **4 or more times per week**. The "almost every day" group climbed from 35% in 2023 to 42% in 2025.

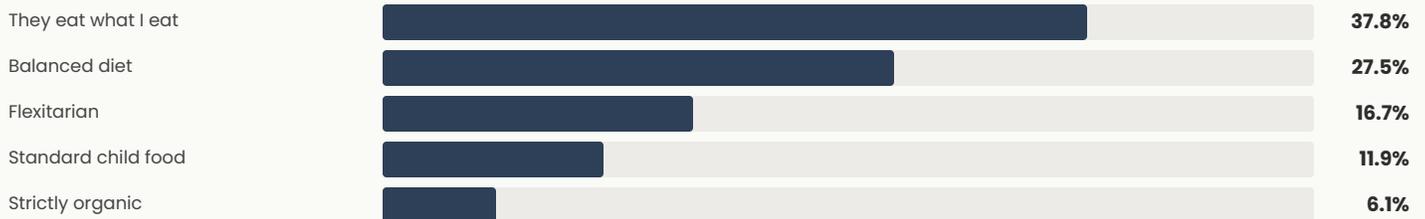
How often do you cook meals at home each week?

n=1,515



What's your approach towards your child's nutrition?

n=1,578



KEY INSIGHT FOR BRANDS

The dominant nutrition approach is "they eat what I eat" (38%), meaning moms are making one meal for the family. 67% solve picky eating by mixing, not replacing. Moms want solutions that work within their existing routine, not a separate system. Food brands that position around family mealtime, making dinner easier for everyone at the table, are speaking the language moms actually use.

IN THEIR OWN WORDS

"I don't cook on mother's day or my birthday. Every other day I'm cooking at home, especially in this economy."

Community Mom | Answered: Almost every day

"I'm too lazy to make two meals. We share. If she won't eat it, I'll circle back another time but I will always offer what I'm eating to her first. And then when all else fails: chicken nuggets."

Community Mom | Answered: They eat what I eat

TECHNOLOGY & DIGITAL LIFE

The Great Digital Pullback

Moms are getting more restrictive on phones and more protective of kids' privacy. And the trend is accelerating.

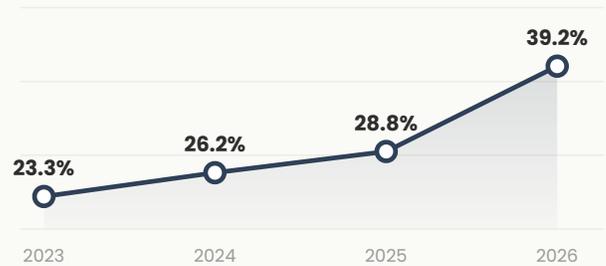
64.3%

say kids should wait until **high school** for their own smartphone. Up from 57% in 2023.

Moms Saying 'Wait Until High School'

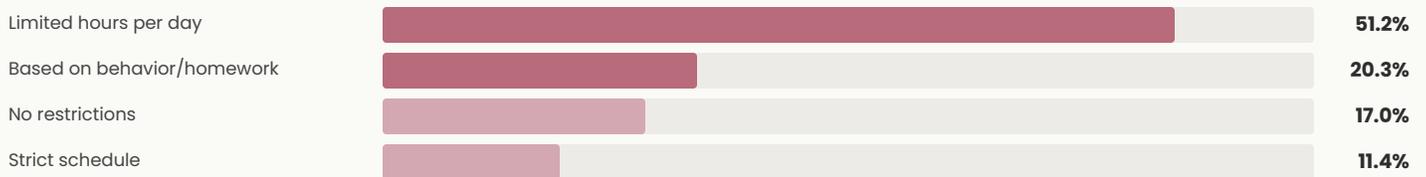


Moms Sharing Nothing About Kids Online



How do you manage screen time for your kids?

n=1,146



KEY INSIGHT FOR BRANDS

This is not a fringe movement. It's a mainstream shift. Moms aren't anti-tech: 64% think tech is good for learning "in moderation." But they want control. "No restrictions" dropped from 18% to 11% in two years. Products that give parents more control, not less, are aligned with where this audience is headed.

IN THEIR OWN WORDS

"I used to share everything! Pictures, stories, quotes! After being educated about the dangers of misuse of children's information online and now the scary realities of AI, I just don't think it's fair to my kids."

Community Mom | Answered: I don't share anything about my kids online

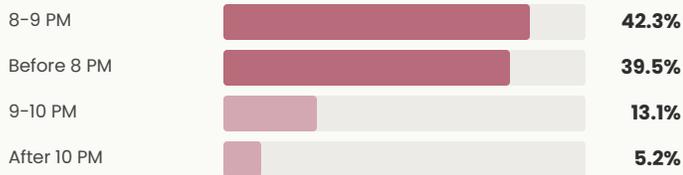
SLEEP & ROUTINES

Sleep & The After-Bedtime Window

82% of moms have kids in bed before 9 PM. What happens after that is the most underserved moment of a mom's day.

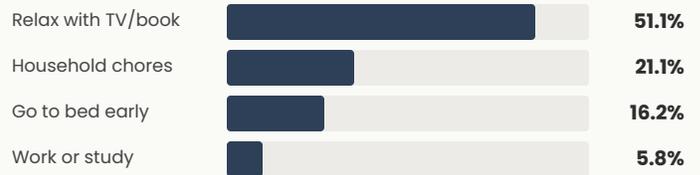
What time do your kids usually go to bed?

n=1,910



What do you usually do after kids go to bed?

n=1,004



THE 8 PM ECONOMY

The 8-10 PM window is the only "off-duty" time most moms get. 51% spend it with TV or books. 21% are still doing chores. This is the moment streaming services, snack brands, skincare, and self-care products are competing for. It's a small window and moms are protective of it. Brands that position as "you've earned this" rather than "here's one more thing to do" will win this moment.

IN THEIR OWN WORDS

"Since my husband and I got together 12 years ago he implemented a hard and fast rule. After bedtime Mom is off the clock and Dad is in charge. He definitely understands, better than I did, that Mama needs time to recharge."

Community Mom | Answered: Other

"We start our bed routine around 7:30 and usually finish around 8:30 after a bath, 4 books each, and saving time to do 'Favorite Things' together where we all go around and say our favorite parts of the day."

Community Mom | Answered: 8-9 PM

FAMILY RELATIONSHIPS

The Relationship Landscape

Date nights are disappearing. Friendships are fading. But the partnership at home is holding steady.

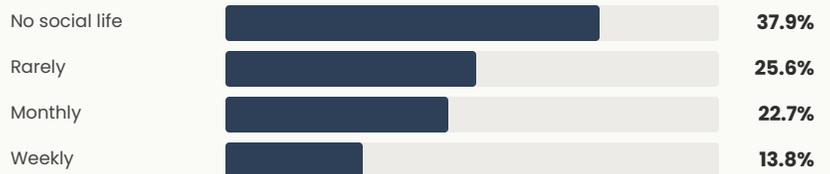
73.8% of moms say date nights are **rare or nonexistent**. "What's a date night?" jumped from 28% to 40% in two years.

Moms Saying 'What's a Date Night?'



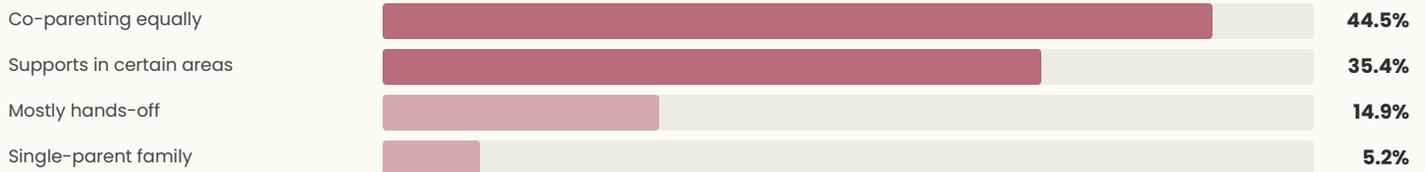
How often do you see friends?

n=995



What kind of role does your partner play in parenting?

n=1,374 | Stable at ~44% co-parenting equally across all years



KEY INSIGHT FOR BRANDS

Date night services, couples subscription boxes, and any product positioned around reconnecting with your partner are targeting a real and growing gap. 74% of moms say date nights are rare or gone. But 44% say their partner co-parents equally. The relationship isn't broken. It's just starved for time. Meanwhile, 38% of moms report having no social life at all. Community-building brands and mom-focused social platforms are solving a problem that is only getting bigger.

IN THEIR OWN WORDS

"My husband and I do not live near family and I haven't brought myself to trust anyone new with my kids yet. So date nights out of the house are basically non-existent. That being said, we try to have our own special 'date night' on Friday nights after the kids go to bed."

Community Mom | Answered: What's a date night?

KIDS' GROWTH & DEVELOPMENT

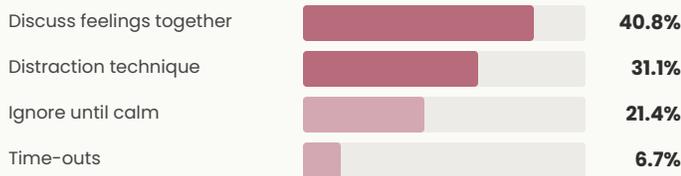
Raising Humans

How moms approach reading, discipline, education, and building character.

72.4% of moms read to their children **every single day**. Up from 71% in 2023 to 84% in early 2026.

Go-to method for dealing with tantrums

n=1,438



Introducing chores and responsibility

n=1,227



'Lead by Example' for Chores



The biggest behavioral shift in the entire dataset. Moms are modeling, not assigning. Time-outs dropped from 10% to 5.6%. This generation of moms is feelings-first.

KEY INSIGHT FOR BRANDS

41% handle tantrums by discussing emotions. 45% teach chores through modeling, not assignment. 72% read to their kids daily. Toy brands, book publishers, and EdTech companies that align with connection and emotional intelligence rather than reward-and-punishment systems will resonate with how moms actually parent today.

IN THEIR OWN WORDS

"Whenever my daughter starts having a meltdown, I get down on her level and say 'take a moment' and give her a hug. I make sure to repeat back what emotion she said and then we talk about it together."

Community Mom | Answered: Discuss feelings and find solutions together

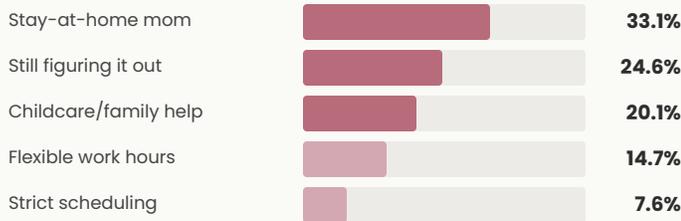
MONEY, WORK & SHOPPING

Money, Work & How Moms Shop

The financial landscape of modern motherhood: who's working, what they're spending on, and where they're buying.

How do you manage work-life balance?

n=1,812



Where do you shop for kids' clothes?

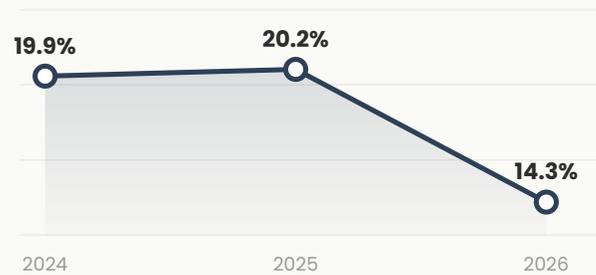
n=1,074



Online Shopping for Kids' Clothes

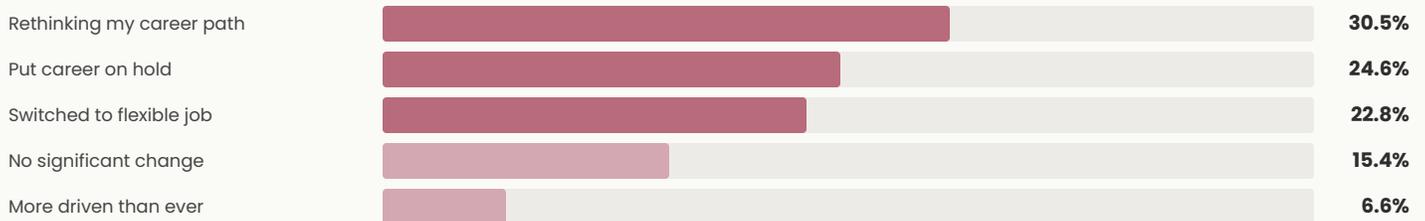


Department Store Shopping



How has motherhood affected your career aspirations?

n=1,136 | "Rethinking my career" surging: 30% → 42% (2024 → 2026)



KEY INSIGHT FOR BRANDS

55% of moms have either put their career on hold or are actively rethinking it. That is a massive audience for career platforms, upskilling tools, and flexible work solutions. Online shopping for kids' clothes jumped from 31% to 42% in two years while department stores dropped from 20% to 14%. The shift to digital purchasing is accelerating fast and DTC brands are well positioned to capture it.

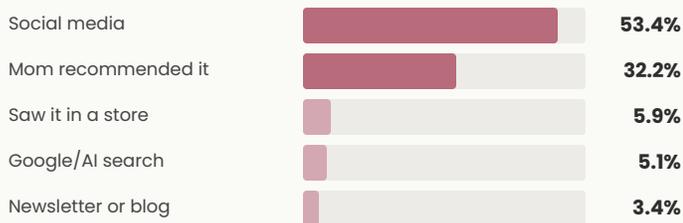
BRAND INTELLIGENCE PREVIEW

2026 Research Series: What's Coming

In early 2026, we began expanding our polling into purchase behavior, product discovery, and spending patterns. These are the first results from our new Brand Intelligence series, designed to help partners understand not just how moms live, but how they buy.

How do you discover new products for your family?

n=118



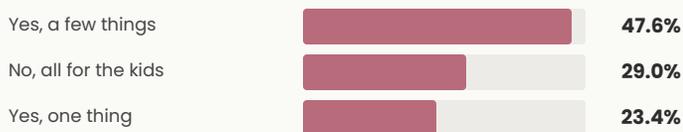
What matters most when buying for your kids?

n=168



Did you buy anything just for you this past month?

n=145



What's your go-to morning drink?

n=192



WHAT THIS MEANS

Quality beats price 2-to-1 when moms buy for their kids. Mom-to-mom recommendations outweigh brand loyalty nearly 4-to-1. 71% of moms bought something for themselves in the past month. And 68% start every morning with coffee. These are early signals from a research series that will deepen with every quarterly report. As a partner, you get to shape the questions.

IN THEIR OWN WORDS

"Durability because when my kids are no longer in need, I can give them to other kids in need."

Community Mom | Answered: Quality and durability

"I'm more likely to try something if I talk to someone I know who has a positive personal experience."

Community Mom | Answered: Another mom recommended it

THE MOMMY INTELLIGENCE

Turn Mom Insights Into Your Category Advantage

Let's Talk.

This report represents a fraction of the data we collect from our community of moms every month. As an annual category partner, you get access to:

1 Year-Round Newsletter Placements

24 placements across 12 months with fresh, founder-written ad copy each time. Your brand shows up where moms already pay attention.

2 Initial Category Intelligence Brief

A focused deep dive into how moms in your category think, shop, and respond to messaging, delivered within your first week as a partner.

3 Quarterly Trend Reports

Fresh category reporting every quarter so your strategy stays ahead of shifting mom behavior.

4 Custom Poll Questions

Ask our active mom community exactly what you need to know, with hundreds of honest, non-incentivized responses in days.

5 Category Exclusivity

One partner per category. Once a category is claimed, it is closed to direct competitors.

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