

GLOBAL VIEWS OF THE BRITISH ROYAL FAMILY

- **Catherine, The Duchess of Cambridge (f.k.a. Kate Middleton), and Prince Harry are the most liked Royals in the U.S.**
- **Around the world, Queen Elizabeth is the most liked royal**
- **One in three Americans report interest in both the upcoming Royal wedding and general news about the Royal Family**

Which members of the British Royal Family are liked the most?

A new global Ipsos survey, carried out in 28 countries in the run up to the upcoming Royal Wedding between Prince Harry and Meghan Markle, has examined the level of interest in the Royal event, as well as wider feelings towards the Royal Family and individual members of it. The survey, carried out online among adults aged under 65, finds that **Queen Elizabeth and Prince Harry are the most liked members of the Royal Family overall around the world**, each picked by 23% on average. Next come the Duke and Duchess of Cambridge, chosen by 17% and 18% respectively, and their children George and Charlotte (picked by 10% and 9%).

Different countries have their different favorites. Catherine, the Duchess of Cambridge (f.k.a. Kate Middleton), is the most liked in the United States, followed closely by Prince Harry. The Queen is the most liked in ten of the 28 countries (including India, China and Brazil), while Prince Harry is the most popular in eight (including Britain, Australia, South Africa and Saudi Arabia).

Across the world, views towards the Royal Family are more favorable than unfavorable (35% favorable, 11% unfavorable, on average). People in the U.S. feel more favorable toward the Royal Family than the global average. Outside of the U.K., the most positive countries are Romania (58% favorable), Saudi Arabia (50%), India (48%), and the U.S. (43%) – while Spain and Argentina are the most negative (only 18% favorable in each).

Individual members of the Royal Family tend to be viewed more favorably – notably the Queen (42% favorable globally), Prince William and Catherine (43% and 39% respectively), and Prince Harry (41%). Prince Charles receives the lowest favorability scores (24% favorable, the same as those who are unfavorable). In the U.S., net favorability for every single member of the Royal Family tested is higher than the global average.

Meghan Markle, whose wedding to Prince Harry is on May 19th, is also starting from a positive base, albeit with the lowest profile of all, with 29% feeling favorable towards her, just 10% unfavorable, and six in ten either neutral (41%) or say they don't know (21%). Not surprisingly, she receives her highest scores in the U.S., where 43% say they have a favorable opinion towards her.

When it comes to Markle's upcoming wedding to Prince Harry, around one in four (27%) worldwide say they are at least fairly interested in news about it, while two in three (67%) are not. Interest is highest in India and South Africa (at 54% and 49% respectively). In the United States, 1 in 3 Americans (34%) are interested, while 6 in 10 (62%) are not.

What impact does the Royal Family have on the image of the UK?

When asked what impact the Royal Family has on their views of Britain, around half on average (51%) say it makes no difference, including 6 in 10 Americans (62%). Among those who do have an opinion, though, the Royal Family does have a net beneficial effect, by 23% to 11% on average. In the United States, the Royal Family has a nearly four-to-one net beneficial effect (22% positive to 6% negative).

Having said that, **the Royal Family does tend to reinforce perceptions of the U.K. as a traditional country.** When asked to pick from a list which attributes they associate with the U.K. because of the Royal Family, “traditional” is picked most, by 48% on average – only 9% choose “modern.” One in four globally (24%) say the Royal Family has no impact on their perceptions. A plurality of Americans (44%) say the Royal Family reinforces their impression of the U.K. as a traditional country.

Commenting on the findings, Mallory Newall, Director, Ipsos Public Affairs said:

“These survey findings show the ‘Special Relationship’ between the U.S. and U.K. is alive and well, as Americans feel more positive toward the members of Royal Family than many other countries around the world. The Royal Family’s reputation is certainly bolstered by younger members here in the U.S., namely Prince William, Catherine, Duchess of Cambridge, and the soon-to-be newest family member, Meghan Markle, indicating a strong foundation for the Royal Family’s profile in the coming years.

Despite many Americans’ perceptions that the Royal Family makes the U.K. a traditional place, the upcoming nuptials between Prince Harry and Meghan Markle certainly show a more modern turn within the Royal Family. As perhaps the highest profile American-Royal marriage since Grace Kelly’s, it is no wonder that one in three Americans express interest in this weekend’s wedding.”

For media inquiries and requests for interviews, please contact Mallory Newall (mallory.newall@ipsos.com) or Chris Jackson (chris.jackson@ipsos.com).

Notes to editors

- In total 20,793 interviews were conducted between 23 March – 6 April, 2018.
- The survey was conducted in 28 countries around the world, via the Ipsos Online Panel system in Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Romania, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey, Great Britain, and the USA.
- Approximately 1000 individuals aged 18-65 were surveyed in Australia, Brazil, Canada, China, France, Italy, Japan, Romania, Russia, Spain, Great Britain, and the USA. Approximately 500 individuals aged 18-65 were surveyed in Argentina, Belgium, Chile, Hungary, India, Malaysia, Mexico, Peru, Poland, Saudi Arabia, Serbia, South Africa, South Korea, Sweden, Turkey.
- Where results do not sum to 100 or the ‘difference’ appears to be +1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.
- The data are weighted to match the profile of the population. 17 of the 28 countries surveyed generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, Romania, Serbia, South Korea, Spain, Sweden, and United States). Brazil, Chile, China, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey produce a national sample that

is considered to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.

- The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.