

YouGov Survey Results

Sample Size: 1577 GB Adults
Fieldwork: 7th - 8th July 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					Birth of the Royal Baby		
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Interested	Not interested
Weighted Sample	1577	419	491	128	130	493	390	323	766	811	191	402	539	445	899	678	202	513	337	388	137	716	827
Unweighted Sample	1577	415	441	112	149	498	366	344	754	823	95	459	598	425	1027	550	308	494	284	361	130	656	886
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Overall how interested, if at all, are you in the birth of the "royal baby" in Britain?

Very interested	14	20	14	18	9	20	13	12	6	21	16	11	10	19	14	14	8	17	15	14	8	31	0
Fairly interested	32	40	25	31	33	38	28	26	23	39	35	30	31	31	31	32	33	33	31	28	37	69	0
TOTAL INTERESTED	46	60	39	49	42	58	41	38	29	60	51	41	41	50	45	46	41	50	46	42	45	100	0
Not very interested	29	26	32	26	32	25	29	34	33	25	20	29	30	30	30	28	26	29	28	32	25	0	55
Not at all interested	24	14	28	24	26	16	28	27	35	13	23	25	27	19	24	24	27	20	26	24	28	0	45
TOTAL NOT INTERESTED	53	40	60	50	58	41	57	61	68	38	43	54	57	49	54	52	53	49	54	56	53	0	100
Don't know	2	1	1	2	0	1	1	1	3	2	6	4	1	1	2	3	6	2	1	1	2	0	0

How likely or unlikely are you to buy memorabilia commemorating the birth of the royal baby?

Very likely	1	3	1	1	0	2	1	1	1	2	1	2	2	0	1	1	0	1	2	1	3	3	0
Fairly likely	6	8	7	9	3	7	7	5	4	9	7	8	6	6	7	6	4	9	6	5	7	13	1
TOTAL LIKELY	7	11	8	10	3	9	8	6	5	11	8	10	8	6	8	7	4	10	8	6	10	16	1
Fairly unlikely	14	20	9	14	12	17	12	11	10	17	17	13	14	12	13	14	10	15	17	12	9	24	5
Very unlikely	75	66	79	74	85	70	77	81	81	69	70	71	76	78	75	74	79	70	72	78	78	55	94
TOTAL UNLIKELY	89	86	88	88	97	87	89	92	91	86	87	84	90	90	88	88	89	85	89	90	87	79	99
Don't know	4	3	4	1	0	4	3	1	4	4	6	7	2	3	3	5	7	4	3	4	3	4	1

Which of the following would you most like to see be the royal baby's godmother?

Pippa Middleton	16	20	16	18	8	17	16	13	12	20	26	18	15	11	17	15	15	17	16	17	13	26	7
Zara Phillips	10	15	7	13	10	11	10	8	5	14	3	7	9	15	8	12	10	11	8	11	5	16	5
Princess Anne	4	4	6	0	4	6	4	1	5	3	2	3	4	6	3	5	3	4	6	4	1	4	4
Sophie, Countess of Wessex	4	6	3	4	7	8	3	3	3	5	2	1	5	7	5	3	3	5	3	5	3	8	1
Princess Beatrice	2	1	2	3	0	1	3	2	1	2	1	3	1	2	2	2	1	1	1	2	5	2	1
Camilla, Duchess of Cornwall	2	2	2	0	1	2	2	2	2	1	0	2	1	2	1	2	2	2	1	1	0	2	1
Princess Eugenie	1	1	1	0	1	1	1	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1
Sarah, Duchess of York	1	2	1	0	0	1	0	1	1	1	2	1	1	0	1	1	1	1	1	1	1	2	1
Tara Palmer Tomkinson	1	2	1	2	0	1	1	1	2	0	0	1	1	1	1	1	0	1	1	1	0	1	1
Lady Louise Windsor	0	1	0	1	0	1	0	0	0	1	0	0	0	1	0	0	0	1	0	1	0	1	0
None of these	7	6	5	7	6	5	5	9	9	5	13	7	6	6	8	6	11	6	7	8	5	4	9
Don't know or don't care	53	41	57	52	63	45	55	60	58	47	50	54	56	49	53	52	54	50	55	48	67	33	70

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following would you most like to see be the royal baby's godfather?

Prince Harry	35	47	29	36	32	43	32	28	25	45	38	34	34	36	31	40	29	35	39	38	24	58	17
Prince Andrew	2	2	2	1	1	1	2	1	2	1	1	3	1	1	1	2	2	2	1	1	1	1	2
Prince Edward	2	2	2	1	2	3	2	1	2	1	0	1	1	3	1	2	3	1	2	1	1	2	1
Peter Phillips	2	4	1	1	2	4	2	1	1	3	0	2	1	4	2	2	1	2	2	2	1	3	1
James Middleton	2	2	2	2	2	2	2	2	2	2	4	1	3	2	2	2	2	3	0	3	1	3	1
Mike Tindall	1	1	1	2	1	0	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	1	1
Viscount Severn	0	0	1	0	0	0	0	0	1	0	0	1	0	0	1	0	0	0	1	0	0	0	0
Thomas van Straubenzee	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0	1	1	0
Guy Pelly	0	1	0	0	0	1	0	0	0	0	1	1	0	0	1	0	1	0	0	1	0	0	0
None of these	5	3	6	4	3	4	4	6	6	4	8	5	4	4	6	4	7	5	4	5	5	3	6
Don't know or don't care	51	38	57	51	57	42	55	60	59	43	46	51	55	48	53	47	54	49	49	48	66	28	71