

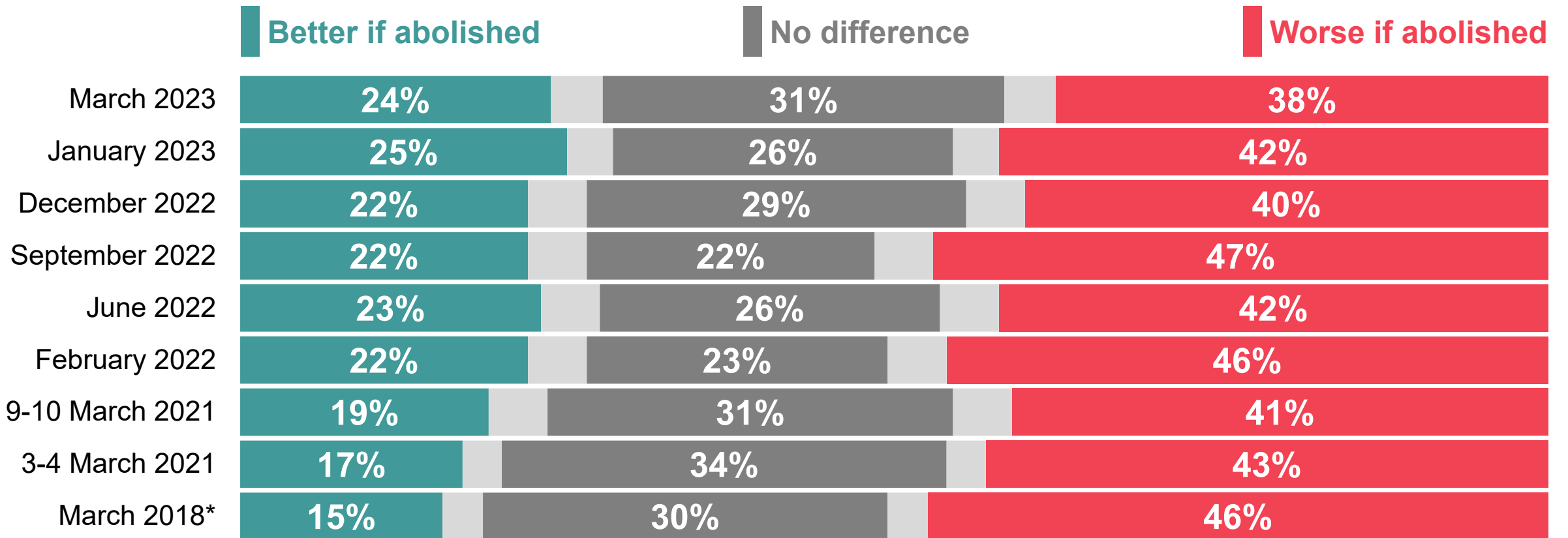


# IPSOS UK Attitudes towards the Royal Family

March 2023

# 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?

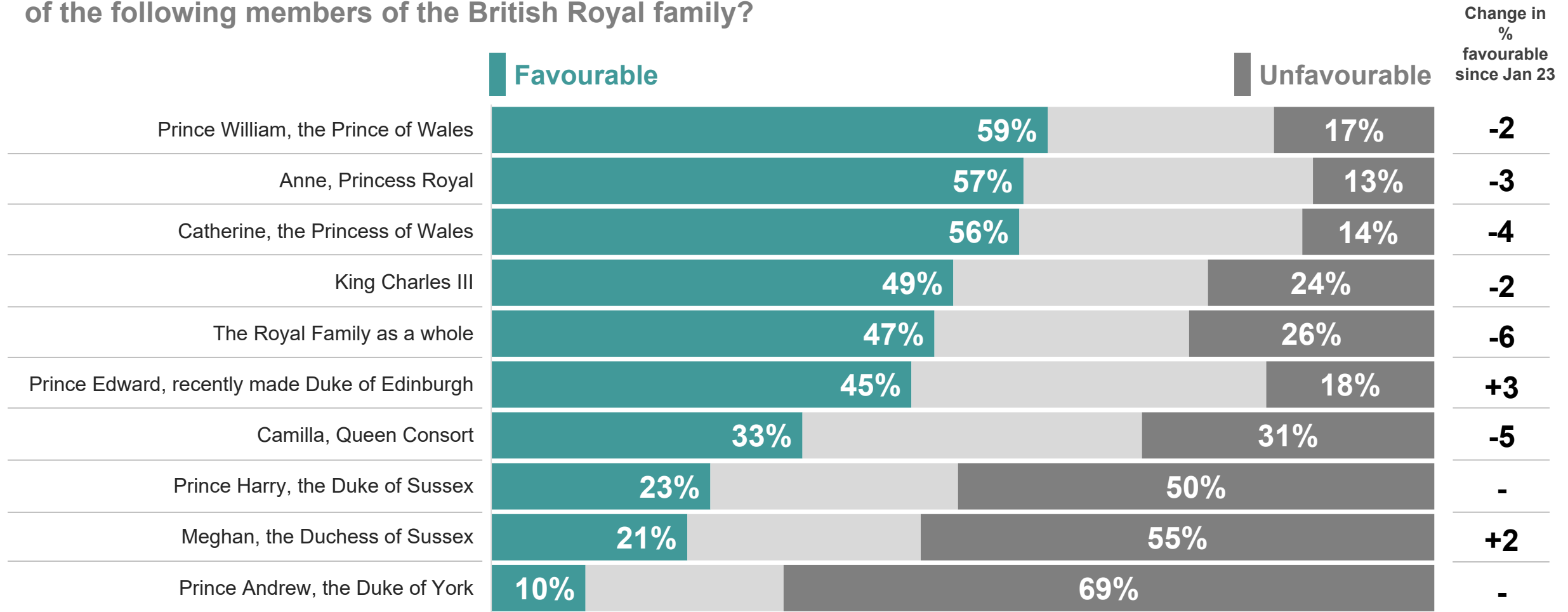


Base: 1,084 Online British Adults 18-75, 10<sup>th</sup> – 13<sup>th</sup> March 2023

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

# Prince William, Princess Anne and the Princess of Wales, remain 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?



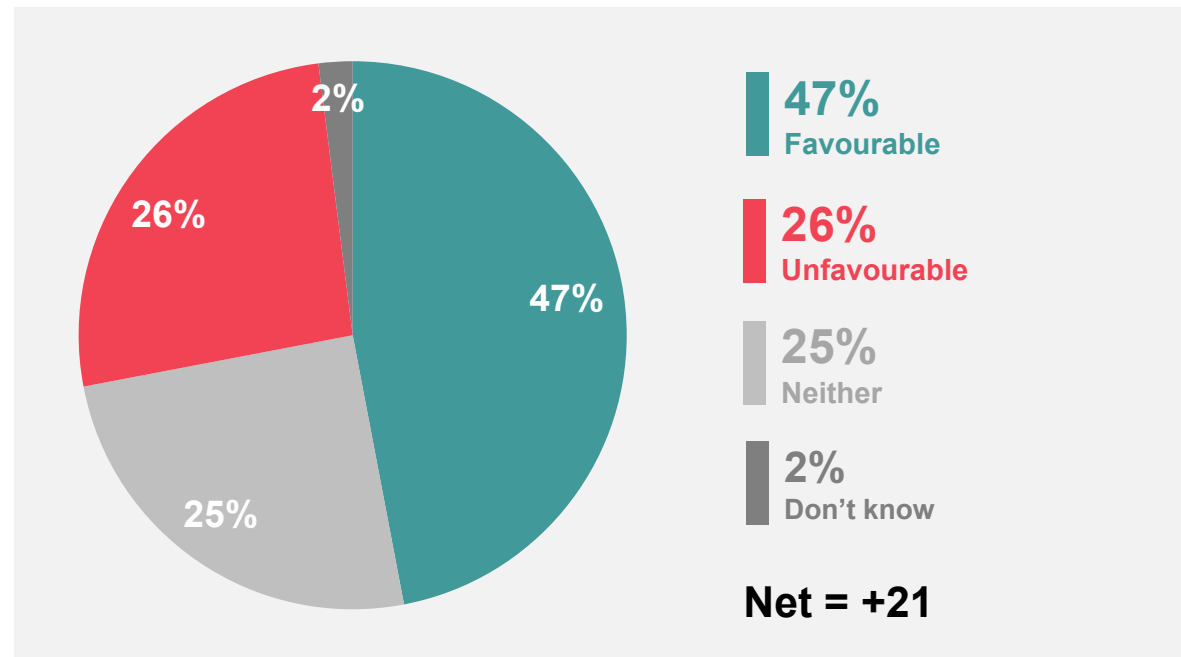
Base: 1,084 Online British Adults 18-75, 10<sup>th</sup> – 13<sup>th</sup> March 2023



# 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?

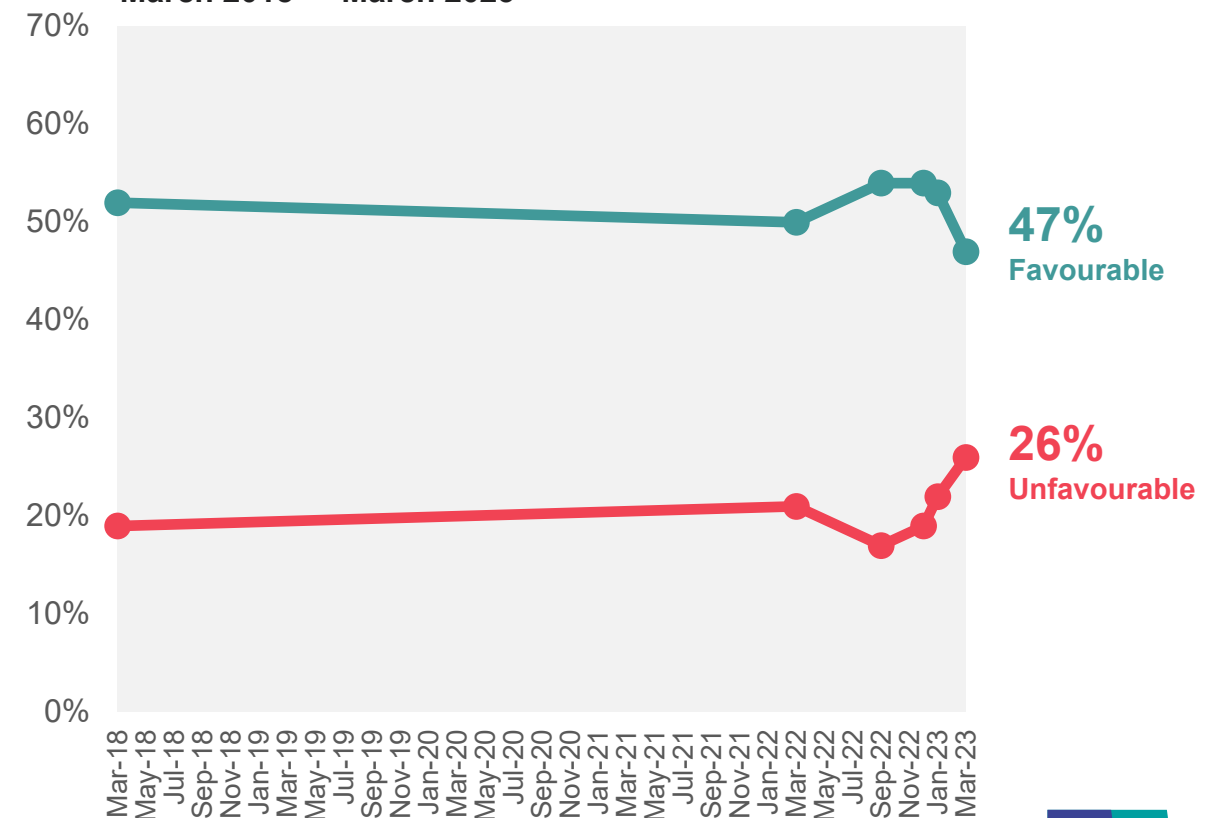
March 2023



Base: 1,084 Online British Adults 18-75, 10<sup>th</sup> – 13<sup>th</sup> March 2023

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

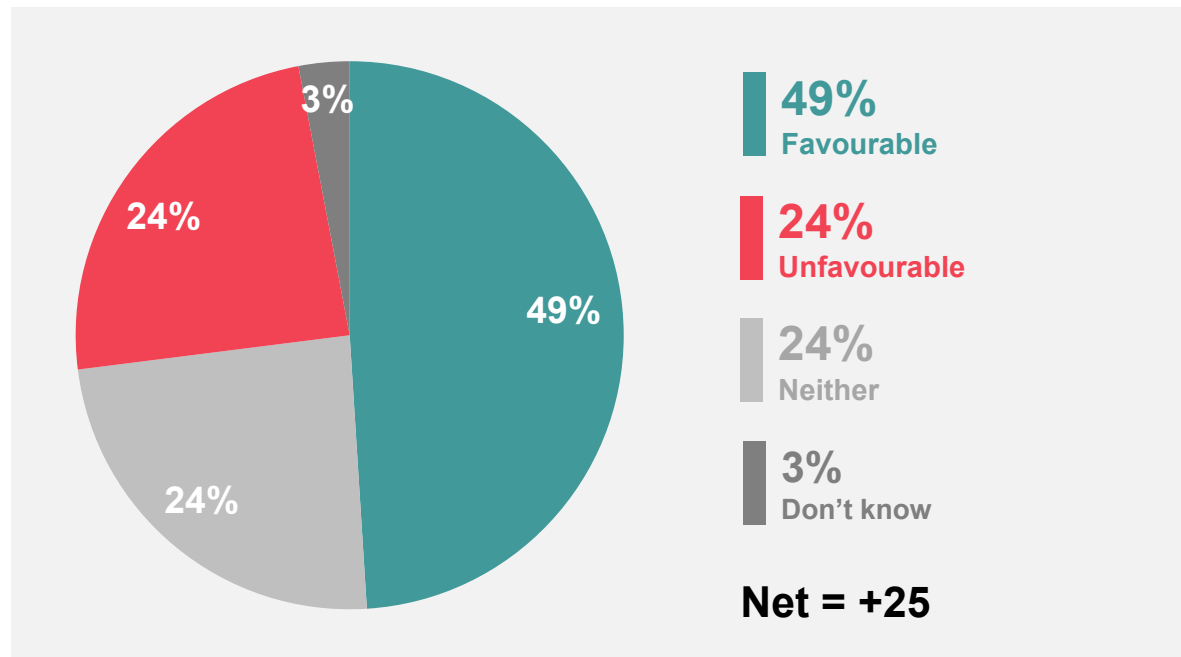
March 2018\* – March 2023



# King Charles III: Favourability

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

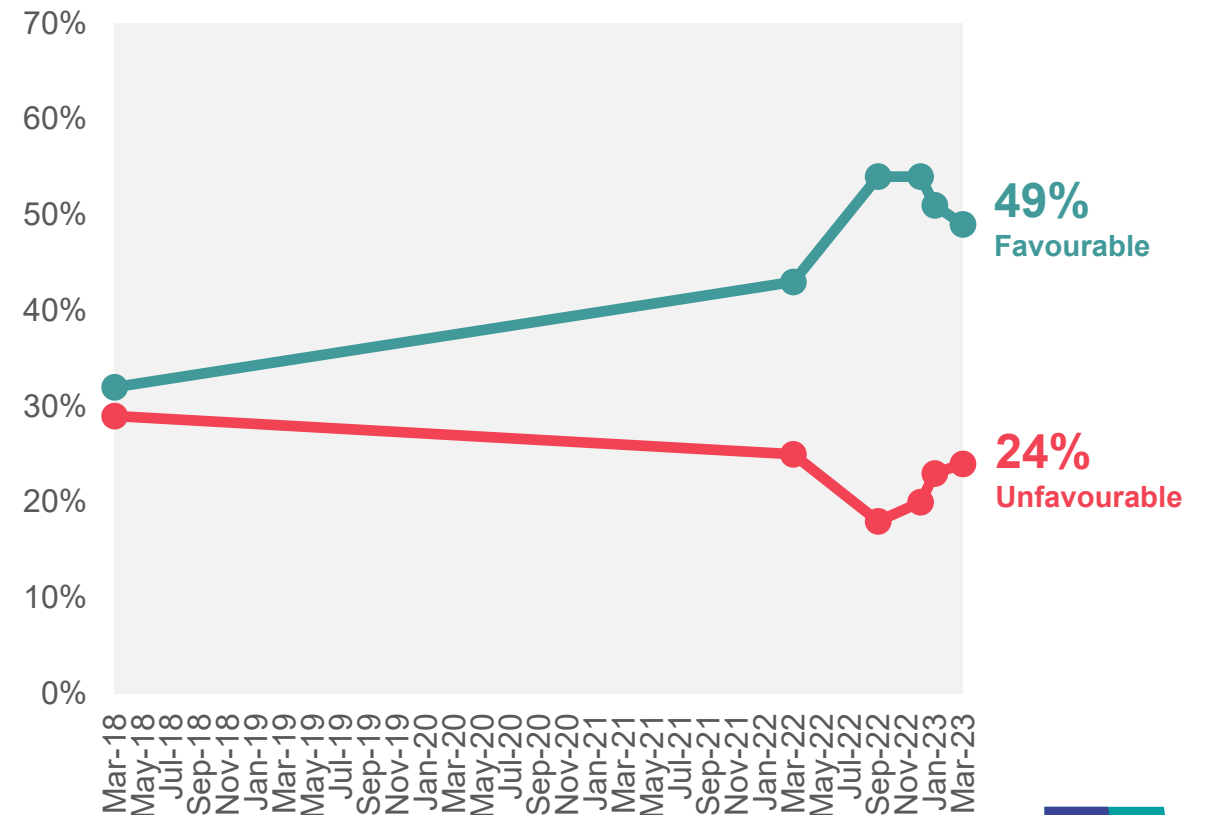
March 2023



Base: 1,084 Online British Adults 18-75, 10<sup>th</sup> – 13<sup>th</sup> March 2023

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

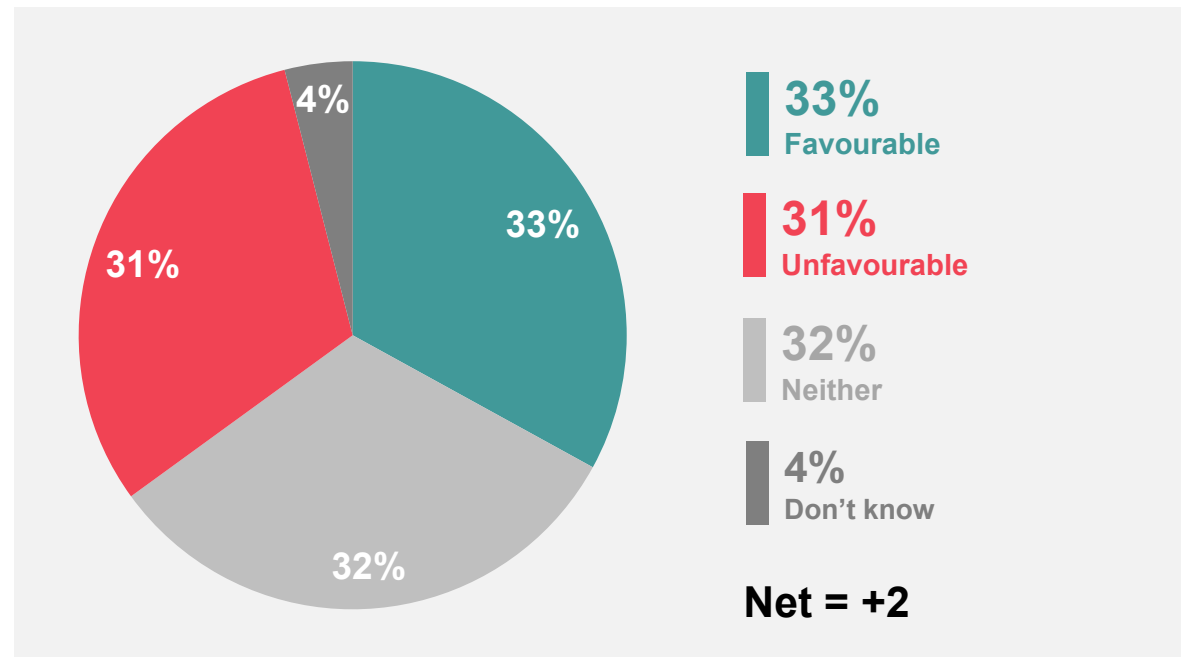
March 2018\* – March 2023



# Camilla, Queen Consort: Favourability

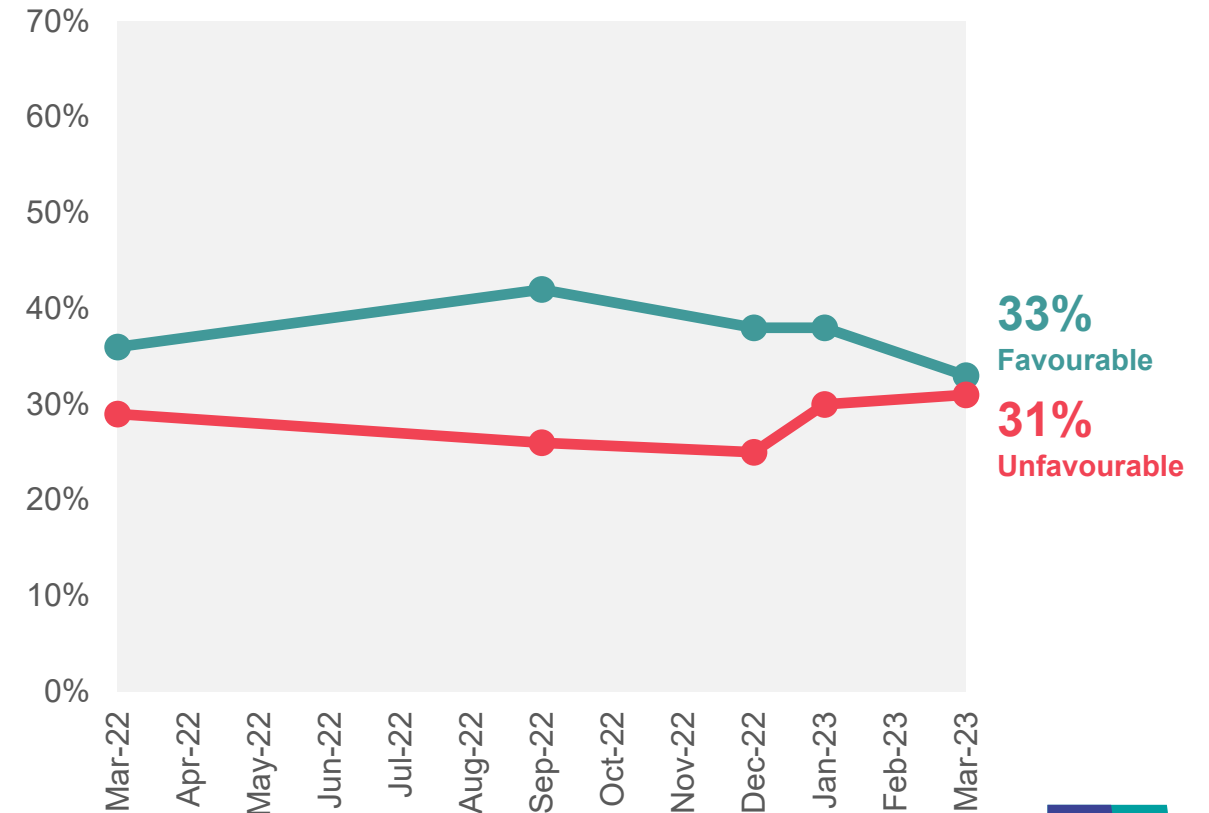
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

March 2023



Base: 1,084 Online British Adults 18-75, 10<sup>th</sup> – 13<sup>th</sup> March 2023

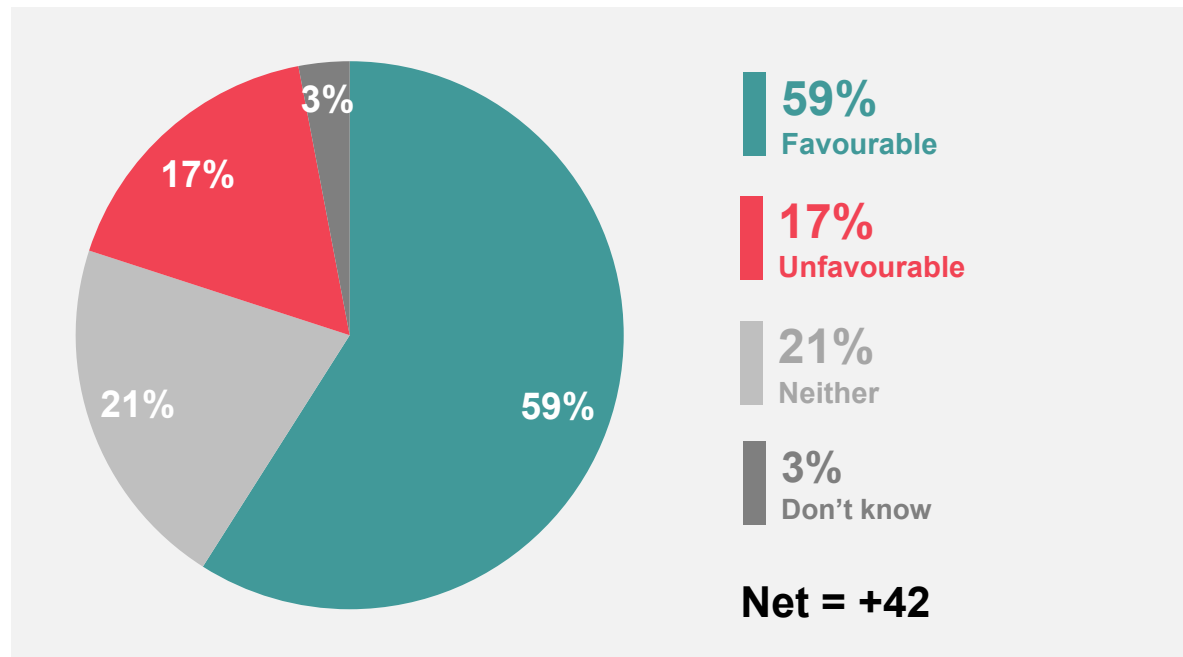
March 2022 – March 2023



# Prince William: Favourability

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

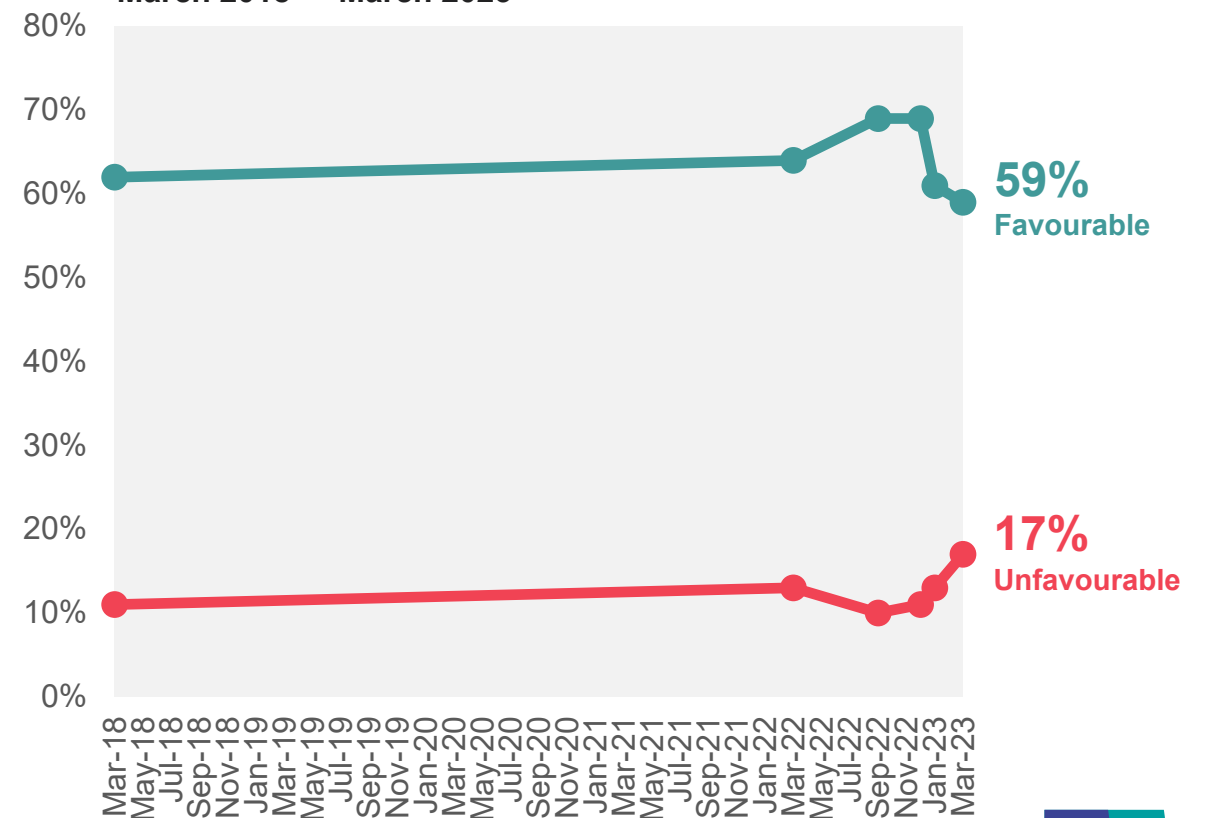
March 2023



Base: 1,084 Online British Adults 18-75, 10<sup>th</sup> – 13<sup>th</sup> March 2023

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

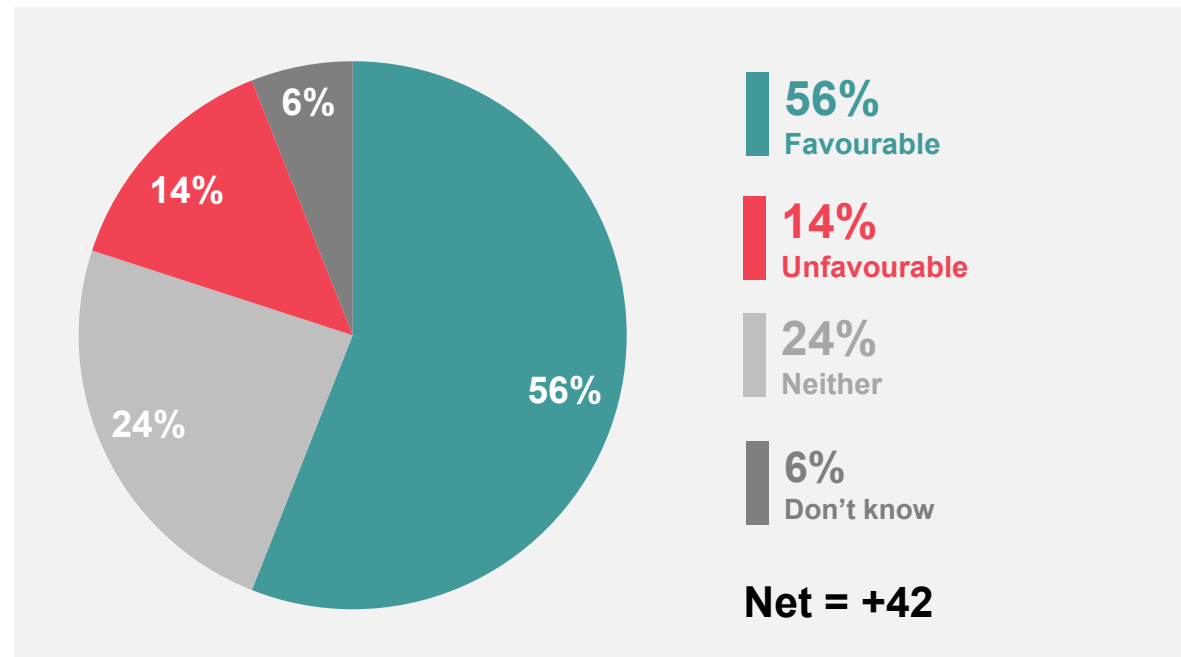
March 2018\* – March 2023



# 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?

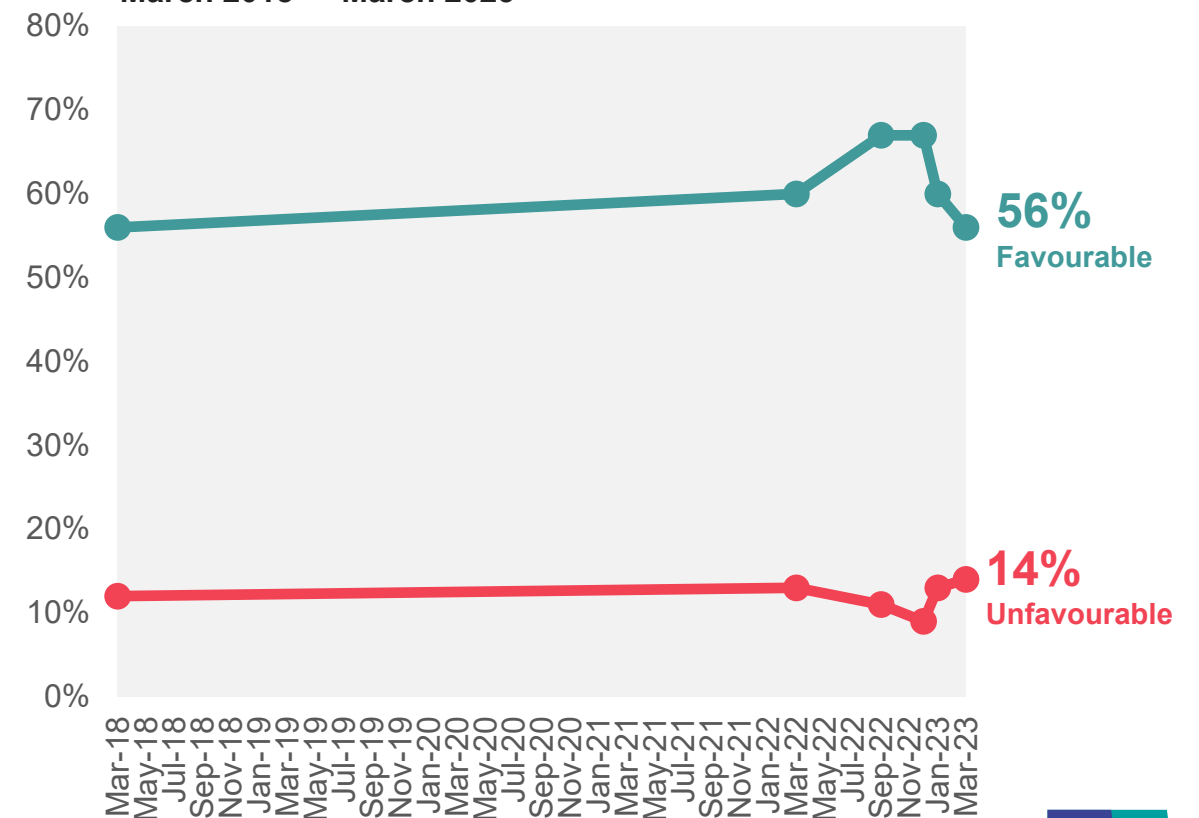
March 2023



Base: 1,084 Online British Adults 18-75, 10<sup>th</sup> – 13<sup>th</sup> March 2023

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

March 2018\* – March 2023

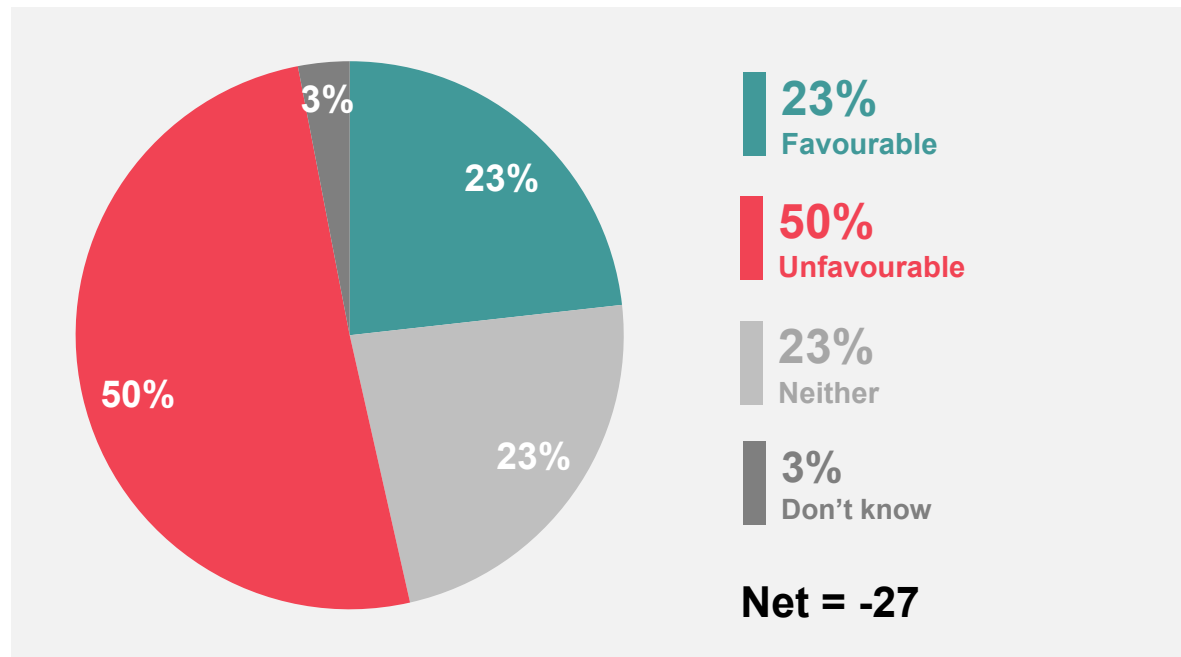




# Prince Harry: Favourability

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

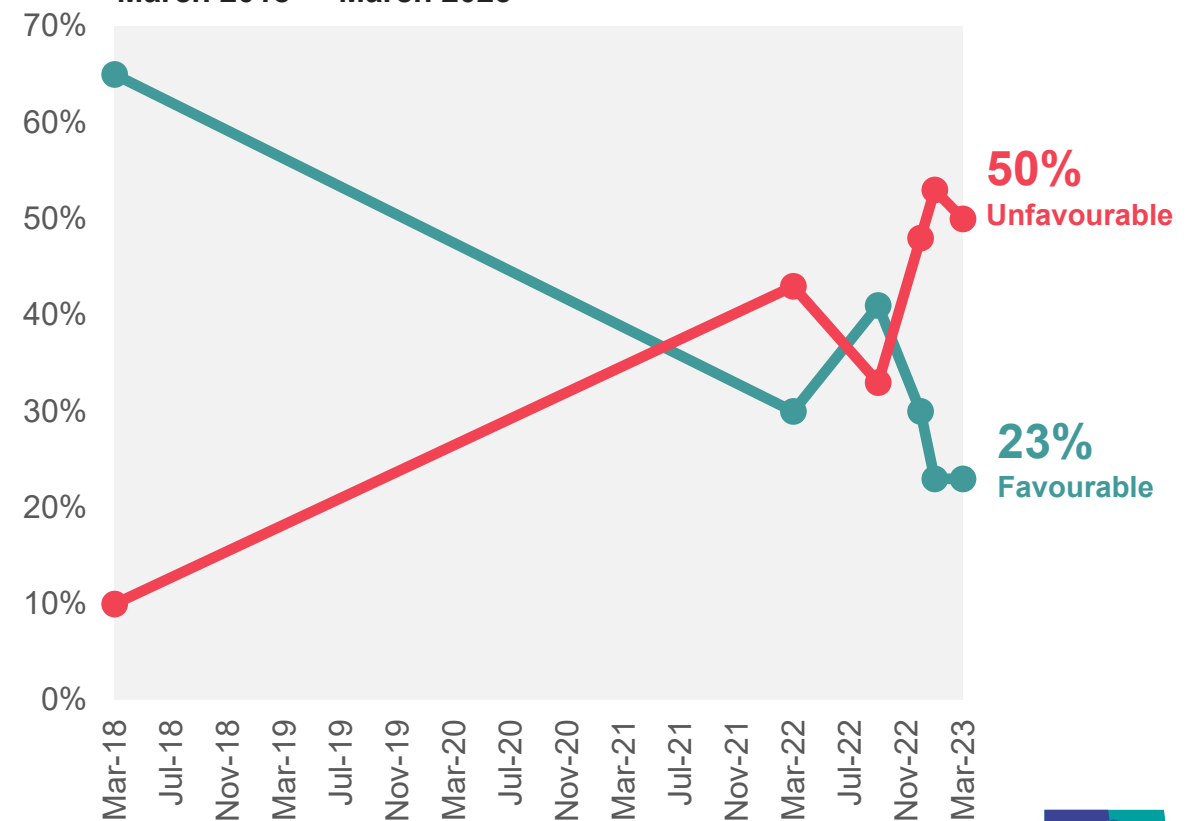
March 2023



Base: 1,084 Online British Adults 18-75, 10<sup>th</sup> – 13<sup>th</sup> March 2023

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

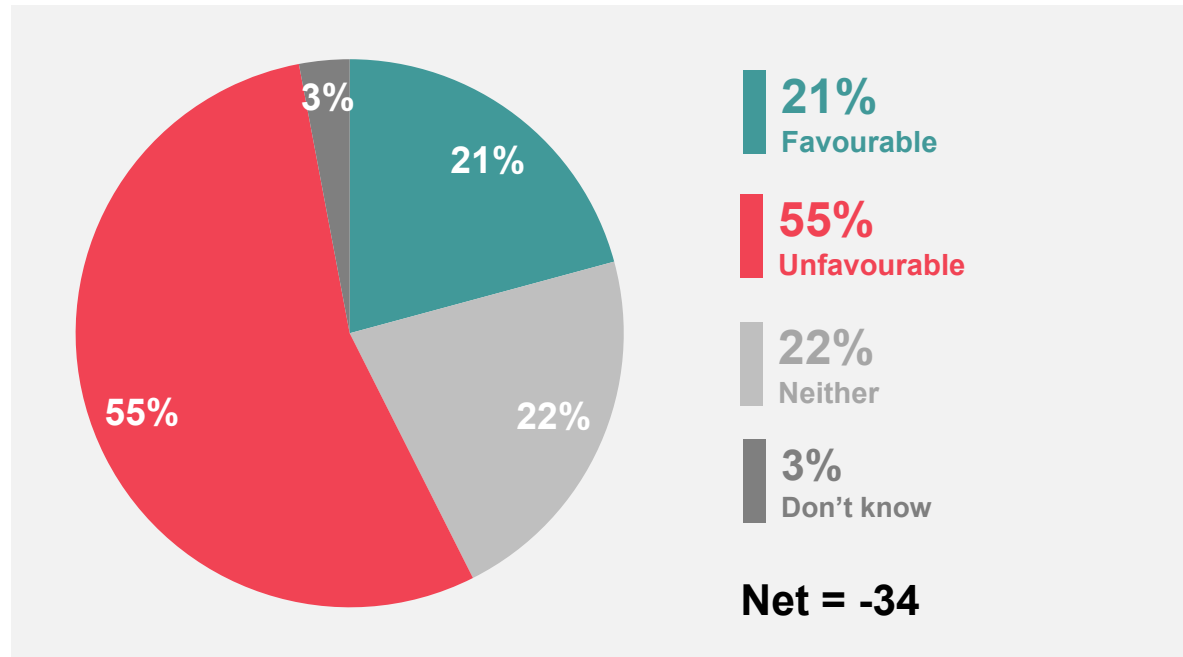
March 2018\* – March 2023



# 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?

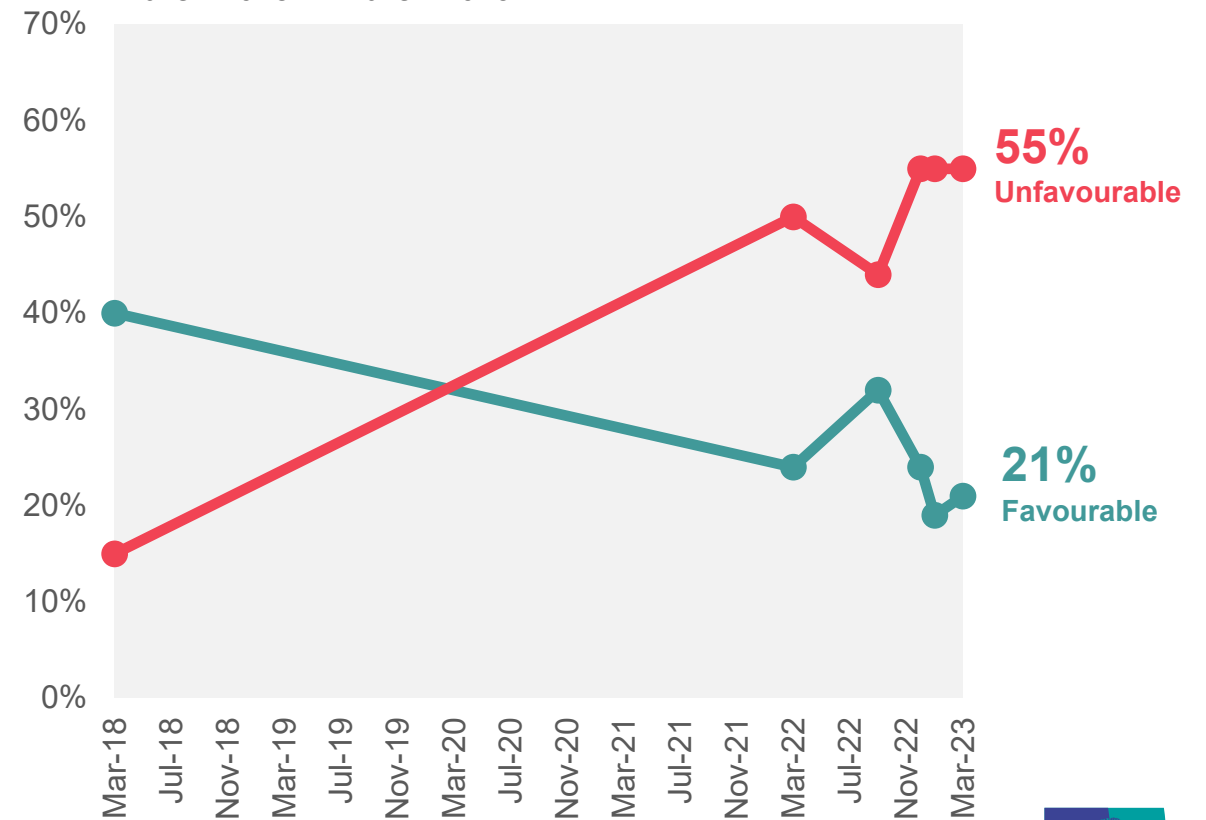
March 2023



Base: 1,084 Online British Adults 18-75, 10<sup>th</sup> – 13<sup>th</sup> March 2023

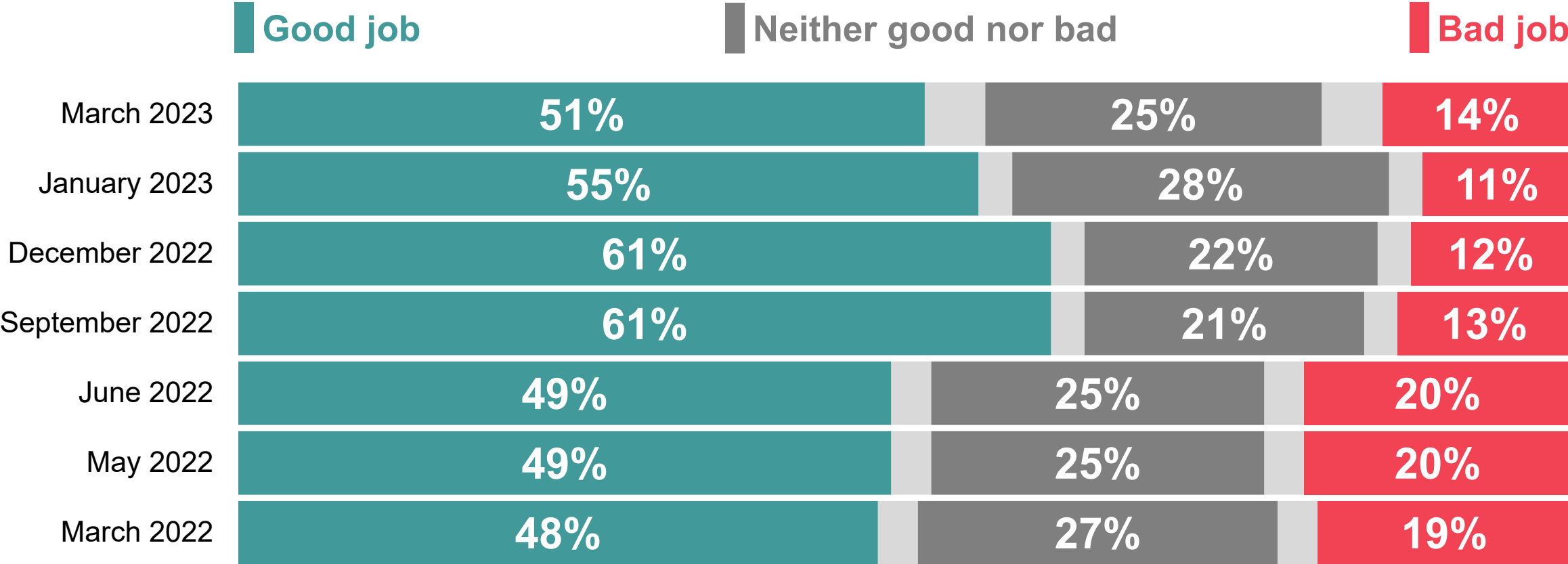
\*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)

March 2018\* – March 2023



# Half of Brits think King Charles would do a good job as King, a decrease since the end of last year

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

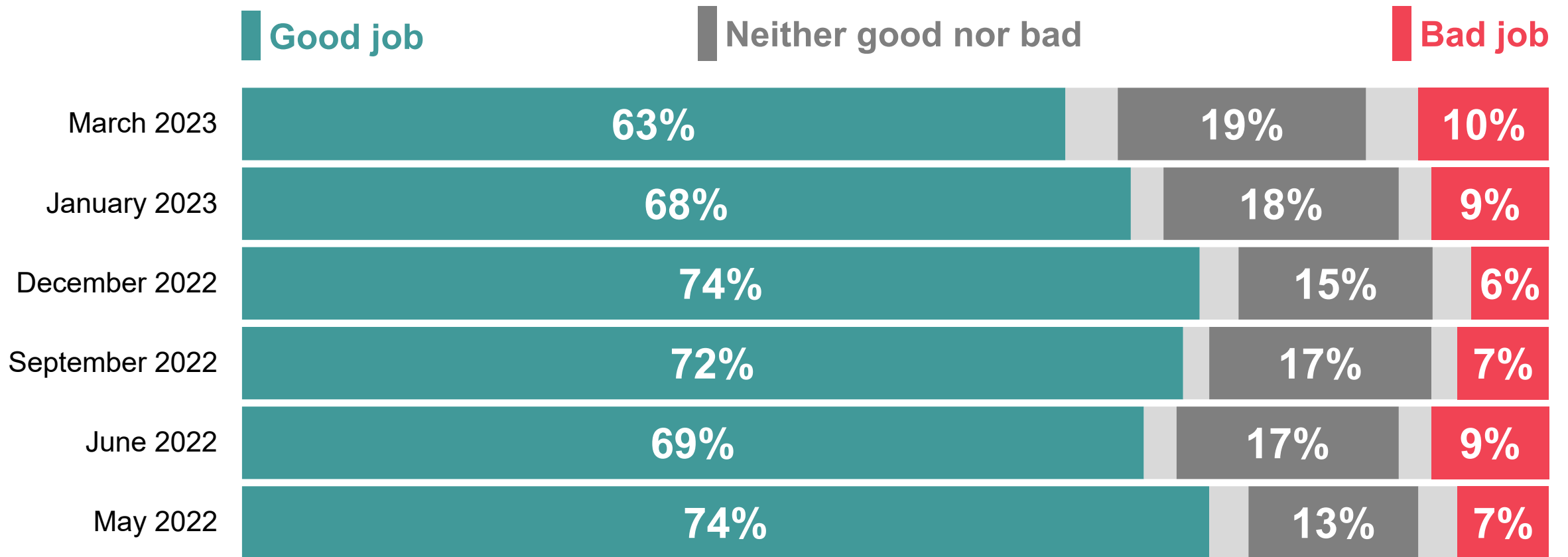


Base: 1,084 Online British Adults 18-75, 10<sup>th</sup> – 13<sup>th</sup> March 2023



# Three in five think that Prince William would do a good job as King

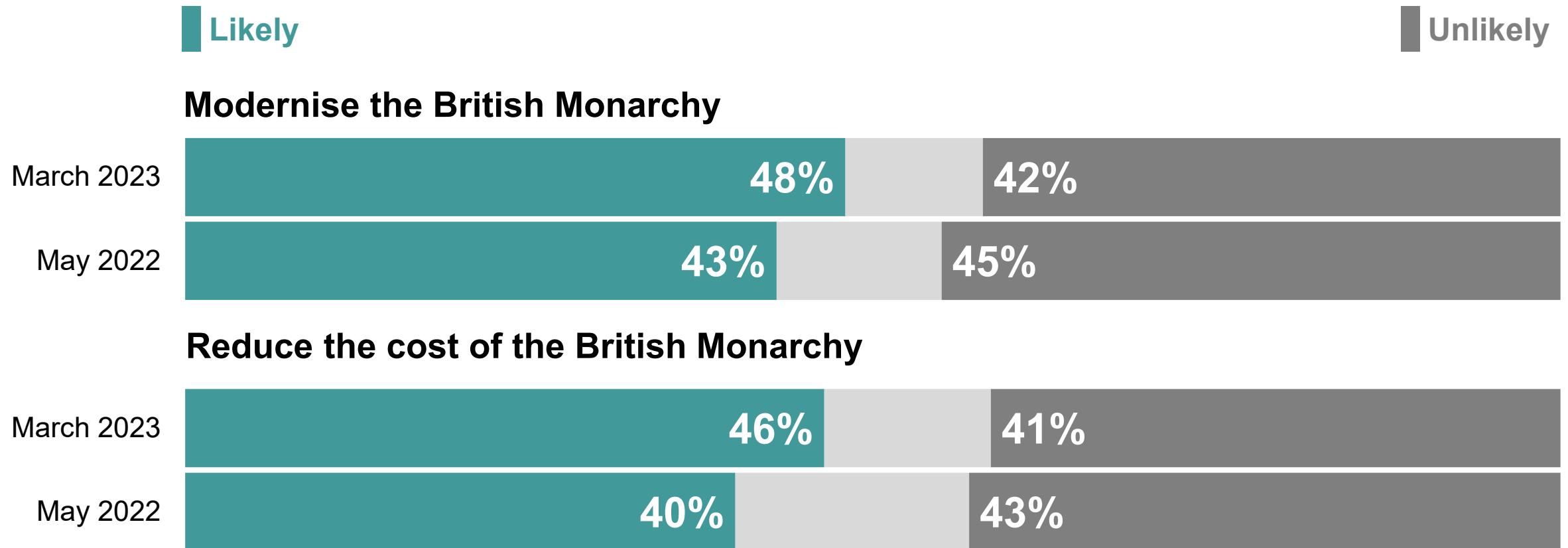
To what extent, if at all, do you think Prince William would do a good job or bad job as King?



Base: 1,084 Online British Adults 18-75, 10<sup>th</sup> – 13<sup>th</sup> March 2023

# The public are largely split as to whether King Charles will modernise the monarchy or reduce its cost

How likely or unlikely do you think it is that King Charles will...?



Base: 1,084 Online British Adults 18-75, 10<sup>th</sup> – 13<sup>th</sup> March 2023

# Ipsos

**March 2023**

## **For more information**

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