

YouGov Survey Results

Sample Size: 1289 London Adults

Fieldwork: 5th - 8th July 2013

Total	Gender		Age					Social Grade		Marital Status					
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

The Duke and Duchess of Cambridge (William and Katherine) are due to have a baby in July...

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

<i>Unweighted Base</i>	1289	622	667	174	315	167	185	448	814	475	477	123	112	30	424	123
Weighted Base	1289	613	676	153	349	193	233	361	773	516	510	128	105	23	410	114
Very interested	15%	11%	19%	19%	14%	11%	13%	18%	16%	15%	14%	10%	31%	16%	14%	16%
Fairly interested	35%	31%	39%	35%	31%	37%	33%	40%	34%	36%	40%	24%	30%	40%	30%	47%
Net: Interested	50%	42%	58%	53%	45%	47%	47%	58%	50%	51%	55%	34%	61%	55%	44%	62%
Not very interested	24%	24%	24%	23%	24%	19%	26%	25%	25%	23%	24%	24%	28%	27%	24%	17%
Not at all interested	24%	32%	17%	20%	29%	33%	27%	16%	25%	24%	20%	40%	11%	18%	30%	21%
Net: Not interested	48%	56%	41%	43%	52%	52%	53%	42%	50%	47%	44%	64%	39%	45%	54%	38%
Don't know	1%	2%	1%	3%	3%	0%	0%	0%	1%	2%	1%	1%	0%	-	2%	-

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Total	Work Status						Children in Household				
	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	0	1	2	3+	Refused

The Duke and Duchess of Cambridge (William and Katherine) are due to have a baby in July...

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

<i>Unweighted Base</i>	1289	691	114	102	247	56	79	925	149	99	52	64
Weighted Base	1289	728	130	101	191	62	77	897	167	109	64	53
Very interested	15%	13%	16%	19%	19%	28%	14%	14%	19%	14%	29%	8%
Fairly interested	35%	33%	47%	35%	38%	19%	42%	33%	44%	37%	37%	35%
Net: Interested	50%	45%	63%	54%	57%	47%	56%	47%	63%	51%	66%	43%
Not very interested	24%	27%	17%	19%	24%	22%	14%	26%	21%	24%	10%	19%
Not at all interested	24%	27%	20%	23%	18%	28%	27%	27%	14%	24%	23%	17%
Net: Not interested	48%	53%	37%	43%	42%	50%	41%	53%	36%	48%	33%	37%
Don't know	1%	1%	0%	4%	0%	2%	3%	0%	1%	1%	1%	21%

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Total	Social Media (monthly or more)						Local Education Authority				
	Facebook	LinkedIn	Google+	Twitter	Myspace	None of these	Central	North	South	East	West

The Duke and Duchess of Cambridge (William and Katherine) are due to have a baby in July...

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

<i>Unweighted Base</i>	1289	837	286	86	371	13	350	269	144	289	340	247
Weighted Base	1289	865	251	72	355	15	336	239	128	303	351	269
Very interested	15%	15%	14%	14%	15%	31%	13%	12%	11%	15%	16%	18%
Fairly interested	35%	34%	30%	33%	33%	41%	39%	28%	27%	42%	39%	32%
Net: Interested	50%	49%	44%	47%	47%	73%	52%	40%	39%	57%	56%	50%
Not very interested	24%	25%	27%	30%	26%	21%	22%	26%	32%	20%	21%	26%
Not at all interested	24%	25%	28%	20%	26%	6%	23%	34%	27%	22%	22%	22%
Net: Not interested	48%	50%	56%	51%	52%	27%	45%	60%	59%	41%	43%	48%
Don't know	1%	1%	-	2%	0%	-	3%	1%	2%	1%	1%	2%