

YouGov Survey Results



Sample Size: 1009 London adults (aged 18+)
Fieldwork: 16th - 20th March 2018

| | Vote in 2017 | | | 2016 EU Ref | | Gender | | Age | | | | Social Grade | | Inner / Outer | | London region | | | | | | |
|--------------------------|--------------|-----|-----|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|---------------|--------------|---------------|---------|-------|-------|------|------|---|
| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | Inner London | Outer London | Central | North | South | East | West | |
| Weighted Sample | 1009 | 267 | 441 | 72 | 483 | 324 | 426 | 583 | 125 | 503 | 245 | 136 | 595 | 414 | 375 | 634 | 203 | 145 | 189 | 318 | 154 | |
| Unweighted Sample | 1009 | 246 | 403 | 87 | 518 | 296 | 424 | 585 | 120 | 493 | 254 | 142 | 695 | 314 | 375 | 634 | 200 | 153 | 203 | 303 | 150 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Generally speaking, do you think the institution of the monarchy is good or bad for Britain?

| | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Good for Britain | 51 | 83 | 36 | 54 | 45 | 68 | 48 | 52 | 32 | 45 | 59 | 73 | 52 | 49 | 44 | 54 | 41 | 55 | 59 | 50 | 51 |
| Bad for Britain | 12 | 2 | 16 | 14 | 14 | 7 | 15 | 9 | 18 | 12 | 9 | 8 | 13 | 10 | 14 | 11 | 12 | 11 | 9 | 12 | 16 |
| Neither good nor bad for Britain | 25 | 12 | 31 | 29 | 30 | 18 | 24 | 26 | 31 | 28 | 23 | 15 | 27 | 23 | 28 | 23 | 32 | 21 | 23 | 26 | 21 |
| Don't know | 12 | 2 | 16 | 3 | 12 | 6 | 12 | 13 | 18 | 15 | 9 | 4 | 8 | 18 | 14 | 12 | 15 | 13 | 10 | 12 | 12 |

Has your opinion of the monarchy become more positive or more negative over the last year, or has it stayed the same?

| | | | | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| More positive | 17 | 22 | 18 | 17 | 18 | 18 | 13 | 20 | 13 | 16 | 18 | 21 | 18 | 16 | 16 | 18 | 15 | 18 | 22 | 17 | 13 |
| More negative | 10 | 7 | 10 | 9 | 8 | 10 | 11 | 9 | 16 | 8 | 11 | 6 | 11 | 8 | 10 | 9 | 12 | 10 | 7 | 9 | 11 |
| Stayed the same - I had a positive opinion of the monarchy and still do | 42 | 61 | 34 | 41 | 38 | 55 | 39 | 45 | 33 | 41 | 44 | 53 | 44 | 40 | 40 | 44 | 39 | 40 | 46 | 42 | 45 |
| Stayed the same - I had a negative opinion of the monarchy and still do | 14 | 6 | 16 | 24 | 19 | 8 | 18 | 11 | 9 | 15 | 13 | 13 | 14 | 13 | 14 | 14 | 13 | 17 | 14 | 12 | 15 |
| Don't know | 17 | 4 | 22 | 9 | 17 | 8 | 19 | 15 | 28 | 19 | 13 | 6 | 12 | 24 | 20 | 15 | 21 | 15 | 11 | 20 | 16 |

Do you think Britain should continue to have a monarchy in the future, or should it be replaced with an elected head of state?

| | | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should continue to have a monarchy | 57 | 88 | 44 | 63 | 51 | 76 | 54 | 59 | 37 | 52 | 65 | 80 | 60 | 54 | 51 | 61 | 49 | 58 | 68 | 58 | 52 |
| Should have an elected head of state instead | 22 | 8 | 26 | 26 | 27 | 12 | 27 | 18 | 29 | 25 | 17 | 13 | 25 | 18 | 25 | 20 | 26 | 22 | 18 | 19 | 29 |
| Don't know | 21 | 4 | 30 | 11 | 21 | 11 | 19 | 22 | 35 | 23 | 18 | 7 | 15 | 29 | 23 | 19 | 25 | 21 | 15 | 23 | 19 |

Do you think Britain will still have a hereditary monarchy in 100 years' time?

| | | | | | | | | | | | | | | | | | | | | | |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Yes, definitely | 12 | 19 | 8 | 7 | 9 | 17 | 17 | 9 | 7 | 11 | 17 | 12 | 13 | 12 | 11 | 13 | 9 | 10 | 12 | 15 | 14 |
| Yes, probably | 35 | 36 | 37 | 50 | 38 | 35 | 32 | 38 | 36 | 38 | 32 | 29 | 36 | 35 | 36 | 35 | 36 | 39 | 39 | 32 | 33 |
| TOTAL YES | 47 | 55 | 45 | 57 | 47 | 52 | 49 | 47 | 43 | 49 | 49 | 41 | 49 | 47 | 47 | 48 | 45 | 49 | 51 | 47 | 47 |
| No, probably not | 21 | 19 | 20 | 27 | 23 | 18 | 19 | 22 | 20 | 18 | 23 | 27 | 23 | 17 | 23 | 19 | 24 | 15 | 21 | 16 | 29 |
| No, definitely not | 6 | 4 | 7 | 4 | 6 | 6 | 8 | 5 | 6 | 6 | 7 | 8 | 6 | 7 | 6 | 6 | 6 | 9 | 5 | 6 | 6 |
| TOTAL NO | 27 | 23 | 27 | 31 | 29 | 24 | 27 | 27 | 26 | 24 | 30 | 35 | 29 | 24 | 29 | 25 | 30 | 24 | 26 | 22 | 35 |
| Don't know | 26 | 23 | 28 | 11 | 23 | 24 | 24 | 26 | 31 | 27 | 21 | 24 | 22 | 30 | 25 | 26 | 25 | 27 | 22 | 30 | 18 |

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| | Vote in 2017 | | | 2016 EU Ref | | Gender | | Age | | | | Social Grade | | Inner / Outer | | London region | | | | | | |
|--------------------------|--------------|-----|-----|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|---------------|--------------|---------------|---------|-------|-------|------|------|---|
| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | Inner London | Outer London | Central | North | South | East | West | |
| Weighted Sample | 1009 | 267 | 441 | 72 | 483 | 324 | 426 | 583 | 125 | 503 | 245 | 136 | 595 | 414 | 375 | 634 | 203 | 145 | 189 | 318 | 154 | |
| Unweighted Sample | 1009 | 246 | 403 | 87 | 518 | 296 | 424 | 585 | 120 | 493 | 254 | 142 | 695 | 314 | 375 | 634 | 200 | 153 | 203 | 303 | 150 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Do you think there is a certain age when a monarch becomes too old and should abdicate, or should monarchs reign for as long as is realistically possible?

| | | | | | | | | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| There comes a time when a monarch is too old to reign and should abdicate | 31 | 22 | 36 | 38 | 36 | 25 | 30 | 31 | 30 | 33 | 31 | 23 | 32 | 29 | 31 | 30 | 32 | 32 | 30 | 28 | 34 |
| A monarch should reign for as long as is realistically possible | 50 | 70 | 42 | 53 | 46 | 63 | 48 | 52 | 48 | 43 | 57 | 68 | 51 | 49 | 45 | 53 | 42 | 46 | 56 | 53 | 53 |
| Don't know | 19 | 9 | 23 | 9 | 18 | 12 | 22 | 17 | 22 | 25 | 12 | 9 | 17 | 22 | 23 | 17 | 27 | 22 | 14 | 19 | 13 |

Do you think men and women should be treated equally in the line of succession to the throne?

| | | | | | | | | | | | | | | | | | | | | | |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should | 83 | 88 | 84 | 90 | 90 | 82 | 73 | 90 | 77 | 80 | 87 | 94 | 87 | 77 | 82 | 83 | 78 | 82 | 86 | 85 | 84 |
| Should not | 6 | 7 | 3 | 6 | 3 | 8 | 11 | 2 | 7 | 5 | 8 | 2 | 6 | 5 | 6 | 5 | 7 | 5 | 5 | 6 | 4 |
| Don't know | 11 | 4 | 13 | 4 | 7 | 10 | 15 | 8 | 16 | 15 | 5 | 4 | 7 | 17 | 11 | 11 | 15 | 13 | 9 | 9 | 12 |

Similar rules apply to most other hereditary titles in Britain, such as Dukes, Earls and Viscounts. Do you think the law should also be changed to given female children the same rights as male children to inherit titles?

| | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should be changed | 75 | 80 | 79 | 88 | 83 | 74 | 63 | 83 | 72 | 73 | 75 | 84 | 80 | 68 | 71 | 77 | 68 | 78 | 82 | 74 | 73 |
| Should not be changed | 9 | 11 | 4 | 7 | 4 | 12 | 16 | 4 | 10 | 7 | 13 | 6 | 8 | 11 | 10 | 8 | 12 | 6 | 6 | 10 | 9 |
| Don't know | 16 | 9 | 17 | 5 | 12 | 14 | 21 | 13 | 19 | 20 | 11 | 10 | 13 | 22 | 18 | 15 | 20 | 16 | 12 | 16 | 18 |

Which member of the royal family do you think has done the most to improve the image of the royal family in recent years?

| | | | | | | | | | | | | | | | | | | | | | |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The Queen | 23 | 36 | 17 | 27 | 21 | 31 | 27 | 20 | 16 | 18 | 30 | 37 | 26 | 20 | 24 | 23 | 26 | 22 | 27 | 21 | 22 |
| Prince William, Duke of Cambridge | 22 | 28 | 20 | 17 | 19 | 28 | 17 | 26 | 22 | 24 | 17 | 23 | 20 | 26 | 18 | 24 | 15 | 22 | 25 | 25 | 22 |
| Prince Harry | 19 | 16 | 21 | 30 | 22 | 17 | 17 | 20 | 17 | 18 | 22 | 16 | 18 | 19 | 19 | 19 | 21 | 18 | 18 | 17 | 21 |
| Catherine, Duchess of Cambridge | 6 | 3 | 8 | 9 | 9 | 3 | 4 | 8 | 9 | 7 | 4 | 3 | 9 | 2 | 5 | 6 | 6 | 8 | 7 | 5 | 6 |
| Meghan Markle | 5 | 2 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 7 | 2 | 2 | 5 | 4 | 8 | 2 | 9 | 3 | 2 | 4 | 4 |
| Prince Charles | 2 | 2 | 1 | 3 | 1 | 2 | 3 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 3 | 1 | 2 | 3 |
| Prince Philip | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 2 | 1 | 1 | 0 |
| Camilla, Duchess of Cornwall | 1 | 0 | 1 | 1 | 0 | 1 | 2 | 0 | 3 | 0 | 1 | 1 | 1 | 0 | 2 | 0 | 1 | 0 | 1 | 1 | 2 |
| Princess Anne | 1 | 2 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 4 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 2 | 1 |
| Zara Phillips | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| None of them have done anything to improve the image of the royal family in recent years | 9 | 5 | 12 | 5 | 11 | 5 | 12 | 7 | 8 | 10 | 11 | 5 | 8 | 10 | 7 | 10 | 6 | 10 | 9 | 10 | 11 |
| Don't know | 12 | 5 | 14 | 3 | 11 | 6 | 13 | 11 | 19 | 13 | 9 | 5 | 10 | 15 | 14 | 11 | 15 | 12 | 9 | 13 | 8 |

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|--------------------------|--------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------------|------|---------------|--------------|---------------|-------|-------|------|------|-----|---|
| Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | Inner London | Outer London | Central | North | South | East | West | | |
| Weighted Sample | 1009 | 267 | 441 | 72 | 483 | 324 | 426 | 583 | 125 | 503 | 245 | 136 | 595 | 414 | 375 | 634 | 203 | 145 | 189 | 318 | 154 | |
| Unweighted Sample | 1009 | 246 | 403 | 87 | 518 | 296 | 424 | 585 | 120 | 493 | 254 | 142 | 695 | 314 | 375 | 634 | 200 | 153 | 203 | 303 | 150 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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

| | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very interested | 6 | 9 | 5 | 4 | 5 | 8 | 4 | 8 | 2 | 7 | 5 | 11 | 5 | 8 | 4 | 8 | 4 | 5 | 10 | 5 | 8 |
| Fairly interested | 22 | 34 | 18 | 18 | 18 | 29 | 14 | 28 | 22 | 20 | 21 | 32 | 23 | 22 | 22 | 23 | 20 | 30 | 20 | 22 | 20 |
| TOTAL INTERESTED | 28 | 43 | 23 | 22 | 23 | 37 | 18 | 36 | 24 | 27 | 26 | 43 | 28 | 30 | 26 | 31 | 24 | 35 | 30 | 27 | 28 |
| Not very interested | 30 | 30 | 33 | 29 | 31 | 32 | 30 | 30 | 28 | 29 | 35 | 26 | 32 | 27 | 31 | 29 | 28 | 26 | 31 | 31 | 34 |
| Not at all interested | 35 | 25 | 37 | 49 | 42 | 26 | 43 | 29 | 38 | 35 | 35 | 30 | 36 | 33 | 36 | 34 | 40 | 34 | 35 | 33 | 32 |
| TOTAL NOT INTERESTED | 65 | 55 | 70 | 78 | 73 | 58 | 73 | 59 | 66 | 64 | 70 | 56 | 68 | 60 | 67 | 63 | 40 | 34 | 60 | 66 | 64 |
| Don't know | 7 | 2 | 8 | 0 | 5 | 5 | 10 | 5 | 10 | 9 | 4 | 1 | 4 | 11 | 8 | 6 | 8 | 5 | 3 | 9 | 7 |

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

| | | | | | | | | | | | | | | | | | | | | | |
|---------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 0 | 1 | 2 |
| Fairly likely | 3 | 3 | 4 | 1 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 5 | 2 |
| TOTAL LIKELY | 4 | 3 | 5 | 2 | 4 | 4 | 4 | 4 | 1 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 3 | 6 | 4 |
| Fairly unlikely | 9 | 11 | 7 | 6 | 8 | 8 | 8 | 10 | 10 | 7 | 10 | 11 | 9 | 8 | 8 | 9 | 9 | 11 | 8 | 6 | 14 |
| Very unlikely | 80 | 82 | 81 | 89 | 84 | 81 | 82 | 78 | 78 | 79 | 83 | 78 | 83 | 76 | 80 | 80 | 80 | 82 | 81 | 81 | 75 |
| TOTAL LIKELY | 89 | 93 | 88 | 95 | 92 | 89 | 90 | 88 | 88 | 86 | 93 | 89 | 92 | 84 | 88 | 89 | 89 | 93 | 89 | 87 | 89 |
| Don't know | 7 | 4 | 7 | 3 | 4 | 7 | 7 | 8 | 10 | 9 | 3 | 6 | 4 | 11 | 7 | 7 | 7 | 5 | 8 | 8 | 7 |

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

| | | | | | | | | | | | | | | | | | | | | | |
|------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Pippa Middleton | 10 | 14 | 9 | 13 | 9 | 14 | 10 | 11 | 12 | 10 | 9 | 13 | 10 | 10 | 10 | 10 | 10 | 11 | 10 | 10 | 11 |
| Zara Phillips | 6 | 11 | 4 | 2 | 4 | 10 | 4 | 7 | 6 | 3 | 8 | 10 | 5 | 6 | 2 | 7 | 2 | 6 | 6 | 7 | 6 |
| Princess Beatrice | 2 | 1 | 1 | 2 | 1 | 1 | 0 | 3 | 1 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 3 | 3 | 1 | 1 | 1 |
| Princess Anne | 2 | 5 | 2 | 0 | 1 | 5 | 1 | 3 | 1 | 1 | 1 | 10 | 2 | 2 | 2 | 3 | 2 | 1 | 3 | 3 | 2 |
| Sophie, Countess of Wessex | 2 | 2 | 2 | 1 | 1 | 3 | 2 | 2 | 4 | 0 | 5 | 1 | 2 | 2 | 1 | 3 | 0 | 4 | 1 | 1 | 5 |
| Princess Eugenie | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 |
| Camilla, Duchess of Cornwall | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 0 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 3 |
| Sarah, Duchess of York | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 2 |
| Lady Louise Windsor | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 1 |
| None of these | 6 | 4 | 7 | 3 | 5 | 5 | 5 | 7 | 6 | 7 | 4 | 6 | 6 | 5 | 8 | 5 | 10 | 4 | 5 | 5 | 5 |
| Don't know or don't care | 69 | 59 | 72 | 78 | 75 | 58 | 75 | 64 | 69 | 72 | 69 | 56 | 68 | 70 | 71 | 67 | 71 | 68 | 70 | 70 | 63 |