

# YouGov Survey Results



Sample Size: 4431  
Fieldwork: 17th - 21st June 2010

All GB Adults  
All GB Adults  
Unweighted Sample

Total	partyid						Gender		Age			Social Grade		Region				
	Lab	Con	Lib Dem	Others	None	Don't know	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
4431	1292	1149	533	149	1144	126	2133	2288	1010	1238	1202	2428	1985	571	1445	921	1070	384
4431	969	1219	462	225	1355	164	2215	2206	816	1405	1229	2925	1488	532	1569	857	1035	399
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Which of the following regional accents do you have?

North West England (Cumbria, Lancashire, with regional variants in Bolton, Manchester, Preston, Blackpool and Merseyside)	12	16	10	11	6	9	15	11	12	10	13	11	11	12	1	2	6	39	1
North East England (Northumberland, County Durham, Newcastle upon Tyne, Sunderland)	5	8	3	2	1	4	10	5	5	5	6	4	4	6	0	1	1	16	1
Yorkshire	8	10	6	7	6	7	5	9	7	8	8	8	7	8	2	1	3	26	0
West Country (the counties of Devon, Somerset, Dorset, Wiltshire, Oxfordshire, Gloucestershire, Avon (Bristol) and Cornwall)	5	5	8	6	3	4	5	7	4	4	5	7	5	6	1	14	3	1	0
West Midlands (The Black Country, Dudley, Birmingham, Stoke-on-Trent and Wolverhampton)	5	6	6	3	4	4	4	5	5	5	6	5	6	4	0	1	21	1	1
East Midlands (Nottingham, Derby, Leicester, and Kettering)	5	5	5	7	2	4	6	4	6	7	5	5	5	6	1	1	21	1	0
East Anglia (Norfolk, Suffolk and Cambridgeshire).	3	3	2	2	1	4	3	2	3	3	3	2	2	4	0	8	0	0	0
Home Counties/ Queen's English	25	16	37	31	13	23	15	25	25	21	22	28	27	22	47	45	13	3	7
Eastern Scotland (Edinburgh)	2	2	1	2	11	3	4	3	2	4	2	2	2	3	0	0	0	0	22
Western Scotland (Glasgow)	4	4	2	2	18	5	2	4	4	3	4	3	4	3	1	1	1	1	37
Highlands (Aberdeen, Inverness)	1	0	1	3	3	2	1	1	2	1	1	2	1	1	0	0	0	0	14
Northern Ireland	1	0	2	1	7	2	1	1	1	1	2	1	1	1	2	0	0	1	1
Republic of Ireland	0	1	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	1	0
Other	17	19	11	18	20	21	19	17	18	20	18	15	18	17	34	17	24	6	11
Don't know	6	4	6	5	5	7	10	6	6	6	6	5	6	5	10	6	6	5	3

## Which of the following regional accents do you most like listening to?

North East England (Northumberland, County Durham, Newcastle upon Tyne, Sunderland)	13	15	12	14	10	13	9	13	13	12	14	14	14	12	10	10	16	20	6
North West England (Cumbria, Lancashire, with regional variants in Bolton, Manchester, Preston, Blackpool and Merseyside)	6	10	5	4	10	4	8	7	6	6	7	6	6	7	3	3	3	16	3
Yorkshire	6	9	6	6	5	5	5	7	6	5	6	8	5	8	5	4	8	11	2
West Country (the counties of Devon, Somerset, Dorset, Wiltshire, Oxfordshire, Gloucestershire, Avon (Bristol) and Cornwall)	8	6	10	12	5	6	5	8	7	4	7	12	8	8	4	14	7	4	2
West Midlands (The Black Country, Dudley, Birmingham, Stoke-on-Trent and Wolverhampton)	2	2	2	1	1	1	2	2	2	3	1	2	2	1	2	2	4	1	0
East Midlands (Nottingham, Derby, Leicester, and Kettering)	1	1	1	1	1	1	1	1	1	1	1	0	1	1	0	1	3	0	0
East Anglia (Norfolk, Suffolk and Cambridgeshire).	2	2	2	2	1	2	0	2	2	2	2	3	2	1	1	4	1	0	1
Home Counties/ Queen's English	14	9	24	11	7	12	9	14	14	14	11	16	15	13	28	17	13	6	7
Eastern Scotland (Edinburgh)	4	4	3	7	5	5	2	4	4	5	4	3	5	3	7	5	4	2	7
Western Scotland (Glasgow)	3	3	2	3	8	3	2	2	3	4	3	2	3	3	4	2	3	1	9
Highlands (Aberdeen, Inverness)	7	7	5	8	12	7	4	6	7	3	7	10	6	7	4	4	3	7	29
Northern Ireland	5	6	4	5	5	5	8	3	7	7	6	3	4	7	3	4	4	7	8
Republic of Ireland	11	11	9	11	13	13	19	10	12	15	12	8	11	12	9	13	10	10	17
Other	4	5	3	4	5	5	6	4	5	5	4	4	5	4	5	4	7	3	2
Don't know	13	10	11	11	12	18	21	14	11	15	16	11	12	13	15	13	14	11	9

**Which of the following regional accents do you least like?**

North East England (Northumberland, County Durham, Newcastle upon Tyne, Sunderland)	7	6	10	6	9	6	4	7	7	8	6	7	6	8	5	9	7	6	3
North West England (Cumbria, Lancashire, with regional variants in Bolton, Manchester, Preston, Blackpool and Merseyside)	11	12	10	10	8	10	9	11	10	13	10	8	11	10	8	11	13	8	12
Yorkshire	3	4	1	2	2	3	3	2	3	3	2	2	2	3	3	2	2	3	5
West Country (the counties of Devon, Somerset, Dorset, Wiltshire, Oxfordshire, Gloucestershire, Avon (Bristol) and Cornwall)	3	3	3	3	3	2	2	2	3	5	2	2	2	3	1	3	3	2	5
West Midlands (The Black Country, Dudley, Birmingham, Stoke-on-Trent and Wolverhampton)	28	28	30	27	22	25	24	26	29	22	33	29	31	24	28	25	30	32	20
East Midlands (Nottingham, Derby, Leicester, and Kettering)	2	2	1	3	1	1	1	1	2	3	1	2	2	2	3	2	3	0	0
East Anglia (Norfolk, Suffolk and Cambridgeshire).	1	1	0	2	3	2	1	1	1	2	1	1	0	2	2	2	0	1	1
Home Counties/ Queen's English	5	6	3	5	14	5	6	5	5	4	5	4	5	5	1	2	3	7	15
Eastern Scotland (Edinburgh)	1	0	1	2	1	1	2	1	1	2	1	0	1	1	1	1	1	1	0
Western Scotland (Glasgow)	9	6	12	9	7	9	16	9	10	7	8	11	10	9	9	11	9	8	10
Highlands (Aberdeen, Inverness)	2	2	2	1	1	3	1	2	2	4	1	1	1	3	2	3	1	2	2
Northern Ireland	7	6	7	8	8	7	2	7	7	4	7	9	8	5	8	9	6	5	6
Republic of Ireland	2	2	2	2	2	1	1	2	1	1	1	2	2	1	2	1	2	1	1
South Wales	3	3	4	2	1	3	4	3	3	3	4	3	3	4	3	3	3	4	2
North Wales	2	3	2	2	2	2	0	2	2	2	1	3	2	2	3	2	2	2	0
Other	3	2	1	4	6	4	3	3	3	4	2	2	2	4	3	2	2	4	4
Don't know	13	13	10	12	9	17	22	14	13	14	14	13	11	15	19	13	10	13	12

**Which of the following statements best represents your view?**

I think both national and regional TV and radio programs should reflect the accent diversity of the nation.	45	49	35	53	47	47	37	43	46	51	46	36	47	42	45	42	42	48	49
I think national TV and radio programs should reflect the accent diversity of the nation	10	12	10	8	7	10	8	9	11	12	9	9	9	11	12	11	9	9	9
I think regional TV and radio programs should reflect regional accents.	22	19	27	25	26	20	20	25	20	18	23	27	21	24	20	24	23	21	27
I think all national TV and radio programs should have one uniform accent	13	9	20	6	11	12	15	13	12	6	10	20	13	12	13	15	16	10	6
Don't know	10	12	8	8	9	11	20	10	11	13	12	8	10	11	11	9	11	12	9