



# ITV News Index

## METHODOLOGY NOTE

ComRes interviewed 2,025 UK adults online between 6<sup>th</sup> and 8<sup>th</sup> September 2013. Data were weighted to be representative of all UK adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

*All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.*

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: [Katharine.Peacock@comres.co.uk](mailto:Katharine.Peacock@comres.co.uk)

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

## ITV News Index Survey

### ONLINE Fieldwork : 6th-8th September 2013

Absolutes/col percents

Table 1

**Q.1 Thinking about the various British accents from different parts of the country; have you ever personally discriminated against someone because they had a particular regional accent in any of the following situations?**

**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	2025	920	1105	255	334	382	399	331	324	592	584	340	509	276	863
Weighted base	2025	993	1032	241	341	341	361	301	441	541	562	441	481	287	847
<b><u>In a social situation</u></b>															
Yes	204 10%	109 11%	95 9%	45 19%	45 13%	35 10%	37 10%	18 6%	25 6%	61 11%	58 10%	48 11%	36 8%	44 15%	98 12%
No	1709 84%	808 81%	900 87%	144 60%	274 80%	290 85%	312 87%	276 92%	412 93%	462 85%	448 80%	370 84%	428 89%	227 79%	678 80%
Don't know	113 6%	76 8%	37 4%	51 21%	22 6%	16 5%	12 3%	7 2%	4 1%	18 3%	55 10%	22 5%	17 3%	16 6%	71 8%
<b><u>In the workplace</u></b>															
Yes	124 6%	79 8%	46 4%	23 10%	39 11%	18 5%	16 5%	12 4%	16 4%	43 8%	29 5%	36 8%	16 3%	28 10%	64 8%
No	1793 89%	837 84%	956 93%	167 69%	284 83%	307 90%	336 93%	282 94%	418 95%	482 89%	480 86%	383 87%	447 93%	243 85%	718 85%
Don't know	108 5%	77 8%	31 3%	51 21%	19 6%	16 5%	9 2%	7 2%	6 1%	16 3%	52 9%	22 5%	18 4%	16 5%	65 8%
<b><u>On the telephone</u></b>															
Yes	280 14%	135 14%	145 14%	38 16%	49 14%	41 12%	57 16%	40 13%	55 12%	85 16%	51 9%	71 16%	73 15%	52 18%	110 13%
No	1621 80%	777 78%	843 82%	152 63%	270 79%	282 83%	294 81%	250 83%	373 85%	428 79%	456 81%	347 79%	390 81%	219 76%	662 78%
Don't know	124 6%	80 8%	44 4%	51 21%	22 7%	18 5%	9 3%	11 3%	13 3%	28 5%	55 10%	23 5%	19 4%	16 6%	76 9%

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2025	993	1032	241	341	341	361	301	441	541	562	441	481	287	847
<b><u>In a job interview</u></b>															
Yes	87 4%	55 6%	33 3%	23 9%	27 8%	13 4%	15 4%	6 2%	4 1%	27 5%	16 3%	26 6%	18 4%	19 7%	49 6%
No	1827 90%	863 87%	964 93%	165 69%	297 87%	311 91%	336 93%	287 95%	431 98%	498 92%	492 88%	397 90%	441 92%	254 89%	732 86%
Don't know	111 5%	75 8%	36 3%	53 22%	17 5%	17 5%	10 3%	7 2%	6 1%	16 3%	54 10%	19 4%	22 5%	14 5%	66 8%

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**Q.1 Thinking about the various British accents from different parts of the country; have you ever personally discriminated against someone because they had a particular regional accent in any of the following situations?**

**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 working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2025	1779	151	89	243	162	160	152	95	180	286	308	199	1139	760	379	886	154	153	99	275	205
Weighted base	2025	1742	182	81	223	182	182	142	101	203	263	284	182	1134	891	243	891	130	129	128	326	179
<b><u>In a social situation</u></b>																						
Yes	204 10%	173 10%	14 8%	9 11%	28 13%	19 11%	10 6%	9 6%	16 16%	15 7%	41 16%	28 10%	14 7%	142 13%	117 13%	25 10%	62 7%	17 13%	14 11%	6 4%	14 4%	11 6%
No	1709 84%	1466 84%	165 90%	70 86%	188 85%	157 86%	169 93%	129 91%	79 78%	177 88%	171 65%	244 86%	161 89%	905 80%	700 79%	205 84%	804 90%	106 82%	109 85%	119 93%	310 95%	159 89%
Don't know	113 6%	103 6%	4 2%	2 3%	6 3%	6 3%	3 2%	4 3%	6 6%	11 5%	52 20%	11 4%	7 4%	87 8%	74 8%	13 5%	26 3%	7 5%	5 4%	3 2%	2 1%	9 5%
<b><u>In the workplace</u></b>																						
Yes	124 6%	106 6%	5 3%	4 5%	21 9%	8 4%	6 4%	5 4%	13 13%	12 6%	29 11%	18 6%	3 2%	93 8%	78 9%	15 6%	32 4%	11 8%	4 3%	2 2%	11 3%	3 2%
No	1793 89%	1539 88%	172 95%	75 92%	197 89%	168 92%	173 95%	134 95%	81 80%	183 90%	181 69%	256 90%	173 95%	961 85%	740 83%	220 91%	832 93%	113 87%	120 93%	120 94%	311 96%	168 94%
Don't know	108 5%	96 6%	4 2%	2 3%	5 2%	6 3%	3 2%	2 1%	7 7%	8 4%	53 20%	10 4%	6 3%	81 7%	73 8%	8 3%	27 3%	6 5%	4 3%	5 4%	3 1%	8 5%
<b><u>On the telephone</u></b>																						
Yes	280 14%	240 14%	20 11%	6 8%	27 12%	29 16%	22 12%	19 14%	21 20%	18 9%	42 16%	45 16%	30 17%	162 14%	132 15%	30 12%	118 13%	19 15%	16 12%	22 17%	43 13%	19 11%
No	1621 80%	1394 80%	153 84%	72 89%	187 84%	144 79%	156 86%	118 83%	74 73%	177 87%	170 64%	225 79%	146 80%	880 78%	683 77%	198 81%	740 83%	105 80%	108 84%	103 80%	275 85%	150 84%
Don't know	124 6%	108 6%	10 5%	2 3%	9 4%	10 5%	4 2%	4 3%	7 7%	7 4%	51 20%	14 5%	6 3%	92 8%	77 9%	15 6%	32 4%	7 5%	5 4%	3 2%	8 2%	10 6%

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**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 working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2025	1742	182	81	223	182	182	142	101	203	263	284	182	1134	891	243	891	130	129	128	326	179
<b><u>In a job interview</u></b>																						
Yes	87 4%	66 4%	9 5%	3 3%	10 4%	8 4%	6 3%	3 2%	13 13%	2 1%	23 9%	11 4%	1 1%	67 6%	57 6%	10 4%	20 2%	9 7%	4 3%	- -	5 1%	2 1%
No	1827 90%	1572 90%	170 94%	76 94%	206 92%	166 91%	173 95%	135 96%	84 83%	193 95%	186 71%	261 92%	177 97%	986 87%	764 86%	222 92%	841 94%	113 87%	120 93%	122 96%	320 98%	167 93%
Don't know	111 5%	103 6%	3 2%	2 3%	7 3%	8 4%	3 2%	4 3%	4 4%	8 4%	55 21%	12 4%	4 2%	80 7%	70 8%	10 4%	30 3%	8 6%	5 4%	6 4%	1 *	10 6%

## ITV News Index Survey

### ONLINE Fieldwork : 6th-8th September 2013

Absolutes/col percents

Table 2

**Q.2 Do you agree or disagree with each of the following statements?****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	2025	920	1105	255	334	382	399	331	324	592	584	340	509	276	863
Weighted base	2025	993	1032	241	341	341	361	301	441	541	562	441	481	287	847
<b><u>Overall, trade unions are good for Britain</u></b>															
Agree	986 49%	497 50%	489 47%	88 37%	170 50%	183 54%	178 49%	163 54%	204 46%	272 50%	256 46%	239 54%	219 46%	161 56%	392 46%
Disagree	437 22%	263 26%	174 17%	32 13%	50 15%	54 16%	85 24%	71 24%	145 33%	142 26%	117 21%	83 19%	94 20%	54 19%	199 23%
Don't know	602 30%	233 23%	369 36%	121 50%	121 36%	103 30%	98 27%	66 22%	92 21%	127 24%	189 34%	119 27%	167 35%	72 25%	257 30%
<b><u>Trade unions should spend more time supporting people in the workplace, and less time getting involved in national politics</u></b>															
Agree	1372 68%	699 70%	673 65%	107 44%	190 56%	201 59%	268 74%	239 80%	367 83%	395 73%	347 62%	297 67%	333 69%	188 65%	552 65%
Disagree	247 12%	138 14%	108 11%	33 14%	44 13%	54 16%	41 11%	31 10%	43 10%	73 14%	68 12%	66 15%	40 8%	45 16%	111 13%
Don't know	406 20%	155 16%	251 24%	101 42%	107 31%	86 25%	52 14%	30 10%	30 7%	73 14%	146 26%	78 18%	108 22%	54 19%	184 22%
<b><u>Trade unions have too much say over what happens in Britain</u></b>															
Agree	730 36%	400 40%	330 32%	55 23%	92 27%	96 28%	123 34%	120 40%	244 55%	229 42%	197 35%	146 33%	158 33%	92 32%	296 35%
Disagree	734 36%	382 39%	352 34%	54 22%	116 34%	146 43%	157 43%	127 42%	136 31%	206 38%	190 34%	170 38%	169 35%	113 39%	307 36%
Don't know	561 28%	211 21%	350 34%	133 55%	133 39%	99 29%	81 23%	54 18%	61 14%	106 20%	174 31%	125 28%	155 32%	82 29%	244 29%