

## **YouGov / Cambridge University Poll**

### **Royal Wedding Special, 28/04/11**



#### **More than 100 new stats! Including...**

##### **Section 1: Background to the Royal Wedding**

*In a decade, those wanting reform of the monarchy halves from 59% to 28%.*

*The Church of England and God Save the Queen are still important to the public when defining Britishness, but not as important as the British pub.*

*Since the last Royal Wedding, those believing homosexuality morally wrong has fallen from 62% to 21%.*

##### **Section 2: Latest findings on the Royal Wedding**

*Prince William the most popular royal.*

*Three quarters think the wedding will have a positive effect on how people view Britain.*

*Nearly half say they will watch the wedding on TV.*

Plus commentaries by Peter Kellner and Joe Twyman

## Section 1.1 YouGov/CambridgeUniversity Polling Brief

In this brief, results from an April YouGov/CambridgeUniversity poll of over 20,000 people showing shifts in attitudes to:

- Monarchy
- British identity
- Attitudinal shifts in the last 30 years
- In the eye of the public, how Britain has changed since the last Royal Wedding

### Headlines

In a decade, those wanting reform of the monarchy halves from 59% to 28%. Over 70% of people believe monarchy is important for defining Britishness.

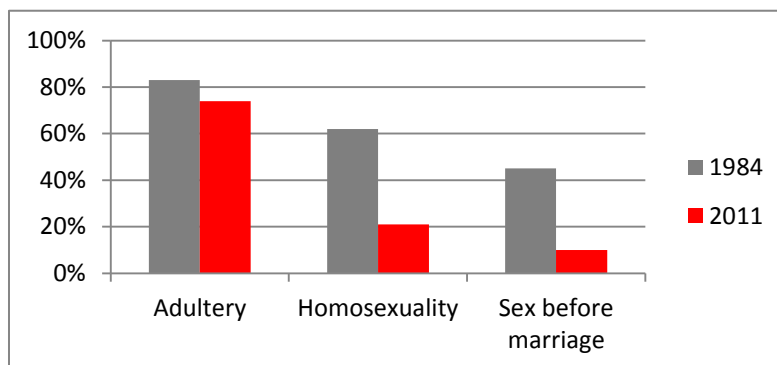
The majority of people believe Prince William would make a good king and that Kate Middleton would make a good Queen Consort. But support for Kate and Will is at its lowest in London.

Recent attention on Prince William has reduced Prince Charles' popularity. 13% less people believe Charles will be a good king than in the month Princess Diana died.

The Church of England (49%) and "God Save the Queen" (61%) are still important to the public when defining Britishness, but not as important as the British pub (68%).

Since 1984, there has also been a 41% fall in the number of people who believe that homosexuality is always or sometimes morally wrong. Comparatively, the number of people who think adultery is always or usually morally wrong has fallen by 9%.

The majority of the public believe we are less healthy, moral and religious and are worse behaved than in 1981, but we are more environmentally friendly.



## Attitudes to monarchy 2011

- In a decade, those wanting reform of the monarchy halves from 59% to 28%. In 1992 59% would reform the monarchy, today just 26% would “retain the monarchy but that it should be reformed” - a 30% shift.<sup>i</sup>
- 19% more people would keep the Monarchy as it is. In 1992 just 26% thought the Monarchy should stay “pretty much the same”; in 2011 45% of people think “the monarchy should be retained as it is”.
- 3% more people would abolish the Monarchy than just under a decade ago. In 1992 13% would abolish the Monarchy; today this proportion has risen to 16%.
- However when asked if the Monarchy MIGHT be abolished in the next 40 years, just 3% responded ‘Yes’. In 1991, 14% of the public thought the Monarchy would be abolished in the next century and in 2000, this figure has risen to 21%. Today 97% think the Monarchy will survive for yet another 40 years.<sup>ii</sup>
- Prince William’s support is at its highest among working class respondents<sup>iii</sup> (71%) and among female respondents (73%). The lowest proportion of people stating that William “would make a good King” is among Londoners at 58%.

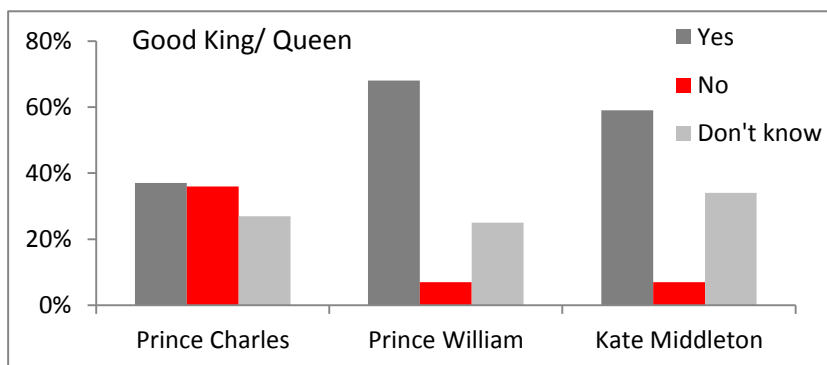


68% of people think Prince William would “make a good King.”

- 37% of people think Prince Charles would “make a good king” compared to 36% of people who stated he “would not”. This falls 5% lower than his rating in the month following the death of Princess Diana in September 1997 and some 45% below his rating in February 1991.<sup>iv</sup>
- Prince Charles’ support was at its highest among those over the age of 55; 41% say Charles would make a good king compared to just 34% among those aged between 18 and 34.
- Prince Charles’ lowest support was among those in the three lowest social grades (just 33% think Charles would make a good king, 44% said specifically that he “would not”) and among women (34% think Charles would make a good king, 38% said he “would not”).
- Kate Middleton’s greatest support comes from women, 65% of whom think Kate “would make a good Queen Consort” (compared to 53% of men). Londoners support Kate the least with just 45% of those in London stating that Kate “would make a good Queen Consort”, 17% stated that she “would not”.



59% of people think Kate Middleton would “make a good Queen Consort.”



## Defining Britishness

- 69% of people think that the BBC is important for defining “Britishness” just 1% below the Monarchy (70%). More people (68%) think that pubs are important for defining “Britishness” than the battles of Trafalgar and Waterloo (61%)
- 33% of the English public and 36% of Scots would say they are equally English/Scottish and British. 37% of the Welsh public would say they are more British not Welsh (27% would say they are equally Welsh and British).
- The right to say what we think (88%), the defeat of Nazi Germany (84%), the British landscape (87%) and the achievements of our scientists and engineers (88%) came out top in the things which are thought important to defining Britishness. British restaurants (45%), Britain’s membership of the European Union (27%) and British beer (26%) came out last.
- 49% thought the Church of England was important when defining Britishness. Support was particularly high (57%) among those over the age of 55 and low (45%) among those between the age of 18 and 34. 77% agreed or strongly agreed that “religion was a private matter and had no place in politics”.
- When asked which things most “embodied the British way of life”, 64% of respondents stated they personally take pride in “British people’s right to say

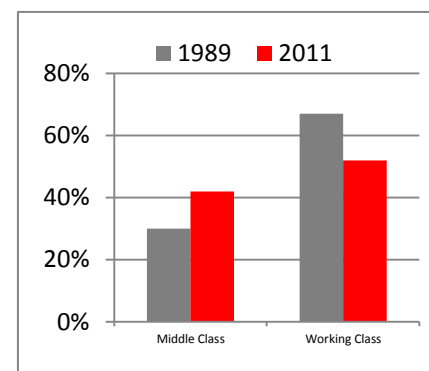


More people think that there will be a vaccine for aids or scientists will bring back an extinct species than a Brit winning Wimbledon or England winning the World Cup in the next 40 years.

what they think”, 61% also took pride in their “sense of fairness and fair play.”

### Some headlines in attitudinal shifts

- In 1984, 83% of people thought adultery was always morally wrong. In 30 years, this percentage has fallen by 9%. 74% of people today think adultery is always or usually morally wrong.<sup>v</sup>
- In 1984 62% of people thought homosexuality was always or sometimes morally wrong, just 21% would say the same today.
- 45% of people in 1984 said sex before marriage was always or sometimes wrong. Today 10% of people think that sex before marriage is either usually or always morally unacceptable. More people think smoking is morally wrong (18%), than do sex outside marriage (10%).
- In 1989, 30% said they felt they belonged to the middle class, 67% to the working class. In 2011, the number of people who felt they belonged to the middle class has risen by 12% (42%) and the working class shrunk by 15% (52%). In the North East today only 25% say they belong to the middle class and 70% to the working class. 73% of Telegraph readers feel they belong to the middle class.<sup>vi</sup>
- In 2011, 82% of people would oppose making abortion illegal in all circumstances. 47% say



abortion is either usually or always morally acceptable in the circumstances.

**Since 1981, the majority of people believe we are:**

- “more open-minded” (69% nationally, 76% of Londoners);
- “more environmentally friendly” (84% nationally);
- “worse behaved” (79% nationally, 89% aged over 55)
- “less religious” (77% nationally, 84% aged over 55);
- “less healthy” (69% nationally);
- “less moral” (66% nationally, 82% aged over 55)
- “less happy” ( 63% nationally, 77% of people aged over 55;
- “less fair” (55% nationally, 63% aged over 55);
- “worse educated” (46% nationally, 58% aged over 55);
- But are we more tolerant? 43 to 38% divide over whether we are more or less tolerant than in 1981.
- And are we more wealthy? 42% of people state we are “more wealthy” with 39% stating that we are less so.



77% of people think we are less religious than in 1981, the year of the last Royal Wedding.

- 47% of middle class respondents<sup>vii</sup> say we are “more wealthy” whereas 50% of working class respondents<sup>viii</sup> would say we are “less wealthy”. 50% of those aged over 55 would say we are “less wealthy” and yet 54% of those aged between 18 and 34 (half of which were not long born after 1981) would say we are “more wealthy”.



47% of middle class respondents say we are wealthier than in 1981. 50% of working class respondents disagree, the latter say we are “less wealthy”.

### **About the YouGov/CambridgeUniversity poll**

In partnership with academics at Cambridge University, YouGov is conducting an ongoing study into the nation as it stands today. 20,000 people have already been asked about every component of their lives in 2011. Questions range from what you eat for breakfast and the kind of newspaper you read, to numbers of sexual partners and relationship with family members, to religious beliefs and attitudes towards British foreign policy.

All data highlighted in this brief in addition to further findings can be found at our [YouGov@Cambridge](#) website.

April editorials on [YouGov@Cam](#) include: Charles Clarke, David Blunkett, F.W De Klerk, Baroness Perry, Baroness Neuberger, Sue Cameron and Andrew Gamble.

Future briefing topics include:

- Everyday life/ activities
- Home/ Garden/ Vehicles
- Identity
- Marriage
- Family life and parenting



- Relationships
- Sex
- Food
- Work
- Happiness
- Media
- Culture
- Health
- Women
- Alcohol / Drugs
- Sport
- Political parties and leaders
- Voting intentions
- Domestic policies  
e.g. immigration,  
business, security,  
NHS, crime,  
economy etc
- Afghanistan
- Middle East
- United States
- European Union
- Patriotism

For further insight into the YouGov/CambridgeUniversity survey please contact the YouGov@Cambridge team.

## **YouGov**<sup>®</sup>@Cambridge

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## Section 1.2 Commentary by Peter Kellner

### **Greener and more open-minded – but unhappier and worse-behaved:**

#### **How we think Britain has changed since Charles got married**

Prince William’s marriage to Kate Middleton takes place 30 years after Prince Charles married Diana. YouGov has conducted the most detailed survey on how the public thinks Britain has changed over those three decades. It’s the first survey in a new partnership with Cambridge University to provide and analyse fresh data on an unprecedented scale on how we live and what we think.

Today we are releasing some of our initial findings. This is how we think life in Britain has changed since 1981:

Are we more or less....?	More (%)	Less (%)	About the same (%)	Don’t know (%)
Environmentally friendly	84	7	4	5
Open-minded	69	13	9	9
Tolerant	43	38	11	8
Wealthy	42	39	11	8
Educated	34	46	15	6
Fair	18	55	16	11
Healthy	18	69	7	7
Happy	8	63	21	9
Moral	7	66	16	10
Religious	6	77	9	8
Well-behaved	4	79	11	6

As those figures show, clear majorities feel things have improved on only two of the 11 facets of national life that we tested – and deteriorated on six of them. Only 42% of us think Britain is wealthier, even though national income has almost doubled in real terms since 1981. And two-thirds of us think Britain is less healthy, even though every indicator of health, including life expectancy, has improved. To some extent, nostalgia causes many of us to view the past through rose-tinted spectacles. No wonder we distrust politicians and resent higher taxes: we don't think they have delivered a better Britain in the 30 years since Charles and Diana walked up the aisle.

In one sense, however, the data does large reflect reality. 69% of us think we have become open minded; and by a narrower 43-38% margin, we believe Britain is more tolerant. This is borne out by comparisons with surveys conducted in the 1980s: far fewer of us now think that sex before marriage and homosexuality are wrong. In fact, more people think its morally wrong to smoke (18%) than to have sex before marriage (10%). Here is the hierarchy of morally acceptable behaviour in today's Britain:

	Always/ usually morally acceptable (%)	Always/ usually morally wrong (%)	Depends/ Don't know (%)
Eating meat	85	4	10
Drinking	81	6	13
Sex while not married	77	10	13
Public displays of affection	76	6	18
Having more than one sexual partner in your life time	73	13	14
Becoming pregnant while not married	69	16	16
Smoking	65	18	16

Homosexuality	60	21	19
Dress in a revealing way	59	18	23
Abortion	47	20	33
Blasphemy	28	46	27
Taking illegal drugs	18	67	14
Adultery	10	74	15
Theft	3	88	9

On some of these issues, attitudes vary little by age. These include abortion, smoking and sex before marriage. Under 35s are notably more tolerant than the over 55s towards homosexuality and illegal drugs. By two-to-one, men regard homosexuality as morally acceptable – but among women the margin widens to almost five-to-one.

These figures raise the question: has Britain's more tolerant character made our country a better place – or has it contributed to the decline that many people think has occurred? This question is hard to answer as long as the gulf persists between the official statistics that generally tell a story of growing wealth and an improving quality of life, and the clear, subjective belief that Britain has become a meaner, nastier country.

Until and unless we achieve some sort of national consensus on the truth about Britain's progress, that conflict will remain unresolved. One of the objectives of YouGov's partnership will be to investigate why we hold the views we do, and what causes so many of us to believe the opposite of what official statistics tell us.

## Section 2.1 Latest on the Royal Wedding

- 70% of British adults felt that the wedding would have a positive effect on how people view the monarchy.
- 73% felt it would have a positive effect on how people view Britain.
- 56% of people say that they are either 'not very' (30%) or 'not at all' (26%) interested in the wedding.
- 57% of British women say they are either very or fairly interested but just three in ten men (29%) of men say they are interested.
- 47% say they will either probably or definitely watch the wedding on television. This proportion rises among females - 61% of women say they will be watching the wedding on TV.
- 55% felt there had been too much media coverage of the royal wedding.
- 38% thought the media had got the balance "about right".
- 66% of respondents believed that there would still be a monarchy in 100 years' time. 69% think the British monarchy should continue, compared to just 20% who thought that we should instead have an elected head of state.
- Prince William is the most popular royal with a net positivity score<sup>ix</sup> of +78%. This is higher than the Queen (+71%) and Kate Middleton (+70%) to complete the top three.
- Prince Harry (+63%) and Princess Anne (+55%) were the only other members of the Royal Family to achieve a score above +50%. Prince Charles was further down the popularity list at +19%, just ahead of his father Prince Philip on +17%.

- The three least popular members on our list were Prince Edward (+2%), Camilla, Duchess of Cornwall (-9%) and Prince Andrew (-13%).
- Camilla, Duchess of Cornwall is least popular among those above the age of 60, 54% of whom have a negative opinion of her.
- 34% thought Blair should have been invited, compared to 48% who disagreed. For Brown, 36% thought he should have been invited compared to 45% who felt he should not.
- 41% thought former Prime Minister, John Major, should be invited, while 38% disagreed.
- 72% felt Prime Minister David Cameron should be invited, compared to only 14% who felt he should not. 54% felt Deputy Prime Minister Nick Clegg gathered just 54% who supported his invitation, with 28% actually opposed.
- London Mayor Boris Johnson was another political figure to receive positive support. Half of respondents (50%) believed he should be invited, while under a third (29%) disagreed.
- Among foreign heads of state, over six in ten (60%) respondents felt that US President Barack Obama should have been invited, with fewer than a quarter (22%) disagreeing. Support for French President Nicholas Sarkozy was far less clear cut. 40% thought he should have been invited while 33% thought he should not.
- Just 62% of people think Prince William and Kate Middleton's marriage will last "for life".

## Section 2.2 Commentary by Joe Twyman

With only days remaining until the marriage of Prince William and Kate Middleton, a YouGov survey in association with YouGov@Cambridge has found that seven in ten British adults (70%) felt that the wedding would have a positive effect on how people view the monarchy and nearly three quarters (73%) felt it would have a positive effect on how people view Britain.

When surveyed within the last two days, a majority of respondents (56%) said that they are either not very interested (30%) or not at all interested (26%) in the wedding. However, men and women are divided on the issue with over half of British women saying that they are either very or fairly interested (57%), but the figures fall to fewer than three in ten (29%) for British men.

Despite events failing to capture the interest of the entire nation nearly half of respondents (47%) said they will either probably or definitely watch the wedding on television, rising to 61% of women.

Regarding the level of media interest, more than half of British adults (55%) felt there had been too much media coverage of the royal wedding, though nearly two fifths (38%) felt the media had 'got the balance about right'.

Despite the level of disinterest in the wedding, Prince William remains a popular figure. Over three quarters of respondents (76%) felt that he would make a 'good king' with nearly two thirds (63%) believing that Kate Middleton would make a 'good queen'.

Two thirds of respondents (66%) believed that there would still be a monarchy in 100 years' time with 69% thinking that the British monarchy should continue, compared to just one in five (20%) who thought that we should instead have an elected head of state.

When compared to other leading members of the Royal Family, Prince William emerged as the most popular. His net positivity score<sup>x</sup> of +78% was higher even than

Queen Elizabeth herself on +71%, with Kate Middleton just behind on +70% to complete the top three.

Prince Harry (+63%) and Princess Anne (+55%) were the only other members of the Royal Family to achieve a score above +50%

Prince Charles was further down the list with a score of +19%, just ahead of his father Prince Philip on +17%. The three least popular members on our list were Prince Edward (+2%), Camilla, Duchess of Cornwall (-9%) and Prince Andrew (-13%), with the latter recently embroiled in controversy.

The list of guests invited to the wedding has attracted some attention. Former Prime Ministers Tony Blair and Gordon Brown both failed to be sent an invitation. 34% thought Blair should have been invited, compared to 48% who disagreed. For Brown, 36% thought he should have been invited compared to 45% who felt he should not. The decision to invite another former Prime Minister, John Major, who is a guardian of Princes William and Harry, was supported by 41% of the population, while 38% disagreed.

The decision to invite the current Prime Minister, David Cameron was more strongly supported. 72% felt he should have been invited, compared to only 14% who felt he should not. A further 54% felt Deputy Prime Minister Nick Clegg should be invited, with 28% opposed. London Mayor Boris Johnson was another political figure to receive positive support. Half of respondents (50%) believed he should be invited, while under a third (29%) disagreed.

Among foreign heads of state, over six in ten (60%) respondents felt that US President Barack Obama should have been invited, with fewer than a quarter (22%) disagreeing. Support for French President Nicholas Sarkozy was far less clear cut. 40% thought he should have been invited while 33% thought he should not.

An invitation for Sarah Ferguson, Duchess of York, the most significant member of the Royal Family not be invited, was supported by just under half of respondents (49%), but 30% disagreed.



From a list of celebrities, Sir Elton John was the only one from whom a greater proportion of respondents thought he should be invited (48%) than should not (30%). David Beckham (38% versus 40%), Rowan Atkinson (32% versus 40%) and Ben Fogle (29% versus 36%) all fared less well. Tara Palmer-Tomkinson was the least popular of the celebrity invitees tested. 54% felt she should not have received an invite compared to only 21% who felt she should.

Nearly half of British adults (46%) believed that senior politicians attending the wedding should wear morning dress compared to 35% who felt they should instead wear a normal suit.

The weeks of preparation for the couple's big day seem to have not had any discernable effect on the nation's feelings. Back in November, immediately after the announcement of the engagement, 48% of those questioned said they were 'pleased' by the announcement, with exactly the same number saying they were 'indifferent'. This week the proportion who said they were 'pleased' that William was to marry Kate remained at 48%, while those who felt 'indifferent' had risen just 1% to 49%.

Joe Twyman, Director of Political and Social Research at YouGov, said 'Although the Royal Wedding may not have captured the interest of the entire nation, it is clear that there is support for Prince William and his bride to be. There are is a strong feeling that their marriage is a good thing for both Britain generally and the monarchy specifically.'

YouGov surveyed 2,666 adults online from 26<sup>th</sup> – 27<sup>th</sup> April 2011. The data have been weighted to be representative of the British adult population as a whole.

For all results click [here](#)

For all enquiries and further information please contact Joe Twyman, Director of Political and Social Research at YouGov.

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YouGov@Cambridge is a new kind of university think-tank, uniting world experts with YouGov polling in one place. To coincide with the Royal Wedding, the new [YouGov@Cambridge website](#) will launch on Thursday 28th April 2011. Here you can find an archive of the latest research material plus editorials from Charles Clarke, David Blunkett, F.W De Klerk, Baroness Perry, Baroness Neuberger, FT commentator Sue Cameron and POLIS Director Andrew Gamble.

<sup>i</sup> State of the Monarchy

Poll	Date	Stay same	Reform	Abolish	Don't know
A	1992	26	59	13	2
B	2000	27	60	11	3
C	2011	45	28	17	10

A: Gallup Poll Dec 1992: Which of these statements comes closest to your own view?

- a) The Monarchy and the Royal Family should stay pretty much as they are now
- b) The Monarchy and the Royal Family should continue to exist but should become more 'democratic and approachable', rather like the Monarchy and Royal Family in the Netherlands
- c) The Monarchy should be abolished and replaced by a non executive figurehead president like the ones they have in some continental countries
- d) Don't know

B: Gallup poll 2000

C: YouGov/CambridgeUniversity Poll 2011: As you may know, Prince William and Kate Middleton are to marry on 29th April this year, which has been declared a bank holiday in celebration. Which of the following comes closest to your own view on the future of the British monarchy?

- a) We should retain the monarchy as it is
- b) We should retain the monarchy but it should be reformed
- c) We should abolish the monarchy
- d) Don't know

<sup>ii</sup> Survival of the Royal Family

Poll	Date	Yes	No	Don't know
A	1991	78	14	8
B	2000	72	21	7
C	2011	97	3	-

A: Gallup poll July 1991: Do you think the Royal Family will still exist in the next century?

B: Gallup poll June 2000: Do you think the Monarchy and the Royal Family will still exist when Prince William is due to come to the throne in perhaps thirty or forty years time?

C: YouGov/CambridgeUniversity Poll April 2011: Which of the following do you think MIGHT happen in the next 40 years? Please tick all that apply; “The British Monarchy will be abolished” – 97% no, 3% yes

<sup>iii</sup> Those who fall within the C2, D and E social classification.

<sup>iv</sup> Prince Charles Approval

Poll	Date	Good King (%)	Bad King (%)	Don't know
A	February 1991	82	5	-
A	February 1996	41	40	-
A	March 1996	47	36	-
A	August 1996	44	37	-
A	December 1996	46	36	-
A	July 1997	53	31	-
A	August 1997	50	37	-
A	4-5 September 1997	42	34	-
B	April 2011	37	36	27

A Ipsos Mori: On balance, do you think Prince Charles will make a good king or a bad king when he comes to the throne in the future?

- a) Good
- b) Bad

B YouGov/CambridgeUniversity Poll: Do you think Prince Charles would make a good King, or not?

- a) Yes, he would
- b) No, he would not
- c) Don't know

<sup>v</sup> Moral attitudes

British Social Attitudes – 1984 report

	Always/ mostly wrong	Sometimes wrong	Rarely wrong/ Not wrong at all	Depends on circumstances/ Not answered
Sex before marriage	28	17	50	5
Adultery	83	11	3	4

Homosexuality	62	8	21	9
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YouGov 2011

	Always/usally morally wrong	Usually/Always morally acceptable	Depends on circumstances/ Don't know
Sex before marriage	10	79	12
Adultery	74	10	15
Homosexuality	21	60	19

<sup>vi</sup> Social Class

Most people say they belong to the middle class or to the working class. If you had to make a choice, would you call yourself middle class or working class?

Poll	Date	Middle class	Working class	Don't know
A	1989	30	67	4
B	2011 (UK)	41	53	6
C	2011 (Males 18-24)	50	39	11
D	2011 (Females 18-24)	42	49	9
E	2011 (North east)	25	70	4
F	2011 (South east)	50	42	8
G	2011 (Sun readers)	26	68	5
H	2011 (Telegraph readers)	73	22	5
I	2011 (Guardian readers)	65	29	5

A Ipsos Mori

<http://www.ipsos-mori.com/researchpublications/researcharchive/poll.aspx?oltemId=2404&view=wide>

B-I YouGov/CambridgeUniversity Poll

1. And which class would you say your parents belonged to when you started school?

Poll	Date	Middle class	Working class	Don't know
A	1989	21	75	4
B	2011 (UK)	28	69	4
C	2011 (Males 18-24)	38	52	10
D	2011 (Females 18-24)	37	55	8
E	2011 (North east)	16	81	3
F	2011 (South east)	36	58	6
G	2011 (Sun readers)	17	78	5
H	2011 (Telegraph readers)	48	50	3
I	2011 (Guardian readers)	46	51	3

A Ipsos Mori

<http://www.ipsos-mori.com/researchpublications/researcharchive/poll.aspx?oltemId=2404&view=wide>

B-I YouGov/CambridgeUniversity Poll

<sup>vii</sup> Those within A, B and C1 social classification

<sup>viii</sup> Those within C2, D and E social classification

<sup>ix</sup> Net positivity score = (Very positive % + Fairly positive %) – (Very negative % + Fairly negative %)

<sup>x</sup> Net positivity score = (Very positive % + Fairly positive %) – (Very negative % + Fairly negative %)