

The Royal Wedding 2018

International perceptions of the Royal Family

IPSOS GLOBAL ADVISOR

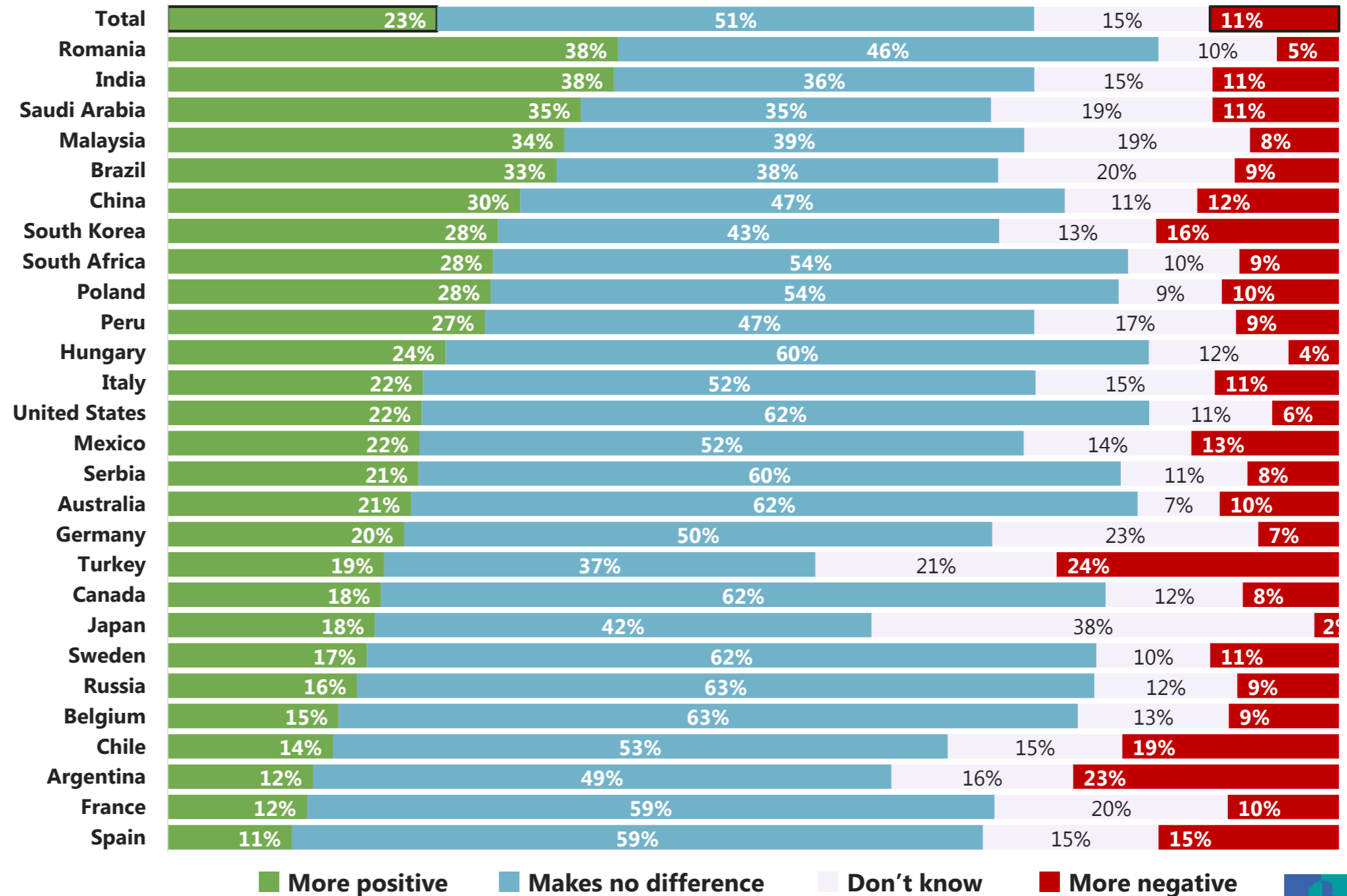
GAME CHANGERS



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On average, half globally say the Royal Family makes no difference to their views of the UK – but where it does have an impact it is usually more positive. Views are most favourable in Romania, India, Saudi Arabia, Malaysia and Brazil, while Argentina and Turkey are most negative.

Q. Overall, does the Royal Family make you feel more positive towards the United Kingdom, more negative, or does it make no difference to your feelings about the UK?

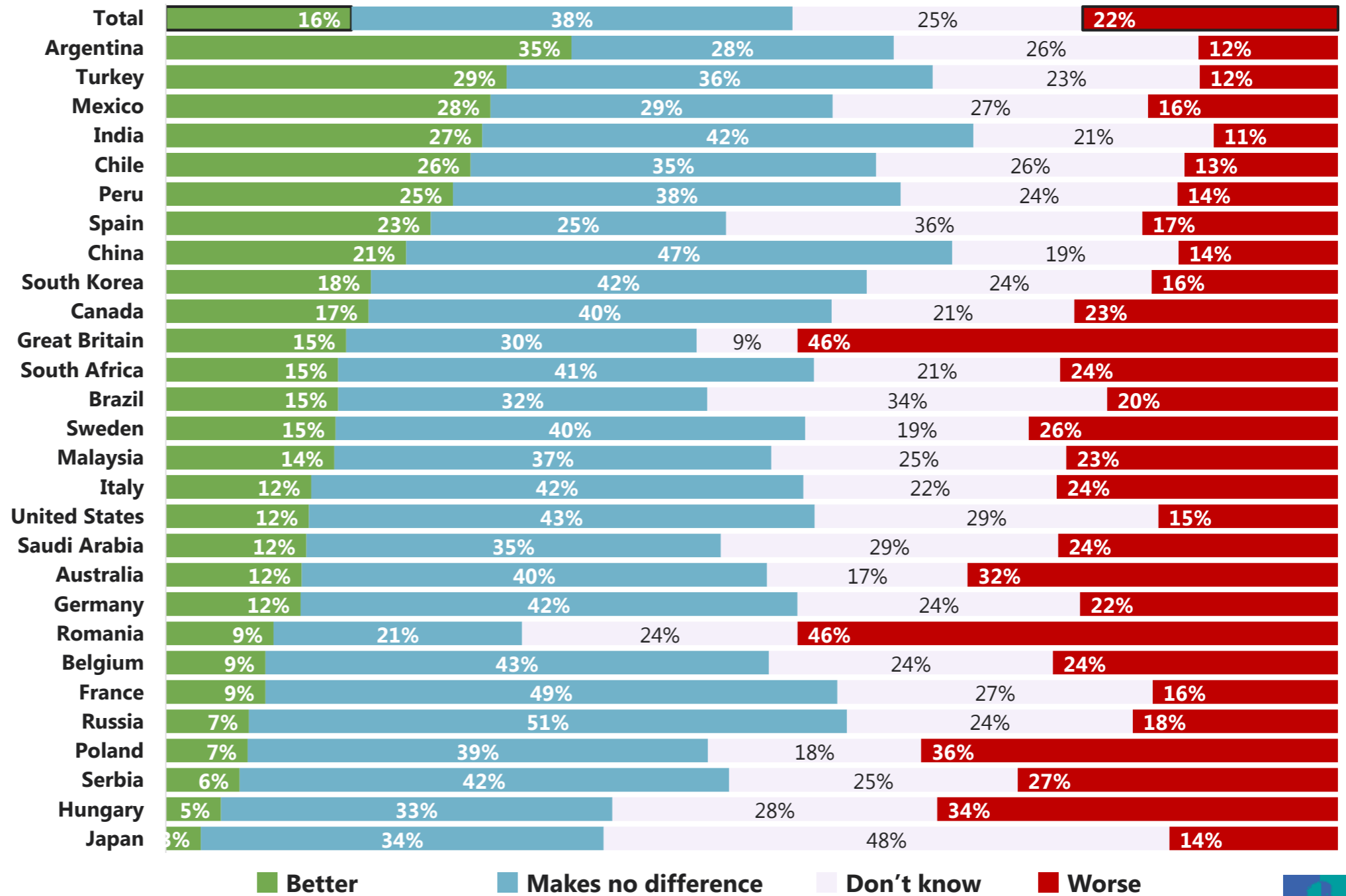


Base: 19,793 online adults aged 16-64 across 27 countries (excluding Great Britain), March 23 – April 6 2018



Similarly, few people think it would make much difference to the UK if the monarchy was abolished (though many don't know). Britons don't think getting rid of the monarchy would make things better.

Q. On balance, do you think it would be better or worse for Britain in the future if the Monarchy was abolished or do you think it would make no difference?



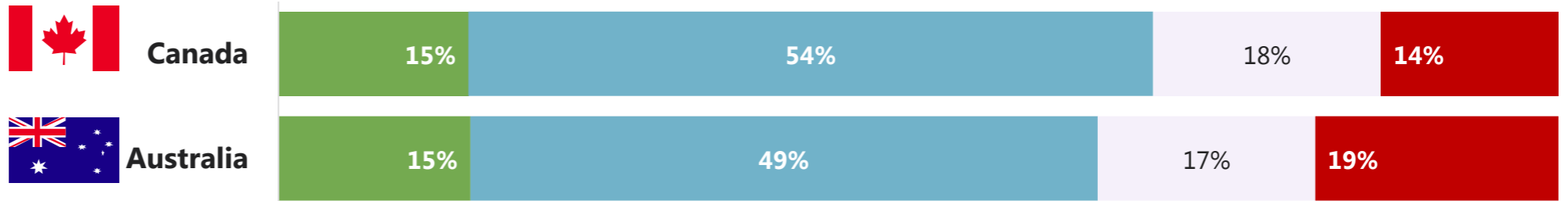
Base: 20,793 online adults aged 16-64 across 28 countries, March 23 – April 6 2018



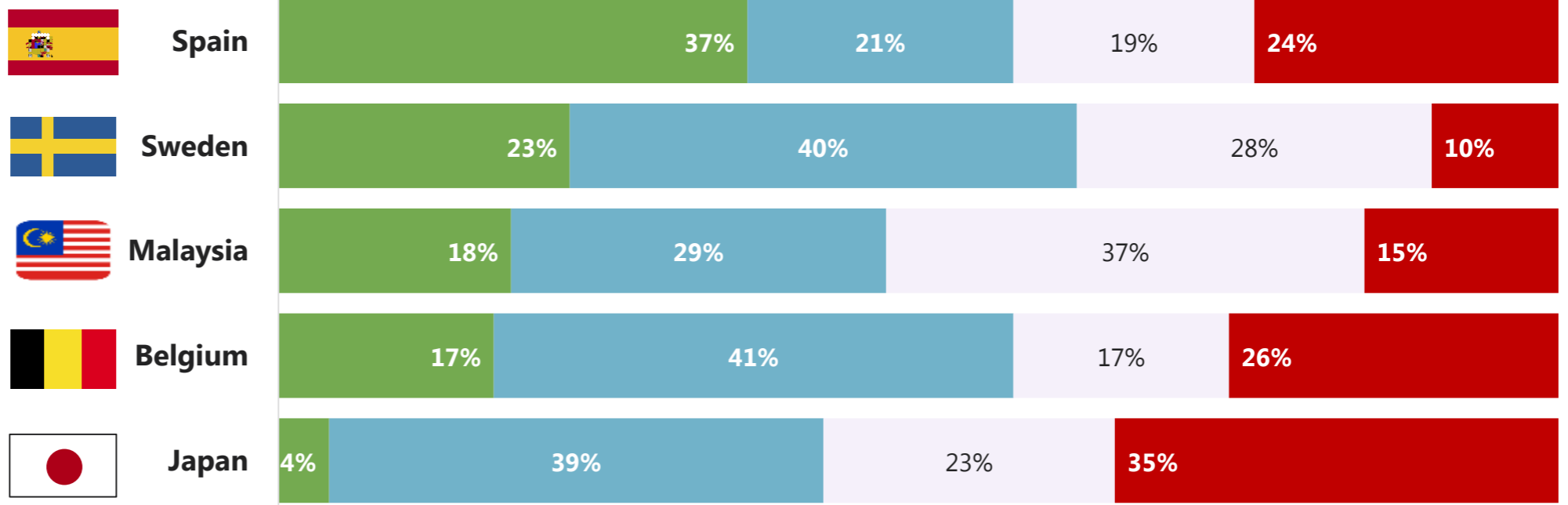
Little appetite in other countries with a monarchy for abolition. In Canada and Australia (Commonwealth countries) many think it would make no difference. In other countries the Spanish are most in favour of change, but even there less than a majority.

Q. And do you think it would be better or worse for your country in the future if the British/your country's Monarchy was abolished or do you think it would make no difference?

Commonwealth countries



Other monarchies



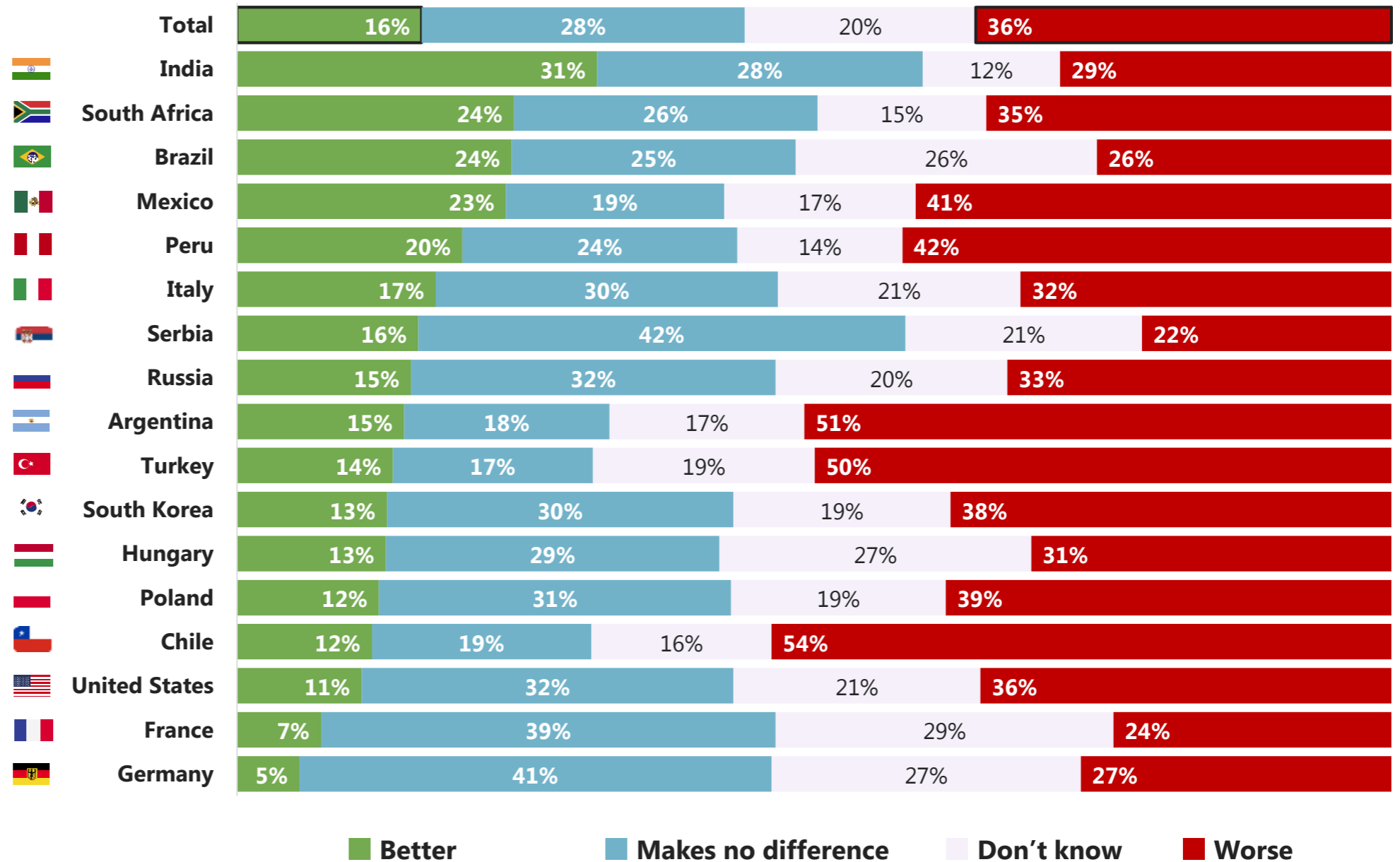
■ Better
 ■ Makes no difference
 ■ Don't know
 ■ Worse

Base: 2,003 online adults aged 16-64 in Australia & Canada, , 3,958 online adults aged 16-64 in Belgium, Sweden, Spain, Malaysia & Japan



On the other hand, most republics don't want a constitutional monarchy either. Support for the idea is higher in India, but low elsewhere, especially in Turkey and several Latin American countries.

Q. Do you think it would be better or worse for your country in the future if it had a constitutional monarchy like Britain instead of an elected Head of State, or do you think it would make no difference?

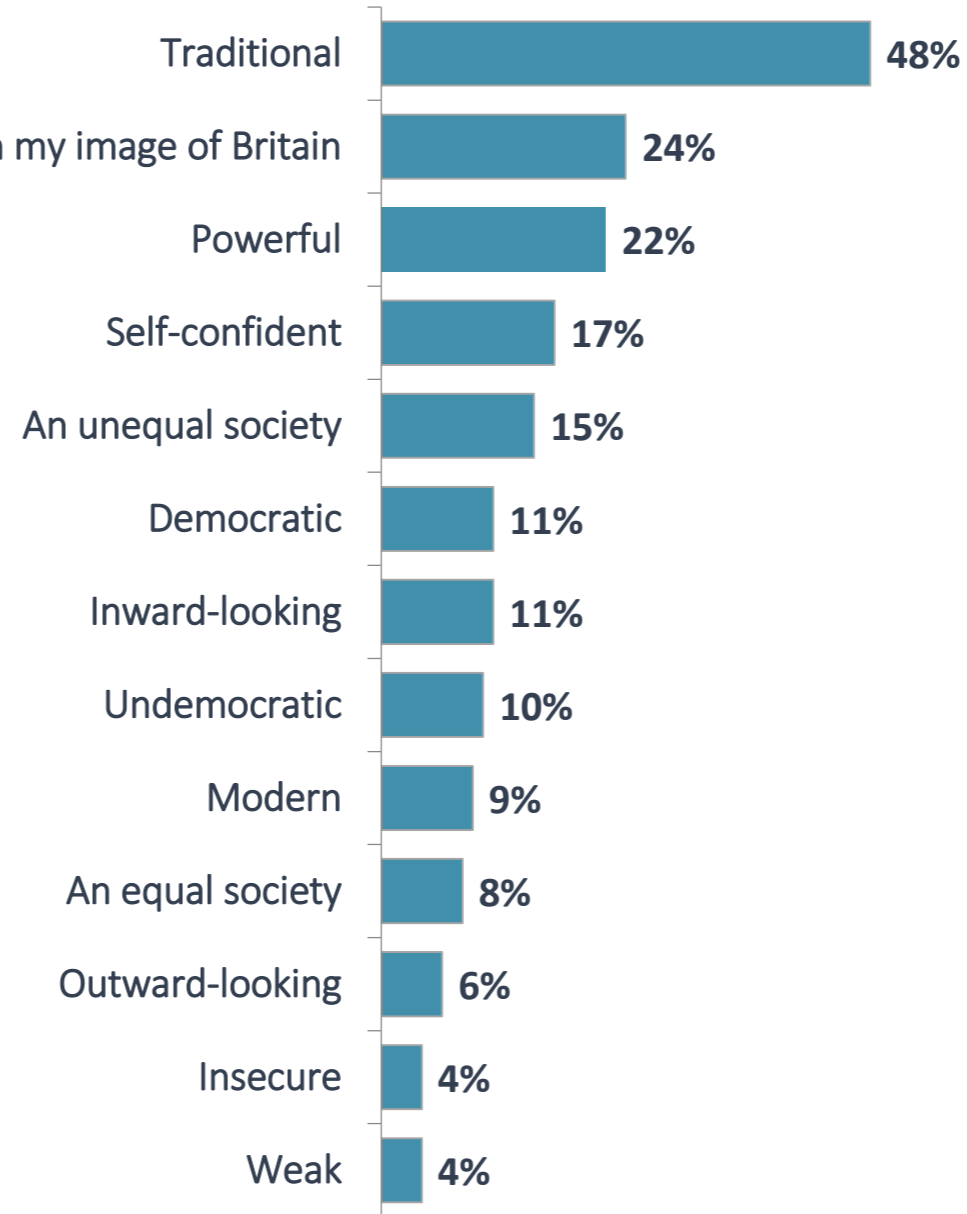


Base: 11,332 online adults aged 16-64 across 17 countries, March 23 – April 6 2018

The Royal Family reinforces perceptions that the UK is traditional, followed by associations of power and self-confidence (a quarter do not think it impacts their view of the UK at all).

Q. Which of the following, if any, do you associate more with the United Kingdom because of the Royal Family? The Royal Family makes me think the United Kingdom is...?

The Royal Family has no impact on my image of Britain



Base: 20,793 online adults aged 16-64, March 23 – April 6 2018

The Royal Family reinforces a traditional image of the UK amongst most countries – while in Argentina, other Latin American countries and Turkey it also makes people think Britain is unequal and undemocratic.

The Royals make the UK seem powerful especially in South Africa, Romania, India, Malaysia and Brazil

Top three associations:
 ■ #1 association per country
 ■ #2 association per country
 ■ #3 association per country



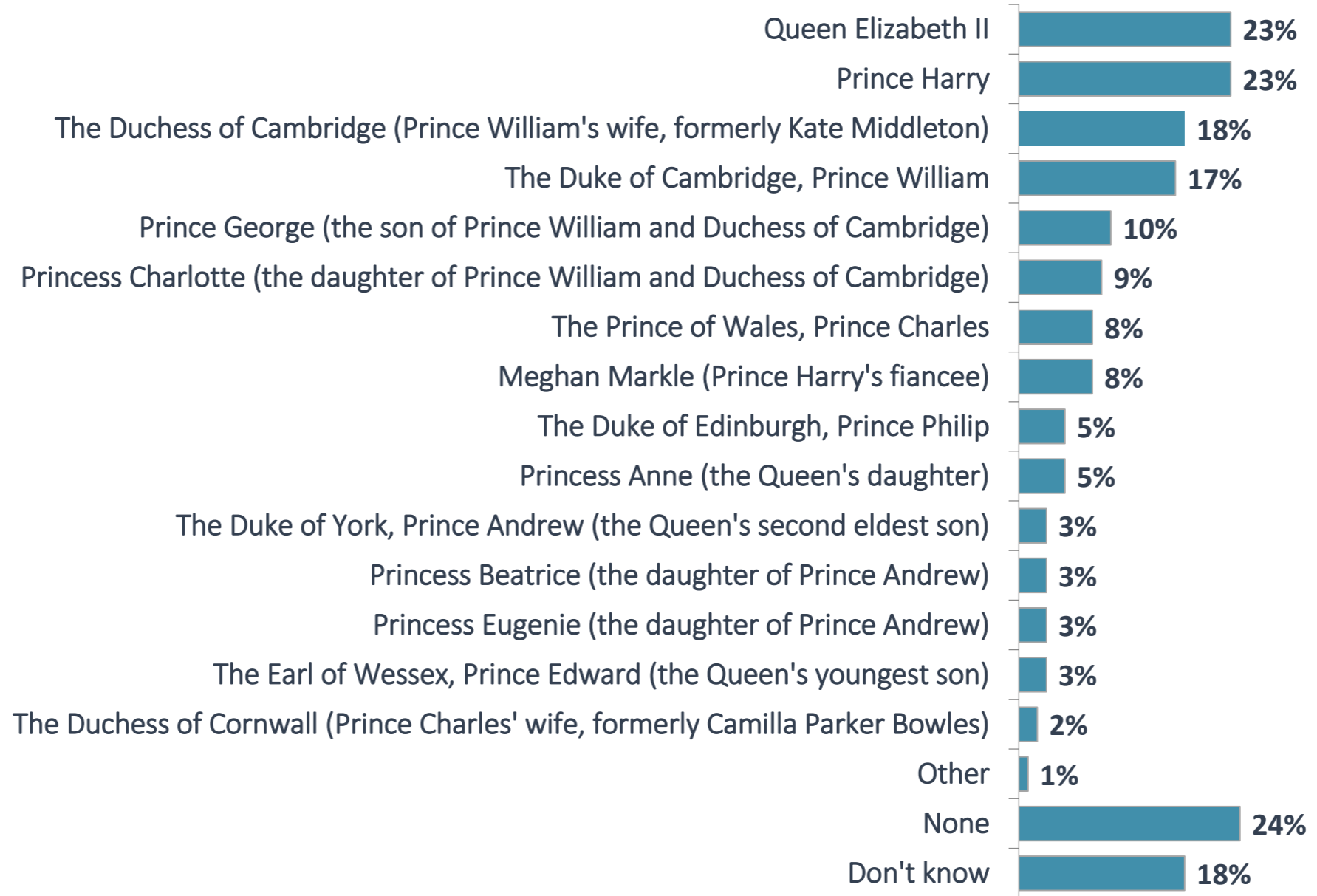
	TOT	ARG	AUS	BEL	BRA	CAN	CHL	CHN	FRA	GB	GER	HUN	IND	ITA	JAP	KOR	KSA	MAL	MEX	PER	POL	RSA	ROM	RUS	SER	ESP	SWE	TUR	USA
Traditional	48%	52%	54%	45%	45%	47%	53%	41%	41%	62%	48%	49%	41%	49%	45%	57%	21%	34%	46%	49%	58%	57%	53%	41%	50%	49%	57%	42%	44%
Modern	9%	4%	7%	7%	10%	7%	8%	10%	5%	8%	5%	8%	27%	8%	3%	4%	12%	19%	12%	14%	4%	13%	17%	5%	4%	5%	7%	9%	8%
Self-confident	17%	14%	11%	13%	19%	11%	16%	15%	9%	14%	16%	30%	30%	21%	8%	17%	22%	21%	19%	12%	18%	27%	24%	19%	21%	10%	12%	12%	15%
Insecure	4%	4%	4%	2%	4%	5%	4%	4%	2%	3%	2%	3%	9%	3%	1%	3%	4%	3%	2%	2%	3%	3%	5%	2%	3%	3%	4%	14%	4%
Powerful	22%	26%	19%	14%	30%	16%	29%	14%	11%	20%	11%	26%	35%	19%	6%	11%	28%	33%	26%	26%	28%	40%	41%	14%	33%	16%	17%	15%	18%
Weak	4%	3%	3%	2%	3%	4%	5%	8%	2%	3%	2%	1%	7%	2%	1%	3%	3%	4%	4%	4%	10%	3%	3%	4%	2%	4%	2%	8%	3%
Democratic	11%	4%	9%	9%	10%	6%	7%	15%	4%	11%	4%	14%	19%	10%	4%	9%	22%	23%	13%	13%	9%	13%	23%	7%	6%	10%	7%	10%	7%
Undemocratic	10%	27%	6%	7%	7%	7%	25%	10%	4%	9%	5%	3%	13%	6%	2%	9%	6%	7%	18%	19%	3%	11%	5%	7%	5%	10%	9%	24%	7%
An unequal society	15%	27%	15%	11%	10%	18%	30%	15%	8%	17%	7%	4%	16%	5%	8%	10%	7%	10%	23%	24%	27%	21%	8%	6%	13%	18%	16%	25%	11%
An equal society	8%	3%	4%	5%	9%	3%	5%	14%	2%	2%	3%	9%	20%	8%	4%	6%	20%	13%	12%	6%	6%	13%	17%	12%	5%	3%	4%	10%	7%
Inward-looking	11%	19%	7%	10%	14%	9%	17%	5%	11%	7%	10%	2%	13%	10%	4%	14%	19%	6%	9%	9%	9%	10%	14%	11%	18%	11%	8%	15%	6%
Outward-looking	6%	1%	4%	5%	6%	4%	2%	10%	4%	8%	7%	2%	14%	4%	7%	5%	13%	11%	2%	1%	9%	6%	7%	3%	4%	3%	9%	6%	5%
The Royal Family has no impact on my image of Britain	24%	24%	20%	24%	16%	27%	27%	33%	24%	19%	17%	28%	22%	20%	13%	18%	20%	27%	20%	28%	22%	20%	28%	41%	34%	21%	24%	16%	27%

Base: 20,793 online adults aged 16-64 across 28 countries, March 23 – April 6 2018



The Queen and Prince Harry are the most liked members of the Royal Family around the world, followed by the Duke and Duchess of Cambridge and their children.

Q. Which of the following members of the Royal Family, if any, do you like the most?



Base: 20,793 online adults aged 16-64, March 23 – April 6 2018

The Queen is the most liked in ten countries (including India, China and Brazil), Prince Harry the most liked in seven (including Britain, Australia, South Africa and Saudi Arabia)

The Duchess of Cambridge is the most liked in the US, while her husband is the most popular in France.

Top three most liked:
 #1 most liked per country
 #2 most liked per country
 #3 most liked per country



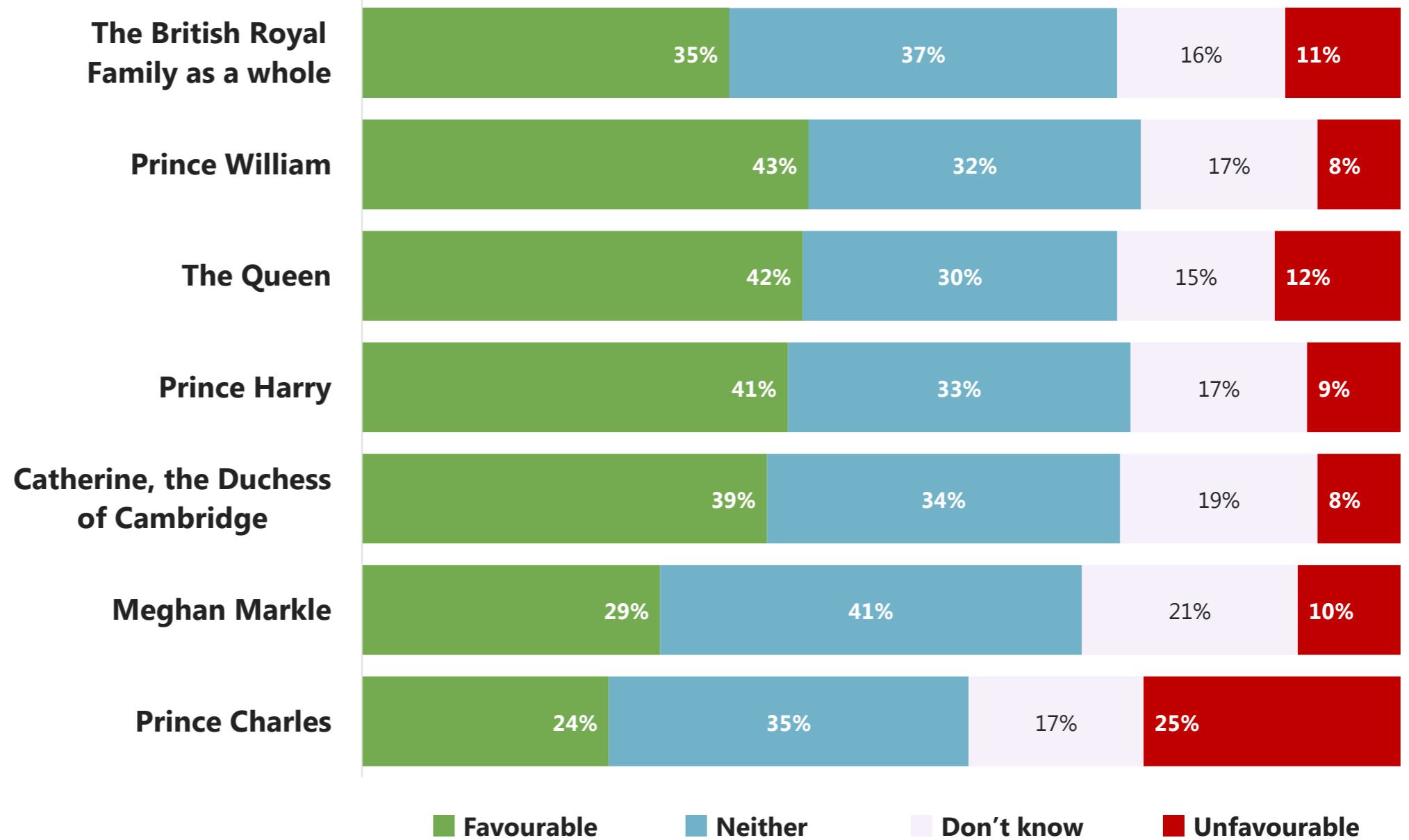
	TOT	ARG	AUS	BEL	BRA	CAN	CHL	CHN	FRA	GB	GER	HUN	IND	ITA	JAP	KOR	KSA	MAL	MEX	PER	POL	RSA	ROM	RUS	SER	ESP	SWE	TUR	USA
Queen Elizabeth II	23%	12%	26%	11%	27%	25%	20%	31%	14%	32%	15%	33%	38%	24%	12%	21%	25%	32%	30%	29%	22%	30%	24%	24%	22%	12%	21%	21%	22%
The Duke of Edinburgh, Prince Philip	5%	3%	9%	3%	2%	7%	4%	6%	3%	15%	5%	2%	14%	4%	2%	4%	6%	6%	7%	5%	3%	7%	4%	1%	3%	4%	3%	3%	5%
The Prince of Wales, Prince Charles	8%	8%	5%	2%	4%	5%	7%	10%	3%	9%	5%	7%	20%	3%	4%	8%	14%	15%	11%	9%	3%	12%	25%	8%	6%	3%	3%	10%	7%
The Duchess of Cornwall	2%	2%	2%	1%	3%	1%	1%	5%	1%	3%	1%	1%	11%	2%	0%	1%	5%	4%	2%	1%	1%	2%	3%	2%	2%	1%	2%	3%	3%
The Duke of Cambridge, Prince William	17%	6%	29%	24%	11%	25%	21%	11%	18%	30%	26%	14%	18%	18%	9%	6%	9%	25%	17%	15%	12%	25%	20%	6%	16%	15%	11%	7%	20%
The Duchess of Cambridge	18%	12%	29%	18%	12%	30%	24%	8%	13%	27%	19%	21%	18%	19%	13%	6%	9%	22%	19%	17%	23%	23%	26%	14%	24%	17%	10%	14%	27%
Princess Anne	5%	8%	4%	3%	4%	3%	3%	10%	1%	10%	3%	1%	13%	3%	1%	4%	9%	6%	10%	9%	2%	7%	5%	1%	4%	2%	2%	6%	5%
Prince Harry	23%	20%	37%	34%	18%	31%	39%	15%	11%	42%	27%	23%	25%	24%	5%	15%	13%	23%	29%	26%	14%	42%	27%	14%	16%	14%	13%	15%	24%
Meghan Markle	8%	8%	18%	9%	6%	18%	12%	5%	4%	14%	12%	5%	13%	8%	1%	3%	8%	6%	8%	5%	2%	19%	7%	4%	7%	10%	4%	2%	16%
Prince George	10%	4%	20%	10%	13%	14%	12%	16%	8%	12%	10%	10%	16%	12%	6%	5%	7%	17%	10%	9%	9%	12%	12%	2%	9%	8%	2%	3%	10%
Princess Charlotte	9%	6%	17%	6%	10%	12%	9%	10%	6%	11%	9%	10%	12%	7%	6%	5%	8%	12%	11%	7%	8%	12%	9%	6%	8%	6%	3%	6%	10%
The Duke of York, Prince Andrew	3%	4%	4%	2%	1%	4%	5%	4%	1%	2%	1%	0%	9%	2%	1%	2%	7%	3%	4%	5%	1%	6%	1%	*	1%	2%	2%	3%	5%
Princess Beatrice	3%	4%	2%	1%	2%	3%	3%	5%	1%	2%	2%	1%	9%	2%	0%	2%	5%	2%	4%	6%	1%	3%	1%	1%	2%	3%	2%	4%	4%
Princess	3%	5%	2%	0%	2%	3%	1%	5%	1%	2%	1%	1%	11%	2%	0%	2%	7%	4%	4%	3%	1%	3%	1%	1%	1%	1%	1%	2%	3%
The Earl of Wessex, Prince Edward	3%	2%	2%	2%	2%	2%	3%	7%	1%	3%	1%	1%	10%	2%	2%	2%	5%	4%	3%	2%	0%	4%	3%	1%	1%	1%	1%	2%	4%

Base: 20,793 online adults aged 16-64 across 28 countries, March 23 – April 6 2018



The Queen, the Duke and Duchess of Cambridge and Prince Harry all have the most positive reputations on balance around the world.

Q. And how favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

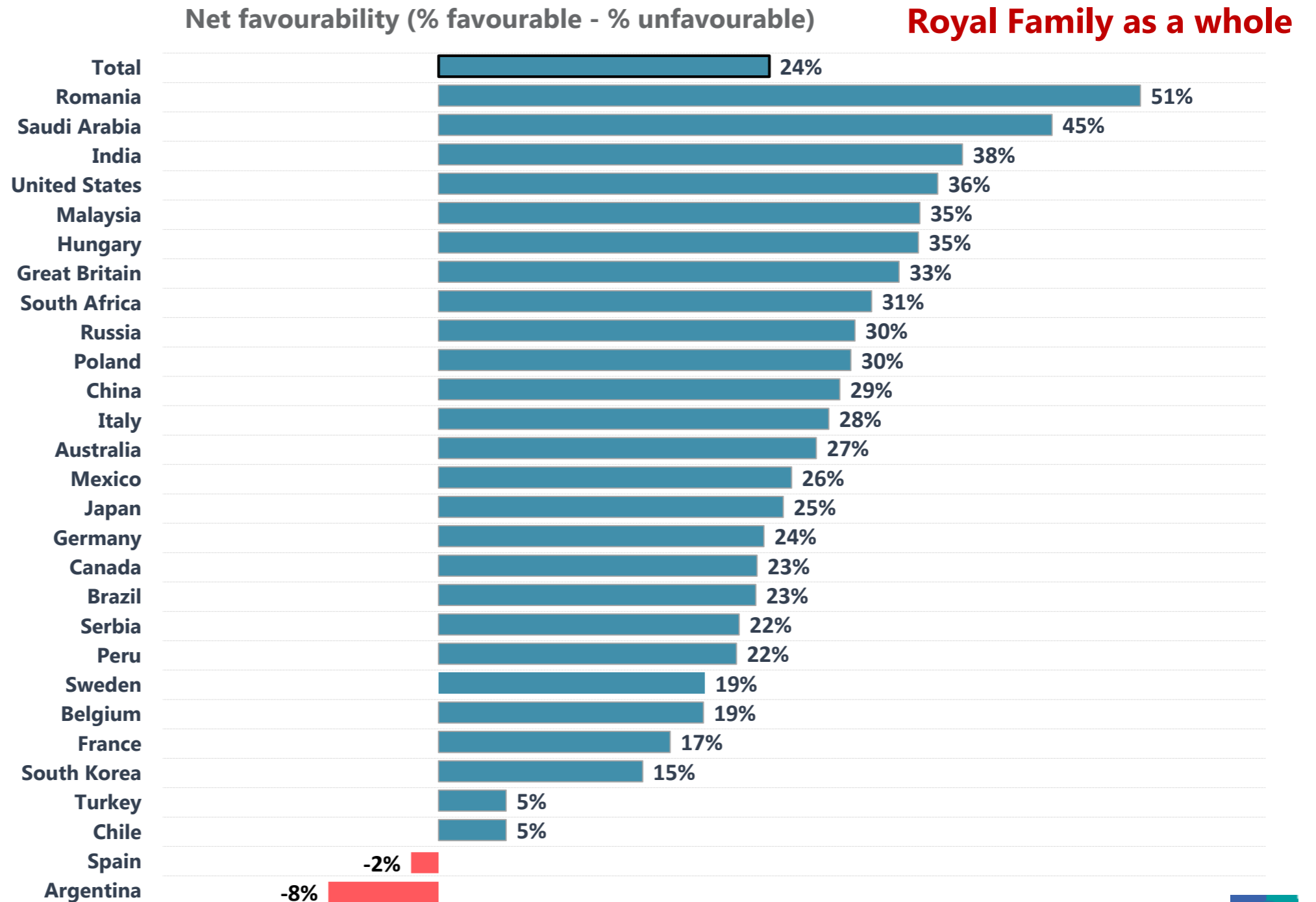


Base: 20,793 online adults aged 16-64, March 23 – April 6 2018



On balance, perceptions of the Royal Family are favourable in most countries across the world, especially in Romania, Saudi Arabia, India and the US. The only countries with a negative net rating are Spain and Argentina.

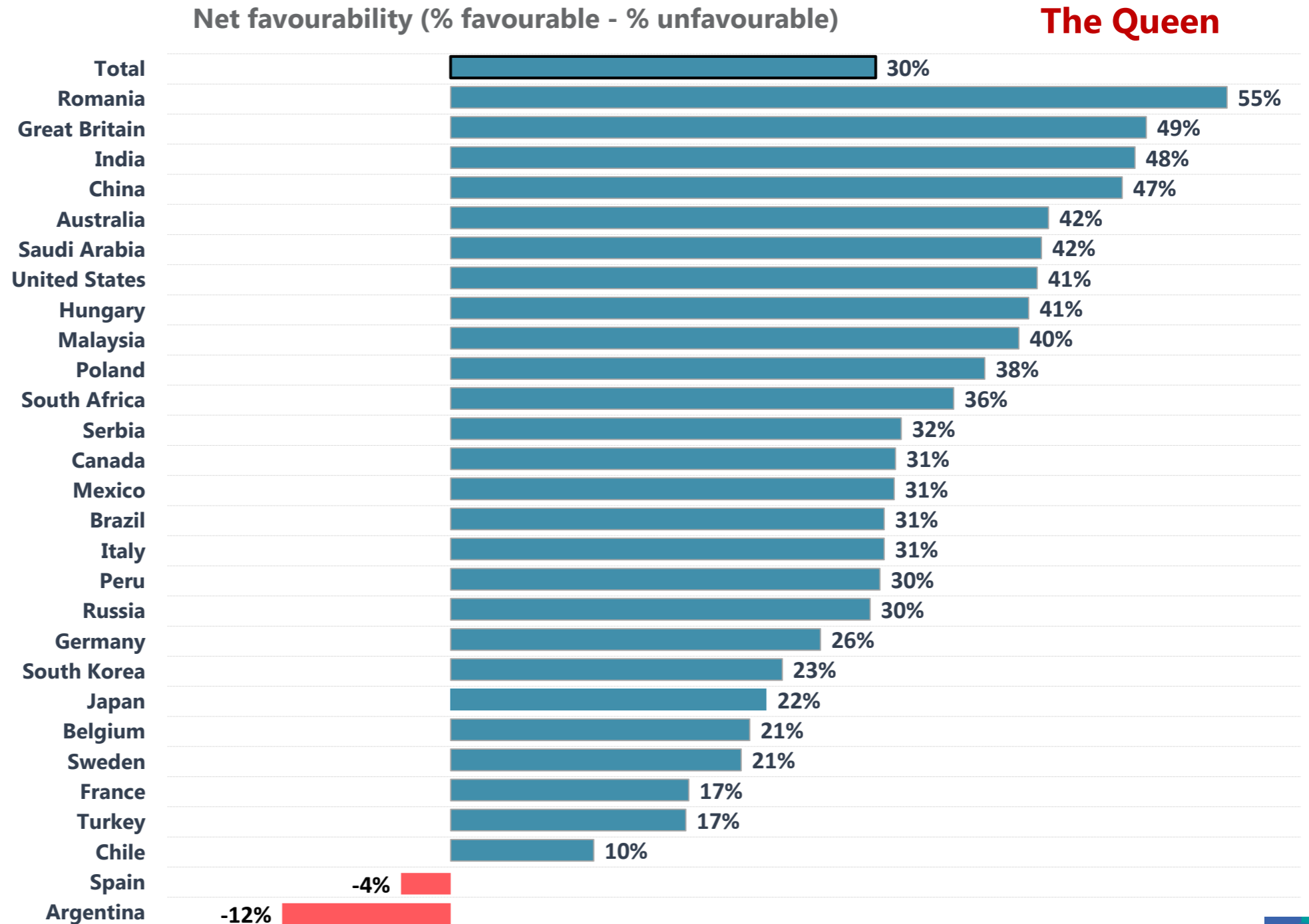
Q. And how favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family? The British Royal Family as a whole



Base: 20,793 online adults aged 16-64 across 28 countries, March 23 – April 6 2018

The Queen also gets high favourability ratings – especially in Romania, Britain, India, and China. Again, Spain and Argentina are least favourable.

Q. And how favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family? The Queen

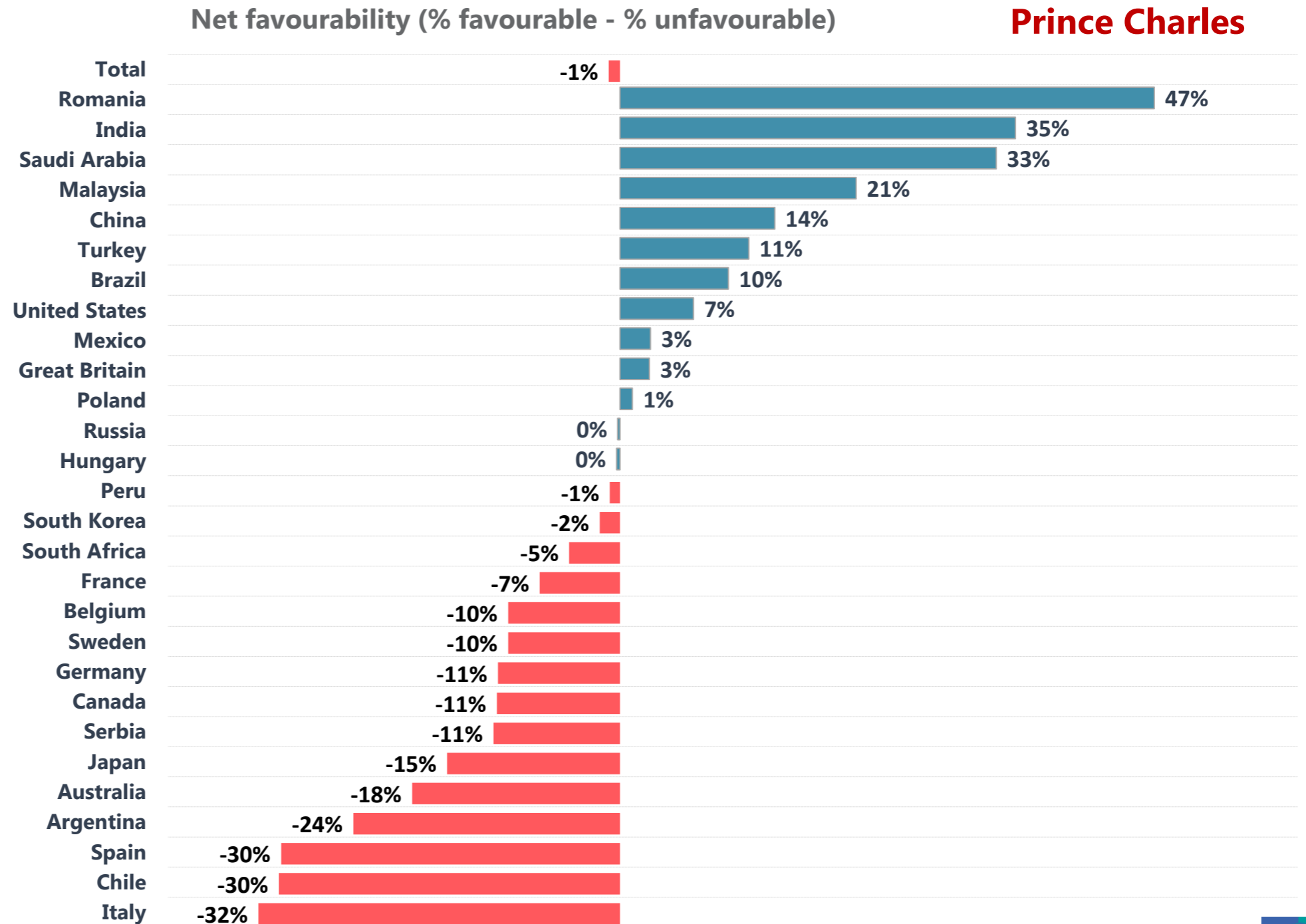


Base: 20,793 online adults aged 16-64 across 28 countries, March 23 – April 6 2018



Favourability towards Prince Charles is mixed, with opinions split overall. He receives negative net ratings in several Latin American and European countries – and also in Australia and Canada.

Q. And how favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family? Prince Charles

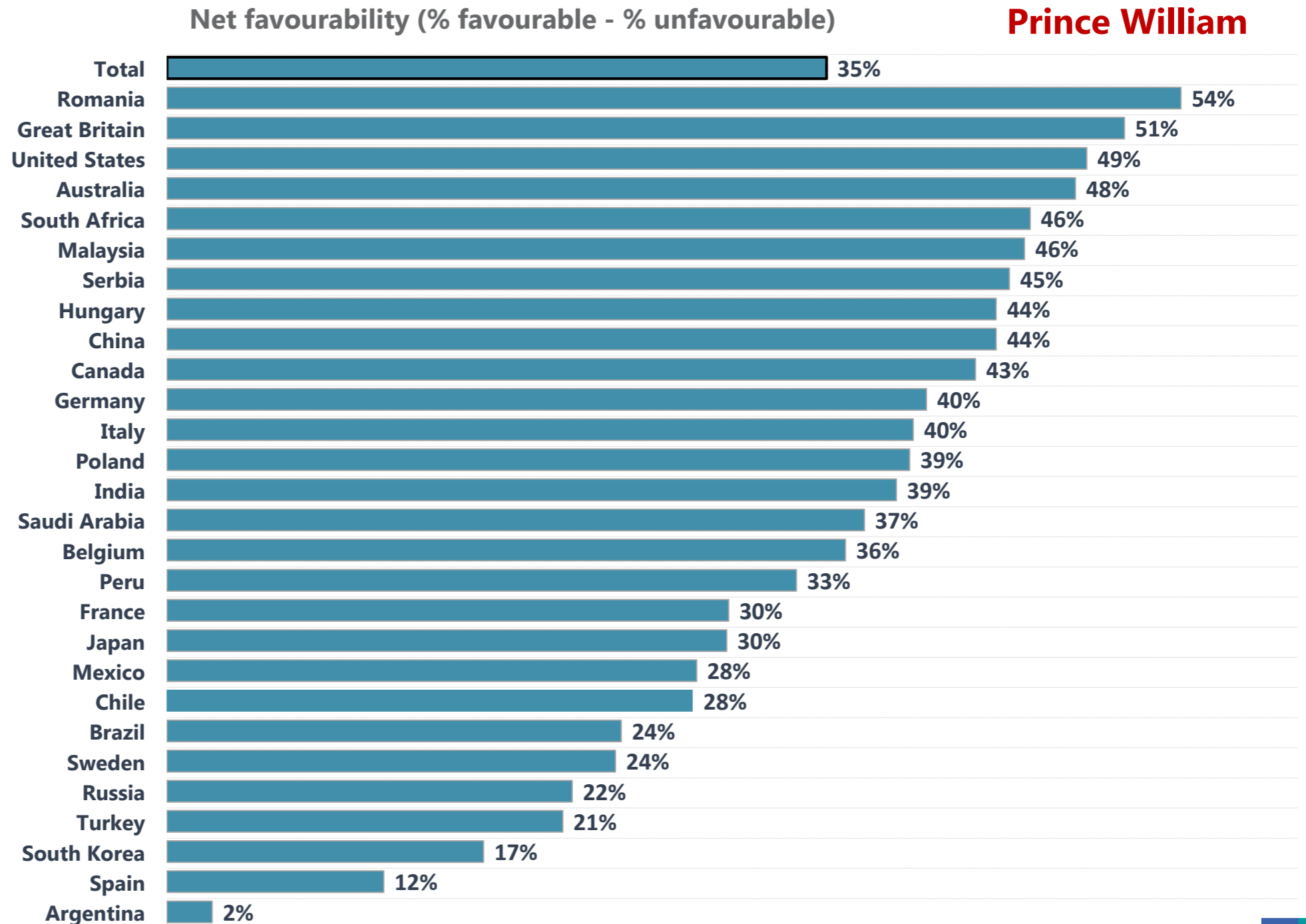


Base: 20,793 online adults aged 16-64 across 28 countries, March 23 – April 6 2018



Prince William gets the most favourable ratings of all, and along with his wife is more liked than disliked in every country. This is especially so in Commonwealth countries such as Australia, South Africa and Canada, and also the US.

Q. And how favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family? Prince William

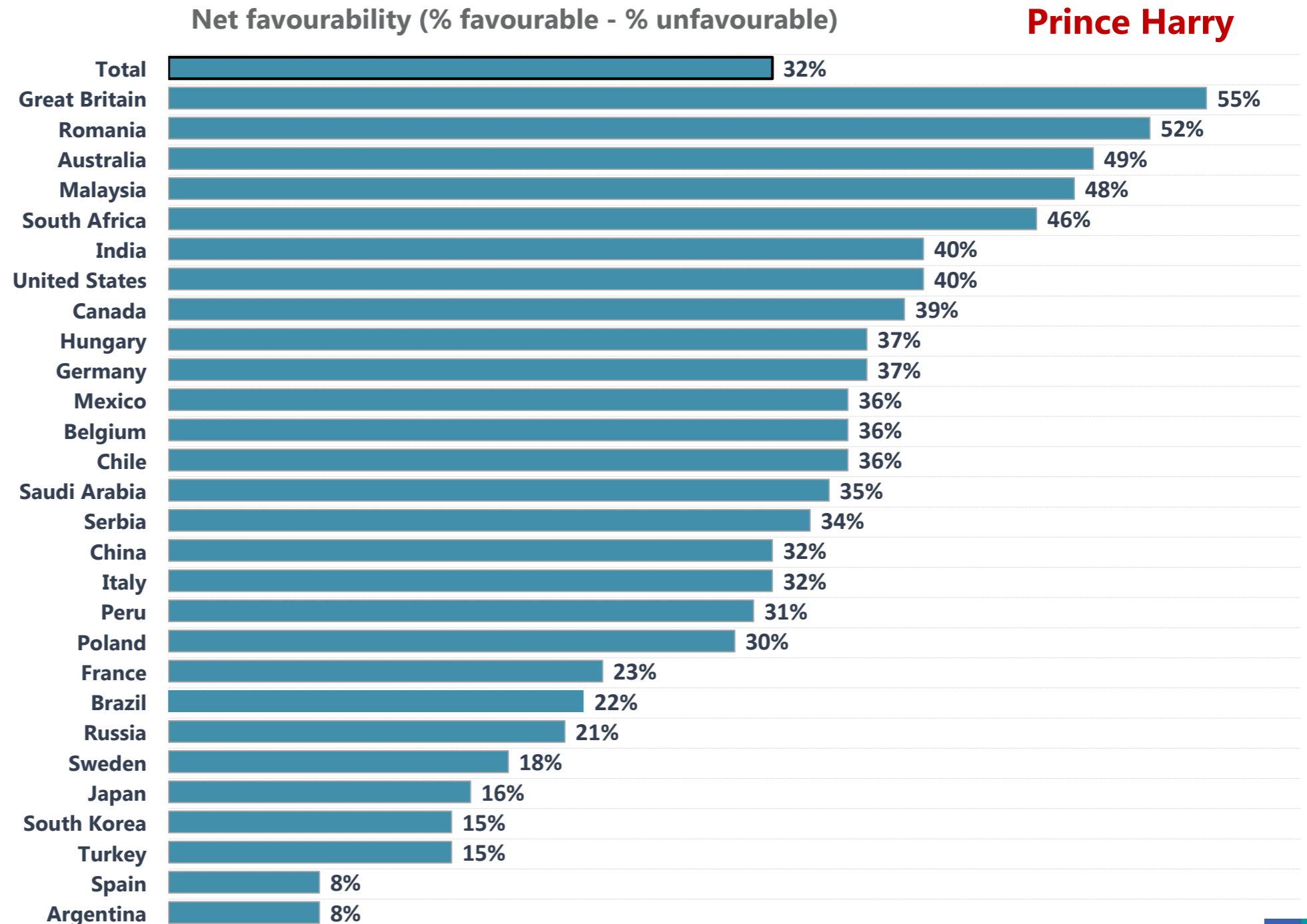


Base: 20,793 online adults aged 16-64 across 28 countries, March 23 – April 6 2018



As well as being one of the most liked members of the Royal Family, Prince Harry also receives high favourability ratings in many countries, broadly in line with his brother.

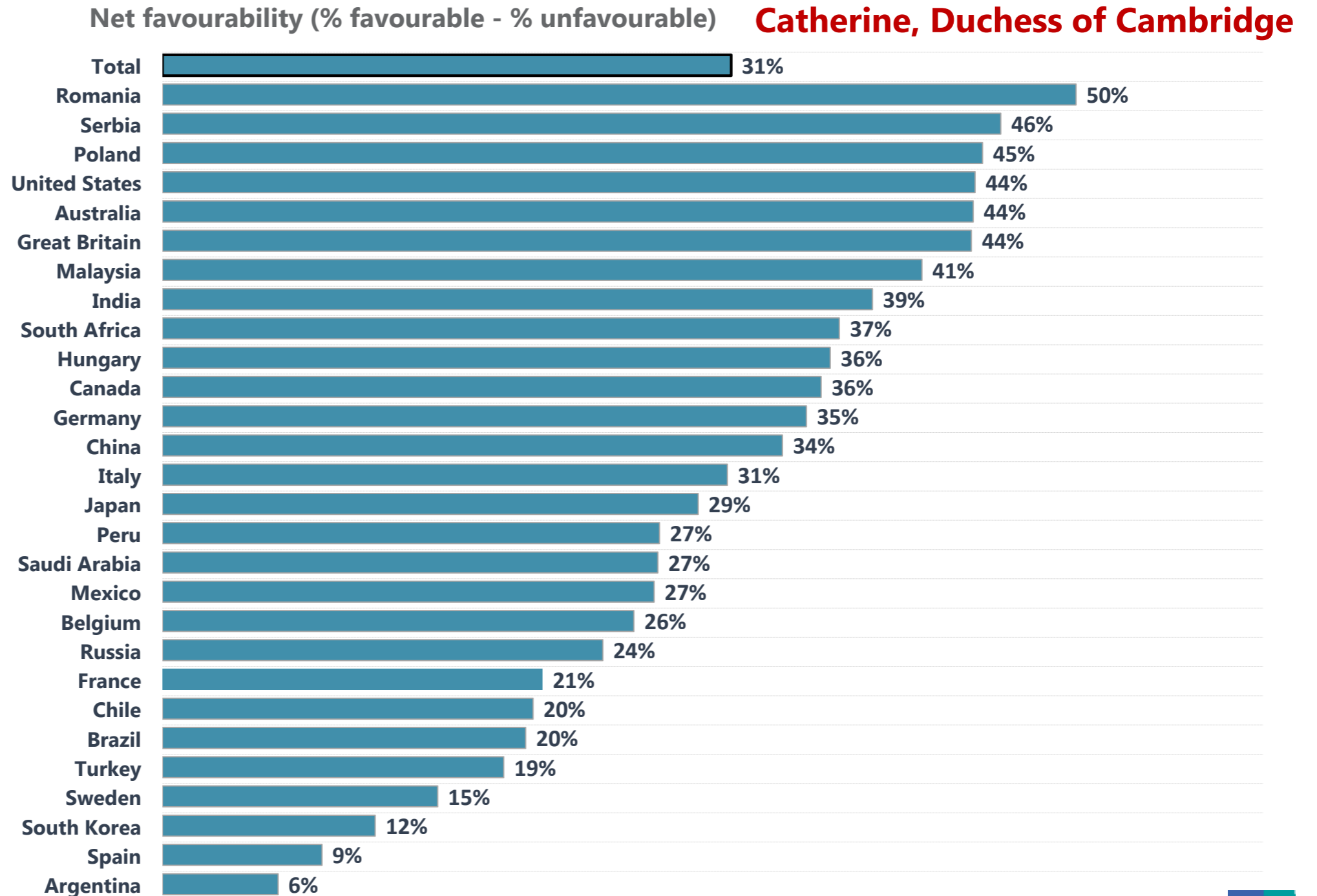
Q. And how favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family? Prince Harry



Base: 20,793 online adults aged 16-64 across 28 countries, March 23 – April 6 2018

Catherine, the Duchess of Cambridge, gets high net favourability ratings overall, and a positive score in every country.

Q. And how favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family? Catherine, the Duchess of Cambridge (Prince William's wife)



Base: 20,793 online adults aged 16-64 across 28 countries, March 23 – April 6 2018

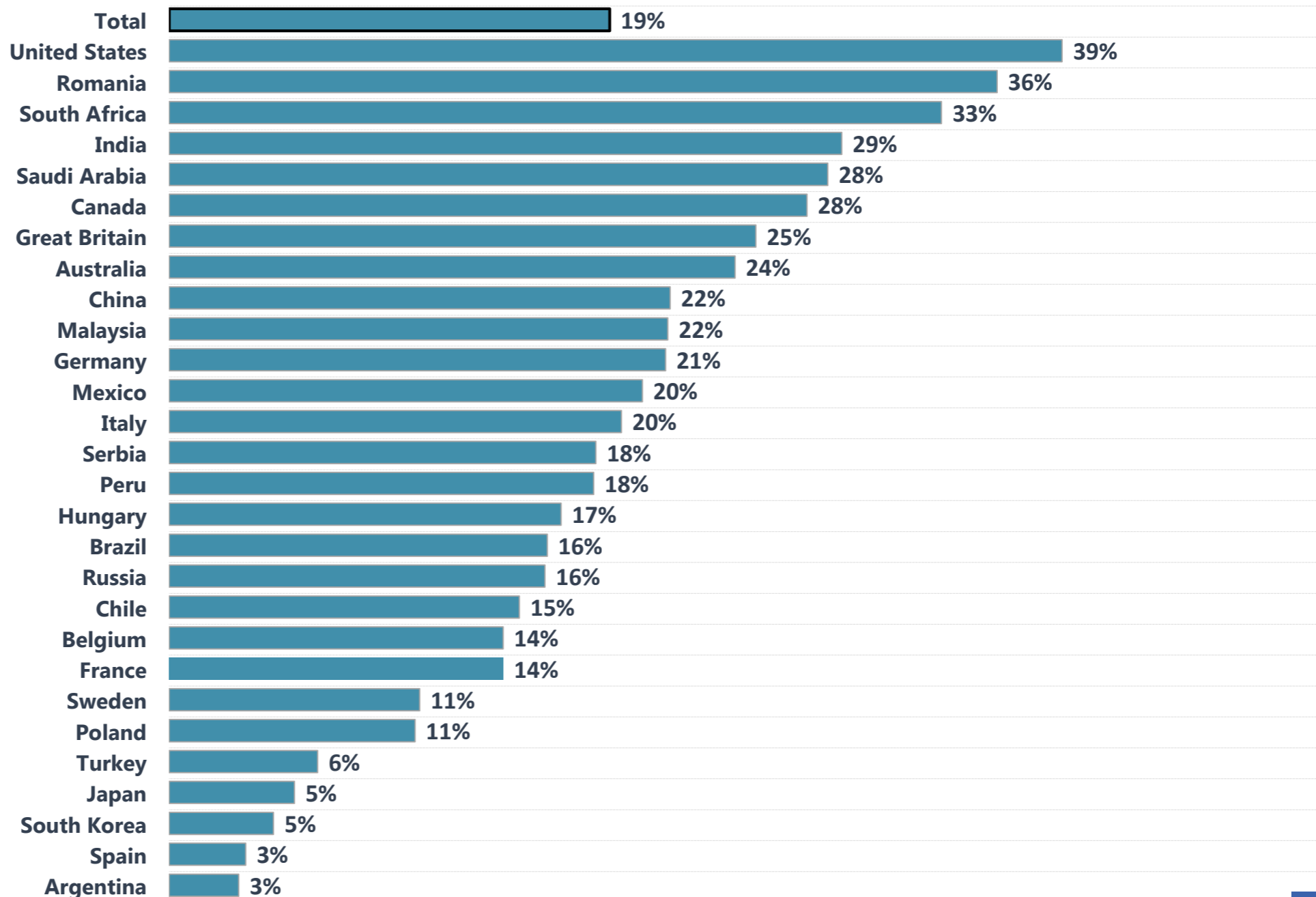


Views towards Meghan Markle before her wedding are universally more favourable than unfavourable, although many are still to make up their minds. Not unsurprisingly favourability is greatest in the US.

Q. And how favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family? Meghan Markle (Prince Harry's fiancée)

Net favourability (% favourable - % unfavourable)

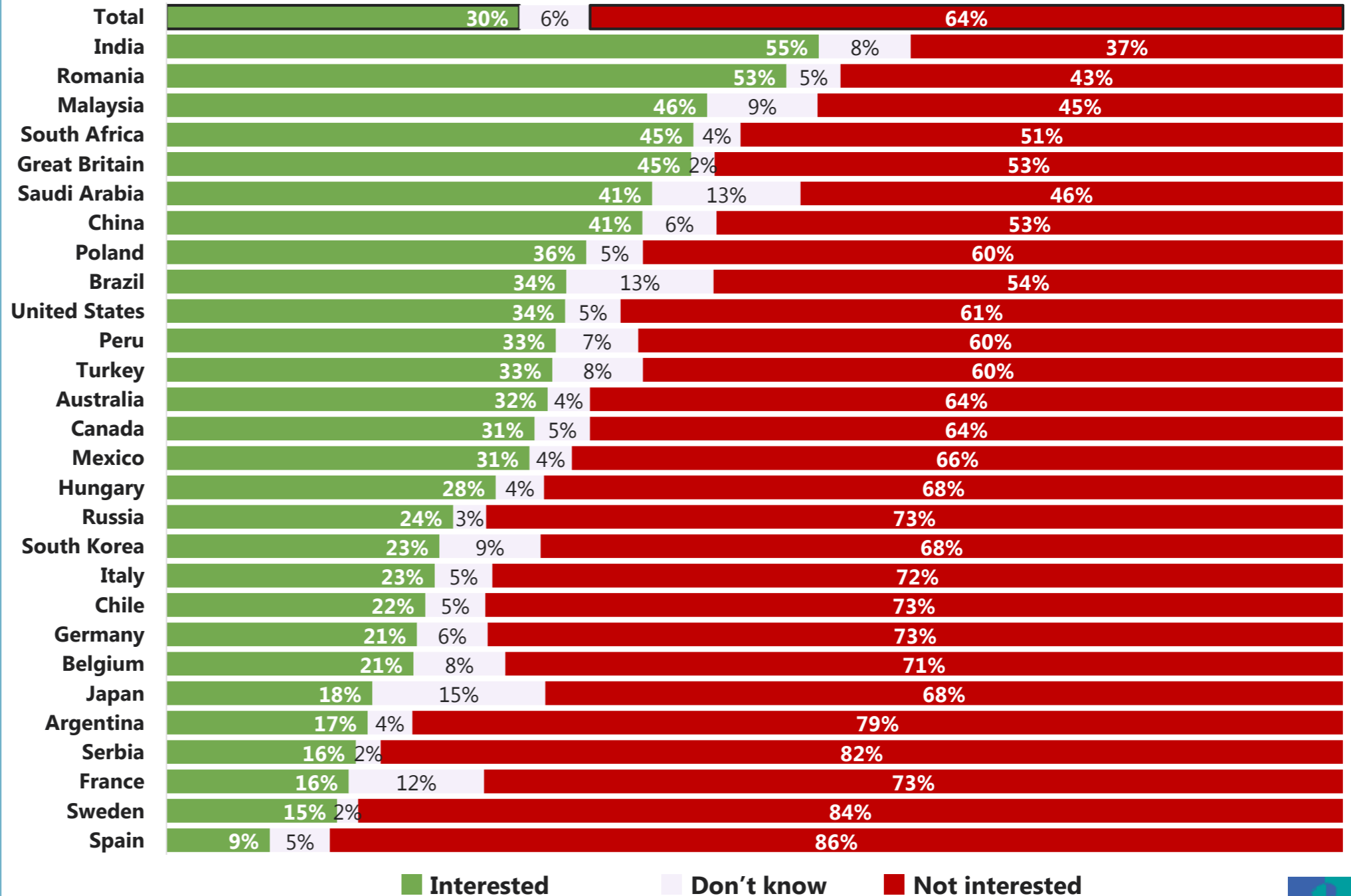
Meghan Markle, Prince Harry's fiancée



Base: 20,793 online adults aged 16-64 across 28 countries, March 23 – April 6 2018

Overall, three in ten say they are interested in news about the Royal Family but twice as many are not.

Interest is greatest in India, Romania and Malaysia. Spain, Sweden and Serbia are least engaged.



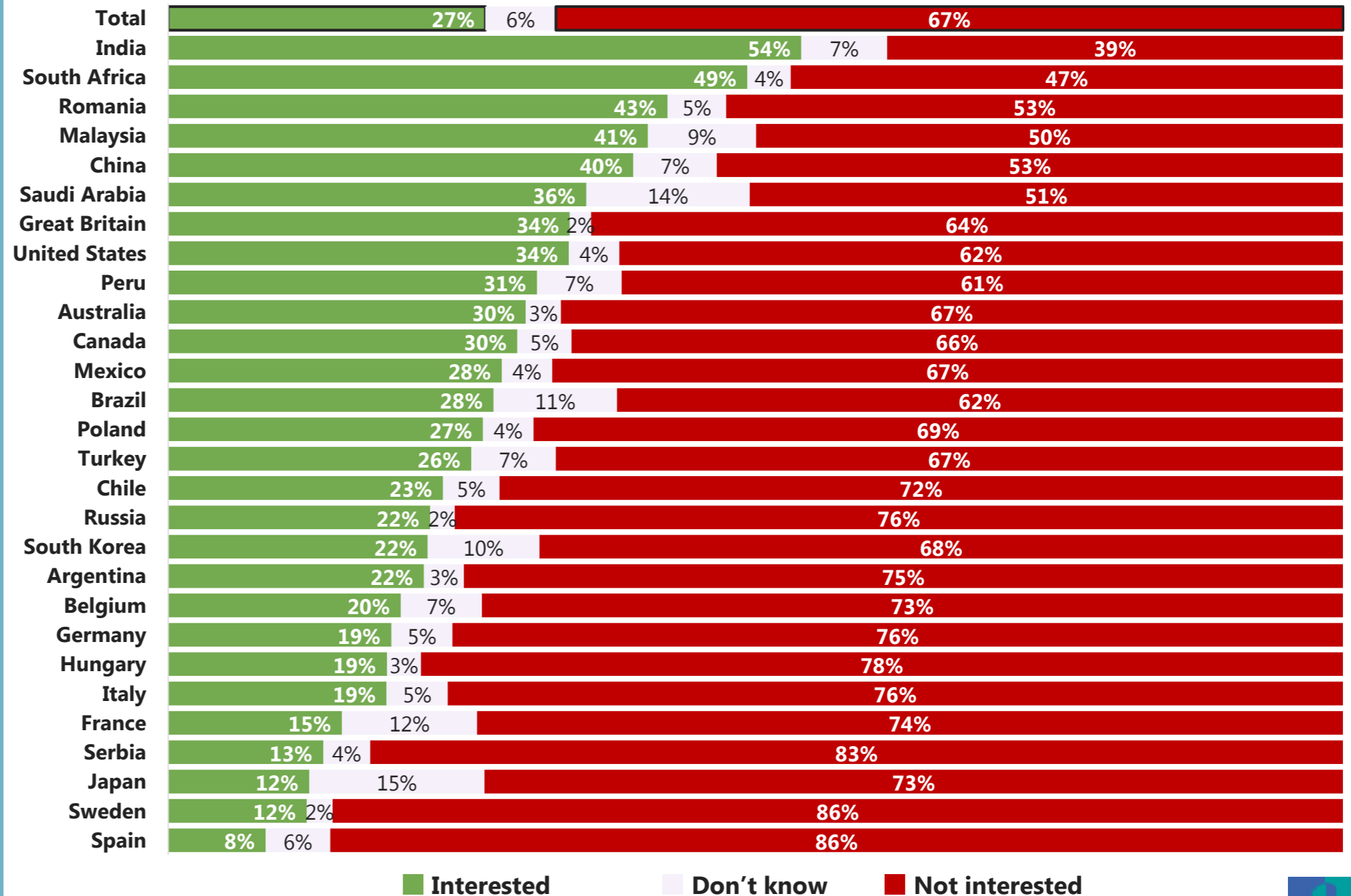
Q. How interested, if at all, are you in news about the British Royal Family?

Base: 20,793 online adults aged 16-64, March 23 – April 6 2018



Interest in the upcoming Royal wedding is broadly consistent with levels of interest in the Royal Family. Overall, around one in four are interested but two-thirds are not, with strongest interest in India and South Africa.

Q. How interested, if at all, are you in news about:-the upcoming wedding between Prince Harry and Meghan Markle?



Base: 20,793 online adults aged 16-64, March 23 – April 6 2018



- 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.

For more information, please contact:

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