

YouGov Survey Results

Sample Size: 2018 GB Adults
Fieldwork: 27th - 28th November 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2018	X	X	X	X	594	494	408	979	1039	240	511	690	577	1150	868	258	656	432	496	176	
Unweighted Sample	2018	486	581	108	245	575	525	420	999	1019	176	398	874	570	1342	676	281	621	405	441	270	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following accents, please say how attractive or unattractive you think they are...

Liverpool (Scouse)

Very attractive	5	4	6	2	5	3	6	3	6	4	8	5	5	3	5	5	6	2	5	7	7
Fairly attractive	19	18	23	15	17	18	20	22	17	21	15	19	18	23	20	19	20	17	22	19	22
TOTAL ATTRACTIVE	24	22	29	17	22	21	26	25	23	25	23	24	23	26	25	24	26	19	27	26	29
Fairly unattractive	27	29	28	27	24	26	29	27	25	29	25	23	27	32	27	27	28	26	28	26	33
Very unattractive	30	36	25	38	38	39	25	26	33	27	31	34	32	24	32	28	27	33	30	31	23
TOTAL UNATTRACTIVE	57	65	53	65	62	65	54	53	58	56	56	57	59	56	59	55	55	59	58	57	56
Neither attractive nor unattractive	14	10	14	16	11	11	15	17	14	13	12	13	14	14	13	14	11	17	11	14	12
Don't know	5	2	3	2	5	3	5	4	5	5	9	7	3	3	3	7	7	5	5	3	4

Manchester (Mancunian)

Very attractive	3	4	3	2	2	3	3	3	4	3	3	4	4	3	3	4	3	2	3	6	3
Fairly attractive	18	17	25	16	15	18	21	21	17	19	15	17	15	24	19	16	22	17	21	16	16
TOTAL ATTRACTIVE	21	21	28	18	17	21	24	24	21	22	18	21	19	27	22	20	25	19	24	22	19
Fairly unattractive	33	35	29	41	33	35	30	30	31	34	31	32	33	34	36	29	34	31	31	32	41
Very unattractive	19	23	16	20	25	24	16	15	21	16	20	20	21	14	17	21	16	23	18	17	11
TOTAL UNATTRACTIVE	52	58	45	61	58	59	46	45	52	50	51	52	54	48	53	50	50	54	49	49	52
Neither attractive nor unattractive	20	16	22	17	18	16	22	24	21	20	17	20	22	21	20	22	16	20	19	24	19
Don't know	7	5	5	6	6	5	7	6	7	7	13	8	6	6	5	10	9	7	8	5	9

Birmingham (Brummie)

Very attractive	2	2	4	1	1	3	3	2	2	3	1	2	3	3	2	3	2	2	5	2	2
Fairly attractive	12	9	14	19	12	10	14	15	12	12	10	11	11	15	11	13	8	11	18	12	6
TOTAL ATTRACTIVE	14	11	18	20	13	13	17	17	14	15	11	13	14	18	13	16	10	13	23	14	8
Fairly unattractive	29	32	30	34	23	30	29	33	28	30	22	26	31	33	31	28	32	28	26	31	38
Very unattractive	38	42	36	33	45	43	34	32	38	38	43	43	38	31	40	34	38	39	35	40	34
TOTAL UNATTRACTIVE	67	74	66	67	68	73	63	65	66	68	65	69	69	64	71	62	70	67	61	71	72
Neither attractive nor unattractive	13	11	13	11	12	10	15	14	14	12	14	10	14	14	12	15	11	16	11	12	13
Don't know	5	3	3	2	7	4	5	4	5	6	11	7	4	3	4	7	9	5	5	4	7

West Country

Very attractive	7	6	6	9	10	7	5	9	7	7	2	4	7	10	6	7	6	8	7	6	3
Fairly attractive	37	44	41	42	37	45	39	34	37	37	20	26	39	53	39	34	35	39	40	35	32
TOTAL ATTRACTIVE	44	50	47	51	47	52	44	43	44	44	22	30	46	63	45	41	41	47	47	41	35
Fairly unattractive	21	22	22	26	23	22	22	23	22	20	21	25	22	17	21	21	20	20	20	23	23
Very unattractive	10	10	8	6	11	9	10	7	9	10	18	14	9	3	9	10	12	8	10	11	11
TOTAL UNATTRACTIVE	31	32	30	32	34	31	32	30	31	30	39	39	31	20	30	31	32	28	30	34	34
Neither attractive nor unattractive	17	14	18	16	14	13	17	20	18	16	18	19	17	15	17	17	16	18	15	17	21
Don't know	8	4	6	1	6	4	7	6	7	9	20	12	5	3	7	10	11	6	8	8	10

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Weighted Sample	2018	X	X	X	X	594	494	408	979	1039	240	511	690	577	1150	868	258	656	432	496	176
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Cockney																					
Very attractive	3	3	5	2	3	3	5	2	3	4	3	2	4	4	3	3	8	3	3	2	2
Fairly attractive	22	22	25	20	22	24	23	24	18	26	15	22	20	28	22	22	23	27	22	16	19
TOTAL ATTRACTIVE	25	25	30	22	25	27	28	26	21	30	18	24	24	32	25	25	31	30	25	18	21
Fairly unattractive	30	32	32	36	29	32	30	30	28	32	27	29	30	31	32	27	32	28	29	29	37
Very unattractive	25	28	22	25	26	24	23	25	29	21	29	26	27	21	26	24	15	20	27	35	26
TOTAL UNATTRACTIVE	55	60	54	61	55	56	53	55	57	53	56	55	57	52	58	51	47	48	56	64	63
Neither attractive nor unattractive	15	13	13	16	15	13	14	15	16	13	15	13	17	13	14	16	13	17	13	14	11
Don't know	5	4	3	1	4	4	5	5	6	5	10	9	3	2	4	7	9	5	6	3	5
Received Pronunciation (BBC English)																					
Very attractive	14	19	13	16	16	18	14	12	13	14	11	13	14	15	16	11	24	17	8	11	8
Fairly attractive	39	44	38	52	39	41	34	42	36	41	41	36	38	41	43	34	37	41	41	36	32
TOTAL ATTRACTIVE	53	63	51	68	55	59	48	54	49	55	52	49	52	56	59	45	61	58	49	47	40
Fairly unattractive	14	13	16	11	12	14	15	14	15	13	9	18	13	13	13	16	11	12	18	13	21
Very unattractive	8	5	8	3	10	6	9	6	9	6	9	7	7	9	5	11	5	6	8	12	9
TOTAL UNATTRACTIVE	22	18	24	14	22	20	24	20	24	19	18	25	20	22	18	27	16	18	26	25	30
Neither attractive nor unattractive	19	17	21	18	16	16	21	22	19	19	19	16	23	18	19	19	15	19	16	24	22
Don't know	6	4	4	1	7	4	7	5	7	6	10	10	5	4	4	9	8	5	8	5	8
Newcastle (Geordie)																					
Very attractive	10	12	9	10	6	9	12	9	10	10	6	9	12	9	10	10	9	6	10	14	9
Fairly attractive	36	38	39	41	33	37	37	39	36	36	31	28	37	43	38	33	33	33	38	37	41
TOTAL ATTRACTIVE	46	50	48	51	39	46	49	48	46	46	37	37	49	52	48	43	42	39	48	51	50
Fairly unattractive	21	20	23	24	21	20	21	22	19	22	24	24	18	19	22	19	19	22	19	20	22
Very unattractive	15	15	13	10	25	19	11	11	15	15	19	15	15	13	13	17	18	19	14	11	11
TOTAL UNATTRACTIVE	36	35	36	34	46	39	32	33	34	37	43	39	33	32	35	36	37	41	33	31	33
Neither attractive nor unattractive	14	12	13	14	10	12	14	15	14	13	10	16	14	12	13	14	11	15	12	14	13
Don't know	5	3	3	1	5	3	5	4	6	5	9	8	3	3	4	7	9	5	7	3	4
Glasgow (Glaswegian)																					
Very attractive	6	4	7	1	3	4	7	6	5	6	7	6	5	6	6	5	4	4	5	6	16
Fairly attractive	20	16	27	20	16	14	25	21	17	23	24	22	20	17	19	21	20	17	19	21	31
TOTAL ATTRACTIVE	26	20	34	21	19	18	32	27	22	29	31	28	25	23	25	26	24	21	24	27	47
Fairly unattractive	26	26	24	38	23	26	25	29	25	26	21	25	25	28	27	23	26	25	25	25	28
Very unattractive	29	38	24	23	42	42	21	25	32	26	23	26	30	32	28	30	27	32	33	28	12
TOTAL UNATTRACTIVE	55	64	48	61	65	68	46	54	57	52	44	51	55	60	55	53	53	57	58	53	40
Neither attractive nor unattractive	14	12	15	18	12	11	17	16	15	14	14	13	15	15	15	14	14	17	11	15	11
Don't know	5	4	3	1	4	4	5	4	6	5	11	8	4	3	4	7	9	5	7	4	3
Welsh																					
Very attractive	12	12	14	13	9	10	14	14	11	12	8	11	13	13	14	10	13	11	15	10	12
Fairly attractive	38	36	42	43	38	38	38	43	37	39	38	35	37	42	41	33	35	38	39	35	44
TOTAL ATTRACTIVE	50	48	56	56	47	48	52	57	48	51	46	46	50	55	55	43	48	49	54	45	56
Fairly unattractive	17	21	15	20	16	19	16	14	19	15	18	20	14	18	17	17	17	17	17	17	17
Very unattractive	13	14	12	6	19	15	11	8	12	13	11	12	16	11	11	16	13	11	11	18	9
TOTAL UNATTRACTIVE	30	35	27	26	35	34	27	22	31	28	29	32	30	29	28	33	30	28	28	35	26
Neither attractive nor unattractive	16	13	15	17	14	14	17	17	15	16	15	14	17	15	14	18	13	19	12	16	16
Don't know	5	4	3	1	4	3	4	5	5	4	10	8	3	2	4	6	8	5	6	4	3

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Unweighted Sample	2018	486	581	108	245	575	525	420	999	1019	176	398	874	570	1342	676	281	621	405	441	270
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yorkshire																					
Very attractive	9	9	13	8	5	8	13	9	9	9	12	10	8	9	9	10	7	5	7	19	5
Fairly attractive	36	36	37	43	45	39	34	40	34	38	27	29	36	46	38	33	32	35	43	32	40
TOTAL ATTRACTIVE	45	45	50	51	50	47	47	49	43	47	39	39	44	55	47	43	39	40	50	51	45
Fairly unattractive	21	24	20	24	22	24	21	18	23	20	18	23	22	22	22	21	21	23	21	19	22
Very unattractive	9	10	8	6	12	10	8	6	10	9	10	10	10	6	8	10	12	11	7	7	10
TOTAL UNATTRACTIVE	30	34	28	30	34	34	29	24	33	29	28	33	32	28	30	31	33	34	28	26	32
Neither attractive nor unattractive	18	17	19	19	11	16	18	22	18	19	21	20	20	15	18	20	18	21	15	19	17
Don't know	6	5	4	1	4	4	6	4	6	5	11	9	4	3	5	7	11	5	7	3	5
Northern Irish																					
Very attractive	12	12	12	10	10	8	10	14	10	14	23	13	11	7	12	12	9	9	13	14	16
Fairly attractive	30	28	36	28	30	27	37	29	31	29	31	34	28	30	32	29	24	29	31	34	30
TOTAL ATTRACTIVE	42	40	48	38	40	35	47	43	41	43	54	47	39	37	44	41	33	38	44	48	46
Fairly unattractive	19	21	18	26	24	24	18	17	18	19	10	15	20	25	20	18	24	21	16	16	22
Very unattractive	18	19	17	20	21	22	15	17	20	15	8	15	20	21	16	19	19	18	20	15	15
TOTAL UNATTRACTIVE	37	40	35	46	45	46	33	34	38	34	18	30	40	46	36	37	43	39	36	31	37
Neither attractive nor unattractive	16	15	14	15	10	14	14	18	14	17	17	16	16	14	15	16	14	17	13	17	12
Don't know	6	5	3	1	4	4	5	5	6	5	11	8	4	3	5	6	9	6	7	3	4
Southern Irish																					
Very attractive	20	20	21	18	18	16	21	25	18	23	24	22	21	16	22	19	14	18	21	23	28
Fairly attractive	41	39	47	51	37	41	45	42	41	40	31	40	42	44	42	38	44	44	38	37	41
TOTAL ATTRACTIVE	61	59	68	69	55	57	66	67	59	63	55	62	63	60	64	57	58	62	59	60	69
Fairly unattractive	12	14	11	11	17	15	11	9	12	12	11	10	10	15	12	12	14	11	11	13	13
Very unattractive	7	7	6	4	13	9	6	4	9	5	4	7	8	8	5	10	6	5	10	9	3
TOTAL UNATTRACTIVE	19	21	17	15	30	24	17	13	21	17	15	17	18	23	17	22	20	16	21	22	16
Neither attractive nor unattractive	14	15	11	16	10	13	12	16	14	14	17	13	14	14	14	14	13	16	12	15	11
Don't know	6	5	4	1	5	5	5	5	6	6	12	8	5	4	5	7	9	6	8	4	4