

## PRESS RELEASE

# Survey shows two thirds of the iPod users put their hearing at risk

18 May 2010

**According to Cubex survey, 66% of the Londoners tested exceeded the safe limit; Overexposure to loud music could cause irreversible damaging to their hearing if they don't take measures to protect it**

As part of Noise Action Week, Cubex Hearing Centre launched **Love your Music? Save your Hearing!** initiative in London to increase awareness about the danger of listening to music too loudly for too long. Designed to educate young generation of music passionate to protect their hearing before is too late, the campaign held a series of activities to help teenagers understand the consequences of listening too loudly to their iPods/MP3s over prolonged periods.

Throughout the week 26<sup>th</sup> ó 30<sup>th</sup> April, Cubex team measured the level at which people use their iPods/MP3s with the help of Ed and Edwina - two interactive acoustic mannequins ó at the University of the Arts London, their premises in New Cavendish Street and on Bond Street, Oxford Street, Baker Street, Marylebone High Street. They tested almost 60 people every day and the results showed that two thirds of the people tested, exceeded the safe limit (85decibels) with òsome of them listening to their iPods at a volume similar to a pneumatic drill or a jet engineö, warned Adam Shulberg.

öHow loud are you listening to music?ö test placed outside various tube stations in Central London, revealed that one gentleman was listening to music louder than 100 decibel (similar to a pneumatic drill) and he also described very well the signs of Tinnitus: ringing in the ears, headaches, etc. He was advised that he shouldn't listen at that level more than 4 minutes per day, and that the safest way is to put the volume down.

Another interesting case was a young lady studying at the University of the Arts in High Holborn. The test revealed that she was listening to music to 110db. öEven more interesting was that she was aware that she could be damaging her hearing! Only after a thorough discussion with us she

understood how important is to put the volume down a notch. Hopefully she'll remember this for the future, said Adam.

Mr. Shulberg is concerned that unless people take steps to protect their hearing they could be risking permanent damage to their ears, resulting in problems such as tinnitus and hearing loss. Cubex is urging people to be aware of the risks to hearing from over exposure to loud music in clubs, at concerts and from their iPods/MP3s so they can continue to enjoy their favourite music.

**For more information about Love your Music? Save your Hearing! campaign, please visit [www.cubex.co.uk/clientevents](http://www.cubex.co.uk/clientevents) or contact Maddy at [maddy@cubex.co.uk](mailto:maddy@cubex.co.uk)**

**- ENDS-**

### Notes to the Editors:

**The safe time-weighted averages for listening to the iPod at various volumes:**

Percent of Maximum Volume	Equivalent Volume (dB)	Time to Reach Safe Daily Dose (85 dB TVA)
>=40%	>=73	unlimited
50%	81	8 hours
60%	87	4.5 hours
70%	92	1.6 hours
80%	98	23 minutes
90%	106	4 minutes
100%	111	1 minute

Noise damage is caused by two factors: the volume one listens at and how long he/she listens for. When one of those factors varies, the length of time it is 'safe' to listen for alters too. The higher the volume the shorter time should listen for. Experts agree that continued exposure to noise at or above 85 dB(A) over time can cause a hearing loss.

### About Cubex

For nearly half a century, Cubex have built strong and positive relationships with thousands of people with reduced hearing by helping them to achieve maximum benefit with their hearing devices and live their lives to the fullest. The team at Cubex makes it their priority to take the time to understand the personal journey that each and every client undergoes when proceeding with hearing devices. Cubex combines superior hearing healthcare with state of the art technology to offer its clients a comprehensive range of services for

all hearing needs, including hearing aids, hearing protection and accessories). For more information about Cubex, please visit [www.cubex.co.uk](http://www.cubex.co.uk)

**Noise Action Week** is coordinated by Environmental Protection UK. For more information on NAW nationally, contact [noiseactionweek@environmental-protection.org.uk](mailto:noiseactionweek@environmental-protection.org.uk), call 01273 878770 or visit [www.noiseactionweek.org.uk](http://www.noiseactionweek.org.uk)

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