

Ipsos MORI Attitudes towards the Royal Family

March 2021

The future of the British Monarchy

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?

 Better if abolished  No difference  Worse if abolished

9-10 March 2021 (*After Prince Harry's + Meghan's Oprah interview*)



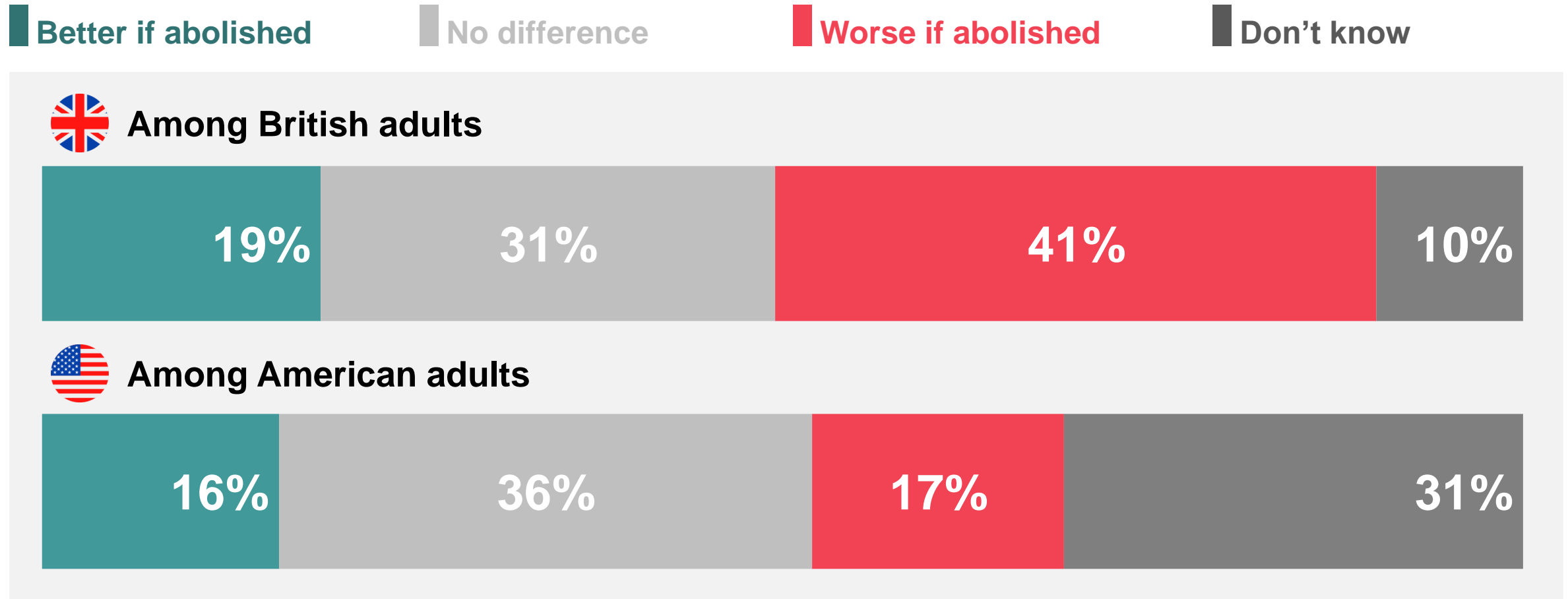
3-4 March 2021 (*Before Prince Harry's + Meghan's Oprah interview*)



Base: 2,002 Online British adults aged 16-75, 9-10 March 2021

Future of the British Monarchy: British vs American perspectives

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



Base: 2,002 Online British adults aged 16-75, 9-10 March 2021, 1,001 Online American adults aged 18+ , 10-11 March 2021

Future of the British Monarchy: American perspective



Do you think it would be better or worse for the following in the future if the British Monarchy was abolished, or do you think it would make no difference?

Better if abolished **No difference** **Worse if abolished** **Don't know**

The United Kingdom



The United States



Base: 1,001 Online American adults aged 18+ , 10-11 March 2021

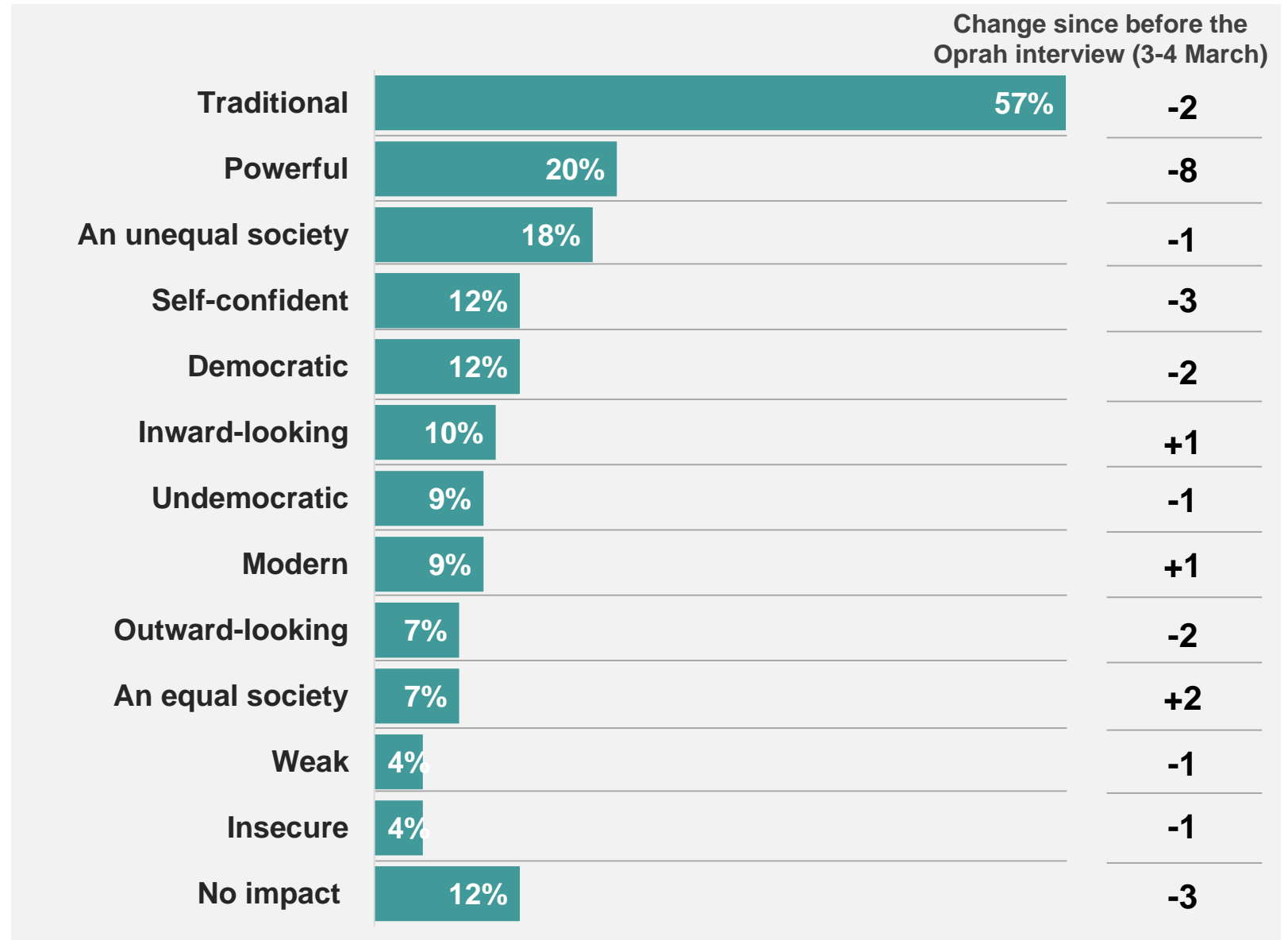


The Royal Family makes me think the UK is...?



Which of the following, if any, do you associate more with the United Kingdom because of the Royal Family? Please pick all that apply where the Royal Family makes a difference to your views.

The Royal Family makes me think the United Kingdom is.....



Base: 2,002 Online British adults aged 16-75, 9-10 March 2021

The Royal Family makes me think the UK is...?

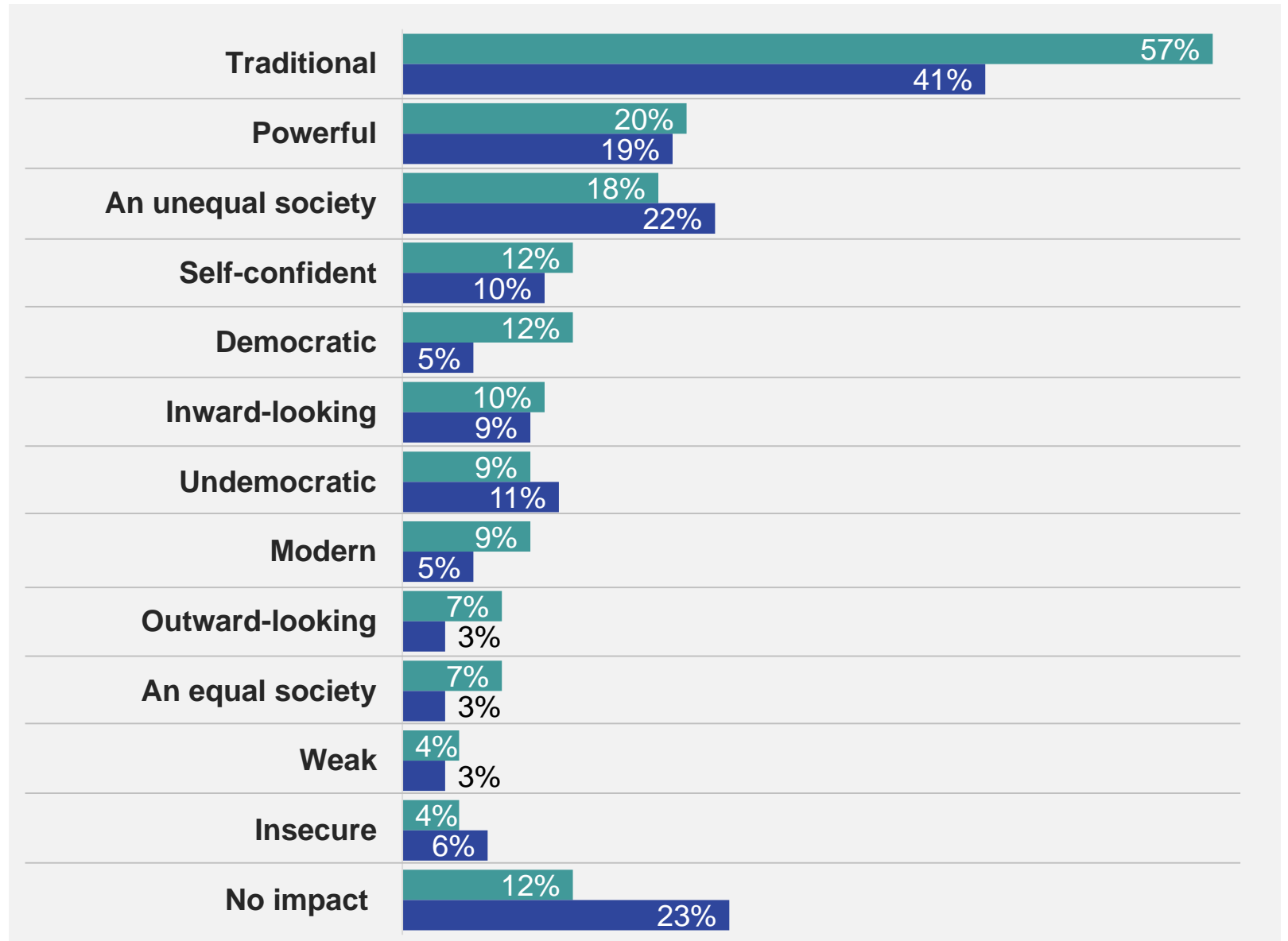


Among British adults



Among American adults

Which of the following, if any, do you associate more with the United Kingdom because of the Royal Family? Please pick all that apply where the Royal Family makes a difference to your views. The Royal Family makes me think the United Kingdom is.....



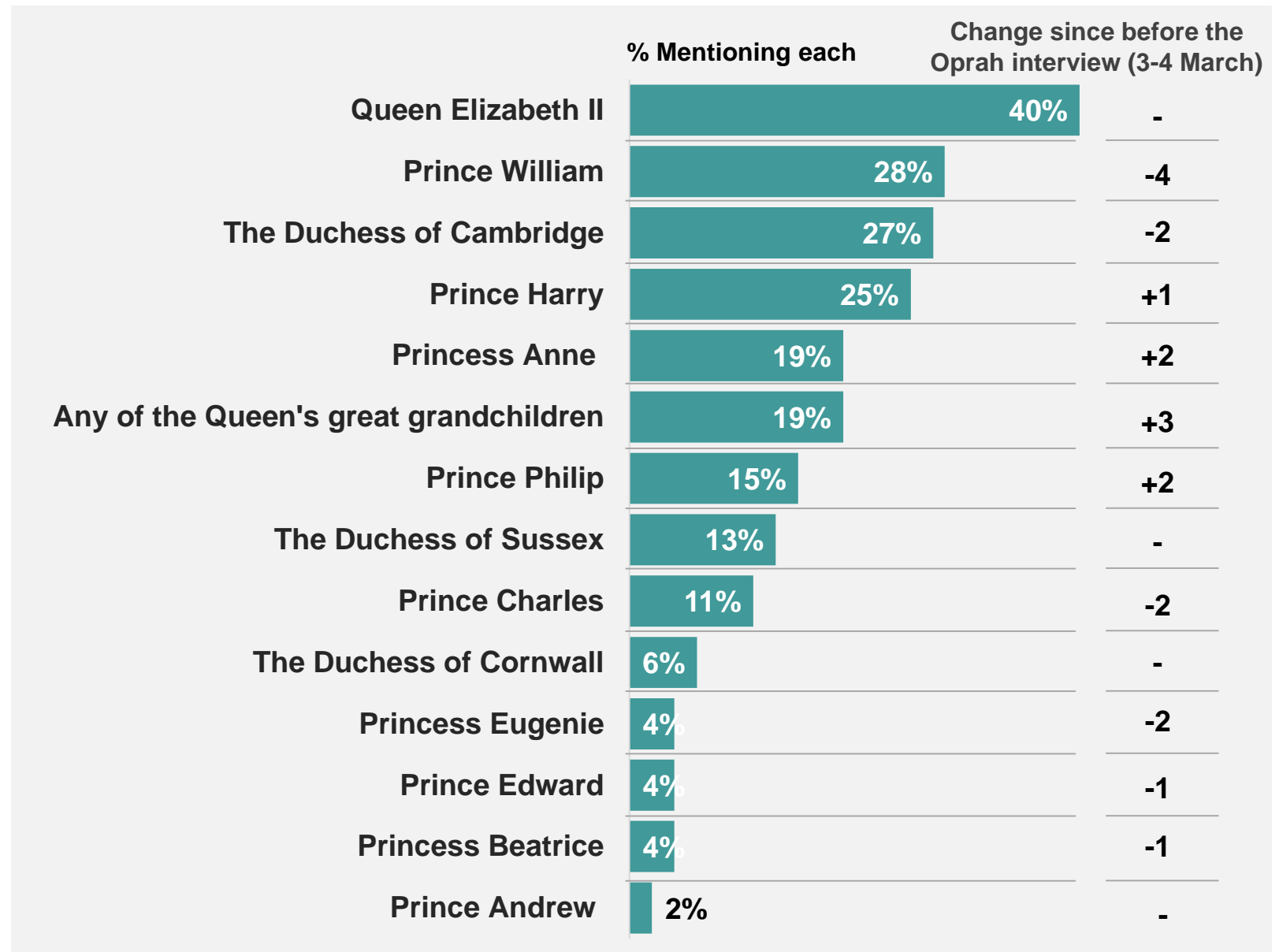
Base: 2,002 Online British adults aged 16-75, 9-10 March 2021, 1,001 Online American adults aged 18+ , 10-11 March 2021



Which member of the Royal family is most popular?



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



Base: 2,002 Online British adults aged 16-75, 9-10 March 2021

Which member of the Royal family is most popular?

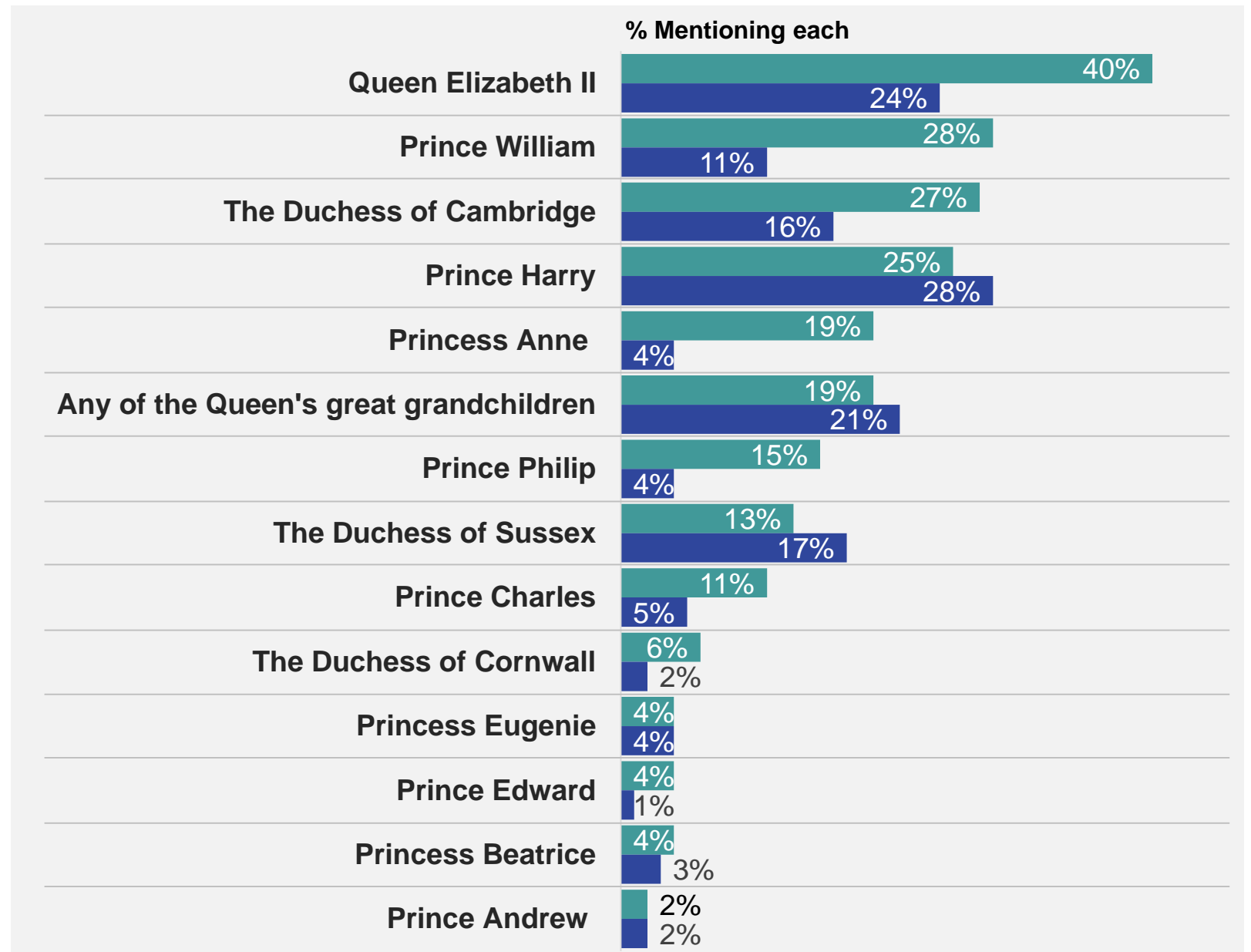


Among British adults



Among American adults

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



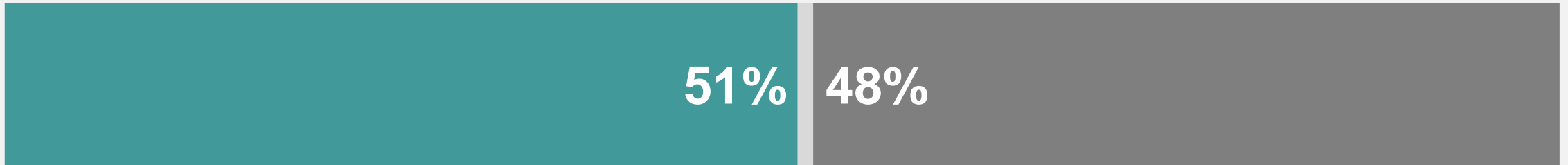
How interested are you in news about the British Royal Family?

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

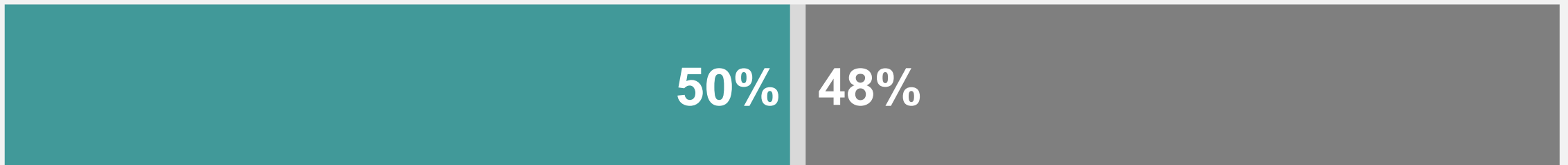
 Very/fairly interested

 Not very/at all interested

9-10 March 2021 (*After Prince Harry's + Meghan's Oprah interview*)



3-4 March 2021 (*Before Prince Harry's + Meghan's Oprah interview*)



Base: 2,002 Online British adults aged 16-75, 9-10 March 2021

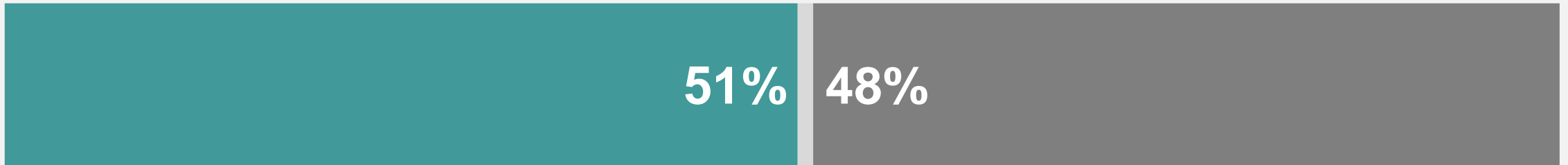
How interested are you in news about the British Royal Family?

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

 Very/fairly interested

 Not very/at all interested

 Among British adults



 Among American adults



Base: 2,002 Online British adults aged 16-75, 9-10 March 2021, 1,001 Online American adults aged 18+ , 10-11 March 2021

Ipsos MORI

March 2021

For more information

Kelly Beaver
Managing Director
kelly.beaver@ipsos.com

Cameron Garrett
Senior Research Executive
cameron.garrett@ipsos.com

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Ipsos MORI

