

**Survey of Adults in Mexico and Puerto Rico about the
Use of Personal Electronic Devices with Head Phones**

Submitted to:
Joseph Cerquone
Director of Public Relations
American Speech-Language-Hearing Association

Submitted by:
Zogby International
John Zogby, President and CEO
John Bruce, Vice President and Systems Administrator
Rebecca Wittman, Vice President and Managing Editor

Rebecca Wittman, Karen Scott, Writers

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I. Methodology and Sample Characteristics

Survey Methodology: National Survey Of Puerto Rican and Mexican Adults, 10/17/06 through 10/23/06

An online sample of 600 adults in Puerto Rico from October 17 through October 30, 2006. The data was collected using a randomly selected sample from a pool of over 5.5 million consumer panelists. Careful consideration was taken to guarantee that the sample was geographically representative of Puerto Rico.

The survey is an online sample of 765 adults in Mexico from October 17 through October 25, 2006. The data was collected using a randomly selected sample from a pool of over 5.5 million consumer panelists (www.globaltestmarket.com). Careful consideration was taken to guarantee that the sample was geographically representative of Mexico.

Margin of error is +/- 4.1 percentage points

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 Puerto Rico	Frequency	Valid Percent*
16-24 years old	139	24
25-34 years old	154	26
35-54 years old	247	42
55+ years old	50	9
Did not answer age	--	--
Less than high school	21	4
High school graduate	119	20
Some college	191	32
College graduate+	251	43
Did not answer education	--	--
Less than \$15,000	97	18
\$25,000-\$34,999	131	24
\$35,000-\$49,999	88	16
\$50,000-\$74,999	81	15
\$75,000 or more	26	5
Male	271	46
Female	319	54

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

Sample Characteristics Mexico	Frequency	Valid Percent*
17-29 years old	422	55
30-49 years old	291	38
50+	52	7
Did not answer age	--	--
Less than high school	5	1
High school graduate	45	6
Some college	234	31
College graduate+	472	62
Did not answer education	--	--
Less than 800 pesos	14	2
801-2,400	17	2
2,401-4,000	34	4
4,001-8,000	62	8
8,001-16,000	100	13
16,001-30,000	102	13
30,001-40,000	106	14
>40,000	330	43
Male	441	58
Female	324	42

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

II. Executive Summary

There is clearly awareness in both countries of the increased risk of hearing loss as a result of the use of personal electronic devices. The awareness is marginally higher among respondents residing in Puerto Rico, though overall Mexican respondents tend to report slightly less risky behavior in this regard.

In recent months about half of respondents in each country surveyed have seen some information regarding this risk. Health related groups concerned with hearing loss are the source of this information for a plurality of respondents in either country. Respondents in Puerto Rico appear to be exposed to this information in a wider variety of forums, as they are twice as likely as Mexican respondents to report the source of the information as manufacturers of products to aid in hearing loss, and manufacturers of the various electronic equipment mentioned in the survey. They are equally as likely to report the local government as the source of the information.

The information is either excellent or good according to 64% of Mexican respondents and 74% of Puerto Rican respondents. Just over a third of Mexican respondents call the information fair or poor, and about a quarter of Puerto Rican respondents do. The information itself has been seen on television or in magazines most often in either country, with newspapers the next most likely method of gaining awareness.

Even though Puerto Rican respondents seem to be more aware, Mexican respondents appear to be more likely to think about the risks of hearing loss due to the use or misuse of personal audio devices. Two thirds of Mexican respondents are more likely to think about the risks of hearing loss due to use or misuse of personal audio devices because they have seen, heard, or read information about the subject. Eleven percent of Mexican respondents are less likely to think about the risk. Twice as many agree that the information makes no difference to them. Forty-five percent of Puerto Rican respondents are more likely to think about the risks as a result of the information they have gleaned. A third of Puerto Rican respondents agree that they are less likely to think about it. Nineteen percent agree that the information makes no real difference to them in thinking about the risks.

Cell phones are the most used electronic device in each country, with laptop computers a distant second and MP3 players, iPods and portable CD players significantly less popular. Their buying habits reported though appear to be signaling a change of sorts as most Forty-five percent of Mexican respondents have purchased a Walkman or portable CD player and another 45% have purchased another brand of MP3 player. Responses in Puerto Rico are much lower, with 27% of respondents having purchased a Walkman or portable CD player and 22% having purchased another brand of MP3 player. About a third have purchased laptop computers, and Apple iPods are about as popular— with 31% of Mexican respondents and 26% of Puerto Rican respondents reporting having purchased them. Portable television/DVD players have been purchased by about a quarter

of respondents from each country. Most devices were purchased by and for themselves in each country; Mexican respondents however, are more likely than those in Puerto Rico to have purchased devices for another adult over the age of 18. Teenagers aged 16-18 are more often the recipients of these devices in Puerto Rico than they are in Mexico. Twice as many Puerto Rican respondents report buying a laptop for a teen aged 16-18 than do Mexican respondents.

Half or more respondents in Mexico use their iPods, MP3 players, Walkman or CD players and laptops between 1 to 4 hours at a time. Seventy-seven percent of the Mexican respondents report using portable TV's or DVD players between 1 and 4 hours. Just 30% of Mexican respondents use cell phones for that amount of time. Between 40% and 50% of Puerto Rican respondents report using their iPods, MP3 players, Walkman or CD players and laptops between 1 to 4 hours at a time. They report using their portable TV/DVD players between 1 to 4 hours 57% of the time. Puerto Rican respondents report that 30% of the time they use earphones with a cell phone for between 1 and 4 hours.

Mexican respondents most often report their volume levels as medium, while Puerto Rican respondents frequently report their volume as loud (very loud + somewhat loud), or as medium.

A majority of respondents in each country reports that they have not purchased specially designed earphones to mitigate ambient noise.

Strong majorities in each country report their concern about hearing loss including hearing loss from earphone usage. Though respondents who report actual symptoms of hearing loss conditions settle at 38% or below in each country. It seems that as a result of their concern however, majorities in each country are likely to take action to prevent hearing losses as majorities of Mexican and Puerto Rican respondents report that they are likely to turn down the volume, purchase specially designed earphones and reduce the time they spend on electronic devices in order to prevent hearing loss. Even broader majorities report concerns about their children's hearing loss, with just 8% of Mexican respondents not concerned and 16% of Puerto Rican respondents not concerned.

Respondents who are concerned about their children's hearing are most likely to make them lower the volume. Eighty-two percent of Mexican respondents and 72% of Puerto Rican respondents agree this would be their first move. Discussing the dangers of using earphones is a close second for concerned parents, with 79% of Mexican respondents choosing that and 61% of Puerto Rican respondents agreeing. Limiting their time using the devices is also a popular choice with a majority (64%) of Mexican respondents, though just a plurality (48%) of Puerto Rican parents would do the same.

And while a majority of respondents agree with the statement that *"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."* It is a slim majority with slightly

over half agreeing. Forty-four percent of Mexican respondents and 41% of Puerto Rican respondents agree with the statement suggesting that it is a personal responsibility to take precautions against hearing loss.

III. Narrative Analysis

** please note demographic subgroups are too small in most questions to use them for the purposes of this 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

	Mexico	Puerto Rico
Yes	47	54
No	45	37
Not sure	8	9

There is certainly some awareness among respondents to this survey concerning the increased risk of hearing loss as a result of the use, or misuse, of personal audio technology. In recent months 47% of respondents in Mexico report having seen any information about potential hearing loss from unsafe use or misuse of personal audio technology. More respondents in Puerto Rico, 54% have seen such information.

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

Table 2. Information source

	Mexico	Puerto Rico
Health-related groups concerned with hearing loss	44	40
Manufacturers of products to aid in hearing loss	11	28
Manufacturers of products such as MP3 Players, radios, etc.	14	26
Local government	14	14
*Other	36	3
Not sure	8	13

Health related groups concerned with hearing loss are the source of the information for a plurality in both Mexico (44%), and Puerto Rico (40%).

Respondents in Mexico report that local government and electronic manufacturers themselves are responsible for the information 14% of the time, and manufacturers of products to aid hearing loss are responsible 11% of the time.

Respondents in Puerto Rico are twice as likely to have gotten the information from either manufacturers of products to aid in hearing loss (28%), or manufacturers of the products themselves (26%). They are equally likely to have gotten the information from

the government (14%) and significantly less likely to have heard it from some other source.

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

Table 3. Rate Information

	Mexico	Puerto Rico
Excellent	9	25
Good	55	49
Positive	64	74
Fair	31	23
Poor	5	3
Negative	36	26
Not sure	0	0

The information itself receives positive marks from two-thirds of Mexican respondents, and three-quarters of Puerto Rican respondents. Just over a third of respondents from Mexico agree that the information they received is negative (fair or poor). A quarter of those polled in Puerto Rico agree that the information they received is negative. Of those agreeing that the information they received was negative, most agree that it was fair rather than poor.

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. Where Did you See the Information

	Mexico	Puerto Rico
Television	45	45
Magazines	42	44
Newspapers	38	33
Radio	20	16
Posters/flyers/store signs	14	13
Billboards	2	11
*Other	25	2
Not sure	1	5

Television, magazines and newspapers are the source of information received by most respondents regarding the risk of hearing loss from personal audio technology. Forty-five percent of each sample named television as their topmost method of getting

information of hearing loss. Next most often named are magazines (42% in Mexico and 44% in Puerto Rico) followed by newspapers (38% Mexico and 33% Puerto Rico). Radio lags substantially behind, with 20% of Mexican and 16% of Puerto Rican respondents having heard the message on radio.

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. Risk of Hearing Loss

	Mexico	Puerto Rico
More likely	66	45
Less likely	11	34
No difference	22	19
Not sure	1	2

Two thirds of Mexican respondents are more likely to think about the risks of hearing loss due to use or misuse of personal audio devices because they have seen, heard, or read information about the subject. Eleven percent of Mexican respondents are less likely to think about the risk. Twice as many agree that the information makes no difference to them.

Forty-five percent of Puerto Rican respondents are more likely to think about the risks as a result of the information they have gleaned. A third of Puerto Rican respondents agree that they are less likely to think about it. Nineteen percent agree that the information makes no real difference to them in thinking about the risks.

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

Table 6. Usage of Electronic Devices

	Mexico	Puerto Rico
A cell phone	86	72
A laptop computer	50	44
Another brand of MP3 player	43	24
A Walkman or portable CD player	36	27
An Apple iPod	27	31
A portable television/DVD player	25	31
None/not sure	2	1

When asked about their usage of electronic devices, most use a cell phone (86% Mexican respondents, 72% Puerto Rican respondents). Half of Mexican respondents use a laptop computer and 44% of Puerto Rican respondents do. Forty-three percent of Mexican respondents use another brand of MP3 player, and 24% of Puerto Rican respondents use another brand of MP3. Thirty-six percent of Mexican respondents use a Walkman or portable CD player and 27% of Puerto Rican respondents do. The Apple iPod users comprise 27% of Mexican respondents and 31% of Puerto Rican respondents. A portable television/DVD player is used by a quarter of Mexican respondents and 31% of Puerto Rican respondents.

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

Table 7. Who Purchased Electronic Devices

	Mexico	Puerto Rico
A cell phone	82	57
A Walkman or portable CD player	45	27
Another brand of MP3 player	45	22
A laptop computer	36	31
An Apple iPod	31	26
A portable television/DVD player	26	23
None/not sure	5	12

Most Mexican respondents (82%) have purchased a cell phone, while 57% of Puerto Rican respondents have. Forty-five percent of Mexican respondents have purchased a Walkman or portable CD player and another 45% have purchased another brand of MP# player. Responses in Puerto Rico are much lower, with 27% of respondents having purchased a Walkman or portable CD player and 22% having purchased another brand of MP3 player. About a third have purchased laptop computers, 36% of Mexican

respondents and 31% of Puerto Rican respondents. Apple iPods are about as popular with 31% of Mexican respondents and 26% of Puerto Rican respondents reporting having purchased them. Portable television/DVD players have been purchased by about a quarter of respondents from each country.

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

Table 8. Plan to Purchase

	Mexico	Puerto Rico
A cell phone	44	19
An Apple iPod	39	30
Another brand of MP3 player	27	20
A laptop computer	20	20
A portable television/DVD player	14	14
A Walkman or portable CD player	9	8
None/not sure	15	33

Forty-four percent of Mexican respondents report they have plans to purchase a cell phone as a gift this year, while just 19% of respondents from Puerto Rico plan to do the same. An Apple iPod is on the list for 39% of Mexican respondents and 30% of respondents from Puerto Rico. Another brand of MP3 player is of interest for 27% of Mexican respondents and 20% of those from Puerto Rico. Twenty percent of respondents from each country plan to purchase a laptop computer and 14% each plan on buying a portable television/DVD player. A Walkman or portable CD player is of interest to fewer than 10% of respondents from either country.

(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 – Mexico

	Yourself	An adult over 18	A teen 16-18	A child 12-15	A child younger than 12	None/not sure
An Apple iPod	57	48	20	13	5	1
Another brand of MP3 player	55	42	18	11	4	2
A laptop computer	77	40	7	3	3	1
A Walkman/portable CD player	57	34	19	13	10	3
A portable television/DVD player	61	48	5	5	11	4
A cell phone	83	53	14	7	5	1

Table 9B. For Whom Adults Purchased Electronic Devices – Puerto Rico

	Yourself	An adult over 18	A teen 16-18	A child 12-15	A child younger than 12	None/not sure
An Apple iPod	50	29	14	20	6	1
Another brand of MP3 player	39	29	22	22	9	2
A laptop computer	67	34	13	4	3	--
A Walkman/portable CD player	46	23	26	19	17	1
A portable television/DVD player	58	29	15	14	16	3
A cell phone	76	34	13	10	4	2

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

Most devices were purchased by and for themselves in each country; Mexican respondents however, are more likely than those in Puerto Rico to have purchased devices for another adult over the age of 18. Teenagers aged 16-18 are more often the recipients of these devices in Puerto Rico than they are in Mexico. Twice as many Puerto Rican respondents report buying a laptop for a teen aged 16-18 than do Mexican respondents. Children between the ages of 12-15 are the intended users less than 15% of the time according to Mexican respondents though among Puerto Rican respondents children this age are the intended users of an iPod, MP3 player or Walkman 20% of the time.

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

Table 10. Length of Typical iPod Session

	Mexico	Puerto Rico
4 hours or more	15	20
Between 1 to 4 hours	57	49
30 minutes to an hour	23	20
15 minutes to half an hour	3	8
Less than 15 minutes	2	2
Do not use/Not sure	1	1

Half or more respondents in each country use their iPod between 1 to 4 hours at a time. Just 15% of respondents in Mexico and 20% of respondents in Puerto Rico use their iPod 4 hours or more. Another 20% in either country use their iPod between 30 minutes to an hour at a time.

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

	Mexico	Puerto Rico
Very loud	8	21
Somewhat loud	28	38
Loud	36	59
Medium	61	34
Somewhat low	2	7
Very low	1	--
Low	3	7
Not sure	1	1

Most respondents in Mexico (61%) use their iPod at a medium volume, with just over a third using it at a loud volume. On the other hand 59% of Puerto Rican respondents report that they play their iPod at a loud volume. About half as many Puerto Rican respondents (34%) as Mexican respondents play their iPod at a medium volume.

(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

	Mexico	Puerto Rico
4 hours or more	14	14
Between 1 to 4 hours	51	44
30 minutes to an hour	29	31
15 minutes to half an hour	5	10
Less than 15 minutes	0	1
Do not use/Not sure	2	1

Respondents who use an MP3 player typically use it for between 1 to 4 hours, similar to those using an iPod. Half of Mexican respondents and 44% of those from Puerto Rico fall within this range. About a third use their MP3 player for 30 minutes to an hour (29% of Mexican respondents and 31% of Puerto Rican respondents), and 14% from either country use their MP3 player for 4 hours or more.

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

	Mexico	Puerto Rico
Very loud	8	10
Somewhat loud	23	36
Loud	31	46
Medium	64	49
Somewhat low	5	4
Very low	1	1
Low	6	5
Not sure	0	--

Once again Mexican respondents are more likely to use their player at medium levels (64%) than are Puerto Rican respondents (49%). Puerto Rican respondents however are 10% less likely to play their MP3 players loudly than are those Puerto Rican respondents who play their iPods loudly.

(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

	Mexico	Puerto Rico
Yes	26	32
No	73	67
Not sure	1	1

Most respondents do not use earphones when using their laptops.

(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

	Mexico	Puerto Rico
4 hours or more	31	25
Between 1 to 4 hours	47	46
30 minutes to an hour	19	23
15 minutes to half an hour	2	5
Less than 15 minutes	1	1
Do not use/Not sure	--	--

Among those who do use earphones with their laptops, the most common length of session is once again between 1 to 4 hours. A quarter of Puerto Rican respondents and 31% of those from Mexico use the laptop earphones for 4 hours or more. Nineteen percent of Puerto Rican respondents use them for 30 minutes to an hour and 23% of Mexican respondents do.

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

	Mexico	Puerto Rico
Very loud	3	11
Somewhat loud	19	42
Loud	22	53
Medium	71	41
Somewhat low	7	4
Very low	--	2
Low	7	6
Not sure	--	--

Once again Puerto Rican respondents are more likely to use a volume that they describe as loud (53%) while Mexican respondents use a medium volume (71%).

(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

	Mexico	Puerto Rico
4 hours or more	6	6
Between 1 to 4 hours	48	43
30 minutes to an hour	36	39
15 minutes to half an hour	6	9
Less than 15 minutes	2	1
Do not use/Not sure	2	2

Most respondents once again use their players for between 1 to 4 hours, with the second place spot going to those who use theirs for between 30 minutes and an hour.

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

	Mexico	Puerto Rico
Very loud	5	7
Somewhat loud	25	38
Loud	30	45
Medium	64	50
Somewhat low	3	6
Very low	2	--
Low	5	6
Not sure	1	--

In thinking about using the Walkman/portable CD player, the majority of Mexican respondents who answered this question agree that their volume levels are medium. Puerto Rican respondents respond half the time that they play these at a medium level, with another 45% playing it loudly.

(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

	Mexico	Puerto Rico
4 hours or more	13	21
Between 1 to 4 hours	77	57
30 minutes to an hour	5	19
15 minutes to half an hour	2	2
Less than 15 minutes	--	1
Do not use/Not sure	3	--

The typical length of a Portable TV/DVD player session is between 1 to 4 hours for 77% of Mexican respondents as well as for 57% of Puerto Rican respondents. Puerto Rican respondents are more likely to use the player for 4 hours or more (21%) and 30

minutes to an hour (19%) than are Mexican respondents. Thirteen percent of Mexican respondents listen to the TV/DVD player for four hours or more. Otherwise 5% or fewer Mexican respondents listened for any other amount of time.

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

	Mexico	Puerto Rico
Very loud	3	6
Somewhat loud	22	36
Loud	25	42
Medium	70	50
Somewhat low	3	8
Very low	1	--
Low	4	8
Not sure	2	--

The volume on the portable TV/DVD player is reported as medium for 70% of Mexican respondents and half of Puerto Rican respondents. Forty-two percent of Puerto Rican respondents agree that they have the volume somewhat or very loud, while just a quarter of Mexican respondents do.

(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

	Mexico	Puerto Rico
Yes	16	33
No	84	67
Not sure	1	--

Eighty-four percent of Mexican respondents agree that they do not use an earphone with their cellular phones. A third of the Puerto Rican respondents do use earphones with their cellular phones, while two-thirds of them do not.

(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

	Mexico	Puerto Rico
4 hours or more	14	9
Between 1 to 4 hours	30	30
30 minutes to an hour	27	32
15 minutes to half an hour	16	20
Less than 15 minutes	12	10
Do not use/Not sure	1	--

Typically earphones for cell phones are used for between 1 to 4 hours (30% each), and 30 minutes to an hour (27% Mexican respondents, 32% Puerto Rican respondents). Sixteen percent of Mexican respondents use their earphone for 15 minutes to half an hour and 20% of Puerto Rican respondents do.

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

	Mexico	Puerto Rico
Very loud	9	7
Somewhat loud	34	42
Loud	43	49
Medium	51	44
Somewhat low	4	7
Very low	1	1
Low	5	8
Not sure	1	--

Mexican respondents agree that they most often use their cell phone earphones at medium levels (51%) with 43% of them using them either somewhat or very loudly. Half of Puerto Rican respondents agree that their typical cell phone volume is loud, with 44% agreeing it is medium.

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

	Mexico	Puerto Rico
A cell phone	18	24
An Apple iPod	13	20
Another brand of MP3 player	17	13
A Walkman or portable CD player	15	11
A laptop computer	1	15
A portable television/DVD player	4	8
Other/None/not sure	52	43

A majority of Mexican respondents (52%) and a plurality of Puerto Rican respondents (43%) have not purchased noise-canceling earphones.

Among Mexican respondents who have made such a purchase, 18% have purchased them for a cell phone, 13% for an iPod, 17% for another brand of MP3 player and 15% have them for a Walkman. Responses from the Puerto Rican respondents are similar and include 24% having special earphones for a cell phone, 20% for an iPod, 13% for another brand of MP3 player and 11% for a Walkman. Puerto Rican respondents are 15 times more likely to have such earphones for a laptop computer than are Mexican respondents (15% and 1% respectively).

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

Table 25. Concerns of Hearing Loss

	Mexico	Puerto Rico
Very concerned	38	40
Somewhat concerned	37	34
Concerned	75	74
Not really concerned	23	20
Not at all concerned	2	6
Not concerned	25	26
Not sure	1	1

A majority of respondents in both countries describe themselves as concerned about losing their hearing as they age. Just a quarter in each country are not concerned.

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

	Mexico	Puerto Rico
Turning the volume up on your television or radio in order to hear it better	38	35
Finding yourself saying “what” or “huh” a lot when having a conversation with someone in normal voice tones	35	27
Tinnitus or ringing in the ears	31	15
People appearing to mumble or speak with muffled voices	12	17
None/not sure	32	37

About a third of respondents from Mexico have turned up the volume on the television or radio, found themselves saying “what” or “huh”, and have experienced ringing in their ears. About a third of Puerto Rican respondents have to turn up the volume, and 27% find themselves asking “what” or “huh”, with 15% having tinnitus or ringing in the ears. Another 17% of Puerto Rican respondents report people seem to mumble or speak with a muffled voice, as do 12% of Mexican respondents.

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

	Mexico	Puerto Rico
Very concerned	33	36
Somewhat concerned	38	37
Concerned	71	73
Not really concerned	25	22
Not at all concerned	3	4
Not concerned	28	26
Not sure	1	1
Do not use headphones	--	--

Most are concerned that any of the electronic devices they typically use will cause hearing loss. Just about a quarter in each country are not really concerned or not at all concerned.

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

	Mexico				Puerto Rico			
	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	82	17	1	--	74	25	1	--
Purchasing specially designed earphones	71	27	2	--	64	33	3	--
Cutting down on the time you listen to or use your electronic devices that you use with earphones	58	41	2	--	55	43	2	--

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

Majorities of Mexican and Puerto Rican respondents report that they are likely to turn down the volume, purchase specially designed earphones and reduce the time they spend on electronic devices in order to prevent hearing loss.

A third of Puerto Rican respondents are not likely to purchase special headphones. Another 43% of respondents from Puerto Rico are not likely to use their electronic devices for less time to preserve their hearing.

(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

	Mexico	Puerto Rico
Very concerned	67	55
Somewhat concerned	25	28
Concerned	92	83
Not really concerned	7	14
Not at all concerned	1	2
Not concerned	8	16
Not sure	0	1

Majorities in both countries agree that they are concerned about their child(ren) losing some hearing because of the use of earphones. A larger majority of Mexican respondents are concerned about this than are Puerto Rican respondents (92% and 83% respectively).

(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

	Mexico	Puerto Rico
Make them lower the volume	82	72
Spoken to your child or children about the dangers to hearing of using electronic devices requiring earphones	79	61
Limit the amount of time your child or children use electronic devices requiring earphones	64	48
Purchased specially-designed earphones	56	40
Given your child literature or directed them to an article or website discussing hearing loss	44	18
Purchased a regulator or a product with a regulator installed	26	13
*Other	3	2
Not sure	1	2

Respondents who are concerned about their children’s hearing are most likely to make them lower the volume. Eighty-two percent of Mexican respondents and 72% of Puerto Rican respondents agree this would be their first move. Discussing the dangers of using earphones is a close second for concerned parents, with 79% of Mexican respondents choosing that and 61% of Puerto Rican respondents agreeing. Limiting their time using the devices is also a popular choice with a majority (64%) of Mexican respondents, though just a plurality (48%) of Puerto Rican parents would do the same. Specially designed earphones would also be a choice for a majority of Mexican respondents (56%), while 40% of Puerto Rican respondents would do the same. A plurality of Mexican respondents (44%) would provide educational literature to their children, and 18% of Puerto Rican respondents would. Another quarter of Mexican respondents would purchase a regulator or a product with a regulator installed.

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 earphones are helping to minimize the risk of hearing loss?

Table 31. Effectiveness of Earphones

	Mexico	Puerto Rico
1	2	2
2	4	7
Not effective (1+2)	6	9
3	18	21
4	25	30
5	43	29
Effective (4+5)	68	59
Not sure	9	11

Specially designed earphones are considered effective by 68% of Mexican respondents and 59% of Puerto Rican respondents.

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 32. Stores

	Mexico	Puerto Rico
Specialty store	46	32
Discount store	24	31
Department store	16	9
Special online site	9	14
Through a catalog	2	6
*Other	2	6
Not sure	1	1

An upgrade of earphones is something a plurality (46%) of Mexican respondents would look for at a specialty store, while about a quarter would look at a discount store. About a third of Puerto Rican respondents would look at either a specialty store or a discount store. Fewer than 20% of respondents in either country would look for upgraded earphones at a department store, a catalog or a special online site.

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 33. Statement A vs. Statement B

	Mexico	Puerto Rico
Statement A	54	55
Statement B	44	41
Not sure	2	4

There is not a lot of difference between statements A and B in either Mexican responses or Puerto Rican responses. In Mexico, statement A is preferred by just 10 points over statement B, not a big difference when there is a 4 point margin of error. In Puerto Rico the difference is larger, but again with a 4 point margin of error cannot be considered huge.

Statement A is closer to the opinion of slightly more than half of respondents in both Mexico and Puerto Rico.

Statement B is closer to the opinion of 44% of respondents from Mexico and 41% of respondents from Puerto Rico.

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 34. Best Way to Reach Children

	Mexico	Puerto Rico
Television	60	43
Inserts in electronic products or music products	11	12
From family and friends	10	10
In school	8	16
Teen magazines	4	9
Radio	2	6
Through the mail	2	1
*Other	2	1
Not sure	1	1

The best way to reach children, teens, or young adults about the dangers associated with some personal electronic equipment and hearing loss is by television according to a majority of Mexican respondents and a plurality of Puerto Rican ones. No other method of reaching children, teens or young adults was chosen by more than 16% of respondents.