

Moms and Artificial Intelligence: New Survey from BSM Media Reveals Shift in Comfort, Concerns, and Consumer Expectations



Latest research reveals that while moms are using AI daily, they want simplicity, safety, and less screen time for their families.

In a world buzzing with artificial intelligence, one powerful voice is often overlooked: Mom's. A new survey from BSM Media, led by Maria Bailey, renowned author of *Marketing to Moms* and CEO of BSM Media, uncovers what moms really want (and worry about) when it comes to AI-powered products in their homes.

Social Media savvy Moms are using AI in their home and in business every day. Photo of Mom using AI at home.

The national survey of nearly 500 mothers reveals that today's mom isn't afraid of AI and she's using it daily. From content creation to household management, moms are quietly becoming power users of AI tools. But they're also setting firm boundaries.

Key Findings from the BSM Media AI & Moms Survey:

- **85% of moms surveyed use AI in daily life**, with top uses including writing assistance, content creation, and household efficiency tools.
- **Security and data privacy top their list of concerns**, with 73% citing fear of AI misuse as their biggest hesitation.
- **61% of moms are more likely to purchase a toy that does *not* require an app**, signaling growing fatigue around over-complicated tech in parenting products.
- **Nearly 70% expressed interest in AI-generated personalized stories for their children**, especially if delivered in a secure and culturally relevant way.
- **Price sensitivity remains strong**, with \$50 emerging as the most acceptable price point for AI-enhanced products such as toys, tools, and household management.

"Moms are saying yes to AI but only when it aligns with their values," says Maria Bailey, founder of BSM Media and one of the most trusted voices in the mom marketing space. "They want smart, not complicated. They want tools that enhance and not replace the human connection with their kids and other family members."

As the first generation of moms to raise children in an AI-powered world, Gen Z and Millennial mothers are redefining parenting, media consumption, and technology use. BSM Media's

research not only quantifies these shifts but also provides strategic guidance for marketers navigating this fast-evolving landscape.

"Whether it's developing AI-driven toys, home assistants, or educational tools, brands must recognize that today's mom is both tech-savvy and deeply protective," Bailey added. "Moms want control, transparency, and cultural relevance and best of all they're willing to pay for products that deliver those in a responsible way."

Bailey, who consults with global companies on developing and marketing products moms purchase, offers next-generation brands this advice, "Remember Moms are busy and they are seeking relevant, safe, solutions to everyday problems that save time and money."

5 Takeaways for Brands Creating AI-Enabled Products for Families

1. **Skip the setup struggles:** Moms are more likely to purchase toys that don't require apps or complex onboarding.
2. **Respect screen fatigue:** Parents want AI tech that complements hands-on a family management tasks, and entertainment experiences not replaces it.
3. **Offer meaningful customization:** Products that connect to a child's culture, name, or family voice have standout appeal.
4. **Build trust.** Privacy, parental control, and safety aren't optional. They are selling points.
5. **Mind the price point.** \$50 is the sweet spot for AI-enabled toys with limitless content.

About Maria Bailey

Maria Bailey is a pioneer in marketing to moms, having advised some of the world's most trusted brands on how to connect with today's primary household decision-maker. As the founder of BSM Media, she is also the architect behind thousands of successful influencer campaigns, digital activations, and consumer insights programs. Learn more at www.mariabailey.com.

About BSM Media

BSM Media is the leading Marketing to Moms agency and owner of [MomSelect](#), the largest mom influencer network in the United States. With more than 25 years of proprietary research and a global network of mom influencers, BSM Media helps brands reach and resonate with mothers at every stage of parenting. Visit www.bsmmedia.com for insights, case studies, and collaboration opportunities.