YouGov Survey Results

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

	Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region				
		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)

	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
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)

	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
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)

	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
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**	**14**	**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

	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
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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	Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region				
		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	2018	X	X	X	X	594	494	408	979	1039	240	511	690	577	1150	868	258	656	432	496	176
Unweighted Sample 2018	2018	486	581	108	245	575	525	420	999	1019	176	398	874	570	1342	676	281	621	405	441	270
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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

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