

Summer Sounds

METHODOLOGY NOTE

ComRes interviewed 2,055 GB adults online between the 14th and 16th June 2013. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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Summer Sounds Survey

ONLINE Fieldwork : 14th-16th June 2013

Absolutes/col percents

Table 1
Q.1 What is your favourite summer sound?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2055	980	1075	237	339	336	386	324	433	611	581	345	518	258	789
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	277	874
Birdsong	884 43%	415 41%	469 45%	65 27%	102 29%	131 38%	164 45%	150 49%	272 61%	265 48%	214 37%	186 41%	220 45%	104 38%	330 38%
Waves crashing onto the beach	728 35%	319 32%	410 39%	109 45%	135 39%	131 38%	137 38%	118 39%	100 22%	176 32%	224 39%	167 37%	161 33%	116 42%	339 39%
An icecream van approaching	107 5%	52 5%	54 5%	23 10%	38 11%	24 7%	6 2%	9 3%	6 1%	15 3%	32 6%	30 7%	29 6%	10 3%	58 7%
Hum of the lawnmower	97 5%	48 5%	49 5%	16 6%	27 8%	20 6%	18 5%	3 1%	13 3%	19 4%	31 5%	23 5%	24 5%	14 5%	37 4%
'Willow on leather' (Cricket ball hitting a bat)	97 5%	83 8%	14 1%	6 2%	16 5%	15 4%	16 4%	10 3%	33 7%	40 7%	24 4%	18 4%	15 3%	12 4%	41 5%
None of the above	142 7%	90 9%	52 5%	26 11%	29 8%	24 7%	24 7%	16 5%	24 5%	34 6%	46 8%	24 5%	38 8%	21 8%	68 8%

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Q.1 What is your favourite summer sound?**Base: All respondents**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2055	187	84	243	162	194	154	99	187	237	309	199
Weighted base	2055	185	82	226	185	185	144	103	206	267	288	185
Birdsong	884 43%	89 48%	44 54%	100 44%	97 52%	63 34%	62 43%	39 38%	105 51%	94 35%	124 43%	67 36%
Waves crashing onto the beach	728 35%	61 33%	21 25%	76 34%	61 33%	76 41%	56 39%	43 42%	68 33%	94 35%	93 32%	80 43%
An icecream van approaching	107 5%	4 2%	5 6%	9 4%	7 4%	14 8%	5 3%	6 6%	5 3%	29 11%	19 6%	5 3%
Hum of the lawnmower	97 5%	12 7%	4 4%	13 6%	7 4%	9 5%	6 4%	7 7%	7 3%	9 3%	17 6%	7 4%
'Willow on leather' (Cricket ball hitting a bat)	97 5%	4 2%	5 6%	10 5%	7 4%	14 7%	7 5%	4 3%	9 4%	13 5%	15 5%	9 5%
None of the above	142 7%	14 8%	4 4%	18 8%	7 4%	9 5%	9 6%	4 4%	12 6%	28 10%	20 7%	17 9%