

**Survey of Hispanic Adults, Adults in General,
Hispanic Teens, and Teens in General about the
Use of Personal Electronic Devices with Head Phones**

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I. Methodology and Sample Characteristics

Survey Methodology: National Survey Of Hispanic Adults, 10/3/06 through 10/4/06

This is a national telephone survey of Hispanic adults conducted by Zogby International. The target sample is 503 interviews with approximately 52 questions asked. Samples are randomly drawn from telephone CDs of national listed sample. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Up to six calls are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies¹ and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.² Weighting by age and gender is used to adjust for non-response. Margin of error is +/- 4.5 percentage points. Margins of error are higher in sub-groups.

Survey Methodology: National Survey Of Hispanic High School Students]: 10/20/06 thru 10/23/06

This is a national telephone survey of adults conducted by Zogby International. The target sample is 301 interviews with approximately 52 questions asked. Samples are randomly drawn from a purchased list of high school students. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Up to six calls are made to reach a sampled phone number. Margin of error is +/- 5.7 percentage points. Margins of error are higher in sub-groups.

Survey Methodology: National Survey Of Adults, 2/20/06 – 2/22/06

This is a national telephone survey of adults conducted by Zogby International. The target sample is 1,000 interviews with approximately 39 questions asked. Samples are randomly drawn from telephone cd's of national listed sample. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. As many as six calls are made to reach a sampled phone number. Margin of error is +/- 3.2 percentage points. Margins of error are higher in sub-groups.

Survey Methodology: National Survey Of High School Students, 2/20/06 – 2/21/06

This is a national telephone survey of high school students conducted by Zogby International. The target sample is 301 interviews with approximately 30 questions asked.

¹ See COOP4 (p.38) in *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates of Surveys*. The American Association for Public Opinion Research, (2000).

² *Cooperation Tracking Study: April 2003 Update*, Jane M. Sheppard and Shelly Haas. The Council for Marketing & Opinion Research (CMOR). Cincinnati, Ohio (2003).

Samples are randomly drawn from a purchased list of high school students. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. As many as six calls are made to reach a sampled phone number. Margin of error is +/- 5.7 percentage points. Margins of error are higher in sub-groups.

Zogby International's sampling and weighting procedures also have been validated through its political polling: more than 95% of the firm's polls have come within 1% of actual election-day outcomes.

Sample Characteristics

	Hispanic Adults 9/06		All Adults 2/06		Hispanic Teens 10/06		All Teens 2/06	
	Freq	%	Freq	%	Freq	%	Freq	%
Sample size	503	100	1000	100	301	100	301	100
East	98	20	230	23	47	16	65	21
South	143	29	260	26	122	41	57	19
Central/Great Lakes	55	11	310	31	41	14	119	40
West	206	41	200	20	91	30	60	20
Grade level – 9th	--	--	--	--	45	15	75	25
Grade level – 10th	--	--	--	--	87	29	75	25
Grade level – 11th	--	--	--	--	90	30	75	25
Grade level – 12th	--	--	--	--	80	26	75	25
18-29 years old	148	30	195	20	--	--	--	--
30-49 years old	217	44	390	40	--	--	--	--
50-64 years old	89	18	224	23	--	--	--	--
65+ years old	39	8	166	17	--	--	--	--
18-24 years old	89	18	93	10	--	--	--	--
25-34 years old	119	24	166	17	--	--	--	--
35-54 years old	188	38	395	41	--	--	--	--
55-69 years old	72	15	200	21	--	--	--	--
70+ years old	25	5	119	12	--	--	--	--
Did not answer age	10	--	26	--	--	--	--	--
Less than high school	166	33	44	4	--	--	--	--
High school graduate	100	20	216	22	--	--	--	--
Some college	110	22	293	29	--	--	--	--
College graduate+	125	25	442	44	--	--	--	--
Did not answer education	1	--	4	--	--	--	--	--
Parent of child < 17	177	35	359	36	--	--	--	--
Not parent/child < 17	326	65	641	64	--	--	--	--
White	--	--	846	85	--	--	244	81

	Hispanic Adults 9/06		All Adults 2/06		Hispanic Teens 10/06		All Teens 2/06	
	Freq	%	Freq	%	Freq	%	Freq	%
Hispanic/Latino*	503	100	99	12	--	--	36	12
Black/African American	--	--	109	11	--	--	36	12
Asian	--	--	8	1	--	--	8	3
Hawaiian/Pacific	--	--	2	0	--	--	4	1
Native/Alaskan	--	--	9	1	--	--	2	1
Other race/mixed	--	--	21	2	--	--	7	2
Did not answer race	--	--	5	--	--	--	--	--
Less than \$15,000	67	16	83	10	20	17	--	--
\$15,000-\$24,999	88	20	82	10	27	22	--	--
\$25,000-\$34,999	66	15	109	13	31	25	--	--
\$35,000-\$49,999	59	14	127	15	18	14	--	--
\$50,000-\$74,999	58	14	189	22	20	16	--	--
\$75,000 or more	93	22	266	31	8	6	--	--
Did not answer income	72	--	145	--	177	--	--	--
Male	262	52	482	48	157	52	151	50
Female	241	48	518	52	144	48	150	50

* Numbers have been rounded to the nearest percent and might not total 100.

II. Executive Summary

Because of an elevated and potentially more risky use of personal audio technology, Hispanic adults appear to be more at risk for hearing loss and may already be experiencing hearing problems at a higher rate than adults, Hispanic teens, and teens in general.

Even though Hispanic adults in many cases are less likely to use personal electronic devices (they are less likely than adults overall to use cell phones, Walkman/portable CD players, and portable television/DVD players) they use these products less safely than adults in general. In addition, they are more likely than adults in general to use iPods and MP3 players, which are generally used with earphones.

Teens overall tend to use the cell phone at higher rates than the other groups, however, very few use cell phones with earphones, thereby eliminating some of the risk to hearing involved in using cell phones.

Looking at the typical length of use for each of the electronic devices tested, Hispanic adults are nearly always more likely to use these devices for longer periods of time and they are in every case except for cell phones, more likely than adults overall to have the volume turned loud. For many of the devices, nearly half of Hispanic adults use them for one hour or more during a typical session. Teens in general are more likely than adults in general to use most of these products for longer periods of time and at higher volume.

Hispanic teens, when comparing their use of iPods and other MP3 players with teens in general, use these devices for longer periods and at higher volume. Among Hispanic teens, boys are more likely to use iPods for longer periods than girls and at higher volumes, but for other MP3 players, the reverse is true – Hispanic girls are more likely than boys to listen for longer periods at higher volume.

In addition to playing most of these personal devices louder than adults in general, Hispanic adults are slightly less likely to have purchased specially-designed earphones for use with these electronic devices. While both Hispanic teens and teens in general tend to play their electronic devices at higher volume, they are also slightly more likely than adults, both Hispanic and in general, to have purchased specially-designed earphones to lessen the risk of hearing loss.

Hispanic adults are more likely than adults in general to say they are concerned about hearing loss (67% vs. 58% all adults) and they are more concerned than all adults with hearing loss due to the use of earphones (49% vs. 33% adults). They are also much more likely than adults overall to be concerned about hearing loss in their children (77% vs. 59%). In keeping with their deeper concern about hearing loss, they are more likely than adults in general to say they are likely to turn down the volume, to cut down on the length of time they listen, and to purchase specially-designed earphones.

Equal percentages of adults in general and teens in general (48% each) say they are not concerned about hearing loss from use of these products, while teens in general (52%) are much more likely than adults (33%) to say they are concerned. Hispanic adults (49%) and Hispanic teens (58%) are much more likely than adults and teens overall to express concern about hearing loss.

Despite this concern, more than half (58%) of teens in general and 44% of Hispanic teens say they are not likely to cut down on the time they use these devices and three in ten of both sets of teens are not likely to turn down the volume. A majority of both Hispanic and all teens say they are not likely to purchase specially designed earphones to prevent hearing loss.

It is disturbing that just half of teens overall (49%) and Hispanic teens (51%) say they have experienced *none* of the symptoms that can be associated with hearing loss, compared to 63% of adults overall and 53% of Hispanic adults who say this. And perhaps more disturbing is that Hispanic teens (19%) and teens in general (17%) are more likely than their adult counterparts to have experienced tinnitus.

Television appears to be the best way to reach both Hispanic adults and their children. Half say television is the best way to reach children with a message about the risk of hearing loss, compared to one in three adults in general who feel this way. When asking Hispanics which Spanish media they watch, more than half say Spanish-language television programs and finally, when asking what is the most effective means of reaching them, 57% say English-language television.

Finally, for all four groups, television is the best way to reach children, teens, and young adults about the possible risk of hearing loss associated with using these devices. Hispanic adults and teens in particular (50% each) say television is the best way to go. For all adults, disseminating the information through family and friends is nearly as effective as through television (29% and 32%, respectively). Teen magazines could play a role in informing teens as they were more than twice as likely as adults to say this was a good way to contact them, especially the girls in both teen groups.

Clearly there is an interest and a need for outreach to teens in general and to both teens and adults in the Hispanic community on this issue. These three groups are more likely than adults in general to engage in risky behavior regarding their hearing. This, of course does not mean there is not a problem among all adults. All four groups indicate some level of risky behavior and a concern about hearing loss, but less willingness to engage in behaviors that cut the risk like turning down the volume or purchasing specially-designed earphones. Television is clearly the media to use to reach the greatest number of people and using English-language media, especially television, to reach Hispanics of all ages could be beneficial.

III. Narrative Analysis

2. In recent months, have you seen any information about potential hearing loss from unsafe use or misuse of personal audio technology like MP3 players?

Table 1. Information About Hearing Loss

	Hispanics Adults 9/2006	Hispanic Teens 10/2006
Yes	29	35
No	67	65
Not sure	5	<1

Less than three in ten Hispanic adults (29%) say they have recently seen information about the potential for hearing loss from the unsafe use of personal electronic devices, but more than two times as many (67%) have not. Meanwhile, more Hispanic teens (35%) say they have seen or heard such information recently.

A majority of Hispanic respondents in every sub-group have not seen any information on this subject. Regionally, those most likely to have heard something are nearly half living in the central/Great Lakes region (49%) and one third (35%) of those living in the east. Parents (32%) are slightly more likely than non-parents (27%) to have heard information about the potential of hearing loss and men (34%) are more likely to have heard about this than women (23%).

3. What was the source of that information? (*Choose all that apply*)

Table 2. Source of Information About Hearing Loss

	Hispanics Adults 9/2006	Hispanic Teens 10/2006
Health-related groups concerned with hearing loss	21	6
Manufacturers of products such as MP3 Players, radios, etc.	16	31
Local government	10	17
Manufacturers of products to aid in hearing loss	7	11
*Other	51	26
Not sure	5	14

***Other-adults:** In the newspaper (21); In the news (18); Internet (14); On television (14); From friends or family (5); Magazine article (3); I don't remember (2); An audiologist; I'm an engineer so I know this stuff; Through the mail; I'm in the medical field; Radio; Read it in a book

***Other-teens:** At school (11); In the news (5); Television ad (4); Magazine (2); Newspapers (2); From a family member; On the radio

Of those who say they have seen information about potential hearing loss, one in five adults (21%) have seen or heard of the information from health-related groups, while 31% of teens say they have seen the information from manufacturers of such products. Sixteen percent of adults say the manufacturers of products such as MP3 players have imparted that information. Seventeen percent of teens say they have seen information provided by local government. One in ten (10%) adults say they heard about potential hearing loss from local government.

More than half (51%) of adults gave another response, chief among them reading about potential hearing loss in the newspaper, seeing it in the news, or seeing it on the internet. One in four teens gave another response, mostly getting such information at school.

Keeping in mind that sub-group analysis is difficult because of the small sample sizes, a majority or plurality across the board gave another source for this information. About one in three (32%) of those living in the west say they heard about this information via health-related groups, compared to between 9% and 19% in the other regions who heard the information this way.

About one in four of those under 30 heard about this information one of two ways – either through a health-related group (25%) or through the manufacturers of such devices themselves (26%). Women (31%) are more than twice as likely as men (14%) to have gotten this information through health-related groups, while men are more likely to get this information via other sources (61%) or from the manufacturers themselves (17%).

4. Overall, did you think the information was excellent, good, fair, or poor?

Table 3. Quality of Information

	Hispanic Adults 9/2006	Hispanic Teens 10/2006
Excellent	15	10
Good	38	53
Positive	53	63
Fair	37	28
Poor	6	8
Negative	43	35
Not sure	4	2

More than half (53%) of Hispanic adults say the information they saw or heard was positive, while 43% thought it was negative. Four percent are not sure. Hispanic teens on the other hand are more likely to say the quality of the information was excellent or good (63%).

Results across sub-groups generally reflects results overall, again, keeping in mind the small sub-group sample sizes.

5. Where did you see or hear the information about the risk of hearing loss from personal audio technology? (*Choose all that apply*)

Table 4. Source of Information about the Risk

	Hispanic Adults 9/2006	Hispanic Teens 10/2006
Newspapers	42	19
Television	38	40
Magazines	9	20
Radio	8	7
Posters/flyers/store signs	5	9
Billboards	--	2
Other*	18	26
Not sure	3	2

***Other-adults:** Internet (17); Doctor/Medical personnel (4); Friend/family (4); Manual for the iPod; Personal journal; In a book; School; Spanish TV; Telephone call

***Other -teens:** In school (11); On the internet (8); Product packaging (4); Friends (2); Mother; Other people

A plurality (42%) of Hispanic adults read about the risk of hearing loss from using personal audio technology in the newspapers. Hispanic teens, on the other hand, are most likely (40%) to see information about the risk on television, About the same percentage of adults (38%) see this information on television also. Teens are more than twice as likely as adults to say they see this information in magazines (20% teens vs. 9% adults).

One in four teens gave another response with the largest group saying they see or hear this information at school.

6. Because you heard or saw the information, are you more likely or less likely to think about the risk of hearing loss or would you say it makes no difference?

Table 5. More/Less Likely to Think about Hearing Loss

	Hispanic Adults 9/2006	Hispanic Teens 10/2006
More likely	48	50
Less likely	1	3
No difference	50	45
Not sure	1	2

Half of both Hispanic adults and teens (48% and 50%, respectively) say hearing the information makes them more likely to think about hearing loss. Fully half of adults say hearing this information makes no difference to them, while 45% of teens feel the same way.

Further sub-group analysis is not advisable as sample sizes are too small to draw statistically significant conclusions.

7. *Do you use...? (Choose all that apply.)*

Table 6. Usage of Electronic Devices

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
A cell phone	69	78	65	82
A laptop computer	36	35	30	28
A Walkman or portable CD player	31	36	38	62
A portable television/DVD player	29	31	21	30
An Apple iPod	17	11	43	36
Another brand of MP3 player	15	12	24	25
None/not sure	16	10	5	1

The same percentage of Hispanic adults (36%) and adults in general (35%) use a laptop computer. Slightly fewer of both Hispanic teens and teens overall use a laptop computer. Adults in general (78%) surveyed in February are notably more likely to use a cell phone than are Hispanic adults in particular (69%). While Hispanic teens are equally likely as Hispanic adults (65% teens and 69% adults) to say they use cell phones, teens in general are more likely (82%) than any other group to use cell phones. Teens in general (62%) are nearly twice as likely as the other three groups to use a Walkman or a portable CD player and while they are equally likely as both Hispanic and all adults to use a portable television or CD player (30%), they are more likely to do so than are Hispanic teens (21%).

Not surprisingly, teens from both groups are more likely than adults in those groups to use an Apple iPod – more than three times as likely, in fact. And Hispanic teens (43%) are more likely than all teens (36%) to use the device. There is no difference between Hispanic and overall teen use of other MP3 players (24% and 25%, respectively), while combined, teens are nearly twice as likely as adults to use these MP3 players.

Adults

About one in five Hispanic adults in the east, west, and central/Great Lakes regions use the Apple iPod compared to just 9% in the south who do so. Southern

Hispanics are also the least likely regionally to use other MP3 players. Hispanics in the central/Great Lakes region are twice as likely as those in other regions to use laptop computers and they are also more likely than those in other regions to use Walkman's/portable CD players and portable television/DVD players.

Not surprisingly, use of iPods and other MP3 players is very low among those Hispanics over 65 (less than one percent each), while use among those under 50 is four or five times as high as use among those who are between 50 and 64 years old. More than two in five Hispanic adults 65 and older say they do not use any of these electronic devices. However, about half (47%) of this age group say they use a cell phone, while 63% or more of those under 65 say they use cell phones. Hispanic women (75%) are more likely than Hispanic men (63%) to use a cell phone, while these men are nearly three times as likely as these women to use MP3 players (22% vs. 8%). Hispanic men (21%) are twice as likely as Hispanic women (11%) to say they use none of these.

Among all adults, Hispanics and African Americans are typically more likely than whites to use each of these electronic devices. Parents of children under 17 are also more likely than non-parents to use each of these devices. In almost every instance, usage generally declines as age increases. The only real exception is in the use of portable TV/DVD players, of which the 30-64 year-olds show higher usage. Usage also generally increases as annual household income increases.

Teens

The vast majority of all sub-groups of Hispanic teens say they use a cell phone, including more than 80% who live in the east. Hispanic girls (79%) are more likely to use a cell phone than are Hispanic boys (60%). Among all teens, more girls than boys use Apple iPods, laptops, and cell phones; more boys than girls use MP3 players. Larger majorities of African American children than Hispanic and white children use cell phones and Walkman/portable CD players.

8. Have you purchased any of the following for anyone, including yourself? (**Choose all that apply**)

Table 7. Purchasing Electronic Devices

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
A cell phone	53	57	33	23
A Walkman or portable CD player	27	31	22	31
A laptop computer	27	25	11	4
A portable television/DVD player	27	24	10	3
An Apple iPod	21	15	30	13
Another brand of MP3 player	20	13	18	9
None/not sure	32	28	35	40

A majority of both Hispanic adults (53%) and adults overall (57%) say they have purchased cell phones. This drops by more than twenty percentage points for teens in both groups, with Hispanic teens (33%) more likely to have purchased a cell phone than teens in general (23%). Twenty-seven percent of Hispanic adults say they have purchased a walkman, a laptop computer, and a portable television or DVD player. This is generally in keeping with the same purchases made by adults surveyed in February. For laptop computers, portable television/DVD players, Apple iPods, and other MP3 players, Hispanic teens are significantly more likely to have purchased these devices than are teens in general, in fact, twice or three times as likely to have done so. Only for Walkman's or portable CD players are teens overall (31%) more likely than Hispanic teens in particular (22%) to have purchased the device.

Adults

Hispanic adults (21%) are more likely than adults in general (15%) to say they have purchased an Apple iPod or another MP3 player (Hispanics 20%; adults overall 13%).

Among all adults, Hispanic adults are more likely than African Americans and whites to have purchased almost each of these electronic devices. More whites (30%) than African Americans (21%) and Hispanics (15%) have not purchased any. Parents of children under 17 are also more likely than non-parents to have bought each of these devices. Among age groups, the 30-49 year olds are generally more likely than others to have purchased each, while the seniors 65 and older are always the least likely. Household income plays a major factor as well, as nearly half of those with income less than \$15,000 have purchased none of these devices; as income increases, this percentage who have not purchased any of these products continually declines, to just less than one-fifth of people with household income of \$50,000 or more.

Teens

Girls are more likely than boys to have received these devices as gifts, while boys are more likely to have purchased them for themselves.

81. Which of the following are you considering purchasing for someone as a gift during the holidays this year?

Table 8. Purchasing as a Gift

	Hispanic Adults 9/2006	Hispanic Teens 10/2006
Apple iPod	18	34
Laptop computer	16	4
Cell phone	11	17
Another brand MP3 player	10	15
Walkman/Portable CD player	10	14
Portable television/DVD player	7	10
None/not sure	52	37

More than half of Hispanic respondents say they are not sure (52%) if they will purchase any of the electronic devices mentioned, with 18% saying they are going to purchase an Apple iPod. Sixteen percent will purchase a laptop computer, followed by about one in ten who say they will be buying a cell phone (11%), another brand of MP3 player (10%), or a walkman or portable CD player (10%). Seven percent expect to buy a portable television or DVD player for someone this holiday season.

Hispanic teens are nearly twice as likely as Hispanic adults to say they will purchase an Apple iPod this holiday as a gift for someone else. Between 10-17% of Hispanic teens say they will purchase a cell phone (17%), another brand of MP3 player (15%), a Walkman (14%) or a portable television/DVD player (10%) for someone this holiday season.

(Questions 9-14 were asked only of those who purchased that product.)

9 – 14. For whom did you purchase an Apple iPod... another brand of MP3 Player... a laptop computer... a Walkman/portable CD player... a portable television/DVD player... a cell phone? *(Choose all that apply.)*

Table 9A. For Whom Adults Purchased Electronic Devices – Hispanic Adults 9/2006

	Yourself	An adult over 18	A teen 16-18	A child 12-15	A child younger than 12	None/not sure
An Apple iPod	30	39	26	16	4	4
Another brand of MP3 player	28	36	22	20	5	2
A laptop computer	64	30	10	3	1	3
A Walkman/portable CD player	53	16	10	10	16	6
A portable television/DVD player	60	18	8	8	6	11
A cell phone	72	22	13	7	2	9

Table 9B. For Whom Adults Purchased Electronic Devices – All Adults 2/2006

	Yourself	An adult over 18	A teen 16-18	A child 12-15	A child younger than 12	None/not sure
An Apple iPod	29	41	14	20	3	5
Another brand of MP3 player	33	32	18	18	6	5
A laptop computer	71	26	6	5	2	3
A Walkman/portable CD player	44	22	13	17	17	4
A portable television/DVD player	54	17	7	12	18	5
A cell phone	82	32	7	7	1	1

Table 9C. For Whom Adults Purchased Electronic Devices – Hispanic Teens 10/2006

	Yourself	An adult over 18	A teen 16-18	A child 12-15	A child younger than 12	None/not sure
An Apple iPod	56	12	19	14	2	5
Another brand of MP3 player	56	8	22	14	2	5
A laptop computer	61	25	8	5	--	13
A Walkman/portable CD player	45	4	22	19	13	4
A portable television/DVD player	55	29	8	3	7	7
A cell phone	75	10	10	9	--	3

Hispanic adults are less likely than adults overall to purchase an MP3 player (28% Hispanic; 33% adults), a laptop computer (64% Hispanic; 71% adults), or a cell phone (72% Hispanic; 82% adults) for themselves, while they are more likely than adults overall to purchase a Walkman/portable CD player (53% Hispanic; 44% adults) or a portable television/DVD play (60% Hispanic; 54% adults) for themselves.

Hispanic adults are more likely than adults in general to purchase either an iPod (26% vs. 14% adults) or an MP3 player (22% vs. 18% adults) for a teen between the ages of 16 and 18. While equal percentages of Hispanic adults (16%) and adults in general (17%) are likely to purchase a Walkman/portable CD player for a child younger than 12, adults overall (18%) are three times as likely as Hispanic adults (6%) to purchase a portable television/DVD player for a child that age.

Three in four (75%) Hispanic teens say they purchased a cell phone for themselves. Between 45% and 61% say they have purchased each of the electronic devices tested for themselves. About one in four Hispanic teens say they have purchased a laptop computer (29%) or a portable television/DVD player (25%) for an adult over 18. More than one in five (22% each) say they have purchased another brand of MP3 player and a Walkman for someone between the ages of 16 and 18.

Further sub-group analysis is not possible because sample sizes are too small to draw statistically significant conclusions.

(Questions 15-16 were asked only of those who say they use an iPod in Question 7.)

15. Typically, how long do you use your Apple iPod during a single session or use?

Table 10. Length of Typical iPod Session

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
4 hours or more	4	15	14	11
Between 1 to 4 hours	47	38	42	30
30 minutes to an hour	41	31	36	41
15 minutes to half an hour	3	9	6	16
Less than 15 minutes	2	2	--	2
Do not use/Not sure	4	5	1	--

Adults in general (15%) are more than three times as likely as Hispanic adults (4%) to use their iPod for four hours or more in a typical session. Hispanic teens (14%) and teens in general (11%) are more closely allied with all adults than with Hispanic adults in using their Apple iPod between four or more hours. Nearly half (47%) of Hispanic adults will listen to their iPod during a typical session for between one and four hours, compared to 38% of adults in general and Hispanic teens (42%) who listen for this length of time. Teens overall (30%) are the least likely to listen for this length of time.

Further sub-group analysis is not advisable as sample sizes are too small to draw statistically significant conclusions.

16. Again, thinking about how you typically use your Apple iPod, would you say that you play the volume very loud, somewhat loud, at medium volume, somewhat low, or very low volume?

Table 11. Typical iPod Volume

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
Very loud	27	6	21	13
Somewhat loud	19	32	32	28
Loud	46	38	53	41
Medium	44	44	41	51
Somewhat low	5	12	4	7
Very low	2	4	2	<1
Low	7	16	6	8
Not sure	4	3	--	--

Nearly half (46%) of Hispanic adults say they typically play their Apple iPod loudly compared to 38% of adults overall who say this. More than half (53%) of Hispanic teens listen to their iPod with the volume turned loud, while 41% of teens in general say this. Equal percentages (44%) of both Hispanics and adults in general say they play their iPod on medium volume, and Hispanic teens (41%) compare favorably with adults, while more than half (51%) of teens in general say they listen with the volume on medium. Adults overall are more than twice as likely as Hispanic adults to play their iPod on low volume (16% adults overall vs. 7% Hispanic adults), while both sets of teens (6% Hispanic teens; 8% of teens overall) are closer to Hispanic adults concerning the percentage who listen with the volume on low.

Further sub-group analysis is not advisable as sample sizes are too small to draw statistically significant conclusions.

(Questions 17-18 were asked only of those who say they use another brand of MP3 player in Question 7.)

17. Typically, how long do you use your MP3 Player during a single session or use?

Table 12. Length of Typical MP3 Player Session

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
4 hours or more	--	9	9	7
Between 1 to 4 hours	49	43	25	24
30 minutes to an hour	40	26	45	37
15 minutes to half an hour	6	6	13	23
Less than 15 minutes	2	8	3	9
Do not use/Not sure	4	8	5	--

While one in eleven adults overall (9%) say they play their MP3 player for four hours or more in a typical session, no Hispanic adults say they do this. However, 9% of Hispanic teens *do* listen for four hours or more, as do 7% of all teens. Hispanic adults are more likely than adults in general to listen to their MP3 player between one and four hours (49% Hispanics; 43% adults overall), while one in four each of Hispanic teens and teens overall listen between one and four hours. In addition, Hispanic adults are significantly more likely than adults overall to listen to their MP3 player for thirty minutes to one hour (40% Hispanics; 26% adults overall). Hispanic teens (45%) are the most likely to listen for thirty minutes to an hour.

Further sub-group analysis is not advisable as sample sizes are too small to draw statistically significant conclusions.

18. Again, thinking about how you typically use your MP3 Player, would you say that you play the volume very loud, somewhat loud, at medium volume, somewhat low, or very low volume?

Table 13. Typical MP3 Player Volume

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
Very loud	23	16	31	21
Somewhat loud	41	18	31	38
Loud	64	34	62	59
Medium	32	50	30	33
Somewhat low	2	5	7	6
Very low	0	4	--	2
Low	2	9	7	8
Not sure	3	7	2	1

As with Apple iPods, Hispanic adults (64%) are significantly more likely than adults overall (34%) to play the volume loud and Hispanic teens (62%) are more likely than teens overall (59%) to play the volume loud. Hispanic adults are much less likely (2%) than all adults (9%), Hispanic teens (7%), and teens overall (8%) to play the volume low. Half of adults in general say they listen to their MP3 player on medium volume compared to one in three Hispanic adults (32%), Hispanic teens (30%) and teens in general (33%) who say this.

Further sub-group analysis is not advisable as sample sizes are too small to draw statistically significant conclusions.

(Questions 19-21 were asked only of those who say they use a laptop in Question 7.)

19. When using your laptop computer, do you usually use earphones?

Table 14. Using Earphones with a Laptop

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
Yes	17	9	15	19
No	83	91	85	79
Not sure	0	0	--	1

Hispanic adults (17%) are nearly twice as likely as adults in general (9%) to wear earphones when using a laptop computer. Hispanic teens (15%) and teens overall (19%) echo Hispanic adults in their use of earphones with laptop computers.

Further sub-group analysis is not advisable as sample sizes are too small to draw statistically significant conclusions.

(Questions 20-21 asked only of those who use earphones.)

20. Typically, when using earphones, how long do you use your laptop computer during a single session or use?

Table 15. Length of Typical Session Using Earphones with a Laptop

	Hispanics 9/2006	Adults 2/2006	Hispanic Teens 9/2006	All Teens 2/2006
4 hours or more	3	5	9	16
Between 1 to 4 hours	37	35	29	52
30 minutes to an hour	54	32	25	20
15 minutes to half an hour	1	2	29	--
Less than 15 minutes	--	--	9	4
Do not use/Not sure	5	25	--	7

Equal percentages (40%) of Hispanic adults and adults in general say they use their earphones during a typical laptop session for one or more hours. Teens overall (68%) are significantly more likely than any other group to use their earphones with the laptop for one or more hours. More than half (54%) of Hispanic adults typically use their earphones for thirty minutes to an hour compared to 32% of adults overall who do so. One in four Hispanic teens and one in five teens in general use earphones thirty to sixty minutes during a typical session. One in four adults overall say they do not use earphones or are not sure how long they use them, while 5% of Hispanic adults say they same.

Further sub-group analysis is not advisable as sample sizes are too small to draw statistically significant conclusions.

21. Again, thinking about how you usually use your laptop computer when using ear phones, would you say that you play the volume very loud, somewhat loud, at medium volume, somewhat low, or very low volume?

Table 16. Typical Laptop Earphone Volume

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
Very loud	13	3	6	23
Somewhat loud	11	12	38	48
Loud	24	15	44	70
Medium	64	42	56	15
Somewhat low	8	12	--	8
Very low	--	11	--	--
Low	8	23	--	8
Not sure	5	20	--	7

One in four (24%) Hispanic adults have their earphone volume on high compared to 15% of adults in general. They are also significantly more likely than adults in general to listen with the volume on medium (64% Hispanic; 42% adults). Adults overall are nearly three times as likely as Hispanic adults to use their laptop earphones with the volume on low (23% adults vs. 8% Hispanic adults).

Hispanic teens and all teens samples are too small to draw statistically significant conclusions.

Further sub-group analysis is not advisable as sample sizes are too small to draw statistically significant conclusions.

(Questions 22-23 were asked only of those who say they use a Walkman or portable CD player in Question 7.)

22. Typically, how long do you use your Walkman/portable CD player during a single session or use?

Table 17. Length of Typical Walkman/Portable CD Player Session

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
4 hours or more	2	4	8	5
Between 1 to 4 hours	45	37	29	69
30 minutes to an hour	37	38	32	21
15 minutes to half an hour	11	10	20	2
Less than 15 minutes	3	6	7	3
Do not use/Not sure	2	5	4	--

Hispanic adults (45%) are more likely than adults overall (37%) to use earphones with their Walkman for between one and four hours, while both are equally likely to listen for between thirty minutes and one hour (about 38%). Hispanic teens are four times as likely as Hispanic adults to listen for four hours or more during a typical listening session and teens overall are more likely than both sets of adults to listen for this length of time, but less likely than Hispanic teens to do so.

Seven in ten teens overall listen for between one to four hours, significantly more than any other group. More than half of Hispanic teens listen during a typical session for between fifteen minutes and one hour.

Hispanic adults in the east (63%) and central/Great Lakes (70%) regions use their Walkman/portable CD players typically longer (one hour or more) during a single session than either those in the south (50%) or the west (23%) and Hispanic men (57%)

are much more likely than Hispanic women (37%) to use their Walkman/portable CD player longer (one hour or more) during a typical session.

23. *Again, thinking about how you typically use your Walkman/portable CD player, would you say that you play the volume very loud, somewhat loud, at medium volume, somewhat low, or very low volume?*

Table 18. Typical Walkman/Portable CD Player Volume

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
Very loud	13	11	23	--
Somewhat loud	39	23	35	--
Loud	52	34	58	--
Medium	40	47	37	--
Somewhat low	5	13	2	--
Very low	3	2	2	--
Low	8	15	3	--
Not sure	1	4	2	--

As with the other personal devices, Hispanic adults (52%) are much more likely than adults (34%) overall to listen with the volume on loud and adults overall (15%) are more likely than Hispanic adults (8%) to listen with the volume on low. Nearly three in five (58%) of Hispanic teens say they listen to the volume on loud, with just 3% saying they listen with it on low.

Further sub-group analysis is not advisable as sample sizes are too small to draw statistically significant conclusions.

(Questions 24-25 were asked only of those who say they use a portable TV or DVD player in Question 7.)

24. *Typically, how long do you use your portable television/DVD player during a single session or use?*

Table 19. Length of Typical Portable TV/DVD Player Session

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
4 hours or more	5	6	4	5
Between 1 to 4 hours	58	65	71	69
30 minutes to an hour	17	17	13	21
15 minutes to half an hour	1	4	6	2
Less than 15 minutes	6	3	--	3
Do not use/Not sure	12	6	6	--

Unlike most of the other personal devices, adults in general (65%) are more likely to use their portable TV/DVD player for longer than Hispanic adults (58%). About the same percentage of teens from both groups (Hispanics 71% and teens overall 69%) listen between one and four hours during a typical session.

Further sub-group analysis is not advisable as sample sizes are too small to draw statistically significant conclusions.

25. *Again, thinking about how you typically use your portable television/DVD player, would you say that you play the volume very loud, somewhat loud, at medium volume, somewhat low, or very low volume?*

Table 20. Typical Portable TV/DVD Player Volume

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
Very loud	12	7	11	9
Somewhat loud	15	13	23	34
Loud	27	20	34	42
Medium	54	59	58	51
Somewhat low	5	14	3	7
Very low	3	3	3	--
Low	8	17	6	7
Not sure	11	4	2	--

Hispanic adults (27%) are more likely than adults in general (20%) to listen to their portable television or DVD player with the volume on loud, while the reverse is true for Hispanic teens (34%) and teens in general (42%). Adults overall (17%) are the most likely to listen with the volume on low, while between 6-8% of the other three groups listen with the volume on low. Half or more of each group listens with the volume on medium. Further sub-group analysis is not advisable as sample sizes are too small to draw statistically significant conclusions.

(Questions 26-28 were asked only of those who say they use a cell phone in Question 7.)

26. *When using your cell phone, do you typically use earphones?*

Table 21. Using Earphones with a Cell Phone

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
Yes	13	14	12	10
No	87	86	88	90
Not sure	0	1	--	--

There is virtually no difference between Hispanic adults and adults in general over their use of earphones with a cell phone – about 14% of each use earphones. The same is essentially true for Hispanic teens and teens in general – the vast majority do not use their cell phones with earphones, while between 10-12% do.

Further sub-group analysis is not advisable as sample sizes are too small to draw statistically significant conclusions.

(Questions 27-28 were asked only of those who use earphones.)

27. Typically, when using earphones, how long do you use your cell phone player during a single session or use?

Table 22. Length of Typical Session Using Earphones with a Cell Phone

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
4 hours or more	--	5	--	--
Between 1 to 4 hours	12	12	18	27
30 minutes to an hour	19	24	35	30
15 minutes to half an hour	14	12	24	30
Less than 15 minutes	50	41	16	13
Do not use/Not sure	5	6	8	--

While no Hispanic adults, teens, or teens overall say they use their cell phone with earphones for four hours or more in a typical session, 5% of adults overall say they do this. Twelve percent each of Hispanic adults and adults in general typically use their cell phone with earphones for between one and four hours compared to 18% of Hispanic teens and more than one in four (27%) of teens in general who typically use earphone for this length of time. Half of Hispanics, compared to 41% of adults overall, say they use their cell phone with earphones for less than fifteen minutes in a typical session.

Further sub-group analysis is not advisable as sample sizes are too small to draw statistically significant conclusions.

28. Again, thinking about how you typically use your cell phone when using earphones, would you say that the volume is very loud, somewhat loud, at medium volume, somewhat low, or very low volume?

Table 23. Typical Cell Phone Earphone Volume

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
Very loud	13	12	18	7
Somewhat loud	8	18	26	30
Loud	21	30	44	37
Medium	59	52	47	46
Somewhat low	10	11	5	9
Very low	4	3	--	9
Low	14	14	5	18
Not sure	7	4	4	--

Unlike previous personal devices, adults in general (30%) are more likely than Hispanic adults (21%) to listen to the cell phones with the volume on high, while both are equally likely to listen to it on low (14%). More than half of each listen to the volume on medium.

Keeping in mind that the sample of Hispanic teens and teens in general who say they use their cell phone with earphones is small, more than two in five (44%) of Hispanic teens use their earphones with the volume on loud, while more than one in three (37%) teens overall do this. Equal percentages of teens of both groups use earphones with the volume turned to medium and just 5% of Hispanic teens say they use the earphones with the volume turned low. Teens overall (18%) are the most likely to use earphones with their cell phones with the volume on low.

Further sub-group analysis is not advisable as sample sizes are too small to draw statistically significant conclusions.

29. Have you purchased specially designed earphones for any of the following to cut down on ambient or distracting noise? (Choose all that apply.)

Table 24. Purchase of Specially Designed Earphones

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
An Apple iPod	6	5	12	9
A cell phone	5	8	5	3
A Walkman or portable CD player	4	6	6	12
Another brand of MP3 player	3	3	5	4
A portable television/DVD player	2	4	1	4
A laptop computer	2	3	2	2
Other/None/not sure	84	81	79	77

The vast majority of both Hispanic adults (84%) and adults overall (81%) have not purchased specially designed earphones for any of the personal devices mentioned. There is little difference between use of earphones between Hispanics and adults for each of the devices.

Both Hispanic and teens in general mirror adult results. Two notable differences are Hispanic teens (twice as likely as either group of adults to have purchased special earphones for their Apple iPod) and teens overall (at least twice as likely as any other group to have purchased specially-designed earphones for use with their Walkman or portable CD player).

Results across sub-groups reflect results overall.

30. How concerned are you about losing your hearing as you age?

Table 25. Concerns of Hearing Loss

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
Very concerned	29	25	31	18
Somewhat concerned	38	33	37	36
Concerned	67	58	69	54
Not really concerned	20	26	23	31
Not at all concerned	14	16	8	15
Not concerned	34	42	31	46
Not sure	--	1	1	--

Hispanic adults (67%) are significantly more likely than adults overall (57%) to be concerned about hearing loss. The same is true of Hispanic teens (59%) compared to teens overall (54%).

Adults

Among all adults, African American adults (65%) are more likely than whites (57%) or Hispanics (53%) to be concerned about losing their hearing.

Those Hispanic adults living in the south (73%) are the most concerned about losing their hearing, while those living in the east and west (63%) are the least concerned. Hispanic women (73%) are much more concerned than Hispanic men (60%).

Teens

Concerning all teens, more girls (59%) than boys (49%) are concerned about losing their hearing. Hispanic students (67%) are more likely than African Americans (61%) to concur, while only half of white students (49%) are concerned.

Among Hispanic teens in particular, a majority in all sub-groups say they are at least somewhat concerned about hearing loss.

31. Have you experienced any of the following after using any of the popular technologies discussed previously? (Choose all that apply.)

Table 26. Experiencing Hearing Loss Conditions

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
Turning the volume up on your television or radio in order to hear it better	30	26	24	28
Finding yourself saying “what” or “huh” a lot when having a conversation with someone in normal voice tones	28	21	27	29
People appearing to mumble or speak with muffled voices	14	16	10	13
Tinnitus or ringing in the ears	13	12	19	17
None/not sure	53	63	51	49

Hispanic adults are more likely than adults in general to say they find themselves turning up the volume on their television or radio (30% vs. 26%) and they are more likely to say that they find themselves saying “what” or “huh” a lot (28% vs. 21%). On the

other hand, teens in general (28% and 29%, respectively) are slightly more likely than Hispanic teens (24% and 27%, respectively) to experience these same warning signs.

Adults

Hispanic easterners (34%) and westerners (33%) are the most likely to say they find themselves saying “what” or “huh” in conversations, while nearly one in three Hispanics living in the south (30%) say they find themselves turning up the volume. Southerners (18%) are the most likely to say they experience tinnitus.

Hispanic adults under 50 (16%) are more than twice as likely than those over 50 (7%) to say they experience tinnitus. In a depressing sign, those under 30 are the most likely (39%) to say they turn up the volume to hear it better, even more so than those 65 and older (31%). Also, 38% of those under 30 say they find themselves saying “what” and “huh” a lot in conversations, compared to about one in four (23%) of those 30 and older who say they do this.

Hispanic women are more likely than Hispanic men to say they experience tinnitus and to find themselves turning up the volume on television and radio to hear what is being said, while men are more likely than women to say they find themselves saying “what” or “huh” in conversations. Both are equally likely (about 13%) to say people mumble or speak with muffled voices.

Among all adults, seniors 65 and older (54%) are least likely to have experienced none of these conditions, as compared to three-fifths of 30-64 year-olds, and 70% of 18-29 year-olds.

Teens

White students – and only a small majority of them (52%) – have suffered none of these conditions. Hispanic students are even less likely to have experienced any of these conditions (44%), while African Americans are even further less likely to say so (28%).

Among Hispanic teens, a majority of boys (55%) say they have not experienced any symptoms, compared to 47% of girls who say this.

32. How concerned are you that any of the electronic devices you typically use with earphones will cause hearing loss?

Table 27. Concerns of Hearing Loss from Earphone Usage

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
Very concerned	14	13	20	9
Somewhat concerned	35	20	38	44
Concerned	49	33	58	52
Not really concerned	21	23	32	31
Not at all concerned	20	25	9	16
Not concerned	41	48	41	48
Not sure	0	3	1	<1
Do not use headphones	11	16	<1	--

Nearly half (49%) of Hispanic adults say they are worried that the devices they typically use with earphones will cause hearing loss compared to one in three (33%) adults in general who say this. However, more than half of both Hispanic teens (58%) and teens overall (52%) are concerned.

Adults

As age increases, Hispanic adults are less concerned about hearing loss due to the use of earphones with personal electronic devices and men (41%) are less concerned than women (57%).

Once again, among all adults, African American adults (42%) are slightly more likely than Hispanics (34%) or whites (32%) to be concerned.

Teens

Hispanic teens in the east (64%) are more likely than those in the other regions to say they are concerned that the electronic devices they use may cause hearing loss. Young Hispanic women (62%) are more concerned than young men (54%).

Looking at teens overall, female students (63%) are much more likely than males (41%) to be concerned. The same is true of more African American students (68%) and Hispanics (68%) than whites (46%).

33-35. I am going to read to you some ways to prevent hearing loss. Please tell me if you are very likely, somewhat likely, not very likely, or not at all likely to do each.

Table 28. Hearing Loss Prevention

	Hispanics 9/2006				Adults 2/2006			
	Likely*	Not likely*	Not sure	Do not use	Likely*	Not likely*	Not sure	Do not use
Turning the volume down on your electronic devices you use with earphones	64	21	0	15	50	27	2	21
Cutting down on the time you listen to or use your electronic devices that you use with earphones	36	46	3	15	28	48	2	22
Purchasing specially designed earphones	36	48	3	13	28	54	2	16

(*"Likely" combines "very" and "somewhat"; "not likely" combines "not very" and "not at all".)

	Hispanic Teens 10/2006				All Teens 2/2006			
	Likely*	Not likely*	Not sure	Do not use	Likely*	Not likely*	Not sure	Do not use
Turning the volume down on your electronic devices you use with earphones	69	30	--	1	69	31	1	--
Cutting down on the time you listen to or use your electronic devices that you use with earphones	53	44	1	2	42	58	--	--
Purchasing specially designed earphones	43	54	2	1	36	64	1	--

Despite some earlier evidence that Hispanic adults are more likely than adults in general to use their personal devices with the volume on loud, nearly two in three (64%) say they are likely to turn down the volume on their electronic devices when using them with earphones, compared to half of adults in general who say they are likely to do this. Equal percentages (69%) of both Hispanic teens and teens in general say they are likely to turn down the volume on the electric devices they use with earphones.

Hispanic adults (36%) are also more likely than adults overall (28%) to cut down on the amount of time they listen to these devices with earphones and to purchase specially designed earphones (again, 36% Hispanic adults vs. 28% all adults). A

significant majority (58%) of teens overall say they are unlikely to cut down on the time they spend listening to these devices with earphones, while a majority of Hispanic teens (53%) say they are likely to take this step. A majority of both sets of teens say they are unlikely to purchase specially-designed earphones for use with their personal electronic devices, though Hispanic teens (54%) are less likely than teens overall (64%) to say this.

(Questions 36-37 were asked only of adults who are parents/guardians of children under 17 living at home.)

36. How concerned are you with your child losing some of his or her hearing because of using electronic devices with earphones?

Table 29. Parents Concerned with Children’s Hearing Loss

	Hispanics 9/2006	Adults 2/2006
Very concerned	50	32
Somewhat concerned	27	27
Concerned	77	59
Not really concerned	11	15
Not at all concerned	11	22
Not concerned	22	37
Not sure	2	5

More than three in four (77%) of Hispanic parents say they are concerned about their children and hearing loss because of using electronic devices with earphones, while 59% of adults in general agree.

Three-fifths of these parents (59%) are concerned with their children losing some of their hearing because of using electronic devices with earphones. One in three (32%) is very concerned. In comparison, fewer than two in five (37%) are not really or not at all concerned.

Stark differences are seen among adults by age and race. Most 50-64 year-olds (81%) are concerned, as compared to a majority of 30-49 year-olds (64%) and half as many 18-29 year-olds (31%). Also, a vast majority of African American parents (84%) show concern, as compared to small majorities of Hispanics (50%) and white (56%).

Further sub-group analysis is not advisable as sample sizes are too small to draw statistically significant conclusions.

(Asked only of parents who are very or somewhat concerned.)

37. Do you do, or have you done, any of the following in an effort to prevent hearing loss in your child or children? (Choose all that apply.)

Table 30. Efforts that Parents Use to Help Children Prevent Hearing Loss

	Hispanics 9/2006	Adults 2/2006
Make them lower the volume	70	80
Spoken to your child or children about the dangers to hearing of using electronic devices requiring earphones	53	57
Limit the amount of time your child or children use electronic devices requiring earphones	52	48
Given your child literature or directed them to an article or website discussing hearing loss	21	12
Purchased specially-designed earphones	14	9
Purchased a regulator or a product with a regulator installed	6	4
*Other	7	2
Not sure	11	9

***Other-adults:** Children too young (4); Monitor time used (2); I tell them to lower the volume or I take it away; Went to the ear doctor to check their hearing

Despite the heightened concern among Hispanic parents, they are less likely than parents overall to say they make their children lower the volume (70% Hispanic vs. 80% parents) and they are slightly less likely (53%) than all parents (57%) to speak to their children about the dangers of hearing loss from use of electronic devices that require earphones. However, they are slightly more likely (52%) than parents overall (48%) to limit the amount of time their children use these devices.

One in five (21%) Hispanic parents say they have given their children reading material detailing the possibility of hearing loss or have directed their children to an article or website about the possibility, compared to 12% of parents overall who say they have done this. Hispanic parents (14%) are also more likely than all parents (9%) to have purchased specially designed earphones for their children’s electronic devices.

Most concerned parents overall (80%) have made their children lower the volume when using earphones. A majority (57%) has spoken to their children about the dangers to hearing of using electronic devices requiring earphones, and almost half (48%) limits the amount of time their children use electronic devices requiring earphones. They are least likely to have given their children literature or directed them to an article or website

discussing hearing loss (12%), purchased specially designed earphones (9%), or bought a regulator or product with a regulator installed (4%).

Further sub-group analysis is not advisable as sample sizes are too small to draw statistically significant conclusions.

38. *On a scale of one to five, with one being not at all effective and five being very effective, please tell me how effective you think purchasing specially designed ear phones are helping to minimize the risk of hearing loss?*

1 Not at all effective	15%		
2	8	Not effective (1+2)	23%
3	24		
4	13		
5 Very effective	24	Effective (4+5)	37
Not sure	16		

More than one in three Hispanic adults (37%) say they believe that specially designed earphones are effective in minimizing the risk of hearing loss, while less than one in four (23%) say they are not effective. One in four (24%) fall somewhere in between and 16% are not sure.

Results across the board generally reflect results overall. Those living in the east (47%) are the most likely to say special earphones are effective in minimizing the risk of hearing loss, while those in the central/Great Lakes region (25%) are the least likely to feel this way.

Men (28%) are more likely than women (17%) to say these earphones are not effective, while women (19%) are more likely than men (12%) to say they are not sure.

39. *If you wanted to purchase an upgrade in earphones designed to minimize the risk of hearing loss, where would you most likely go to make that purchase? (Read choices.)*

Table 31. Where to Purchase Earphone Upgrades

	Hispanic Adults 9/2006	Hispanic Teens 10/2006
Specialty store like Radio Shack or Circuit City	43	62
Discount store like K-Mart or Wal-Mart	31	24
Special online site	12	7
Department store like JC Penny or Sears	3	4
Through a catalog	2	1
*Other	4	2
Not sure	6	1

***Other-Adults:** Best Buy (11); Ear specialist/doctor (6); Fry Electronics (2); Bose; Miracle Ear; Sam’s Club; Target; Will stop using headphones

***Other-Teens:** Anywhere on sale; Best Buy; Electronic store; Skateboard shop; Walgreen

A plurality (43%) of Hispanic adults say they would go to a specialty store like Radio Shack or Circuit City to purchase upgraded earphones, while just under one in three (31%) say they would go to a discount store like K-Mart or Wal-Mart. Another 12% would purchase such earphones online. While Hispanic teens would also turn to specialty stores before discount stores, they are much more likely to say they would shop at places like Radio Shack or Circuit City (62%) than at discount stores like K-Mart or Wal-Mart (24%).

A plurality or majority in most sub-groups say they would look to a specialty store to purchase specially designed earphones. Those living in the south, west, and central/Great Lakes region are twice as likely as those living in the east to say they would shop in a discount store for such earphones.

Nearly half of women (47%) say they would shop for special earphones in a specialty store (compared to 39% of men who say this), while men (38%) are more likely than women (24%) to say they would shop in a discount store for these earphones.

Among Hispanic teens, boys (65%) are more likely than girls (57%) to go to a specialty store for this purchase, although girls are still more likely to shop at these stores than any other location for such a purchase.

40. Which of the following statements comes closer to your own opinion – A or B?

Statement A: *It is the responsibility of manufacturers of personal audio devices like MP3 players to ensure that their product minimizes the risk of hearing loss by including a warning about the risk of hearing loss, installing a regulator, and making their produce compatible only with specially-designed ear phones to minimize the risk.*

Statement B: *It is the responsibility of those who use personal audio devices like MP3 players to make sure that they take precautions against hearing loss. People should learn about the risks and what precautions to take for any product they use; then it is their responsibility and not the manufacturer to purchase specially designed earphones, etc.*

Table 32. Whose Responsibility to Inform Public

	Hispanic Adults 9/2006	Hispanic Teens 10/2006
Statement B	55	62
Statement A	39	36
Not sure	6	2

More than half (55%) of Hispanic adults and three in five (62%) of Hispanic teens agree with Statement B that it is the responsibility of those who use personal electronic devices like MP3 players to take precautions against hearing loss, while about one in three of each believe that it is the responsibility of the manufacturers of these devices to ensure that their product minimizes the risk of hearing loss. Adults (6%) are three times as likely as teens (2%) to say they are not sure.

Results across sub-groups generally echo results overall.

41. What do you think is the best way to reach children, teens, or young adults about the dangers associated with some personal electronic equipment and hearing loss?

Table 33. Best Way to Reach Children

	Hispanics Adults 9/2006	All Adults 2/2006	Hispanic Teens 10/2006	All Teens 2/2006
Television	50	32	50	43
In school	16	15	17	15
From family and friends	13	29	9	10
Inserts in electronic products or music products	6	5	4	9
Radio	6	4	6	7
Teen magazines	2	4	9	11
Through the mail	1	1	1	1
*Other	4	6	3	2
Not sure	2	4	1	3

***Other-Hispanic adults:** All of the above (13); Internet (6); Labels on devices (2); From people who have experienced hearing loss (2); Attention from parents first (2); Do not make an issue them; MTV was muffled on purpose to make them aware; Take them to the doctor

***Other-Hispanic teens:** Internet (2); MySpace (2); All of the above (2); Make the labels bigger

Half of Hispanic adults, compared to one in three (32%) adults overall believe that television is the best way to reach children about the possibility of hearing loss, while equal percentages (about 16%) agree that school is a good way to inform children. Teens in both groups mirror the results found among adults – half of Hispanic teens say television is the best way to inform children about hearing loss, while teens overall (43%) are less likely to say this is the best way.

However, adults overall are twice as likely (29%) as Hispanic adults (13%) to say that family and friends are the best way to reach children about this problem. Both Hispanic teens (9%) and teens in general (10%) are more inclined to agree with Hispanic adults about the efficacy of using family and friends to impart this information.

Hispanic teens and teens overall are two to four times as likely as adults in either group to say that teen magazines are a good way of reaching children about the potential for hearing loss.

Adults

Among Hispanic adults, 61% of those under 30 say television is the best way to reach children, while 49% or less of those over 30 believe this. More than one in five (22%) of those 65 and older say that family and friends is the best way to inform children about this issue.

Hispanic men (57%) are more likely than Hispanic women (44%) to say television is the best medium to inform children about potential hearing loss, while women are three times as likely as men (9% vs. 3%) to say radio would be best. Equal percentages of both men and women say that school (16%) and family and friends (13%) are the best ways to inform children.

While pluralities of adults in general age 18-64 feel television is the best way to reach children, seniors 65 and older are more likely to agree that family and friends are the best routes.

Teens

Television is the best way to reach both Hispanic boys (53%) and Hispanic girls (47%), but boys more so. Hispanic girls (14%) are more than three times as likely as boys in this group (4%) to say that teen magazines is a good way to reach them. These results echo results for all teens – more boys (50%) than girls (36%) think TV is the best way to reach them, while girls are much more likely than boys (19% to 3%) to cite teen magazines.

42. Which of the following forms of Spanish media do you watch, listen to or read?
(Choose all that apply)

Table 34. Spanish Media Used

	Hispanic Adults 9/2006	Hispanic Teens 10/2006
Spanish language TV programs	51	52
Spanish radio programs	37	40
Spanish newspapers and magazines	22	23
Spanish news/features on the Internet	22	22
None of these	29	28
Not sure	1	2

More than half (51%) of Hispanic adults say they watch Spanish-language television programs. More than one in three (37%) listen to Spanish radio programs, while 22% each say they read newspapers and magazine or read Spanish news and features on the Internet. Twenty-nine percent do not use any of these media and 1% are not sure. There is virtually no difference in the responses of Hispanic teens and Hispanic adults.

Half or more of those living in the east (48%), south (57%), and west (54%) say that they watch Spanish-language television compared to 33% of those living in the central/Great Lakes region who say this. More than half (54%) of those living in the central/Great Lakes area say they use none of these types of media. About two in five living in the east, south, and west say they listen to Spanish-language radio. Those living in the east are more likely than those living in any of the other regions to say they read Spanish newspapers and magazines and view Spanish news and features on the Internet.

Less than half of those 30 and older say they watch Spanish television compared to 62% of those under 30 who do so. Younger respondents are also more likely to listen to Spanish radio than are older respondents (48% under 30 vs. 25% 65 and older).

Men and women (51%) are equally likely to watch Spanish television, while women (40%) are slightly more likely than men (35%) to listen to Spanish radio.

43. Which of the following would you say is the most effective means of staying informed?

Table 35. Most Effective Media for Staying Informed

	Hispanic Adults 9/2006	Hispanic Teens 10/2006
English language television	57	61
English language newspaper	11	8
News/features on the Internet in English	10	8
Spanish language television	6	5
News/features on the Internet in Spanish	3	1
Spanish language radio	3	3
English language radio	2	8
Spanish language newspaper	1	<1
*Other	5	1
None of the above	1	1
Not sure	2	

*Other-Hispanic adults: Both languages equally (15); All of the above (9); Anything in English (5); Need to listen to it in Spanish to make the final decision

*Other-Hispanic teens: Both languages equally (4); All of the above (3); MySpace

Overwhelmingly, Hispanic adults say the most effective way of keeping informed is through English-language television. This is followed distantly by English-language newspapers (11%) and English-language news and features on the Internet (10%).

Spanish-language television (6%), radio (3%), Internet news and features (3%) and newspapers (1%) fall far down the list of the most effective ways to keep this population informed. Generally, teens agree with adults on the most effective media. However, they are four times as likely as adults to say that English language radio is effective (8% teens vs. 2% adults).

Those living in the south (58%) and west (64%) are most effectively reached via English television, while one in three (34%) in the central/Great Lakes region can be effectively reached by English newspapers. A majority of Hispanic adults in all age groups say the best way to reach them is through English-language television and both men and women feel the same way.

A majority of teens in every sub-group say that English television is the most effective way to keep them informed. This is especially true of Hispanic boys (66%), more so than Hispanic girls (54%).

44. Do you prefer Spanish language TV and radio stations or English language TV and radio stations, or both equally?

Table 36. Preferred Language

	Hispanic Adults 9/2006	Hispanic Teens 10/2006
English	49	39
Spanish	8	6
Both equally	42	55
Not sure	--	<1

Nearly half (49%) say they prefer English-language television and radio stations, while 42% say they prefer both English- and Spanish-language versions equally. Just 8% say they prefer television and radio in Spanish only.

A majority in the south (53%) and the central/Great Lakes region (61%) say they prefer English-language television and radio stations, while those in the east are equally likely to say they prefer English-language (40%) or both (42%). Those in the west are also closely divided between English (48%) and both (46%).

A majority of those over 30 say they prefer English-language television and radio compared to 32% of those under 30. Meanwhile, a majority of 18 to 29 year old Hispanics (55%) say they prefer both English and Spanish. This age group is also the most likely to say they prefer Spanish only (14%) compared to 8% or less of those over 30.