American Speech-Language-Hearing Association

Parent Poll:

Better Hearing and Speech Month

Spring 2015

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

Contents

Background and Objectives

- ASHA commissioned this poll of parents of young children as part of Better Hearing and Speech Month in May 2015.

- The overall objective was to document parental awareness and concern over the impact today's technology on speech development, communication, and hearing among children.

- Questionnaire topics included:

  - Technology use in younger generations

  - Parental rules and oversight of technology use

  - Parental attitudes towards children's technology use

  - Duration of exposure and level of listening volume

  - Potential impacts of misuse of technology

  - Education of technology's potential impact on children

  - Steps to take for prevention

  - Early signs of communication disorders

Methodology

- Data were collected via the Survey Sampling Inc. (SSI) panel of cooperative respondents.

- ASHA was not identified as the sponsor of the study.

- Design and analysis were developed and prepared by Crux Research Inc. in consultation with ASHA.

- This study was conducted online between March 9-16, 2015.

- Qualified respondents were U.S. parents with children aged 8 years or younger. Quotas and sample balancing ensured that the sample paralleled the census by age and gender of children, race, and region.

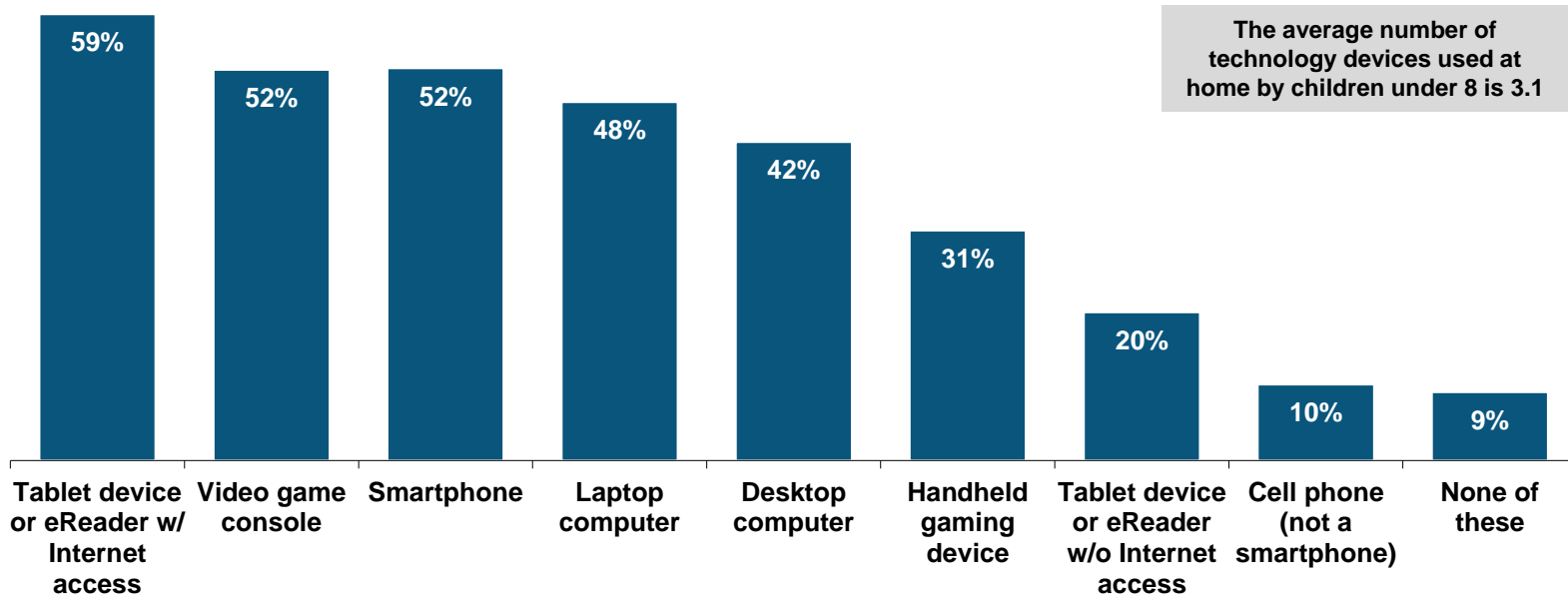- 1,000 parents completed the questionnaire. The median questionnaire length was about 8 minutes.

Children's access to and use of technology

Young children are likely to have access to tablets, video game consoles, smartphones, and computers
Most have access to multiple devices

CRUX

Which of the following technologies do your children who are 8 or younger use <u>at home</u>?
Multiple response question

The average number of technology devices used at home by children under 8 is 3.1

Tablet device or eReader w/ Internet access	Video game console	Smartphone	Laptop computer	Desktop computer	Handheld gaming device	Tablet device or eReader w/o Internet access	Cell phone (not a smartphone)	None of these
59%	52%	52%	48%	42%	31%	20%	10%	9%

The average number of technology devices that children use increases with age

Which of the following technologies do your children who are 8 or younger use <u>at home</u>?
Average # of technology devices used (of 8 types listed)

Age of child*

* Parents may have multiple children – so age results are "among parents who have an X year old in their household."

Access to desktops and laptops increases with age
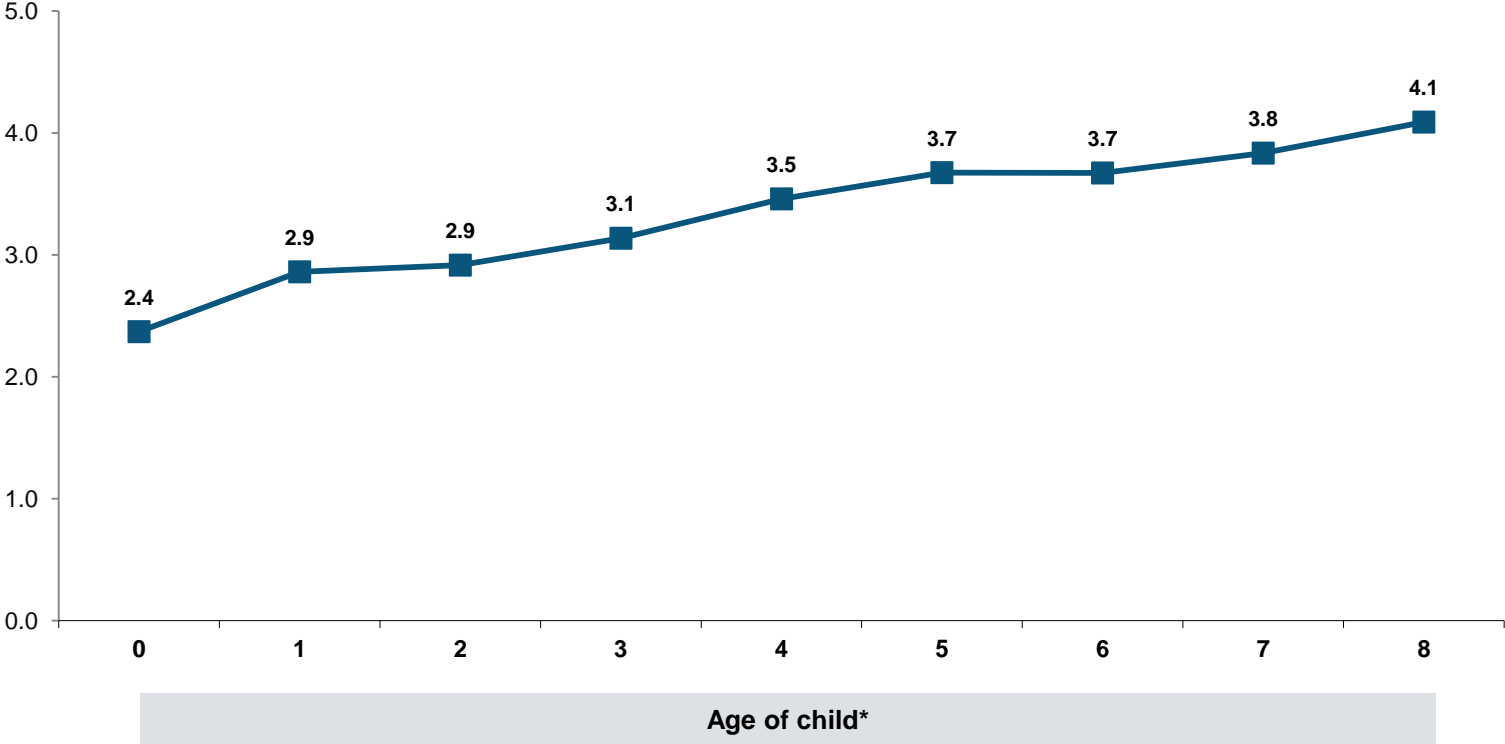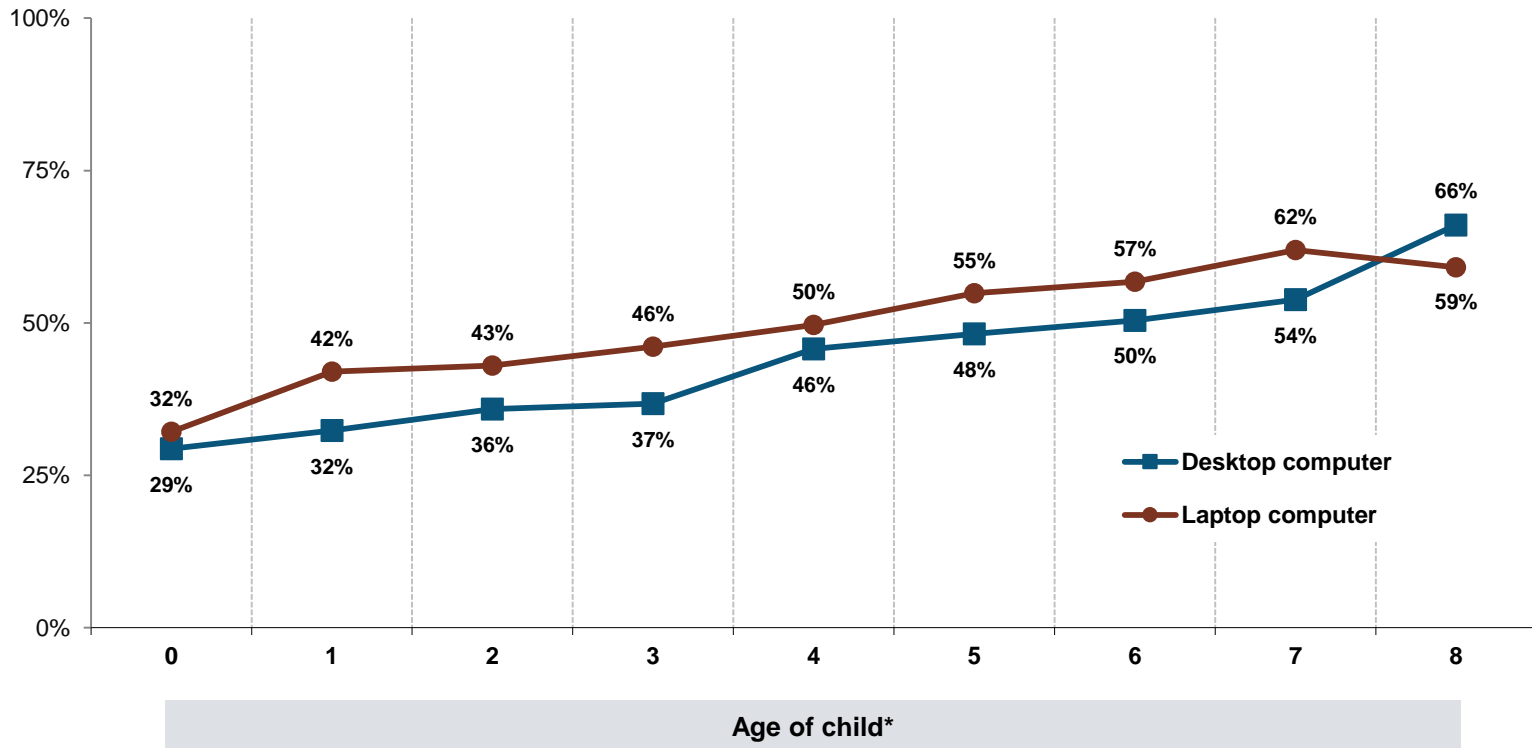
Which of the following technologies do your children who are 8 or younger use <u>at home</u>?
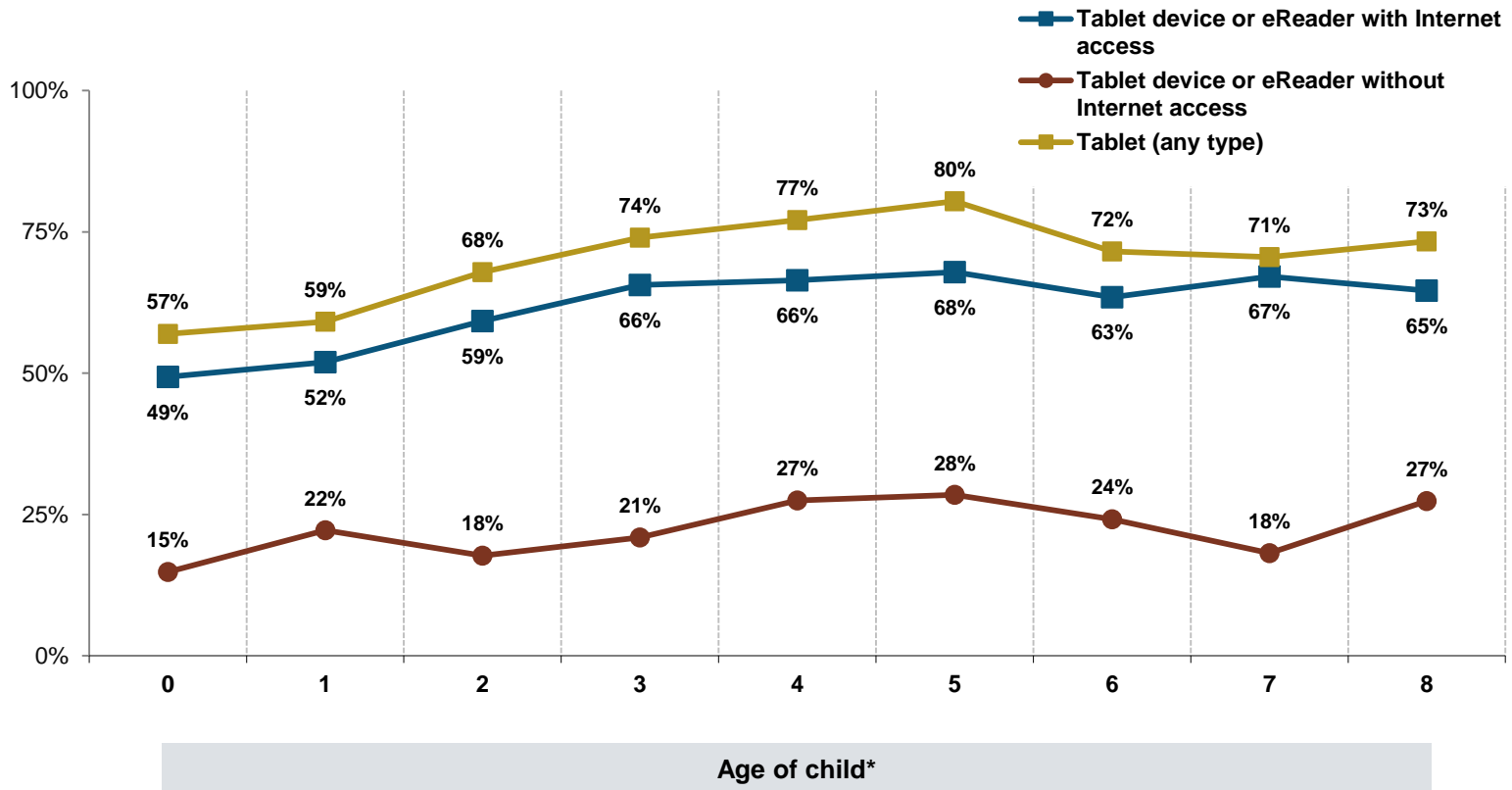*Multiple response question*

Legend:
- Desktop computer
- Laptop computer

Age of child*

Desktop computer: 29%, 32%, 36%, 37%, 46%, 48%, 50%, 54%, 66%
Laptop computer: 32%, 42%, 43%, 46%, 50%, 55%, 57%, 62%, 59%

A majority of children under 8 have access to tablets

Which of the following technologies do your children who are 8 or younger use <u>at home</u>?
Multiple response question

Legend:
- ■ Tablet device or eReader with Internet access
- ● Tablet device or eReader without Internet access
- ■ Tablet (any type)

Tablet (any type): 0: 57%, 1: 59%, 2: 68%, 3: 74%, 4: 77%, 5: 80%, 6: 72%, 7: 71%, 8: 73%

Tablet device or eReader with Internet access: 0: 49%, 1: 52%, 2: 59%, 3: 66%, 4: 66%, 5: 68%, 6: 63%, 7: 67%, 8: 65%

Tablet device or eReader without Internet access: 0: 15%, 1: 22%, 2: 18%, 3: 21%, 4: 27%, 5: 28%, 6: 24%, 7: 18%, 8: 27%

Age of child*

* Parents may have multiple children – so age results are "among parents who have an X year old in their household."

Most young children have access to smartphones

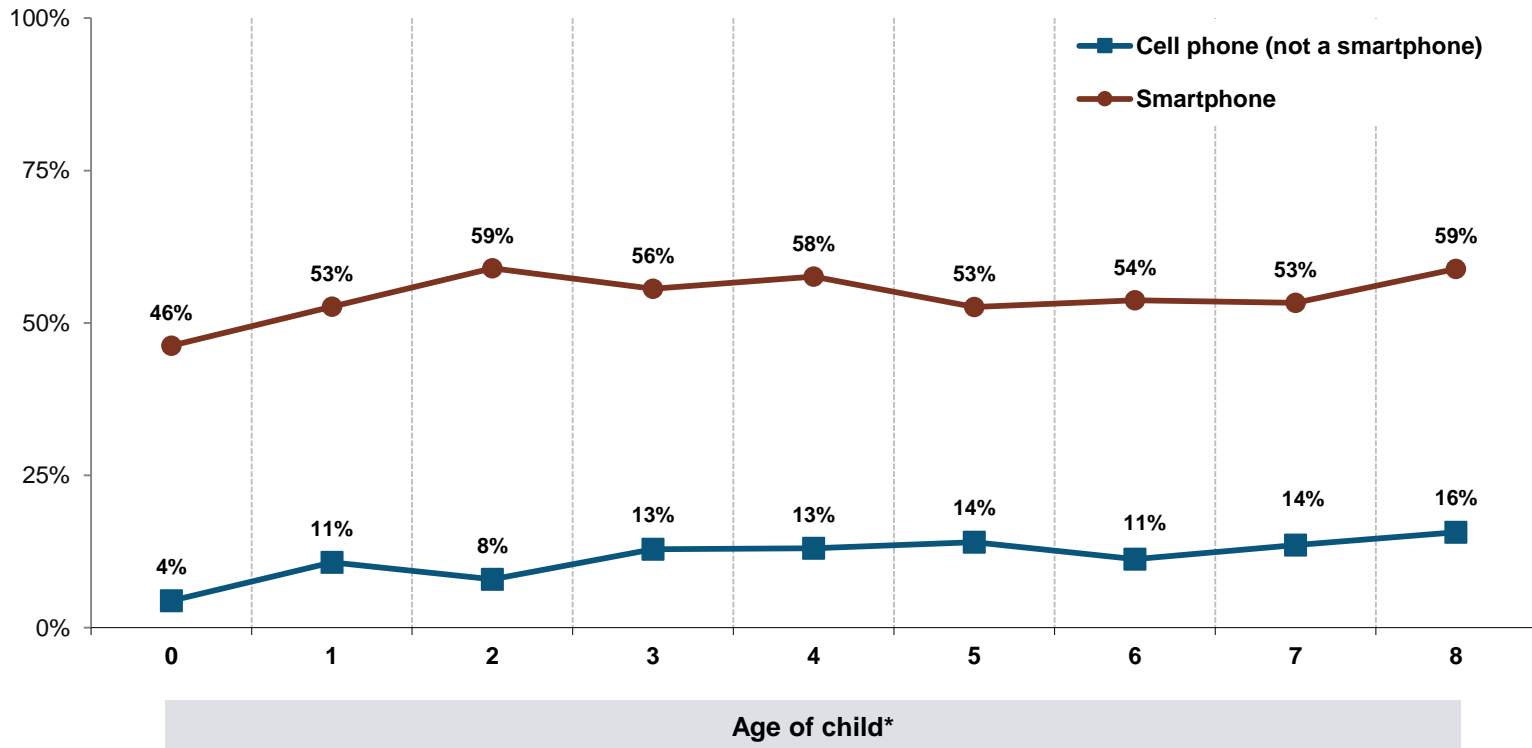**Which of the following technologies do your children who are 8 or younger use <u>at home</u>?**
Multiple response question

- Cell phone (not a smartphone)
- Smartphone

Smartphone values: 46%, 53%, 59%, 56%, 58%, 53%, 54%, 53%, 59%

Cell phone values: 4%, 11%, 8%, 13%, 13%, 14%, 11%, 14%, 16%

Age of child*

* Parents may have multiple children – so age results are "among parents who have an X year old in their household."

Use of game consoles/devices at home is common

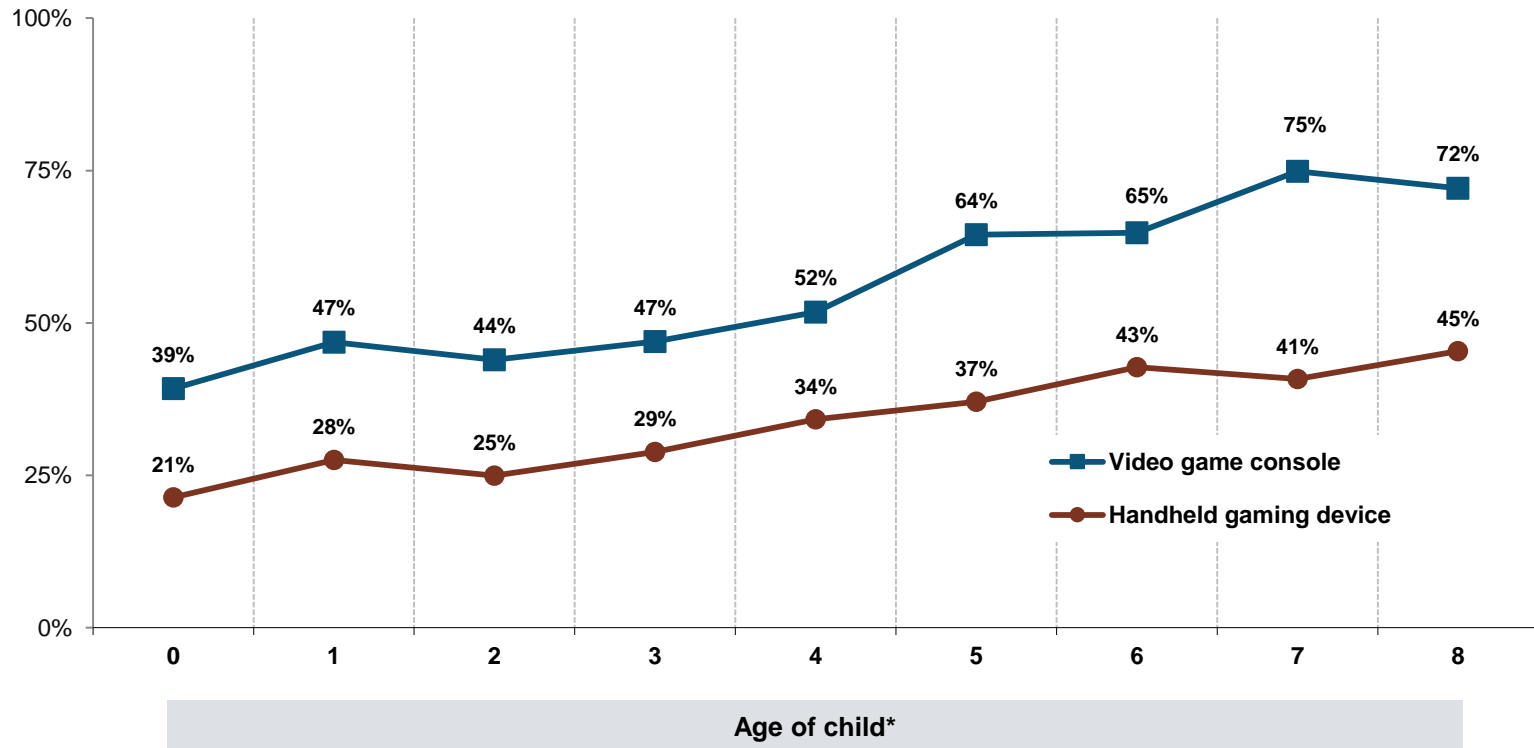**Which of the following technologies do your children who are 8 or younger use <u>at home</u>?**
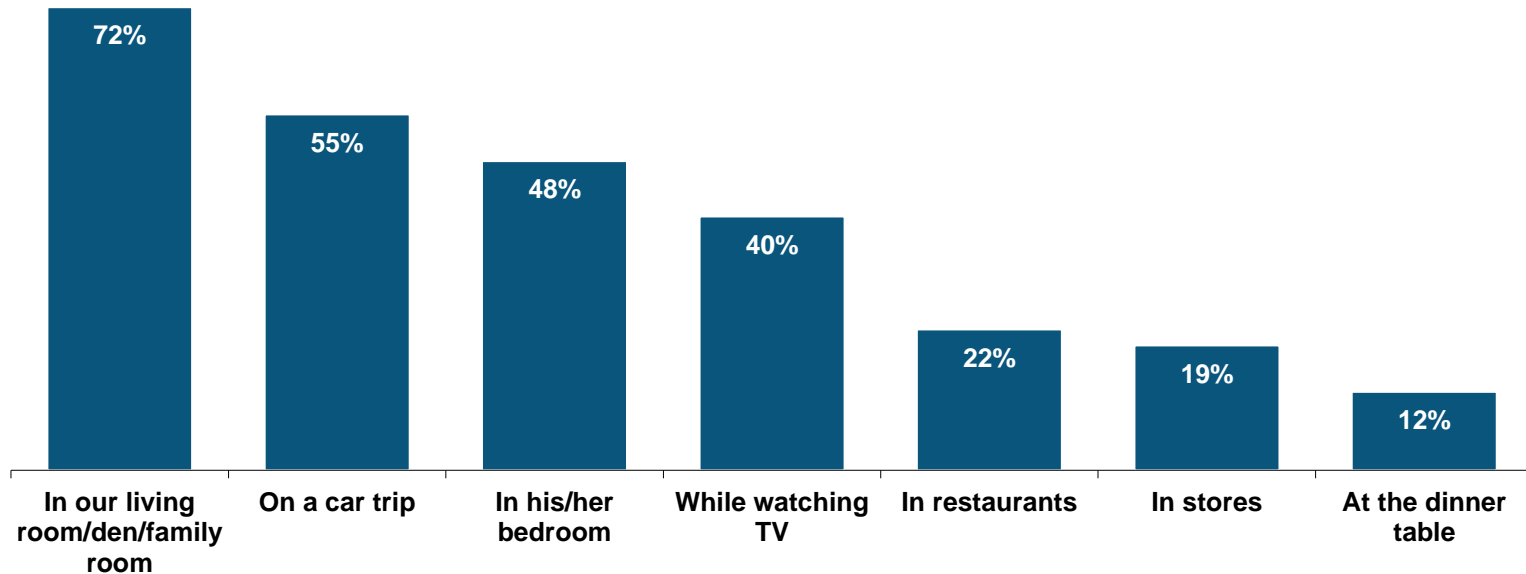*Multiple response question*

Age of child*

By gender
Video game console: boys (57%) / girls (53%)
Hand held gaming device: boys (33%) / girls (33%)

* Parents may have multiple children – so age results are
"among parents who have an X year old in their household."

Young children tend to use technology in the living room and on car trips
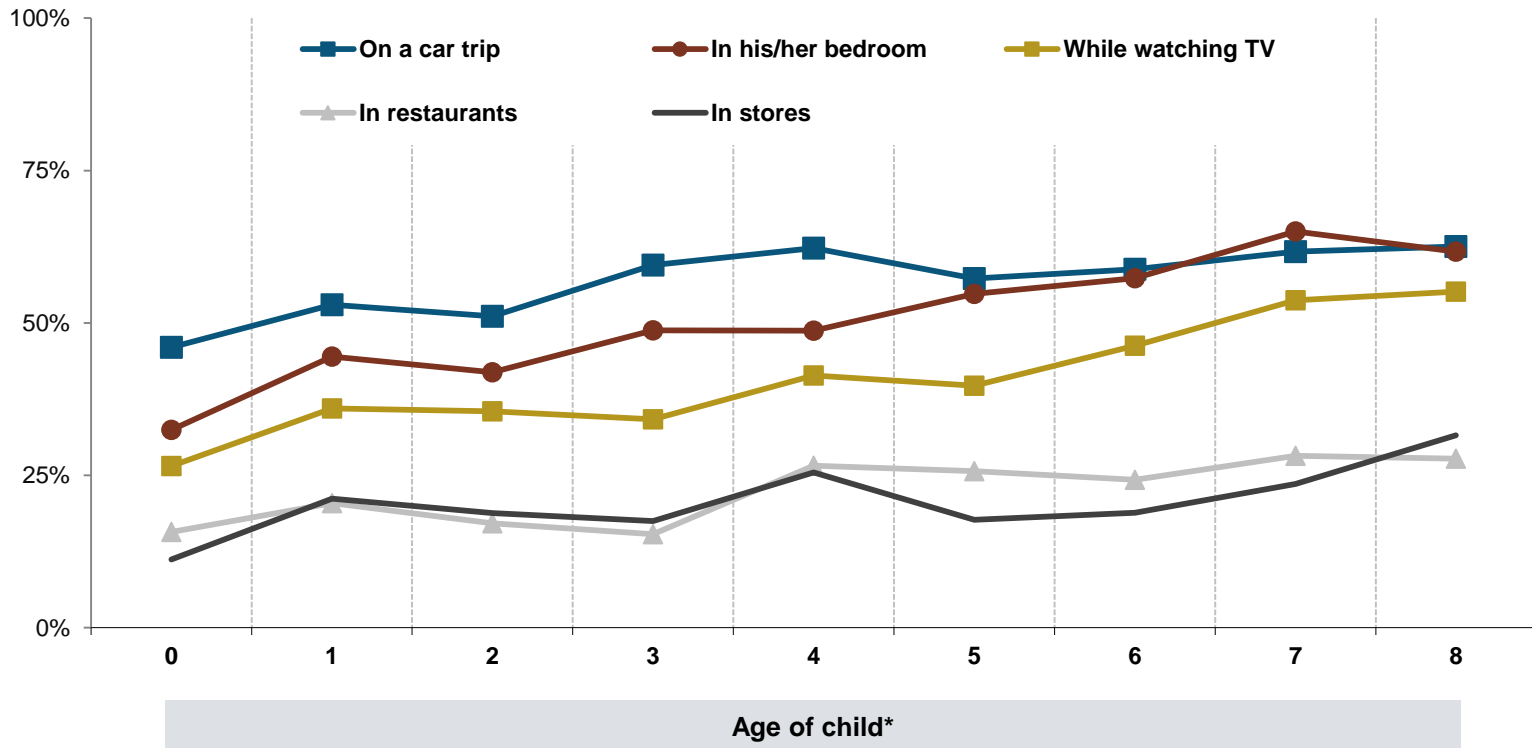## 12% say their children use technology at the dinner table

Where/when do your children age 8 or younger usually use technology devices?
Multiple response question

In our living room/den/family room	On a car trip	In his/her bedroom	While watching TV	In restaurants	In stores	At the dinner table
72%	55%	48%	40%	22%	19%	12%

Older children are more likely to use technology in their bedrooms, on car trips, and while watching TV

Where/when do your children age 8 or younger usually use technology devices?
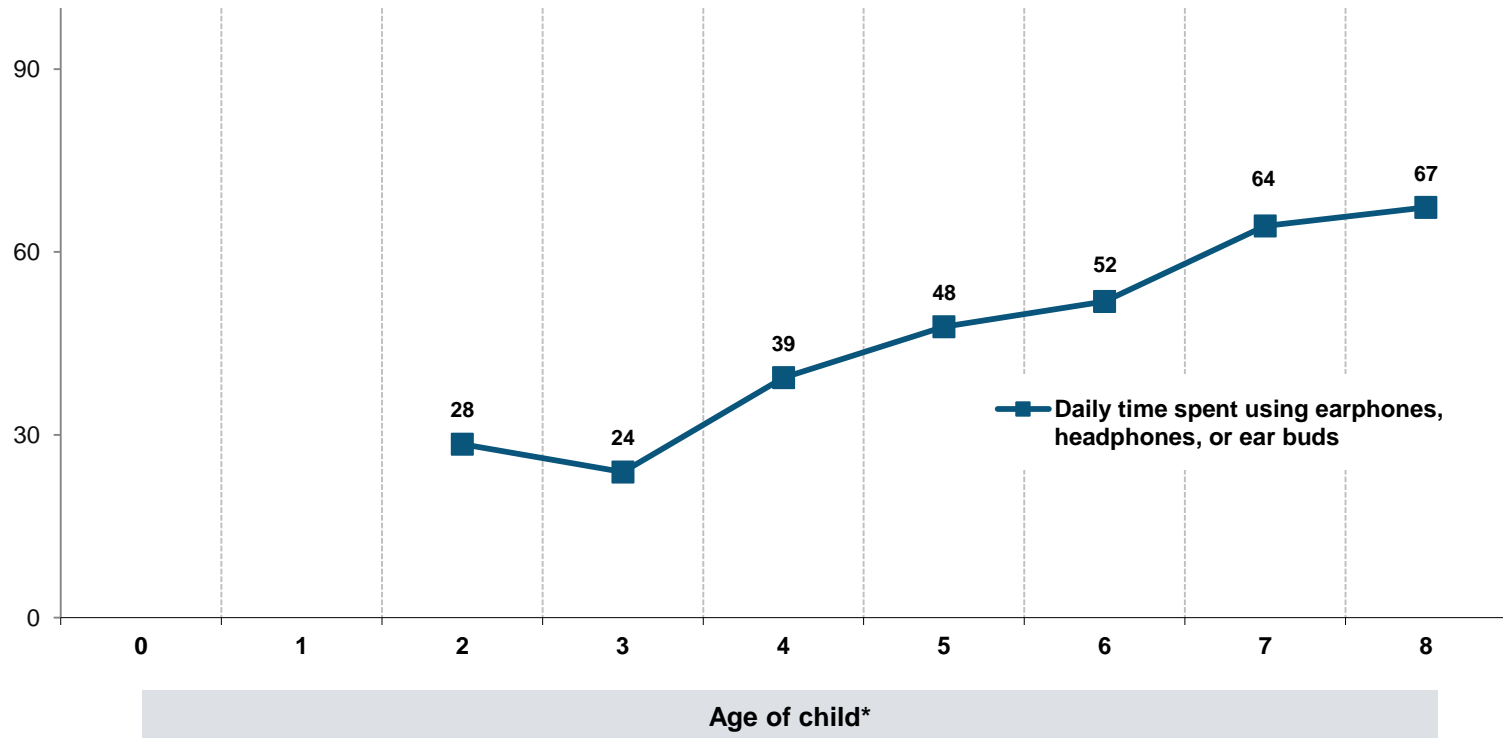*Multiple response question*

Legend:
- **On a car trip**
- **In his/her bedroom**
- **While watching TV**
- **In restaurants**
- **In stores**

X-axis: **Age of child***
Y-axis: 0% – 100%

The amount of time kids spend with ear buds increases with age

Think for a moment about the amount of time your X year old child spends using personal audio technology that requires the use of earphones, headphones, or ear buds.

How much time daily does your X year old child spend using earphones, headphones, or ear buds?
Means shown in minutes

Chart data (Daily time spent using earphones, headphones, or ear buds):
- Age 2: 28
- Age 3: 24
- Age 4: 39
- Age 5: 48
- Age 6: 52
- Age 7: 64
- Age 8: 67

Age of child*

* This question was asked in relation to a randomly selected child in the household. It was not asked for children 1 or younger.

Views toward the potential for harm

Parents tend to feel that technology does more good than harm

As a parent, do you think technology …?
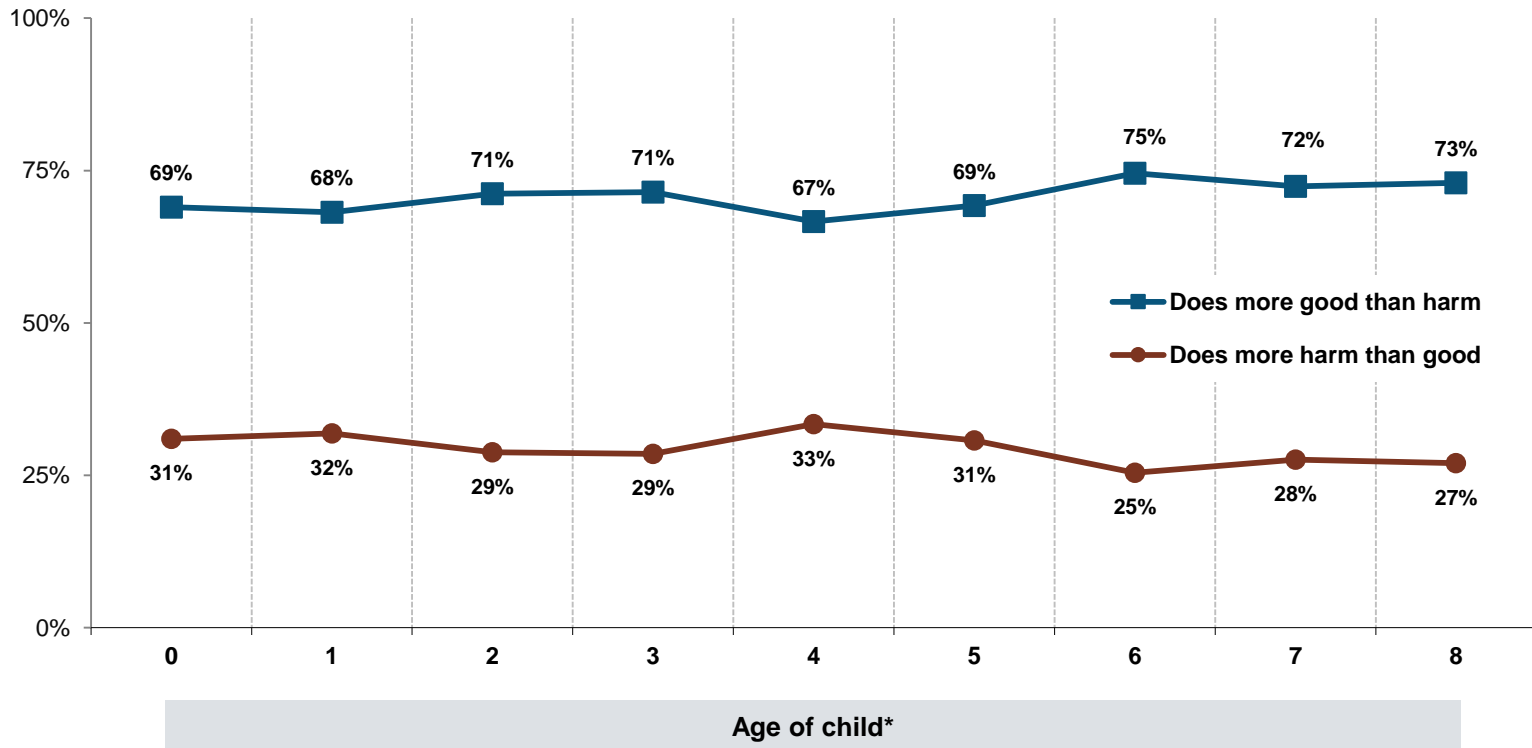
Chart showing responses by age of child:

Age of child*	Does more good than harm	Does more harm than good
0	69%	31%
1	68%	32%
2	71%	29%
3	71%	29%
4	67%	33%
5	69%	31%
6	75%	25%
7	72%	28%
8	73%	27%

Age of child*

* Parents may have multiple children – so age results are "among parents who have an X year old in their household."

Parents are more likely to say today's technology can aid in development of communication skills than to say it can harm communications

Which statement do you agree with more?

| Appropriate use of today's technology can help young children develop communication skills | **66%** | **34%** | Misuse of today's technology can limit the development of communication skills in young children |

| Appropriate use of today's technology can <u>enhance</u> my communication with my children | **72%** | **28%** | Appropriate use of today's technology can <u>harm</u> my communication with my children |

Q320/Q325 Base: Parents of Children 8 and under (n=1,000)

Parents tend to agree that there is something unique about today's technology and its potential to be harmful to children

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

Misuse of today's technology can be harmful to young children

- Strongly Agree, 32%
- Agree, 45%
- Neither Agree/Disagree, 15%
- Disagree, 4%
- Strongly Disagree, 4%

77% Agree
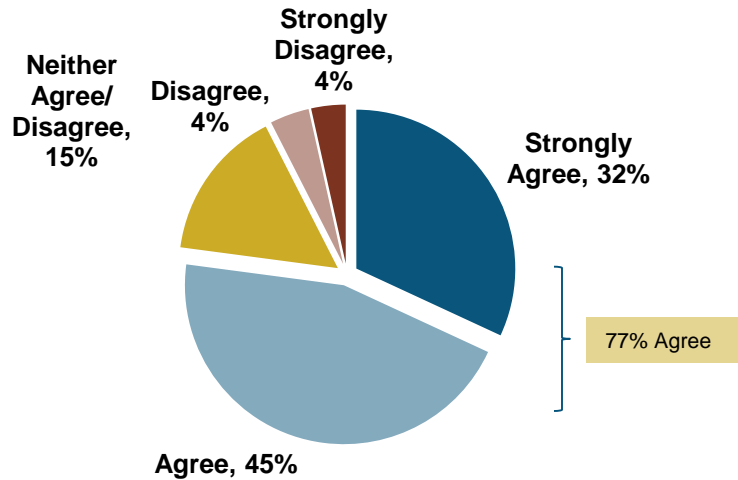
Every generation has its craze – and children's misuse of today's technology does not pose a particular problem

- Strongly Agree, 11%
- Agree, 26%
- Neither Agree/Disagree, 27%
- Disagree, 25%
- Strongly Disagree, 12%

37% Agree
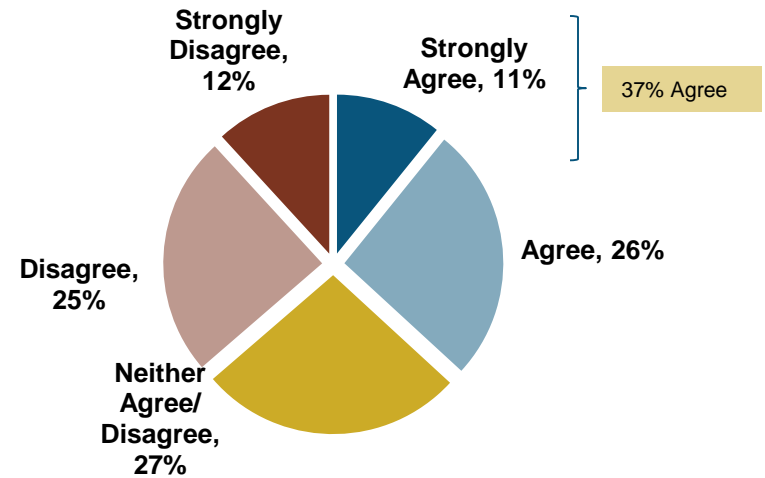
Parents feel hearing loss in children can result from technology use

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

Loud noise from technology may lead to hearing loss in my children

Strongly Disagree, 3%

Disagree, 5%

Neither Agree/ Disagree, 21%

Strongly Agree, 27%

Agree, 45%

72% Agree
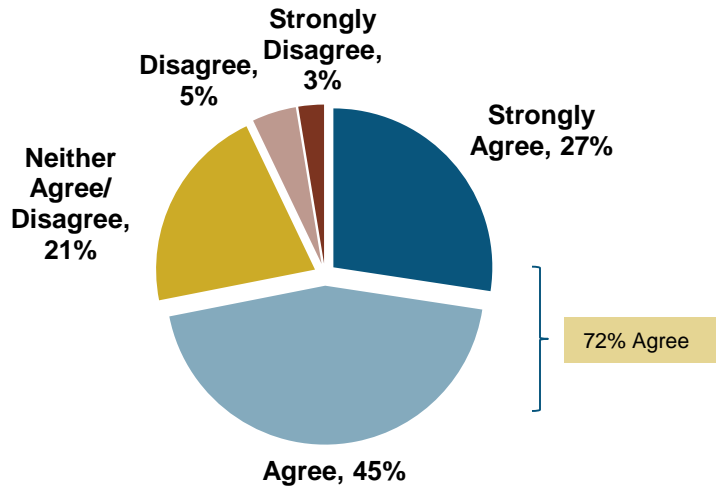
Hearing loss among young people may be increasing with the rise in use of personal audio technology

Strongly Disagree, 2%

Disagree, 6%

Neither Agree/ Disagree, 29%

Strongly Agree, 24%

Agree, 40%

64% Agree
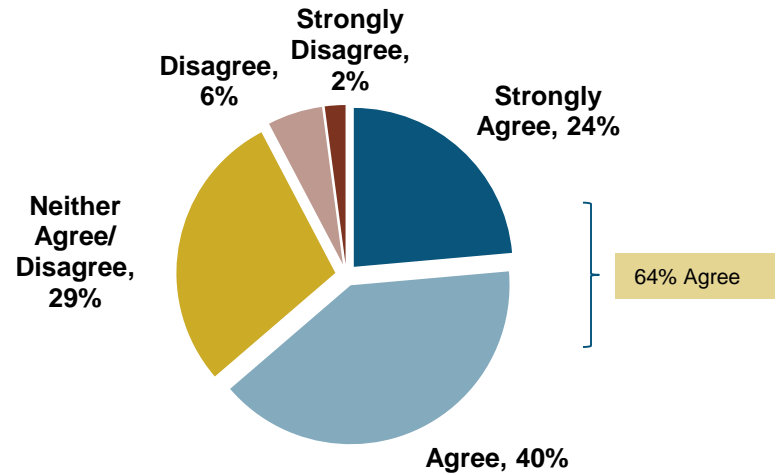
Parents feel they know the early signs of speech and language disorders and hearing loss

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

I know the early signs of speech and language disorders

Strongly Disagree, 4%

Strongly Agree, 18%

Disagree, 15%

58% Agree

Neither Agree/ Disagree, 24%

Agree, 40%
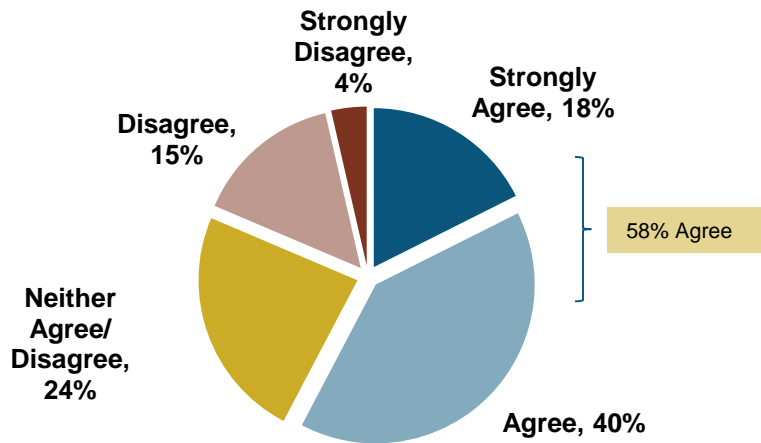
I know the early signs of hearing loss

Strongly Disagree, 5%

Strongly Agree, 16%

Disagree, 19%

52% Agree

Neither Agree/ Disagree, 24%

Agree, 36%

Q600 Base: Parents of Children 8 and under (n=1,000)
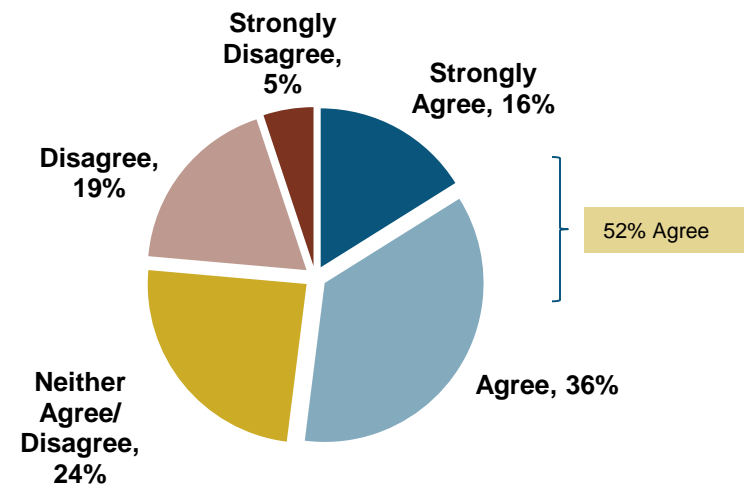
Parents are likely to feel that the technology industry has an obligation to educate the public about safe technology use
They are less likely to feel industry is doing what it should

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

- **Disagree/Strongly Disagree**
- **Neither Agree/Disagree**
- **Strongly Agree/Agree**

The technology industry should help educate the public about using technology safely
- 5%
- 20%
- 75%

The technology industry is doing what it should to help educate the public about using technology safely
- 24%
- 35%
- 41%

It is hard to stay current with news about how misuse of technology may impact my child's/children's ability to communicate
- 29%
- 34%
- 37%

Parental concerns about technology use by children

About a third of parents are extremely/very concerned that technology use is harmful to their children's hearing and speech development

CRUX

Please indicate your level of concern about the following issues

Misuse of today's technology may be harming my children's hearing

Not concerned at all, 23%

Extremely concerned, 12%

Very concerned, 21%

Somewhat concerned, 22%

Not very concerned, 22%

33% Extremely/Very Concerned
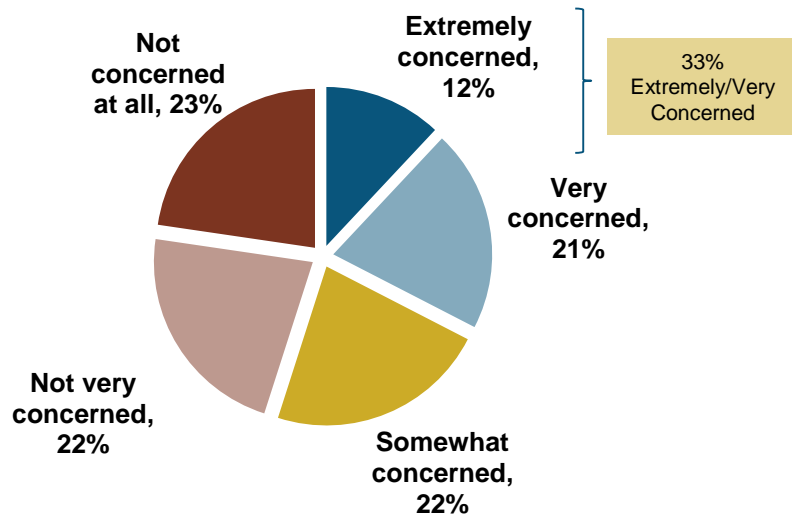
Misuse of technology may be limiting my children's speech and language skills

Not concerned at all, 25%

Extremely concerned, 13%

Very concerned, 18%

Somewhat concerned, 21%

Not very concerned, 24%

31% Extremely/Very Concerned
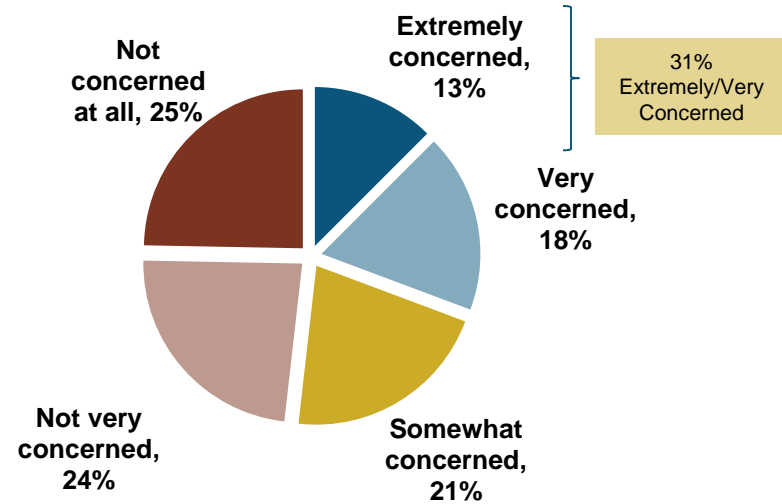
Many parents are concerned that technology negatively affects the quantity and quality of conversations they have with their children

CRUX

Please indicate your level of concern about the following issues

Because of technology, I have fewer conversations with my children than I would like

- Extremely concerned, 11%
- Very concerned, 18%
- Somewhat concerned, 25%
- Not very concerned, 22%
- Not concerned at all, 24%

29% Extremely/Very Concerned
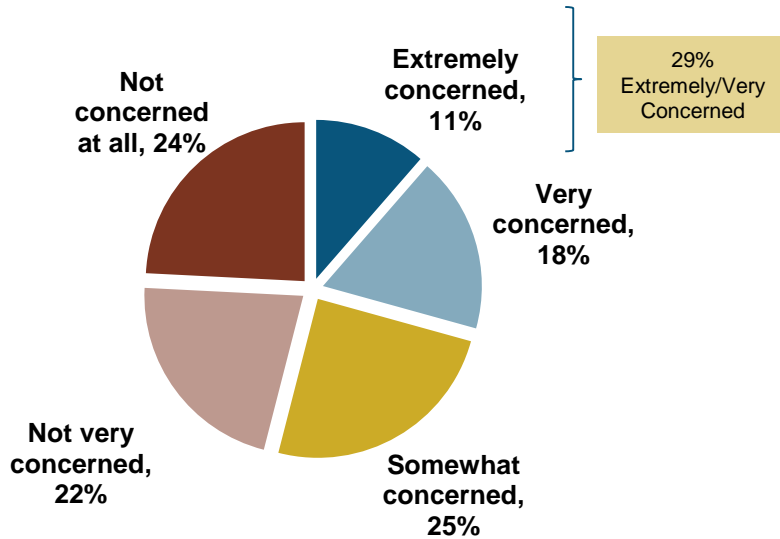
The quality of conversations I have with my children suffers because of their technology use

- Extremely concerned, 11%
- Very concerned, 19%
- Somewhat concerned, 22%
- Not very concerned, 24%
- Not concerned at all, 24%

30% Extremely/Very Concerned

Parental concern over the misuse of technology increases at ages 7-8

Please indicate your level of concern about the following issues
% Extremely/Very Concerned
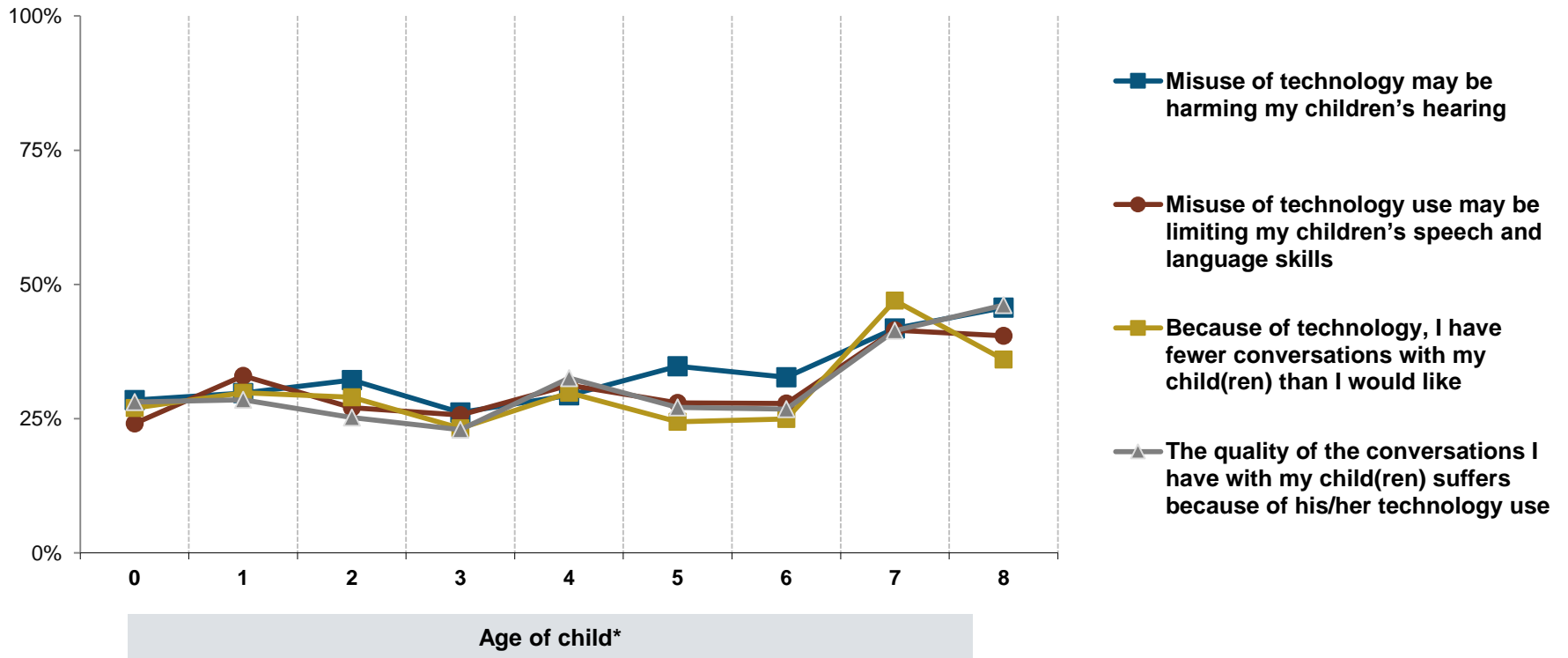
Legend:
- **Misuse of technology may be harming my children's hearing**
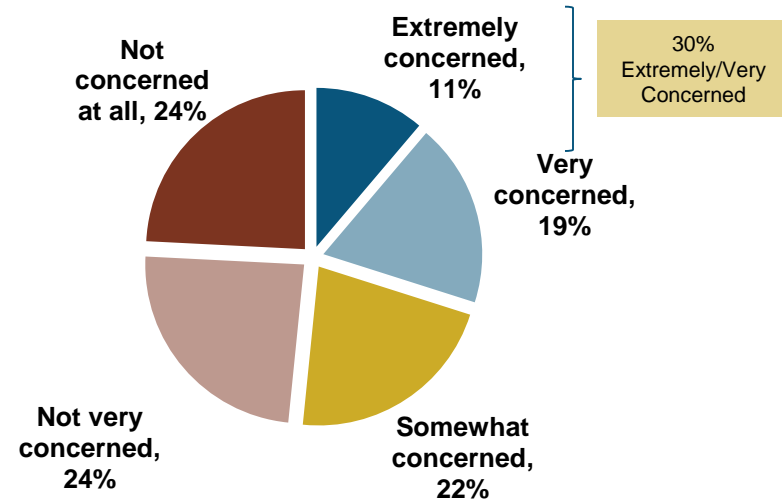- **Misuse of technology use may be limiting my children's speech and language skills**
- **Because of technology, I have fewer conversations with my child(ren) than I would like**
- **The quality of the conversations I have with my child(ren) suffers because of his/her technology use**

Age of child*

* Parents may have multiple children – so age results are "among parents who have an X year old in their household."

Parents say they rely on technology to help children learn, but are concerned that they use it too much to keep children entertained

CRUX

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

	I rely on technology to help my child/children learn outside of a school setting	I worry about using technology too much to keep my child/children entertained	I often rely on technology to prevent behavior problems/tantrums by my child/children
Disagree/Strongly Disagree	15%	22%	41%
Neither Agree/Disagree	26%	23%	24%
Strongly Agree/Agree	60%	55%	35%
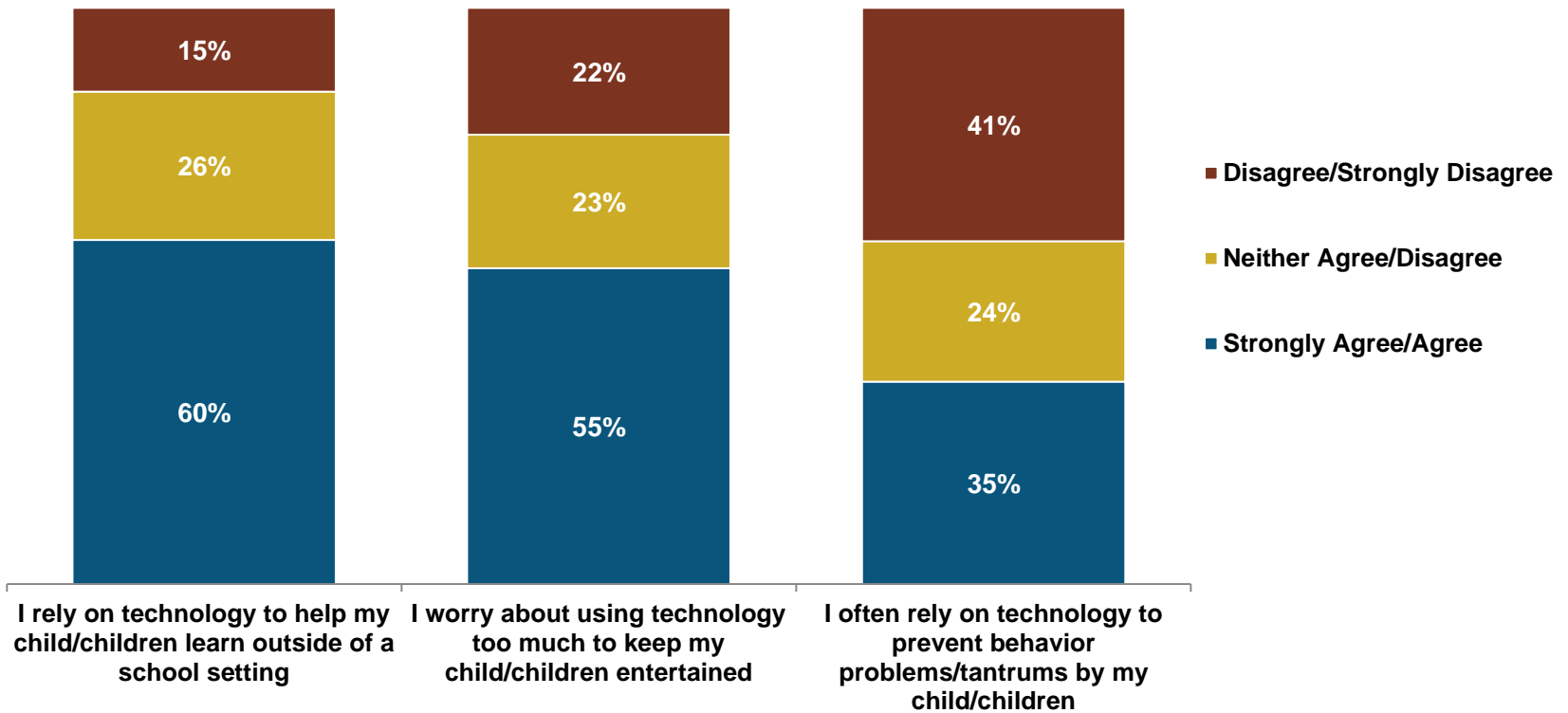
Parents are more likely to use technology to prevent behavior problems and tantrums as their children age

CRUX

How much do you agree or disagree with the following statements?
% Strongly Agree / Agree

Legend:
- I rely on technology to help my child/children learn outside of a school setting
- I worry about using technology too much to keep my child/children entertained
- I often rely on technology to prevent behavior problems/tantrums by my child/children

I rely on technology to help my child/children learn outside of a school setting: 41%, 57%, 59%, 56%, 64%, 62%, 59%, 64%, 66%

I worry about using technology too much to keep my child/children entertained: 55%, 56%, 51%, 50%, 60%, 54%, 46%, 57%, 60%

I often rely on technology to prevent behavior problems/tantrums by my child/children: 22%, 34%, 36%, 29%, 36%, 35%, 35%, 39%, 48%

Age of child*

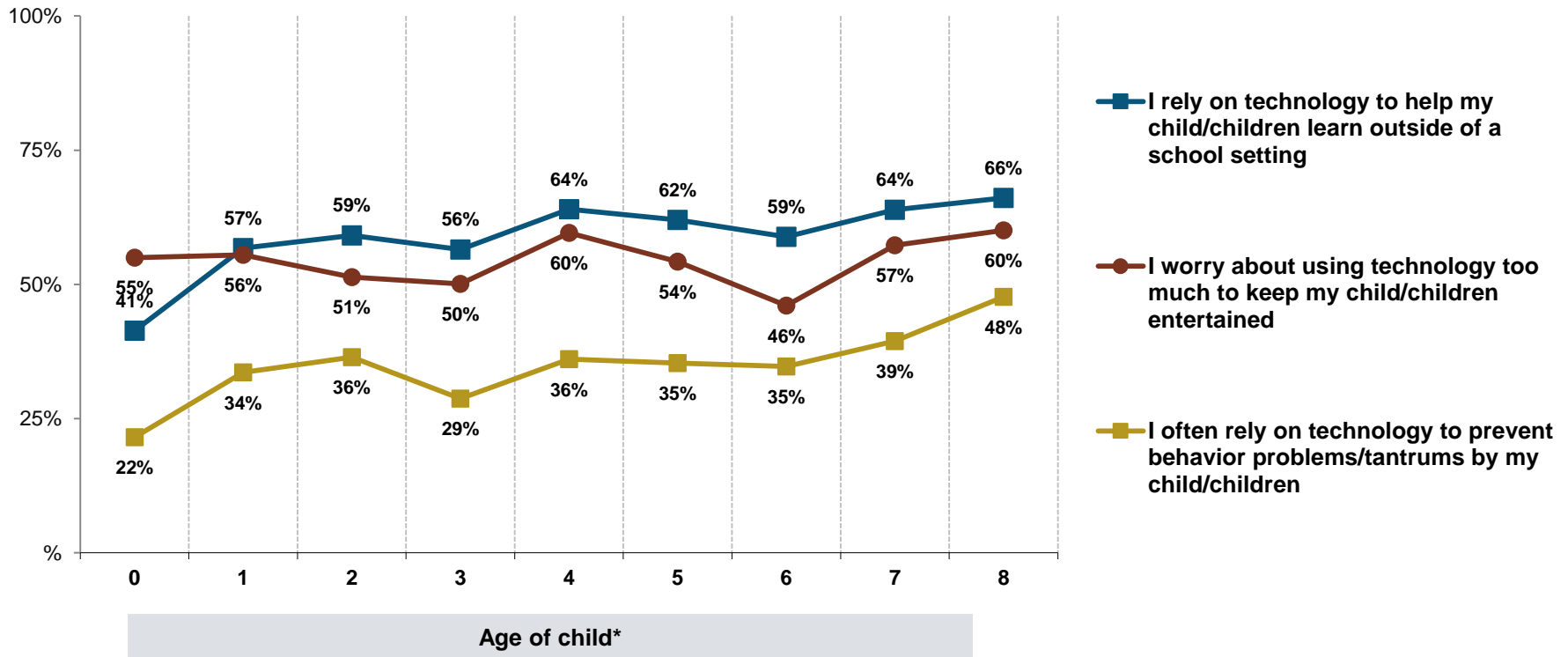* Parents may have multiple children – so age results are "among parents who have an X year old in their household."

Parents tend to feel that misuse of technology can cause behavioral or academic problems

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

Legend:
- Disagree/Strongly Disagree
- Neither Agree/Disagree
- Strongly Agree/Agree

I worry that misuse of technology may cause behavior problems
- 20%
- 22%
- 59%

I worry that misuse of technology may cause academic problems
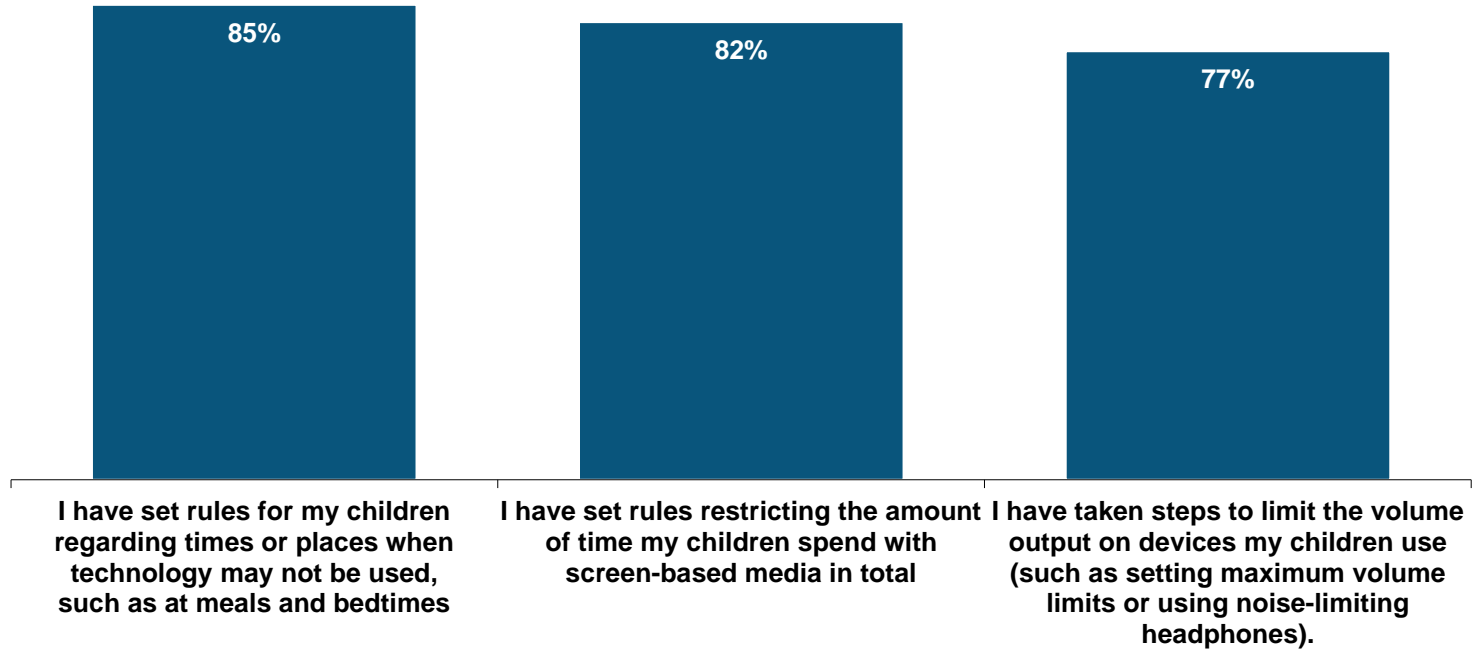- 22%
- 26%
- 52%
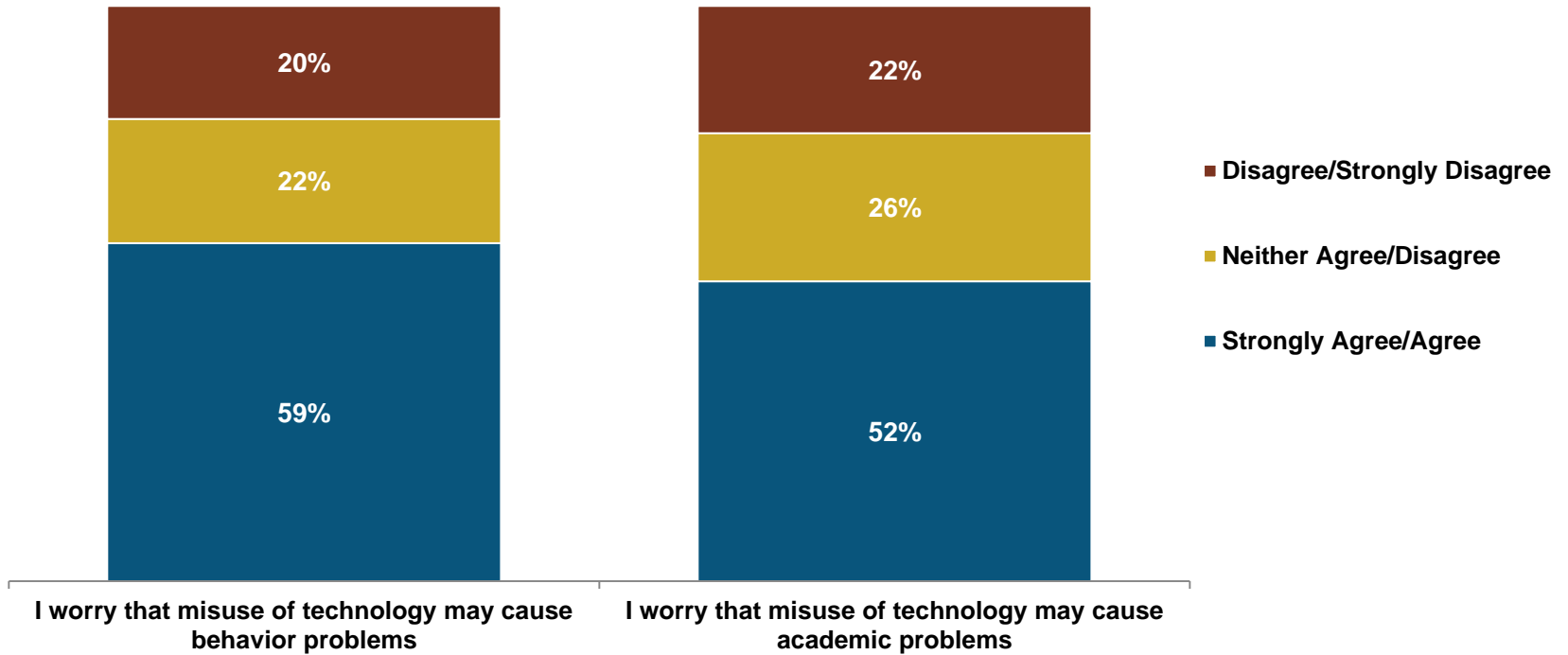
Parental oversight of children's technology use

Parents tend to say they have rules for their children's technology use

Which of the following have you personally done with your children aged 8 or younger?
% Have Done

85% — I have set rules for my children regarding times or places when technology may not be used, such as at meals and bedtimes

82% — I have set rules restricting the amount of time my children spend with screen-based media in total

77% — I have taken steps to limit the volume output on devices my children use (such as setting maximum volume limits or using noise-limiting headphones).

At age 8 many parents begin to allow technology at the dinner table

Do you typically allow your children age 8 or younger to use technology at the dinner table?
By "technology" we mean newer forms such as MP3 players, tablets, or smartphones, but not TV.
% Yes
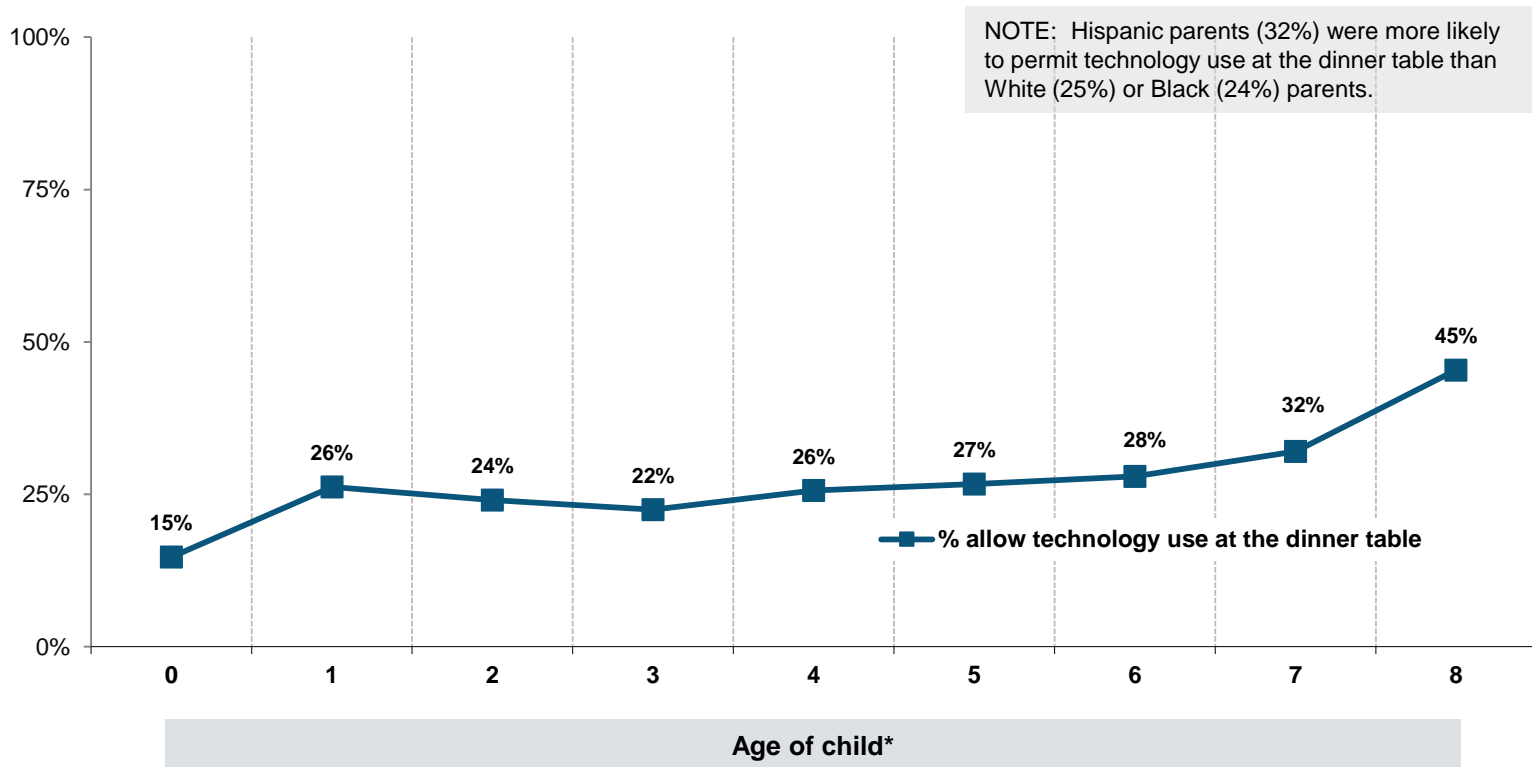
NOTE: Hispanic parents (32%) were more likely to permit technology use at the dinner table than White (25%) or Black (24%) parents.

- 0: 15%
- 1: 26%
- 2: 24%
- 3: 22%
- 4: 26%
- 5: 27%
- 6: 28%
- 7: 32%
- 8: 45%

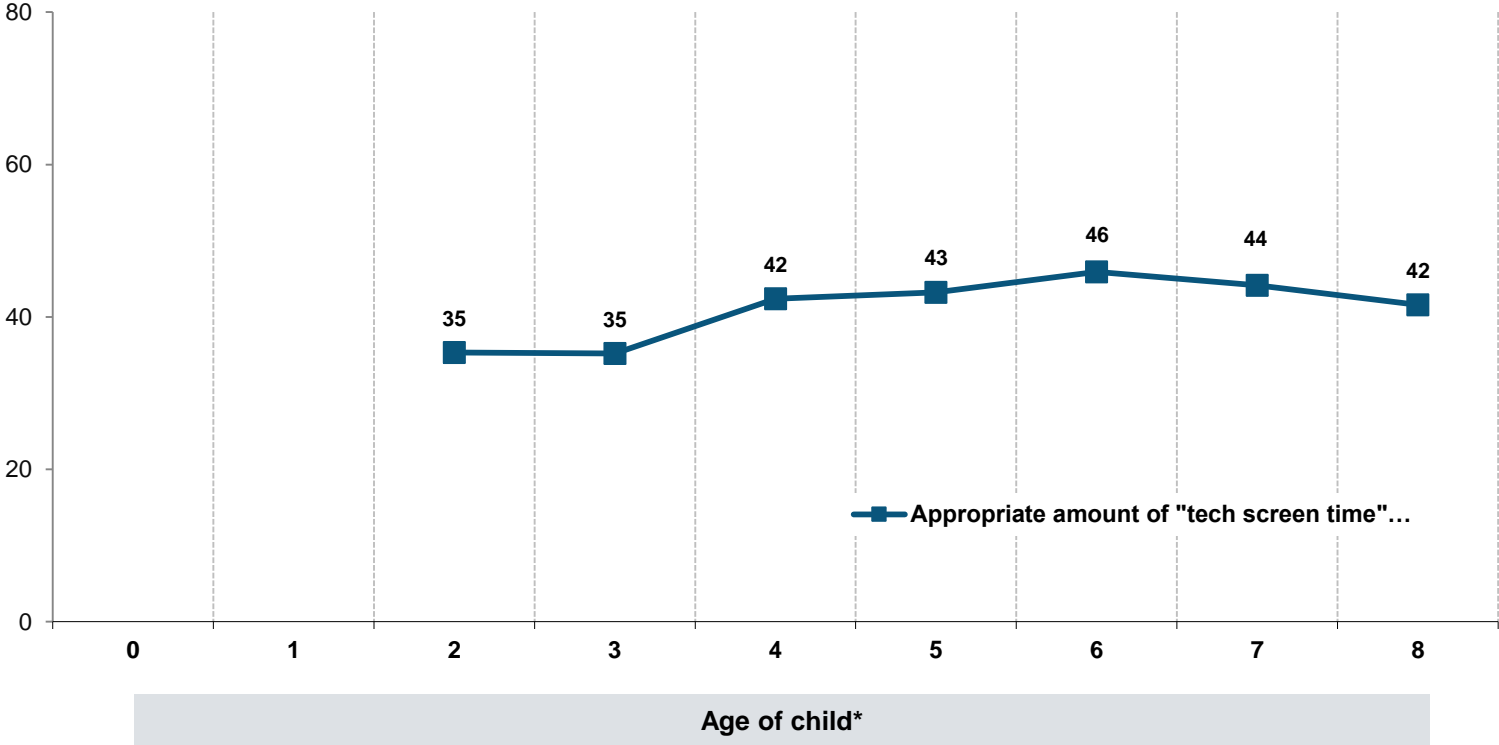% allow technology use at the dinner table

Age of child*

* Parents may have multiple children – so age results are "among parents who have an X year old in their household."

Parents tend to think that 40-45 minutes of tech screen time daily is appropriate from about age 4 onward

"Tech Screen Time" is the amount of time a child spends with technology such as video games, smartphones, tablets, computers, etc. This does <u>not</u> include TV viewing.

What do you think is an appropriate amount of daily "Tech Screen Time" for a X year old child?
*Means shown in minutes*

Legend: ■— Appropriate amount of "tech screen time"…

Data points: Age 2 = 35, Age 3 = 35, Age 4 = 42, Age 5 = 43, Age 6 = 46, Age 7 = 44, Age 8 = 42

Age of child*

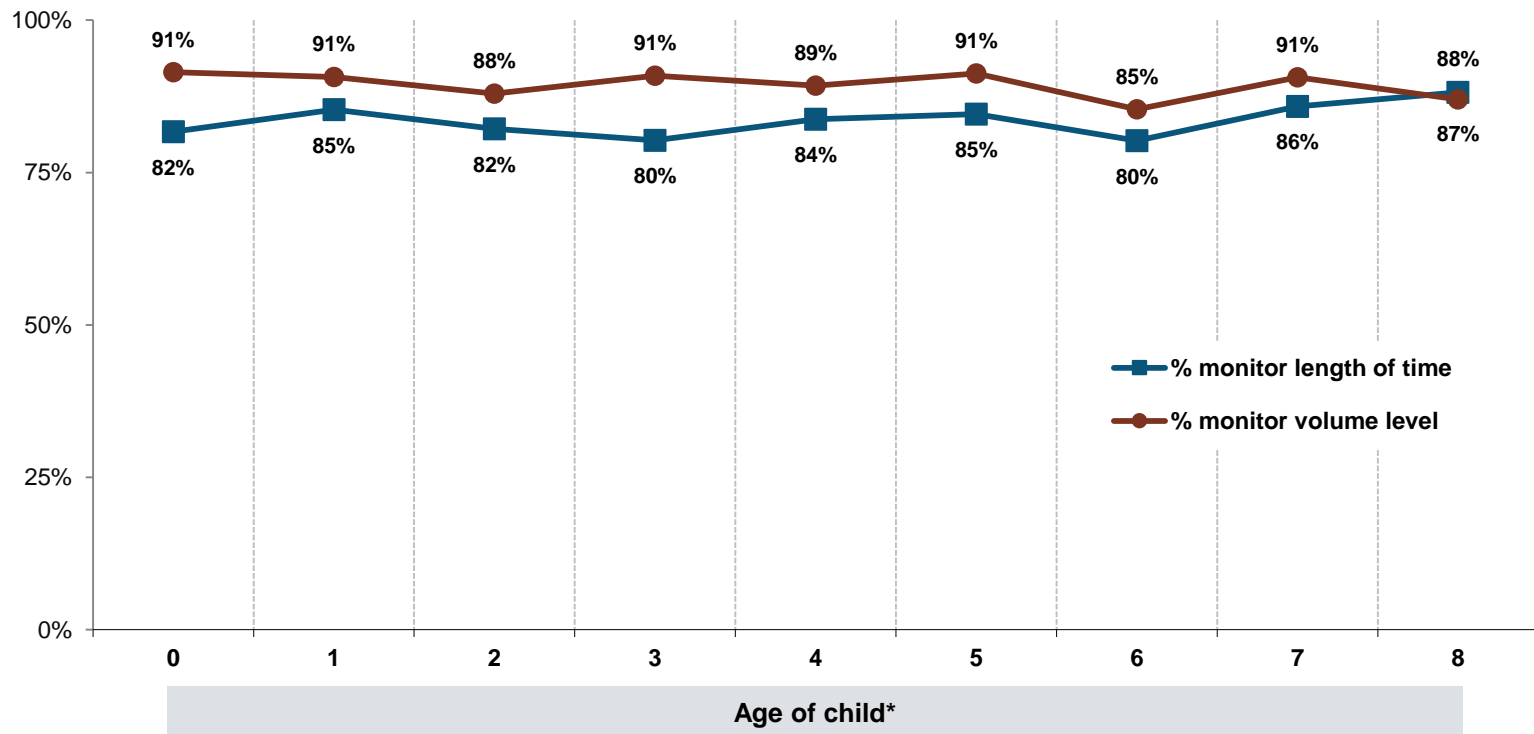# Parents tend to think age 8-9 is when children should be allowed to use smartphones

**Please enter an age to complete the following sentences.
Children should first be allowed to use _____ when they reach the age of …?**
Means shown

Smartphones	Tablets with Internet Access	MP3Players	Tablets without Internet Access
8.5	7.7	7.6	5.7
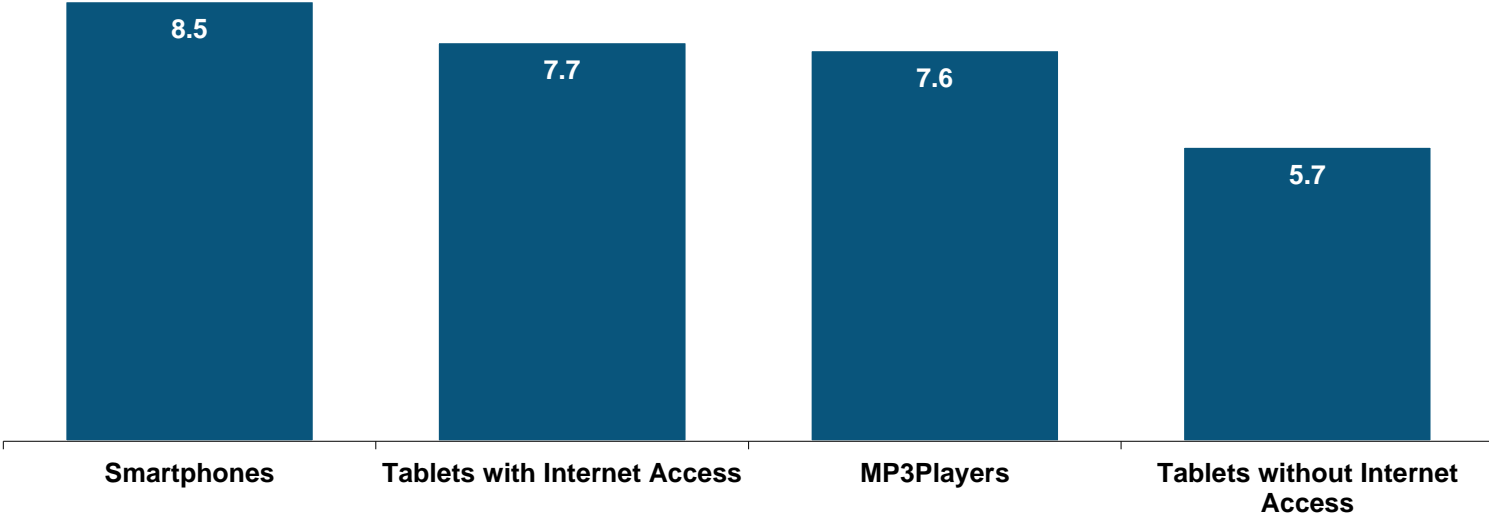
Parents are likely to monitor both the length of time their young children spend listening as well as the volume level

Do you monitor the <u>length of time/volume level</u> your children age 8 or younger spend listening to personal audio technology?**
% Yes

Legend:
- ■ **% monitor length of time**
- ● **% monitor volume level**

Volume level values (by age 0–8): 91%, 91%, 88%, 91%, 89%, 91%, 85%, 91%, 88%
Length of time values (by age 0–8): 82%, 85%, 82%, 80%, 84%, 85%, 80%, 86%, 87%
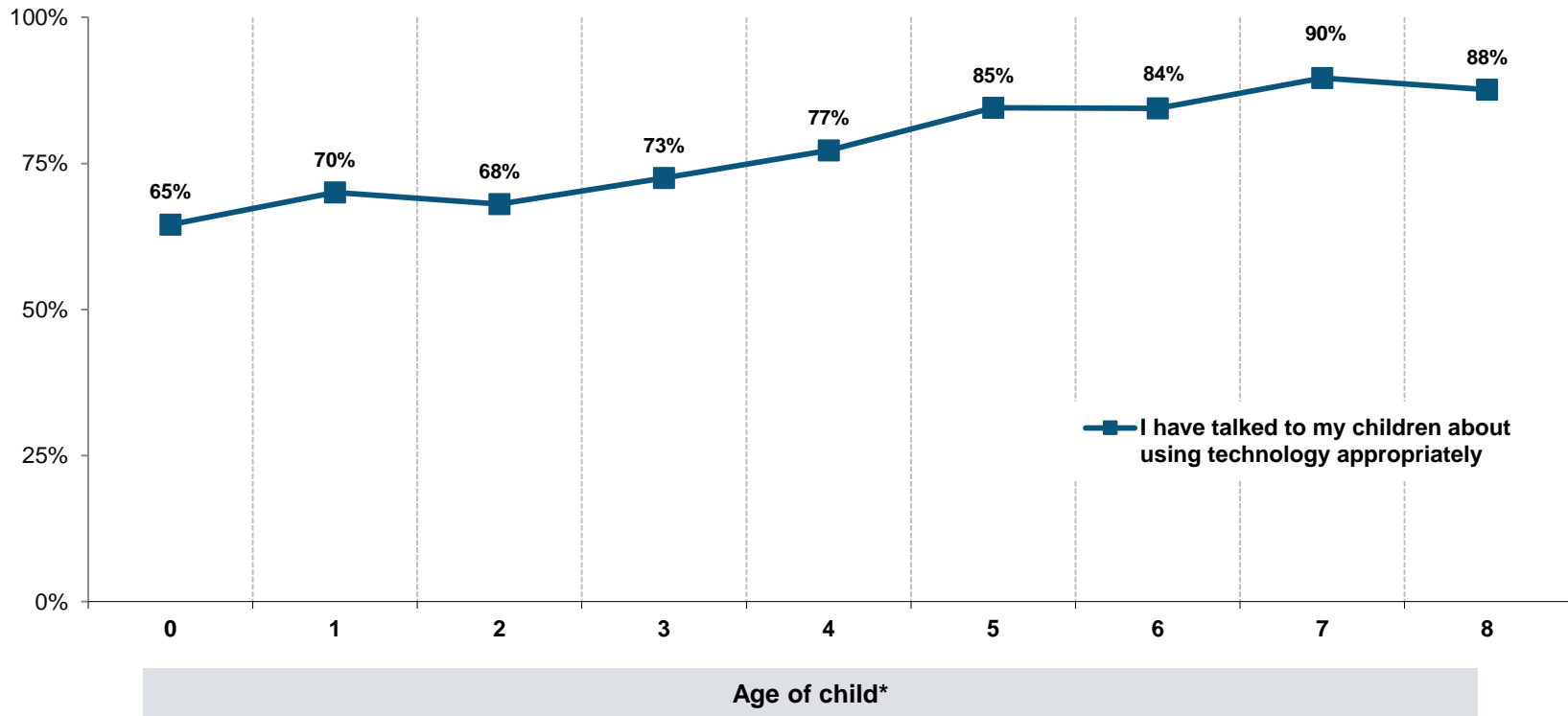
Age of child*

* Parents may have multiple children – so age results are "among parents who have an X year old in their household."

** <u>Question preceded with this text</u>:
"For this next set of questions, we'd like you to think about "personal audio technology" – devices that require the use of earphones, headphones, or ear buds – MP3 players, iPods, etc."

Conversations with children about appropriate technology use are more common as the child ages

Which of the following have you personally done with your children aged 8 or younger?
% Have Done

Line chart plotting "% Have Done" against "Age of child*":

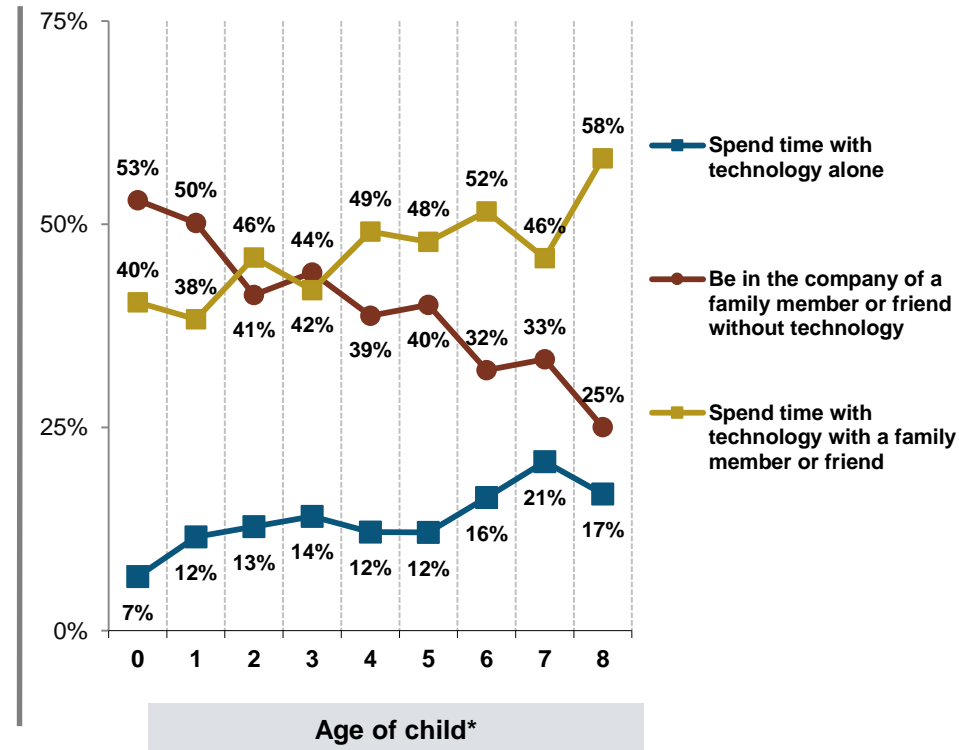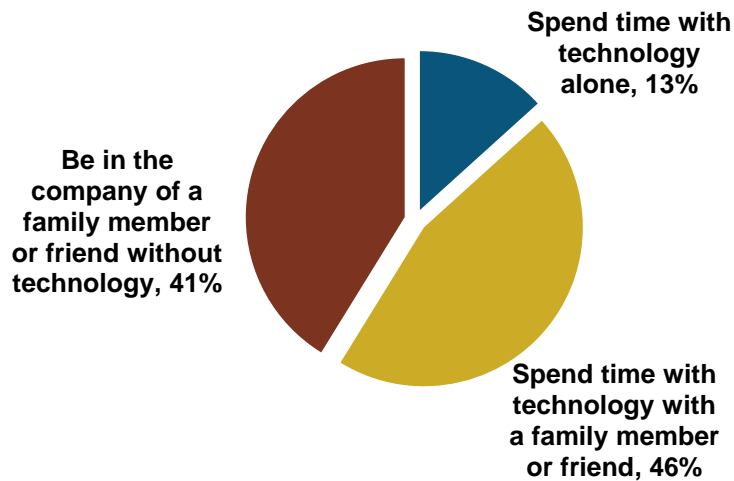| Age of child*	0	1	2	3	4	5	6	7	8
I have talked to my children about using technology appropriately	65%	70%	68%	73%	77%	85%	84%	90%	88%

Age of child*

* Parents may have multiple children – so age results are "among parents who have an X year old in their household."

Preferences of children

As children age, they gravitate more towards being alone with technology and are less likely to prefer spending time with others without technology present

Which would your children age 8 or younger rather do?

Spend time with technology alone, 13%

Be in the company of a family member or friend without technology, 41%

Spend time with technology with a family member or friend, 46%

Spend time with technology alone

Be in the company of a family member or friend without technology

Spend time with technology with a family member or friend

Age of child*

* Parents may have multiple children – so age results are "among parents who have an X year old in their household."

Children start to prefer playing games to reading on their own beginning at age 6

Which would your children age 8 or younger rather do?

Pie chart:
- Play a game on a technology device, 37%
- Be read to, or read a printed book on his/her own, 44%
- Be read to, or read an electronic book on his/her own, 19%

Line chart — Age of child*

Age	0	1	2	3	4	5	6	7	8
Play a game on a technology device	25%	32%	32%	31%	39%	36%	44%	44%	49%
Be read to, or read an electronic book on his/her own	24%	16%	21%	17%	20%	18%	19%	21%	21%
Be read to, or read a printed book on his/her own	51%	52%	47%	52%	40%	45%	37%	35%	30%

Legend:
- Play a game on a technology device
- Be read to, or read an electronic book on his/her own
- Be read to, or read a printed book on his/her own
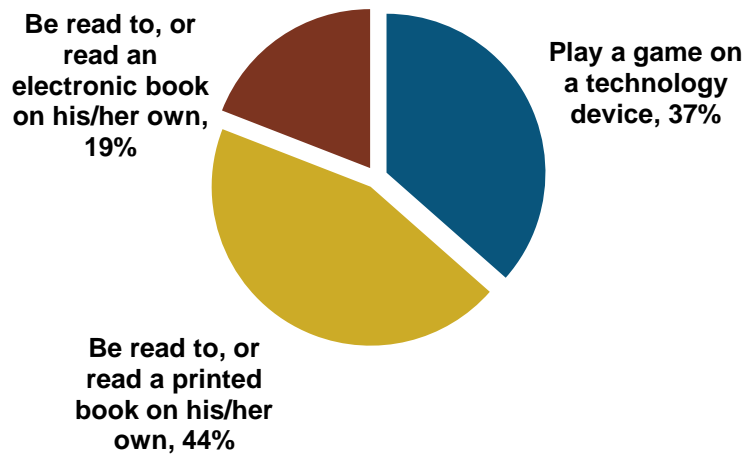
* Parents may have multiple children – so age results are "among parents who have an X year old in their household."

CRUX