



PRESS RELEASE

A quarter of Americans say Prince Harry is their favorite royal
While one fifth say abolishing the British monarchy would make things better, a plurality say it would make no difference

Topline Findings

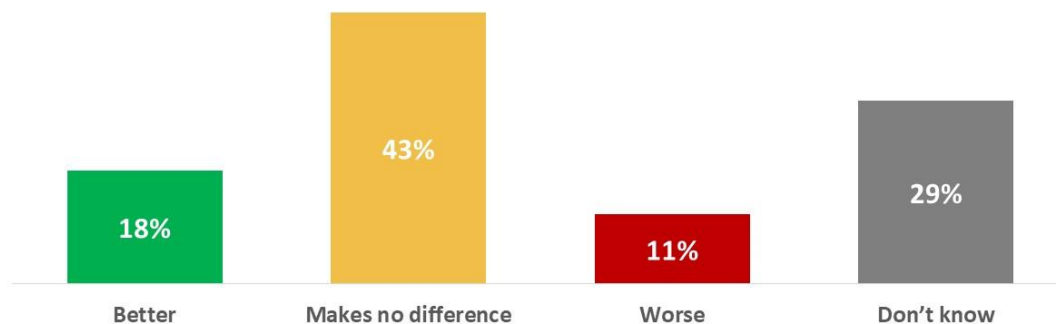
Washington, DC, January 19, 2023 – In the wake of Prince Harry’s media tour and the release of his new book, *Spare*, a new Ipsos poll examines American perceptions of the British monarchy and their views on members of the royal family.

Plurality of Americans think abolishing the British monarchy would make no difference

Meanwhile, about one fifth of Americans think that abolishing the monarchy would be good for Britain, while about one tenth think it would make things worse.

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?

% Selecting



Source: Ipsos poll, fielded January 11-12, 2023 through the KnowledgePanel®
Base: All Americans (Ages 18-75) (N=916)



This poll finds that while about one fifth of Americans believe it would be better if the British monarchy was abolished, a plurality, about two in five, says abolishing the monarchy would make no difference at all. Although, opinions around abolishing the monarchy vary based on perceptions of certain members of the royal family. Americans who favor Duchess Meghan Markle (28%) or Prince Harry (23%), for example, are more likely to say it would be better to abolish the monarchy than those who favor Prince William (13%). Perhaps not surprisingly, Americans who favor King Charles III or do not favor Prince Harry are most likely to say abolishing the monarchy would make things worse (20% for both).

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GAME CHANGERS



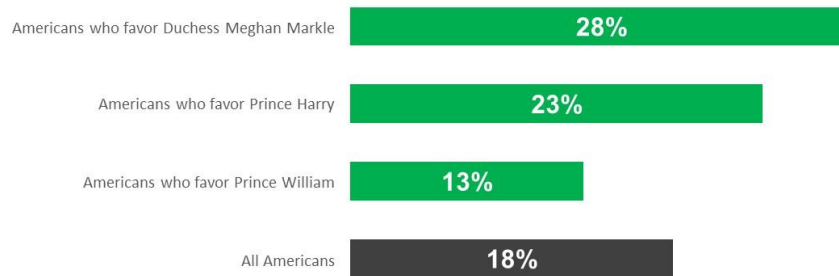
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Americans who like Duchess Meghan Markle or Prince Harry are more in favor of abolishing the monarchy

On the other hand, Americans that favor Prince William are less likely to favor abolishing the 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?

% Selecting that abolishing the monarchy would make things better for Britain



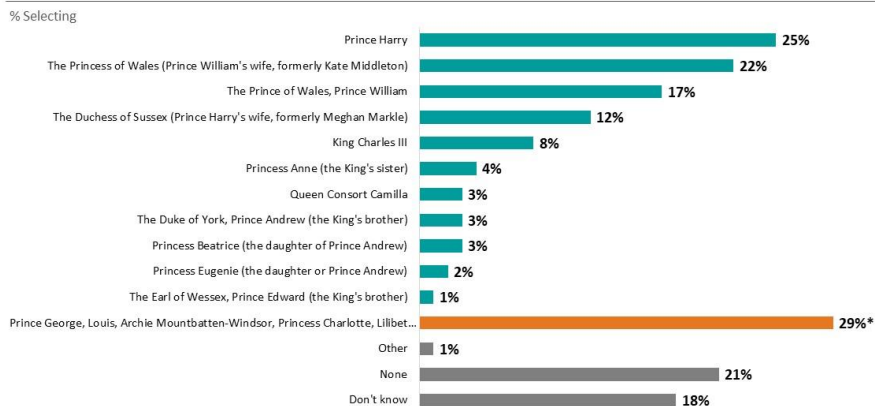
Source: Ipsos poll, fielded January 11-12, 2023 through the KnowledgePanel®
Base: All Americans (Ages 18-75) (N=916), Favor Duchess Meghan Markle (N=292), Favor Prince Harry (N=379), Favor Prince William (N=367)



When asked which members of the British royal family they like most, a plurality (25%) of Americans say they like Prince Harry, followed by Princess Kate Middleton (22%), Prince William (17%), Duchess Meghan Markle (12%), and King Charles III (8%). Notably, those against abolishing the monarchy are more likely to say they like Princess Kate Middleton, Prince William, or Prince Charles the most versus those in favor of abolishing the monarchy. Americans who are baby boomers or older are more likely to say they like Prince William or Princess Kate Middleton the most versus Gen Xers or millennials and Gen Zers.

Prince Harry is a quarter of Americans' favorite royal

Which of the following members of the Royal Family, if any, do you like the most? Select up to three.



Source: Ipsos poll, fielded January 11-12, 2023 through the KnowledgePanel®
Base: All Americans (Ages 18-75) (N=916)
*The grandchildren of King Charles III are reported on as a group, but they were asked about separately while fielding the survey



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Without making respondents choose between family members, though, nearly the same amount of Americans has a favorable opinion of Prince Harry (41%) versus Prince William (40%). More Americans (47%), however, say they have a favorable perception of Princess Kate Middleton, who also tops favorability for Duchess Meghan Markle (35%) and King Charles III (25%). Of note, baby boomers and older are more likely to have a favorable opinion of Prince William (49%) or Princess Kate Middleton (57%) than Gen Zers and millennials (33% and 43%, respectively). Additionally, Americans with children in their household (53%) are more likely to have a favorable opinion of Prince Harry than those without (35%).

These are the findings of an Ipsos poll conducted between January 11-12, 2023. For this survey, a sample of 916 adults ages 18-75 from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample includes 379 Gen Zers and millennials, 266 Gen Xers, and 271 baby boomers and older.

The poll has a credibility interval of plus or minus 4.0 percentage points for all respondents. The poll has a credibility interval of plus or minus 6.2 percentage points for Gen Zers and millennials, plus or minus 7.4 percentage points for Gen Xers, plus or minus 7.3 percentage points for baby boomers and older.

For full results, please refer to the following annotated questionnaire:

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

*NOTE: * = less than 0.5%, - = no respondents, NA = not applicable*



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Full Annotated Questionnaire:

1. 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?

	Total (N=916)	Gen Z and Millennials (N=379)	Gen X (N=266)	Baby Boomers and Older (N=271)
Better	18%	20%	14%	18%
Makes no difference	43%	38%	46%	46%
Worse	11%	8%	14%	13%
Don't know	29%	34%	27%	23%



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2. Which of the following members of the Royal Family, if any, do you like the most? Select up to three.

	Total	Gen Z and Millennials	Gen X	Baby Boomers and Older
Prince Harry	25%	25%	28%	24%
The Princess of Wales (Prince William's wife, formerly Kate Middleton)	22%	17%	20%	30%
The Prince of Wales, Prince William	17%	11%	15%	27%
The Duchess of Sussex (Prince Harry's wife, formerly Meghan Markle)	12%	12%	12%	12%
King Charles III	8%	8%	10%	6%
Princess Anne (the King's sister)	4%	4%	5%	5%
Queen Consort Camilla	3%	4%	4%	2%
The Duke of York, Prince Andrew (the King's brother)	3%	4%	3%	1%
Princess Beatrice (the daughter of Prince Andrew)	3%	5%	1%	1%
Princess Eugenie (the daughter of Prince Andrew)	2%	4%	1%	*
The Earl of Wessex, Prince Edward (the King's brother)	1%	1%	1%	1%
Prince George, Princess Charlotte, Prince Louis, Prince Archie Mountbatten-Windsor, and Princess Lilibet Mountbatten-Windsor*	29%	34%	29%	23%
Other	1%	1%	*	1%
None	21%	16%	23%	27%
Don't know	18%	21%	17%	15%

**The grandchildren of King Charles III are reported on as a group, but they were asked about separately while fielding the survey.*



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3. And how favorable or unfavorable are your opinions and impressions of each of the following members of the British Royal family?

Total Favorable Summary

	Total	Gen Z and Millennials	Gen X	Baby Boomers and Older
The Princess of Wales (Prince William's wife, formerly Kate Middleton)	47%	43%	45%	57%
Prince Harry	41%	42%	44%	35%
The Prince of Wales, Prince William	40%	33%	42%	49%
The Duchess of Sussex (Prince Harry's wife, formerly Meghan Markle)	35%	37%	32%	35%
Princess Anne (the King's sister)	26%	25%	26%	28%
King Charles III	25%	25%	24%	24%
Queen Consort Camilla	17%	18%	17%	15%
The Duke of York, Prince Andrew (the King's brother)	15%	20%	15%	7%

a. King Charles III

	Total	Gen Z and Millennials	Gen X	Baby Boomers and Older
Very favorable	8%	9%	10%	6%
Mainly favorable	16%	16%	14%	19%
Neither favorable nor unfavorable	35%	31%	33%	43%
Mainly unfavorable	13%	10%	18%	14%
Very unfavorable	11%	11%	11%	11%
Don't know	16%	23%	14%	7%
<i>Favorable (net)</i>	<i>25%</i>	<i>25%</i>	<i>24%</i>	<i>24%</i>
<i>Unfavorable (net)</i>	<i>24%</i>	<i>20%</i>	<i>29%</i>	<i>25%</i>



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3. And how favorable or unfavorable are your opinions and impressions of each of the following members of the British Royal family? *(Continued)*

b. Queen Consort Camilla

	Total	Gen Z and Millennials	Gen X	Baby Boomers and Older
Very favorable	6%	8%	7%	3%
Mainly favorable	10%	10%	9%	12%
Neither favorable nor unfavorable	32%	31%	32%	35%
Mainly unfavorable	17%	13%	19%	21%
Very unfavorable	16%	12%	17%	20%
Don't know	18%	26%	16%	9%
<i>Favorable (net)</i>	<i>17%</i>	<i>18%</i>	<i>17%</i>	<i>15%</i>
<i>Unfavorable (net)</i>	<i>33%</i>	<i>25%</i>	<i>36%</i>	<i>41%</i>

c. The Prince of Wales, Prince William

	Total	Gen Z and Millennials	Gen X	Baby Boomers and Older
Very favorable	15%	12%	18%	17%
Mainly favorable	26%	22%	24%	32%
Neither favorable nor unfavorable	30%	30%	29%	30%
Mainly unfavorable	9%	9%	11%	7%
Very unfavorable	7%	7%	7%	5%
Don't know	14%	21%	11%	8%
<i>Favorable (net)</i>	<i>40%</i>	<i>33%</i>	<i>42%</i>	<i>49%</i>
<i>Unfavorable (net)</i>	<i>15%</i>	<i>16%</i>	<i>17%</i>	<i>12%</i>



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3. And how favorable or unfavorable are your opinions and impressions of each of the following members of the British Royal family? *(Continued)*

d. The Princess of Wales (Prince William’s wife, formerly Kate Middleton)

	Total	Gen Z and Millennials	Gen X	Baby Boomers and Older
Very favorable	21%	19%	23%	24%
Mainly favorable	26%	24%	22%	33%
Neither favorable nor unfavorable	26%	22%	30%	28%
Mainly unfavorable	6%	7%	5%	5%
Very unfavorable	5%	4%	9%	4%
Don’t know	15%	23%	12%	7%
<i>Favorable (net)</i>	<i>47%</i>	<i>43%</i>	<i>45%</i>	<i>57%</i>
<i>Unfavorable (net)</i>	<i>11%</i>	<i>12%</i>	<i>14%</i>	<i>9%</i>

e. Princess Anne (the King’s sister)

	Total	Gen Z and Millennials	Gen X	Baby Boomers and Older
Very favorable	9%	10%	8%	9%
Mainly favorable	17%	15%	18%	19%
Neither favorable nor unfavorable	40%	34%	41%	50%
Mainly unfavorable	6%	8%	7%	3%
Very unfavorable	4%	4%	5%	4%
Don’t know	23%	30%	21%	15%
<i>Favorable (net)</i>	<i>26%</i>	<i>25%</i>	<i>26%</i>	<i>28%</i>
<i>Unfavorable (net)</i>	<i>10%</i>	<i>12%</i>	<i>12%</i>	<i>7%</i>



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3. And how favorable or unfavorable are your opinions and impressions of each of the following members of the British Royal family? *(Continued)*

f. Prince Harry

	Total	Gen Z and Millennials	Gen X	Baby Boomers and Older
Very favorable	18%	18%	23%	14%
Mainly favorable	23%	25%	21%	21%
Neither favorable nor unfavorable	23%	23%	21%	27%
Mainly unfavorable	10%	10%	6%	14%
Very unfavorable	13%	8%	17%	18%
Don't know	12%	17%	11%	6%
<i>Favorable (net)</i>	<i>41%</i>	<i>42%</i>	<i>44%</i>	<i>35%</i>
<i>Unfavorable (net)</i>	<i>23%</i>	<i>17%</i>	<i>23%</i>	<i>32%</i>

g. The Duchess of Sussex (Prince Harry's wife, formerly Meghan Markle)

	Total	Gen Z and Millennials	Gen X	Baby Boomers and Older
Very favorable	16%	19%	14%	14%
Mainly favorable	19%	18%	18%	20%
Neither favorable nor unfavorable	26%	23%	29%	26%
Mainly unfavorable	10%	11%	9%	10%
Very unfavorable	16%	9%	19%	22%
Don't know	14%	20%	11%	7%
<i>Favorable (net)</i>	<i>35%</i>	<i>37%</i>	<i>32%</i>	<i>35%</i>
<i>Unfavorable (net)</i>	<i>26%</i>	<i>20%</i>	<i>27%</i>	<i>33%</i>



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3. And how favorable or unfavorable are your opinions and impressions of each of the following members of the British Royal family? (*Continued*)

h. The Duke of York, Prince Andrew (the King's brother)

	Total	Gen Z and Millennials	Gen X	Baby Boomers and Older
Very favorable	6%	8%	7%	2%
Mainly favorable	8%	11%	8%	5%
Neither favorable nor unfavorable	34%	34%	30%	38%
Mainly unfavorable	13%	8%	15%	18%
Very unfavorable	19%	12%	22%	27%
Don't know	19%	26%	17%	11%
<i>Favorable (net)</i>	<i>15%</i>	<i>20%</i>	<i>15%</i>	<i>7%</i>
<i>Unfavorable (net)</i>	<i>32%</i>	<i>20%</i>	<i>37%</i>	<i>45%</i>



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About the Study

These are some of the findings of an Ipsos poll conducted between January 11-12, 2023. For this survey, a sample of roughly 916 adults ages 18-75 from the continental U.S., Alaska, and Hawaii was interviewed online in English. In this study, there were 379 Gen Zers and millennials, 266 Gen Xers, and 271 baby boomers and older.

The sample was randomly drawn from [Ipsos' online panel, partner online panel sources, and "river" sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2020 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on age, gender, region, race/ethnicity, and household income.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 4.0 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=916, DEFF=1.5, adjusted Confidence Interval=+/-5.5percentage points). The poll has a credibility interval of plus or minus 6.2 percentage points for Gen Zers and millennials, plus or minus 7.4 percentage points for Gen Xers, plus or minus 7.3 percentage points for baby boomers and older.

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com