

Holiday Hearing Protection by the Numbers

Kids & Noisy Technology

Many children will receive technology-related gifts this holiday season. Unsafe listening habits—such as listening to personal technology devices at too-loud volumes, for too long—can cause noise-induced hearing loss. The good news is that this type of hearing loss is **easy to prevent!**

Hearing Loss: Risk and Prevalence



1.1 billion adolescents and young adults worldwide are at risk of hearing loss due to excessive noise from popular technology devices and loud public spaces.¹

15% of U.S. children 6–19 years of age have low- or high-frequency hearing loss in one or both ears.²

Parental Concern: Listening Habits and Technology



86% of U.S. parents think their children listen to devices at volumes that are too loud.³

82% say they ask their child to turn down the volume at least sometimes, with 25% reporting they do so “frequently” and 19% “all the time.”

70% are concerned about their child developing hearing damage from listening to devices at too-loud volumes.

Holiday Season 2019: Gift-Giving and Technology



More than half of parents are planning to give a tech-related gift such as a smartphone, tablet, or headphones during the 2019 holiday season.

More than one third of parents who plan on gifting a tech device *had not planned* on talking to their kids about safe listening or hearing protection.

Safe Listening: Duration and Volume



A new standard from the World Health Organization and the International Telecommunication Union specifies safe listening for technology devices. To protect children’s hearing, it recommends the following:

- **Duration:** No more than **40 hours** of listening per week to devices
- **Volume:** No higher than **75 decibels**

Hearing Protection: Easy and Effective

Parents, when giving your child a technology gift, teach safe listening. Use these tips:



1. Keep the volume at **half level**.
2. Take hourly **listening breaks**.
3. Model **good listening habits**.

Sources:

1. World Health Organization
2. U.S. Centers for Disease Control and Prevention
3. ASHA-You Gov Omnibus National Poll of Parents, 2019

