



American Speech-Language-Hearing Association (ASHA)

“Listen to Your Buds” Poll Results Summary

John Geraci (jgeraci@cruxresearch.com)

The right information for the right decisions.



Crux Research, Inc.
One North Main Street ★ Honeoye Falls, New York 14472
585 624 9150
www.cruxresearch.com



Objectives and Methodology

- ASHA is interested in gathering data to illustrate parents' concerns and views towards the use of personal audio technology and its potential impact on the hearing health of children.
- This online poll of parents was conducted between March 28 and 30, 2012. It was approximately ten minutes in length. The sample was provided by Toluna, a leading supplier of online sample to the market research industry.
- The poll content was created by Crux Research in close consultation with ASHA.
- In total, 1,000 individuals took part. All were parents with children aged 18 or under currently living in their household. Data were balanced by gender and region.
- Throughout this report, results are segmented by the age and gender of the children in the household. Because parents may have more than one child, respondents can appear in more than one category.
- Throughout the poll, the term “**personal audio technology**” was used. It was defined for the respondent as follows:
 - *By “personal audio technology” we mean devices where the user listens through headphones or ear buds (items like iPods, other MP3 players, cell phones, computers, etc.).*



Sample size summary

Gender	Respondents
Male	500
Female	500

Age	Respondents
18-34	264
35-44	350
45-54	288
55+	98

Race	Respondents
White/other	902
Black/AA	98
Hispanic	81

Gender of children	Respondents
Boys	725
Girls	651

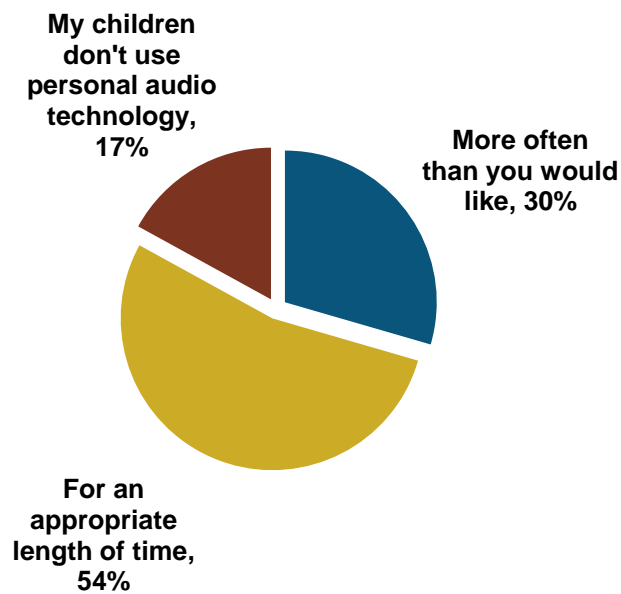
Age of children	Respondents
0-6	395
7-12	473
13-18	537



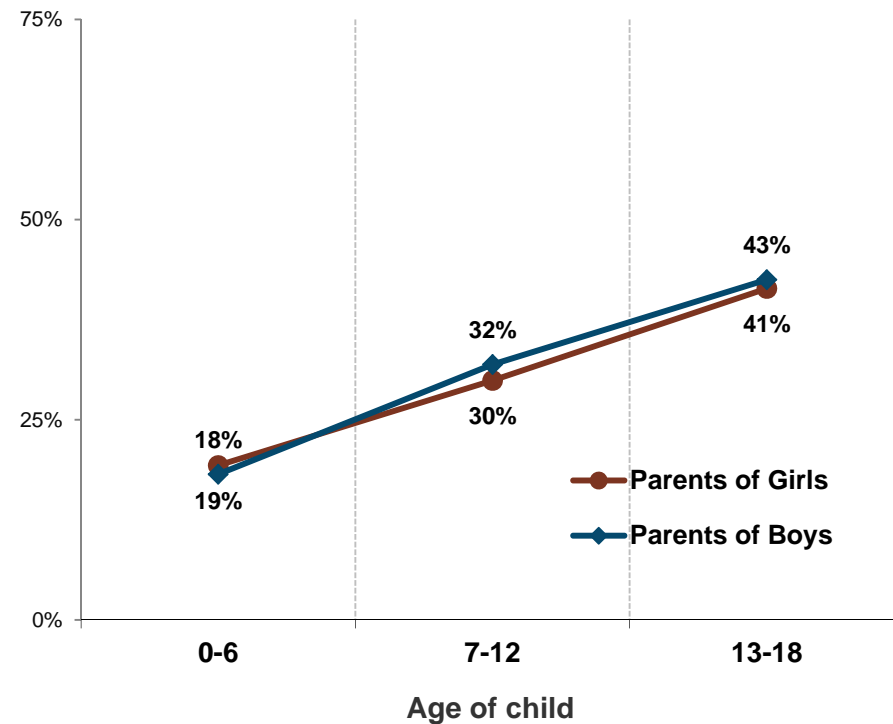
Most parents feel their children use personal audio technology for an appropriate length of time

However, parents of older children and minority parents are more likely to say their children use personal audio technology more often than they would like

Do your children currently use personal audio technology ...?



% "More often than you would like"



Minority parents (37%) were more likely than White parents (27%) to say "more often than you would like."



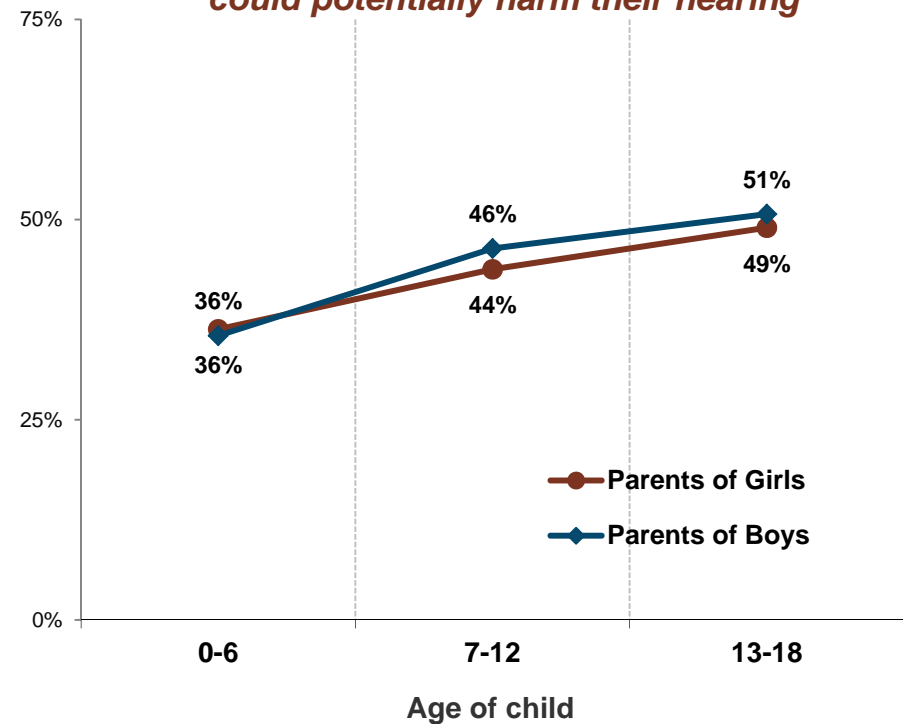
Many parents feel their children are using personal audio technology at unsafe volume levels

This is a larger concern for parents with older children

Do your children typically use personal audio technology ...?

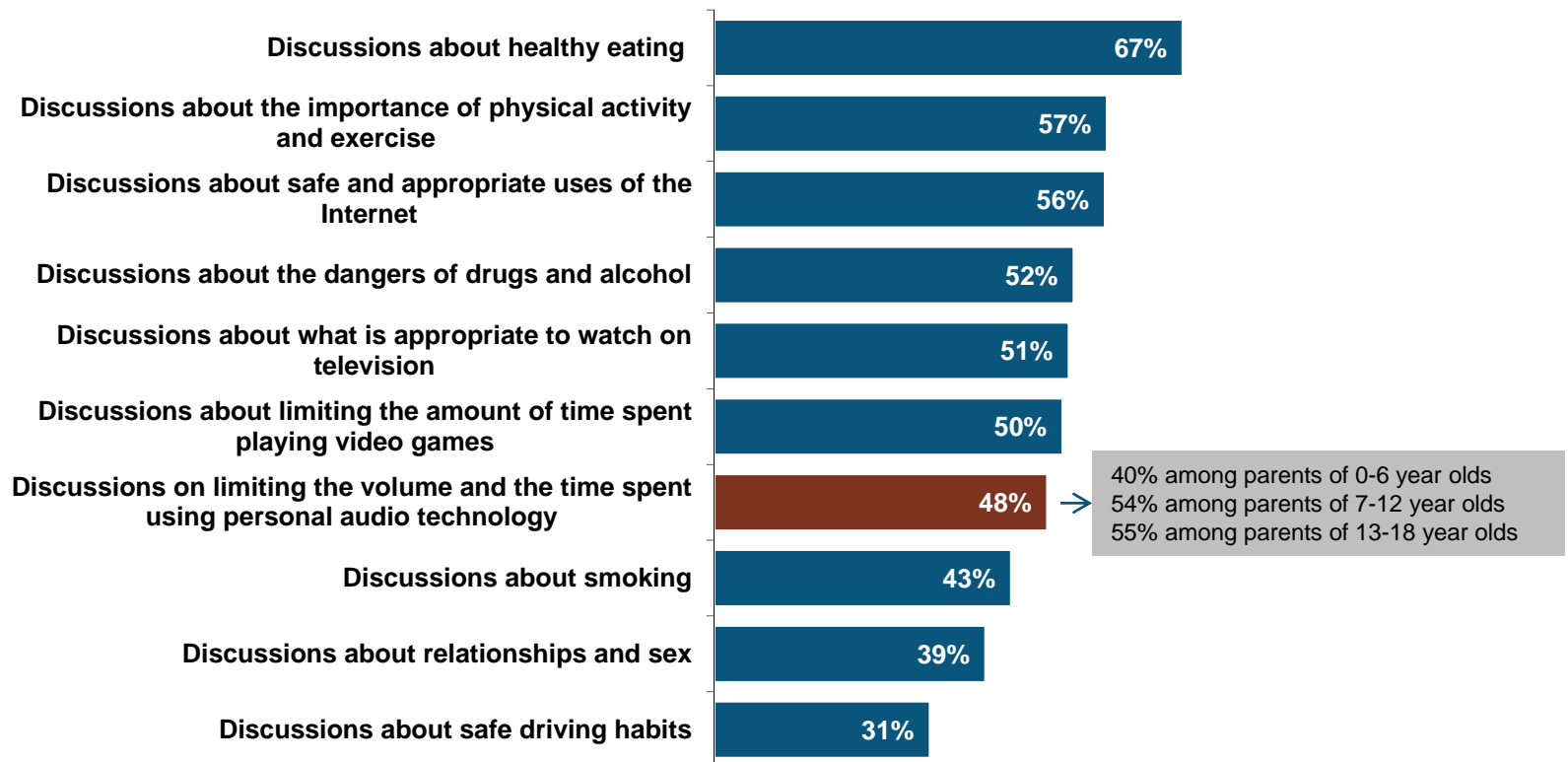


% "At volume levels you feel are too high and could potentially harm their hearing"



About half of parents have discussed safely using personal audio technology with their children

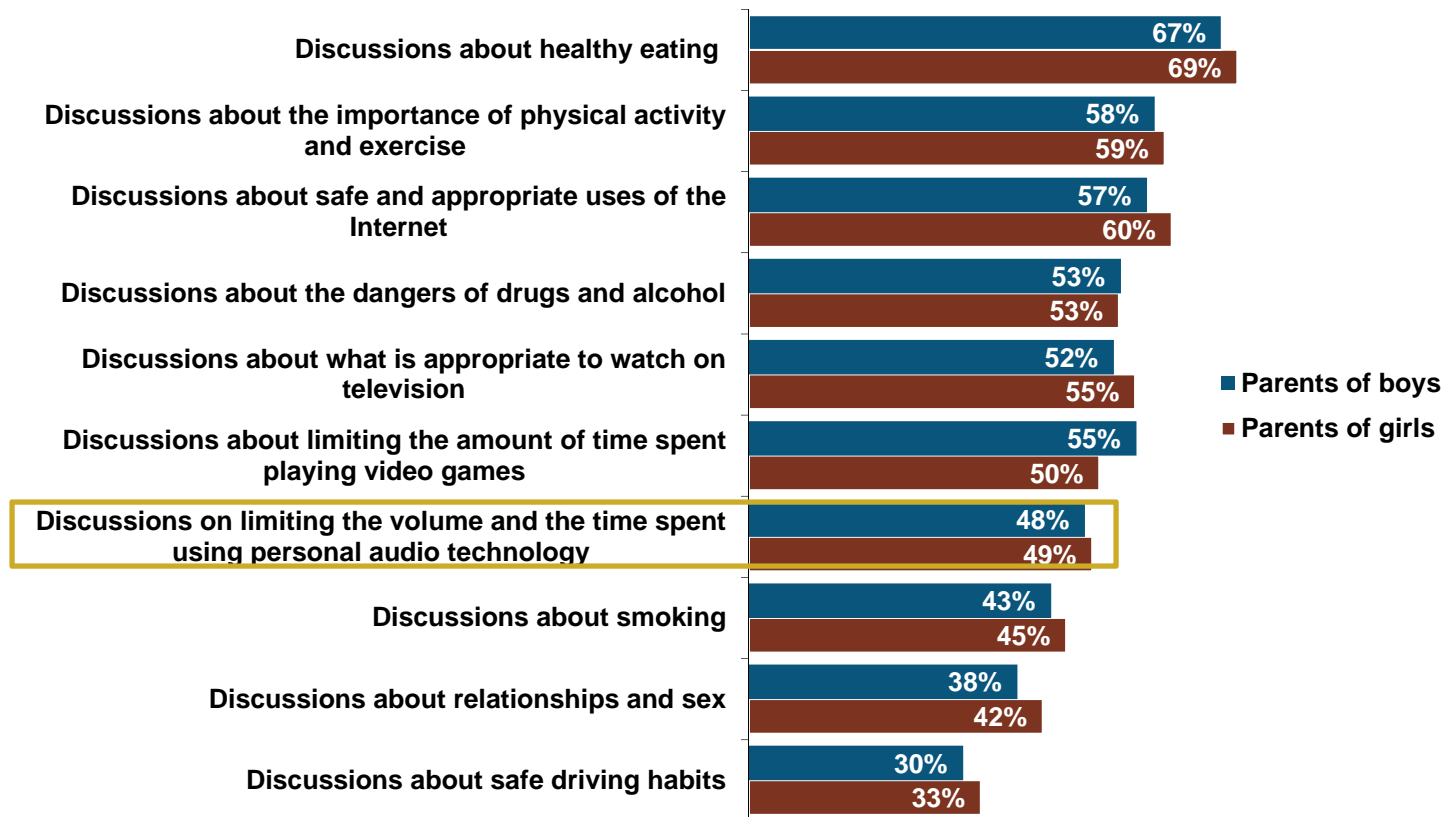
Which of the following discussions have you had recently with your children?
 % Yes





Parents of boys and girls are equally as likely to be talking to their children about safely using personal audio technology

Which of the following discussions have you had recently with your children?
% Yes

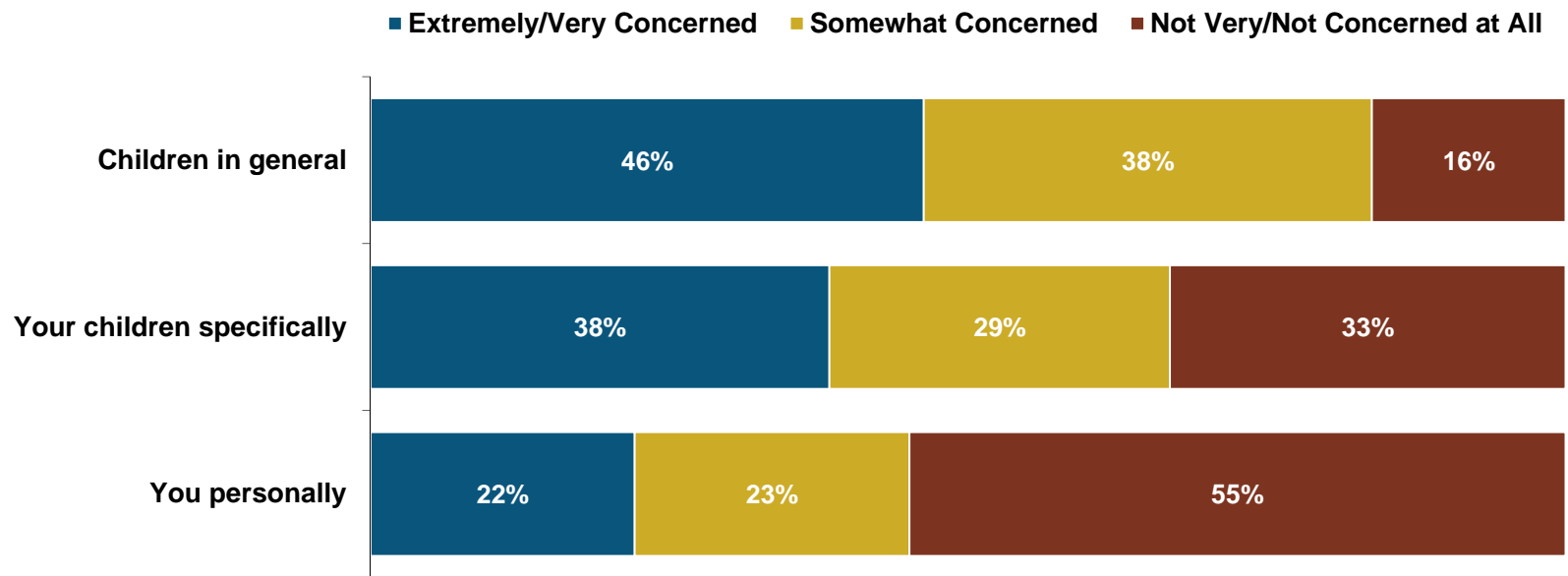




Parents are more likely to be concerned that misuse of personal audio technology is an issue for children in general than their children specifically

Few parents say it is an issue for them personally

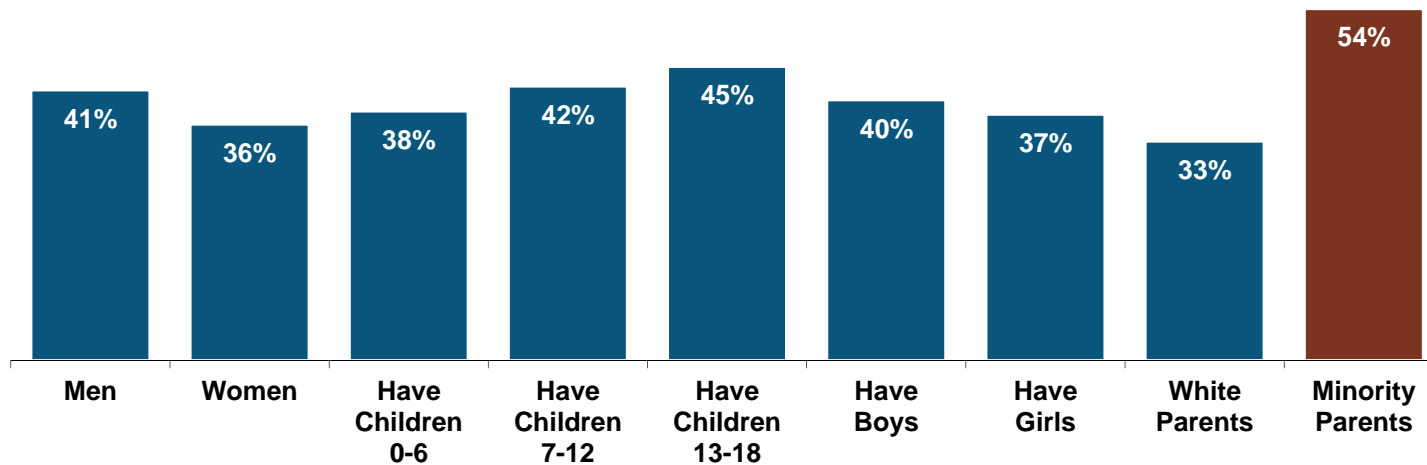
How concerned are you that the misuse of personal audio technology is damaging the hearing of the following?





Minority parents are particularly concerned about their children misusing personal audio technology

How concerned are you that the misuse of personal audio technology is damaging the hearing of your children specifically?
% Extremely/Very Concerned

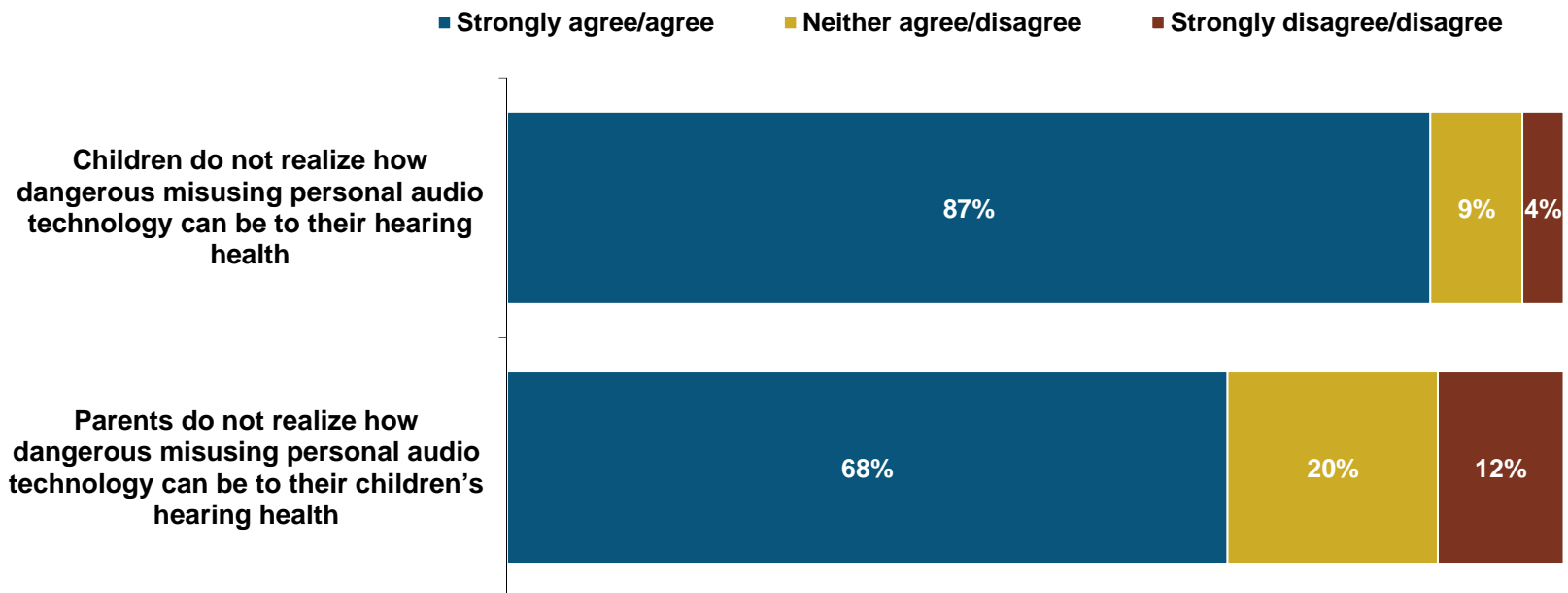


Most parents feel that children do not realize the dangers of misusing personal audio technology



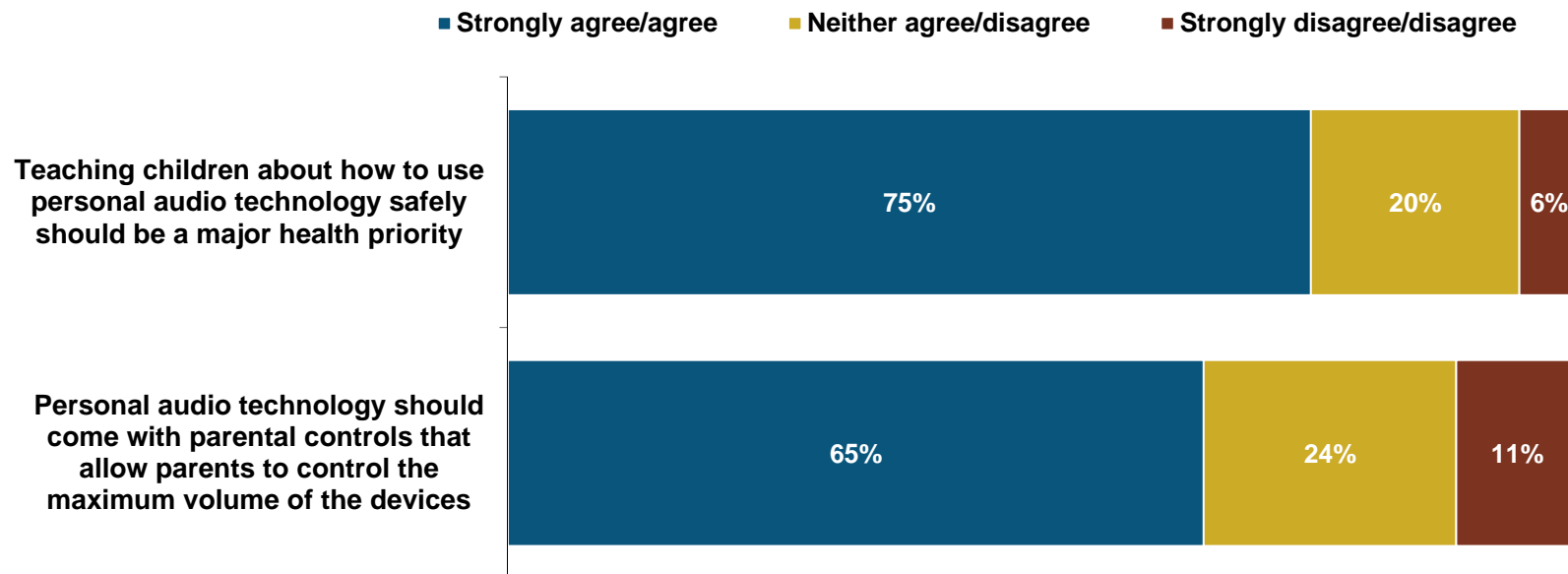
Parents feel that they are more likely to recognize the dangers of misusing personal audio technology than children are

How much do you agree or disagree with the following statements?



Parents view teaching children to safely use personal audio technology as something that should be a health priority

How much do you agree or disagree with the following statements?

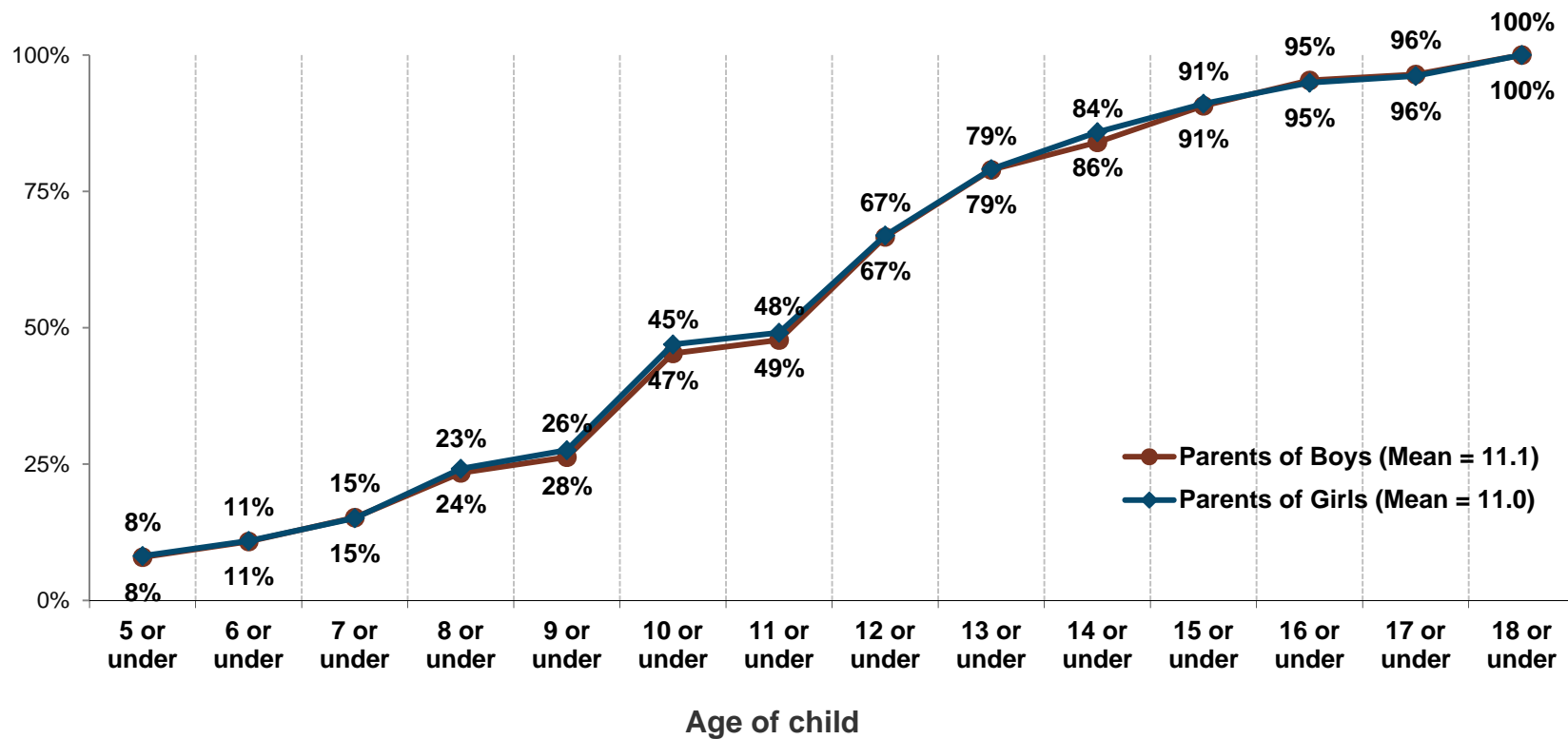




On average, parents think children should be about 11 years old before they use personal audio technology without supervision

At what age do you feel it is appropriate for children to be able to use personal audio technology (devices with headphones or ear buds) without adult supervision (adults actively monitoring the volume)?

Cumulative Distribution

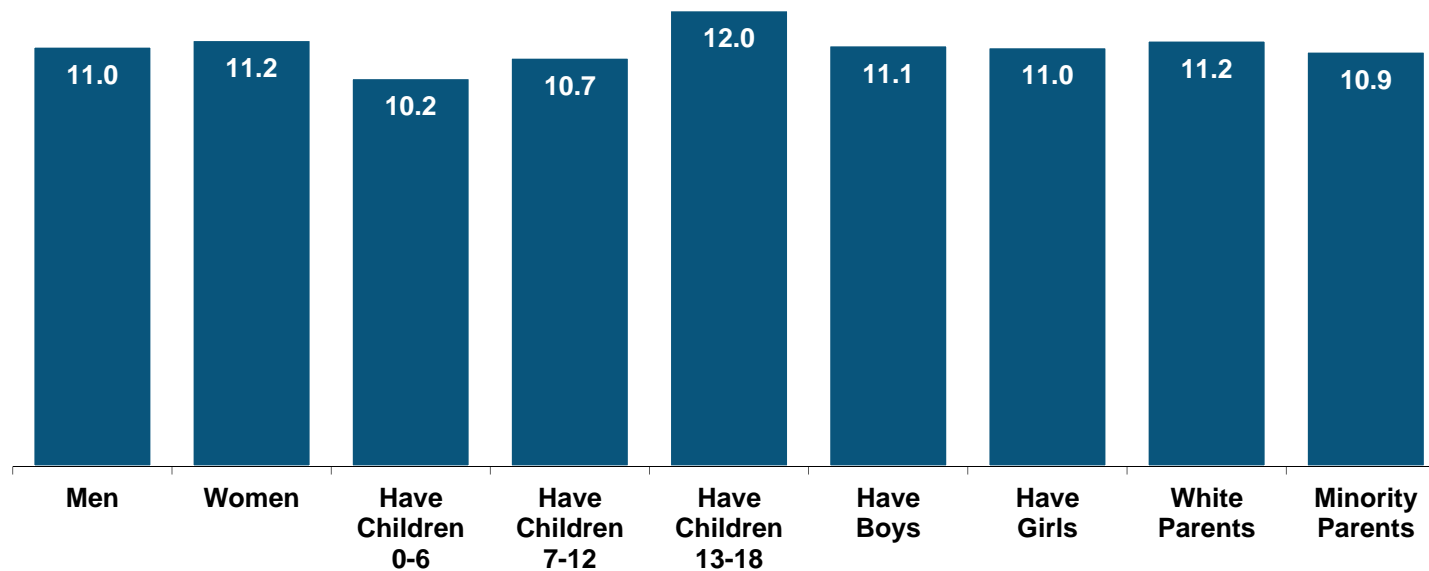




In general, the older a parent's children are, the older they feel they should be before they should use personal audio technology unsupervised

At what age do you feel it is appropriate for children to be able to use personal audio technology (devices with headphones or ear buds) without adult supervision (adults actively monitoring the volume)?

Means Shown

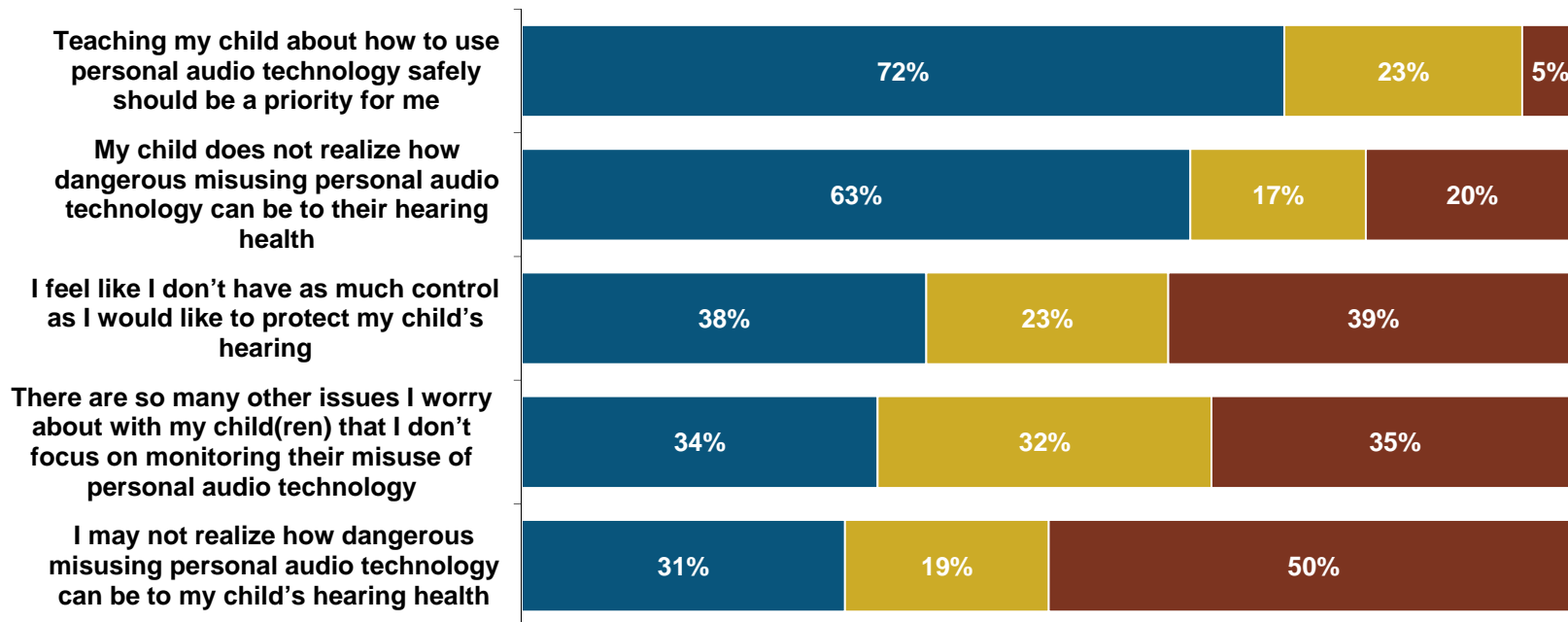




Parents feel that teaching their children about how to use personal audio technology safely should be a priority for them

How much do you agree or disagree with the following statements?

■ Strongly agree/agree ■ Neither agree/disagree ■ Strongly disagree/disagree



Parents are unlikely to say they misuse personal audio technology themselves

How much do you agree or disagree with the following statements?

■ Strongly agree/agree ■ Neither agree/disagree ■ Strongly disagree/disagree

