



## **Accents**

**Fieldwork Dates: 12th - 13th July 2018**

**Conducted by YouGov  
On behalf of YouGov NY**

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## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1216 adults. Fieldwork was undertaken between 12th - 13th July 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

**YouGov NY**  
**Accents**

US\_nat Sample: 12th - 13th July 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

**KYA\_q1. Do you think that you have an accent (i.e., a distinctive way of speaking that is typically associated with a certain region)?**

Unweighted base	1216	516	700	278	380	558	204	283	448	281	903	123	98	92	402
<b>Base: All US adults</b>	1198	594	603	371	366	461	199	265	467	267	784	146	176	91	496
Yes, I do	36%	39%	34%	38%	36%	36%	36%	29%	44%	31%	37%	32%	38%	37%	33%
No, I don't	51%	49%	53%	50%	51%	52%	49%	56%	46%	58%	51%	58%	49%	45%	54%
Don't know/not sure	12%	12%	12%	12%	13%	12%	16%	14%	10%	12%	12%	10%	13%	18%	14%

**KYA\_q2. Which American region/city do you think has the strongest accent?**

Unweighted base	1216	516	700	278	380	558	204	283	448	281	903	123	98	92	402
<b>Base: All US adults</b>	1198	594	603	371	366	461	199	265	467	267	784	146	176	91	496
New York	13%	13%	13%	11%	14%	13%	18%	7%	16%	11%	12%	18%	13%	12%	14%
Boston	23%	24%	23%	22%	19%	27%	18%	25%	21%	30%	29%	10%	14%	17%	19%
Appalachia	7%	7%	6%	2%	8%	9%	4%	10%	6%	6%	8%	5%	1%	4%	5%
Chicago	1%	1%	1%	2%	0%	1%	-	3%	1%	0%	1%	4%	1%	-	1%
West coast	3%	2%	3%	3%	2%	2%	1%	1%	2%	6%	1%	4%	6%	7%	3%
Texas	13%	14%	12%	18%	14%	8%	13%	11%	16%	11%	9%	17%	26%	11%	13%
Southern coast	16%	13%	19%	12%	17%	18%	19%	14%	16%	15%	18%	17%	8%	12%	17%
Midwest	5%	5%	4%	6%	4%	5%	2%	11%	2%	5%	5%	4%	5%	3%	5%
Mid-Atlantic	2%	3%	1%	3%	1%	2%	3%	3%	2%	1%	2%	-	1%	6%	2%
Other accent	4%	6%	3%	2%	6%	5%	6%	4%	5%	4%	4%	5%	4%	9%	3%
Don't know/not sure	14%	13%	14%	18%	14%	9%	17%	11%	14%	12%	11%	16%	23%	18%	17%

**KYA\_q3. Which American region/city do you think has the most attractive accent?**

Unweighted base	1216	516	700	278	380	558	204	283	448	281	903	123	98	92	402
<b>Base: All US adults</b>	1198	594	603	371	366	461	199	265	467	267	784	146	176	91	496
New York	7%	6%	8%	9%	9%	4%	12%	6%	7%	4%	6%	14%	7%	8%	7%
Boston	7%	6%	8%	5%	6%	9%	8%	8%	6%	5%	7%	8%	4%	4%	8%
Appalachia	3%	3%	2%	3%	3%	2%	1%	3%	4%	1%	4%	-	2%	1%	4%
Chicago	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%	3%	0%	1%	1%
West coast	6%	6%	6%	6%	5%	6%	4%	4%	4%	12%	6%	2%	5%	10%	3%
Texas	12%	13%	11%	10%	11%	13%	11%	10%	12%	12%	12%	5%	13%	15%	12%

**YouGov NY**  
**Accents**

US\_nat Sample: 12th - 13th July 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

**KYA\_q1. Do you think that you have an accent (i.e., a distinctive way of speaking that is typically associated with a certain region)?**

Unweighted base	1216	426	244	144	592	19	141	56	353	55	282	934	415	343	272
<b>Base: All US adults</b>	1198	381	204	117	542	17	116	44	433	46	280	918	423	329	247
Yes, I do	36%	37%	37%	48%	39%	20%	35%	40%	33%	36%	39%	36%	31%	41%	38%
No, I don't	51%	50%	54%	42%	50%	70%	48%	48%	54%	50%	48%	52%	54%	50%	55%
Don't know/not sure	12%	13%	9%	10%	11%	10%	17%	12%	13%	14%	13%	12%	15%	9%	7%

**KYA\_q2. Which American region/city do you think has the strongest accent?**

Unweighted base	1216	426	244	144	592	19	141	56	353	55	282	934	415	343	272
<b>Base: All US adults</b>	1198	381	204	117	542	17	116	44	433	46	280	918	423	329	247
New York	13%	13%	12%	12%	13%	11%	15%	19%	12%	14%	12%	13%	13%	13%	12%
Boston	23%	26%	30%	24%	26%	17%	25%	22%	20%	26%	23%	23%	21%	24%	27%
Appalachia	7%	5%	13%	8%	8%	4%	5%	3%	5%	6%	6%	7%	5%	9%	7%
Chicago	1%	1%	1%	1%	1%	-	1%	2%	2%	-	0%	1%	2%	0%	2%
West coast	3%	3%	1%	2%	2%	5%	1%	-	4%	5%	3%	2%	3%	4%	1%
Texas	13%	14%	13%	12%	13%	5%	10%	9%	14%	8%	15%	12%	10%	14%	13%
Southern coast	16%	16%	12%	16%	16%	12%	14%	19%	16%	20%	14%	16%	15%	18%	16%
Midwest	5%	4%	4%	7%	5%	5%	1%	4%	5%	6%	4%	5%	5%	5%	4%
Mid-Atlantic	2%	2%	0%	1%	2%	12%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Other accent	4%	5%	5%	6%	4%	12%	8%	11%	3%	4%	4%	5%	5%	4%	6%
Don't know/not sure	14%	12%	9%	11%	11%	15%	17%	9%	17%	9%	17%	13%	19%	6%	10%

**KYA\_q3. Which American region/city do you think has the most attractive accent?**

Unweighted base	1216	426	244	144	592	19	141	56	353	55	282	934	415	343	272
<b>Base: All US adults</b>	1198	381	204	117	542	17	116	44	433	46	280	918	423	329	247
New York	7%	7%	6%	6%	5%	10%	8%	2%	9%	15%	8%	7%	8%	8%	6%
Boston	7%	6%	7%	4%	7%	-	8%	13%	6%	10%	5%	7%	7%	6%	6%
Appalachia	3%	2%	3%	2%	3%	4%	2%	-	3%	-	3%	3%	3%	3%	2%
Chicago	2%	2%	3%	2%	2%	-	-	1%	3%	3%	2%	2%	1%	2%	3%
West coast	6%	7%	8%	10%	5%	17%	6%	5%	6%	6%	6%	6%	7%	4%	7%
Texas	12%	11%	12%	10%	14%	16%	9%	16%	10%	4%	14%	11%	11%	15%	13%

**YouGov NY**  
**Accents**

US\_nat Sample: 12th - 13th July 2018



Total	
	Prefer not to say
	AC

**KYA\_q1. Do you think that you have an accent (i.e., a distinctive way of speaking that is typically associated with a certain region)?**

Unweighted base	1216	186
<b>Base: All US adults</b>	1198	199
Yes, I do	36%	38%
No, I don't	51%	43%
Don't know/not sure	12%	19%
		AA,AB

**KYA\_q2. Which American region/city do you think has the strongest accent?**

Unweighted base	1216	186
<b>Base: All US adults</b>	1198	199
New York	13%	14%
Boston	23%	22%
Appalachia	7%	3%
Chicago	1%	1%
West coast	3%	2%
Texas	13%	18%
Southern coast	16%	14%
Midwest	5%	3%
Mid-Atlantic	2%	2%
Other accent	4%	3%
Don't know/not sure	14%	18%
		AA,AB

**KYA\_q3. Which American region/city do you think has the most attractive accent?**

Unweighted base	1216	186
<b>Base: All US adults</b>	1198	199
New York	7%	5%
Boston	7%	7%
Appalachia	3%	3%
Chicago	2%	2%
West coast	6%	4%
Texas	12%	6%

**YouGov NY**  
**Accents**

US\_nat Sample: 12th - 13th July 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Southern coast	18%	19%	17%	13%	16%	24%	10%	15%	22%	21%	15%	10%	15%	18%	
Midwest	6%	7%	5%	6%	4%	8%	1%	13%	5%	7%	7%	2%	7%	5%	
Mid-Atlantic	4%	5%	3%	3%	5%	4%	9%	3%	4%	1%	3%	10%	2%	2%	
Other accent	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	2%	4%	2%	2%	
Don't know/not sure	21%	19%	23%	21%	24%	18%	28%	19%	20%	19%	18%	25%	30%	24%	
Not applicable - I don't find any American accents attractive	12%	12%	12%	18%	12%	7%	11%	13%	11%	13%	11%	13%	18%	12%	

**KYA\_q4. How common do you think it is for people to be judged based on their regional accent?**

Unweighted base	1216	516	700	278	380	558	204	283	448	281	903	123	98	92	402
<b>Base: All US adults</b>	1198	594	603	371	366	461	199	265	467	267	784	146	176	91	496
Very common	27%	28%	27%	26%	34%	23%	29%	25%	30%	23%	27%	28%	28%	28%	25%
Somewhat common	44%	45%	44%	46%	41%	46%	47%	44%	41%	47%	47%	36%	36%	46%	37%
Not very common	13%	12%	14%	12%	10%	16%	9%	16%	12%	16%	11%	14%	21%	13%	17%
Not at all common	5%	5%	4%	3%	4%	7%	3%	4%	6%	4%	5%	6%	2%	2%	5%
Don't know/not sure	11%	11%	11%	12%	12%	8%	12%	11%	11%	9%	9%	15%	13%	12%	16%

**KYA\_q5. You mentioned you think you have an accent...Do you think you've ever been unfairly judged because of your accent?**

Unweighted base	449	199	250	102	138	209	72	88	208	81	338	36	41	34	132
<b>Base: All US adults who believe they have an accent</b>	436	230	206	140	131	165	71	78	205	82	289	47	66	34	163
Yes, I do	35%	38%	32%	37%	37%	32%	39%	29%	34%	41%	31%	27%	52%	44%	36%
No, I don't	49%	46%	52%	44%	50%	53%	49%	51%	51%	42%	52%	62%	35%	37%	51%
Don't know/not sure	16%	16%	16%	19%	13%	15%	12%	20%	15%	17%	17%	11%	13%	19%	13%

**KYA\_q6. Which foreign accent do you find the most attractive when speaking English?**

Unweighted base	1216	516	700	278	380	558	204	283	448	281	903	123	98	92	402
<b>Base: All US adults</b>	1198	594	603	371	366	461	199	265	467	267	784	146	176	91	496
Australian	12%	9%	14%	8%	11%	15%	8%	10%	13%	14%	14%	6%	4%	13%	12%
English	20%	21%	19%	23%	21%	16%	21%	21%	22%	15%	20%	22%	17%	18%	23%
Irish	10%	10%	10%	11%	6%	12%	10%	11%	8%	11%	12%	3%	7%	6%	10%
Spanish	6%	7%	4%	8%	8%	2%	5%	4%	8%	4%	2%	8%	20%	2%	8%
Italian	7%	4%	9%	6%	7%	6%	5%	6%	7%	7%	6%	7%	8%	3%	5%
French	13%	14%	11%	10%	12%	16%	12%	9%	14%	15%	12%	19%	11%	10%	10%
Scottish	7%	7%	8%	5%	8%	9%	7%	9%	7%	7%	9%	2%	6%	6%	5%

**YouGov NY**  
**Accents**

US\_nat Sample: 12th - 13th July 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Southern coast	18%	17%	20%	19%	22% V	- **	16%	29% T,V*	13%	21% *	17%	18%	15%	21%	23% Z,AC
Midwest	6%	7%	6%	10% N	8% T	26% **	1%	3% *	6%	7% T*	4%	7%	7%	7%	5%
Mid-Atlantic	4%	4%	4%	8% N	3% **	- **	8% R,U,W	- *	5%	- *	4%	4%	2%	5%	5% Z
Other accent	3%	3%	3%	3%	3%	- **	5%	5% *	2%	4% *	2%	3%	2%	2%	4%
Don't know/not sure	21%	20%	16%	17%	19% **	19% **	23%	23% *	22%	24% *	20%	21%	22%	20%	15%
Not applicable - I don't find any American accents attractive	12%	13%	11%	9%	9% **	9% **	14% U	4% *	17% R,U	7% *	15%	11%	16% AA,AB	8%	9%

**KYA\_q4. How common do you think it is for people to be judged based on their regional accent?**

Unweighted base	1216	426	244	144	592	19	141	56	353	55	282	934	415	343	272
<b>Base: All US adults</b>	1198	381	204	117	542	17	116	44	433	46	280	918	423	329	247
Very common	27%	25%	35% N,O	33%	27%	26% **	29%	24% *	27%	31% *	29%	27%	22%	34% Z	30% Z
Somewhat common	44%	51% N	46% N	50% N	45%	49% **	41%	35% *	45%	48% *	46%	43%	44%	42%	49%
Not very common	13%	10% N	10% N	12% N	15%	20% **	11%	24% T,V,W*	11%	9% *	9%	14%	14%	12%	13%
Not at all common	5%	6% Q	4% Q	-	6%	- **	2%	7% *	4%	4% *	3%	5%	5%	6%	4%
Don't know/not sure	11%	8%	5%	5%	8%	4% **	17% R	10% *	13% R	7% *	12%	10%	14% AA,AB	6%	4%

**KYA\_q5. You mentioned you think you have an accent...Do you think you've ever been unfairly judged because of your accent?**

Unweighted base	449	155	91	71	230	4	52	23	120	20	114	335	129	147	108
<b>Base: All US adults who believe they have an accent</b>	436	141	76	56	213	3	41	18	144	16	109	327	132	136	93
Yes, I do	35%	30%	35% *	44% *	39%	37% **	39% *	38% **	30% *	23% **	50% Y*	30%	37% *	32% *	42% *
No, I don't	49%	50%	52% *	38% *	46%	43% **	45% *	49% **	54% *	59% **	38% *	53% X	49% *	49% *	44% *
Don't know/not sure	16%	20%	13% *	18% *	15%	20% **	17% *	13% **	16% *	18% **	13% *	17% *	14% *	19% *	14% *

**KYA\_q6. Which foreign accent do you find the most attractive when speaking English?**

Unweighted base	1216	426	244	144	592	19	141	56	353	55	282	934	415	343	272
<b>Base: All US adults</b>	1198	381	204	117	542	17	116	44	433	46	280	918	423	329	247
Australian	12%	12%	9%	13%	13% V	28% **	14% V	17% V*	8%	11% *	11%	12%	11%	13%	12%
English	20%	15%	19%	20%	21% **	- **	15% *	12% *	21%	17% *	23%	19%	18%	20% Z	25% Z
Irish	10%	8%	9%	12%	10% **	- **	8% *	5% *	11%	9% *	6% X	11% X	6% Z	12% Z	12% Z
Spanish	6%	4%	3%	5%	5% T	- **	1% *	2% *	8% T	5% *	9% Y	5%	10% AA,AB,AC	3%	4%
Italian	7%	8%	7%	6%	7% **	- **	8% *	3% *	6% *	13% *	7%	6%	6% 6%	7%	7%
French	13%	13%	17% N	16%	11% **	26% **	15% *	21% R*	12%	13% *	9%	14%	13%	12%	12%
Scottish	7%	10%	9%	5%	9% **	13% **	10% *	12% *	5%	4% *	9%	7%	7% 7%	9% 9%	8% 8%

# YouGov NY

## Accents

US\_nat Sample: 12th - 13th July 2018



	Total	Prefer not to say
Southern coast	18%	14%
Midwest	6%	5%
Mid-Atlantic	4%	6%
Other accent	3%	4%
Don't know/not sure	21%	29%
Not applicable - I don't find any American accents attractive	12%	14%

KYA\_q4. How common do you think it is for people to be judged based on their regional accent?

	Total	Prefer not to say
Unweighted base	1216	186
<b>Base: All US adults</b>	1198	199
Very common	27%	24%
Somewhat common	44%	42%
Not very common	13%	13%
Not at all common	5%	3%
Don't know/not sure	11%	18%

KYA\_q5. You mentioned you think you have an accent...Do you think you've ever been unfairly judged because of your accent?

	Total	Prefer not to say
Unweighted base	449	65
<b>Base: All US adults who believe they have an accent</b>	436	75
Yes, I do	35%	29%
No, I don't	49%	56%
Don't know/not sure	16%	15%

KYA\_q6. Which foreign accent do you find the most attractive when speaking English?

	Total	Prefer not to say
Unweighted base	1216	186
<b>Base: All US adults</b>	1198	199
Australian	12%	10%
English	20%	18%
Irish	10%	10%
Spanish	6%	4%
Italian	7%	5%
French	13%	13%
Scottish	7%	6%



**YouGov NY**  
**Accents**

US\_nat Sample: 12th - 13th July 2018



	Gender		Age			Region				Race				No HS, High school graduate	
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)		
Total															
Japanese	2%	3%	1%	4%	2%	0%	2%	2%	1%	3%	1%	4%	3%	6%	1%
Latin American	4%	3%	4%	4%	4%	3%	5%	4%	3%	3%	3%	8%	4%	2%	4%
Nigerian	1%	1%	1%	0%	1%	1%	-	2%	0%	1%	0%	3%	-	1%	-
Middle Eastern	1%	1%	1%	2%	1%	0%	1%	1%	1%	-	1%	1%	-	4%	0%
Other accent	3%	4%	2%	3%	2%	4%	2%	3%	2%	6%	3%	0%	5%	7%	1%
Don't know/not sure	10%	9%	11%	10%	11%	10%	18%	11%	7%	9%	9%	13%	11%	13%	12%
Not applicable - I don't find any foreign accents attractive	7%	8%	5%	7%	8%	5%	5%	7%	7%	7%	7%	5%	4%	9%	7%

**KYA\_q8. How common do you think it is for people to be judged based on their foreign accent?**

Unweighted base	1216	516	700	278	380	558	204	283	448	281	903	123	98	92	402
<b>Base: All US adults</b>	1198	594	603	371	366	461	199	265	467	267	784	146	176	91	496
Very common	35%	34%	35%	37%	40%	28%	34%	38%	37%	29%	35%	41%	29%	33%	24%
Somewhat common	38%	38%	37%	34%	35%	42%	45%	34%	36%	39%	40%	29%	32%	44%	38%
Not very common	12%	12%	13%	14%	9%	15%	7%	13%	13%	16%	11%	9%	23%	11%	16%
Not at all common	4%	4%	5%	2%	4%	7%	2%	3%	6%	5%	5%	6%	4%	1%	6%
Don't know/not sure	11%	11%	11%	13%	13%	8%	13%	12%	9%	12%	10%	16%	12%	12%	16%

**KYA\_q9. Do you think there is more of a stigma against people with foreign accents or US regional accents in America?**

Unweighted base	1216	516	700	278	380	558	204	283	448	281	903	123	98	92	402
<b>Base: All US adults</b>	1198	594	603	371	366	461	199	265	467	267	784	146	176	91	496
I think there is more of a stigma against people with foreign accents in America	46%	47%	45%	46%	47%	45%	49%	48%	44%	45%	45%	49%	51%	37%	41%
I think there is more of a stigma against people with US regional accents in America	14%	14%	14%	16%	17%	11%	12%	11%	19%	11%	14%	12%	18%	11%	13%
I think there is no difference in stigmas against people with foreign or US regional accents in America	18%	19%	17%	17%	14%	22%	19%	16%	18%	19%	19%	19%	10%	25%	16%
Don't know/not sure	22%	20%	24%	21%	23%	22%	21%	25%	19%	25%	22%	20%	21%	27%	30%

**KYA\_q10. Please imagine you were in charge of hiring for a position and had multiple candidates who were equally qualified for the position... Would you be more or less likely to hire a candidate that had an accent?**

Unweighted base	1216	516	700	278	380	558	204	283	448	281	903	123	98	92	402
<b>Base: All US adults</b>	1198	594	603	371	366	461	199	265	467	267	784	146	176	91	496
I would be more likely to hire a person with an accent	7%	6%	7%	12%	7%	2%	8%	7%	7%	5%	5%	15%	5%	15%	7%
I would be no more or less likely to hire a person with an accent	69%	71%	67%	63%	70%	73%	67%	70%	70%	67%	71%	59%	70%	62%	64%
I would be less likely to hire a person with an accent	5%	5%	5%	3%	3%	8%	3%	5%	5%	6%	5%	6%	4%	1%	5%

YouGov NY

Accents

US\_nat Sample: 12th - 13th July 2018



	Education			Marital Status						Children under the age of 18		Income			
	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	
Total	N			V	**	V	V*		*						
Japanese	2%	1%	4%	2%	0%	17%	1%	-	4%	2%	1%	2%	3%	2%	0%
Latin American	4%	3%	4%	4%	3%	-	1%	4%	4%	8%	4%	4%	4%	4%	4%
Nigerian	1%	1%	0%	1%	1%	-	-	-	0%	-	1%	1%	1%	1%	1%
Middle Eastern	1%	1%	1%	2%	1%	-	-	-	1%	-	1%	1%	1%	1%	-
Other accent	3%	4%	5%	3%	3%	-	4%	3%	3%	-	2%	3%	2%	4%	4%
Don't know/not sure	10%	11%	8%	5%	9%	11%	17%	13%	10%	9%	11%	10%	12%	7%	4%
Not applicable - I don't find any foreign accents attractive	7%	7%	4%	6%	5%	5%	7%	7%	9%	10%	7%	7%	7%	4%	7%

KYA\_q8. How common do you think it is for people to be judged based on their foreign accent?

Unweighted base	1216	426	244	144	592	19	141	56	353	55	282	934	415	343	272
Base: All US adults	1198	381	204	117	542	17	116	44	433	46	280	918	423	329	247
Very common	35%	38%	45%	52%	33%	31%	38%	28%	37%	35%	38%	34%	29%	37%	42%
Somewhat common	38%	38%	36%	37%	39%	52%	33%	41%	36%	40%	38%	38%	36%	40%	40%
Not very common	12%	10%	11%	7%	14%	17%	11%	18%	10%	10%	10%	13%	16%	12%	10%
Not at all common	4%	4%	4%	-	6%	-	4%	2%	3%	7%	3%	5%	4%	5%	3%
Don't know/not sure	11%	10%	4%	5%	8%	-	15%	11%	14%	8%	11%	11%	15%	6%	4%

KYA\_q9. Do you think there is more of a stigma against people with foreign accents or US regional accents in America?

Unweighted base	1216	426	244	144	592	19	141	56	353	55	282	934	415	343	272
Base: All US adults	1198	381	204	117	542	17	116	44	433	46	280	918	423	329	247
I think there is more of a stigma against people with foreign accents in America	46%	47%	50%	58%	42%	46%	49%	51%	48%	59%	46%	46%	47%	46%	51%
I think there is more of a stigma against people with US regional accents in America	14%	13%	15%	20%	16%	15%	11%	19%	12%	12%	19%	12%	14%	17%	17%
I think there is no difference in stigmas against people with foreign or US regional accents in America	18%	21%	21%	11%	20%	29%	19%	13%	16%	9%	16%	19%	17%	19%	20%
Don't know/not sure	22%	20%	13%	11%	21%	10%	21%	17%	25%	19%	19%	23%	23%	17%	12%

KYA\_q10. Please imagine you were in charge of hiring for a position and had multiple candidates who were equally qualified for the position... Would you be more or less likely to hire a candidate that had an accent?

Unweighted base	1216	426	244	144	592	19	141	56	353	55	282	934	415	343	272
Base: All US adults	1198	381	204	117	542	17	116	44	433	46	280	918	423	329	247
I would be more likely to hire a person with an accent	7%	6%	5%	11%	7%	-	2%	5%	9%	6%	11%	6%	9%	6%	7%
I would be no more or less likely to hire a person with an accent	69%	72%	77%	65%	72%	83%	64%	72%	65%	71%	67%	69%	62%	77%	74%
I would be less likely to hire a person with an accent	5%	4%	6%	7%	4%	5%	10%	13%	4%	8%	3%	6%	5%	4%	5%

# YouGov NY

## Accents

US\_nat Sample: 12th - 13th July 2018



	Total	Prefer not to say
Japanese	2%	2%
Latin American	4%	2%
Nigerian	1%	-
Middle Eastern	1%	1%
Other accent	3%	2%
Don't know/not sure	10%	19%
Not applicable - I don't find any foreign accents attractive	7%	8%

**KYA\_q8. How common do you think it is for people to be judged based on their foreign accent?**

	Unweighted base	1216	186
<b>Base: All US adults</b>	1198	199	
Very common	35%	33%	
Somewhat common	38%	34%	
Not very common	12%	8%	
Not at all common	4%	6%	
Don't know/not sure	11%	18%	AA,AB

**KYA\_q9. Do you think there is more of a stigma against people with foreign accents or US regional accents in America?**

	Unweighted base	1216	186
<b>Base: All US adults</b>	1198	199	
I think there is more of a stigma against people with foreign accents in America	46%	38%	
I think there is more of a stigma against people with US regional accents in America	14%	6%	
I think there is no difference in stigmas against people with foreign or US regional accents in America	18%	16%	
Don't know/not sure	22%	40%	Z,AA,AB

**KYA\_q10. Please imagine you were in charge of hiring for a position and had multiple candidates who were equally qualified for the position... Would you be more or less likely to hire a candidate that had an accent?**

	Unweighted base	1216	186
<b>Base: All US adults</b>	1198	199	
I would be more likely to hire a person with an accent	7%	2%	
I would be no more or less likely to hire a person with an accent	69%	64%	
I would be less likely to hire a person with an accent	5%	6%	

**YouGov NY**

**Accents**

US\_nat Sample: 12th - 13th July 2018



	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Don't know/not sure	19%	17%	21%	20%	C.D 17%	22%	18%	17%	22%	18%	* 20%	* 22%	* 21%	23% P

**KYA\_q11. Please imagine you were considering dating someone who you believed you were compatible with... Would you be more or less likely to date the person if they had an accent?**

Unweighted base	1216	516	700	278	380	558	204	283	448	281	903	123	98	92	402
<b>Base: All US adults</b>	1198	594	603	371	366	461	199	265	467	267	784	146	176	91	496
I would be more likely to date a person with an accent	17%	18%	15%	24% E	18% E	9%	14%	16%	19%	15%	14%	28% J*	18% *	21% *	16%
I would be no more or less likely to date a person with an accent	64%	65%	64%	53% C	63% C	75% C.D	66%	65%	64%	64%	70% K.L.M	48% *	57% *	53% *	58%
I would be less likely to date a person with an accent	5%	4%	5%	6%	4%	4%	3%	4%	6%	4%	4%	6% *	8% *	3% *	7% O.Q
Don't know/not sure	15%	13%	16%	17%	15%	12%	17%	14%	12%	18%	13%	17% *	17% *	23% J*	19% P

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (\*\*), Small Base: 100 (\*)

**YouGov NY**

**Accents**

US\_nat Sample: 12th - 13th July 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Don't know/not sure	19%	19%	12%	16%	17%	**	R.V	R.V*	*	19%	19%	24%	13%	14%	
		P				**	U	*	*			AA,AB			

**KYA\_q11. Please imagine you were considering dating someone who you believed you were compatible with... Would you be more or less likely to date the person if they had an accent?**

Unweighted base	1216	426	244	144	592	19	141	56	353	55	282	934	415	343	272
<b>Base: All US adults</b>	1198	381	204	117	542	17	116	44	433	46	280	918	423	329	247
I would be more likely to date a person with an accent	17%	16%	18%	17%	15%	4%	8%	12%	22%	8%	20%	16%	18%	15%	17%
					T	**	*	R,T,W	*						
I would be no more or less likely to date a person with an accent	64%	68%	69%	70%	70%	75%	71%	65%	53%	76%	61%	66%	56%	74%	72%
		N	N	N	V	**	V	*	V*					Z,AC	Z,AC
I would be less likely to date a person with an accent	5%	2%	4%	2%	3%	12%	3%	10%	7%	1%	3%	5%	7%	3%	4%
					**	**	R,T*	R	R	*					
Don't know/not sure	15%	13%	8%	11%	11%	8%	19%	14%	18%	15%	16%	14%	20%	8%	7%
		P				**	R	*	R	*			AA,AB		

Cell Contents (Col

**YouGov NY**  
**Accents**

US\_nat Sample: 12th - 13th July 2018



	<b>Total</b>	<b>Prefer not to say</b>
Don't know/not sure	19%	28% AA,AB

**KYA\_q11. Please imagine you were considering dating someone who you believed you were compatible with... Would you be more or less likely to date the person if they had an accent?**

Unweighted base	1216	186
<b>Base: All US adults</b>	1198	199
I would be more likely to date a person with an accent	17%	17%
I would be no more or less likely to date a person with an accent	64%	57%
I would be less likely to date a person with an accent	5%	4%
Don't know/not sure	15%	22% AA,AB

Cell Contents (Col