



























Fieldwork: 25th - 26th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Living with children under the age of 18	
	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*	Yes	No
<b>Weighted Sample</b>	<b>1857</b>	<b>477</b>	<b>569</b>	<b>143</b>	<b>156</b>	<b>569</b>	<b>447</b>	<b>396</b>	<b>903</b>	<b>954</b>	<b>225</b>	<b>474</b>	<b>635</b>	<b>524</b>	<b>1058</b>	<b>799</b>	<b>238</b>	<b>604</b>	<b>397</b>	<b>457</b>	<b>162</b>	<b>424</b>	<b>1433</b>
Unweighted Sample	1857	443	592	112	195	555	460	408	863	994	183	428	719	527	1237	620	254	621	379	463	140	425	1432
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which ONE of the following events do you think is the most momentous event?

Diamond Jubilee in 2012	40	51	36	32	53	52	38	35	41	39	27	33	39	54	42	38	41	43	38	42	29	33	42
Birth of the Royal baby	16	16	14	17	18	17	14	14	11	21	20	15	17	15	15	19	14	16	18	17	14	25	14
Wedding of William and Catherine in 2011	16	20	13	17	10	17	13	17	14	18	29	24	14	7	16	16	16	17	19	14	15	19	16
None of these	23	10	31	30	16	10	29	30	29	16	17	22	26	22	23	22	24	19	20	23	38	19	24
Don't know	4	2	5	5	3	3	6	3	5	4	6	6	5	3	4	5	5	4	5	5	5	5	4

	May 31 - June 1 2012	July 25-26 2013																						
<b>Thinking back across the last 60 years and what you either remember or have read or seen about it, is it your impression that...</b>																								
The monarchy is more popular these days than ever	16	23	31	22	18	26	30	24	18	20	26	24	25	24	21	22	25	20	24	25	22	23	24	23
The monarchy is generally more popular these days than it was in the past	23	31	38	28	41	28	36	29	33	29	33	32	25	29	40	34	29	36	31	31	34	22	26	33
<b>TOTAL MORE POPULAR</b>	<b>39</b>	<b>54</b>	<b>69</b>	<b>50</b>	<b>59</b>	<b>54</b>	<b>66</b>	<b>53</b>	<b>51</b>	<b>49</b>	<b>59</b>	<b>56</b>	<b>50</b>	<b>53</b>	<b>61</b>	<b>56</b>	<b>54</b>	<b>56</b>	<b>55</b>	<b>56</b>	<b>56</b>	<b>45</b>	<b>50</b>	<b>56</b>
The monarchy's popularity hasn't really changed	27	23	19	26	27	25	20	25	30	27	20	19	24	24	23	24	22	24	23	23	22	28	23	24
The monarchy is generally less popular these days than it was in the past	22	13	9	14	9	17	11	14	13	15	12	11	13	15	12	13	14	11	13	13	14	18	17	12
The monarchy is less popular these days than ever	5	3	1	5	2	4	1	5	3	4	3	3	2	5	2	2	4	2	3	2	4	6	3	3
<b>TOTAL LESS POPULAR</b>	<b>27</b>	<b>16</b>	<b>10</b>	<b>19</b>	<b>11</b>	<b>21</b>	<b>12</b>	<b>19</b>	<b>16</b>	<b>19</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>20</b>	<b>14</b>	<b>15</b>	<b>18</b>	<b>13</b>	<b>16</b>	<b>15</b>	<b>18</b>	<b>24</b>	<b>20</b>	<b>15</b>
Don't know	7	6	2	5	3	1	2	4	3	5	6	11	10	4	2	6	6	7	7	5	5	4	8	5

And thinking about whether people support keeping the monarchy or replacing it with an elected President, is it your impression that...

Support for keeping the monarchy is higher than it has ever been	17	21	28	17	17	27	25	21	16	20	21	21	20	24	17	18	24	16	21	26	18	22	21	20
Support for keeping the monarchy is generally higher than in the past	30	34	39	31	37	33	42	31	32	33	34	29	28	30	44	36	30	35	36	29	38	23	32	34
<b>TOTAL SUPPORT FOR MONARCHY IS HIGHER</b>	<b>47</b>	<b>55</b>	<b>67</b>	<b>48</b>	<b>54</b>	<b>60</b>	<b>67</b>	<b>52</b>	<b>48</b>	<b>53</b>	<b>55</b>	<b>50</b>	<b>48</b>	<b>54</b>	<b>61</b>	<b>54</b>	<b>54</b>	<b>51</b>	<b>57</b>	<b>55</b>	<b>56</b>	<b>45</b>	<b>53</b>	<b>54</b>
Support for whether to keep the monarchy or have an elected President hasn't really changed	28	26	23	34	31	27	21	30	37	29	25	20	28	27	27	29	24	30	26	28	23	30	23	27
Support for switching to an elected President is generally higher than in the past	9	6	4	6	8	8	4	8	6	6	6	7	7	7	5	5	8	6	6	4	8	9	6	6
Support for switching to an elected President is higher than it has ever been	2	2	1	3	1	1	1	4	2	3	1	3	1	2	1	2	2	0	2	0	3	4	2	2
<b>TOTAL SUPPORT FOR PRESIDENT IS HIGHER</b>	<b>11</b>	<b>8</b>	<b>5</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>5</b>	<b>12</b>	<b>8</b>	<b>9</b>	<b>7</b>	<b>10</b>	<b>8</b>	<b>9</b>	<b>6</b>	<b>7</b>	<b>10</b>	<b>6</b>	<b>8</b>	<b>4</b>	<b>11</b>	<b>13</b>	<b>8</b>	<b>8</b>
Don't know	14	11	4	8	5	5	7	7	7	10	13	20	15	10	5	11	12	14	9	13	11	12	16	10

Fieldwork: 25th - 26th July 2013

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

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

29-30 Jan July 25-26

**Looking towards the Queen's future as monarch, which of the following best reflects your view?**

Queen Elizabeth should abdicate as monarch and retire, letting her heir become King	19	22	16	27	28	11	14	29	26	21	24	19	23	22	23	22	22	17	21	21	23	35	23	22
Queen Elizabeth should remain monarch and keep on doing her Royal duties for as long as possible	67	66	80	60	64	81	80	60	63	68	65	61	63	67	71	68	65	73	67	67	66	54	61	68
Don't know	14	12	4	13	8	8	6	11	11	11	12	20	14	11	6	10	13	10	12	13	11	11	16	10

7-8 March July 25-26

**Thinking about the future monarch, which of the following would you prefer?**

Prince Charles should succeed as King after Queen Elizabeth II	44	48	59	43	51	54	56	44	45	50	46	41	42	47	57	49	46	53	45	47	49	47	42	49
Prince William should succeed as King after Queen Elizabeth II instead of Prince Charles	37	36	36	36	32	33	37	36	36	31	40	38	39	36	32	34	38	32	38	39	34	30	40	34
Neither - there should be no monarch after Queen Elizabeth II	12	10	2	16	12	6	2	17	13	13	8	10	11	12	7	11	9	9	9	7	12	21	9	10
Don't know	6	6	3	4	4	7	4	3	6	6	7	11	8	5	4	6	7	7	8	7	5	3	8	6

**Do you think the monarchy will or will not be in power by the time the baby becomes King?**

Will be in power	71	83	68	73	79	81	68	71	73	70	68	71	73	70	73	69	62	77	75	66	70	72	71
Will not be in power	11	6	16	14	8	6	16	12	12	10	13	13	10	10	12	10	14	9	8	14	13	12	11
Don't know	18	11	16	13	13	13	17	18	14	21	19	16	17	19	15	21	24	14	18	19	17	16	18

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<b>Unweighted Sample</b>	<b>1857</b>	<b>443</b>	<b>592</b>	<b>112</b>	<b>195</b>	<b>555</b>	<b>460</b>	<b>408</b>	<b>863</b>	<b>994</b>	<b>183</b>	<b>428</b>	<b>719</b>	<b>527</b>	<b>1237</b>	<b>620</b>	<b>254</b>	<b>621</b>	<b>379</b>	<b>463</b>	<b>140</b>	<b>425</b>	<b>1432</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which two or three, if any, of the following people do you think has improved the status of the Royal family? (Please tick up to three options)

Prince William	77	85	75	77	81	85	75	78	73	80	65	74	77	83	76	77	70	80	78	75	76	71	78
Catherine, Duchess of Cambridge	64	69	62	70	70	69	63	67	58	70	70	64	59	68	64	64	63	66	66	64	56	60	65
Prince Harry	47	49	51	43	50	47	50	48	46	49	37	48	51	47	45	50	42	48	49	50	43	50	47
Prince George of Cambridge	13	14	14	11	11	14	14	11	11	15	16	15	10	12	13	12	13	14	13	13	7	14	12
Princess Anne	11	15	8	17	17	14	7	16	10	12	8	4	13	17	13	9	9	11	12	13	13	7	13
Prince Charles	10	15	10	9	8	12	12	7	13	7	7	8	10	13	10	10	13	8	11	10	9	8	10
Camilla, Duchess of Cornwall	3	4	2	4	4	5	3	3	3	3	2	4	3	4	4	3	6	4	2	3	3	3	3
None of these	7	3	10	7	7	3	10	9	10	5	11	5	9	6	8	7	8	6	6	8	13	7	8
Don't know	5	3	4	2	2	3	4	3	6	5	8	10	4	2	5	6	7	6	6	4	3	8	4

2-3 July July 25-26

Should the child of William and Catherine attend state school or private school?

State school	16	21	13	29	29	17	12	26	26	24	18	27	22	19	20	20	22	20	23	19	19	25	21
Private school	43	41	52	36	34	53	53	37	32	34	47	35	32	43	48	41	40	35	41	44	41	38	41
Don't know or Don't care	41	38	35	35	37	30	35	37	43	42	35	38	46	38	32	39	38	45	36	37	40	37	38

Should there be an extra bank holiday to celebrate the birth and/or christening of the royal baby?

Should	43	37	37	39	29	37	38	37	34	33	42	51	52	35	21	40	35	38	38	39	37	30	48	34
Should not	46	52	53	51	65	55	52	53	57	59	45	38	37	54	69	51	52	48	49	54	51	63	39	56
Don't know	11	11	10	10	6	8	10	10	9	9	13	11	12	11	9	9	13	14	13	7	12	7	13	10

Following the birth of the Royal baby, do you think that William should now start doing his royal duties full-time or remain in the armed forces?

Should start doing royal duties full-time	17	19	17	20	21	17	17	14	17	17	19	16	17	18	18	16	19	15	19	15	20	22	16
Should stay in the armed forces and air rescue services	64	65	67	66	62	67	65	69	64	64	54	60	66	69	63	66	58	63	62	68	69	57	66
Don't know	19	16	16	14	17	16	18	17	19	19	27	24	17	13	19	18	23	21	19	16	11	21	18



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

**Do you think William and Catherine should or should not take their baby with them if they travel abroad for official trips during the next year?**

Should	<b>69</b>	71	69	77	73	72	70	76	62	77	56	64	72	77	70	68	60	73	72	66	75	75	68
Should not	<b>12</b>	13	13	10	8	12	11	7	15	9	19	12	10	10	12	11	16	11	9	15	6	8	13
Don't know	<b>19</b>	16	18	13	19	15	20	17	23	15	25	24	18	13	18	20	24	16	19	20	19	17	19

**Do you think William and Kate should employ a nanny to help look after their child or should they bring up the child themselves?**

Should employ a nanny	<b>26</b>	32	25	30	30	31	25	25	27	25	19	19	25	37	29	22	27	24	29	25	27	18	28
Should bring up the child themselves	<b>58</b>	51	61	55	52	53	60	57	56	60	63	62	58	52	54	64	53	59	58	59	58	65	56
Don't know	<b>16</b>	17	14	15	18	16	15	18	17	15	18	19	17	11	17	15	19	17	14	16	15	16	16

**Generally speaking, do you think William and Kate should have gone to the Middleton family home in Berkshire with their new born baby, or should they have stayed in London?**

Should have gone to the Middleton family home	<b>57</b>	58	56	60	61	58	58	59	51	63	51	50	56	68	56	59	52	58	59	57	58	56	58
Should have stayed in London	<b>15</b>	16	15	19	19	18	16	11	17	13	15	15	16	14	14	17	18	15	12	15	17	15	15
Don't know	<b>28</b>	26	28	21	20	24	26	30	32	24	35	35	28	17	30	24	30	27	28	28	25	29	27

**Generally speaking, do you think the Royal Baby's name, George, is a good or bad name?**

Generally good	<b>73</b>	81	68	66	86	85	71	68	70	75	69	68	72	80	72	74	71	75	78	72	55	71	73
Generally bad	<b>11</b>	8	13	17	5	5	12	13	10	12	13	15	10	7	12	9	10	10	10	11	17	14	10
Don't know	<b>17</b>	11	19	17	9	10	17	19	20	13	18	17	18	14	16	17	19	15	13	17	28	15	17

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As well as the news about the economy, there have recently been a number of “good news” stories for Britain – the birth of the royal baby, victories at Wimbledon, the Tour de France, in rugby and cricket. Do you personally feel more optimistic or more pessimistic than you did a few months ago about Britain’s future?

I am more optimistic than I was about Britain's future	<b>35</b>	48	30	38	30	45	32	32	32	38	35	41	30	36	36	34	38	39	35	33	25	33	36
I am more pessimistic than I was about Britain's future	<b>3</b>	2	3	5	4	3	4	3	3	4	5	3	4	3	4	2	3	4	3	3	4	8	2
No change - I was, and remain, optimistic	<b>32</b>	38	29	36	33	36	28	34	35	28	25	24	34	38	33	30	31	28	34	33	35	31	32
No change - I was, and remain pessimistic	<b>19</b>	8	28	9	26	11	27	22	21	17	9	17	24	19	17	22	16	18	18	20	26	15	20
Don't know	<b>11</b>	4	10	12	7	6	9	9	9	13	25	14	8	5	10	12	12	11	10	11	10	13	10

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