NOISE SEGMENTATION

RESEARCH STAGE 3 - QUANTITATIVE
RESEARCH STAGE 3 OBJECTIVE

To measure the size of each of the Noise Maker and Noise Sufferer segments and to learn more about them

IN DETAIL:

- How large is each of the segments?
- What are the characteristics of each segment in terms of SEG, housing type, region, age and lifestage?
- What kind of noise do noise makers make and what type of noise do noise sufferers suffer from?
- To what extent do noise sufferers complain about noise and what kind of actions do they take?
- How many Noise Makers have been challenged about their noise?
- How are relations in general between noisy neighbours?
METHOD AND SAMPLE

- Quantitative Survey conducted with street interviews
- 850 Noise Makers
  - Individuals aged 18-75 sampled nationally within England
  - They all answered the question "How much noise do you feel you and your household make which impacts on your neighbours" with answers between ‘A lot’ and ‘Not much’
- 850 Noise Sufferers
  - Individuals aged 18-75 sampled nationally within England
  - All said they were “exposed to and bothered by noise from the neighbours in the past 12 months”
- Research undertaken during July - September 2005
INCIDENCE OF NOISE MAKING/SUFFERING IN THE POPULATION

Noise Makers were only eligible for the survey if they admitted to making noise that they felt impacted on their neighbours. To achieve the 850 sample, 1,531 people were rejected for this reason. In other words, 36% of the population admitted to being Noise Makers.

Noise Sufferers were only eligible for the survey if they said they had been bothered by noise from their neighbours in the last 12 months. To achieve the 850 sample, 1,139 people were rejected for this reason. Therefore 43% of the population felt they had been bothered by neighbour noise in the last year.
SAMPLE COMPOSITION – NOISE MAKERS

Age
• 18-24: 24.4%
• 25-34: 28.7%
• 35-44: 26.0%
• 45-54: 12.6%
• 55-64: 6.6%
• 65-75: 1.8%

Gender
• Female: 47.5%
• Male: 52.5%

Social Class
• AB: 9.9%
• C1: 27.5%
• C2: 26.9%
• DE: 35.5%

Lifestage
• Pre Family (18-34 no kids): 20.1%
• Young Family (Kids under 12): 46.2%
• Older Family (Children 13+at home): 18.3%
• Post Family (35+ no kids): 15.4%
SAMPLE COMPOSITION – NOISE SUFFERERS

**Age**
- 18-24: 13.1%
- 25-34: 19.6%
- 35-44: 21.1%
- **45-54: 17.6%**
- 55-64: 16.9%
- 65-75: 10.2%

**Gender**
- Female: 50.8%
- Male: 49.2%

**Social Class**
- AB: 14.6%
- C1: 26.9%
- C2: 23.5%
- DE: 33.1%

**Lifestage**
- Pre Family (18-34 no kids): 14.8%
- Young Family (Kids under 12 at home): 28.2%
- Older Family (Children 13+at home): 15.9%
- **Post Family (35+ no kids): 41.2%**
TYPE OF HOUSING

Q20/18. Base: Makers & Sufferers (850/850)
Findings

NOISE MAKERS
SELF PERCEPTION OF AMOUNT OF NOISE MADE

35% admit to making a lot or a fair amount of noise

"How much noise do you feel you and your household make which impacts on your neighbours?"

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<th>% Respondents</th>
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<td>A lot</td>
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<tr>
<td>A fair amount</td>
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<tr>
<td>A bit</td>
<td>39.2</td>
</tr>
<tr>
<td>Not much</td>
<td>26</td>
</tr>
</tbody>
</table>

Q2. Base: Makers (850)
COMPARISON OF NOISE MADE VS NEIGHBOURS

Over a third of Noise Makers feel they make more noise than their neighbours

"How does the amount of noise your household makes compare to most of your neighbours?"

- Much more: 5.5%
- A little more: 29.3%
- About the same: 45.1%
- A little less: 14.9%
- Much less: 5.2%

Q3. Base: Makers (850)
Q4/5. Base: Makers (850)
EXTENT TO WHICH NOISE AFFECTS NEIGHBOURS

Most noise makers do not perceive their most often made noise affects their neighbours – mean scores rarely above 5/10

Mean score
(1=hardly at all, 10=very much indeed)

Q6. Base: Makers (850)
HOW DID NEIGHBOURS RESPOND?
Less than a third of noise makers have been challenged. In nearly two thirds of these cases, this has been politely or indirectly raised

“Have any of your neighbours ever said anything to you or anyone in your household about the noise you make?”

“If yes, how did they do this?”

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physically threatened</td>
<td>3.5%</td>
</tr>
<tr>
<td>Verbally threatened</td>
<td>8.6%</td>
</tr>
<tr>
<td>Bluntly asked</td>
<td>24.2%</td>
</tr>
<tr>
<td>Politely asked</td>
<td>29.3%</td>
</tr>
<tr>
<td>Raised issue</td>
<td>16.0%</td>
</tr>
<tr>
<td>Indirect comment</td>
<td>18.4%</td>
</tr>
</tbody>
</table>

Q7/8. Base: Makers (850/256)
HOW DID NEIGHBOURS FOLLOW UP?
In over half the cases, there was no follow up at all after the initial raising of the topic. But over 20% complained formally to the council or the police.

“Thinking about this example, did your neighbours do any of the following?”

- 15.6% Complained to Council
- 5.9% Complained to Police
- 4.7% Complained in writing
- 13.7% Complained to other neighbours
- 13.3% Retaliated by making noise
- 57.8% Nothing

Q9. Base: Makers whose neighbours commented on noise (256)
HOW JUSTIFIED WAS THE COMPLAINT?

Over 60% of those complained against felt it was justified, with only 15% feeling it was not at all justified

“How justified do you think they were in complaining?”

- Very justified: 16.4%
- Quite justified: 43.8%
- Not very justified: 24.2%
- Not at all justified: 15.2%

NB. Sample size too small for segment breakdown. However, Just having Fun segment most likely to feel complaint was justified, I’ve got a Right the least.

Q10. Base: Makers whose neighbours commented on noise (256)
RELATIONSHIP WITH NEIGHBOURS

Generally relationships with neighbours are good for over 60% of noise makers

"How well did you get on with those neighbours at the time?"

- **Very well**: 21.1%
- **Quite well**: 40.6%
- **Not very well**: 21.1%
- **Not at all well**: 9.4%
- **Don't know them**: 7.8%

Q11. Base: Makers whose neighbours commented on noise (256)
RELATIONSHIP WITH NEIGHBOURS

And neighbours were felt to be reasonable on the whole

"How reasonable were those neighbours about things other than noise?"

- Very reasonable: 26.2%
- Quite reasonable: 38.3%
- Not very reasonable: 20.3%
- Not at all reasonable: 9.4%
- Don't know them: 5.9%

Q12. Base: Makers whose neighbours commented on noise (256)
RESOLUTION OF ISSUES

In only about a quarter of these cases was a significant effort made by the noise maker to resolve the issue.

"Have you resolved this issue?"

Yes, they moved away: 2.3%
Yes, made a real effort to reduce noise: 26.2%
Yes, made a minor effort to reduce noise: 38.3%
No, we carry on as before: 32.8%

Q12. Base: Makers whose neighbours commented on noise (256)
Findings

Noise Makers – The Segments
MAKERS: SEGMENT-DEFINING STATEMENTS

Which ONE of these statements best describes you?

- **Tit 4 Tat**: I know I make a noise but so does my neighbour, I’m just trying to get my own back
- **What Can I Do?**: I don’t make a noise myself but I know my children/partner or dog does
- **Just Having Fun**: When I’m enjoying myself with my friends I forget about the noise I’m making
- **Live and Let Live**: We make a noise but so do our neighbours. We just live and let live
- **I’ve got a right**: I’ve got a right to make noise in my own house. I’m less concerned about the neighbours
SIZE OF SEGMENTS

Live and Let Live is the most prevalent attitude, with only a minority falling into the less charitable segments (Tit for Tat and I’ve got a Right)

- Live and Let Live: 34.1%
- Just Having Fun: 18.6%
- What Can I Do?: 26.7%
- I’ve Got a Right: 4.7%
- Tit for Tat: 4.7%
- None/Don’t Know: 11.2%

Q14. Base: Makers (850)
When asked what the next most appropriate segment would be for them, there is a strong overlap between Just Having Fun and Live & Let Live but also some affinity with I’ve got a Right. The What Can I Do and Live & Let Live segments closely correlate.

### MAKERS: SEGMENT OVERLAP

- **Best describes you**
- **Next best describes you**

<table>
<thead>
<tr>
<th></th>
<th>TFT*</th>
<th>WCID</th>
<th>JHF</th>
<th>LLL</th>
<th>IGR*</th>
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<tr>
<td>IGR</td>
<td>117</td>
<td>37</td>
<td>132</td>
<td>94</td>
<td></td>
</tr>
<tr>
<td>None/DK</td>
<td>50</td>
<td>96</td>
<td>59</td>
<td>90</td>
<td>69</td>
</tr>
</tbody>
</table>

- **Above average likelihood (Index >120)**
- **Average likelihood (Index 80-120)**
- **Below average likelihood (Index <80)**

Q14/15: Base: Makers (850)
Findings

Noise Makers - Segment Profiling
TYPE OF NOISE MADE

Just Having Fun segment most likely to admit to loud music. TV, loud music and loud behaviour are the weapons of choice for Tit for Tat. What Can I Do segment admit to family/dog related noise.

Q4. Base: Makers (850)
RESPONSE TO COMPLAINT BY SEGMENT

Tit for Tat segment least likely to make a significant effort to reduce noise. I’ve Got a Right also less flexible

Q12. Base: Makers whose neighbours commented on noise (256)
SEGMENT PROFILE

TIT FOR TAT (4.7%).
Tend to be younger, living in flats and living in the South East

Housing Type

Regionality

Social Class

Q16-22. Base: 40. Small Base Size
WHAT CAN I DO? (26.7%). Families, skewed slightly to the North.

**SEGMENT PROFILE**

**Housing Type**
- Detached House
- Semi detached house
- High rise flats
- Low rise flats
- Flat in converted house
- Terraced housing

**Regionality**
- North East
- Yorks/Humberside
- North West
- East Mids
- East Anglia
- West Mids
- South East
- London
- South West

**Age**
- 18-24
- 25-34
- 35-44
- 44-54
- 55-64
- 65-75

**Lifestage**
- Pre family
- Young family
- Older family
- Post family

**Social Class**
- AB
- C1
- C2
- DE

Q16-22. Base: 227
SEGMENT PROFILE
JUST HAVING FUN (18.6%).
A segment strongly defined by age and lifestage, young pre-family, living in flats especially in converted houses

Housing Type

- Detached House
- Semi detached house
- High rise flats
- Low rise flats
- Flat in converted house
- Terraced housing

Regionality

- North East
- Yorks/Humberside
- North West
- East Mids
- East Anglia
- West Mids
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Age
- 18-24
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- 35-44
- 44-54
- 55-64
- 65-75

Lifestage
- Pre family
- Young family
- Older family
- Post family

Social Class
- AB
- C1
- C2
- DE

JUST HAVING FUN

Q16-22. Base: 227
SEGMENT PROFILE

LIVE & LET LIVE (34.1%).
Tends to be have younger families

Housing Type

- Detached House
- Semi detached house
- High rise flats
- Low rise flats
- Flat in converted house
- Terraced housing

Regionality

- North East
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Age

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- 25-34
- 35-44
- 44-54
- 55-64
- 65-75

Lifestage

- Pre family
- Young family
- Older family
- Post family

Social Class

- AB
- C1
- C2
- DE

Q16-22. Base: 290
SEGMENT PROFILE

I’VE GOT A RIGHT (4.7%).
Strongly skewed to High Rise Flats, older,
with a southern bias

Housing Type

Detached House
Semi detached house
High rise flats
Low rise flats
Flat in converted house
Terraced housing

Regionality

North East
Yorks/Humberside
North West
East Mids
East Anglia
West Mids
South East
London
South West

Age

18-24
25-34
35-44
44-54
55-64
65-75

Lifestage

Pre family
Young family
Older family
Post family

Social Class

AB
C1
C2
DE

Q16-22. Base: 40. Caution: Small base size
NOISE MAKER SEGMENTS: SUMMARY

Q14. Base: Makers (850)

- Tit For Tat: 4.7%
- What Can I Do?: 26.7%
- Just Having Fun: 18.6%
- Live and Let Live: 34.1%
- I've got a right: 4.7%
- None/Don't know: 11.2%
Findings

NOISE SUFFERERS
Loud music and loud behaviour cause the most impact, but barking dogs and revving cars are also significant.
COMPARISON OF NOISE MADE vs EXPOSED TO
Revving cars, loud voices and barking dogs tend to be the types of noise that are noticed more than the makers are conscious of.

Q4/1. Base: 850 makers/850 sufferers
Revving cars, loud behaviour and barking dogs tend to be the types of noise that bother sufferers more than the makers are conscious of.

Q4/2. Base: 850 makers/850 sufferers

% respondents
COMPARISON OF HOW MUCH AFFECTED

Not surprisingly, sufferers feel that noise impacts them much more than the makers believe for all noise types.

Q6/4. Base: 850 makers/850 sufferers

Mean score
(1=hardly at all, 10=very much indeed)
DURATION OF PROBLEM

Over 40% of all cases last for more than a year

"How long has this problem gone on for?"

- More than 1 year: 42.6%
- 6 months: 15.1%
- 2-3 months: 12.8%
- A year: 9.8%
- A month: 7.5%
- A week: 5.5%
- One isolated incident: 6.7%

Q5. Base: Sufferers (850)
DURATION OF PROBLEM

Parties tend to be isolated incidents but loud music, loud behaviour, barking dogs and revving cars are long lasting as well as being some of the most impactful.
RELATIONSHIP WITH NEIGHBOURS

Noise sufferers appear much less likely to know the neighbours that are causing the problem

"How well did you get on with those neighbours at the time?"

- Very well: 18.5%
- Quite well: 31.1%
- Not very well: 11.6%
- Not at all well: 12.7%
- Don't know them: 26.1%

Q6. Base: Sufferers (850)
RELATIONSHIP WITH NEIGHBOURS

Around half of sufferers feel that noise makers were reasonable

"How reasonable were those neighbours about things other than noise?"

- Very reasonable: 21.5%
- Quite reasonable: 31.5%
- Not very reasonable: 12.1%
- Not at all reasonable: 12.8%
- Don't know them: 22%

Q7. Base: Sufferers (850)
RESOLUTION OF ISSUES

Close to three quarters of issues have not been resolved as far as the Sufferer is concerned

"Have you resolved this issue?"

- No, problem persists: 73.6%
- No, but problem went away: 12.6%
- Yes, resolved satisfactorily: 13.8%

Q8. Base: Sufferers (850)
RESOLUTION OF PROBLEM BY TYPE

Loud music slightly more likely to be resolved. Barking dogs the least

Have you resolved this issue?

Q8 Base: Sufferers (850)  Only Noise types with base sizes 50+ reported
ISSUE RESOLUTION

For those who resolved the issue, having a quiet word is the most often used approach for sufferers, but close to a quarter went to the authorities and nearly 1 in 10 moved house.

“How did you resolve it?”

- Moved House: 42.7%
- Through authorities: 23.1%
- Complained in writing: 12.0%
- Complained strongly: 9.4%
- Had a quiet word: 4.3%

Q8b. Base: Sufferers who resolved issue (117)
REPORTING OF ISSUES

Of those who have not resolved the issue, over three quarters of cases have not been reported

“Did you report the issue at all?”

- No: 79.7%
- Yes, to police: 6.1%
- Yes, to council: 12.8%
- Yes, to private landlord: 1.4%

Q9. Base: Sufferers who have not resolved issue (733)
LEVEL OF RETALIATION

17% have been driven to retaliation, mainly in the form of playing loud music or turning up the TV/radio.

“Have you ever retaliated against noisy neighbours by making a noise yourself?”

- Yes: 17.2%
- No: 82.8%

“If yes, how did you do this?”

- Playing loud music: 54.8%
- Turning up TV/radio: 33.3%
- Shouting at neighbours: 15.9%
- Slamming doors: 13.5%
- Playing instruments: 5.6%

Q11/12. Base: Sufferers who have not resolved issue (733/126)
Findings

Noise Sufferers –
The Segments
**SUFFERERS: SEGMENT DEFINING STATEMENTS**

**Which ONE of these statements best describes you?**

- **Don't want a drama**
  - I don’t say anything to my neighbour about the noise they make in case they retaliate

- **Vigilante**
  - Nothing worked for me
  - If they carry on making a noise one of these days I could lose it and do something I regret

- **Resigned Victim**
  - There is no point complaining about the noise because I don’t think it will make any difference

- **I want to do something**
  - I don’t know what actions to take to sort out the problem

- **Let’s be reasonable**
  - I tried to sort out the problem of my neighbour’s noise but it didn’t get me anywhere

- **I get on OK with my neighbours and wouldn’t want to spoil it by complaining about their noise**
NOISE SUFFERERS: SIZE OF SEGMENTS

The Resigned Victim is the most common segment, but 3% feel driven towards extreme action (Vigilante)

Q10. Base:Sufferers who have not resolved issue (733)
When asked what the next most appropriate segment would be for them, Don’t Want a Drama are more likely to also agree with the Resigned Victim statement.

Index of segment overlap

<table>
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<th>Best describes you</th>
<th>DWAD</th>
<th>RV</th>
<th>NWFM</th>
<th>TV*</th>
<th>DKW</th>
<th>LBR</th>
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</tr>
</tbody>
</table>

Above average likelihood (Index >120)
Average likelihood (Index 80-120)
Below average likelihood (Index <80)

Q10/11: Base: Sufferers (850) * Small sample - directional only
Findings

Noise Sufferers - Segment Profiling
RELATIONSHIP WITH NEIGHBOURS
Let’s be Reasonable segment have the best relationship with their neighbours. Nothing Worked for Me tend to have the worst

How well did you get on with those neighbours at the time?

- Don't want a Drama
- Resigned Victim
- Nothing worked
- Don't know what
- Let's be reasonable

Q6. Base: Sufferers (850)
Let’s be Reasonable segment have the most reasonable neighbours. Don’t want a Drama tend to have the least

How reasonable were those neighbours about things other than noise?

Q7 Base: Sufferers (850)
SUFFERERS: SEGMENT PROFILE

DON’T WANT A DRAMA (16.2%).
Tend to live in high rise flats or terraces

Don’t want a drama

Housing Type

Regionality

Age

Lifestage

Social Class

SUFFERERS: SEGMENT PROFILE
RESIGNED VICTIM (31.1%).
A relatively flat profile

Housing Type

- Detached House
- Semi detached house
- High rise flats
- Low rise flats
- Flat in converted house
- Terraced housing

Regionality

- North East
- Yorks/Humberside
- North West
- East Mids
- East Anglia
- West Mids
- South East
- South West
- London

Age

- 18-24
- 25-34
- 35-44
- 44-54
- 55-64
- 65-75

Lifestage

- Pre family
- Young family
- Older family
- Post family

Social Class

- AB
- C1
- C2
- DE

SUFFERERS: SEGMENT PROFILE
NOTHING WORKED FOR ME (16.2%).
Southern bias

Housing Type
- Detached House
- Semi detached house
- High rise flats
- Low rise flats
- Flat in converted house
- Terraced housing

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Lifestage
- Pre family
- Young family
- Older family
- Post family

Social Class
- AB
- C1
- C2
- DE

SUFFERERS: SEGMENT PROFILE

WANT TO DO SOMETHING BUT DON’T KNOW WHAT (16.2%). Younger, in the South East

Housing Type

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- High rise flats
- Low rise flats
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- Terraced housing

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Lifestage

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- Older family
- Post family

Social Class

- AB
- C1
- C2
- DE

SUFFERERS: SEGMENT PROFILE

LET’S BE REASONABLE (17.5%).
Detached/semi detached houses, older

**Housing Type**
- Detached House
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- High rise flats
- Low rise flats
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**Regionality**
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**Social Class**
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- C1
- C2
- DE

SUFFERERS: SEGMENT PROFILE

THE VIGILANTE (3.1%)

- Base size too small for full analysis.
- Directionally more likely to be:
  - 35-54
  - Living in low rise flats
  - Northern bias
Loud music/behaviour tend to be top issues for all segments, although to differing degrees. Revving cars and late night housework are higher issues for “Don’t Know What” segment.
Q10. Base: Sufferers who have not resolved issue (733)
Conclusions
CONCLUSIONS (1)

1. Noise Making and Noise Suffering Have Strong Lifestage Components

   - Noise Makers are Younger, either Pre-family or Young Family
   - Noise Sufferers are more likely to be Older households without children
CONCLUSIONS (2)

2. Neighbourhood noise affects sufferers much more than noise makers think.

3. The most annoying noises are:
   - Loud Music
   - Loud Behaviour (e.g. shouting)
   - Barking Dogs

4. Makers are much less aware of the impact caused by:
   - Loud Behaviour (e.g. shouting)
   - Barking Dogs
CONCLUSIONS (3)

**SUFFERERS ARE REALLY SUFFERING**

- Over 2/3 of cases last 6 months or more
- 42.6% last for more than 1 year
- ¾ of cases are not resolved
- Resigned Victims are the most despairing segment – and are the most numerous (31%)
- Almost ¾ of Noise Makers who receive a complaint make no effort or only a minor effort to change behaviour