

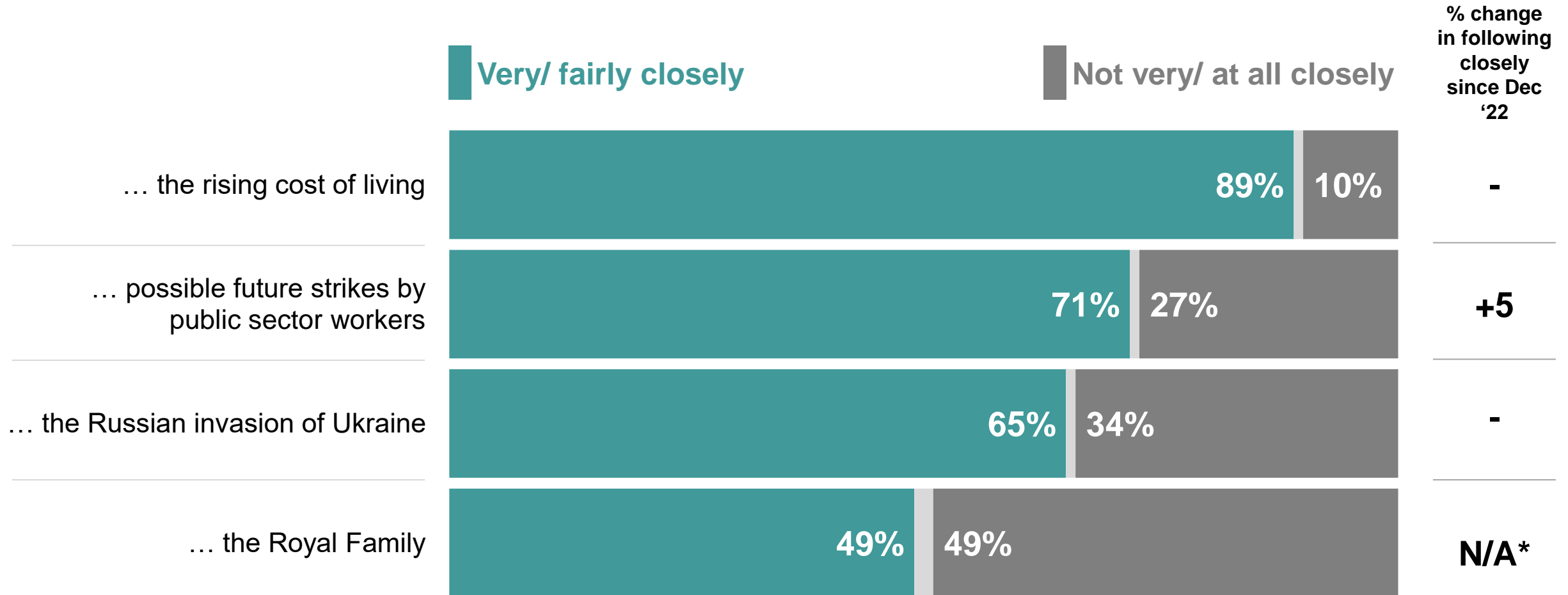


IPSOS UK Attitudes towards the Royal Family

January 2023

How closely have you followed these news stories?

How closely, if at all, have you been following stories about...?

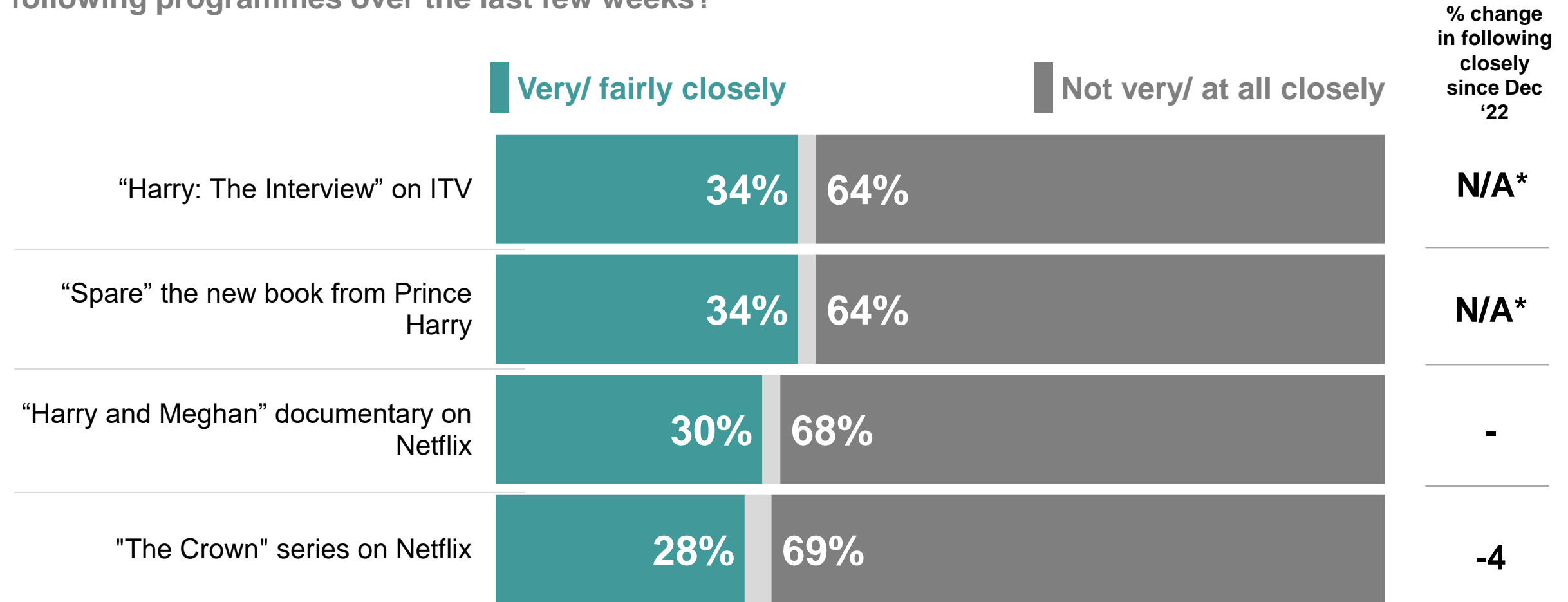


Base: 1,000 Online British Adults 18-75, 10th – 11th January 2023

N/A - not asked in the December survey

How closely have you followed these programmes?

How closely, if at all, have you been following news stories about the release of the following programmes over the last few weeks?

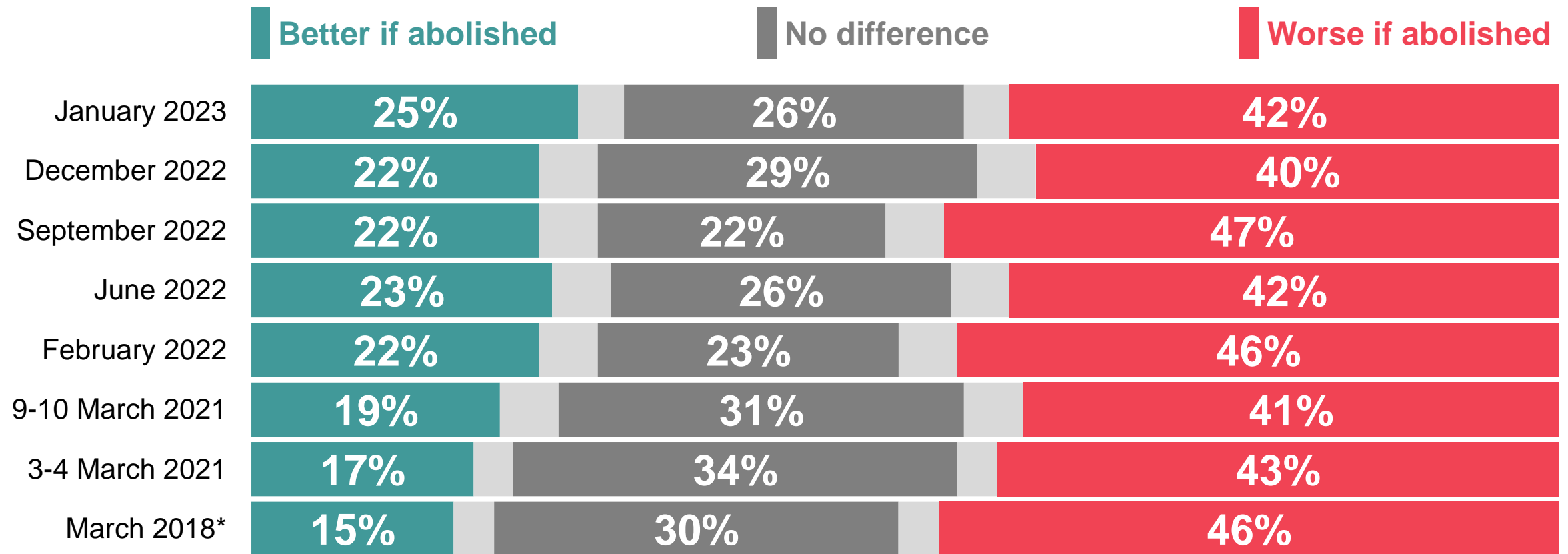


Base: 1,000 Online British Adults 18-75, 10th – 11th January 2023

N/A - not asked in the December survey

Two in five think it would be worse for Britain in the future if the monarchy was abolished, compared to a quarter who say it would be better

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?

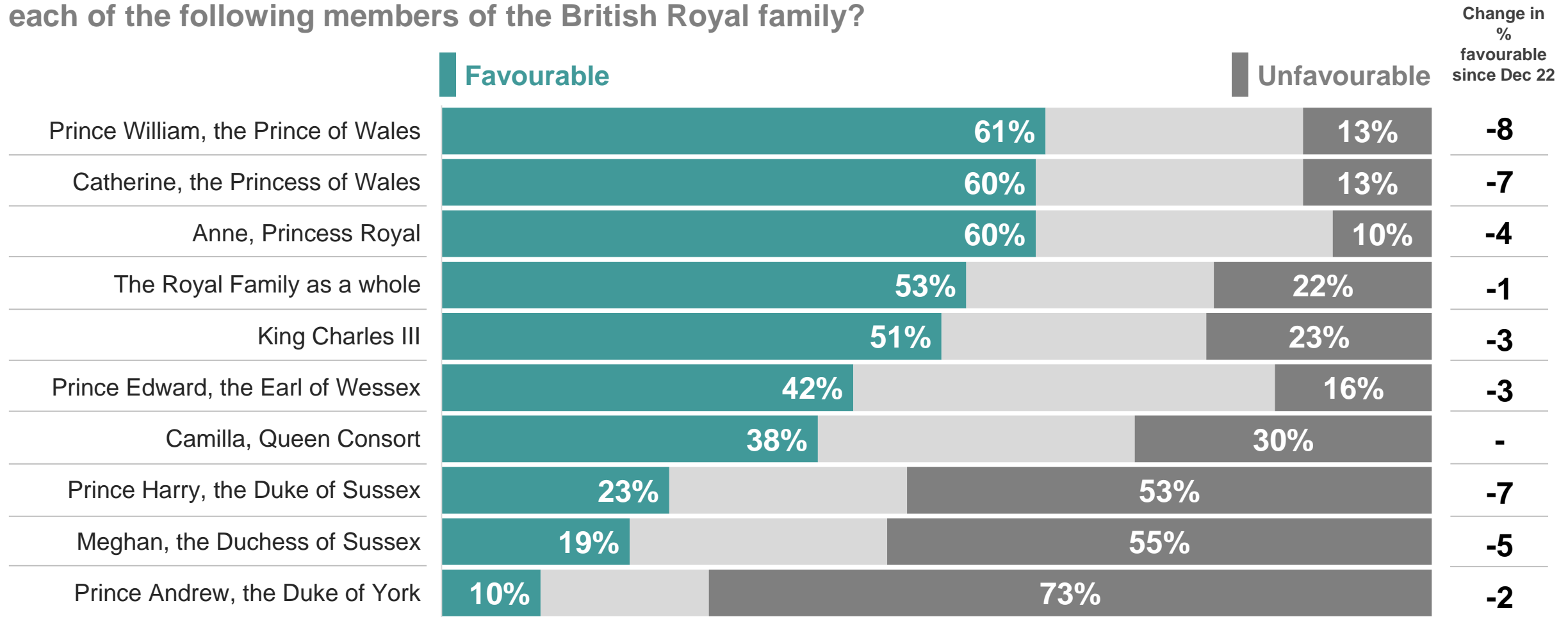


Base: 1,000 Online British Adults 18-75, 10th – 11th January 2023

*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)

The Prince and Princess of Wales, and Princess Anne, are the most popular members of the Royal Family, however several have seen a decrease in favourability

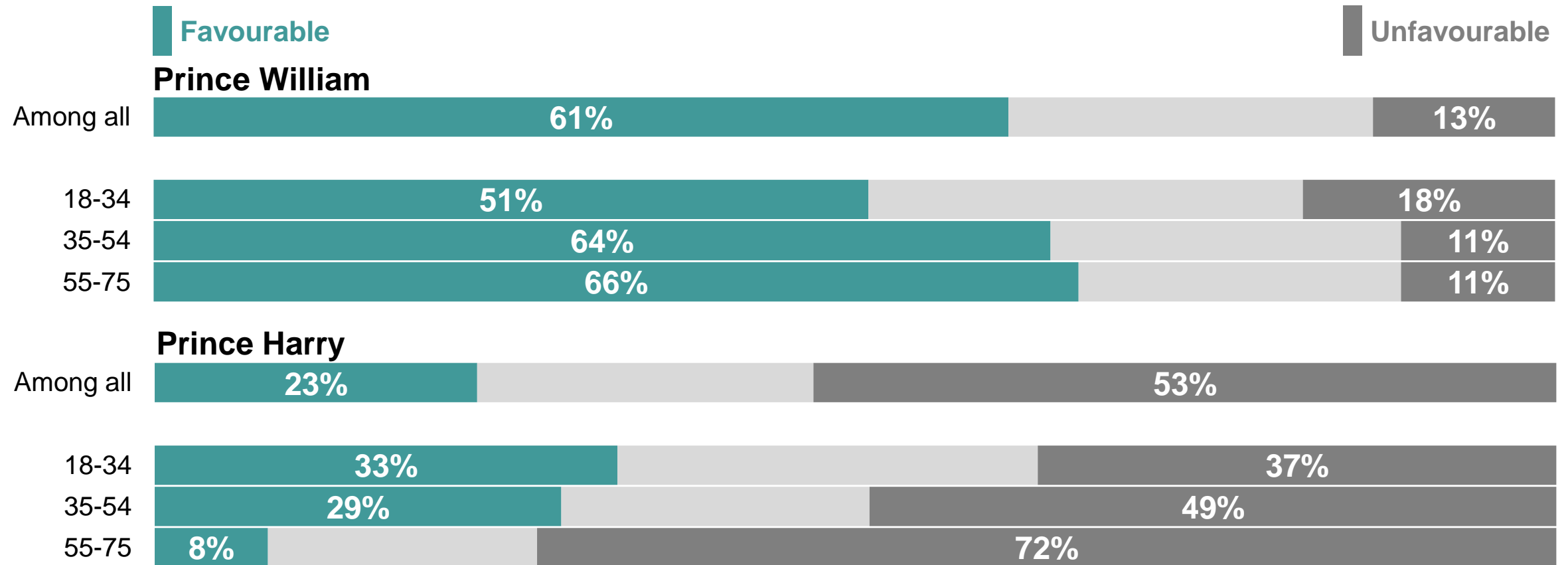
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?



Base: 1,000 Online British Adults 18-75, 10th – 11th January 2023

Prince William is seen more favourably than Prince Harry across all age groups. Younger age groups are more likely to be favourable towards Prince Harry than older age groups

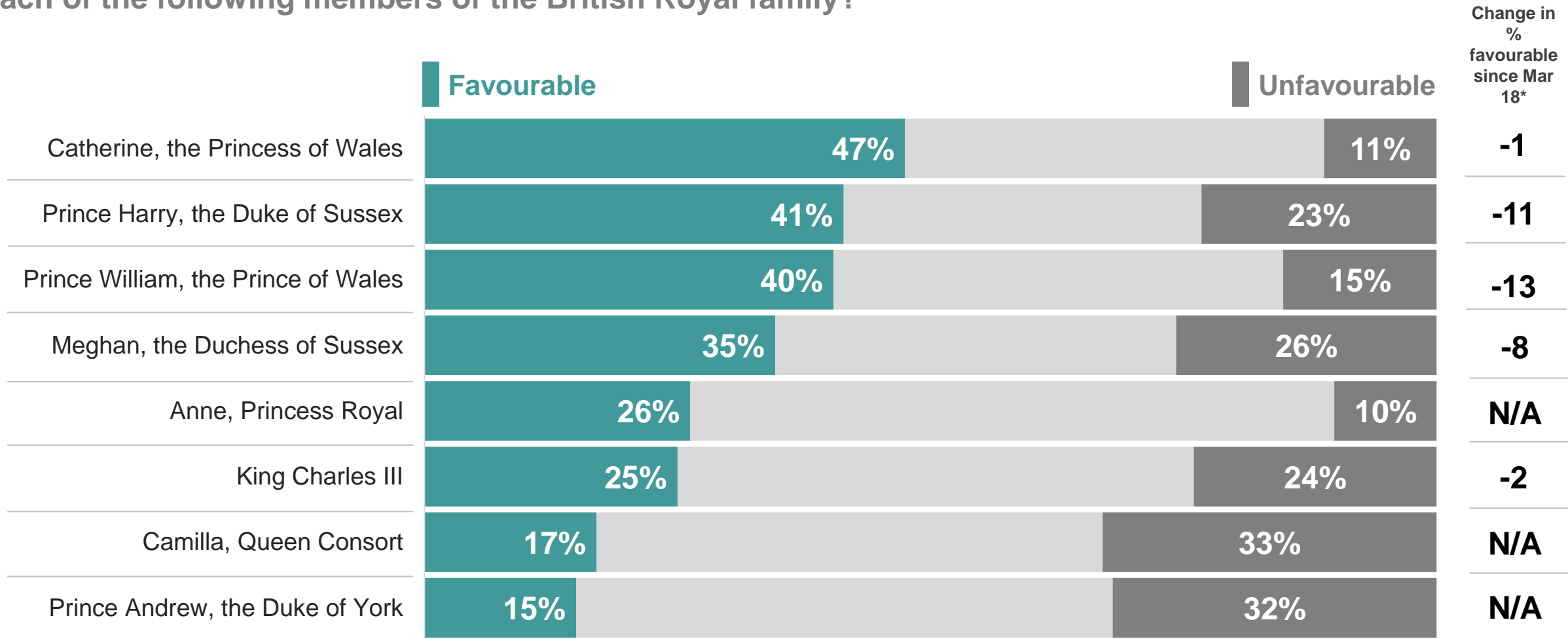
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?



Base: 1,000 Online British adults aged 18-75, 13th – 14th December 2023

Royal Favourability: United States

How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?



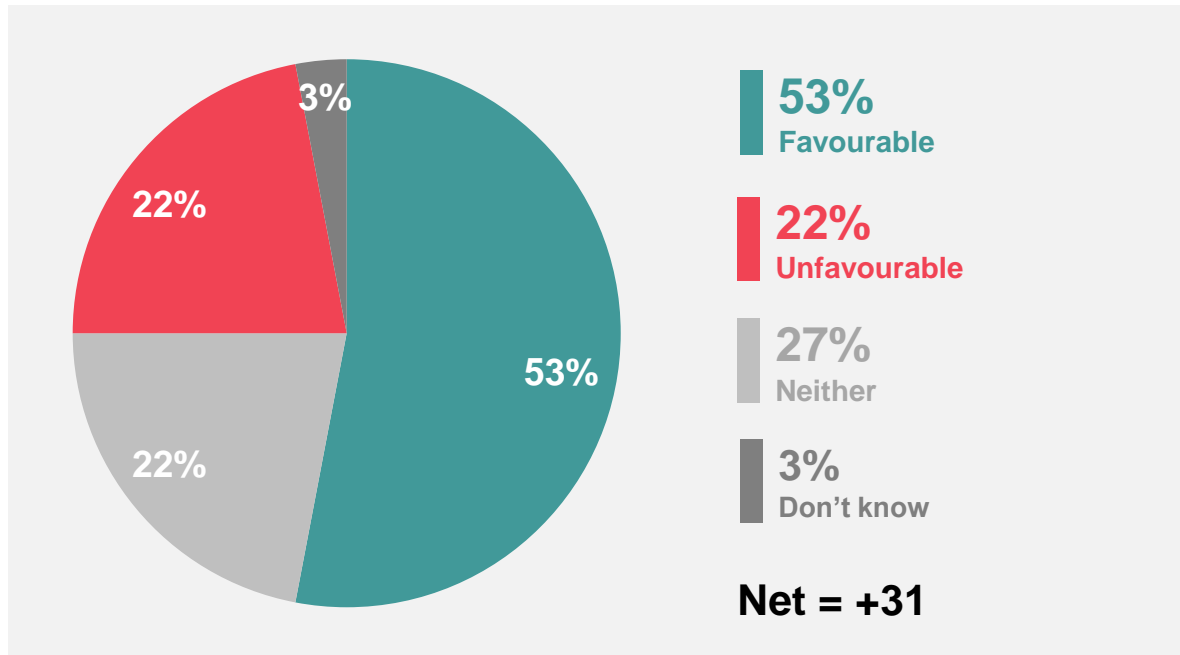
Base: 916 Online US Adults 18-75, 11th – 12th January 2023

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The Royal Family as a whole: Favourability

How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

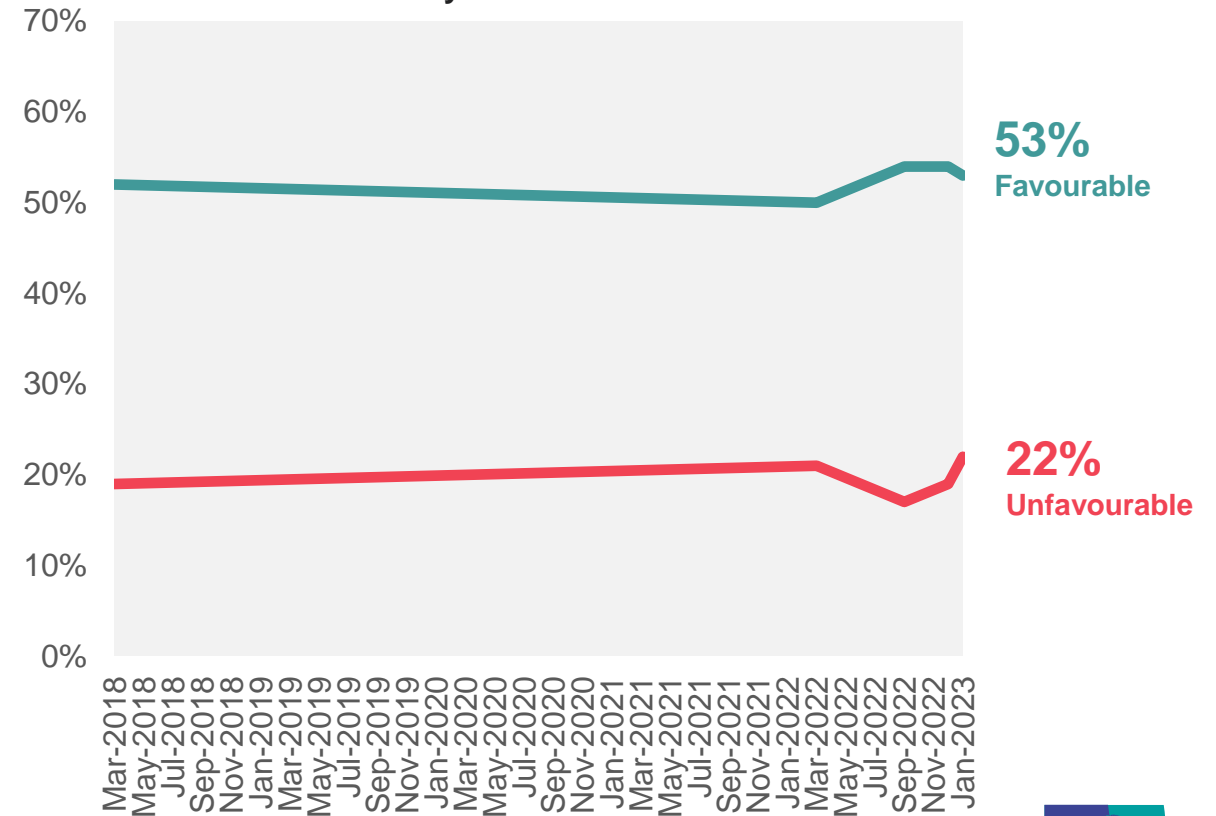
January 2023



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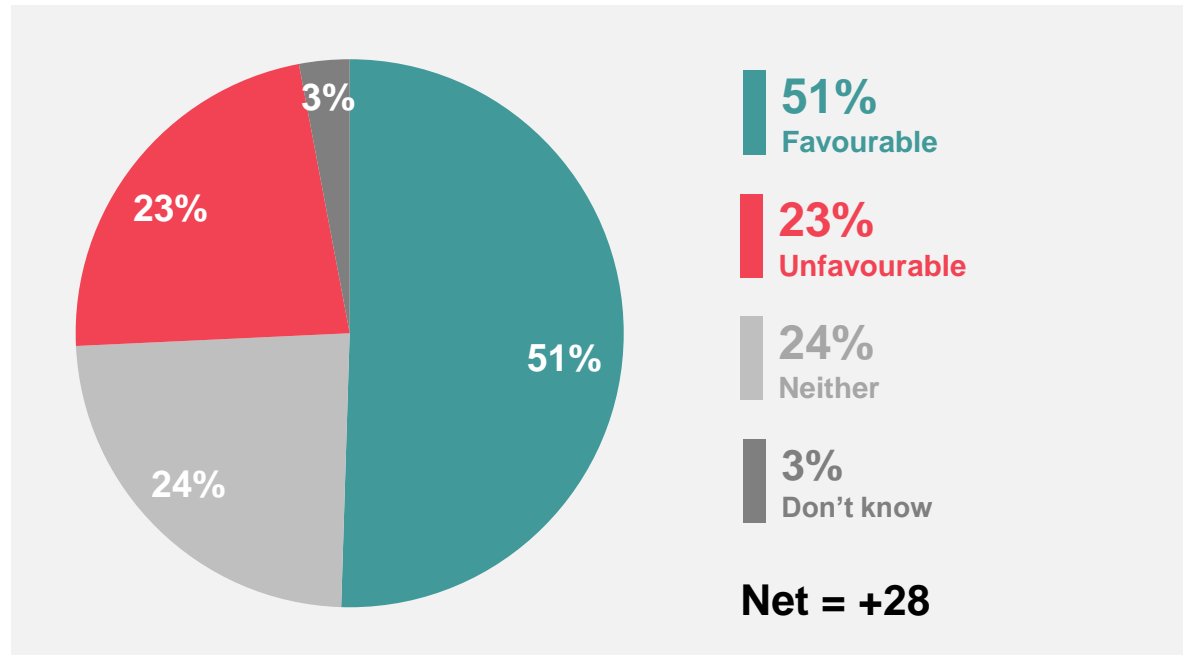
March 2018* – January 2023



King Charles III: Favourability

How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

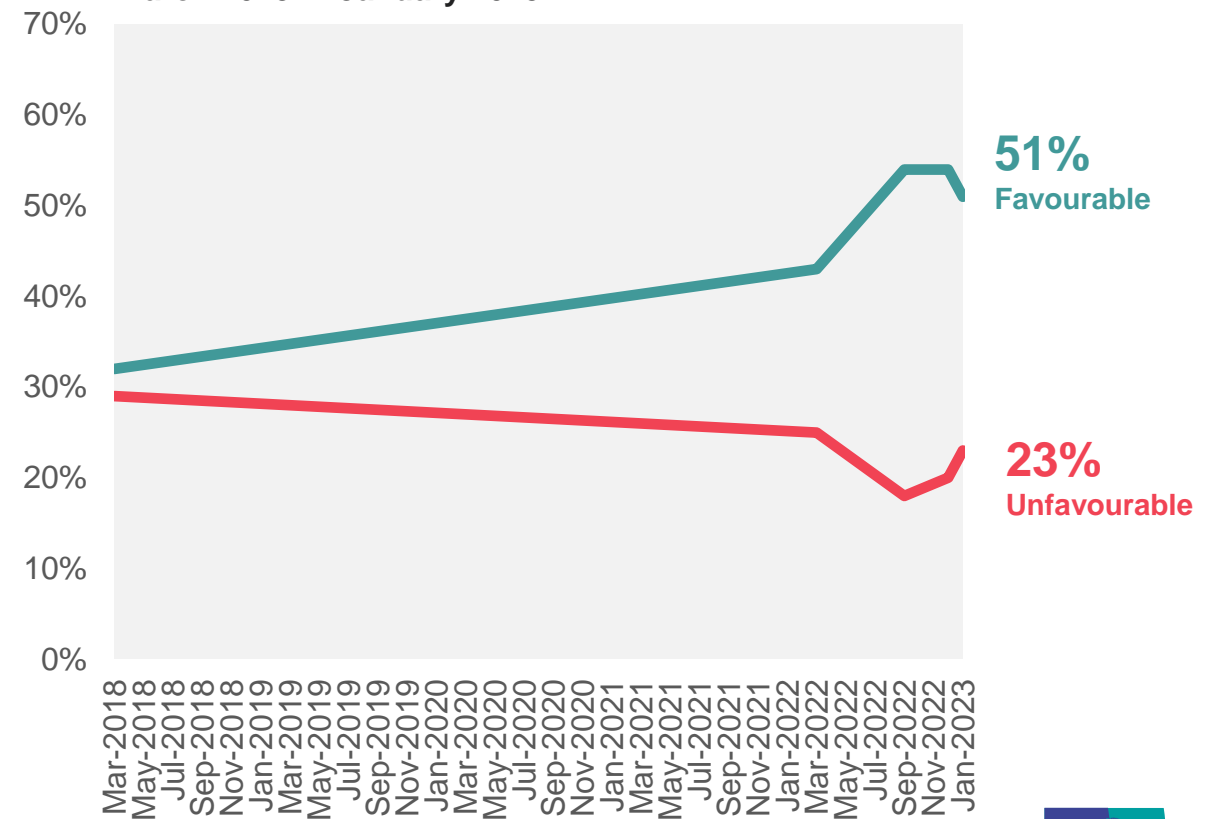
January 2023



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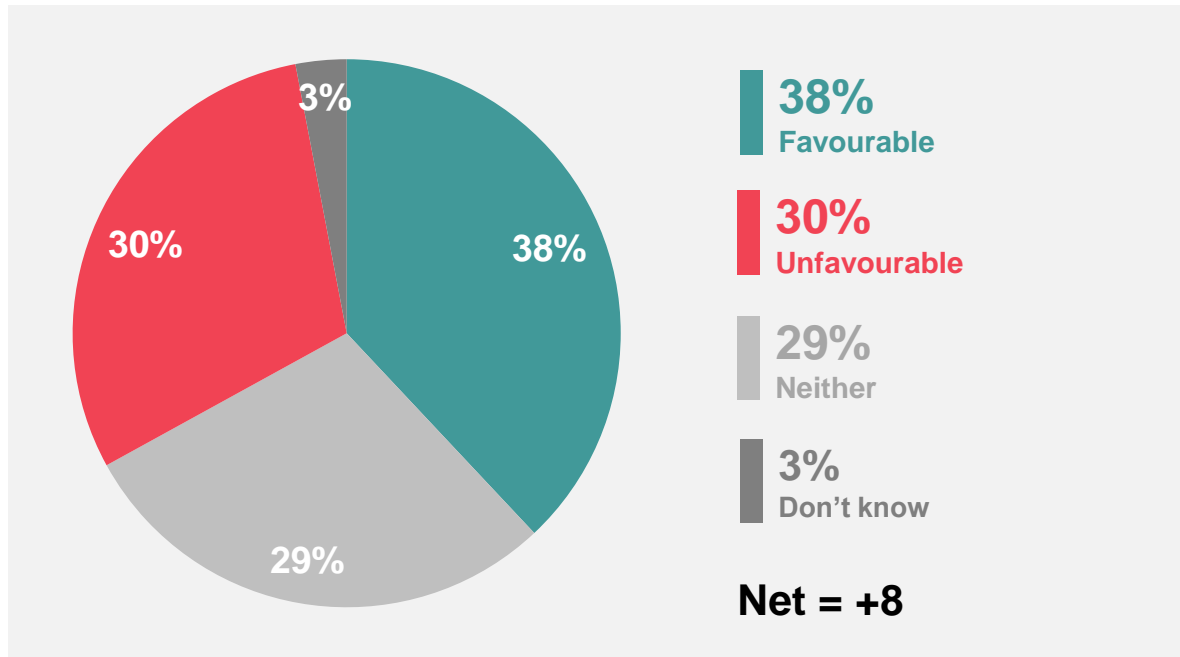
March 2018* – January 2023



Camilla, Queen Consort: Favourability

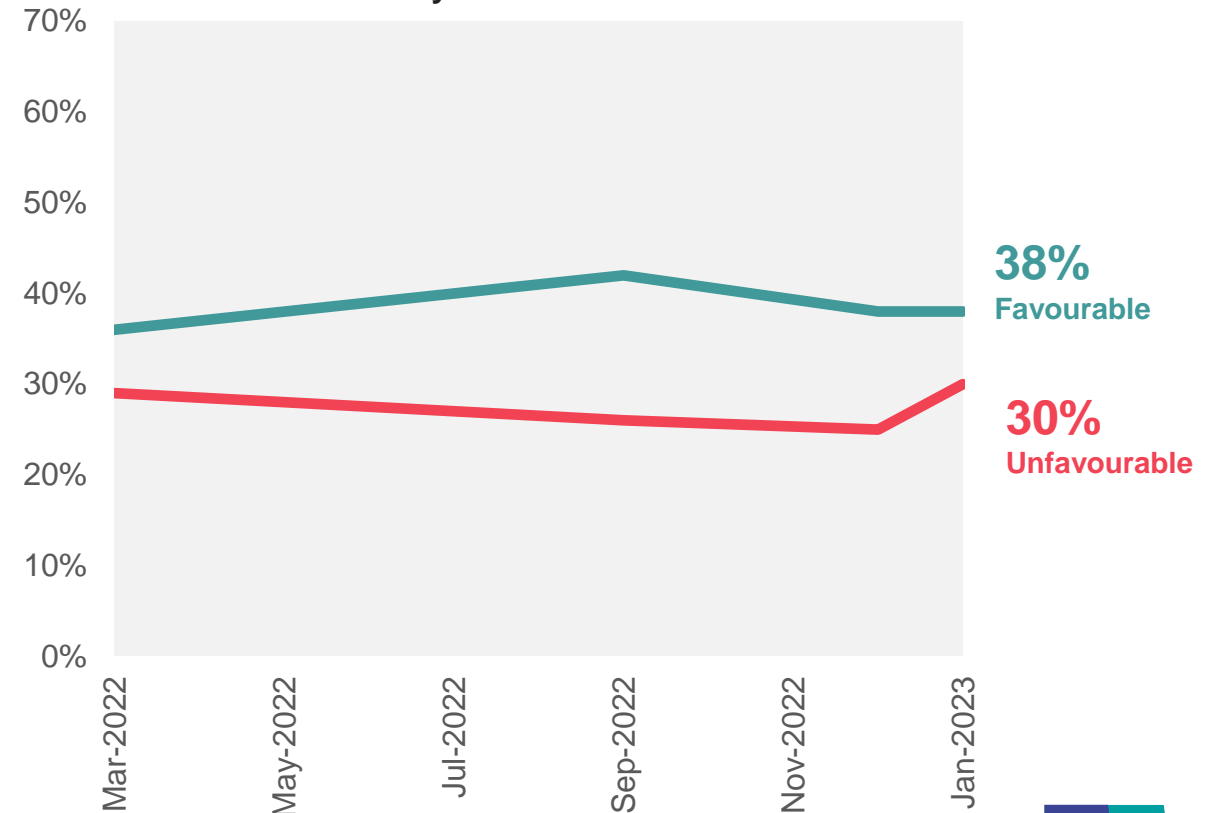
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

January 2023



Base: 1,000 Online British Adults 18-75, 10th – 11th January 2023

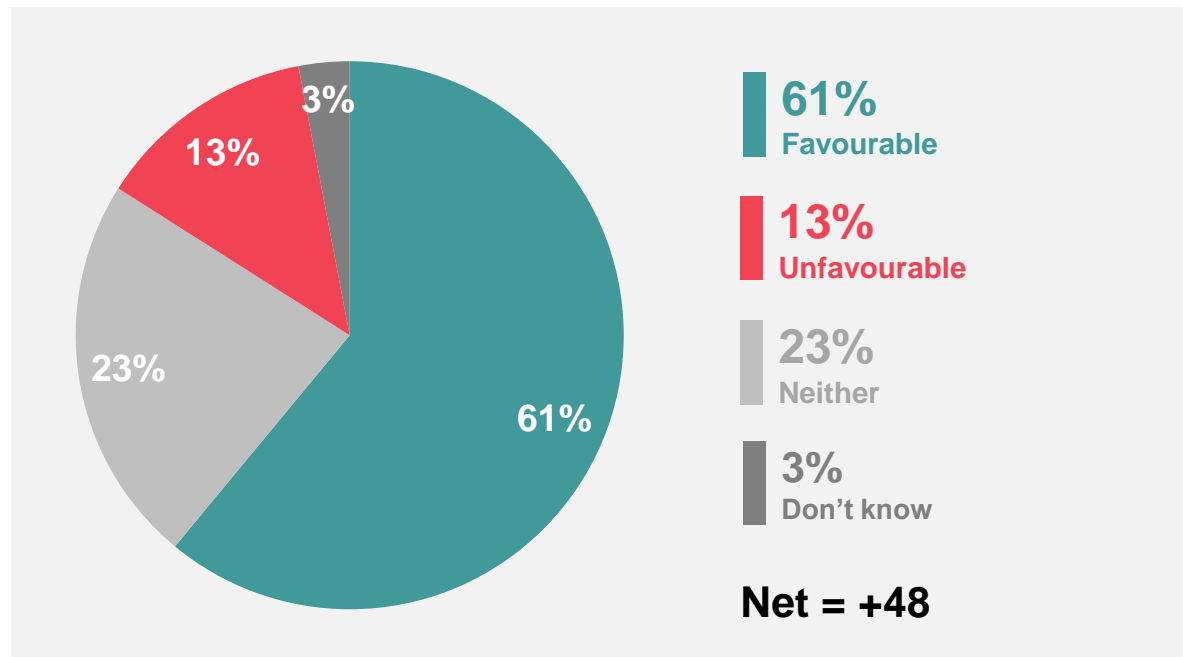
March 2022 – January 2023



Prince William: Favourability

How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

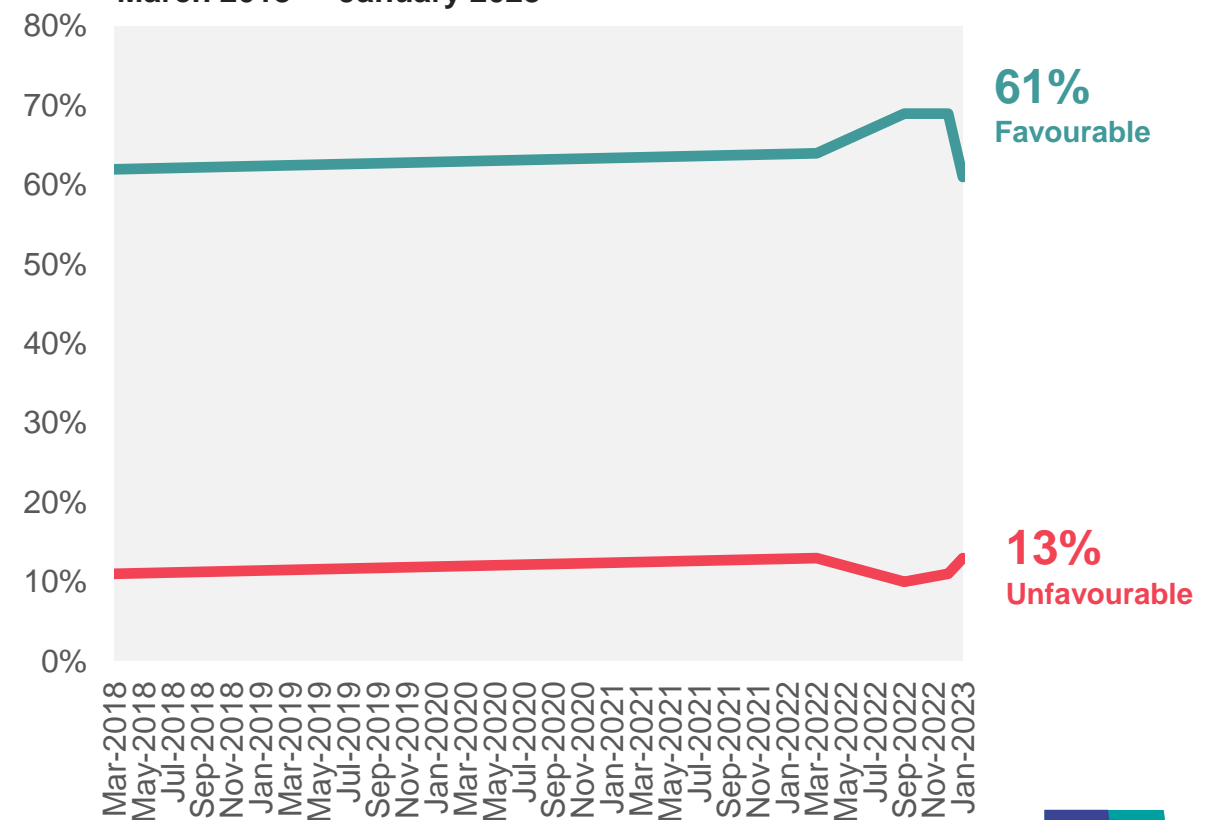
January 2023



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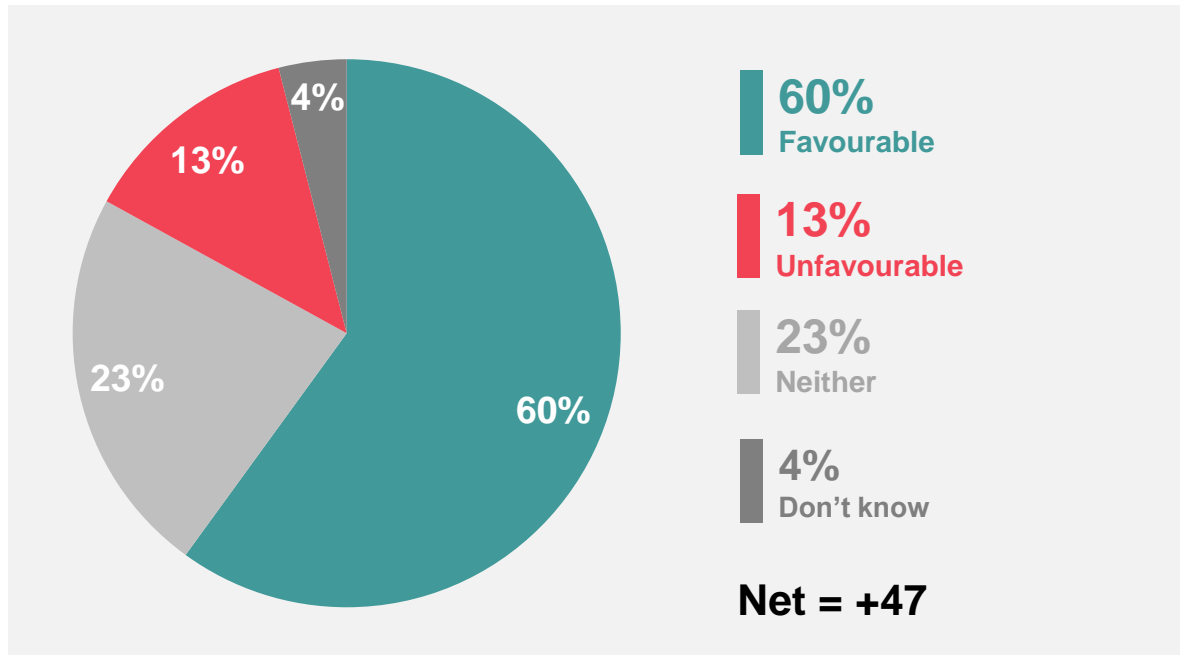
March 2018* – January 2023



Catherine, the Princess of Wales: Favourability

How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

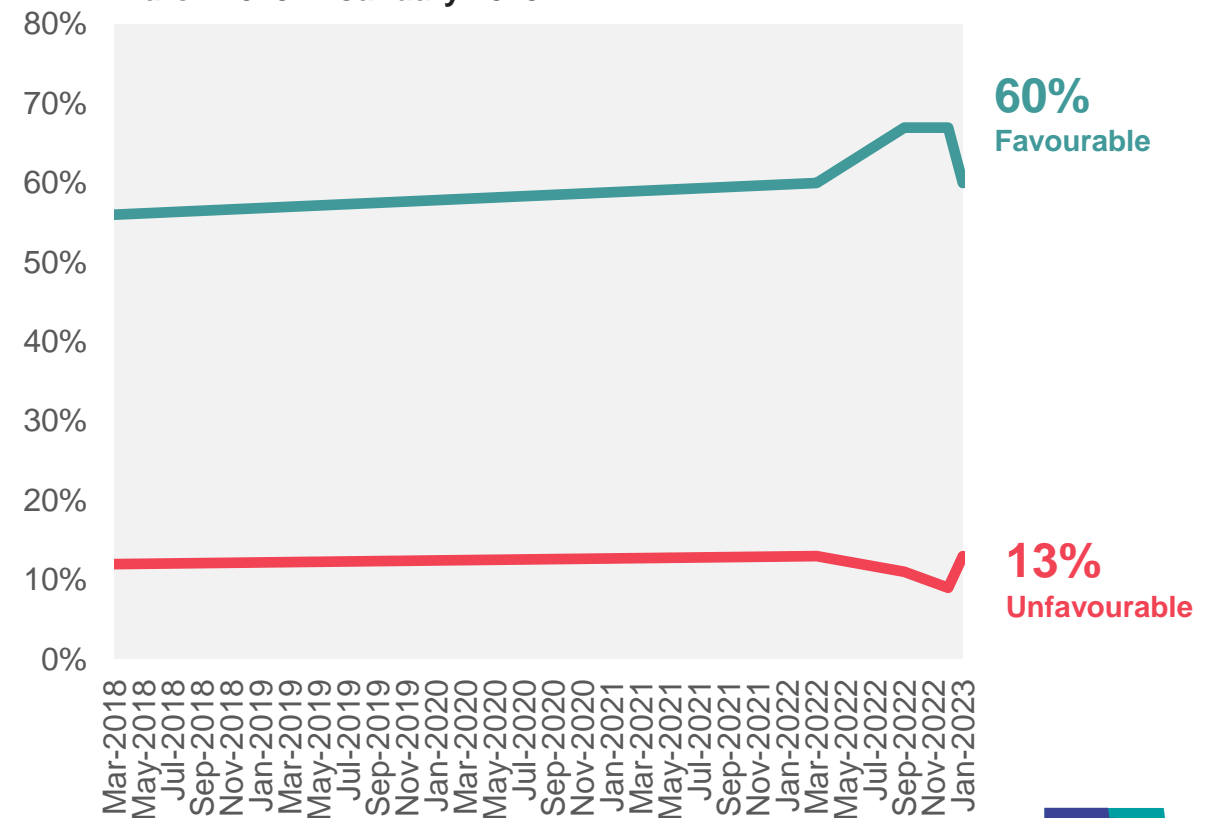
January 2023



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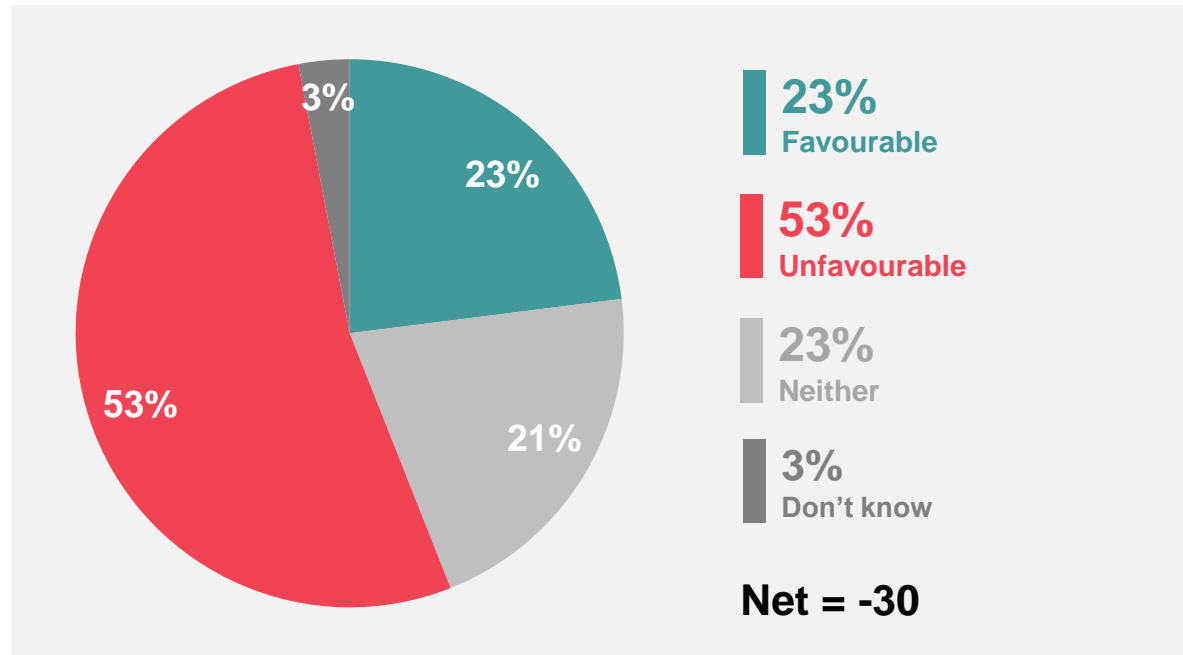
March 2018* – January 2023



Prince Harry: Favourability

How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

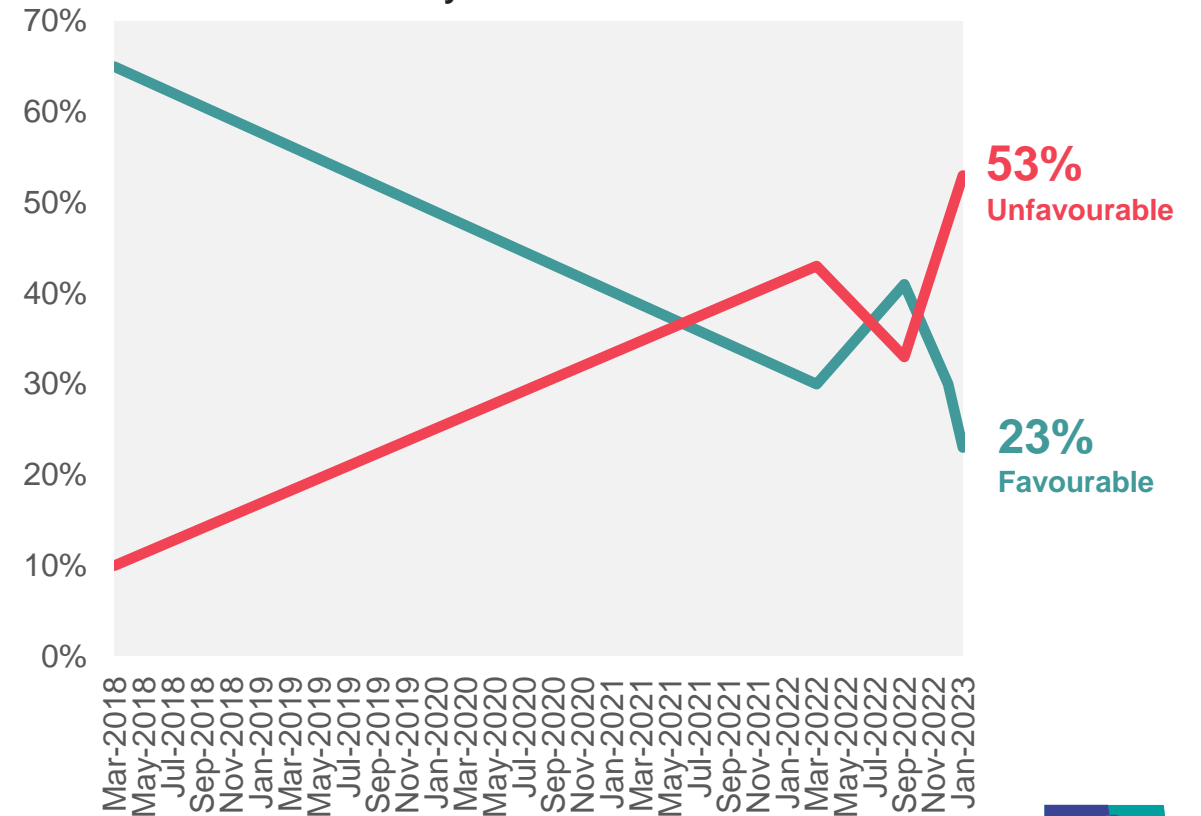
January 2023



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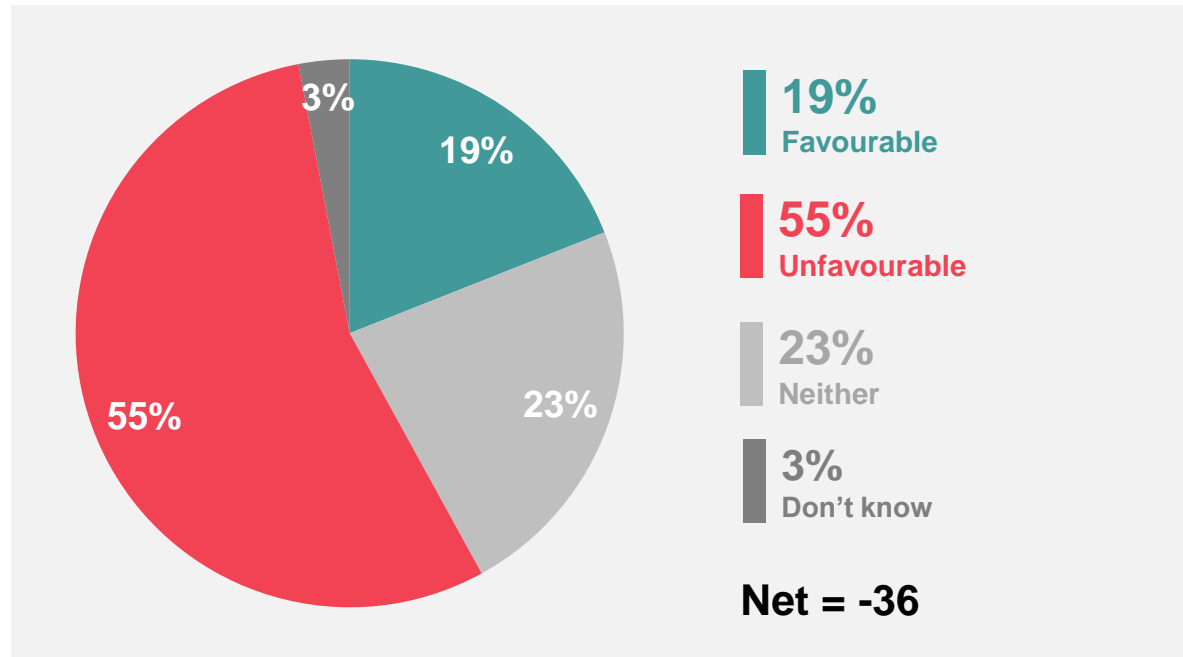
March 2018* – January 2023



Meghan, The Duchess of Sussex: Favourability

How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

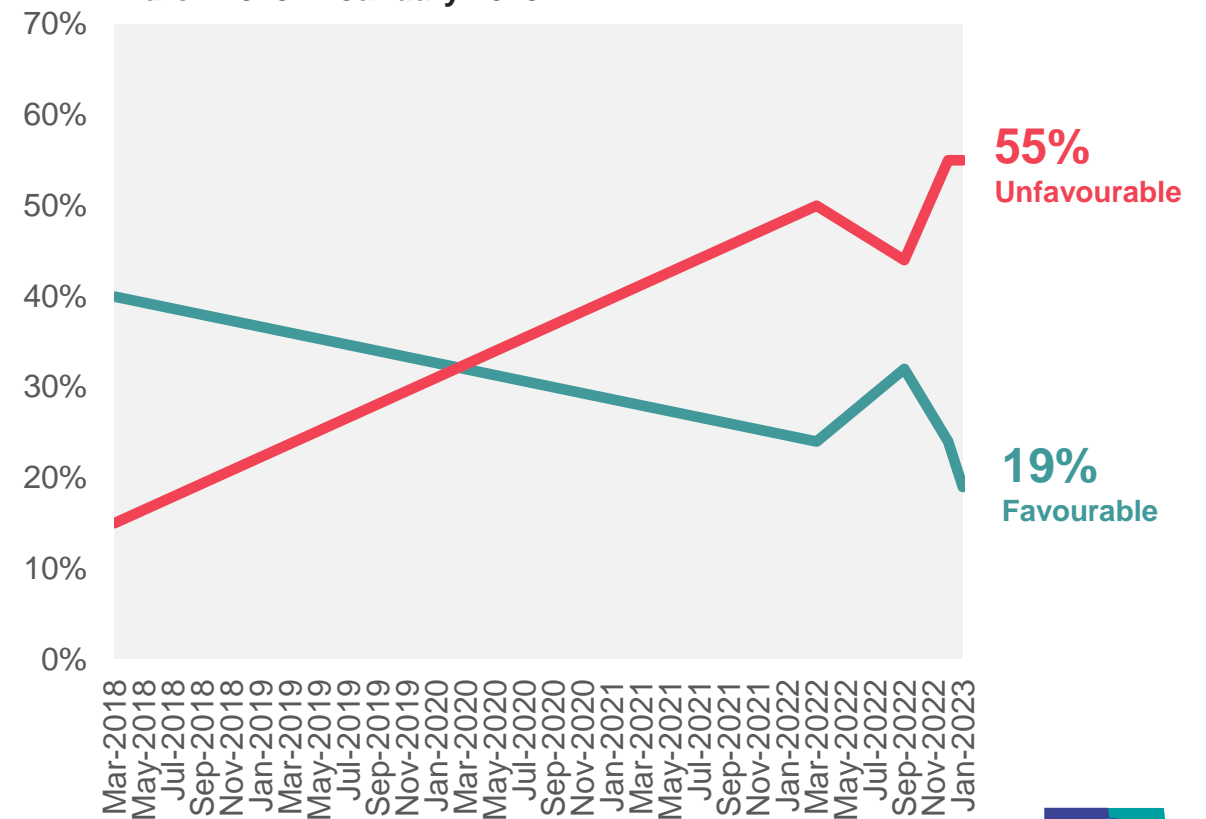
January 2023



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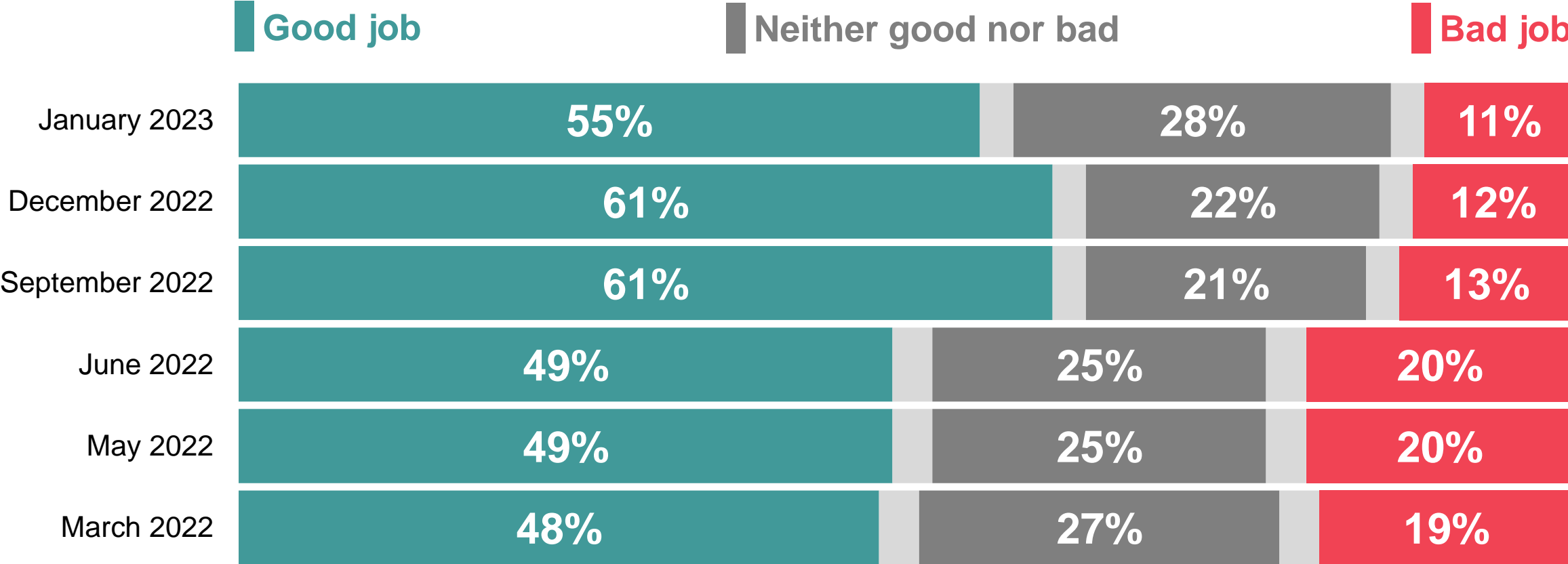
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March 2018* – January 2023



The public continue to think King Charles would do a good job as King

To what extent, if at all, do you think King Charles III would do a good job or bad job as King?

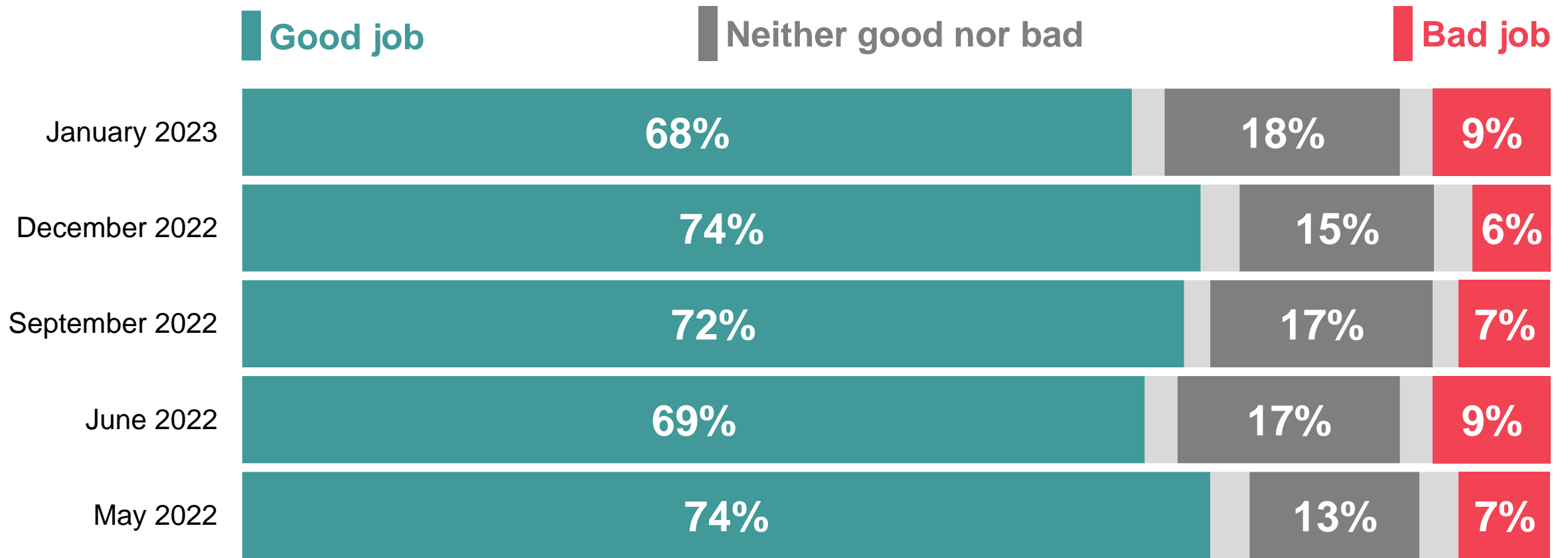


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Two in three think that Prince William would do a good job as King

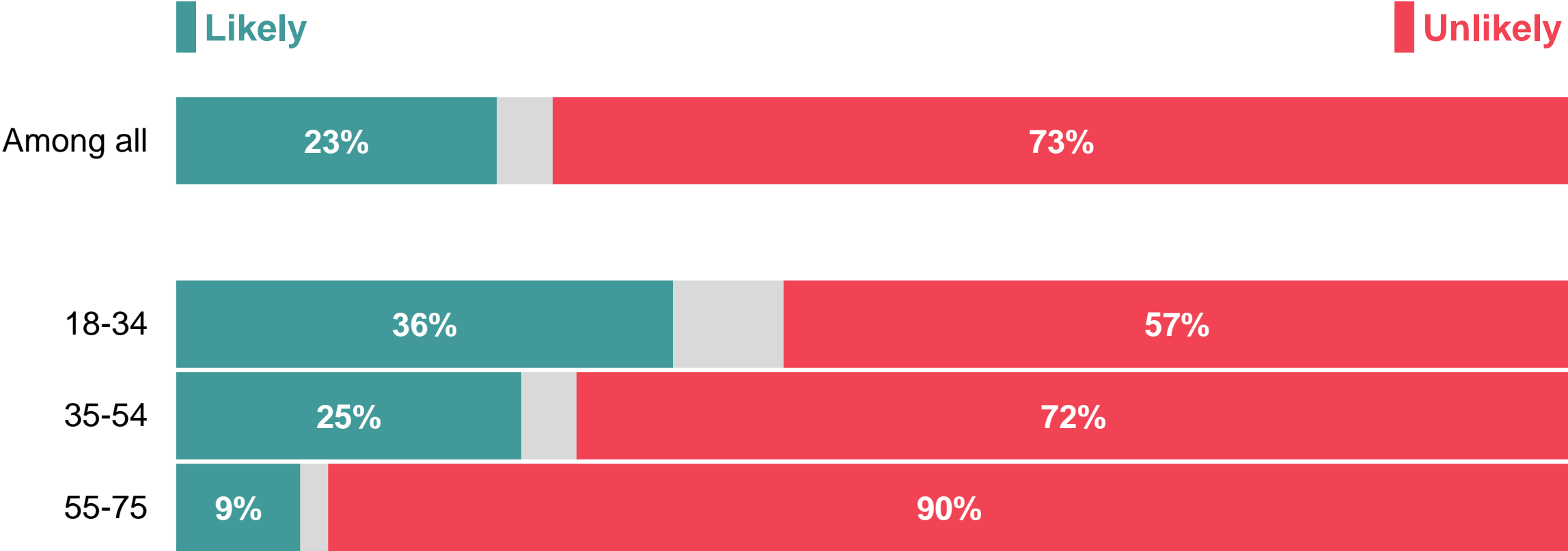
To what extent, if at all, do you think Prince William would do a good job or bad job as King?



Base: 1,000 Online British Adults 18-75, 10th – 11th January 2023

Three in four Brits say they are unlikely to read Prince Harry's new book "Spare"

How likely or unlikely are you to read "Spare" the new book from Prince Harry?



Base: 1,000 Online British adults aged 18-75, 13th – 14th December 2023



Ipsos UK

January 2023

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