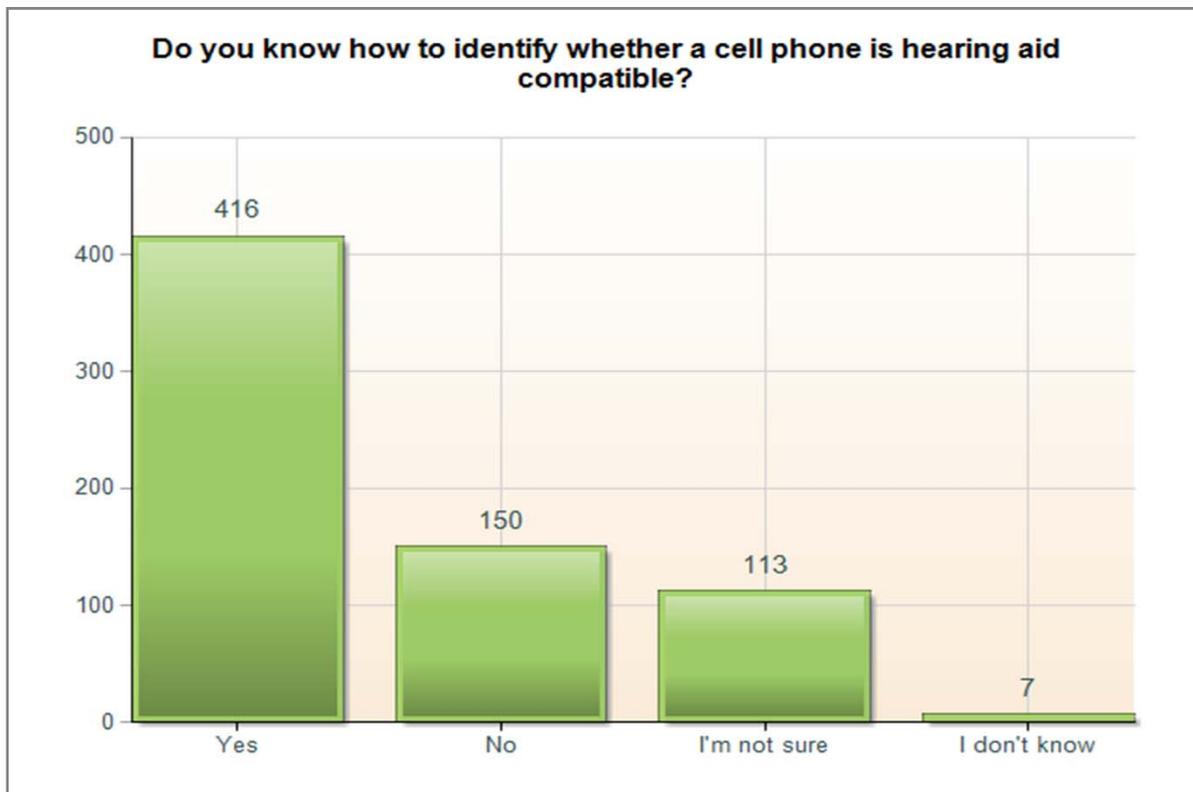


# *Can You Hear Me Now?*

## *HLAA HAC Cell Phone Survey*

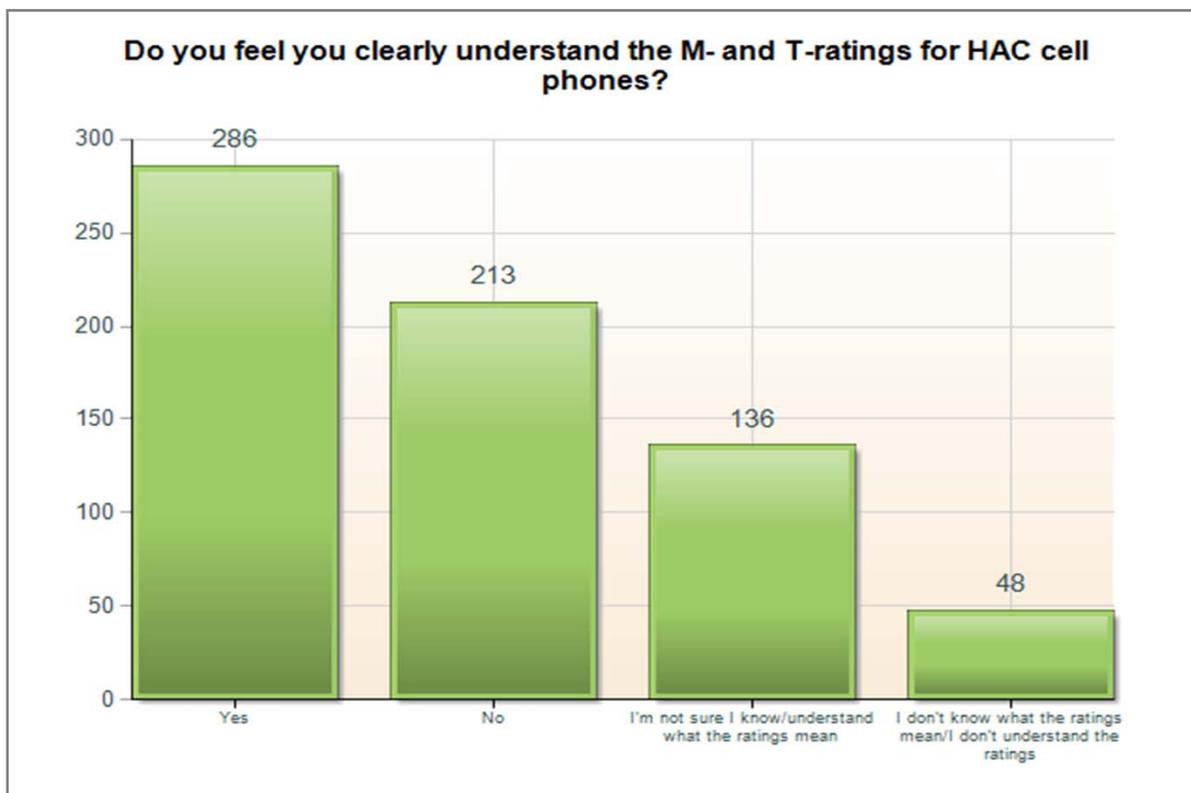
*1/28 – 2/7, 2011*

<b>Visits</b>	<b>Partials</b>	<b>Screen Outs</b>	<b>Over Quota</b>	<b>Completes</b>
<b>1364</b>	<b>0 / 114</b>	<b>0 / 0</b>	<b>0 / 0</b>	<b>691 / 691</b>



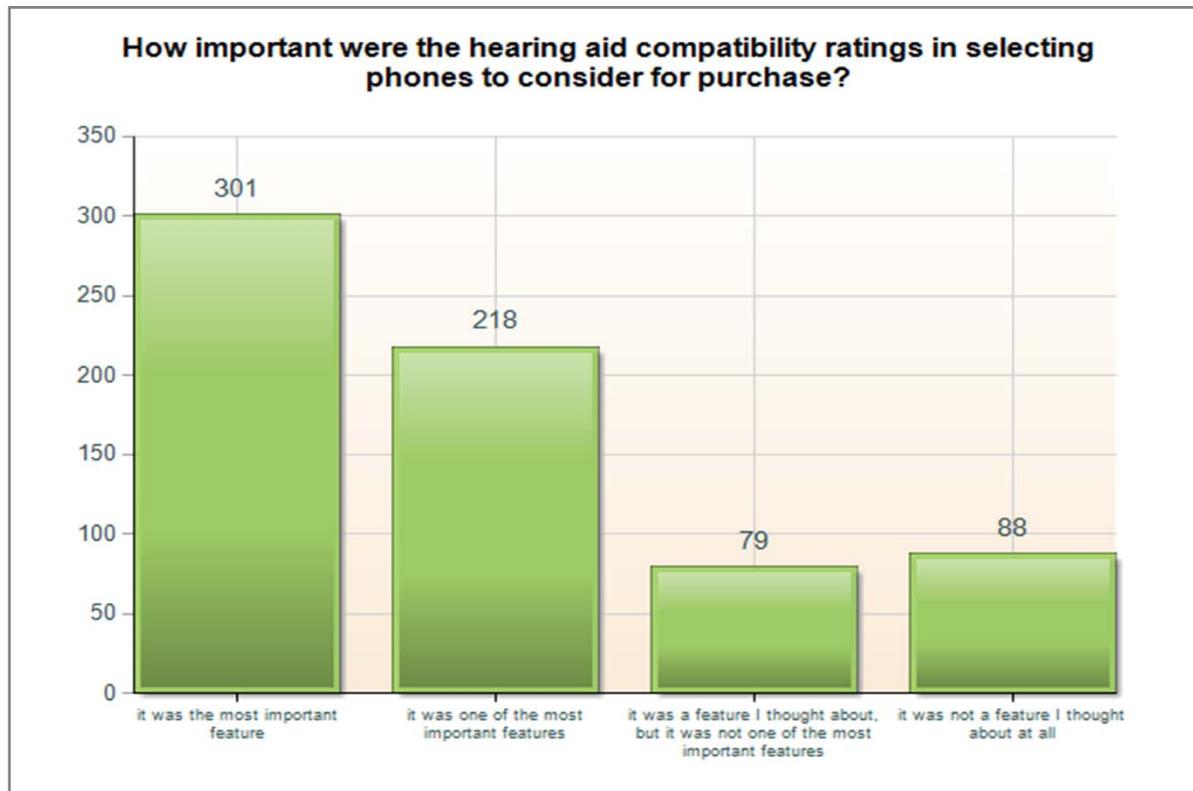
1. Do you know how to identify whether a cell phone is hearing aid compatible?

Yes	416 (61 %)
No	150 (22 %)
I'm not sure	113 (16 %)
I don't know	7 (1 %)



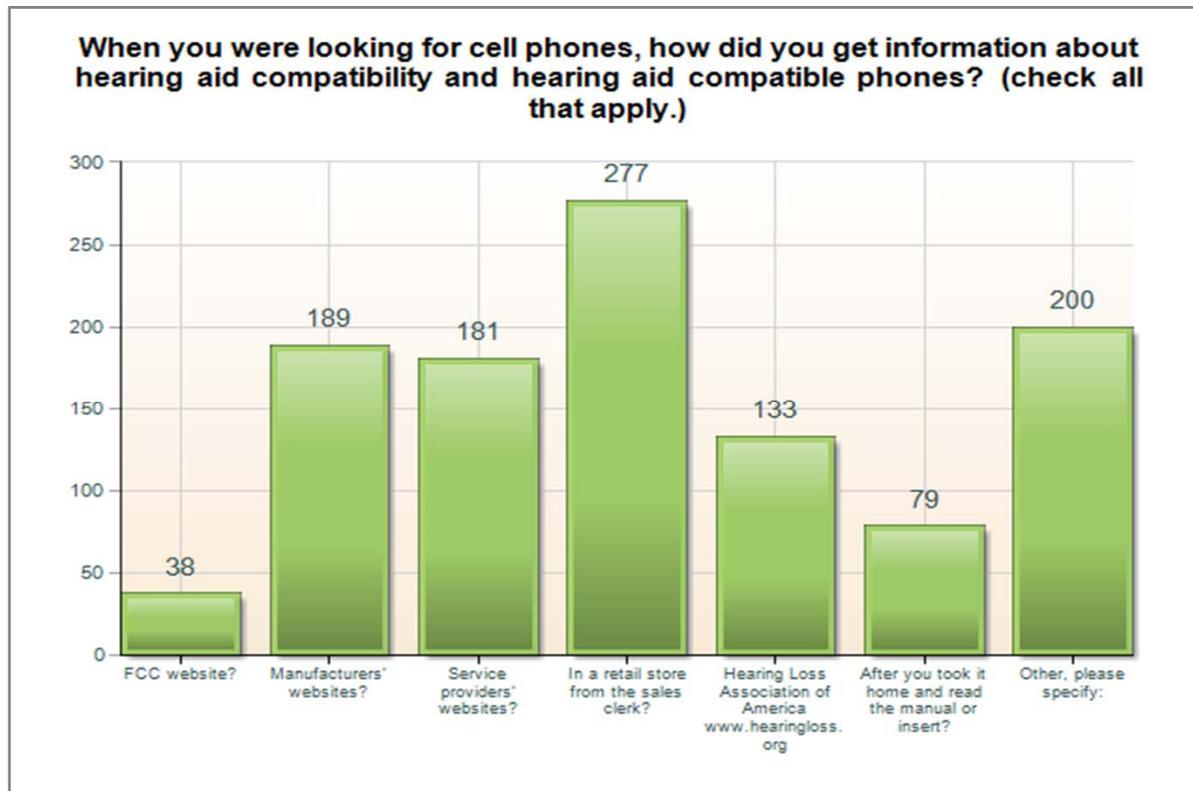
2. Do you feel you clearly understand the M- and T-ratings for HAC cell phones?

Yes	286 (42 %)
No	213 (31 %)
I'm not sure I know/understand what the ratings mean	136 (20 %)
I don't know what the ratings mean/I don't understand the ratings	48 (7 %)



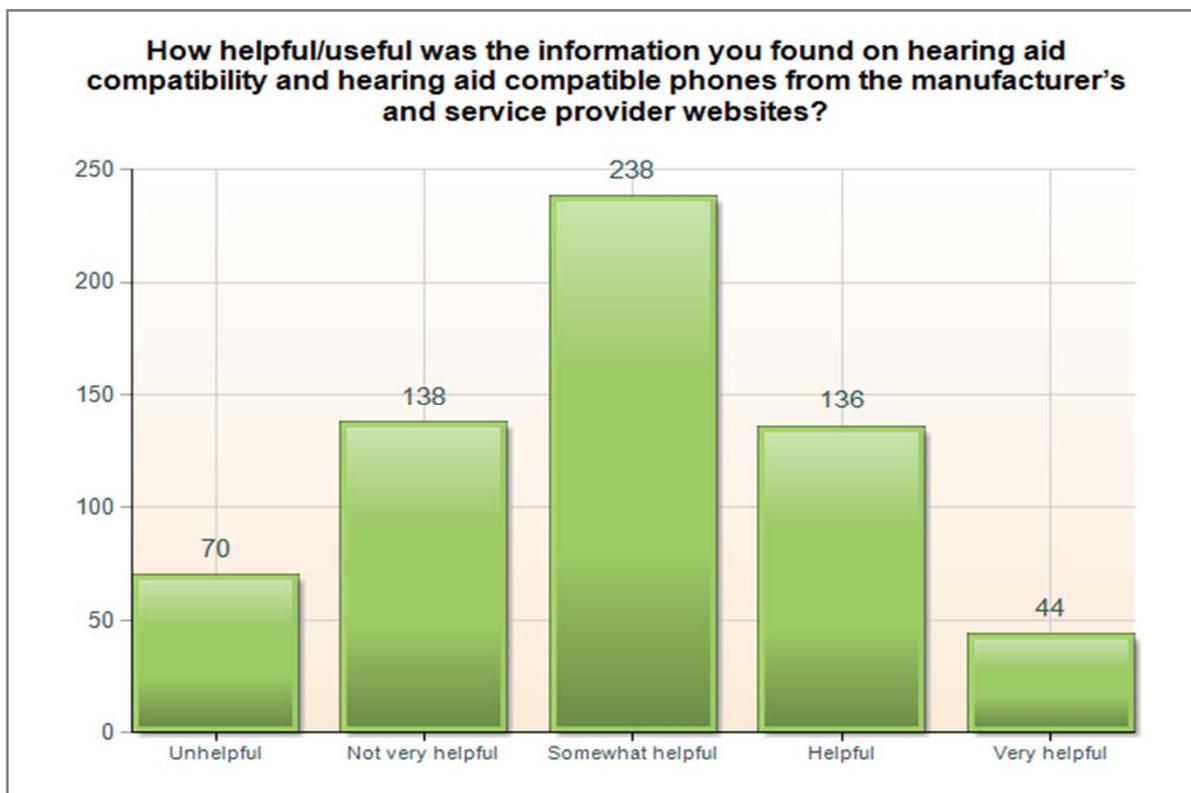
**3. How important were the hearing aid compatibility ratings in selecting phones to consider for purchase?**

<b>it was the most important feature</b>	301 (44 %)
<b>it was one of the most important features</b>	218 (32 %)
<b>it was a feature I thought about, but it was not one of the most important features</b>	79 (12 %)
<b>it was not a feature I thought about at all</b>	88 (13 %)



4. When you were looking for cell phones, how did you get information about hearing aid compatibility and hearing aid compatible phones? (check all that apply.)

FCC website?	38 (6 %)
Manufacturers' websites?	189 (28 %)
Service providers' websites?	181 (26 %)
In a retail store from the sales clerk?	277 (40 %)
Hearing Loss Association of America www.hearingloss.org	133 (19 %)
After you took it home and read the manual or insert?	79 (12 %)
Other, please specify:	200 (29 %)



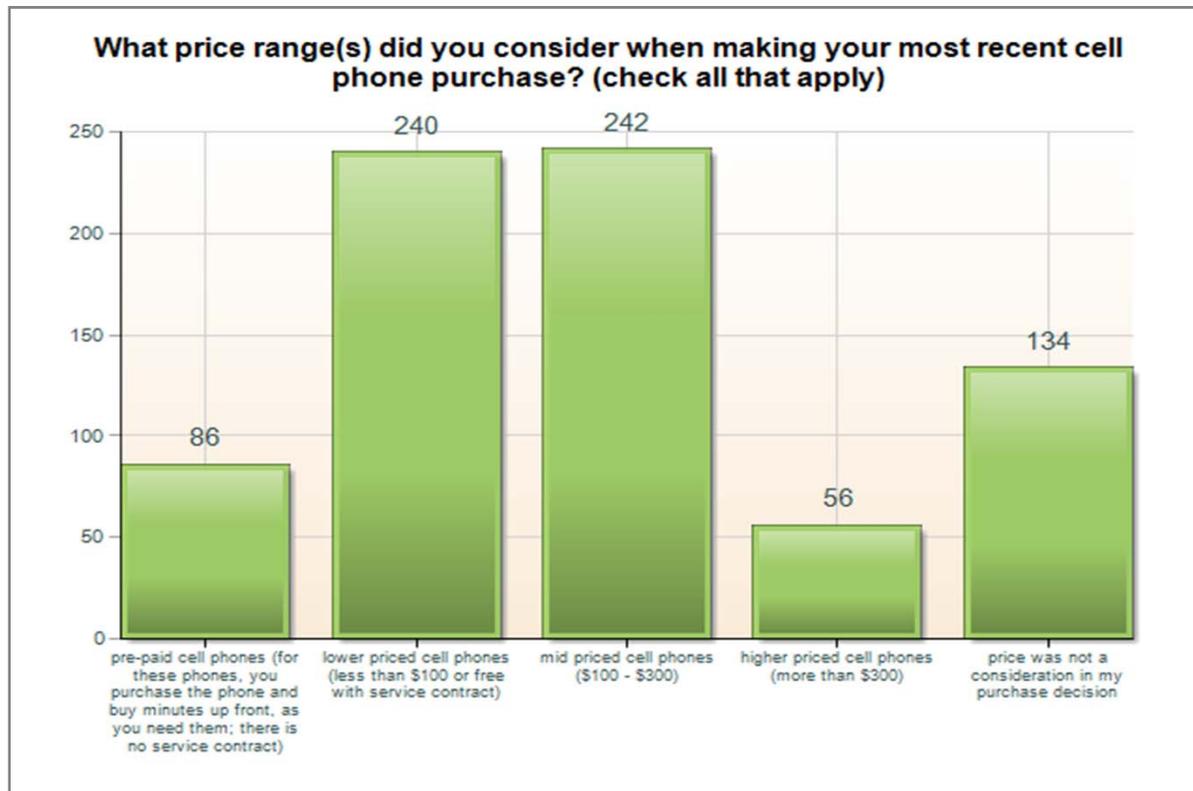
5. How helpful/useful was the information you found on hearing aid compatibility and hearing aid compatible phones from the manufacturer's and service provider websites?

Unhelpful	70 (11 %)
Not very helpful	138 (22 %)
Somewhat helpful	238 (38 %)
Helpful	136 (22 %)
Very helpful	44 (7 %)



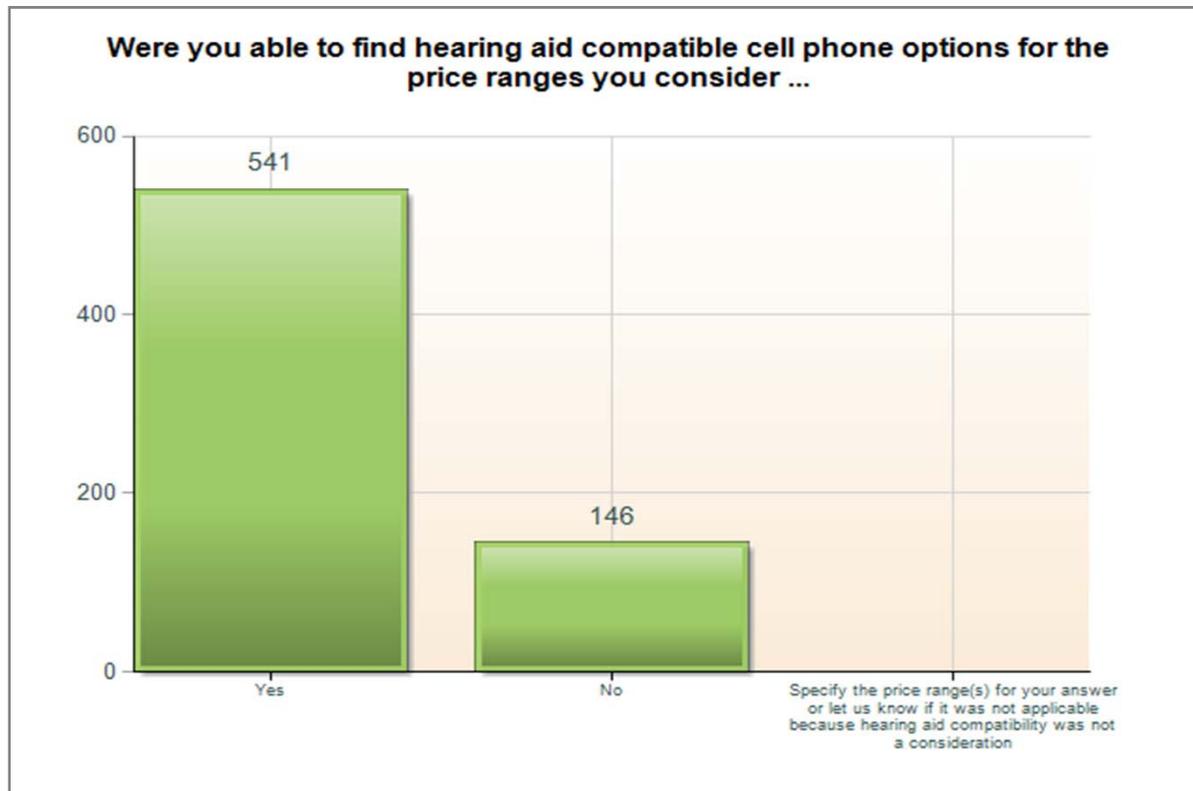
6. In the retail stores you visited, how often were you able to find the hearing aid compatible cell phones without the help of a sales person?

All of the time	63 (9 %)
Most of the time	135 (20 %)
About half of the time	63 (9 %)
Less than half the time	84 (12 %)
None of the time	126 (19 %)
I don't know how to tell if a cell phone in a store is hearing aid compatible.	104 (15 %)
Not applicable	99 (15 %)



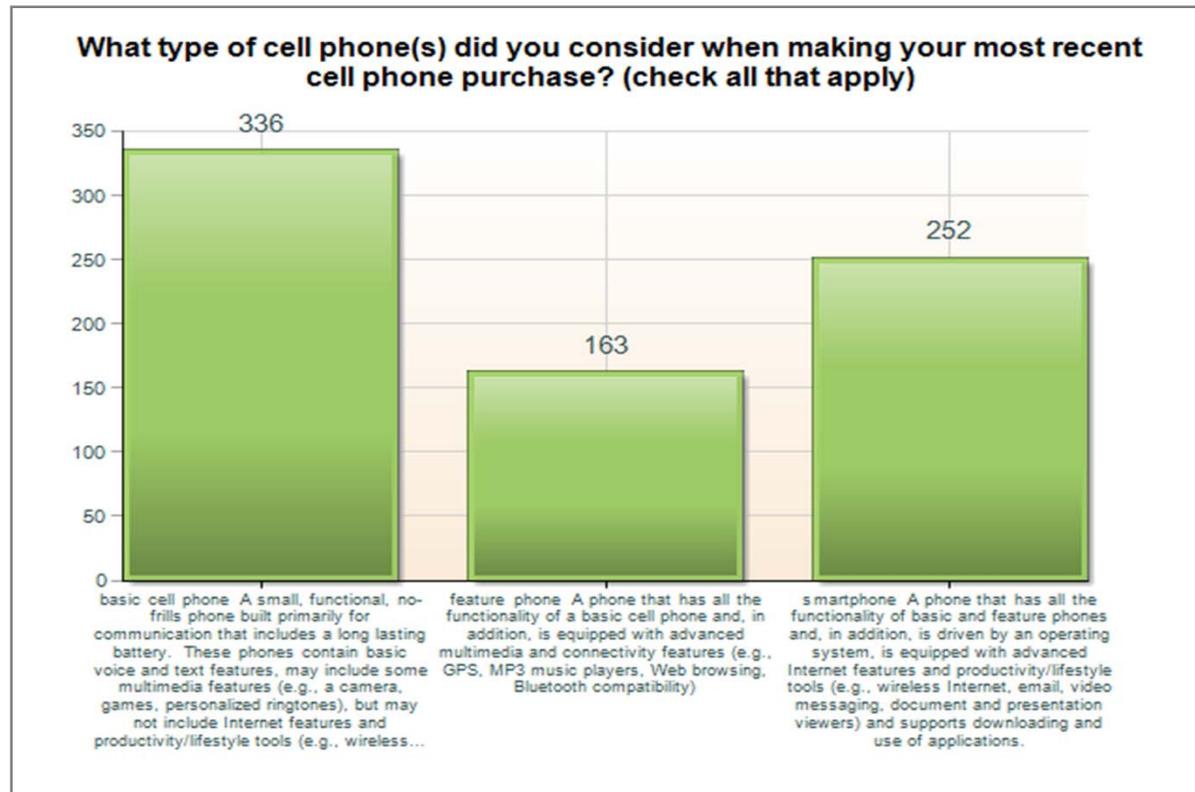
7. What price range(s) did you consider when making your most recent cell phone purchase? (check all that apply)

pre-paid cell phones (for these phones, you purchase the phone and buy minutes up front, as you need them; there is no service contract)	86 (13 %)
lower priced cell phones (less than \$100 or free with service contract)	240 (35 %)
mid priced cell phones (\$100 - \$300)	242 (36 %)
higher priced cell phones (more than \$300)	56 (8 %)
price was not a consideration in my purchase decision	134 (20 %)



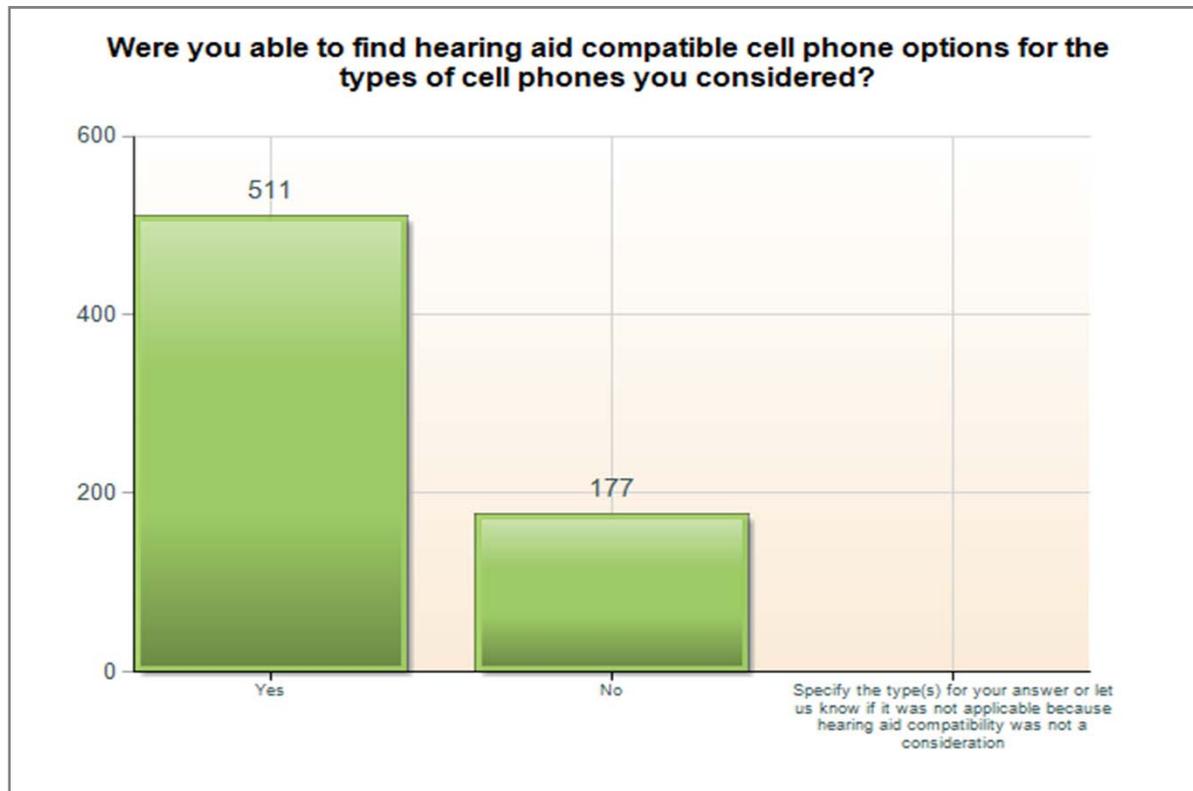
8. Were you able to find hearing aid compatible cell phone options for the price ranges you considered?

Yes	541 (79 %)
No	146 (21 %)
Specify the price range(s) for your answer or let us know if it was not applicable because hearing aid compatibility was not a consideration	0 (0 %)



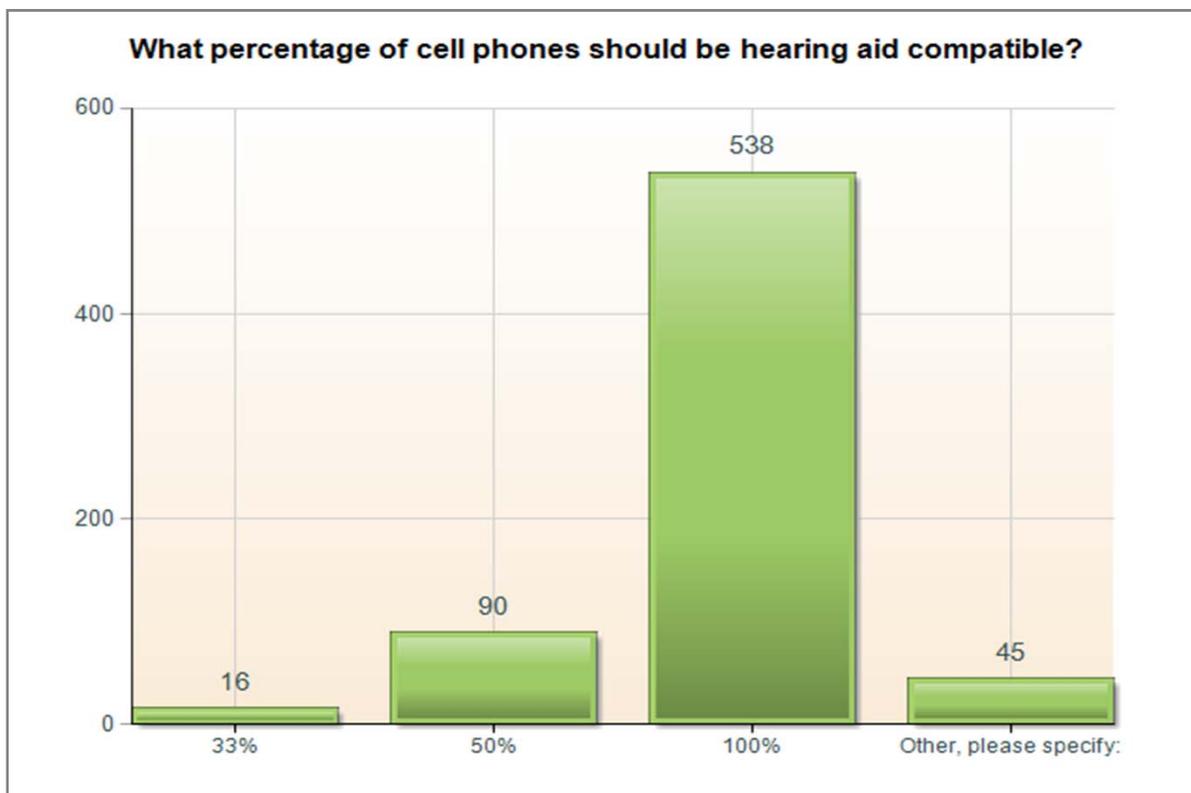
9. What type of cell phone(s) did you consider when making your most recent cell phone purchase? (check all that apply)

<b>basic cell phone</b> A small, functional, no-frills phone built primarily for communication that includes a long lasting battery. These phones contain basic voice and text features, may include some multimedia features (e.g., a camera, games, personalized ringtones), but may not include Internet features and productivity/lifestyle tools (e.g., wireless Internet, MP3 music player).	336 (50 %)
<b>feature phone</b> A phone that has all the functionality of a basic cell phone and, in addition, is equipped with advanced multimedia and connectivity features (e.g., GPS, MP3 music players, Web browsing, Bluetooth compatibility)	163 (24 %)
<b>smartphone</b> A phone that has all the functionality of basic and feature phones and, in addition, is driven by an operating system, is equipped with advanced Internet features and productivity/lifestyle tools (e.g., wireless Internet, email, video messaging, document and presentation viewers) and supports downloading and use of applications.	252 (37 %)



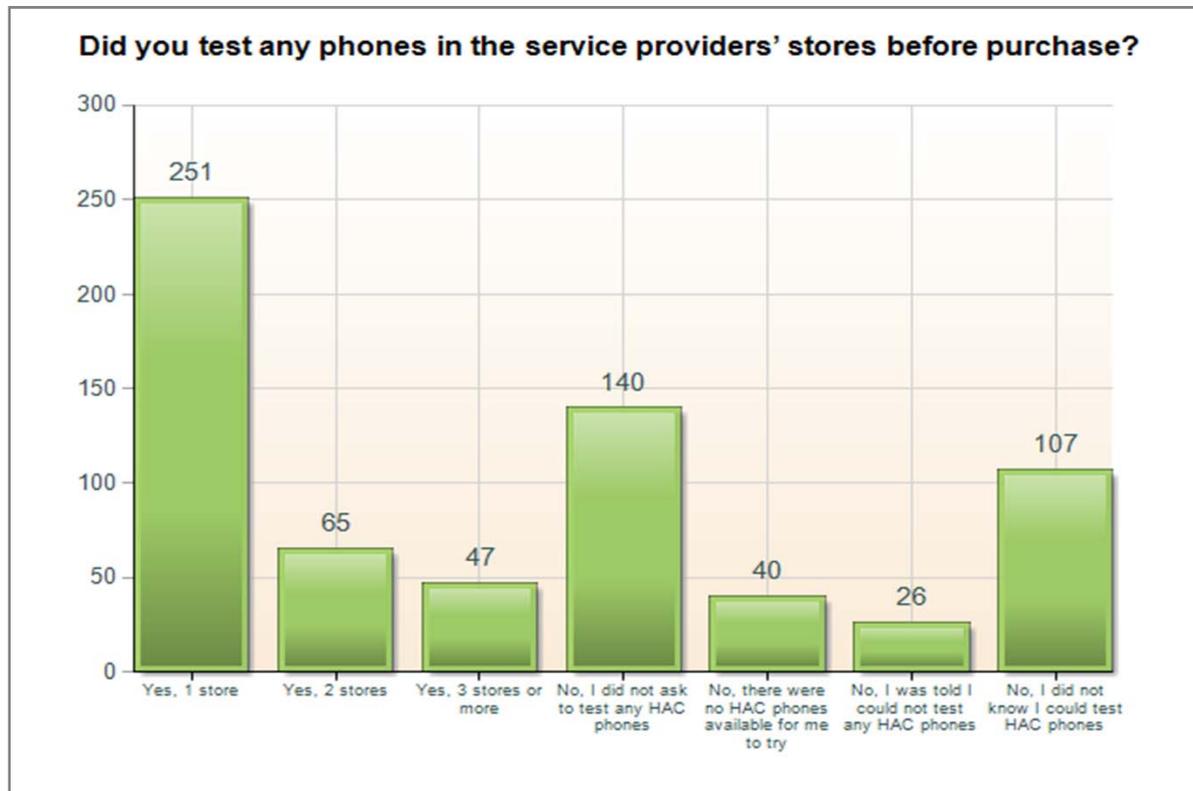
10. Were you able to find hearing aid compatible cell phone options for the types of cell phones you considered?

Yes	511 (74 %)
No	177 (26 %)
Specify the type(s) for your answer or let us know if it was not applicable because hearing aid compatibility was not a consideration	0 (0 %)

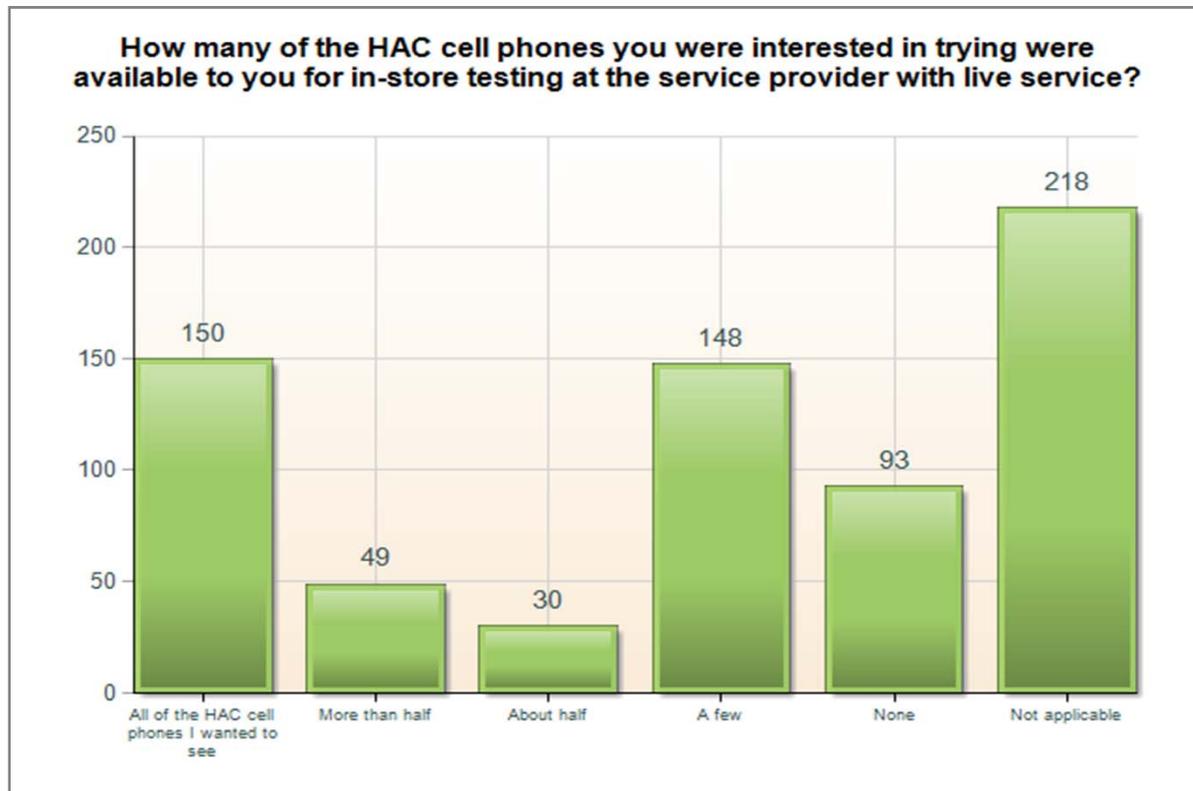


**11. What percentage of cell phones should be hearing aid compatible?**

<b>33%</b>	16 (2 %)
<b>50%</b>	90 (13 %)
<b>100%</b>	538 (78 %)
<b>Other, please specify:</b>	45 (7 %)

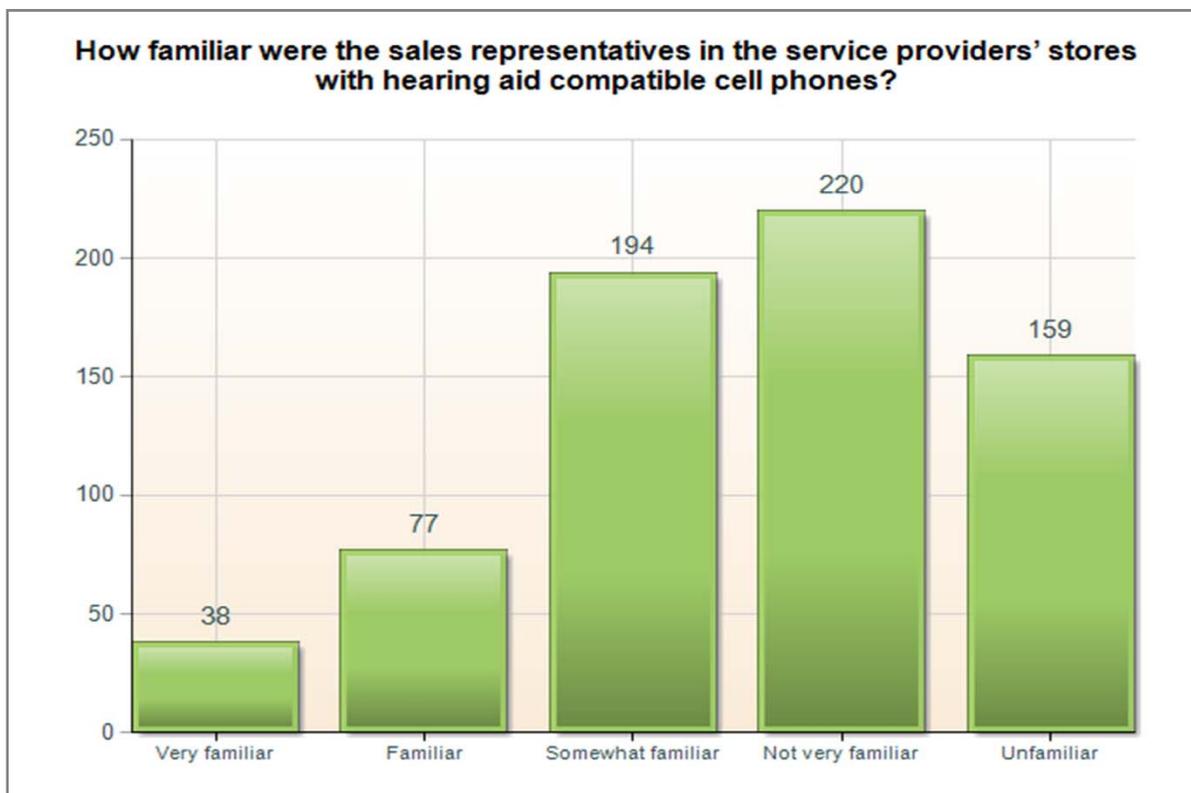


12. Did you test any phones in the service providers' stores before purchase?	
Yes, 1 store	251 (37 %)
Yes, 2 stores	65 (10 %)
Yes, 3 stores or more	47 (7 %)
No, I did not ask to test any HAC phones	140 (21 %)
No, there were no HAC phones available for me to try	40 (6 %)
No, I was told I could not test any HAC phones	26 (4 %)
No, I did not know I could test HAC phones	107 (16 %)



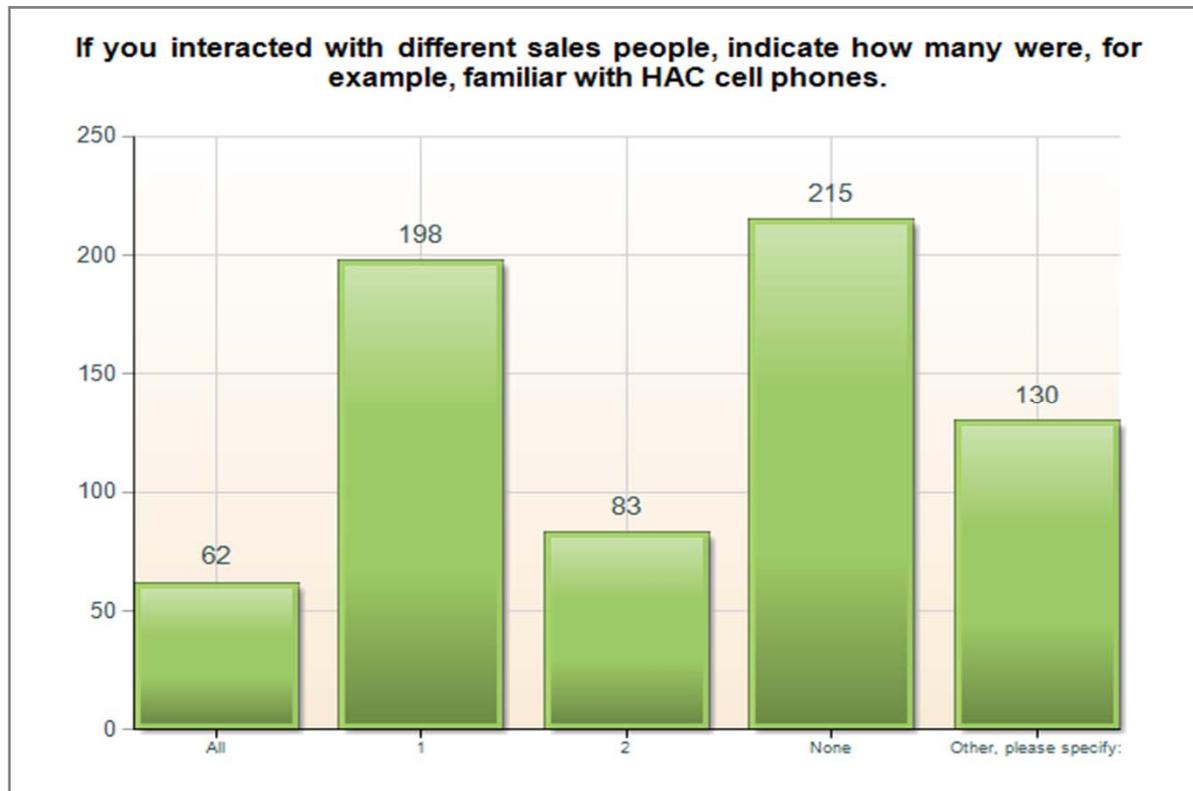
13. How many of the HAC cell phones you were interested in trying were available to you for in-store testing at the service provider with live service?

All of the HAC cell phones I wanted to see	150 (22 %)
More than half	49 (7 %)
About half	30 (4 %)
A few	148 (22 %)
None	93 (14 %)
Not applicable	218 (32 %)



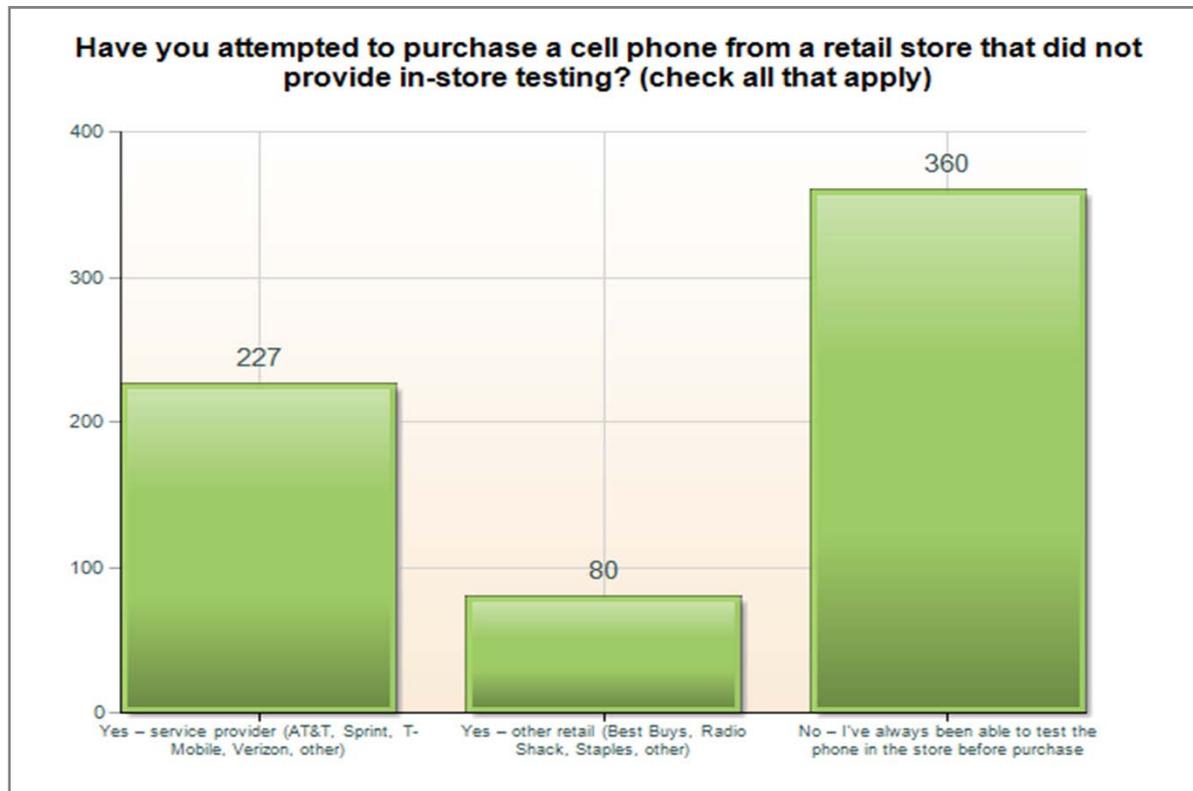
14. How familiar were the sales representatives in the service providers' stores with hearing aid compatible cell phones?

Very familiar	38 (6 %)
Familiar	77 (11 %)
Somewhat familiar	194 (28 %)
Not very familiar	220 (32 %)
Unfamiliar	159 (23 %)



15. If you interacted with different sales people, indicate how many were, for example, familiar with HAC cell phones.

All	62 (9 %)
1	198 (29 %)
2	83 (12 %)
None	215 (31 %)
Other, please specify:	130 (19 %)



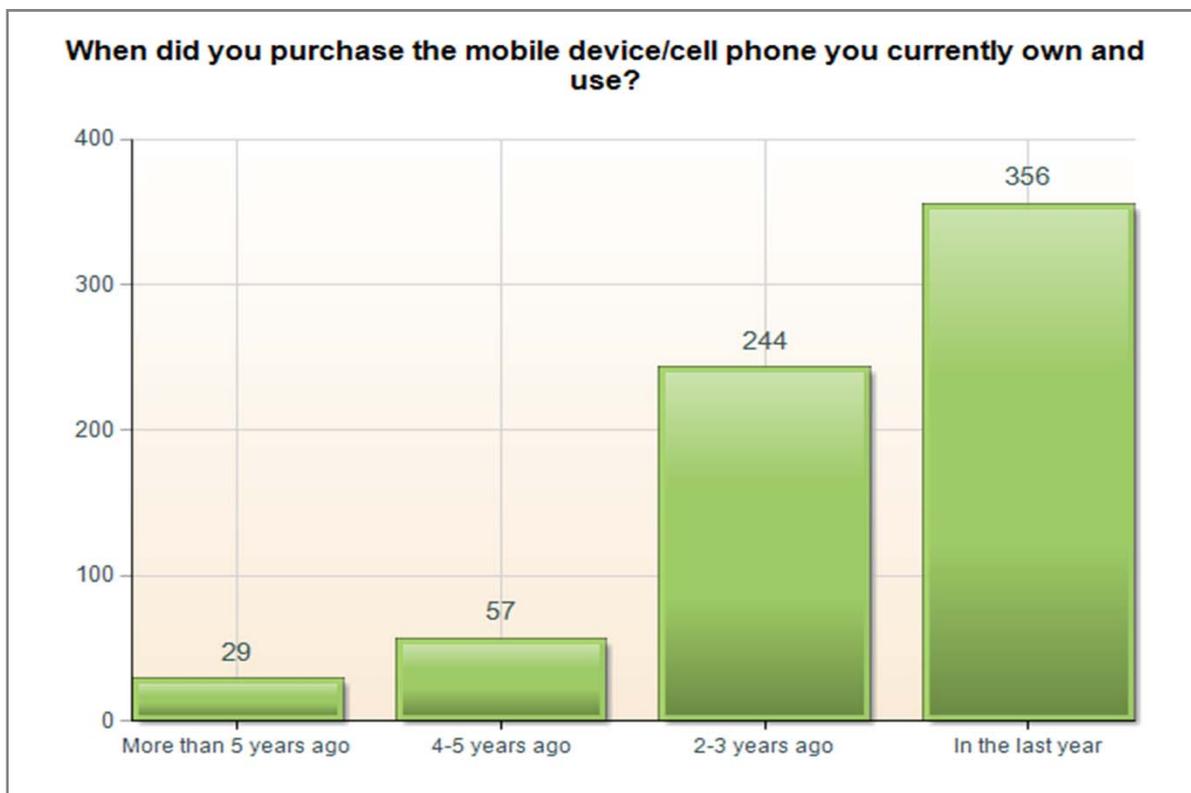
16. Have you attempted to purchase a cell phone from a retail store that did not provide in-store testing? (check all that apply)

Yes - service provider (AT&T, Sprint, T-Mobile, Verizon, other)	227 (36 %)
Yes - other retail (Best Buys, Radio Shack, Staples, other)	80 (13 %)
No - I've always been able to test the phone in the store before purchase	360 (57 %)



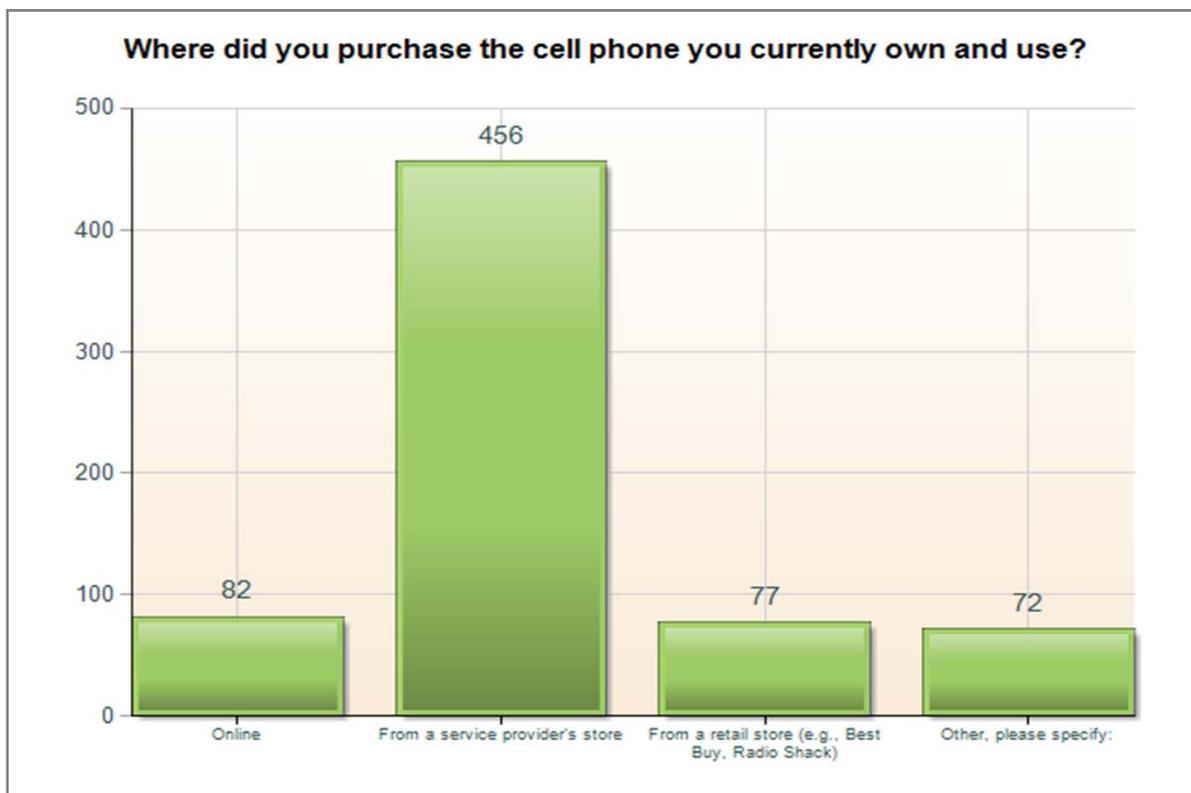
**17. Should any retail store be exempt from providing in-store testing of cell phones?**

<b>No, all stores that sell phones should provide in-store testing</b>	670 (97 %)
<b>Yes, the following stores should be exempt from providing in-store testing:</b>	19 (3 %)



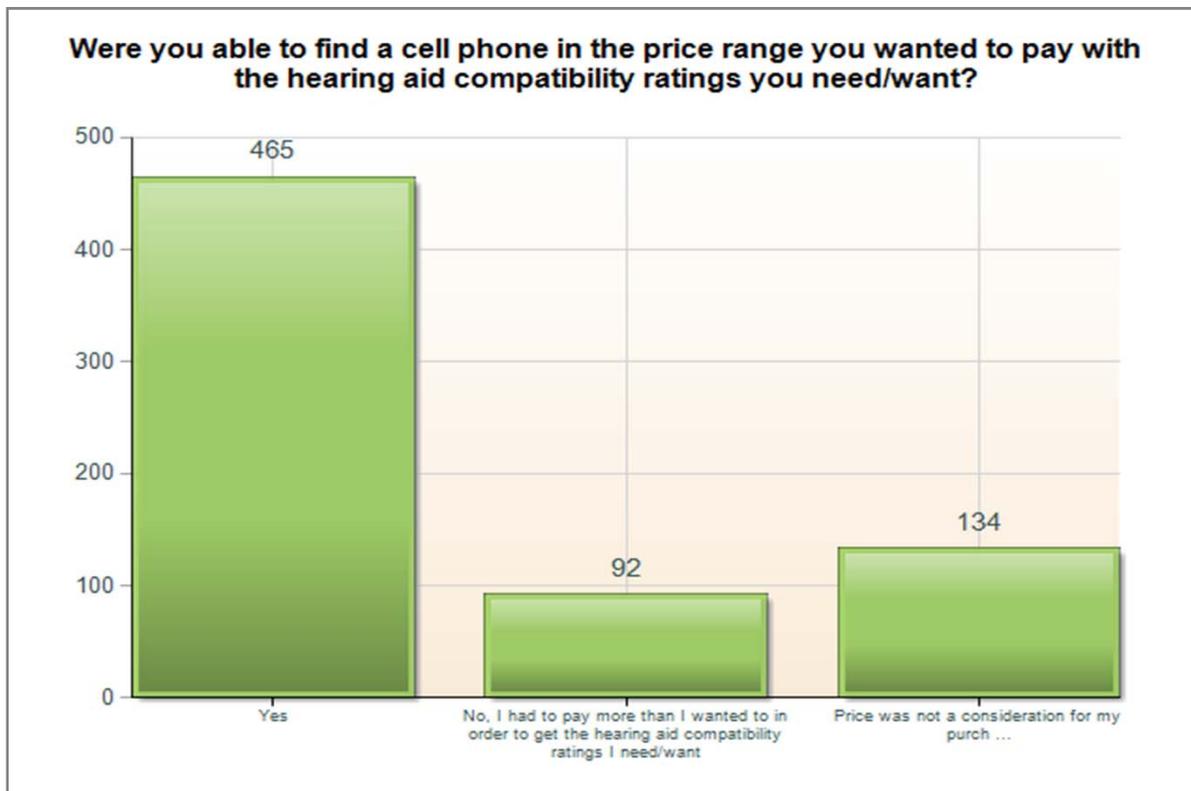
18. When did you purchase the mobile device/cell phone you currently own and use?

More than 5 years ago	29 (4 %)
4-5 years ago	57 (8 %)
2-3 years ago	244 (36 %)
In the last year	356 (52 %)



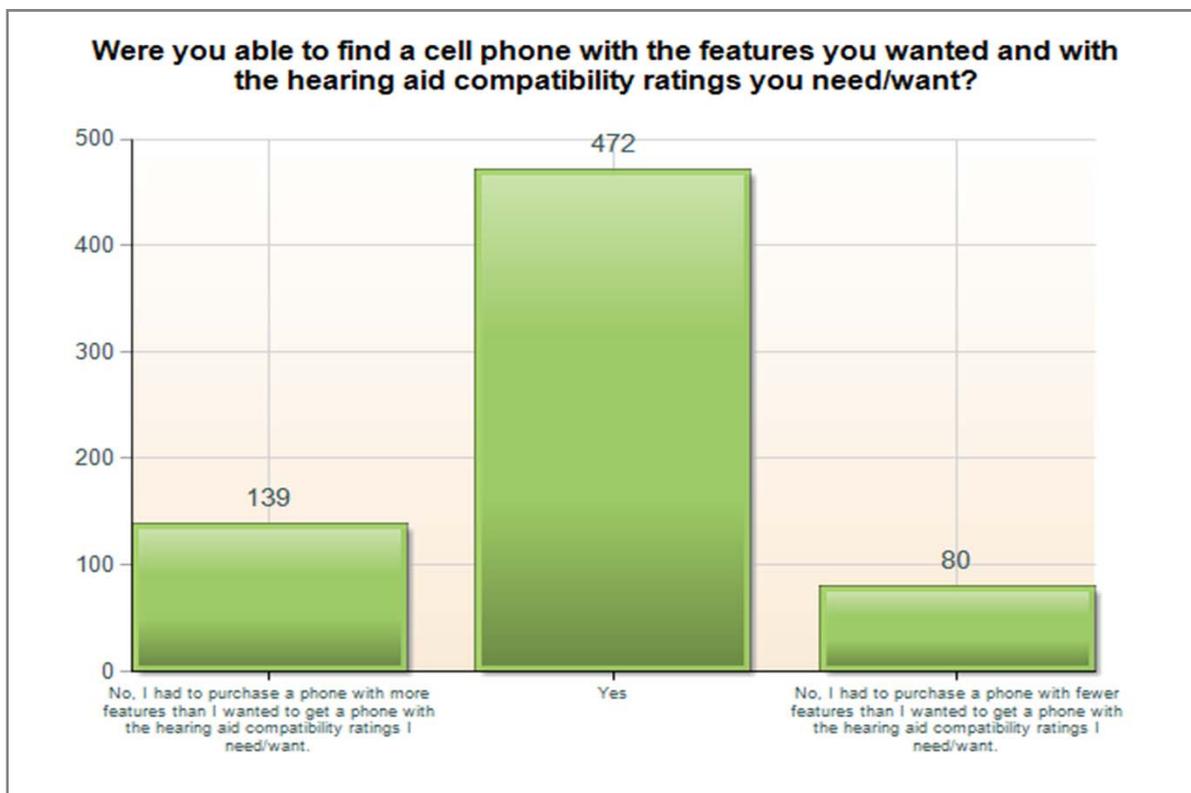
19. Where did you purchase the cell phone you currently own and use?

Online	82 (12 %)
From a service provider's store	456 (66 %)
From a retail store (e.g., Best Buy, Radio Shack)	77 (11 %)
Other, please specify:	72 (10 %)



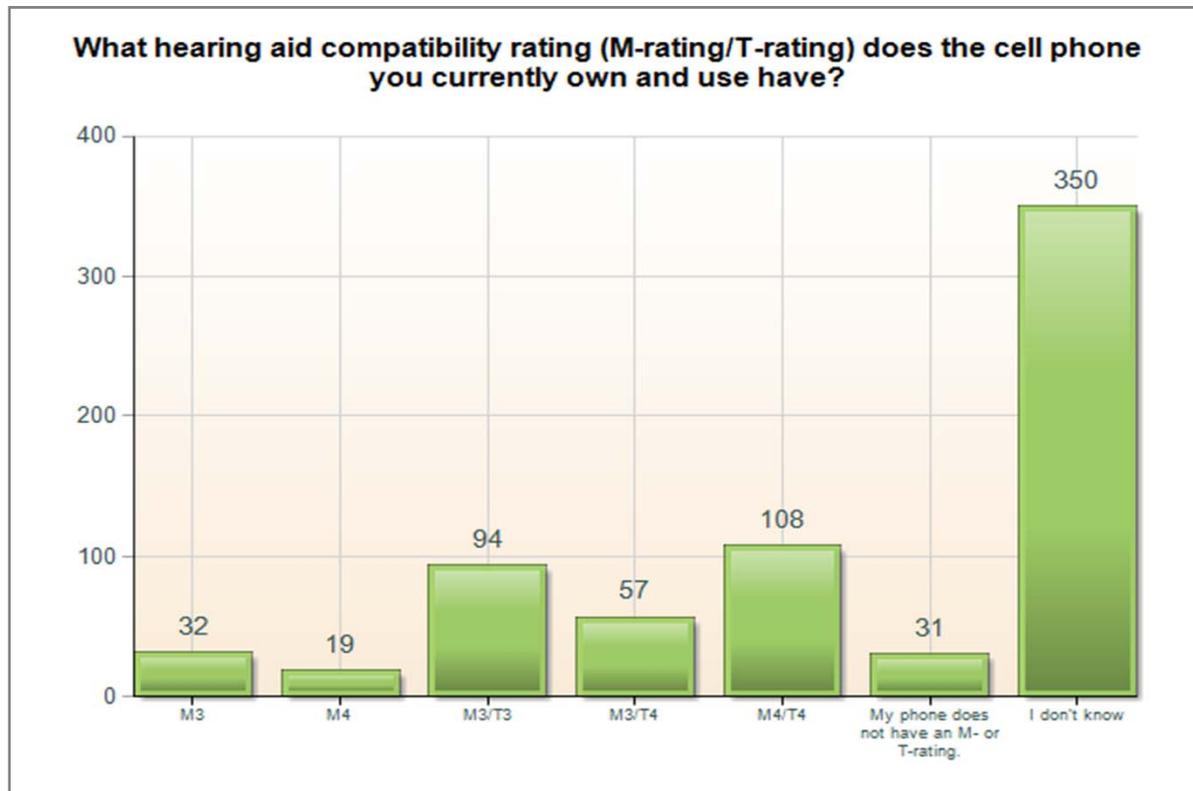
20. Were you able to find a cell phone in the price range you wanted to pay with the hearing aid compatibility ratings you need/want?

Yes	465 (67 %)
No, I had to pay more than I wanted to in order to get the hearing aid compatibility ratings I need/want	92 (13 %)
Price was not a consideration for my purchase	134 (19 %)



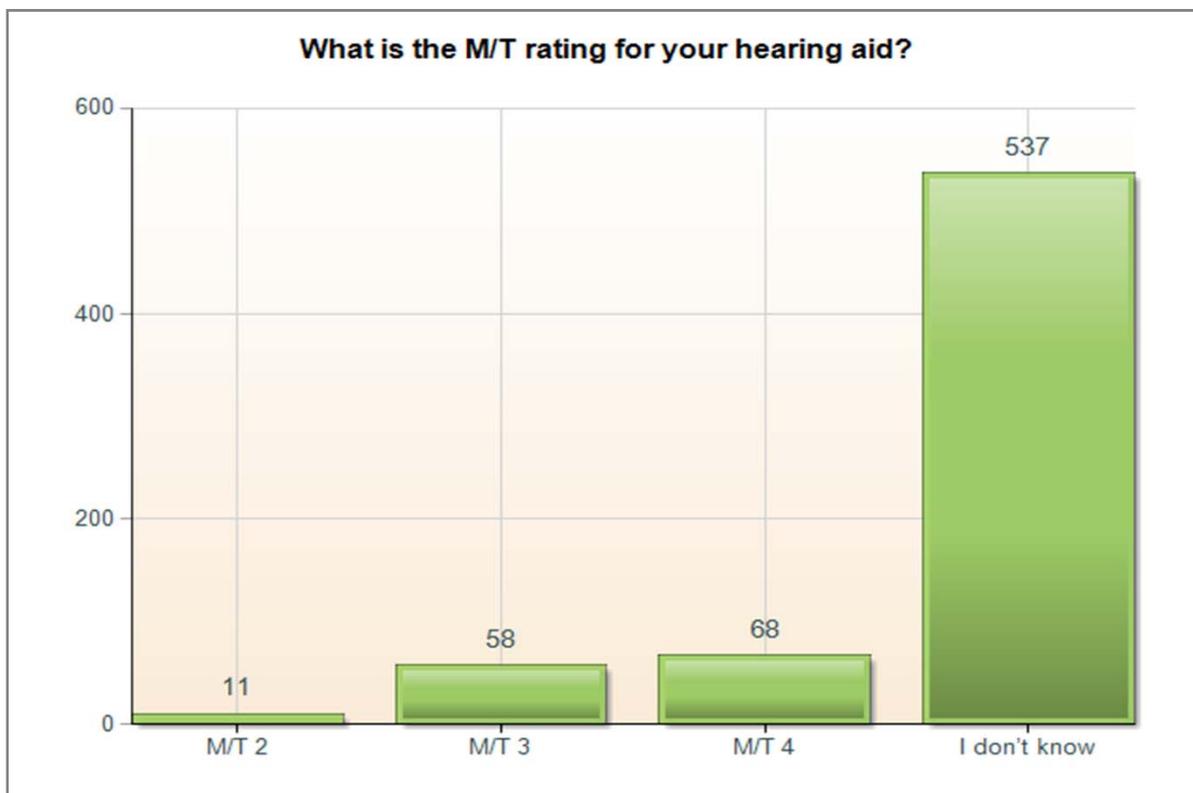
21. Were you able to find a cell phone with the features you wanted and with the hearing aid compatibility ratings you need/want?

No, I had to purchase a phone with more features than I wanted to get a phone with the hearing aid compatibility ratings I need/want.	139 (20 %)
Yes	472 (68 %)
No, I had to purchase a phone with fewer features than I wanted to get a phone with the hearing aid compatibility ratings I need/want.	80 (12 %)



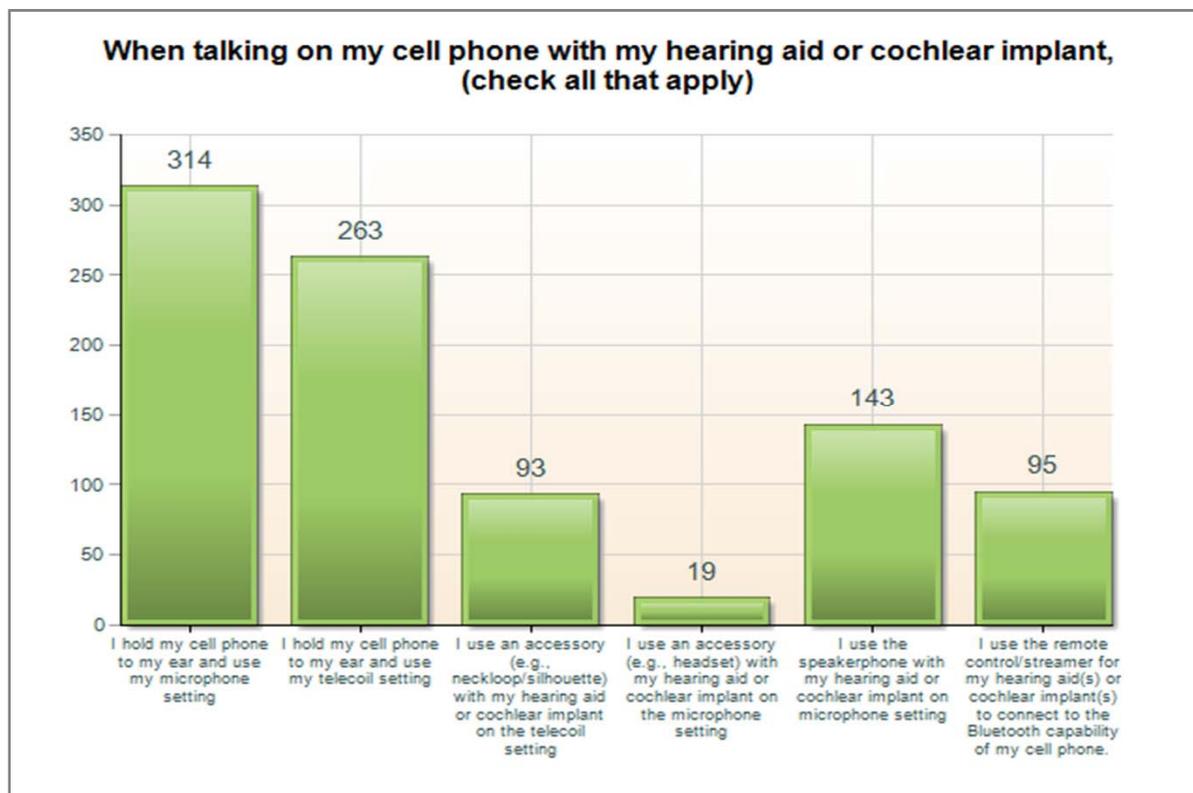
22. What hearing aid compatibility rating (M-rating/T-rating) does the cell phone you currently own and use have?

M3	32 (5 %)
M4	19 (3 %)
M3/T3	94 (14 %)
M3/T4	57 (8 %)
M4/T4	108 (16 %)
My phone does not have an M- or T-rating.	31 (4 %)
I don't know	350 (51 %)



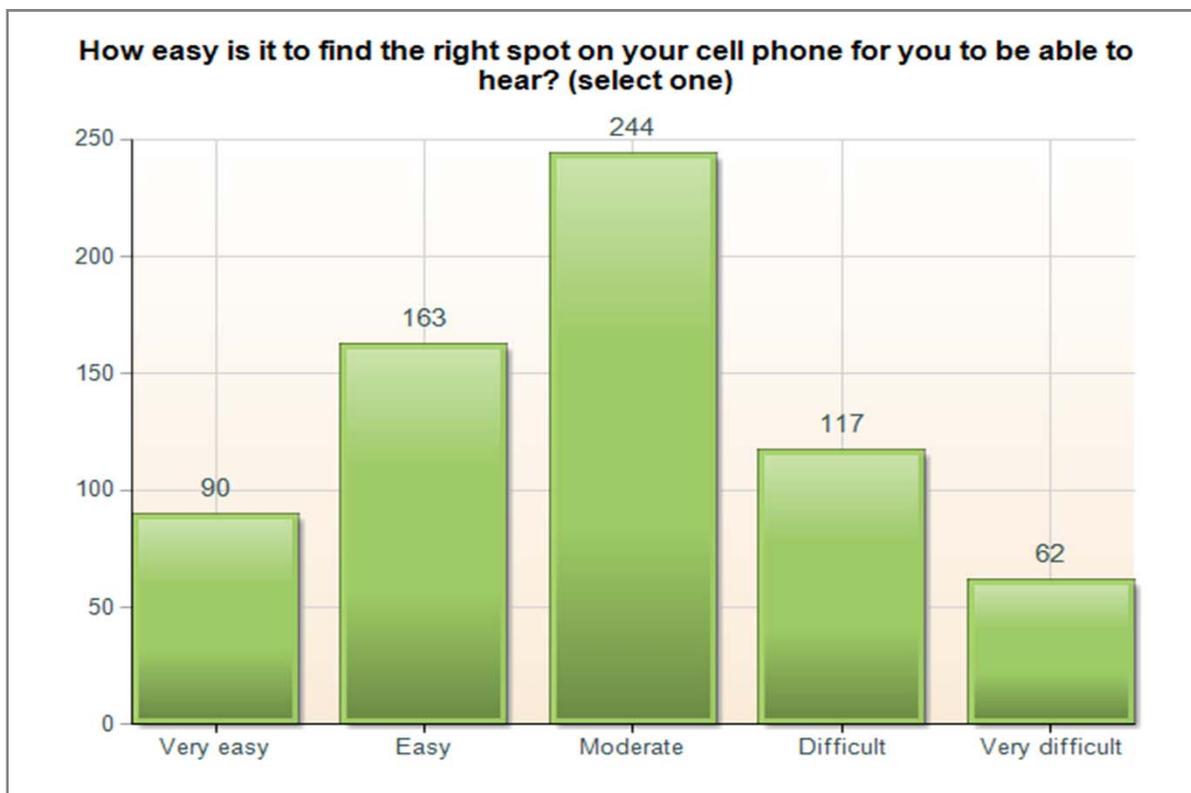
23. What is the M/T rating for your hearing aid?

M/T 2	11 (2 %)
M/T 3	58 (9 %)
M/T 4	68 (10 %)
I don't know	537 (80 %)



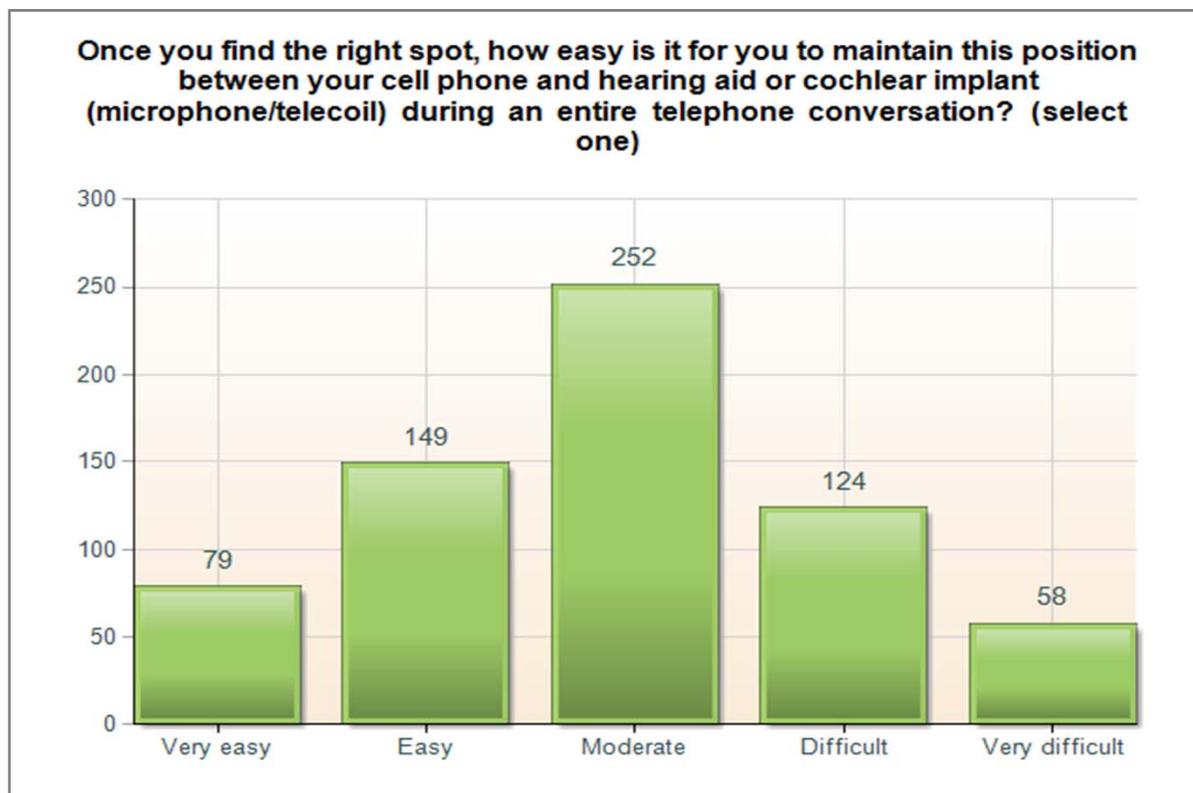
24. When talking on my cell phone with my hearing aid or cochlear implant, (check all that apply)

I hold my cell phone to my ear and use my microphone setting	314 (48 %)
I hold my cell phone to my ear and use my telecoil setting	263 (40 %)
I use an accessory (e.g., neckloop/silhouette) with my hearing aid or cochlear implant on the telecoil setting	93 (14 %)
I use an accessory (e.g., headset) with my hearing aid or cochlear implant on the microphone setting	19 (3 %)
I use the speakerphone with my hearing aid or cochlear implant on microphone setting	143 (22 %)
I use the remote control/streamer for my hearing aid(s) or cochlear implant(s) to connect to the Bluetooth capability of my cell phone.	95 (15 %)



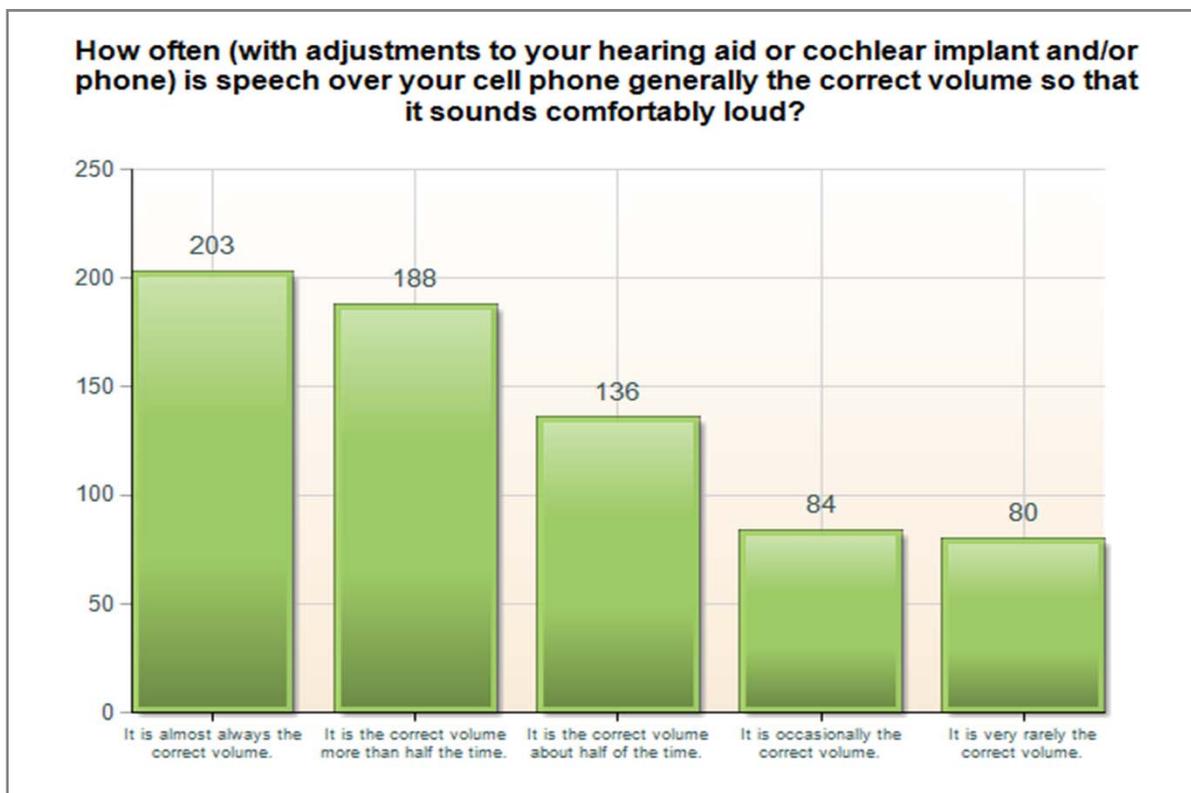
25. How easy is it to find the right spot on your cell phone for you to be able to hear? (select one)

Very easy	90 (13 %)
Easy	163 (24 %)
Moderate	244 (36 %)
Difficult	117 (17 %)
Very difficult	62 (9 %)



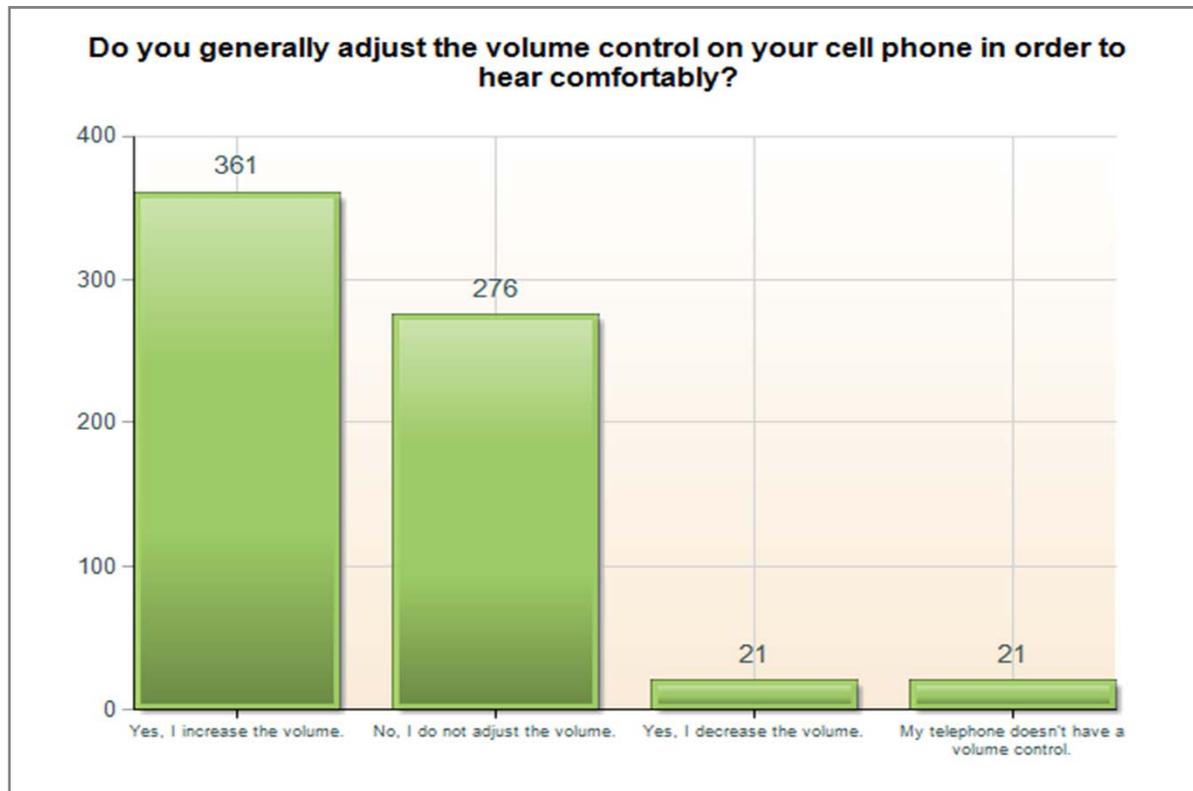
26. Once you find the right spot, how easy is it for you to maintain this position between your cell phone and hearing aid or cochlear implant (microphone/telecoil) during an entire telephone conversation? (select one)

Very easy	79 (12 %)
Easy	149 (23 %)
Moderate	252 (38 %)
Difficult	124 (19 %)
Very difficult	58 (9 %)



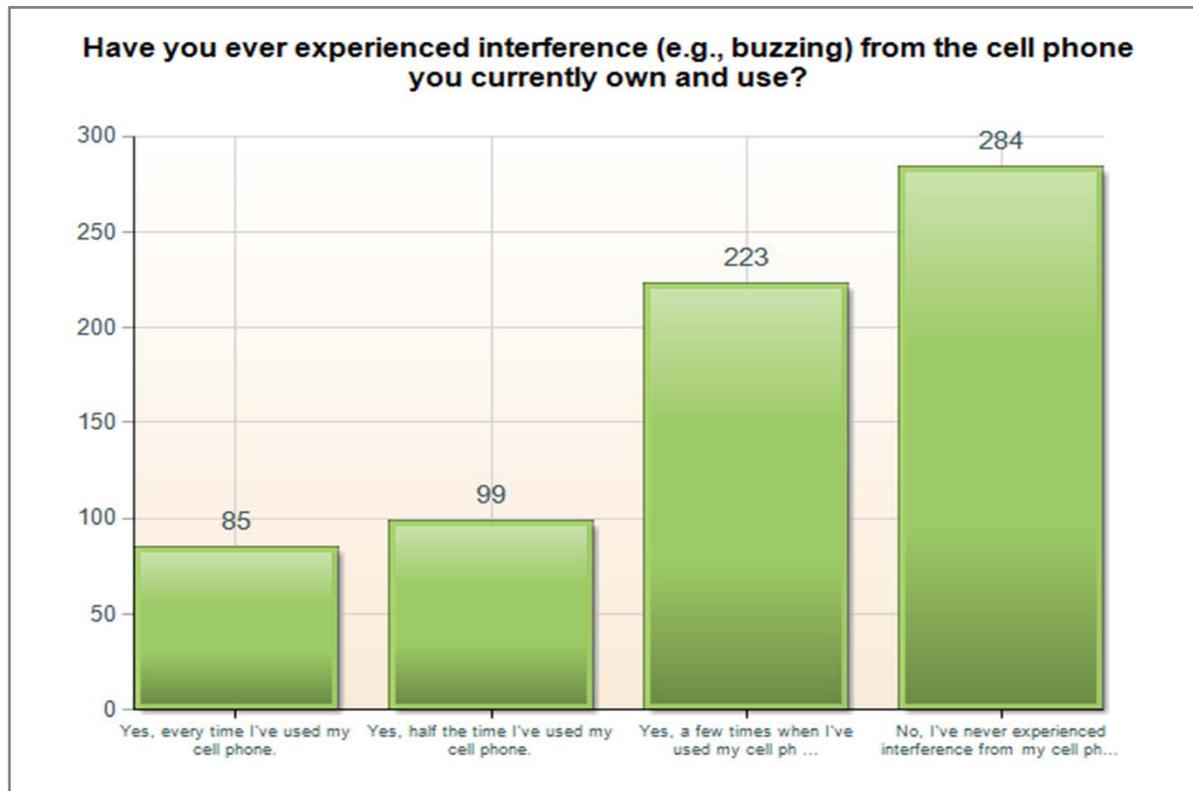
27. How often (with adjustments to your hearing aid or cochlear implant and/or phone) is speech over your cell phone generally the correct volume so that it sounds comfortably loud?

It is almost always the correct volume.	203 (29 %)
It is the correct volume more than half the time.	188 (27 %)
It is the correct volume about half of the time.	136 (20 %)
It is occasionally the correct volume.	84 (12 %)
It is very rarely the correct volume.	80 (12 %)



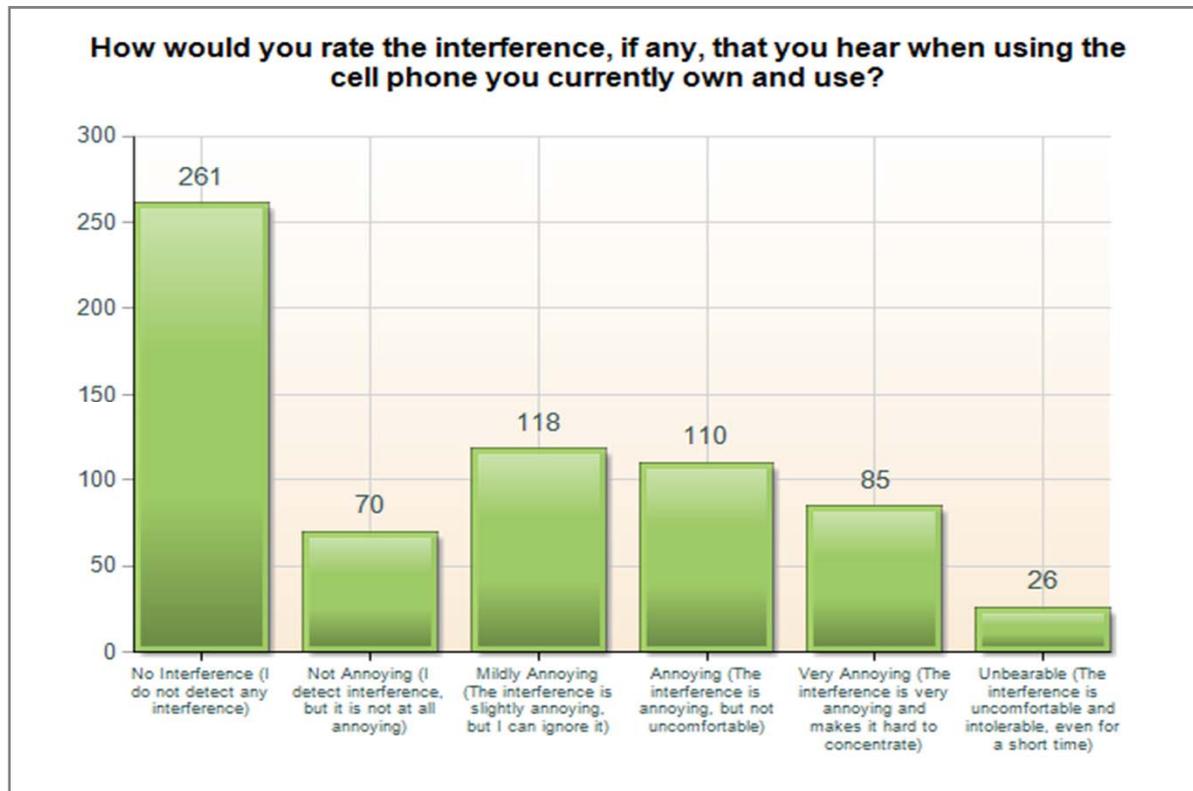
28. Do you generally adjust the volume control on your cell phone in order to hear comfortably?

<b>Yes, I increase the volume.</b>	361 (53 %)
<b>No, I do not adjust the volume.</b>	276 (41 %)
<b>Yes, I decrease the volume.</b>	21 (3 %)
<b>My telephone doesn't have a volume control.</b>	21 (3 %)



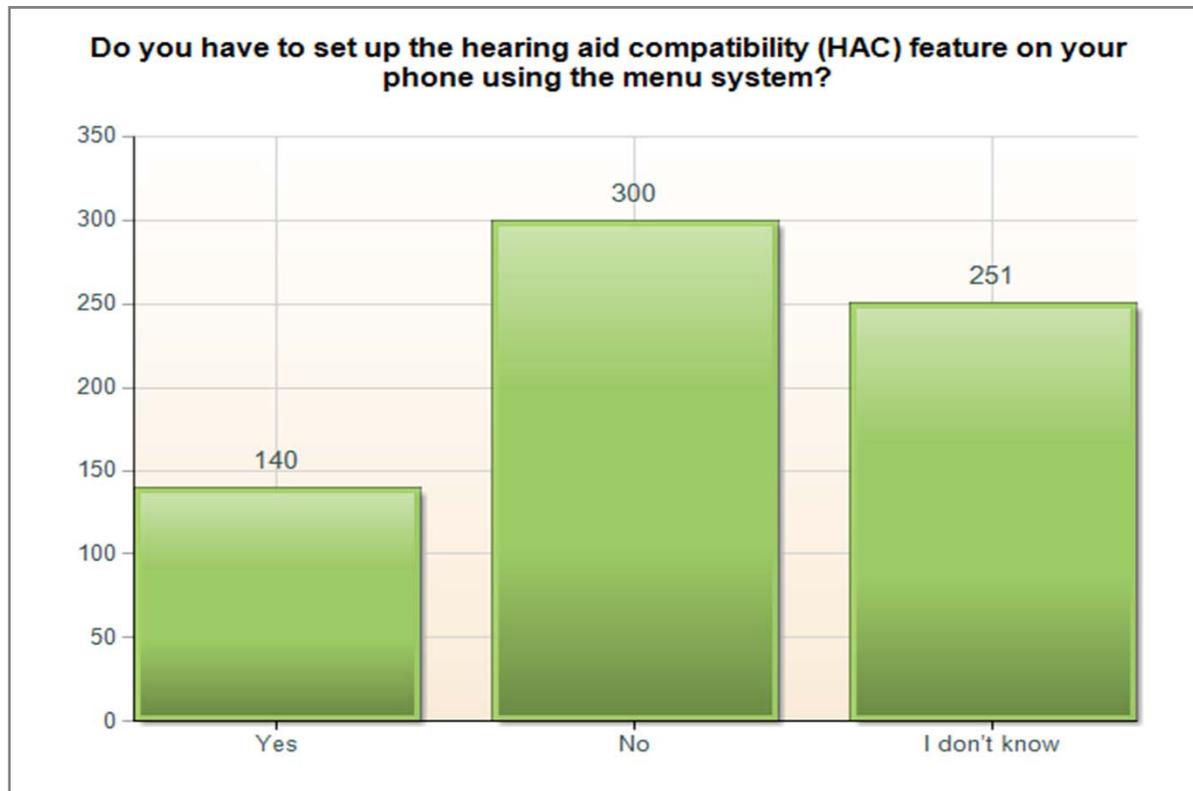
29. Have you ever experienced interference (e.g., buzzing) from the cell phone you currently own and use?

Yes, every time I've used my cell phone.	85 (12 %)
Yes, half the time I've used my cell phone.	99 (14 %)
Yes, a few times when I've used my cell phone	223 (32 %)
No, I've never experienced interference from my cell phone.	284 (41 %)



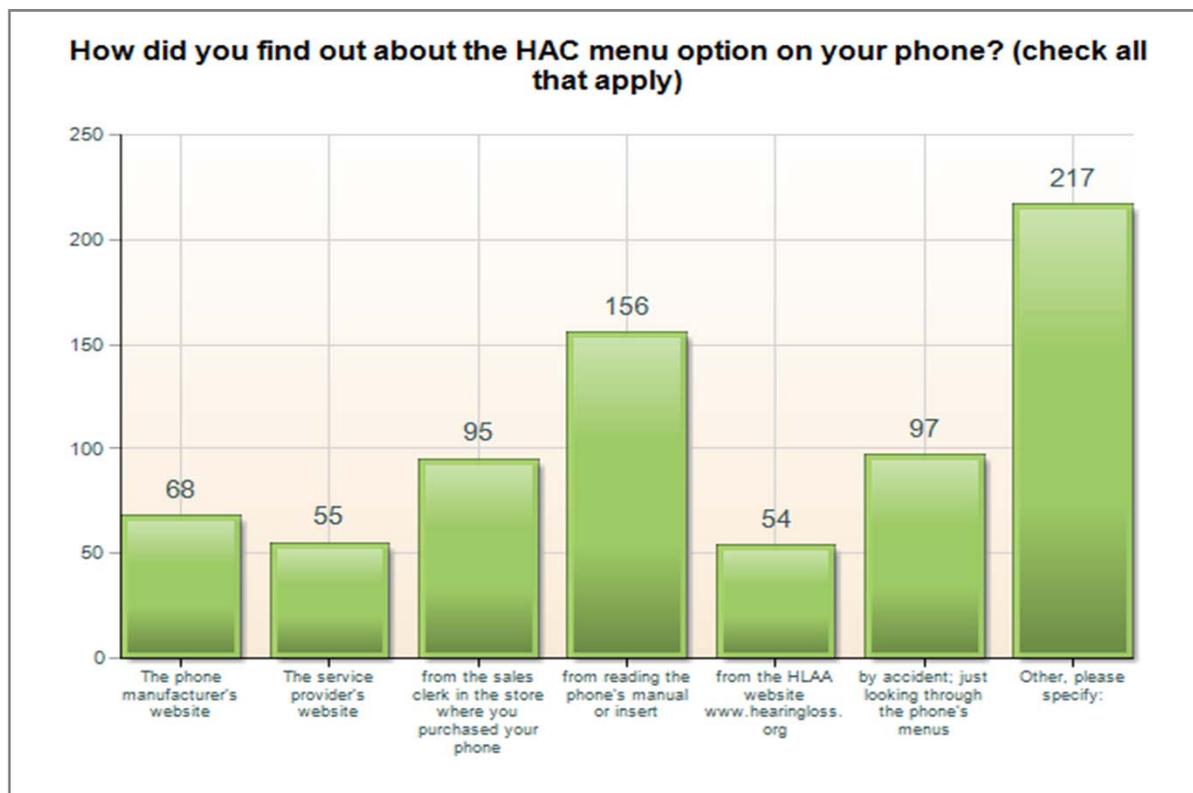
30. How would you rate the interference, if any, that you hear when using the cell phone you currently own and use?

No Interference (I do not detect any interference)	261 (39 %)
Not Annoying (I detect interference, but it is not at all annoying)	70 (10 %)
Mildly Annoying (The interference is slightly annoying, but I can ignore it)	118 (18 %)
Annoying (The interference is annoying, but not uncomfortable)	110 (16 %)
Very Annoying (The interference is very annoying and makes it hard to concentrate)	85 (13 %)
Unbearable (The interference is uncomfortable and intolerable, even for a short time)	26 (4 %)



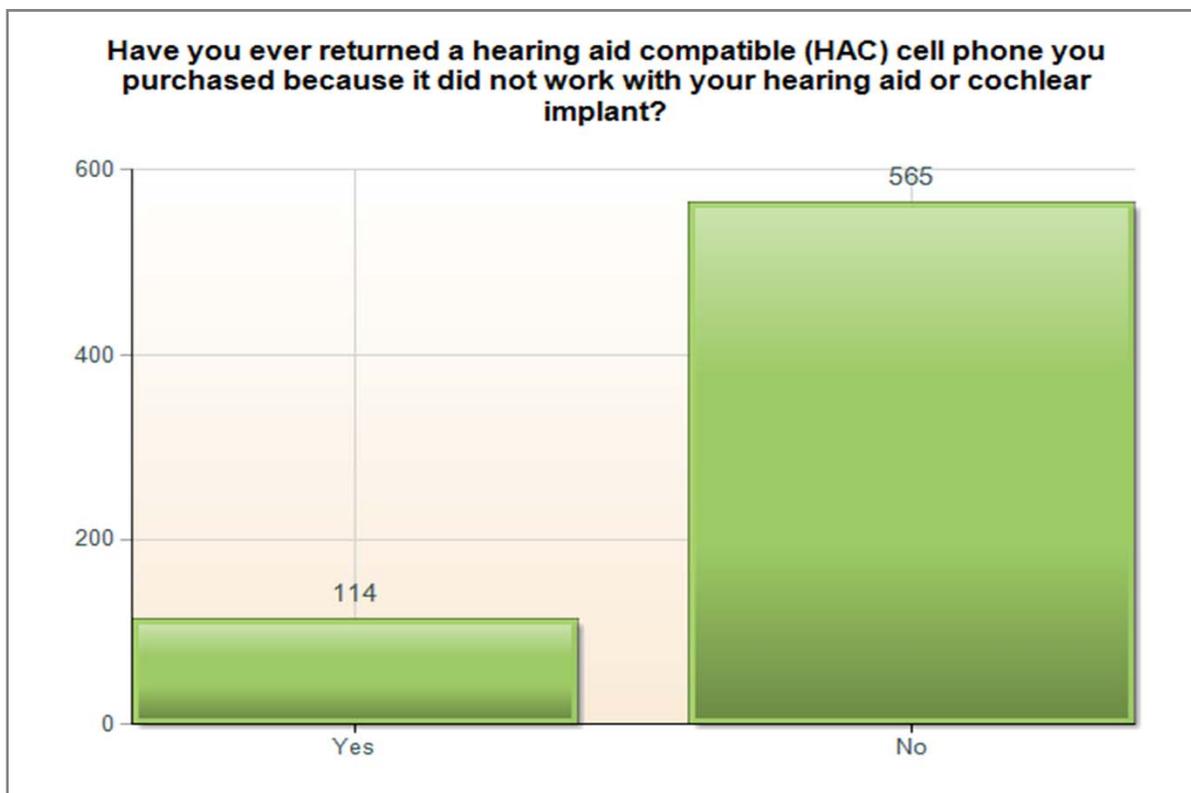
31. Do you have to set up the hearing aid compatibility (HAC) feature on your phone using the menu system?

Yes	140 (20 %)
No	300 (43 %)
I don't know	251 (36 %)



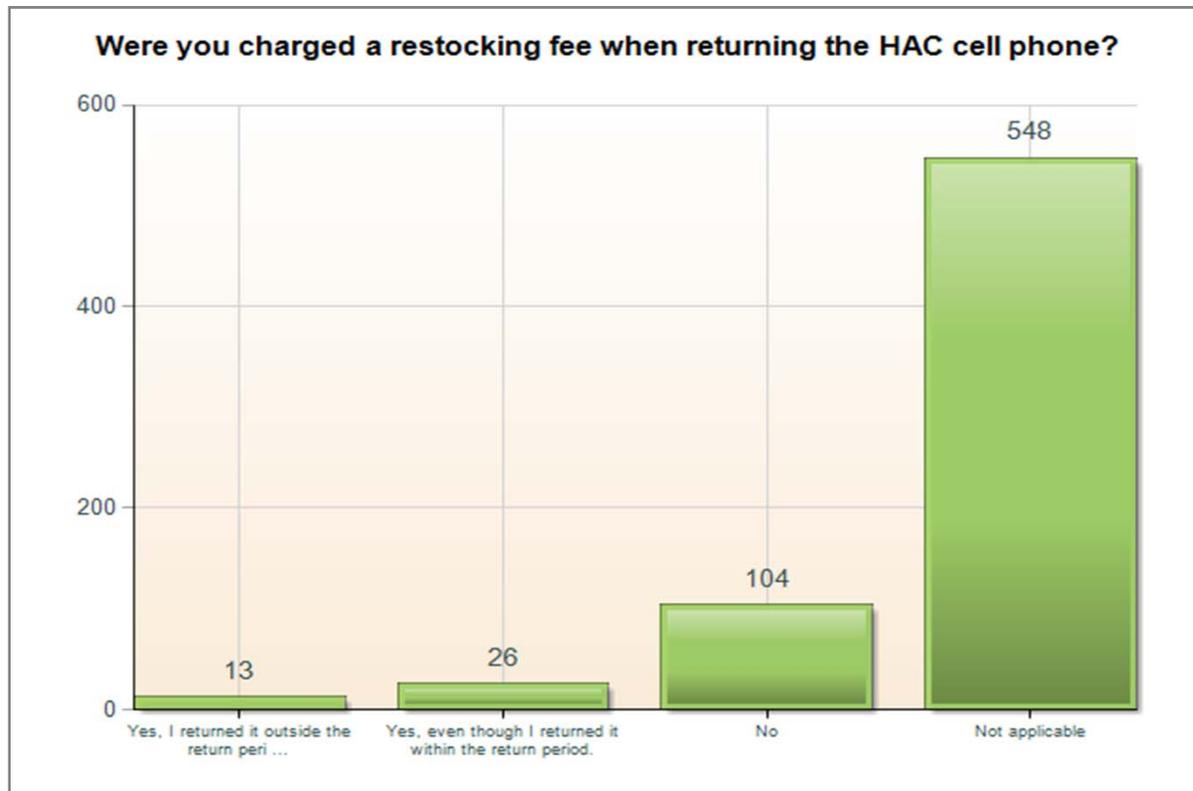
32. How did you find out about the HAC menu option on your phone? (check all that apply)

The phone manufacturer's website	68 (11 %)
The service provider's website	55 (9 %)
from the sales clerk in the store where you purchased your phone	95 (16 %)
from reading the phone's manual or insert	156 (26 %)
from the HLAA website www.hearingloss.org	54 (9 %)
by accident; just looking through the phone's menus	97 (16 %)
Other, please specify:	217 (36 %)



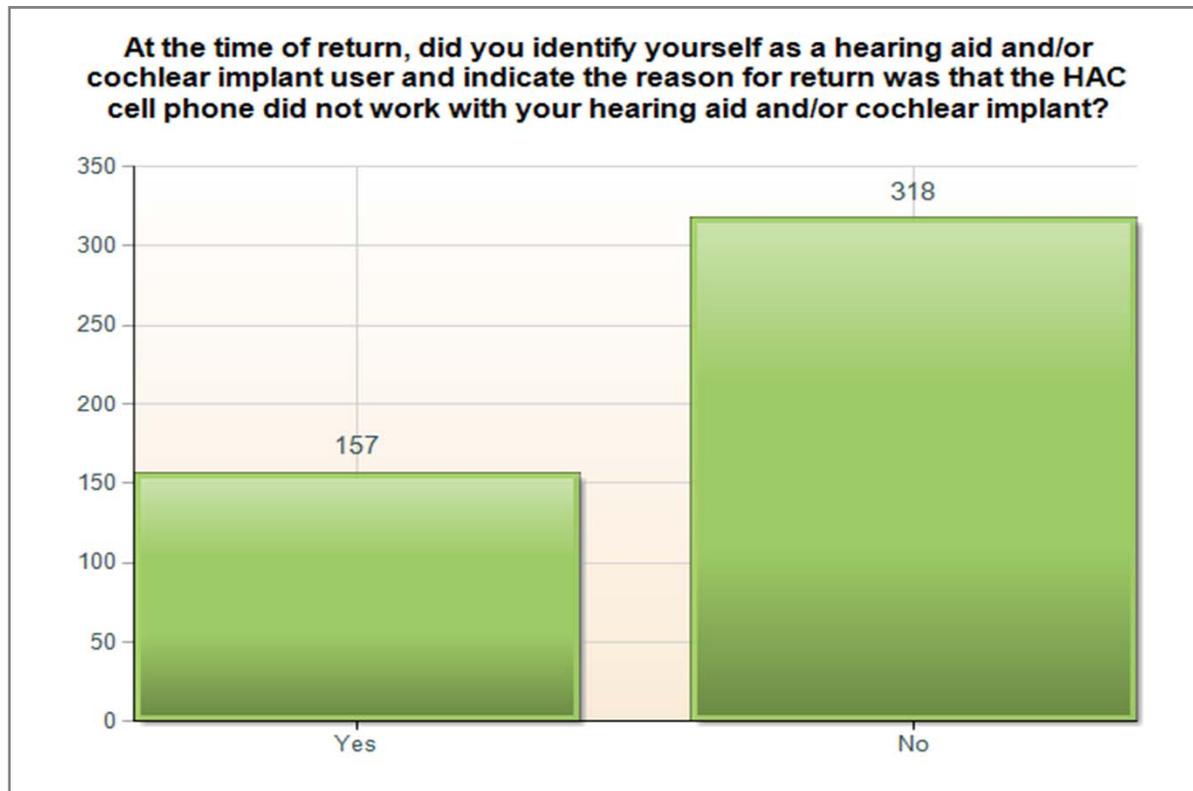
33. Have you ever returned a hearing aid compatible (HAC) cell phone you purchased because it did not work with your hearing aid or cochlear implant?

Yes	114 (17 %)
No	565 (83 %)



**34. Were you charged a restocking fee when returning the HAC cell phone?**

<b>Yes, I returned it outside the return period.</b>	13 (2 %)
<b>Yes, even though I returned it within the return period.</b>	26 (4 %)
<b>No</b>	104 (15 %)
<b>Not applicable</b>	548 (79 %)



35. At the time of return, did you identify yourself as a hearing aid and/or cochlear implant user and indicate the reason for return was that the HAC cell phone did not work with your hearing aid and/or cochlear implant?

<b>Yes</b>	157 (33 %)
<b>No</b>	318 (67 %)