



ITV News Index

METHODOLOGY NOTE

ComRes interviewed 2,014 GB adults online between 9th and 11th August 2013. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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To commission a voting intention poll or a public opinion survey please contact Andrew Hawkins: andrew.hawkins@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 1

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**Summary****Base: All respondents**

	Accents									
	Edinburgh	Newcastle	Liverpool	Manchester	Belfast	Birmingham	Cardiff	London (Cockney)	Received Pronunciation/ Queen's English	Devon
Unweighted base	2014	2014	2014	2014	2014	2014	2014	2014	2014	2014
Weighted base	2014	2014	2014	2014	2014	2014	2014	2014	2014	2014
NET: Trustworthy	882 44%	721 36%	478 24%	590 29%	576 29%	576 29%	744 37%	563 28%	1020 51%	1029 51%
Very trustworthy (+2)	254 13%	188 9%	134 7%	140 7%	122 6%	139 7%	167 8%	169 8%	381 19%	273 14%
Fairly trustworthy (+1)	628 31%	533 26%	343 17%	450 22%	454 23%	437 22%	577 29%	394 20%	638 32%	755 38%
Neither trustworthy nor untrustworthy (0)	855 42%	894 44%	812 40%	937 47%	896 44%	951 47%	939 47%	861 43%	726 36%	779 39%
Not very trustworthy (-1)	107 5%	194 10%	388 19%	250 12%	293 15%	262 13%	124 6%	354 18%	106 5%	29 1%
Not at all trustworthy (-2)	35 2%	63 3%	205 10%	97 5%	101 5%	89 4%	52 3%	121 6%	48 2%	8 *
NET: Not trustworthy	142 7%	257 13%	593 29%	348 17%	393 20%	351 17%	175 9%	474 24%	155 8%	37 2%
Don't know	135 7%	142 7%	130 6%	139 7%	149 7%	136 7%	155 8%	115 6%	113 6%	169 8%
Mean	0.51	0.32	-0.10	0.15	0.11	0.15	0.37	0.07	0.63	0.68
Standard deviation	0.86	0.91	1.05	0.93	0.93	0.92	0.84	1.00	0.95	0.75
Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 2

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**Edinburgh****Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	268	819
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	275	852
NET: Trustworthy	882 44%	448 45%	434 42%	99 42%	143 42%	141 42%	141 39%	143 48%	215 49%	267 50%	242 43%	185 42%	188 39%	118 43%	378 44%
Very trustworthy	(+2) 254 13%	145 15%	110 11%	30 13%	34 10%	43 13%	44 12%	51 17%	52 12%	82 15%	77 14%	51 12%	45 9%	33 12%	113 13%
Fairly trustworthy	(+1) 628 31%	303 31%	324 32%	69 29%	109 32%	98 29%	97 27%	92 31%	162 37%	185 34%	166 30%	134 30%	143 30%	86 31%	266 31%
Neither trustworthy nor untrustworthy	(0) 855 42%	410 42%	445 43%	93 39%	123 36%	162 48%	158 44%	128 43%	192 44%	218 41%	241 43%	178 41%	218 46%	124 45%	339 40%
Not very trustworthy	(-1) 107 5%	56 6%	51 5%	16 7%	30 9%	12 3%	26 7%	12 4%	12 3%	26 5%	32 6%	23 5%	26 5%	16 6%	53 6%
Not at all trustworthy	(-2) 35 2%	23 2%	12 1%	5 2%	8 2%	5 1%	10 3%	4 1%	3 1%	6 1%	10 2%	12 3%	7 1%	3 1%	18 2%
NET: Not trustworthy	142 7%	79 8%	63 6%	21 9%	38 11%	17 5%	35 10%	16 5%	15 3%	32 6%	42 8%	35 8%	33 7%	19 7%	71 8%
Don't know	135 7%	50 5%	85 8%	26 11%	35 10%	19 6%	25 7%	13 4%	17 4%	21 4%	33 6%	41 9%	39 8%	14 5%	64 7%
Mean	0.51	0.52	0.50	0.48	0.43	0.51	0.42	0.60	0.59	0.60	0.51	0.48	0.44	0.49	0.51
Standard deviation	0.86	0.91	0.82	0.91	0.91	0.83	0.91	0.87	0.77	0.85	0.88	0.89	0.82	0.83	0.90
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.05	0.03

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 2

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**Edinburgh****Base: All respondents**

	Region												Which of the following best describes your current working status?									
	Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2014	1762	165	89	238	175	178	147	87	182	245	310	198	1087	725	362	927	158	114	118	353	184
Weighted base	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	142	110	117	351	166
NET: Trustworthy	882	723	108	36	97	78	62	66	51	82	109	114	79	497	392	105	385	52	44	55	173	61
	44%	42%	60%	45%	44%	43%	34%	47%	51%	40%	42%	40%	43%	44%	44%	43%	43%	37%	40%	47%	49%	37%
Very trustworthy (+2)	254	206	35	10	26	16	18	22	14	32	38	28	17	145	122	23	109	17	11	17	50	14
	13%	12%	19%	12%	12%	9%	10%	15%	14%	16%	15%	10%	9%	13%	14%	10%	12%	12%	10%	15%	14%	9%
Fairly trustworthy (+1)	628	517	74	26	71	63	44	44	37	50	71	86	62	352	270	82	276	35	33	38	123	47
	31%	30%	41%	32%	32%	35%	24%	31%	37%	25%	27%	30%	34%	31%	30%	34%	31%	24%	30%	33%	35%	28%
Neither trustworthy nor untrustworthy (0)	855	768	56	38	94	81	93	56	32	96	104	135	73	463	359	104	392	63	48	48	159	75
	42%	44%	31%	47%	42%	44%	51%	40%	32%	47%	40%	48%	40%	41%	41%	43%	44%	44%	44%	41%	45%	45%
Not very trustworthy (-1)	107	94	3	3	19	11	15	5	9	6	13	13	10	69	61	8	38	7	8	6	6	11
	5%	5%	2%	3%	8%	6%	8%	3%	9%	3%	5%	4%	5%	6%	7%	3%	4%	5%	8%	5%	2%	7%
Not at all trustworthy (-2)	35	33	1	2	2	1	2	4	1	5	9	4	3	21	18	3	14	1	4	2	1	6
	2%	2%	1%	3%	1%	1%	1%	3%	1%	3%	3%	1%	2%	2%	2%	1%	2%	1%	4%	2%	*	3%
NET: Not trustworthy	142	127	5	5	20	13	17	9	11	12	22	16	12	90	79	11	52	8	13	7	7	16
	7%	7%	3%	6%	9%	7%	9%	6%	11%	6%	8%	6%	7%	8%	9%	5%	6%	6%	12%	6%	2%	10%
Don't know	135	115	13	2	10	9	9	11	7	13	27	17	17	78	56	22	57	19	5	7	12	14
	7%	7%	7%	2%	4%	5%	5%	7%	7%	6%	10%	6%	9%	7%	6%	9%	6%	13%	5%	6%	3%	9%
Mean	0.51	0.48	0.81	0.49	0.48	0.47	0.35	0.57	0.57	0.51	0.50	0.46	0.49	0.50	0.50	0.52	0.52	0.49	0.36	0.57	0.63	0.35
Standard deviation	0.86	0.86	0.81	0.87	0.85	0.79	0.83	0.92	0.91	0.91	0.96	0.80	0.82	0.88	0.91	0.79	0.84	0.83	0.93	0.88	0.76	0.89
Standard error	0.02	0.02	0.07	0.09	0.06	0.06	0.06	0.08	0.10	0.07	0.06	0.05	0.06	0.03	0.03	0.04	0.03	0.07	0.09	0.08	0.04	0.07

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 3

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**Newcastle****Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	268	819
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	275	852
NET: Trustworthy	721 36%	388 39%	333 32%	69 29%	109 32%	111 33%	135 38%	119 40%	178 41%	218 40%	182 33%	162 37%	160 33%	94 34%	309 36%
Very trustworthy	(+2) 188 9%	108 11%	80 8%	17 7%	24 7%	28 8%	30 8%	38 13%	52 12%	58 11%	46 8%	44 10%	40 8%	24 9%	85 10%
Fairly trustworthy	(+1) 533 26%	280 28%	253 25%	52 22%	86 25%	83 24%	105 29%	81 27%	126 29%	160 30%	136 24%	118 27%	120 25%	70 25%	224 26%
Neither trustworthy nor untrustworthy	(0) 894 44%	427 43%	467 45%	91 38%	134 40%	164 48%	158 44%	139 47%	208 47%	233 43%	263 47%	183 42%	215 45%	129 47%	350 41%
Not very trustworthy	(-1) 194 10%	93 9%	101 10%	45 19%	41 12%	29 9%	29 8%	22 7%	27 6%	49 9%	57 10%	39 9%	49 10%	23 8%	100 12%
Not at all trustworthy	(-2) 63 3%	30 3%	34 3%	6 2%	18 5%	13 4%	16 5%	7 2%	3 1%	15 3%	19 3%	16 4%	14 3%	13 5%	31 4%
NET: Not trustworthy	257 13%	122 12%	134 13%	51 21%	59 17%	42 12%	45 13%	29 10%	30 7%	64 12%	75 13%	55 12%	63 13%	36 13%	131 15%
Don't know	142 7%	49 5%	92 9%	28 12%	36 11%	22 7%	21 6%	11 4%	22 5%	24 4%	38 7%	39 9%	41 9%	17 6%	62 7%
Mean	0.32	0.37	0.26	0.14	0.18	0.27	0.31	0.42	0.47	0.38	0.26	0.34	0.28	0.27	0.29
Standard deviation	0.91	0.92	0.89	0.94	0.97	0.89	0.92	0.90	0.82	0.91	0.90	0.94	0.89	0.93	0.96
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

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Q.1 How trustworthy or untrustworthy do you find the following accents to be?**Newcastle****Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2014	1762	165	89	238	175	178	147	87	182	245	310	198	1087	725	362	927	158	114	118	353	184
Weighted base	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	142	110	117	351	166
NET: Trustworthy	721	601	79	42	96	77	57	44	41	58	91	92	44	403	320	83	318	43	29	40	145	61
	36%	35%	44%	53%	43%	42%	32%	31%	41%	29%	35%	33%	24%	36%	36%	35%	36%	30%	26%	34%	41%	37%
Very trustworthy (+2)	188	164	17	22	15	17	14	14	7	16	35	20	10	109	86	23	79	7	4	17	40	11
	9%	9%	9%	27%	7%	10%	8%	10%	7%	8%	14%	7%	5%	10%	10%	10%	9%	5%	3%	15%	11%	7%
Fairly trustworthy (+1)	533	437	62	20	80	60	43	30	34	42	55	72	34	294	234	60	239	36	25	23	105	50
	26%	25%	34%	25%	36%	33%	24%	21%	34%	21%	21%	25%	19%	26%	26%	25%	27%	25%	23%	20%	30%	30%
Neither trustworthy nor untrustworthy (0)	894	789	66	34	92	78	89	71	39	95	110	132	89	479	375	103	416	64	54	55	171	71
	44%	46%	37%	42%	42%	43%	49%	50%	38%	47%	42%	47%	49%	42%	42%	43%	47%	45%	49%	47%	49%	43%
Not very trustworthy (-1)	194	162	19	1	17	16	19	13	13	20	24	32	20	123	95	28	71	13	16	7	20	14
	10%	9%	11%	2%	7%	9%	10%	9%	13%	10%	9%	11%	11%	11%	11%	12%	8%	9%	15%	6%	6%	9%
Not at all trustworthy (-2)	63	59	2	1	8	2	8	1	2	13	8	8	11	44	40	4	19	5	1	3	4	6
	3%	3%	1%	2%	3%	1%	4%	1%	2%	6%	3%	3%	6%	4%	5%	2%	2%	3%	1%	2%	1%	4%
NET: Not trustworthy	257	221	21	3	24	18	27	14	15	32	31	40	31	167	135	32	90	18	18	10	24	21
	13%	13%	12%	3%	11%	10%	15%	10%	15%	16%	12%	14%	17%	15%	15%	13%	10%	13%	16%	9%	7%	12%
Don't know	142	121	15	2	10	9	9	12	6	15	30	18	17	79	56	23	62	17	9	12	11	14
	7%	7%	8%	2%	4%	5%	5%	8%	6%	8%	11%	6%	9%	7%	6%	10%	7%	12%	8%	10%	3%	9%
Mean	0.32	0.30	0.44	0.76	0.37	0.43	0.22	0.33	0.33	0.16	0.38	0.24	0.07	0.29	0.28	0.33	0.35	0.22	0.13	0.42	0.46	0.30
Standard deviation	0.91	0.91	0.86	0.94	0.87	0.84	0.91	0.84	0.88	0.97	0.97	0.88	0.91	0.95	0.96	0.89	0.86	0.86	0.78	0.93	0.82	0.89
Standard error	0.02	0.02	0.07	0.10	0.06	0.06	0.07	0.07	0.10	0.07	0.07	0.05	0.07	0.03	0.04	0.05	0.03	0.07	0.08	0.09	0.04	0.07

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 4
Q.1 How trustworthy or untrustworthy do you find the following accents to be?
Liverpool
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	268	819
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	275	852
NET: Trustworthy	478 24%	216 22%	262 26%	59 25%	77 23%	72 21%	72 20%	72 24%	127 29%	128 24%	130 23%	109 25%	111 23%	59 22%	195 23%
Very trustworthy (+2)	134 7%	68 7%	66 6%	15 6%	20 6%	21 6%	22 6%	22 7%	34 8%	40 7%	37 7%	28 6%	29 6%	20 7%	66 8%
Fairly trustworthy (+1)	343 17%	148 15%	196 19%	44 18%	57 17%	51 15%	50 14%	50 17%	92 21%	88 16%	93 17%	81 19%	81 17%	40 14%	129 15%
Neither trustworthy nor untrustworthy (0)	812 40%	366 37%	447 43%	81 34%	121 36%	138 41%	148 41%	123 41%	201 46%	219 41%	226 40%	165 38%	202 42%	114 41%	305 36%
Not very trustworthy (-1)	388 19%	219 22%	169 17%	49 21%	77 23%	66 19%	67 19%	64 21%	66 15%	118 22%	114 20%	78 18%	78 16%	56 20%	187 22%
Not at all trustworthy (-2)	205 10%	143 14%	62 6%	25 11%	31 9%	47 14%	51 14%	29 10%	23 5%	53 10%	57 10%	51 12%	44 9%	30 11%	111 13%
NET: Not trustworthy	593 29%	362 37%	232 23%	74 31%	107 32%	113 33%	118 33%	93 31%	89 20%	171 32%	171 31%	130 30%	122 25%	86 31%	298 35%
Don't know	130 6%	44 4%	86 8%	24 10%	34 10%	16 5%	22 6%	11 4%	23 5%	20 4%	32 6%	35 8%	44 9%	15 6%	54 6%
Mean	-0.10	-0.23	0.04	-0.12	-0.13	-0.21	-0.22	-0.10	0.12	-0.11	-0.12	-0.11	-0.06	-0.14	-0.18
Standard deviation	1.05	1.11	0.97	1.09	1.04	1.08	1.08	1.05	0.96	1.05	1.05	1.08	1.02	1.06	1.12
Standard error	0.02	0.04	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.07	0.04

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Table 4

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**Liverpool****Base: All respondents**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person	
Unweighted base	2014	1762	165	89	238	175	178	147	87	182	245	310	198	1087	725	362	927	158	114	118	353	184
Weighted base	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	142	110	117	351	166
NET: Trustworthy	478	400	51	17	55	39	32	32	27	42	92	61	30	255	189	66	223	28	18	39	96	42
	24%	23%	28%	21%	25%	21%	17%	23%	27%	21%	35%	22%	17%	23%	21%	27%	25%	19%	16%	34%	27%	25%
Very trustworthy (+2)	134	114	15	5	14	6	11	13	6	7	38	12	7	86	65	20	49	6	1	14	24	4
	7%	7%	8%	6%	6%	4%	6%	9%	6%	3%	15%	4%	4%	8%	7%	8%	5%	5%	1%	12%	7%	3%
Fairly trustworthy (+1)	343	286	37	12	40	32	21	19	21	36	54	49	23	169	123	45	175	21	17	26	73	38
	17%	17%	20%	15%	18%	18%	11%	13%	21%	18%	21%	17%	13%	15%	14%	19%	20%	15%	16%	22%	21%	23%
Neither trustworthy nor untrustworthy (0)	812	695	80	35	88	75	72	63	37	67	88	133	74	419	330	89	393	59	54	50	166	64
	40%	40%	44%	44%	40%	41%	40%	45%	37%	33%	34%	47%	41%	37%	37%	37%	44%	42%	49%	43%	47%	38%
Not very trustworthy (-1)	388	337	30	18	49	36	40	24	22	49	35	51	36	243	192	51	145	23	22	10	55	34
	19%	19%	17%	22%	22%	20%	22%	17%	21%	24%	14%	18%	20%	22%	22%	21%	16%	16%	20%	9%	16%	21%
Not at all trustworthy (-2)	205	191	5	9	22	23	26	12	9	25	22	22	29	141	128	14	64	15	11	5	21	12
	10%	11%	3%	11%	10%	13%	14%	9%	9%	13%	8%	8%	16%	13%	14%	6%	7%	11%	10%	4%	6%	7%
NET: Not trustworthy	593	527	35	26	71	59	66	36	31	74	57	73	65	384	320	64	209	38	34	15	76	46
	29%	30%	20%	33%	32%	33%	36%	25%	30%	37%	22%	26%	36%	34%	36%	27%	24%	27%	31%	13%	22%	28%
Don't know	130	110	14	2	9	8	11	10	6	18	25	15	12	70	48	22	61	17	5	12	12	14
	6%	6%	8%	3%	4%	4%	6%	7%	6%	9%	9%	5%	7%	6%	5%	9%	7%	12%	4%	10%	3%	9%
Mean	-0.10	-0.13	0.15	-0.17	-0.11	-0.22	-0.29	-0.02	-0.08	-0.27	0.22	-0.08	-0.34	-0.17	-0.23	0.04	*	-0.15	-0.25	0.31	0.07	-0.07
Standard deviation	1.05	1.06	0.93	1.03	1.04	1.02	1.07	1.05	1.04	1.05	1.16	0.94	1.05	1.10	1.12	1.03	0.97	1.01	0.88	0.98	0.95	0.95
Standard error	0.02	0.03	0.08	0.11	0.07	0.08	0.08	0.09	0.12	0.08	0.08	0.06	0.08	0.03	0.04	0.06	0.03	0.09	0.08	0.10	0.05	0.07

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 5

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**Manchester****Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	268	819
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	275	852
NET: Trustworthy	590 29%	286 29%	304 30%	65 27%	102 30%	94 28%	91 25%	85 28%	152 35%	174 32%	156 28%	127 29%	133 28%	77 28%	239 28%
Very trustworthy (+2)	140 7%	79 8%	61 6%	19 8%	22 7%	27 8%	19 5%	18 6%	35 8%	38 7%	39 7%	29 7%	34 7%	20 7%	66 8%
Fairly trustworthy (+1)	450 22%	207 21%	243 24%	46 19%	80 24%	67 20%	72 20%	67 22%	118 27%	135 25%	117 21%	98 22%	99 21%	56 20%	173 20%
Neither trustworthy nor untrustworthy (0)	937 47%	448 45%	489 48%	97 40%	137 40%	153 45%	172 48%	152 51%	227 52%	261 48%	272 49%	193 44%	211 44%	142 52%	369 43%
Not very trustworthy (-1)	250 12%	142 14%	109 11%	35 15%	47 14%	48 14%	54 15%	36 12%	31 7%	59 11%	74 13%	52 12%	65 14%	27 10%	137 16%
Not at all trustworthy (-2)	97 5%	62 6%	36 3%	13 5%	19 6%	26 8%	21 6%	13 4%	5 1%	22 4%	23 4%	31 7%	22 5%	15 6%	50 6%
NET: Not trustworthy	348 17%	203 21%	145 14%	48 20%	66 20%	73 22%	75 21%	49 16%	36 8%	81 15%	97 17%	83 19%	86 18%	42 15%	187 22%
Don't know	139 7%	50 5%	89 9%	29 12%	34 10%	19 6%	21 6%	13 4%	24 5%	22 4%	32 6%	36 8%	48 10%	15 5%	57 7%
Mean	0.15	0.11	0.20	0.11	0.13	0.07	0.04	0.14	0.35	0.21	0.14	0.11	0.14	0.15	0.09
Standard deviation	0.93	0.98	0.87	0.99	0.97	1.01	0.92	0.88	0.79	0.90	0.90	0.98	0.94	0.92	0.98
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.06	0.04

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 5

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**Manchester****Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2014	1762	165	89	238	175	178	147	87	182	245	310	198	1087	725	362	927	158	114	118	353	184
Weighted base	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	142	110	117	351	166
NET: Trustworthy	590	495	61	19	91	58	40	35	34	51	93	70	38	316	251	65	274	31	26	41	124	51
	29%	29%	34%	23%	41%	32%	22%	25%	34%	25%	36%	25%	21%	28%	28%	27%	31%	22%	24%	35%	35%	31%
Very trustworthy (+2)	140	118	12	2	18	14	13	12	10	8	35	10	8	86	68	19	54	7	5	14	22	6
	7%	7%	7%	2%	8%	7%	7%	8%	10%	4%	13%	4%	5%	8%	8%	8%	6%	5%	4%	12%	6%	4%
Fairly trustworthy (+1)	450	377	49	17	73	44	27	24	25	44	58	60	30	230	183	46	220	24	22	28	101	46
	22%	22%	27%	21%	33%	24%	15%	17%	25%	22%	22%	21%	16%	20%	21%	19%	25%	17%	20%	24%	29%	27%
Neither trustworthy nor untrustworthy (0)	937	803	87	41	90	81	87	70	47	94	103	152	84	512	399	112	425	71	47	53	188	66
	47%	46%	48%	51%	41%	45%	48%	50%	47%	47%	39%	54%	46%	45%	45%	46%	48%	50%	43%	45%	54%	40%
Not very trustworthy (-1)	250	224	17	15	22	26	27	19	9	26	25	28	36	164	129	35	86	17	18	11	16	24
	12%	13%	9%	18%	10%	14%	15%	13%	9%	13%	10%	10%	20%	15%	15%	14%	10%	12%	17%	9%	5%	15%
Not at all trustworthy (-2)	97	93	2	5	10	7	17	6	3	14	12	13	10	65	58	7	32	4	8	1	9	11
	5%	5%	1%	6%	5%	4%	9%	4%	3%	7%	5%	5%	5%	6%	7%	3%	4%	3%	7%	1%	3%	6%
NET: Not trustworthy	348	317	19	19	32	33	45	25	12	39	37	40	46	229	188	42	119	21	26	12	25	35
	17%	18%	11%	24%	15%	18%	25%	17%	12%	20%	14%	14%	25%	20%	21%	17%	13%	15%	24%	10%	7%	21%
Don't know	139	118	14	2	8	9	10	11	7	17	28	19	13	71	48	23	68	18	10	11	14	14
	7%	7%	8%	2%	4%	5%	5%	8%	7%	8%	11%	7%	7%	6%	5%	9%	8%	13%	9%	10%	4%	8%
Mean	0.15	0.13	0.31	-0.04	0.31	0.18	-0.05	0.13	0.31	0.03	0.34	0.11	-0.05	0.10	0.09	0.16	0.22	0.10	-0.03	0.40	0.34	0.08
Standard deviation	0.93	0.94	0.80	0.85	0.94	0.93	1.01	0.92	0.90	0.92	1.02	0.82	0.91	0.97	0.98	0.90	0.87	0.84	0.95	0.87	0.78	0.94
Standard error	0.02	0.02	0.06	0.09	0.06	0.07	0.08	0.08	0.10	0.07	0.07	0.05	0.07	0.03	0.04	0.05	0.03	0.07	0.09	0.08	0.04	0.07

ITV News Index Survey
ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 6

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**Belfast****Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	268	819
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	275	852
NET: Trustworthy	576 29%	286 29%	290 28%	72 30%	110 32%	92 27%	102 28%	86 29%	114 26%	160 30%	155 28%	128 29%	133 28%	81 29%	248 29%
Very trustworthy	(+2) 6%	122 6%	60 6%	23 10%	11 3%	21 6%	23 6%	20 7%	25 6%	31 6%	40 7%	27 6%	24 5%	15 6%	56 7%
Fairly trustworthy	(+1) 23%	454 23%	224 22%	49 21%	99 29%	71 21%	79 22%	66 22%	89 20%	129 24%	115 21%	101 23%	109 23%	66 24%	192 23%
Neither trustworthy nor untrustworthy	(0) 44%	896 44%	428 43%	468 46%	98 41%	124 37%	159 47%	160 45%	135 45%	219 50%	233 43%	254 46%	189 43%	219 46%	358 42%
Not very trustworthy	(-1) 15%	293 15%	161 16%	131 13%	34 14%	49 14%	54 16%	48 13%	48 16%	60 14%	89 17%	89 16%	54 12%	60 13%	135 16%
Not at all trustworthy	(-2) 5%	101 5%	61 6%	39 4%	6 3%	19 6%	14 4%	26 7%	15 5%	20 4%	32 6%	17 3%	28 6%	24 5%	48 6%
NET: Not trustworthy	393 20%	223 23%	171 17%	40 17%	68 20%	68 20%	74 21%	64 21%	80 18%	121 22%	107 19%	82 19%	84 18%	55 20%	183 21%
Don't know	149 7%	51 5%	98 10%	30 12%	37 11%	20 6%	23 6%	14 5%	25 6%	24 4%	43 8%	40 9%	42 9%	16 6%	63 7%
Mean	0.11	0.07	0.15	0.23	0.11	0.09	0.07	0.09	0.10	0.07	0.14	0.11	0.11	0.11	0.09
Standard deviation	0.93	0.97	0.89	0.95	0.94	0.91	0.98	0.94	0.89	0.95	0.91	0.97	0.90	0.93	0.97
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.04

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 6

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**Belfast****Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2014	1762	165	89	238	175	178	147	87	182	245	310	198	1087	725	362	927	158	114	118	353	184
Weighted base	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	142	110	117	351	166
NET: Trustworthy	576	474	63	19	65	53	47	40	39	48	82	75	45	329	264	65	247	41	31	41	89	45
	29%	27%	35%	24%	29%	29%	26%	28%	39%	24%	32%	27%	25%	29%	30%	27%	28%	29%	29%	35%	25%	27%
Very trustworthy (+2)	122	100	15	2	10	10	9	10	8	9	26	12	10	71	56	15	51	10	6	10	18	6
	6%	6%	8%	3%	4%	5%	5%	7%	8%	5%	10%	4%	6%	6%	6%	6%	7%	6%	6%	9%	5%	4%
Fairly trustworthy (+1)	454	374	48	16	55	43	38	30	31	39	56	63	35	258	208	50	196	31	25	30	71	39
	23%	22%	27%	20%	25%	24%	21%	21%	31%	19%	22%	22%	19%	23%	23%	21%	22%	22%	23%	26%	20%	23%
Neither trustworthy nor untrustworthy (0)	896	791	71	39	99	82	90	58	33	96	104	147	76	482	371	111	414	60	47	47	181	79
	44%	46%	39%	48%	45%	45%	50%	41%	33%	48%	40%	52%	42%	43%	42%	46%	47%	42%	43%	40%	52%	47%
Not very trustworthy (-1)	293	251	22	14	41	26	26	24	20	29	29	31	31	176	144	32	117	16	16	9	53	22
	15%	15%	12%	18%	18%	15%	14%	17%	20%	14%	11%	11%	17%	16%	16%	13%	13%	11%	15%	8%	15%	13%
Not at all trustworthy (-2)	101	90	9	6	7	9	11	6	2	12	14	10	15	62	51	11	39	5	6	7	13	7
	5%	5%	5%	7%	3%	5%	6%	5%	2%	6%	5%	4%	8%	5%	6%	4%	4%	4%	5%	6%	4%	4%
NET: Not trustworthy	393	341	30	20	48	35	37	31	22	41	43	41	46	238	195	43	156	22	22	16	67	29
	20%	20%	17%	24%	21%	20%	20%	22%	22%	20%	16%	15%	25%	21%	22%	18%	18%	15%	20%	14%	19%	17%
Don't know	149	126	17	3	10	11	7	12	6	16	33	19	15	80	56	23	69	20	9	13	14	14
	7%	7%	9%	4%	5%	6%	4%	9%	6%	8%	13%	7%	8%	7%	6%	10%	8%	14%	8%	11%	4%	8%
Mean	0.11	0.09	0.24	-0.05	0.09	0.11	0.05	0.10	0.24	0.03	0.23	0.14	-0.03	0.10	0.09	0.12	0.13	0.19	0.09	0.26	0.08	0.11
Standard deviation	0.93	0.92	0.97	0.90	0.87	0.92	0.92	0.97	0.96	0.91	1.01	0.82	1.01	0.96	0.97	0.92	0.90	0.93	0.95	0.99	0.86	0.86
Standard error	0.02	0.02	0.08	0.10	0.06	0.07	0.07	0.08	0.11	0.07	0.07	0.05	0.07	0.03	0.04	0.05	0.03	0.08	0.09	0.10	0.05	0.07

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 7

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**Birmingham****Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	268	819	
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	275	852	
NET: Trustworthy	576 29%	297 30%	278 27%	78 32%	99 29%	91 27%	97 27%	80 27%	131 30%	160 30%	146 26%	129 29%	141 29%	80 29%	245 29%	
Very trustworthy	(+2) 7%	139 7%	77 8%	62 6%	24 10%	23 7%	23 7%	18 5%	19 6%	33 8%	42 8%	32 6%	31 7%	34 7%	20 7%	66 8%
Fairly trustworthy	(+1) 22%	437 22%	220 22%	216 21%	54 23%	76 22%	67 20%	79 22%	62 21%	98 22%	118 22%	114 20%	98 22%	107 22%	60 22%	178 21%
Neither trustworthy nor untrustworthy	(0) 47%	951 47%	454 46%	497 48%	94 39%	144 43%	169 50%	168 47%	148 50%	227 52%	250 46%	282 50%	197 45%	222 46%	134 49%	379 44%
Not very trustworthy	(-1) 13%	262 13%	137 14%	125 12%	28 12%	42 12%	47 14%	53 15%	45 15%	47 11%	88 16%	77 14%	43 10%	54 11%	30 11%	131 15%
Not at all trustworthy	(-2) 4%	89 4%	45 5%	44 4%	13 5%	19 5%	13 4%	22 6%	13 4%	10 2%	19 4%	22 4%	27 6%	21 4%	16 6%	40 5%
NET: Not trustworthy	351 17%	183 19%	168 16%	41 17%	60 18%	60 18%	75 21%	58 19%	57 13%	107 20%	99 18%	71 16%	75 16%	46 17%	171 20%	
Don't know	136 7%	52 5%	83 8%	27 11%	35 10%	20 6%	19 5%	13 4%	23 5%	21 4%	31 6%	42 10%	41 9%	16 6%	59 7%	
Mean	0.15	0.16	0.14	0.22	0.14	0.13	0.05	0.10	0.23	0.15	0.11	0.15	0.18	0.15	0.13	
Standard deviation	0.92	0.94	0.89	1.01	0.96	0.89	0.92	0.90	0.84	0.92	0.87	0.96	0.92	0.94	0.95	
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03	

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 7

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**Birmingham****Base: All respondents**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person	
Unweighted base	2014	1762	165	89	238	175	178	147	87	182	245	310	198	1087	725	362	927	158	114	118	353	184
Weighted base	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	142	110	117	351	166
NET: Trustworthy	576	497	52	14	68	43	72	43	27	48	95	70	44	324	257	68	251	38	27	40	95	50
	29%	29%	29%	17%	31%	24%	39%	30%	27%	24%	36%	25%	24%	29%	29%	28%	28%	27%	25%	34%	27%	30%
Very trustworthy (+2)	139	120	12	3	9	10	28	12	7	5	31	12	11	87	66	21	53	7	3	11	22	10
	7%	7%	7%	3%	4%	5%	15%	8%	7%	2%	12%	4%	6%	8%	7%	9%	6%	5%	3%	9%	6%	6%
Fairly trustworthy (+1)	437	377	40	11	59	33	44	31	20	43	64	58	34	238	191	47	199	31	24	29	73	41
	22%	22%	22%	14%	27%	18%	24%	22%	20%	21%	24%	21%	19%	21%	22%	20%	22%	22%	22%	25%	21%	25%
Neither trustworthy nor untrustworthy (0)	951	820	87	49	109	95	77	68	43	100	99	144	78	513	399	114	438	70	49	54	190	76
	47%	47%	48%	61%	49%	52%	43%	49%	43%	50%	38%	51%	43%	45%	45%	47%	49%	49%	45%	46%	54%	46%
Not very trustworthy (-1)	262	224	21	10	24	26	16	15	17	22	33	43	35	161	128	33	101	10	19	11	43	18
	13%	13%	11%	12%	11%	14%	9%	11%	17%	11%	13%	15%	19%	14%	14%	14%	11%	7%	17%	9%	12%	11%
Not at all trustworthy (-2)	89	78	4	6	11	7	9	3	7	16	6	6	14	55	49	6	34	8	6	2	10	8
	4%	5%	2%	8%	5%	4%	5%	2%	7%	8%	2%	2%	8%	5%	6%	3%	4%	5%	6%	2%	3%	5%
NET: Not trustworthy	351	302	25	16	35	33	25	18	24	38	40	49	49	216	177	39	135	18	25	13	53	27
	17%	17%	14%	20%	16%	18%	14%	13%	24%	19%	15%	17%	27%	19%	20%	16%	15%	13%	23%	11%	15%	16%
Don't know	136	113	17	2	9	11	7	11	6	16	28	18	10	74	53	21	62	16	8	10	14	14
	7%	7%	9%	2%	4%	6%	4%	8%	6%	8%	11%	6%	5%	7%	6%	9%	7%	11%	7%	9%	4%	8%
Mean	0.15	0.15	0.21	-0.07	0.15	0.08	0.37	0.26	0.04	-0.01	0.34	0.11	-0.05	0.13	0.12	0.19	0.16	0.16	-0.01	0.34	0.16	0.16
Standard deviation	0.92	0.92	0.85	0.86	0.87	0.86	1.02	0.87	1.00	0.89	0.97	0.80	0.99	0.95	0.96	0.91	0.87	0.88	0.90	0.86	0.83	0.91
Standard error	0.02	0.02	0.07	0.09	0.06	0.07	0.08	0.07	0.11	0.07	0.07	0.05	0.07	0.03	0.04	0.05	0.03	0.07	0.09	0.08	0.05	0.07

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 8

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**Cardiff****Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	268	819
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	275	852
NET: Trustworthy	744 37%	367 37%	377 37%	90 37%	133 39%	130 38%	124 35%	101 34%	167 38%	205 38%	214 38%	167 38%	159 33%	98 36%	312 37%
Very trustworthy	(+2) 167 8%	83 8%	84 8%	27 11%	24 7%	30 9%	27 8%	20 7%	38 9%	47 9%	52 9%	39 9%	29 6%	21 8%	76 9%
Fairly trustworthy	(+1) 577 29%	284 29%	293 29%	62 26%	108 32%	100 30%	97 27%	81 27%	129 29%	158 29%	163 29%	127 29%	130 27%	77 28%	235 28%
Neither trustworthy nor untrustworthy	(0) 939 47%	456 46%	483 47%	94 39%	135 40%	165 49%	185 52%	151 51%	208 47%	257 48%	264 47%	182 41%	236 49%	137 50%	390 46%
Not very trustworthy	(-1) 124 6%	72 7%	52 5%	18 8%	21 6%	14 4%	21 6%	18 6%	32 7%	41 8%	30 5%	27 6%	25 5%	12 4%	60 7%
Not at all trustworthy	(-2) 52 3%	34 3%	18 2%	10 4%	12 4%	3 1%	8 2%	13 4%	5 1%	12 2%	10 2%	19 4%	11 2%	8 3%	26 3%
NET: Not trustworthy	175 9%	106 11%	69 7%	28 12%	33 10%	17 5%	29 8%	31 10%	37 8%	53 10%	41 7%	46 10%	36 8%	20 7%	86 10%
Don't know	155 8%	57 6%	98 10%	27 11%	38 11%	26 8%	20 6%	16 5%	27 6%	23 4%	39 7%	45 10%	48 10%	20 7%	65 8%
Mean	0.37	0.33	0.40	0.37	0.37	0.45	0.34	0.27	0.39	0.36	0.41	0.36	0.33	0.36	0.35
Standard deviation	0.84	0.88	0.81	0.97	0.89	0.77	0.81	0.86	0.81	0.84	0.82	0.92	0.79	0.82	0.88
Standard error	0.02	0.03	0.03	0.07	0.06	0.04	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.05	0.03

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 8

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**Cardiff****Base: All respondents**

	Region												Which of the following best describes your current working status?									
	Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2014	1762	165	89	238	175	178	147	87	182	245	310	198	1087	725	362	927	158	114	118	353	184
Weighted base	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	142	110	117	351	166
NET: Trustworthy	744 37%	625 36%	71 39%	19 24%	97 44%	76 42%	56 31%	44 31%	48 48%	60 30%	100 38%	104 37%	69 38%	410 36%	319 36%	91 38%	335 38%	48 34%	43 39%	49 42%	133 38%	61 37%
Very trustworthy (+2)	167 8%	133 8%	16 9%	2 2%	15 7%	13 7%	16 9%	12 8%	18 18%	12 6%	34 13%	21 7%	10 5%	97 9%	74 8%	24 10%	69 8%	10 7%	8 7%	15 12%	26 7%	11 7%
Fairly trustworthy (+1)	577 29%	492 28%	56 31%	17 22%	83 37%	64 35%	41 22%	32 23%	30 30%	48 24%	66 25%	83 29%	59 32%	312 28%	245 28%	67 28%	265 30%	38 27%	35 31%	35 30%	108 31%	50 30%
Neither trustworthy nor untrustworthy (0)	939 47%	822 47%	80 44%	49 61%	101 46%	84 46%	94 52%	71 51%	37 37%	103 51%	105 40%	138 49%	76 42%	527 47%	414 47%	113 47%	412 46%	67 47%	53 48%	47 40%	172 49%	73 44%
Not very trustworthy (-1)	124 6%	110 6%	5 3%	6 8%	10 5%	5 3%	12 7%	8 6%	8 8%	14 7%	18 7%	16 6%	20 11%	72 6%	59 7%	13 5%	52 6%	2 2%	5 4%	8 6%	25 7%	12 7%
Not at all trustworthy (-2)	52 3%	47 3%	2 1%	4 5%	2 1%	4 2%	8 4%	5 4%	3 3%	7 3%	6 2%	6 2%	6 3%	34 3%	33 4%	1 1%	18 2%	5 4%	2 2%	- -	3 1%	8 5%
NET: Not trustworthy	175 9%	158 9%	7 4%	10 13%	12 6%	10 5%	20 11%	13 10%	10 10%	21 10%	24 9%	22 8%	25 14%	106 9%	92 10%	14 6%	70 8%	8 5%	7 6%	8 6%	28 8%	20 12%
Don't know	155 8%	128 7%	23 13%	2 2%	11 5%	11 6%	11 6%	12 9%	5 5%	18 9%	33 13%	18 6%	12 6%	85 8%	62 7%	24 10%	70 8%	20 14%	8 7%	13 11%	17 5%	12 7%
Mean	0.37	0.34	0.49	0.09	0.46	0.44	0.26	0.28	0.56	0.24	0.45	0.37	0.28	0.35	0.32	0.46	0.39	0.37	0.42	0.54	0.38	0.29
Standard deviation	0.84	0.84	0.77	0.77	0.74	0.78	0.89	0.88	0.99	0.83	0.93	0.81	0.87	0.87	0.88	0.79	0.82	0.84	0.78	0.82	0.77	0.90
Standard error	0.02	0.02	0.06	0.08	0.05	0.06	0.07	0.08	0.11	0.06	0.06	0.05	0.06	0.03	0.03	0.04	0.03	0.07	0.08	0.08	0.04	0.07

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 9

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**London (Cockney)****Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	268	819
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	275	852
NET: Trustworthy	563 28%	274 28%	289 28%	69 29%	109 32%	75 22%	75 21%	81 27%	155 35%	139 26%	151 27%	135 31%	138 29%	69 25%	235 28%
Very trustworthy	(+2) 8%	169 9%	77 8%	30 12%	27 8%	34 10%	20 6%	22 7%	37 8%	44 8%	43 8%	43 10%	40 8%	26 9%	75 9%
Fairly trustworthy	(+1) 20%	394 18%	212 21%	39 16%	83 24%	41 12%	55 15%	59 20%	118 27%	95 18%	108 19%	92 21%	99 21%	43 16%	161 19%
Neither trustworthy nor untrustworthy	(0) 43%	861 40%	469 46%	80 33%	122 36%	158 47%	166 46%	136 45%	200 46%	231 43%	233 42%	182 41%	215 45%	123 45%	337 40%
Not very trustworthy	(-1) 18%	354 18%	151 15%	47 20%	52 15%	64 19%	76 21%	54 18%	61 14%	114 21%	109 20%	60 14%	71 15%	42 15%	178 21%
Not at all trustworthy	(-2) 6%	121 6%	76 8%	45 4%	23 10%	25 7%	24 7%	25 7%	17 6%	6 1%	36 7%	36 6%	27 6%	22 5%	55 6%
NET: Not trustworthy	474 24%	279 28%	195 19%	70 29%	77 23%	89 26%	101 28%	70 24%	67 15%	150 28%	145 26%	86 20%	93 19%	68 25%	233 27%
Don't know	115 6%	42 4%	73 7%	20 8%	30 9%	17 5%	18 5%	12 4%	18 4%	18 3%	29 5%	35 8%	33 7%	15 6%	48 6%
Mean	0.07	0.01	0.13	0.02	0.11	-0.01	-0.09	0.06	0.28	-0.01	0.02	0.16	0.14	*	0.03
Standard deviation	1.00	1.06	0.94	1.17	1.05	1.03	0.95	0.97	0.87	1.01	1.00	1.02	0.96	1.06	1.03
Standard error	0.02	0.04	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.07	0.04

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 9

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**London (Cockney)****Base: All respondents**

	Region												Which of the following best describes your current working status?									
	Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2014	1762	165	89	238	175	178	147	87	182	245	310	198	1087	725	362	927	158	114	118	353	184
Weighted base	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	142	110	117	351	166
NET: Trustworthy	563	493	47	17	53	41	38	35	23	60	112	90	49	304	230	74	260	34	21	56	97	53
	28%	28%	26%	21%	24%	23%	21%	25%	23%	30%	43%	32%	27%	27%	26%	31%	29%	24%	19%	47%	28%	32%
Very trustworthy (+2)	169	150	12	2	9	14	15	10	7	14	50	21	14	100	79	21	69	10	6	18	23	11
	8%	9%	7%	3%	4%	8%	8%	7%	7%	7%	19%	8%	8%	9%	9%	9%	8%	7%	6%	15%	7%	7%
Fairly trustworthy (+1)	394	343	35	14	44	27	22	25	16	45	62	68	35	204	150	53	191	24	14	37	74	42
	20%	20%	19%	18%	20%	15%	12%	18%	16%	23%	24%	24%	19%	18%	17%	22%	22%	17%	13%	32%	21%	25%
Neither trustworthy nor untrustworthy (0)	861	747	75	33	106	78	88	65	39	88	88	133	69	460	355	105	401	63	50	45	174	70
	43%	43%	41%	40%	48%	43%	49%	46%	39%	44%	34%	47%	38%	41%	40%	44%	45%	44%	45%	39%	50%	42%
Not very trustworthy (-1)	354	297	34	22	40	42	33	16	23	33	32	35	43	220	183	38	133	17	24	7	60	26
	18%	17%	19%	27%	18%	23%	18%	11%	22%	16%	12%	12%	24%	20%	21%	16%	15%	12%	22%	6%	17%	16%
Not at all trustworthy (-2)	121	98	11	8	14	9	16	13	12	10	9	9	10	81	73	8	40	10	11	4	6	8
	6%	6%	6%	10%	6%	5%	9%	9%	12%	5%	3%	3%	6%	7%	8%	3%	4%	7%	10%	3%	2%	5%
NET: Not trustworthy	474	395	45	30	54	51	49	29	34	43	41	44	53	301	255	46	173	27	35	10	66	34
	24%	23%	25%	37%	24%	28%	27%	21%	34%	21%	16%	16%	29%	27%	29%	19%	20%	19%	32%	9%	19%	21%
Don't know	115	96	15	1	9	10	6	12	4	11	21	15	10	63	46	17	52	18	5	6	14	9
	6%	6%	8%	2%	4%	6%	3%	9%	4%	5%	8%	5%	6%	6%	5%	7%	6%	13%	4%	5%	4%	6%
Mean	0.07	0.09	0.03	-0.25	-0.03	-0.03	-0.07	0.03	-0.18	0.11	0.46	0.22	*	0.02	-0.02	0.18	0.14	0.05	-0.18	0.54	0.14	0.14
Standard deviation	1.00	1.00	0.98	0.97	0.91	0.98	1.01	1.03	1.07	0.96	1.07	0.89	1.01	1.04	1.06	0.94	0.94	1.00	1.00	0.95	0.85	0.96
Standard error	0.02	0.02	0.08	0.10	0.06	0.08	0.08	0.09	0.12	0.07	0.07	0.05	0.07	0.03	0.04	0.05	0.03	0.08	0.10	0.09	0.05	0.07

ITV News Index Survey
ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 10

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**Received Pronunciation/ Queen's English****Base: All respondents**

		Gender		Age						Social Grade				Employment Sector		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base		2014	929	1085	211	297	363	393	331	419	595	571	345	503	268	819
Weighted base		2014	987	1027	239	339	339	359	299	439	538	558	439	478	275	852
NET: Trustworthy		1020	489	530	144	183	174	168	140	211	296	282	224	218	132	455
		51%	50%	52%	60%	54%	51%	47%	47%	48%	55%	50%	51%	46%	48%	53%
Very trustworthy	(+2)	381	180	201	59	63	77	61	51	71	105	94	100	83	58	164
		19%	18%	20%	25%	19%	23%	17%	17%	16%	20%	17%	23%	17%	21%	19%
Fairly trustworthy	(+1)	638	309	329	85	120	97	108	89	140	191	188	124	135	74	290
		32%	31%	32%	36%	35%	29%	30%	30%	32%	35%	34%	28%	28%	27%	34%
Neither trustworthy nor untrustworthy	(0)	726	357	369	64	104	121	136	118	183	193	202	150	181	101	278
		36%	36%	36%	27%	31%	36%	38%	40%	42%	36%	36%	34%	38%	37%	33%
Not very trustworthy	(-1)	106	64	43	11	14	18	21	20	23	27	32	17	30	16	50
		5%	6%	4%	4%	4%	5%	6%	7%	5%	5%	6%	4%	6%	6%	6%
Not at all trustworthy	(-2)	48	34	14	3	9	9	12	10	6	5	12	13	18	9	21
		2%	3%	1%	1%	3%	3%	3%	3%	1%	1%	2%	3%	4%	3%	3%
NET: Not trustworthy		155	98	56	13	23	28	33	30	28	32	44	30	48	25	71
		8%	10%	5%	6%	7%	8%	9%	10%	6%	6%	8%	7%	10%	9%	8%
Don't know		113	42	71	17	30	17	22	11	16	17	30	35	32	16	49
		6%	4%	7%	7%	9%	5%	6%	4%	4%	3%	5%	8%	7%	6%	6%
Mean		0.63	0.57	0.69	0.84	0.69	0.66	0.55	0.52	0.59	0.70	0.61	0.69	0.53	0.60	0.66
Standard deviation		0.95	0.99	0.90	0.92	0.94	1.00	0.97	0.98	0.88	0.88	0.92	0.99	1.00	1.02	0.96
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.06	0.03

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 10

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**Received Pronunciation/ Queen's English****Base: All respondents**

	Region												Which of the following best describes your current working status?									
	Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2014	1762	165	89	238	175	178	147	87	182	245	310	198	1087	725	362	927	158	114	118	353	184
Weighted base	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	142	110	117	351	166
NET: Trustworthy	1020	895	71	32	98	91	91	68	54	101	148	159	107	587	455	132	433	66	55	56	167	89
	51%	52%	39%	39%	44%	50%	50%	48%	54%	50%	57%	56%	59%	52%	51%	55%	49%	46%	50%	48%	48%	54%
Very trustworthy (+2)	381	339	23	9	39	33	44	29	20	32	64	53	36	223	174	49	159	36	16	23	53	31
	19%	20%	13%	11%	18%	18%	24%	20%	20%	16%	25%	19%	20%	20%	20%	18%	25%	14%	20%	15%	19%	
Fairly trustworthy (+1)	638	557	47	22	60	58	48	40	34	69	84	106	71	364	281	83	274	30	39	32	114	58
	32%	32%	26%	28%	27%	32%	26%	28%	34%	34%	32%	38%	39%	32%	32%	34%	31%	21%	36%	28%	33%	35%
Neither trustworthy nor untrustworthy (0)	726	616	73	38	82	72	70	50	37	69	80	100	55	379	306	74	347	52	39	44	156	56
	36%	36%	41%	47%	37%	40%	39%	36%	37%	34%	31%	35%	30%	34%	34%	30%	39%	37%	35%	38%	44%	34%
Not very trustworthy (-1)	106	90	15	6	25	9	9	8	2	13	7	6	7	65	52	13	41	5	7	5	17	7
	5%	5%	8%	7%	11%	5%	5%	6%	2%	7%	3%	2%	4%	6%	6%	5%	5%	4%	7%	4%	5%	4%
Not at all trustworthy (-2)	48	37	7	3	6	2	3	3	5	8	3	6	3	31	28	2	18	5	4	4	2	2
	2%	2%	4%	3%	3%	1%	2%	2%	5%	4%	1%	2%	2%	3%	3%	1%	2%	4%	4%	3%	*	1%
NET: Not trustworthy	155	126	22	8	31	11	12	11	6	21	10	12	10	96	81	15	58	11	12	9	18	9
	8%	7%	12%	10%	14%	6%	7%	8%	6%	10%	4%	4%	5%	9%	9%	6%	7%	8%	11%	8%	5%	5%
Don't know	113	95	16	3	10	7	8	11	3	11	23	11	10	65	45	21	48	13	5	8	9	12
	6%	5%	9%	4%	5%	4%	4%	8%	3%	6%	9%	4%	5%	6%	5%	9%	5%	9%	4%	7%	3%	7%
Mean	0.63	0.65	0.39	0.38	0.47	0.63	0.69	0.64	0.64	0.54	0.83	0.72	0.76	0.64	0.62	0.74	0.62	0.66	0.52	0.61	0.59	0.71
Standard deviation	0.95	0.94	0.98	0.92	1.01	0.89	0.97	0.97	0.98	0.98	0.90	0.88	0.89	0.97	0.99	0.91	0.92	1.06	0.97	0.99	0.82	0.89
Standard error	0.02	0.02	0.08	0.10	0.07	0.07	0.07	0.08	0.11	0.07	0.06	0.05	0.07	0.03	0.04	0.05	0.03	0.09	0.09	0.09	0.04	0.07

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 11

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**Devon****Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	268	819
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	275	852
NET: Trustworthy	1029	541	488	98	173	164	181	163	250	294	279	238	217	142	455
	51%	55%	47%	41%	51%	48%	50%	55%	57%	55%	50%	54%	45%	51%	53%
Very trustworthy	(+2) 273	143	130	24	45	47	53	40	65	83	72	62	57	34	136
	14%	15%	13%	10%	13%	14%	15%	13%	15%	15%	13%	14%	12%	12%	16%
Fairly trustworthy	(+1) 755	398	358	73	128	117	128	123	185	211	208	177	160	108	319
	38%	40%	35%	31%	38%	35%	36%	41%	42%	39%	37%	40%	33%	39%	37%
Neither trustworthy nor untrustworthy	(0) 779	362	418	89	116	145	151	116	163	197	225	147	211	107	311
	39%	37%	41%	37%	34%	43%	42%	39%	37%	37%	40%	33%	44%	39%	36%
Not very trustworthy	(-1) 29	15	14	7	4	4	5	7	3	16	5	4	4	3	14
	1%	2%	1%	3%	1%	1%	1%	2%	1%	3%	1%	1%	1%	1%	2%
Not at all trustworthy	(-2) 8	4	3	2	3	-	2	1	1	1	4	1	1	1	4
	*	*	*	1%	1%	-	*	*	*	*	1%	*	*	*	*
NET: Not trustworthy	37	19	17	8	7	4	6	7	3	18	9	5	5	4	18
	2%	2%	2%	3%	2%	1%	2%	2%	1%	3%	2%	1%	1%	2%	2%
Don't know	169	65	105	45	43	25	21	13	23	30	45	49	45	22	68
	8%	7%	10%	19%	13%	7%	6%	4%	5%	6%	8%	11%	9%	8%	8%
Mean	0.68	0.72	0.65	0.57	0.70	0.66	0.67	0.68	0.75	0.70	0.66	0.76	0.62	0.67	0.73
Standard deviation	0.75	0.76	0.75	0.78	0.77	0.74	0.77	0.75	0.73	0.79	0.75	0.73	0.73	0.73	0.78
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.03	0.05	0.03

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 11

Q.1 How trustworthy or untrustworthy do you find the following accents to be?**Devon****Base: All respondents**

	Region												Which of the following best describes your current working status?									
	Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2014	1762	165	89	238	175	178	147	87	182	245	310	198	1087	725	362	927	158	114	118	353	184
Weighted base	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	142	110	117	351	166
NET: Trustworthy	1029	893	81	43	110	89	85	66	55	110	138	141	112	597	476	120	432	54	42	67	192	76
	51%	52%	45%	53%	50%	49%	47%	47%	55%	54%	53%	50%	62%	53%	54%	50%	49%	38%	38%	58%	55%	46%
Very trustworthy (+2)	273	243	16	6	32	17	25	18	14	27	42	39	36	170	137	33	103	14	9	20	47	13
	14%	14%	9%	8%	14%	10%	14%	13%	14%	14%	16%	14%	20%	15%	15%	14%	12%	10%	8%	17%	13%	8%
Fairly trustworthy (+1)	755	650	64	36	78	71	61	48	41	82	96	102	75	427	339	88	329	40	32	48	145	64
	38%	38%	36%	45%	35%	39%	33%	34%	41%	41%	37%	36%	42%	38%	38%	36%	37%	28%	30%	41%	41%	38%
Neither trustworthy nor untrustworthy (0)	779	661	81	34	93	71	82	59	38	70	85	115	53	418	324	94	361	58	54	41	136	71
	39%	38%	44%	42%	42%	39%	45%	42%	38%	35%	32%	41%	29%	37%	37%	39%	41%	41%	50%	35%	39%	43%
Not very trustworthy (-1)	29	28	-	1	2	4	4	1	1	3	4	7	2	18	13	5	11	3	2	1	5	1
	1%	2%	-	1%	1%	2%	2%	1%	1%	1%	2%	3%	1%	2%	1%	2%	1%	2%	2%	1%	1%	*
Not at all trustworthy (-2)	8	8	-	1	1	1	-	-	-	1	2	1	2	5	4	1	3	1	1	-	1	-
	*	*	-	1%	*	1%	-	-	-	*	1%	*	1%	*	*	*	*	1%	*	-	*	-
NET: Not trustworthy	37	36	-	2	3	5	4	1	1	3	6	8	4	22	17	5	14	4	3	1	6	1
	2%	2%	-	2%	1%	3%	2%	1%	1%	2%	2%	3%	2%	2%	2%	2%	2%	3%	3%	1%	2%	*
Don't know	169	143	20	3	15	17	10	15	7	19	34	18	12	90	68	22	79	26	11	8	17	18
	8%	8%	11%	3%	7%	9%	6%	11%	7%	9%	13%	6%	7%	8%	8%	9%	9%	18%	10%	7%	5%	11%
Mean	0.68	0.69	0.60	0.60	0.67	0.61	0.62	0.66	0.73	0.73	0.75	0.65	0.84	0.71	0.72	0.67	0.64	0.54	0.48	0.79	0.70	0.60
Standard deviation	0.75	0.77	0.67	0.71	0.76	0.73	0.76	0.73	0.72	0.74	0.80	0.77	0.82	0.77	0.77	0.76	0.73	0.79	0.72	0.74	0.74	0.65
Standard error	0.02	0.02	0.05	0.08	0.05	0.06	0.06	0.06	0.08	0.06	0.05	0.05	0.06	0.02	0.03	0.04	0.03	0.07	0.07	0.07	0.04	0.05

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 12

Q.2 Do you feel that you have ever been discriminated against in each of the following situations because of your regional accent, or not?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	268	819
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	275	852
<u>In job interviews</u>															
Yes	243 12%	135 14%	108 11%	33 14%	67 20%	50 15%	44 12%	27 9%	23 5%	67 12%	63 11%	46 11%	67 14%	38 14%	124 15%
No	1631 81%	776 79%	854 83%	182 76%	246 73%	265 78%	288 80%	255 85%	394 90%	439 82%	448 80%	370 84%	374 78%	220 80%	669 79%
Don't know	140 7%	75 8%	65 6%	24 10%	26 8%	24 7%	26 7%	17 6%	21 5%	32 6%	47 9%	23 5%	37 8%	17 6%	59 7%
<u>In the workplace</u>															
Yes	278 14%	148 15%	130 13%	49 21%	79 23%	52 15%	41 11%	31 10%	25 6%	86 16%	87 16%	43 10%	63 13%	50 18%	142 17%
No	1653 82%	795 81%	857 83%	170 71%	241 71%	276 81%	304 85%	259 87%	403 92%	435 81%	443 79%	382 87%	393 82%	215 78%	675 79%
Don't know	83 4%	43 4%	40 4%	20 8%	19 6%	11 3%	14 4%	9 3%	11 2%	18 3%	28 5%	14 3%	23 5%	10 4%	35 4%
<u>In a social situation</u>															
Yes	398 20%	206 21%	192 19%	72 30%	92 27%	81 24%	56 15%	55 18%	43 10%	122 23%	121 22%	65 15%	89 19%	52 19%	195 23%
No	1512 75%	721 73%	791 77%	152 63%	228 67%	243 72%	285 79%	230 77%	375 85%	386 72%	404 72%	353 80%	369 77%	211 76%	612 72%
Don't know	104 5%	60 6%	45 4%	16 7%	19 6%	15 4%	19 5%	14 5%	21 5%	30 6%	34 6%	20 5%	20 4%	13 5%	46 5%

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Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	275	852
<u>When being served in shops or restaurants</u>															
Yes	259 13%	142 14%	118 11%	42 17%	62 18%	53 16%	39 11%	32 11%	32 7%	75 14%	75 13%	45 10%	65 14%	43 15%	108 13%
No	1661 82%	799 81%	862 84%	177 74%	256 75%	270 80%	304 85%	257 86%	398 91%	439 82%	452 81%	378 86%	391 82%	220 80%	699 82%
Don't know	94 5%	47 5%	47 5%	21 9%	22 6%	16 5%	17 5%	10 3%	9 2%	25 5%	32 6%	16 4%	22 5%	13 5%	45 5%
NET: Any	567 28%	297 30%	270 26%	94 39%	121 36%	102 30%	101 28%	78 26%	71 16%	161 30%	170 30%	89 20%	147 31%	83 30%	258 30%

ITV News Index Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 12

Q.2 Do you feel that you have ever been discriminated against in each of the following situations because of your regional accent, or not?

Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2014	1762	165	89	238	175	178	147	87	182	245	310	198	1087	725	362	927	158	114	118	353	184
Weighted base	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	142	110	117	351	166
<u>In job interviews</u>																						
Yes	243 12%	199 12%	31 17%	12 15%	28 13%	17 9%	25 14%	8 6%	13 13%	22 11%	48 19%	26 9%	12 6%	162 14%	135 15%	27 11%	82 9%	23 16%	13 12%	5 4%	19 5%	22 13%
No	1631 81%	1411 81%	140 77%	65 81%	171 77%	154 85%	143 79%	123 87%	80 79%	167 83%	189 72%	241 86%	157 87%	890 79%	693 78%	197 82%	741 84%	103 73%	86 79%	105 89%	314 90%	133 80%
Don't know	140 7%	122 7%	10 6%	3 4%	22 10%	10 5%	13 7%	10 7%	8 8%	12 6%	24 9%	14 5%	13 7%	76 7%	59 7%	18 7%	64 7%	16 12%	10 10%	7 6%	18 5%	12 7%
<u>In the workplace</u>																						
Yes	278 14%	232 13%	33 18%	13 16%	29 13%	22 12%	19 11%	7 5%	13 13%	24 12%	65 25%	40 14%	14 8%	192 17%	164 18%	28 12%	86 10%	28 20%	9 8%	3 3%	24 7%	21 12%
No	1653 82%	1428 82%	140 77%	67 84%	179 81%	156 86%	152 84%	123 87%	85 84%	169 84%	183 70%	237 84%	162 89%	890 79%	688 78%	202 84%	763 86%	104 73%	92 84%	110 94%	319 91%	137 82%
Don't know	83 4%	72 4%	8 4%	- -	14 6%	4 2%	9 5%	11 8%	3 3%	8 4%	15 6%	5 2%	6 3%	46 4%	34 4%	11 5%	38 4%	10 7%	8 8%	4 4%	7 2%	9 5%
<u>In a social situation</u>																						
Yes	398 20%	328 19%	53 29%	16 19%	49 22%	35 19%	33 18%	18 13%	17 17%	39 19%	72 27%	43 15%	24 13%	247 22%	202 23%	45 19%	150 17%	36 25%	31 28%	9 8%	40 11%	35 21%
No	1512 75%	1314 76%	121 67%	65 80%	160 72%	141 78%	136 75%	111 79%	77 76%	155 77%	173 66%	222 79%	152 84%	822 73%	640 72%	182 75%	690 78%	95 67%	71 65%	105 90%	294 84%	124 75%
Don't know	104 5%	90 5%	7 4%	* 1%	13 6%	5 3%	13 7%	12 8%	7 7%	8 4%	17 7%	17 6%	6 3%	58 5%	44 5%	14 6%	46 5%	11 8%	8 7%	3 2%	17 5%	8 5%

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Table 12

Q.2 Do you feel that you have ever been discriminated against in each of the following situations because of your regional accent, or not?

Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Working	Work- ing full time	Work- ing part time	NET: Not work- ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	142	110	117	351	166
When being served in shops or restaurants																						
Yes	259 13%	201 12%	44 24%	12 15%	36 16%	15 8%	27 15%	12 9%	14 14%	21 11%	42 16%	24 8%	11 6%	150 13%	129 15%	21 9%	109 12%	23 16%	22 20%	7 6%	29 8%	28 17%
No	1661 82%	1451 84%	129 71%	68 84%	170 77%	159 88%	146 80%	120 85%	81 80%	171 85%	204 78%	249 88%	165 91%	919 82%	711 80%	208 86%	741 84%	108 76%	79 72%	107 92%	314 89%	133 80%
Don't know	94 5%	80 5%	8 4%	* 1%	15 7%	7 4%	8 4%	9 6%	6 6%	10 5%	16 6%	10 3%	5 3%	58 5%	45 5%	13 5%	35 4%	11 7%	9 8%	3 2%	8 2%	6 3%
NET: Any	567 28%	468 27%	67 37%	26 32%	68 31%	51 28%	42 23%	25 18%	32 32%	49 24%	107 41%	68 24%	32 18%	340 30%	277 31%	63 26%	227 26%	54 38%	48 43%	15 12%	63 18%	48 29%