

## Labels Survey

File: LabelsRawData.csv

P\_id: Participant number

**Table 1. Evaluative measures of accents**

Item name in Qualtrics survey	Item content	Variable name
Q3.2-3.5	How much prestige do you think is associated with this accent?	Accent + _pre
Q3.2-3.5	How pleasant do you think this accent sounds?	Accent + _pls

**Table 2. Motivation to Control a Prejudiced response measures**

Item name in Qualtrics survey	Item	Variable name
Q4.2	It bothers me a great deal when I think I've offended someone, so I'm always careful to consider other people's feelings.	mcpr_1
Q4.3	When speaking to a person from a different social background, it's important to me that they do not think I'm prejudiced.	mcpr_2
Q4.4	When speaking to a person from a different social background, it's important to me that they do not think I'm prejudiced.	mcpr_3
Q4.2-4.4	Total MCPR score	mcpr_mix
Q4.5	It appeals to me to get to know people from different social backgrounds.	diversity_1
Q4.6	People from different social backgrounds can teach me things I could not learn elsewhere.	diversity_2
Q4.7	I like hearing a range of accents of English.	like_accent

**Table 3. The Rosenberg Self Esteem scale**

Item name in Qualtrics survey	Item	Variable name
Q5.1	On the whole, I am satisfied with myself.	rse_1
	At times I think I am no good at all.	rse_2
	I feel that I have a number of good qualities.	rse_3
	I am able to do things as well as most other people.	rse_4
	I feel I do not have much to be proud of.	rse_5
	I definitely feel useless at times.	rse_6
	I feel that I'm a person of worth, at least on an	rse_7

	equal plane with others.	
	I wish I could have more respect for myself.	rse_8
	All in all, I am inclined to feel that I am a failure.	rse_9
	I take a positive attitude toward myself.	rse_10
	Total RSE score	rse
Strongly Disagree (1), Disagree (2), Agree (3), Strongly Agree (4)		

**Table 4. Personal biography variables (demographics)**

Item name in Qualtrics survey	Item	Variable name
Q6.2	Gender (1=man, 2=woman, 3=other, 4=prefer not to say)	P_gender
Q6.3	Age (numeric, year)	P_age
Q6.4	Ethnicity (1= White, 2=Black, 3=South Asian, 4=East Asian, 5=Mixed or other, 6=Prefer not to say)	P_ethn
Q6.5	Specification of other ethnicity	P_ethn_spec
Q6.6	Region where grew up (list of 15, see table 4a)	P_region_growup
Q6.7	Region where currently living (list of 15, see table 4a)	P_region
Q6.7	Self's highest educational qualification (list of 6, see Table 4b)	P_edu
Q6.8	Self's recent occupation (list of 11, see Table 4c)	P_occupation
Q6.9	Native English speaker (1=yes, 2 = no)	P_Eng_native
Q6.11	Fluent in language other than English? (1=yes, 2 = no)	P_lang_other
Q6.12	Specification of other languages fluent	P_other_native_spec
Q6.13	Describe own accent	P_self_accent
Q6.14	Specification of own accent	P_own_accent_spec

**Table 4a. List of 15 regions for Q6.6/6.7**

Value	Code
1	South East
2	South West
3	London
4	East of England
5	West Midlands
6	East Midlands
7	Yorkshire and the Humber
8	North East
9	North West
10	Wales
11	Scotland

12	Northern Ireland
13	South East
14	South West
15	London

**Table 4b. List of 6 levels of education for Q6.7**

Value	Code
1	GCSE or equivalent
2	A-level or equivalent
3	Further Education
4	Undergraduate Degree
5	Postgraduate Degree

**Table 4c. List of 11 levels of occupation for Q6.8**

Value	Code
1	Senior Management (e.g., CEO, director) (1)
2	Professional (e.g., scientist, doctor, teacher, lawyer) (2)
3	Technical (e.g., IT staff) (3)
4	Administrative and Secretarial (e.g., administrative staff) (4)
5	Skilled Trades (e.g., electrician, plumber) (5)
6	Caring, Leisure, Service (e.g., nurse, hotel staff) (6)
7	Sales and Customer Service (e.g., sales clerk) (7)
8	Process, Plant, Machine operation (e.g., factory worker) (8)
14	Primary Labour (e.g., agricultural, construction, security, cleaning) (14)
16	Unwaged (including students and homemakers) (16)
17	Prefer Not to Say (17)

## Labels\_Survey

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## Start of Block: Screen



Q1.1 Thank you for your interest in this survey.

Before you start, please note:

This survey is designed for desktops or laptops and will not work on a mobile device. Please do not continue if you are using a mobile device. You can come back later when you have access to a computer.

Please select one of the following options and click "Next".

- ☐ I am using a computer and would like to continue. (1)
- ☐ I would like to leave the survey now. (0)

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Q1.2 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

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Page Break

*Display This Question:*

*If Thank you for your interest in this survey. Before you start, please note: This survey is design... =  
I am using a computer and would like to continue.*

*AndDevice TypelsMobile*

Q1.3 It seems like you are on a mobile device and won't be able to continue.

In a few seconds, you will be automatically re-directed to leave the survey. If nothing happens, please click "Next".

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Q1.4 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

End of Block: Screen

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Start of Block: Intro



Q2.1

### **English Accents Survey**

This survey examines language issues in Britain. You will be asked to first provide your personal opinions about a range of English accents, and then complete a short questionnaire and provide some personal information. The survey takes **5-10 minutes** to complete and should be completed in one sitting without interruption. Please do not start the survey unless you have 10 minutes to dedicate to it.

There are no foreseeable risks in participating. All data collected as part of this survey will be anonymous and will be handled in accordance with the latest data protection legislation. By participating you consent to having your responses included as part of the project. You can choose to withdraw your participation at any time and without giving a reason. Please contact Prof. Devyani Sharma: d.sharma@qmul.ac.uk if you have questions.

Please read and confirm the following statements:

I understand that if I decide at any

time during the study that I no longer wish to participate, I can withdraw from the study by closing this browser window. I consent to the processing of any information collected during the study for the purposes of this research project. I understand that if I have any questions or concerns about the manner in which this study was conducted, I can contact the Research Ethics Committee at Queen Mary University of London (research-ethics@qmul.ac.uk). The study has been explained to me to my satisfaction. I understand what this study involves and agree to participate. Please click the text box below before continuing:

☐ I agree with the above statements. (11)

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Q2.2 To continue, please click "Next".

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Q2.3 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

End of Block: Intro

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Start of Block: Accent\_Rating

### Q3.1 Personal Opinions about Accents of English

For each accent of English listed below, please respond to two questions:

**"How much prestige do you think is associated with this accent?"**

(1 = Very low; 7 = Very high)

**"How pleasant do you think this accent sounds?"**

(1 = Extremely unpleasant; 7 = Extremely pleasant)

Provide your response by clicking on a radio button that best represents your personal opinion about each accent on each question. If you want, you can revise your earlier responses as you make progress on the lists.

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## Q3.2

	How much prestige do you think is associated with this accent? 1 = Very low 7 = Very high							How pleasant do you think this accent sounds? 1 = Extremely unpleasant 7 = Extremely pleasant						
	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Lancashire (39)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Spanish-accented (40)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Northern Irish (49)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
South African (50)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Afro-Caribbean (51)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Scottish (52)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Leeds (53)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Manchester (54)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Indian English (55)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Norwich (56)	(	(	(	(	(	(	(	(	(	(	(	(	(	(



## Q3.3

	How much prestige do you think is associated with this accent? 1 = Very low 7 = Very high							How pleasant do you think this accent sounds? 1 = Extremely unpleasant 7 = Extremely pleasant						
--	---	--	--	--	--	--	--	---	--	--	--	--	--	--



	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Multicultural London English (39)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
North American (40)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
French- accented (49)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Cornish (50)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Queen's English (51)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Newcastle (52)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Cockney (53)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Chinese- accented (54)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Swansea (55)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Welsh (56)	(	(	(	(	(	(	(	(	(	(	(	(	(	(



Q3.4

	How much prestige do you think is associated with this accent? 1 = Very low 7 = Very high							How pleasant do you think this accent sounds? 1 = Extremely unpleasant 7 = Extremely pleasant						
	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)

Belfast (39)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Southern Irish (40)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Nottingham (49)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Australian (50)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Estuary English (51)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Accent identical to your own (52)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Black country (53)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Liverpool (54)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Glasgow (55)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
German-accented (56)	(	(	(	(	(	(	(	(	(	(	(	(	(	(



Q3.5

	How much prestige do you think is associated with this accent? 1 = Very low 7 = Very high							How pleasant do you think this accent sounds? 1 = Extremely unpleasant 7 = Extremely pleasant						
	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)

West Country (39)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Essex (40)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
A standard accent of English (i.e., "Received Pronunciation") (49)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Edinburgh (50)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Bristol (51)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Birmingham (52)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
New Zealand (53)	(	(	(	(	(	(	(	(	(	(	(	(	(	(
Cardiff (54)	(	(	(	(	(	(	(	(	(	(	(	(	(	(

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### Q3.6

When you have completed all responses and are ready to move on, please click "Next".

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### Q3.7 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

End of Block: Accent\_Rating

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Start of Block: MCPR

Q4.1

Thank you.

In this part, please indicate how much you agree or disagree with each statement below by clicking on the corresponding box.

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**Q4.2 It bothers me a great deal when I think I've offended someone, so I'm always careful to consider other people's feelings.**

- ☐ Strongly Disagree (1)
  - ☐ Disagree (2)
  - ☐ Slightly Disagree (3)
  - ☐ Slightly Agree (4)
  - ☐ Agree (5)
  - ☐ Strongly Agree (6)
- 



**Q4.3 When speaking to a person from a different social background, it's important to me that they do not think I'm prejudiced.**

- ☐ Strongly Disagree (1)
  - ☐ Disagree (2)
  - ☐ Slightly Disagree (3)
  - ☐ Slightly Agree (4)
  - ☐ Agree (5)
  - ☐ Strongly Agree (6)
- 



**Q4.4 At work, when someone from a different social background expresses an opinion I disagree with, I am careful about how I respond.**

- ☐ Strongly Disagree (1)
  - ☐ Disagree (2)
  - ☐ Slightly Disagree (3)
  - ☐ Slightly Agree (4)
  - ☐ Agree (5)
  - ☐ Strongly Agree (6)
- 



Q4.5 It appeals to me to get to know people from different social backgrounds.

- ☐ Strongly Disagree (1)
  - ☐ Disagree (2)
  - ☐ Slightly Disagree (3)
  - ☐ Slightly Agree (4)
  - ☐ Agree (5)
  - ☐ Strongly Agree (6)
- 



Q4.6 People from different social backgrounds can teach me things I could not learn elsewhere.

- ☐ Strongly Disagree (1)
  - ☐ Disagree (2)
  - ☐ Slightly Disagree (3)
  - ☐ Slightly Agree (4)
  - ☐ Agree (5)
  - ☐ Strongly Agree (6)
-

**Q4.7 I like hearing a range of accents of English.**

- ☐ Strongly Disagree (1)
  - ☐ Disagree (2)
  - ☐ Slightly Disagree (3)
  - ☐ Slightly agree (4)
  - ☐ Agree (5)
  - ☐ Strongly Agree (6)
- 

**Q4.8 When finished, please move on to the next page.**

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Q4.9 Timing  
First Click (1)  
Last Click (2)  
Page Submit (3)  
Click Count (4)

**End of Block: MCPR**

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**Start of Block: SE**



Q5.1 Below is a list of statements dealing with your general feelings about yourself.

Please indicate how strongly you agree or disagree with each statement by clicking the corresponding radio button.

	Strongly Disagree (1)	Disagree (2)	Agree (3)	Strongly Agree (4)
On the whole, I am satisfied with myself. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At times I think I am no good at all. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I have a number of good qualities. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to do things as well as most other people. (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I do not have much to be proud of. (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I definitely feel useless at times. (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I'm a person of worth, at least on an equal plane with others. (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wish I could have more respect for myself. (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All in all, I am inclined to feel that I am a failure. (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take a positive attitude toward myself. (17)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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Q5.2 When finished, please move on to the next page.

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Q5.3 Timing  
First Click (1)  
Last Click (2)  
Page Submit (3)  
Click Count (4)

End of Block: SE

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Start of Block: Demographics

Q6.1 Thank you. Please answer some additional questions about yourself:

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Q6.2

**What is your gender?**

- ☐ Man (1)
  - ☐ Woman (2)
  - ☐ Other (3)
  - ☐ Prefer not to say (4)
- 



**Q6.3 What is your age (in years)?**

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**Q6.4 Which of the following categories best describes your ethnicity?**

- ☐ White (1)
- ☐ Black (2)
- ☐ South Asian (3)
- ☐ East Asian (4)
- ☐ Mixed or other (please specify) (5)
- ☐ Prefer not to say (6)

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*Display This Question:*

*If Which of the following categories best describes your ethnicity? = Mixed or other (please specify)*

**Q6.5 Please specify:**

---



**Q6.6 What region of the UK did you grow up in? Please select:**

- ☐ South East (1)
- ☐ South West (2)
- ☐ London (3)
- ☐ East of England (4)
- ☐ West Midlands (5)
- ☐ East Midlands (6)
- ☐ Yorkshire and the Humber (7)
- ☐ North East (8)
- ☐ North West (9)
- ☐ Wales (10)
- ☐ Scotland (11)
- ☐ Northern Ireland (12)



**Q6.7 What region of the UK do you currently live in? Please select:**

- ☐ South East (1)
  - ☐ South West (2)
  - ☐ London (3)
  - ☐ East of England (4)
  - ☐ West Midlands (5)
  - ☐ East Midlands (6)
  - ☐ Yorkshire and the Humber (7)
  - ☐ North East (8)
  - ☐ North West (9)
  - ☐ Wales (10)
  - ☐ Scotland (11)
  - ☐ Northern Ireland (12)
- 

**Q6.8 What is the highest educational qualification you have received?**

- ☐ GCSE or equivalent (1)
  - ☐ A-level or equivalent (2)
  - ☐ Further Education (3)
  - ☐ Undergraduate Degree (4)
  - ☐ Postgraduate Degree (5)
-



Q6.9 What is your current or most recent occupation? Please select:

- ☐ Senior Management (e.g., CEO, director) (1)
  - ☐ Professional (e.g., scientist, doctor, teacher, lawyer) (2)
  - ☐ Technical (e.g., IT staff) (3)
  - ☐ Administrative and Secretarial (e.g., administrative staff) (4)
  - ☐ Skilled Trades (e.g., electrician, plumber) (5)
  - ☐ Caring, Leisure, Service (e.g., nurse, hotel staff) (6)
  - ☐ Sales and Customer Service (e.g., sales clerk) (7)
  - ☐ Process, Plant, Machine operation (e.g., factory worker) (8)
  - ☐ Primary Labour (e.g., agricultural, construction, security, cleaning) (14)
  - ☐ Unwaged (including students and homemakers) (16)
  - ☐ Prefer Not to Say (17)
- 

Q6.10 **Do you speak English as a native language?**

- ☐ Yes (1)
  - ☐ No (2)
-

**Q6.11 Are you a fluent speaker of any language(s) other than English?**

☐ Yes (1)

☐ No (2)

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*Display This Question:*

*If Are you a fluent speaker of any language(s) other than English? = Yes*

**Q6.12 If yes, please list the other languages you speak:**

---



**Q6.13 Which of the following accent labels best describes your own accent of English?  
Please select from the list below:**

- ☐ Afro-Caribbean (1)
- ☐ Australian (2)
- ☐ Belfast (3)
- ☐ Birmingham (4)
- ☐ Black Country (5)
- ☐ Bristol (6)
- ☐ Cardiff (7)
- ☐ Chinese-accented (8)
- ☐ Cockney (9)
- ☐ Cornish (10)
- ☐ Edinburgh (11)
- ☐ Essex (12)
- ☐ Estuary English (13)
- ☐ French-accented (14)
- ☐ German-accented (15)
- ☐ Glasgow (16)
- ☐ Indian-accented (17)
- ☐ Lancashire (18)
- ☐ Leeds (19)

- ☐ Liverpool (20)
  - ☐ Manchester (21)
  - ☐ Multicultural London English (22)
  - ☐ Newcastle (23)
  - ☐ New Zealand (24)
  - ☐ North American (25)
  - ☐ Northern Irish (26)
  - ☐ Norwich (27)
  - ☐ Nottingham (28)
  - ☐ Queen's English (29)
  - ☐ Scottish (30)
  - ☐ South-African-accented (31)
  - ☐ Southern Irish (32)
  - ☐ Spanish-accented (33)
  - ☐ A standard accent of English (i.e. "Received Pronunciation") (34)
  - ☐ Swansea (35)
  - ☐ Welsh (36)
  - ☐ West Country (37)
  - ☐ None of the above (38)
-



**Q6.14 If none of the above labels above describes your own accent of English, please describe it in the text box below:**

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**Q6.15 Please continue when ready.**

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**Q6.16 Timing**  
**First Click (1)**  
**Last Click (2)**  
**Page Submit (3)**  
**Click Count (4)**

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Page Break



Q6.17 Thank you.

During this survey, you've seen a lot of labels representing different accents of English. Some of these accents may be more familiar to you than others. **If you have never heard anyone speaking in one of the accents listed below, please click on the corresponding box.** You can select more than one.

- ☐ Afro-Caribbean (1)
- ☐ Australian (2)
- ☐ Belfast (3) d
- ☐ Birmingham (4)
- ☐ Black Country (5)
- ☐ Bristol (6)
- ☐ Cardiff (7)
- ☐ Chinese-accented (8)
- ☐ Cockney (9)
- ☐ Cornish (10)
- ☐ Edinburgh (11)
- ☐ Essex (12)
- ☐ Estuary English (13)
- ☐ French-accented (14)
- ☐ German-accented (15)

- ☐ Glasgow (16)
- ☐ Indian-accented (17)
- ☐ Lancashire (18)
- ☐ Leeds (19)
- ☐ Liverpool (20)
- ☐ Manchester (21)
- ☐ Multicultural London English (22)
- ☐ Newcastle (23)
- ☐ New Zealand (24)
- ☐ North American (25)
- ☐ Northern Irish (26)
- ☐ Norwich (27)
- ☐ Nottingham (28)
- ☐ Queen's English (29)
- ☐ Scottish (30)
- ☐ South-African-accented (31)
- ☐ Southern Irish (32)

- ☐ Spanish-accented (33)
  - ☐ A standard accent of English (i.e. "Received Pronunciation") (34)
  - ☐ Swansea (35)
  - ☐ Welsh (36)
  - ☐ West Country (37)
- 

Q6.18 Please continue when ready.

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Q6.19 Timing  
First Click (1)  
Last Click (2)  
Page Submit (3)  
Click Count (4)

End of Block: Demographics

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Start of Block: End

Q7.1

### English Accents Survey

This is the end of the survey. Thank you very much for your participation!

**IMPORTANT: Please make sure you click the "Next" button to record your responses and get re-directed to ReseachNow for your compensation.**

If you are interested in this survey or the research project behind it, or if you have any questions, please feel free to email Prof. Devyani Sharma ( [d.sharma@qmul.ac.uk](mailto:d.sharma@qmul.ac.uk) ).

If you have any questions or concerns about the manner in which this survey was conducted, please contact Prof. Devyani Sharma ( [d.sharma@qmul.ac.uk](mailto:d.sharma@qmul.ac.uk)) or the Research Ethics Committee at Queen Mary University of London ( [research-ethics@qmul.ac.uk](mailto:research-ethics@qmul.ac.uk)).

When ready, please click the "Next" button.

**End of Block: End**

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