

ASHA
Parent Omnibus

US National Sample: 1st - 5th November 2019



Total	Gender		Age			Region				Race			
	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

PAP_Q1. Do you think your child/children listens/listen to devices (like smartphones, tablets, video game consoles, etc.) at volumes that are too loud?

Unweighted base	1129	437	692	406	613	110	220	238	415	256	737	130	176	86
Base: All US Parents	1087	483	604	414	572	101	195	223	416	253	671	127	210	79
All the time	20%	20%	21%	25%	18%	11%	20%	20%	22%	17%	18%	29%	22%	24%
Frequently	25%	27%	23%	21%	28%	26%	25%	22%	26%	26%	24%	21%	28%	33%
Sometimes	40%	41%	40%	35%	41%	57%	42%	41%	39%	40%	44%	41%	31%	31%
Never	8%	7%	9%	10%	7%	6%	9%	10%	7%	7%	7%	9%	11%	3%
Not applicable - my child/children does/do not have or use a tech device	7%	6%	7%	9%	6%	1%	4%	7%	6%	9%	7%	-	8%	9%

PAP_Q2. How often do you ask your child(ren) to turn down the volume when they are listening to their devices?

Unweighted base	1129	437	692	406	613	110	220	238	415	256	737	130	176	86
Base: All US Parents	1087	483	604	414	572	101	195	223	416	253	671	127	210	79
All the time	19%	19%	18%	25%	16%	10%	19%	17%	20%	18%	16%	24%	22%	21%
Frequently	25%	25%	25%	26%	26%	18%	30%	20%	28%	22%	24%	26%	23%	36%
Sometimes	39%	39%	38%	30%	42%	53%	37%	43%	37%	40%	41%	35%	37%	31%
Never	11%	11%	11%	10%	11%	19%	10%	14%	10%	12%	12%	15%	9%	3%
Not applicable - my child/children does/do not have or use a tech device	7%	6%	7%	9%	6%	1%	4%	7%	6%	9%	7%	-	8%	9%

PAP_Q3. How concerned are you about your child or children developing hearing damage from listening to devices at volumes that are too loud?

Unweighted base	1129	437	692	406	613	110	220	238	415	256	737	130	176	86
Base: All US Parents	1087	483	604	414	572	101	195	223	416	253	671	127	210	79
Very concerned	30%	32%	29%	36%	26%	33%	29%	21%	33%	34%	25%	39%	38%	46%
Somewhat concerned	40%	40%	40%	34%	44%	44%	42%	45%	38%	38%	41%	37%	38%	40%
Not concerned	30%	28%	31%	30%	30%	23%	29%	34%	29%	28%	34%	24%	25%	14%

PAP_Q4a. Have you done any of the following to help protect your child(ren)'s hearing? Please select all that apply.

Unweighted base	1129	437	692	406	613	110	220	238	415	256	737	130	176	86
Base: All US Parents	1087	483	604	414	572	101	195	223	416	253	671	127	210	79
Bought earbuds/headphones marketed as kid-safe/volume limiting	30%	26%	32%	31%	29%	30%	34%	30%	27%	29%	28%	31%	30%	36%
Enforced "listening breaks" after extended periods of tech use	20%	22%	17%	20%	20%	17%	23%	13%	21%	20%	17%	27%	22%	24%
Talked to them about why keeping the volume down is important for hearing protection	46%	46%	46%	41%	48%	56%	45%	45%	45%	49%	44%	57%	41%	57%
Incorporated a rule about keeping the volume down in a Family Technology Plan	19%	22%	17%	23%	16%	16%	24%	16%	17%	21%	18%	22%	17%	24%
Other	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%	-	1%	2%
None of these	27%	26%	27%	28%	27%	20%	21%	34%	27%	23%	31%	23%	20%	17%

PAP_Q5. If you are planning on giving your child(ren) tech-related gifts such as new device (smartphone, tablet, video game console, etc.) or accessory (earbuds, headphones) this holiday season, are you planning to discuss safe listening/hearing protection with them?

Unweighted base	1129	437	692	406	613	110	220	238	415	256	737	130	176	86
Base: All US Parents	1087	483	604	414	572	101	195	223	416	253	671	127	210	79
I am planning on giving them a gift like this and I plan to talk to them about safe listening or hearing protection	34%	40%	30%	41%	31%	24%	40%	23%	37%	37%	31%	41%	39%	37%
I am planning on giving them a gift like this and I had not thought about talking to them about safe listening or hearing protection	18%	18%	17%	19%	18%	14%	16%	18%	19%	17%	15%	23%	21%	24%
I am not planning on giving them a gift like this	48%	42%	52%	40%	51%	62%	44%	59%	45%	47%	54%	36%	39%	40%