

# Cadbury Dairy Milk Share the Joy: research to uncover New Zealanders' favourite sounds of joy

# About the Research and the Participants

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## The Research

- In June 2011 Buzz Channel was commissioned by Cadbury Dairy Milk to conduct an online survey of New Zealanders
- The purpose of this survey was to elicit respondents views on their personal 'sounds of joy', as well as gauge reactions to different 'sounds of joy' as presented by the client.

## The Participants

- The survey participants were sourced from the Buzz Channel online panel
- 507 people completed the survey
- A profile of the respondents is appended

## The Results

- This report provides an analysis of top-level results
- The sample error is plus or minus 4.3%
- Open-ended comments have been analysed, coded and grouped in themes.
- There is a wealth of information in the open-ended comments, particularly with regards to placing sounds of joy in context.
- All open-ended comments are available on-line
- The analysis presented in this document has been undertaken independently by Buzz Channel

# Key insights

- ▶ The sound of children's laughter is most likely to be chosen by respondents (both prompted and unprompted) as their favourite sound of joy. Note that, unprompted, respondents were also likely to nominate "laughter", and "babies laughter" or "babies giggling".
  - Laughter was chosen because it represents "genuine joy" and makes the listener also feel happy. For some respondents, laughter also represents safety, brings back good memories and can lift or brighten their spirits.
- ▶ Overall, "music" was the second, unprompted, choice for respondents. This is slightly problematic, however, in that there is much variation among respondents as to which *types* of music represent joy.
  - Music (in general) was chosen because it made respondents feel "happy". Different types of music stirred different emotions for respondents. For example, bagpipes made them feel "proud", choir music and opera were "uplifting" and "joyful", and pop music was most likely to be chosen because of the memories it invokes for the listener.
- ▶ Birdsong was the third choice (unprompted) for respondents, while "native birdsong" was second choice (prompted).
  - Respondents were most likely to suggest the song of the Tui as their favourite birdsong. This was chosen because it was calming and is particularly special to the New Zealand landscape.
- ▶ Sounds of water (waves, streams, waterfalls) was the fourth choice (unprompted) for respondents, while the "sound of waves breaking" was the third choice (prompted)
  - These sounds were chosen because they were relaxing and they invoke memories of the beach or the bush. One respondent likened the sound of waves breaking to the "earth's breathing".

# Sounds of Joy (unprompted)

- ▶ Respondents were asked (unprompted) to name their three favourite sounds of joy

	Sound (1)	n=
1	Laughter	215
2	Birdsong	94
3	Waves/river/waterfall	29
4	Music	67
5	Sounds of friends & family	34



	Sound (2)	n=
1	Music	108
2	Laughter	87
3	Birdsong	82
4	Waves/river/waterfall	66
5	Sounds of friends & family	42



	Sound (3)	n=
1	Music	117
2	Birdsong	62
3	Sounds of friends & family	60
4	Laughter	50
5	Waves/river/waterfall	43



	Overall	n=
1	Laughter (specifically children)	352
2	Music (general)	292
3	Birdsong (specifically Tui)	238
4	Waves (also bubbling stream / waterfall / ocean)	138
5	Sounds of friends & family	136

# Contextual information

- ▶ Respondents were asked why they had chosen these specific sounds
- ▶ All open-ended answers are available online

## Laughter

- Children's laughter was chosen by most respondents
- "A joy to listen to"
- "It is infectious, it makes me feel happy too"
- "Brings back memories"
- "Makes me feel safe"
- "Lifts my spirits"
- "Represents genuine joy"

## Music

- Most respondents simply chose "music", as it "makes me happy"
- Bagpipes, choir music and opera were "uplifting" and "joyful"
- Pop music mainly chosen because of the memories it invoked

## Birdsong

- Tui was the most popular birdsong as it was "calming" and "special to NZ"
- Birdsong (general) was chosen because it is peaceful and signifies natural beauty

# Favourite Sounds of Joy (unprompted)

- ▶ In total, respondents nominated 18 favourite sounds of joy (unprompted).
- ▶ Each sound below was nominated by at least two or more respondents (see the appendix for “other” category).

Rank	Sound	n=	Rank	Sound	n=
1	Laughter	352	10	Nature general (cicadas, wind, thunder)	32
2	Music	292	11	Engine noises	29
3	Birdsong	238	12	Animal noises (hooves, dogs barking)	27
4	Waves / Water / Stream	138	13	Sounds related to sport	22
5	The sounds of friends & family members	136	14	Silence	16
6	Noises signalling food or drink e.g. kettle boiling,	45	15	Bells	13
7	Cat purring	40	16	Sound of money (e.g. winning, cash register)	8
8	Rain on the roof	39	17	Fire	5
9	Other	35	18	Applause	2

# Sounds of Joy (prompted)

- ▶ Respondents were given a list of 24 sounds of Joy
- ▶ They were asked to choose their three favourite sounds from the list
- ▶ Respondents were also asked to indicate which, if any, of the sounds they particularly disliked
- ▶ Lastly, respondents were asked to rank their top three choices.

# Favourite Sounds of Joy (prompted)

Rank	Sound	%	Rank	Sound	%
1	A child's laughter	65.5	13	All Blacks scoring a try	5.3
2	Native birdsong	59.2	14	Snapping chocolate	5.3
3	Waves breaking	42.2	15	Sheep baaing	2.6
4	Cat purring	29.8	16	Applause	2.4
5	Crackling open fire	26.8	17	Firecrackers	2.2
6	Choir	13.0	18	Hooping a basketball clearly without it touching the ring	1.4
7	Roar of a V8 engine	7.7	19	Clack of jandals	1.4
8	Sausages sizzling on the BBQ	7.1	20	Lawn sprinkler	1.2
9	Clink of glasses	7.1	21	Ball on cricket bat	1.0
10	Champagne cork popping	6.5	22	Kicking a football	1.0
11	Roar of a crowd	5.5	23	Dive bomb into water	0.2
12	Lawn mower in summer	5.5	24	Armpit farts	0.2



# LEAST Favourite Sounds (prompted)

Rank	Sound	%	Rank	Sound	%
1	Armpit farts	72.5	13	Choir	6.2
2	Roar of a V8 engine	48.2	14	Cat purring	5.6
3	Firecrackers	34.4	15	Clink of glasses	4.5
4	Lawn mower in summer	24.1	16	Champagne cork popping	3.7
5	Clack of jandals	22.2	17	Applause	2.8
6	All Blacks scoring a try	11.8	18	Sausages sizzling on the BBQ	2.6
7	Roar of a crowd	11.4	19	Snapping chocolate	1.9
8	Kicking a football	9.0	20	Lawn sprinkler	1.9
9	Dive bomb into water	8.6	21	A child's laughter	1.3
10	Ball on cricket bat	8.6	22	Native birdsong	0.9
11	Sheep baaing	8.0	23	Waves breaking	0.4
12	Hooping a basketball clearly without it touching the ring	6.7	24	Crackling open fire	0.2

# Favourite Sounds of Joy (prompted)

- ▶ The majority of respondents nominated “A child’s laughter” as their most favourite sound (n=222), followed by native birdsong and waves breaking.
- ▶ These three sounds were also the least objectionable for respondents, with only 1.3% of respondents indicating they *disliked* the sound of a child’s laughter, native birdsong (0.9%) and waves breaking (0.4%).

# Survey Respondent Profile

- The survey sample consisted of 507 New Zealanders

Age	Survey Sample	Nationwide
18 to 24	8.9%	13%
25 to 29	7.1%	8%
30 to 34	7.5%	9%
35 to 39	13.4%	10%
40 to 44	8.9%	10%
45 to 49	9.7%	10%
50 to 54	12.2%	10%
55 to 59	8.5%	8%
60 to 64	9.7%	6%
65 and over	14.2%	16%

Gender	Survey Sample	Nationwide
Male	22.7%	48%
Female	77.3%	52%

Region	Survey Sample	Nationwide
Northland	3.6%	4%
Auckland	35.5%	32%
Waikato	7.9%	9%
Bay of Plenty	5.1%	6%
Gisborne	0.4%	1%
Hawkes Bay	3.7%	4%
Taranaki	1.8%	3%
Manawatu-Wanganui	6.9%	5%
Wellington (incl Wairarapa)	13%	11%
Tasman	1.0%	1%
Nelson	1.0%	1%
Marlborough	2.0%	1%
West Coast	0.2%	1%
Canterbury	11.0%	13%
Otago	5.3%	5%
Southland	1.6%	2%

# Appendix: “Other” sounds

- ▶ Present opening
- ▶ The boarding call of my flight to a special destination
- ▶ The rustle of \$100 notes.
- ▶ The tinkling sound of metal bits being sucked up a metal vacuum cleaner pipe
- ▶ Working
- ▶ Email or text notifications
- ▶ Light switch going off
- ▶ Shoes step over flaky snow
- ▶ The sound of prayer bells in the morning from my father
- ▶ The wind up Christmas Santa
- ▶ A bubble bath filling
- ▶ A courier van pulling into the driveway.
- ▶ A hearty, wholesome shotgun sound
- ▶ Bubble wrap
- ▶ Chiropractor realigning my back
- ▶ Ships horn (cruise liner)
- ▶ That echo of a concert at an outdoor arena as you approach
- ▶ The fiery crackles & bangs from a firework display
- ▶ The flight announcement chime when travelling through an airport
- ▶ The sound that goes with the HBO logo at the start of their shows on DVD
- ▶ The windows shut down sound as I leave work