

YouGov / Newsweek Survey Results

Sample Size: 2099 GB Adults
Fieldwork: 8th - 9th September 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						
	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	
Weighted Sample	2099	x	x	x	x	631	500	440	1018	1081	250	531	718	600	1196	903	269	682	449	516	183	
Unweighted Sample	2099	468	632	133	249	591	537	447	997	1102	212	497	835	555	1345	754	328	596	386	494	295	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which one of the following, if any, would you consider to be your favourite member of the Royal family?

Prince Harry	20	21	20	16	23	22	20	20	19	21	20	25	21	14	20	20	17	21	20	22	14
Queen Elizabeth II	17	28	13	21	20	27	11	17	19	16	15	11	13	28	18	16	18	19	16	15	17
Prince William	10	10	11	14	11	11	11	10	9	11	5	11	11	10	10	10	10	11	10	11	4
Catherine, Duchess of Cambridge	8	8	7	7	9	7	7	7	7	9	10	10	8	5	9	7	10	7	9	8	6
Prince Phillip	3	5	2	4	4	4	2	3	4	3	8	4	3	2	4	3	3	3	4	3	4
Prince Charles	3	4	3	8	5	5	2	4	4	3	2	4	3	5	3	4	2	4	5	3	4
Another member	2	2	1	1	2	1	1	2	1	2	0	1	2	2	2	1	0	1	2	2	3
Prince George	1	2	1	1	1	1	1	1	1	2	3	2	1	1	1	1	3	1	2	1	2
Not applicable – I do not have a favourite member of the Royal family	32	19	39	28	25	19	41	36	34	30	30	29	36	33	31	34	31	30	32	31	45
Don't know	3	2	2	1	0	2	3	2	3	3	8	5	2	1	2	4	6	2	2	3	1

The following questions are about Catherine, the Duchess of Cambridge, formerly known as Kate Middleton.

How much power or influence do you think Kate has over the following things?

Her life generally

A lot of power/influence	21	24	21	20	24	24	23	18	20	21	22	18	19	25	19	23	19	19	21	23	18
A little power/influence	43	48	35	56	49	50	35	48	41	44	36	41	46	43	46	38	41	49	40	38	40
TOTAL INFLUENCE	64	72	56	76	73	74	58	66	61	65	58	59	65	68	65	61	60	68	61	61	58
Not a lot of power/influence	18	16	22	16	17	15	22	18	18	18	17	19	17	19	18	18	19	18	19	18	18
No power/influence at all	5	3	7	3	3	3	6	4	6	4	7	6	5	3	5	5	6	2	5	6	8
TOTAL NO INFLUENCE	23	19	29	19	20	18	28	22	24	22	24	25	22	22	23	23	25	20	24	24	26
Don't know	14	8	15	6	6	8	15	12	16	12	18	16	13	11	11	16	14	12	15	14	15

Her relationship with William

A lot of power/influence	50	60	45	62	57	59	45	54	47	53	44	44	49	60	52	48	46	54	50	49	48
A little power/influence	26	25	28	24	27	24	29	25	25	26	27	26	28	21	27	23	26	26	25	25	26
TOTAL INFLUENCE	76	85	73	86	84	83	74	79	72	79	71	70	77	81	79	71	72	80	75	74	74
Not a lot of power/influence	6	5	6	5	5	5	5	5	6	6	5	8	5	5	5	7	8	5	5	6	7
No power/influence at all	4	2	5	1	3	2	5	3	5	2	4	5	4	2	4	4	5	2	4	5	5
TOTAL NO INFLUENCE	10	7	11	6	8	7	10	8	11	8	9	13	9	7	9	11	13	7	9	11	12
Don't know	15	8	15	7	8	9	16	13	17	13	20	17	13	12	12	18	15	13	16	16	15

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Weighted Sample	x	x	x	x		631	500	440	1018	1081	250	531	718	600	1196	903	269	682	449	516	183	
Unweighted Sample	468	632	133	249		591	537	447	997	1102	212	497	835	555	1345	754	328	596	386	494	295	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How she raises her son George																						
A lot of power/influence	46	54	42	55	54	53	45	46	45	48	40	42	43	57	48	44	42	52	45	45	40	
A little power/influence	28	29	29	31	27	30	26	32	25	32	27	29	32	25	30	26	28	28	27	30	30	
TOTAL INFLUENCE	74	83	71	86	81	83	71	78	70	80	67	71	75	82	78	70	70	80	72	75	70	
Not a lot of power/influence	8	7	10	6	11	7	10	7	9	8	12	8	9	7	8	9	11	8	9	6	9	
No power/influence at all	4	3	6	1	3	2	6	3	5	3	5	6	4	2	4	5	6	2	4	5	7	
TOTAL NO INFLUENCE	12	10	16	7	14	9	16	10	14	11	17	14	13	9	12	14	17	10	13	11	16	
Don't know	13	8	13	7	6	8	14	12	16	10	17	16	12	9	11	16	14	10	14	14	14	
What she wears																						
A lot of power/influence	41	50	38	45	46	50	40	39	38	45	34	35	40	52	43	40	40	45	41	39	38	
A little power/influence	32	32	32	38	36	34	30	37	30	34	29	35	35	27	34	30	31	33	30	34	32	
TOTAL INFLUENCE	73	82	70	83	82	84	70	76	68	79	63	70	75	79	77	70	71	78	71	73	70	
Not a lot of power/influence	9	8	9	6	9	6	9	8	10	8	15	9	7	8	8	9	9	8	8	9	9	
No power/influence at all	4	3	6	3	3	3	6	4	6	3	5	5	5	3	4	5	5	2	6	4	7	
TOTAL NO INFLUENCE	13	11	15	9	12	9	15	12	16	11	20	14	12	11	12	14	14	10	14	13	16	
Don't know	14	8	15	7	6	8	15	12	16	11	18	16	13	10	11	17	14	12	15	14	15	
What she says when speaking in public																						
A lot of power/influence	9	7	9	7	13	7	10	9	9	9	10	9	7	10	8	10	8	9	9	9	9	
A little power/influence	37	49	32	37	40	46	32	36	34	39	34	32	38	39	41	31	34	41	36	35	31	
TOTAL INFLUENCE	46	56	41	44	53	53	42	45	43	48	44	41	45	49	49	41	42	50	45	44	40	
Not a lot of power/influence	29	27	29	37	30	30	27	31	28	30	24	29	29	31	29	29	31	31	25	28	28	
No power/influence at all	12	9	15	10	9	8	15	11	13	10	14	12	12	9	11	12	12	8	14	13	18	
TOTAL NO INFLUENCE	41	36	44	47	39	38	42	42	41	40	38	41	41	40	40	41	43	39	39	41	46	
Don't know	14	8	15	9	9	9	16	13	16	13	17	18	14	11	12	18	16	12	16	15	14	
The monarchy in the UK																						
A lot of power/influence	6	6	6	6	8	6	7	5	5	6	2	6	4	8	6	6	7	5	5	7	4	
A little power/influence	17	21	18	16	21	18	16	18	17	17	15	14	17	20	17	18	16	20	19	14	13	
TOTAL INFLUENCE	23	27	24	22	29	24	23	23	22	23	17	20	21	28	23	24	23	25	24	21	17	
Not a lot of power/influence	33	41	26	31	36	42	28	28	32	33	32	31	34	32	34	30	32	35	30	32	33	
No power/influence at all	30	24	34	39	27	25	33	36	29	32	31	31	32	27	31	29	30	27	30	32	35	
TOTAL NO INFLUENCE	63	65	60	70	63	67	61	64	61	65	63	62	66	59	65	59	62	62	60	64	68	
Don't know	15	8	16	8	8	9	16	14	17	13	19	17	14	13	12	18	15	13	16	16	15	

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

Which of the following statements do you agree with most?

[Asked to female respondents; n=1102]

I wish I was Kate	1	2	1	0	0	1	1	0	0	1	1	1	2	1	1	1	1	0	1	1	1	3
I would like the chance to experience the life of Kate for at least one day	11	12	13	19	6	11	13	9	0	11	19	21	8	4	12	10	14	10	11	14	7	
I would never want to be Kate but would like to be friends with her	32	37	27	31	42	37	29	34	0	32	31	30	35	30	31	33	28	33	39	30	20	
I would never want to be or know Kate	15	11	21	19	11	11	18	18	0	15	16	14	15	15	16	14	17	16	10	15	18	
None of the above	35	35	35	30	36	35	35	37	0	35	25	24	37	45	35	35	35	35	33	34	46	
Don't know	6	4	3	0	4	6	3	1	0	6	7	8	4	6	5	7	5	5	6	6	6	

Which of the following statements do you agree with most?

[Asked to male respondents; n=997]

I wish I was married to Kate	6	9	6	3	11	7	7	3	6	0	7	8	7	3	6	6	9	5	7	7	2
I wish I was dating Kate	6	8	5	5	4	8	7	4	6	0	12	10	4	1	7	4	7	7	6	3	6
I wish I was friends with Kate	16	21	15	19	18	18	15	17	16	0	18	17	16	16	18	13	17	15	18	16	16
None of the above	66	58	69	69	64	62	66	72	66	0	49	58	67	79	64	69	57	68	62	68	71
Don't know	6	3	6	3	3	4	5	3	6	0	14	6	6	1	5	7	9	4	7	5	5

Which three or four, if any, of the following words would you associate with Kate?

Attractive	64	73	58	58	75	75	60	63	60	68	50	57	64	76	63	65	61	68	66	62	57
Kind	51	56	45	53	59	57	45	53	46	55	43	47	51	57	49	53	42	57	51	49	44
Intelligent	49	58	46	46	54	55	48	48	48	51	45	44	49	58	48	51	42	53	53	48	45
Dutiful	39	45	37	47	42	45	39	46	33	46	25	35	40	49	41	37	40	43	35	39	39
Traditional	25	26	26	26	26	26	22	25	20	28	25	27	25	21	26	23	28	27	24	21	23
Inspirational	19	23	21	9	16	21	21	15	18	20	20	16	19	20	18	19	14	19	22	19	17
Unimportant	9	5	14	4	8	5	13	8	12	6	11	9	9	8	9	8	11	6	9	10	14
Superficial	7	6	10	6	4	5	9	8	7	7	9	8	7	6	8	7	7	7	5	9	12
Powerful	4	4	4	5	5	4	3	5	4	5	6	8	3	2	4	5	5	5	5	4	3
Feminist	3	2	4	3	4	3	4	3	3	3	2	3	3	3	3	3	2	2	4	4	2
Lazy	3	3	3	2	4	2	3	2	4	2	3	4	3	2	4	2	3	2	4	4	3
Inferior	1	0	2	1	2	0	3	1	2	1	2	2	2	1	1	1	2	1	1	1	5
None of the above	5	2	5	7	3	4	4	5	6	3	2	7	5	2	5	4	5	3	4	6	8
Don't know	9	6	9	8	6	7	10	7	12	6	16	8	9	7	7	11	12	7	11	8	9

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

Do you see Kate as a positive or negative role model for young women?

Very positive	32	42	28	24	40	39	30	28	30	34	26	26	31	40	30	35	21	36	33	34	26
Fairly positive	33	36	31	38	34	36	31	34	32	35	36	37	32	30	35	31	35	36	34	31	27
TOTAL POSITIVE	65	78	59	62	74	75	61	62	62	69	62	63	63	70	65	66	56	72	67	65	53
Neither positive or negative	18	13	22	25	17	14	19	24	18	19	12	19	21	17	20	17	23	17	17	17	23
Fairly negative	4	3	7	5	2	2	6	5	4	4	9	5	4	2	4	4	6	4	3	5	5
Very negative	4	2	5	2	4	1	5	3	5	3	4	5	4	3	4	3	4	3	3	3	8
TOTAL NEGATIVE	8	5	12	7	6	3	11	8	9	7	13	10	8	5	8	7	10	7	6	8	13
Don't know	8	5	7	7	4	6	8	6	11	6	13	8	8	7	7	10	11	5	10	8	11

Which of the following things, if any, are you interested in regarding Kate? (Please select all that apply)

Her relationship with William	16	18	15	15	18	19	14	13	14	18	12	15	16	19	14	19	15	18	18	15	12
Her views on parenthood	13	16	12	9	14	15	14	10	9	17	15	16	12	12	13	13	11	13	15	15	11
Her political views	7	8	8	8	6	6	7	6	8	6	14	10	5	3	7	6	8	7	7	6	6
Her clothes	6	8	6	6	4	7	5	4	3	9	8	8	6	4	6	6	7	6	7	4	7
Her views on feminism	5	3	8	5	3	3	6	6	3	7	15	5	3	3	6	4	9	4	5	5	5
Her make-up	1	1	1	3	1	1	2	0	1	2	1	2	1	1	1	1	1	1	1	2	1
None of the above	59	58	59	66	60	58	61	67	63	55	45	51	64	66	61	57	54	61	54	61	68
Don't know	10	7	9	3	8	10	10	6	11	9	15	13	8	7	9	12	12	8	13	9	7

How important do you think the role Kate plays in the royal family is?

Very important	26	33	25	20	33	32	24	23	22	29	16	24	26	31	24	28	23	28	27	26	19
Fairly important	38	43	33	45	37	42	34	43	36	39	40	33	40	39	40	34	40	41	36	35	36
TOTAL IMPORTANT	64	76	58	65	70	74	58	66	58	68	56	57	66	70	64	62	63	69	63	61	55
Not very important	13	9	14	16	17	11	15	10	13	12	16	15	10	12	13	12	10	13	13	13	12
Not important at all	8	5	11	7	5	5	11	8	11	5	7	7	9	6	7	8	8	5	8	9	11
TOTAL NOT IMPORTANT	21	14	25	23	22	16	26	18	24	17	23	22	19	18	20	20	18	18	21	22	23
Don't know	16	10	17	13	7	10	16	17	18	14	21	20	15	12	15	18	18	14	16	17	22

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

Kate has just announced that she and William are expecting their second child. Which of the following recent news stories, if any, are you most interested in?

Scottish Referendum	40	44	41	42	35	41	39	45	45	35	36	38	39	43	45	33	40	37	31	38	80
Islamic State/ISIS beheading foreign captives	25	28	24	25	38	29	26	25	27	24	25	20	27	28	23	28	25	26	28	29	6
Ebola outbreak	9	7	10	12	6	6	8	11	7	10	9	11	8	8	9	8	9	9	9	10	4
Kate's new baby	7	7	8	7	7	7	8	5	4	10	9	7	7	6	6	9	7	9	8	6	1
Celebrities nude photo leak	1	1	2	2	0	1	2	1	2	0	2	3	1	0	1	1	2	1	1	2	1
None of the above	11	9	10	10	12	12	11	10	9	14	8	10	14	11	10	13	9	14	12	10	6
Don't know	6	3	5	2	4	5	6	3	6	6	11	10	4	3	5	8	8	4	10	6	2

And which of the following recent news stories, if any, do you feel is the most important?

Islamic State/beheading foreign captives	40	43	39	39	50	43	38	42	37	42	37	40	42	39	40	40	39	41	45	43	16
Scottish Referendum	35	39	34	37	32	37	36	36	40	29	30	29	34	41	37	31	31	34	28	30	71
Ebola outbreak	11	10	12	16	9	8	12	12	10	13	14	13	10	10	13	10	11	12	12	12	6
Kate's new baby	2	2	3	3	1	2	3	1	2	3	3	2	3	2	1	4	2	2	2	3	1
Celebrities nude photo leak	1	1	1	0	0	1	1	1	1	0	1	2	1	0	1	1	2	0	1	0	2
None of the above	4	3	5	3	4	4	4	4	4	5	1	4	5	5	3	6	5	5	5	4	2
Don't know	7	3	5	2	4	5	6	4	6	7	13	9	4	4	5	8	10	6	8	6	1