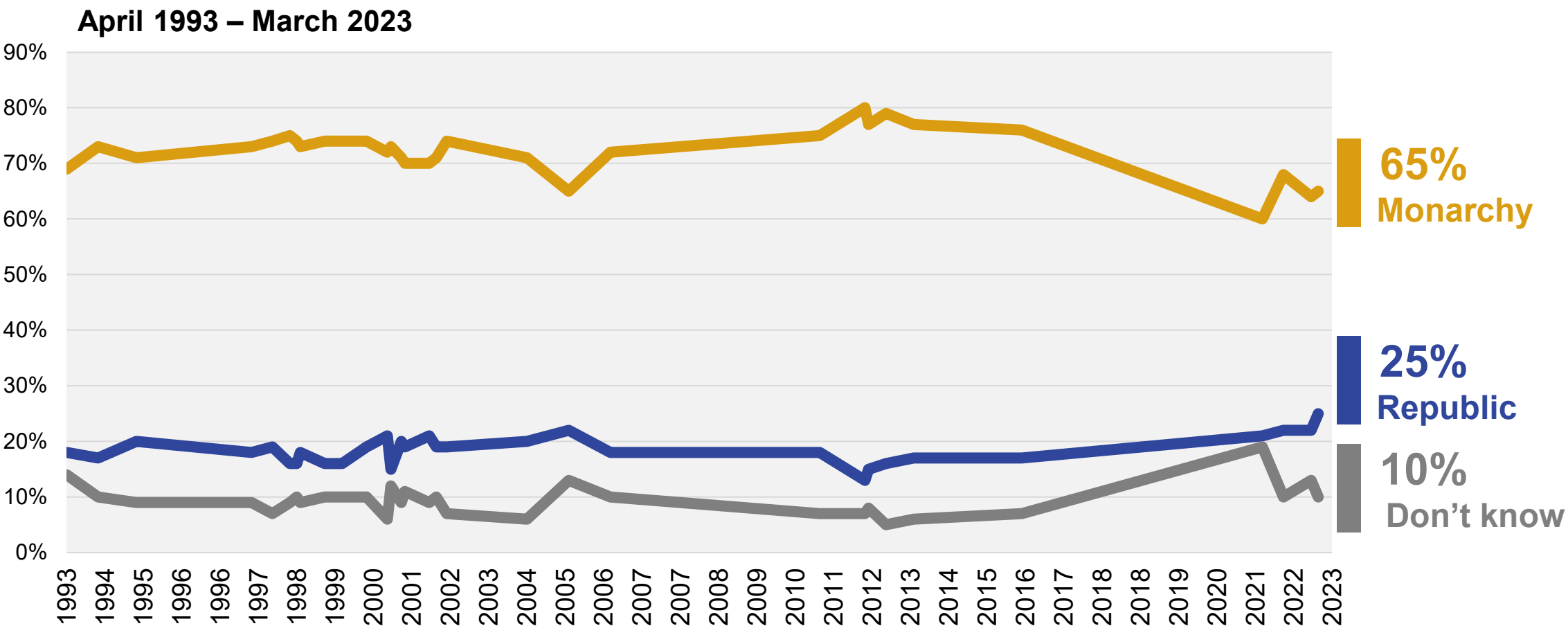


IPSOS Attitudes to Royal Family

April 2023

Should Britain become a republic or remain a monarchy?

Would you favour Britain becoming a republic or remaining a monarchy?

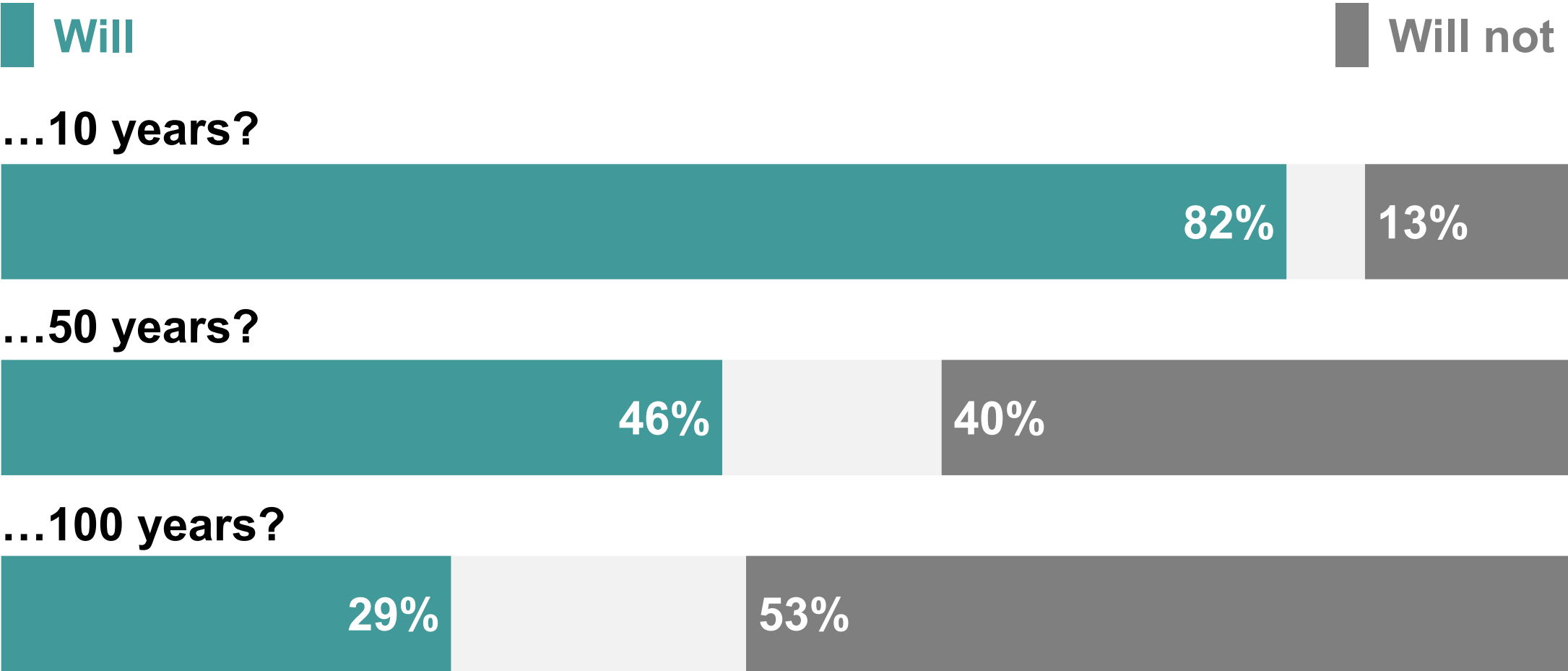


Base: 1,004 British adults 18+, 22nd March – 29th March 2023

* Data collected was via telephone

Will the Monarchy still exist in...?

Looking to the future, do you think Britain will or will not have a monarchy in...?

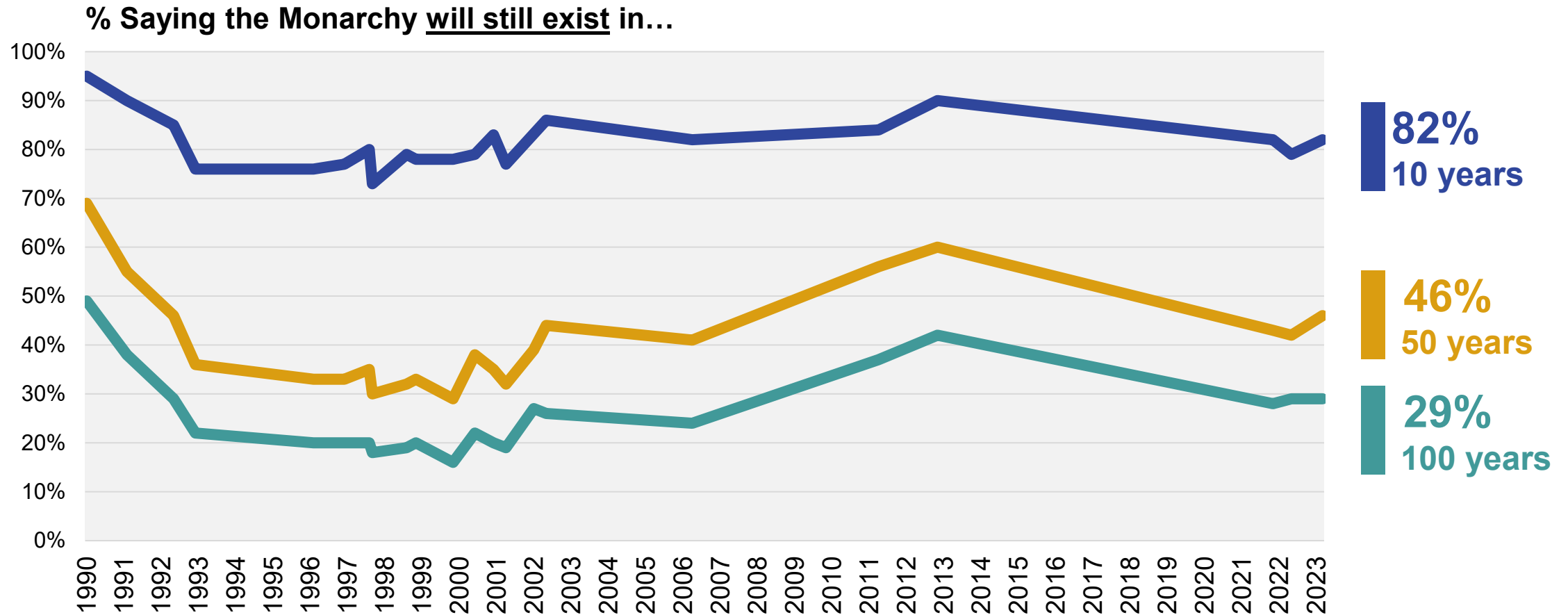


Base: 1,004 British adults 18+, 22nd March – 29th March 2023

* Data collected was via telephone

Will the Monarchy still exist in...? 1990-2023

Looking to the future, do you think Britain will or will not have a monarchy in...?



Base: 1,004 British adults 18+, 22nd March – 29th March 2023

* Data collected was via telephone

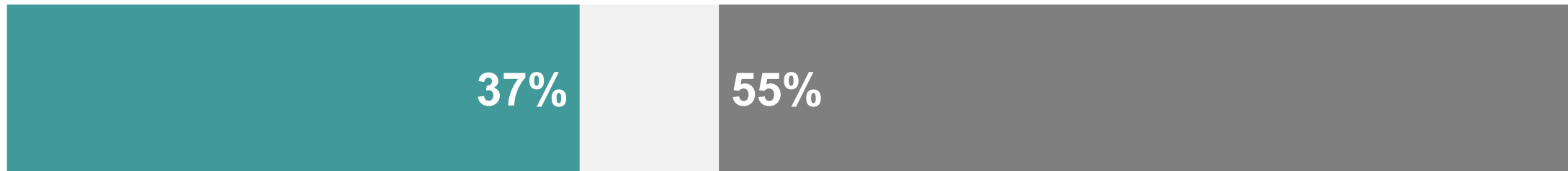
Over half disagree that the Royal Family is an expensive luxury we cannot afford. However, half also believe they should not receive as much money as it currently does

Do you agree or disagree with the following statement?

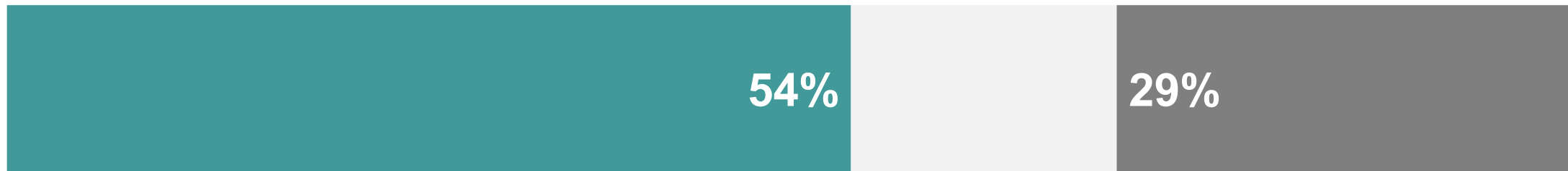
☒ Agree

Disagree

The Royal Family is an expensive luxury the country cannot afford



The Royal Family should not receive as much money as it does



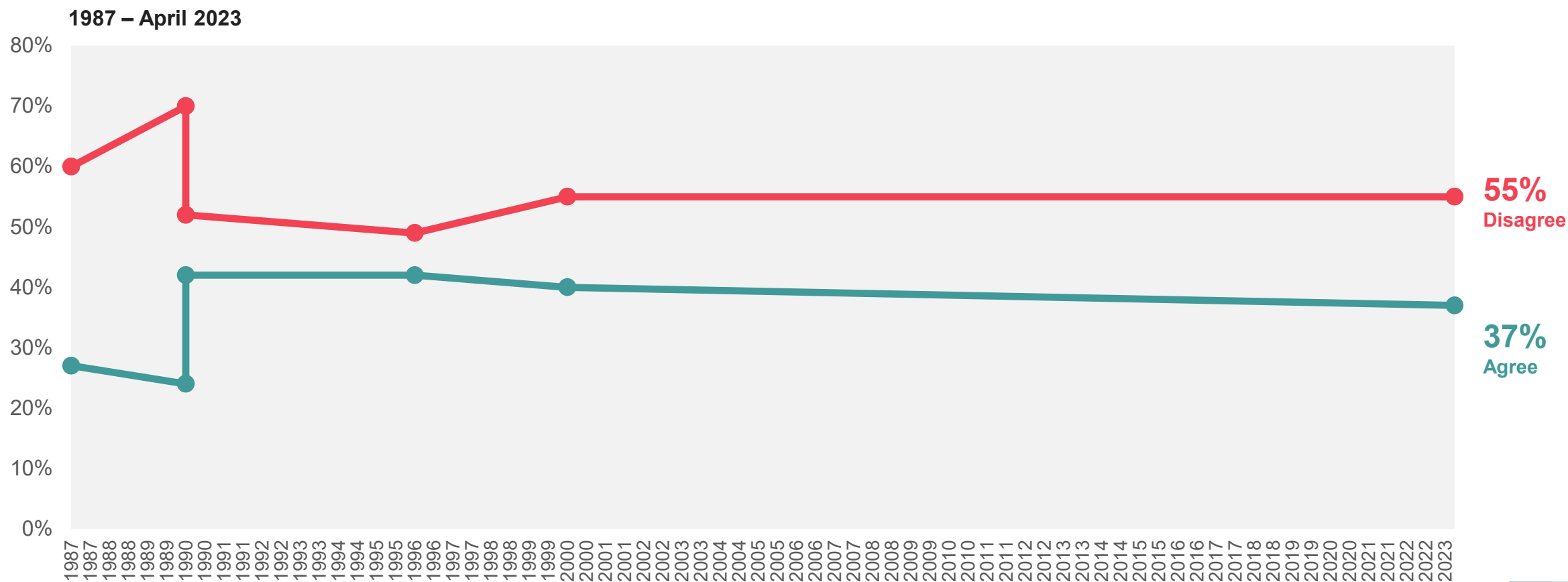
Base: 1,008 British adults 18+, 5-11 April 2023

* Data collected was via telephone

The Royal Family is an expensive luxury the country cannot afford

Do you agree or disagree with the following statement?

The Royal Family is an expensive luxury the country cannot afford



Base: 1,008 British adults 18+, 5-11 April 2023. Data collected was via telephone

* Trend data for May 2022 was on a 16-75 sample, all other data is 18+

The Royal Family should not receive as much money as it does

Do you agree or disagree with the following statement?

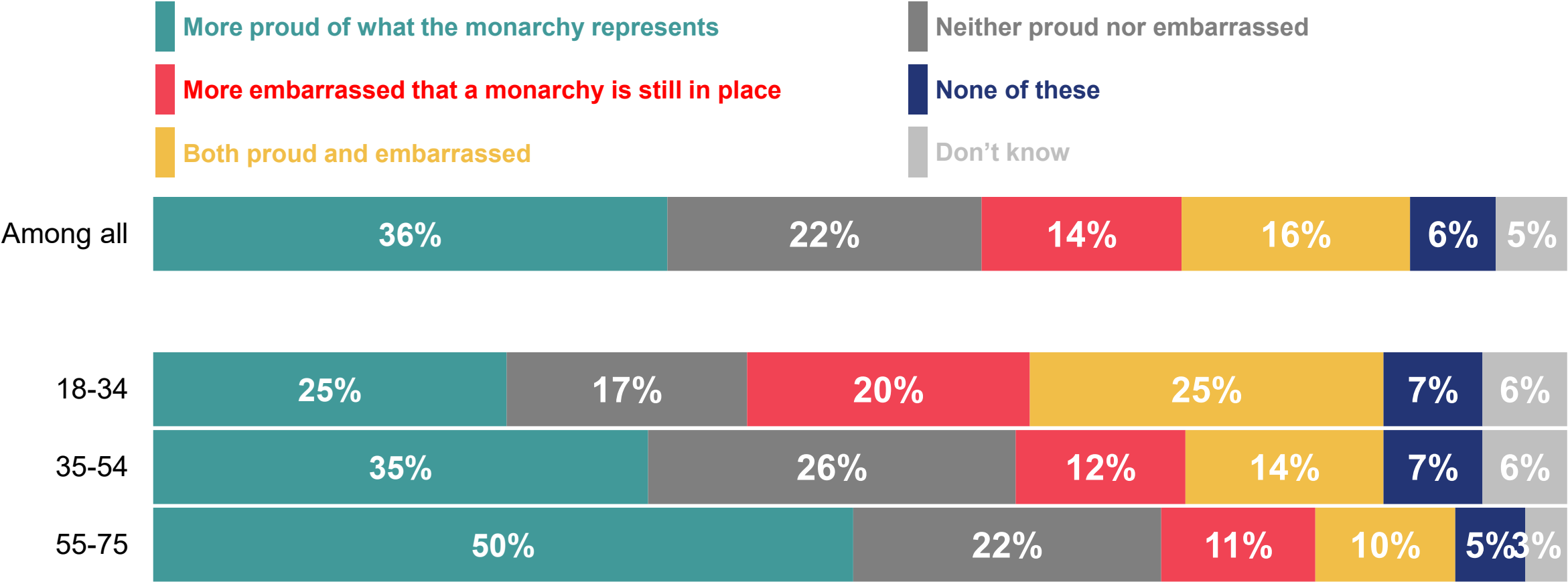
The Royal Family should not receive as much money as it does



Base: 1,008 British adults 18+, 5-11 April 2023. Data collected was via telephone

Over a third are more proud of what the Monarchy represents than embarrassed. 4 in 10 say they are neither or both proud and embarrassed of the Monarchy

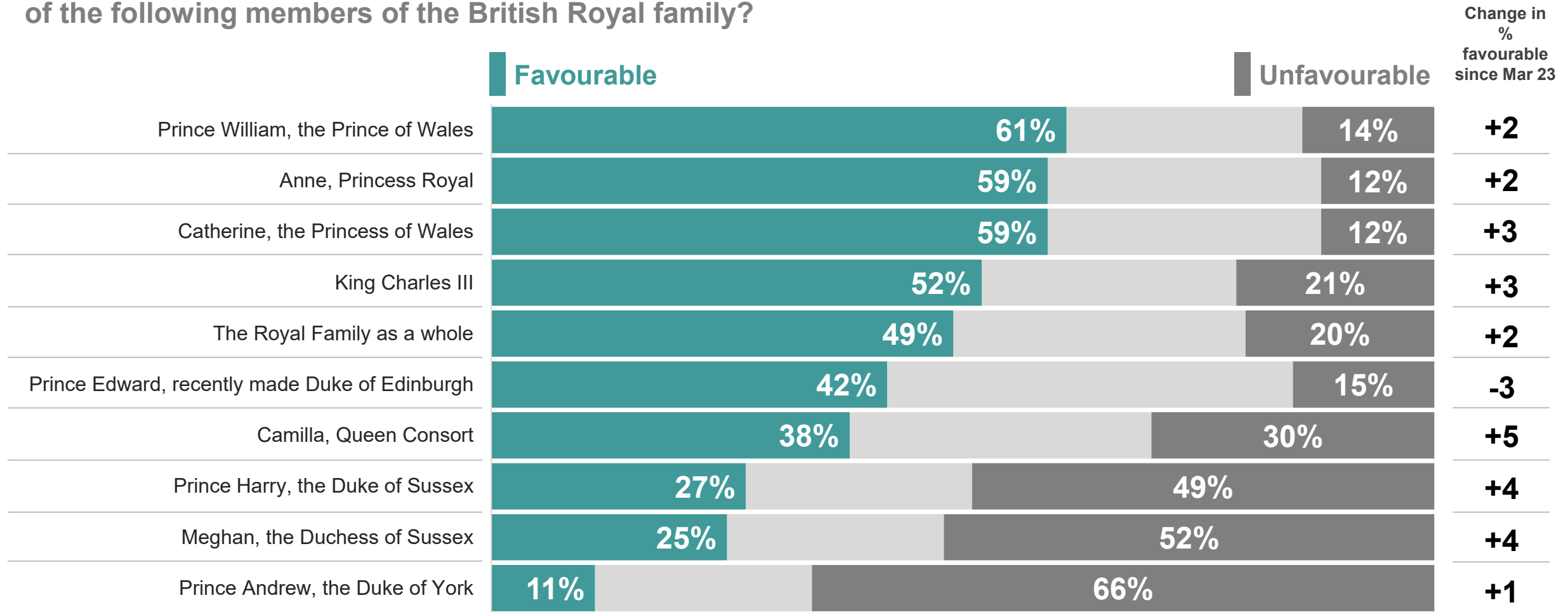
Thinking of the monarchy in Britain, would you say you're more proud of what the monarchy represents, more embarrassed that a monarchy is still in place, or neither?



Base: 1,079 Online British adults aged 18-75, 31 March – 1 April 2023, including (349) 18-34s, (389) 35-54s, and (341) 55-75s

Prince William, Princess Anne and the Princess of Wales, remain the most popular members of the Royal Family

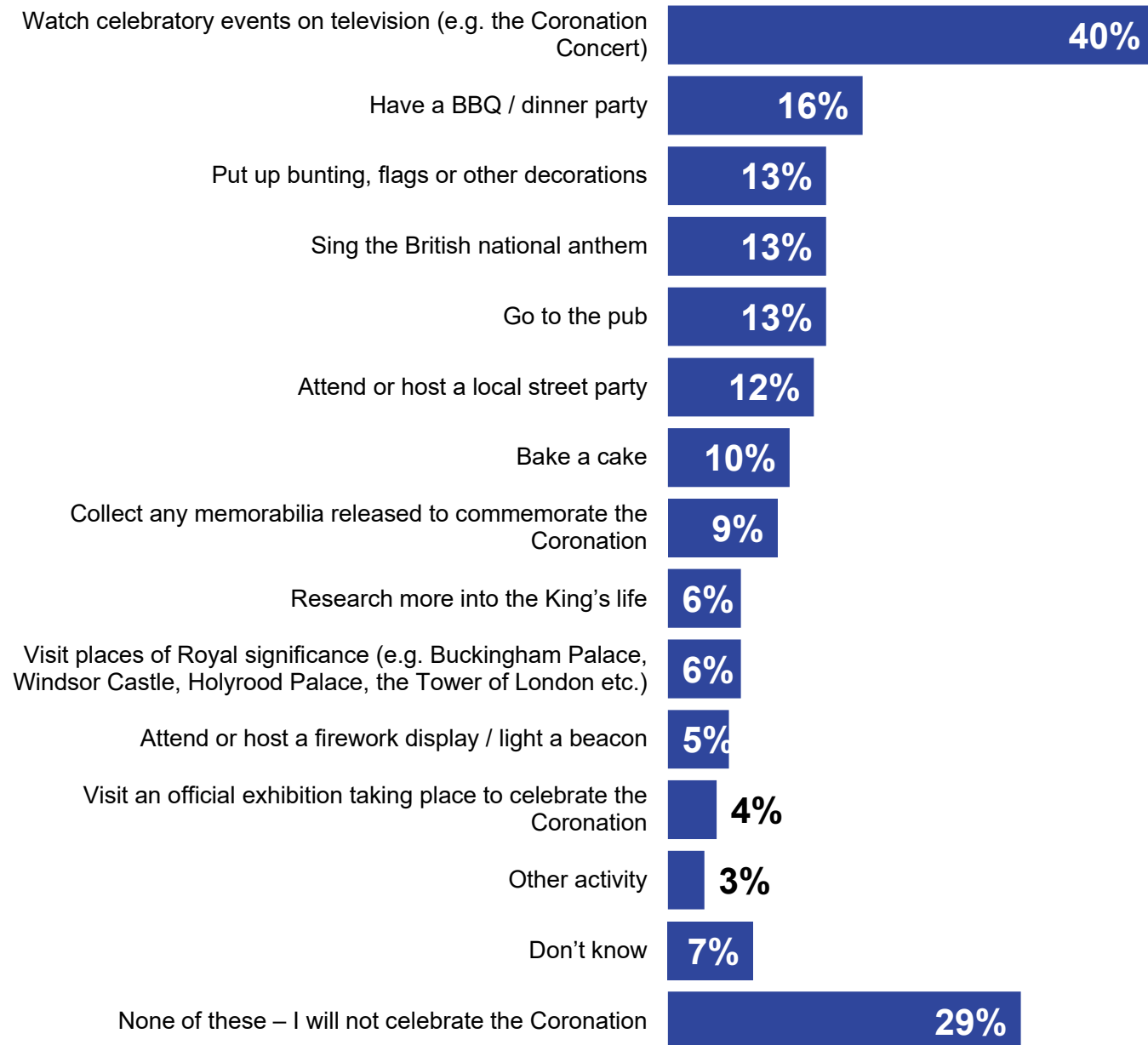
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?



Base: 1,079 Online British adults aged 18-75, 31 March – 1 April 2023

Four in ten say they are very likely to watch celebratory coronation events on television. However, three in ten say they are very unlikely to do any of these activities and will not celebrate the coronation

As you may know, there will be a Coronation ceremony held on 6th May marking the official ascension of King Charles to the throne. Which of the following activities, if any, are you very likely to do to celebrate the King's Coronation?



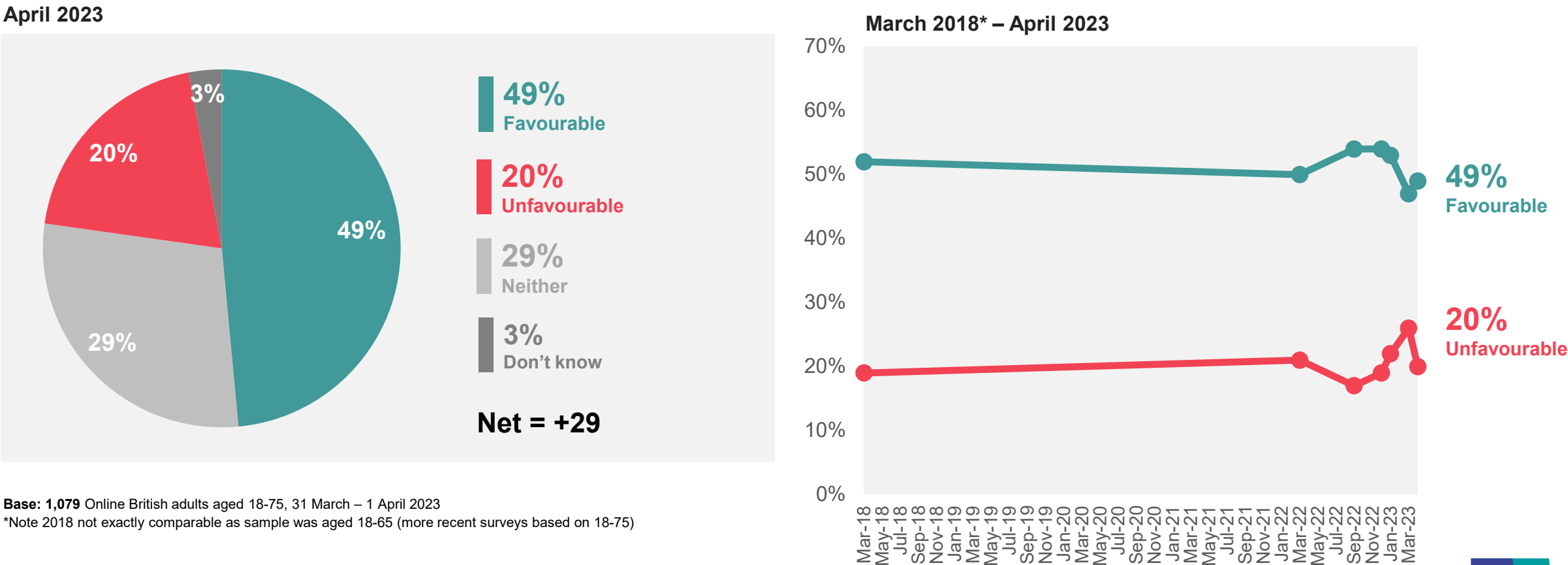
Base: 2000 Online British adults aged 18-75, 12-13 April 2023

Appendix

Favourability trends for specific members of the Royal Family

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?

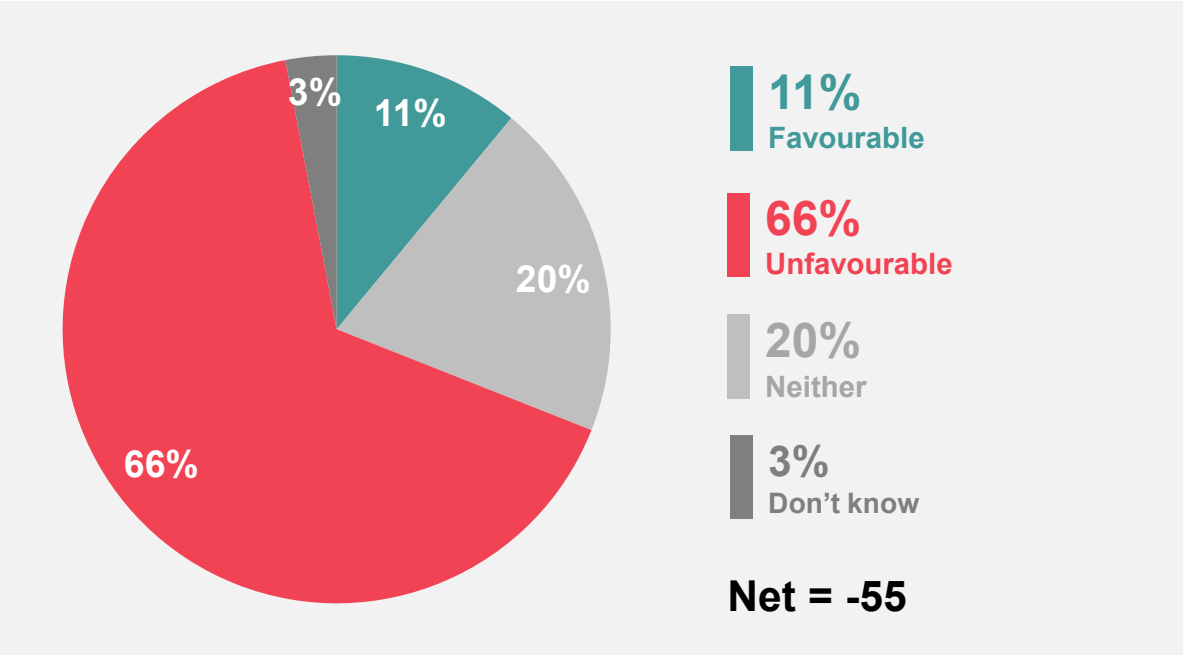


Base: 1,079 Online British adults aged 18-75, 31 March – 1 April 2023
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)

Prince Andrew: Favourability

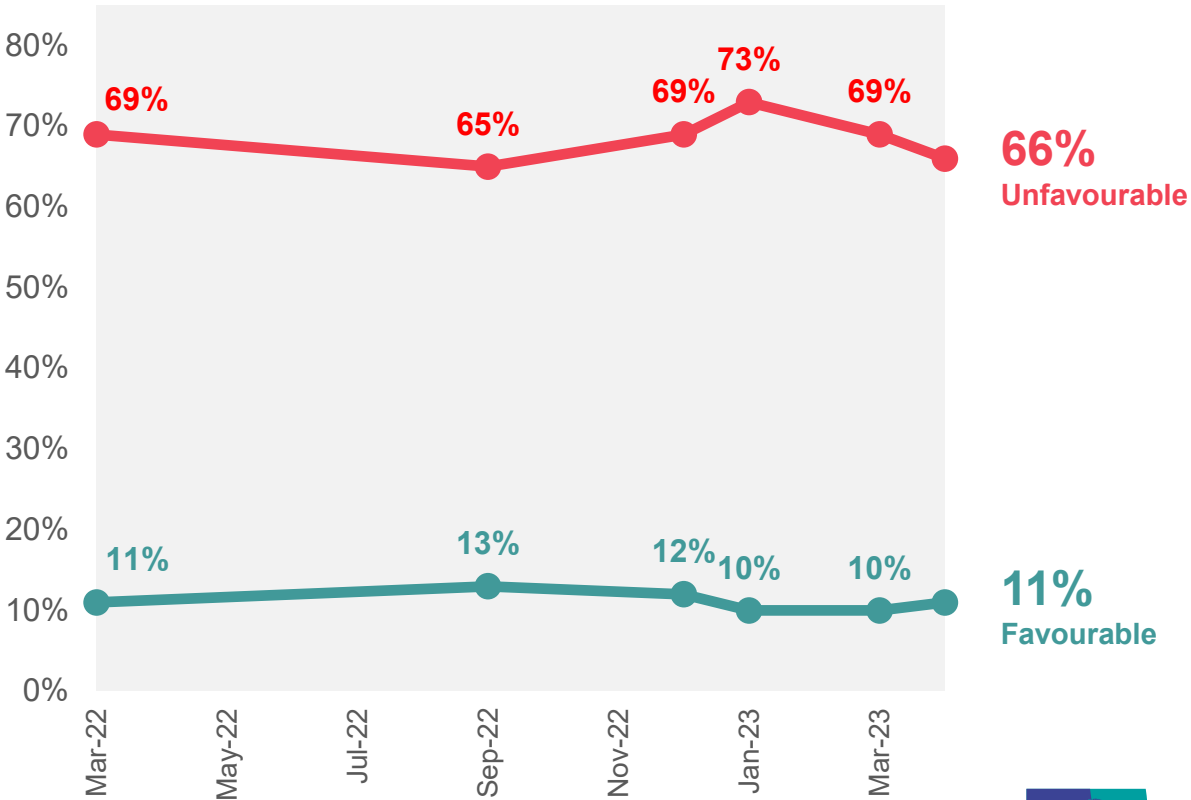
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

April 2023



Base: 1,079 Online British adults aged 18-75, 31 March – 1 April 2023
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)

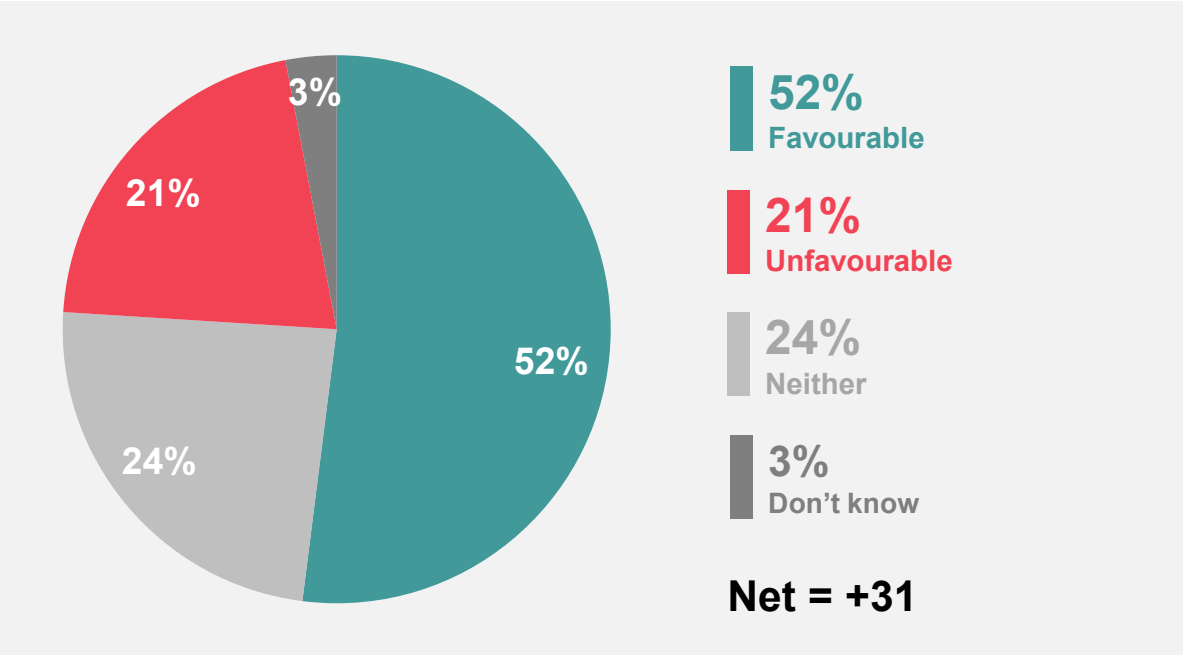
March 2018* – April 2023



King Charles III: Favourability

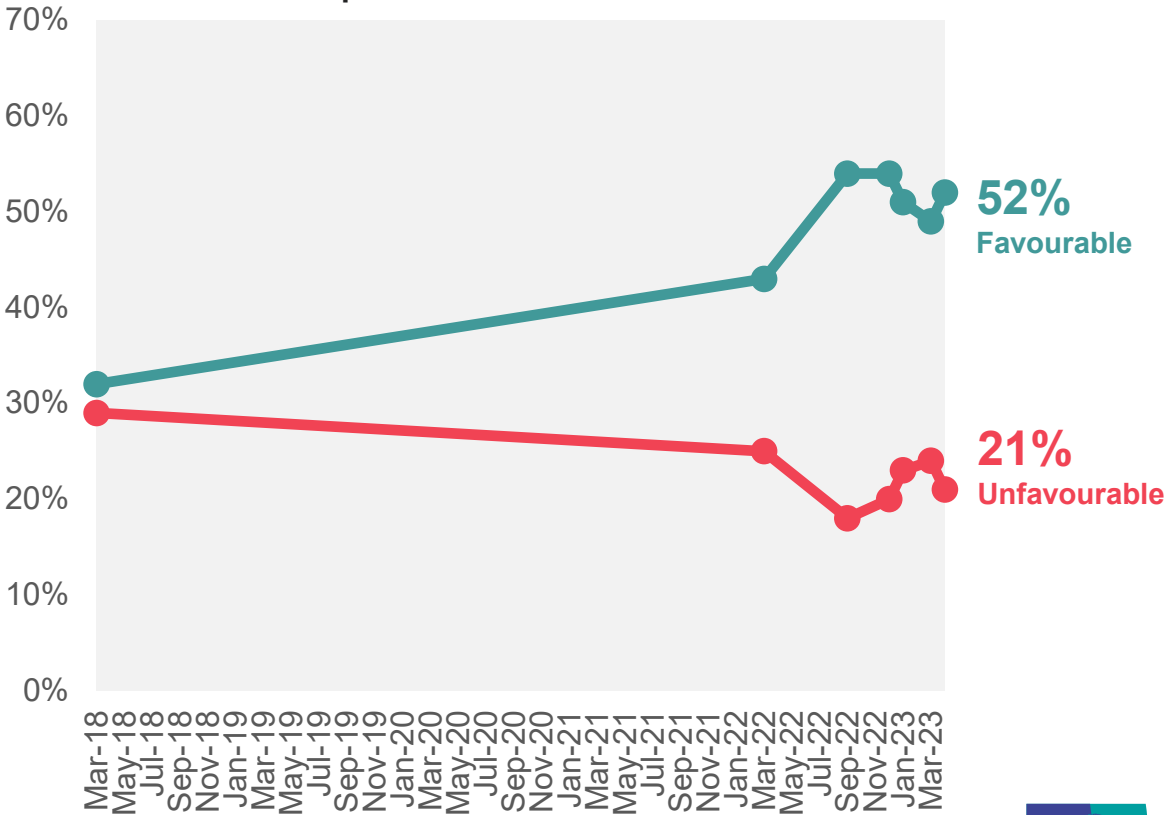
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

April 2023



Base: 1,079 Online British adults aged 18-75, 31 March – 1 April 2023
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)

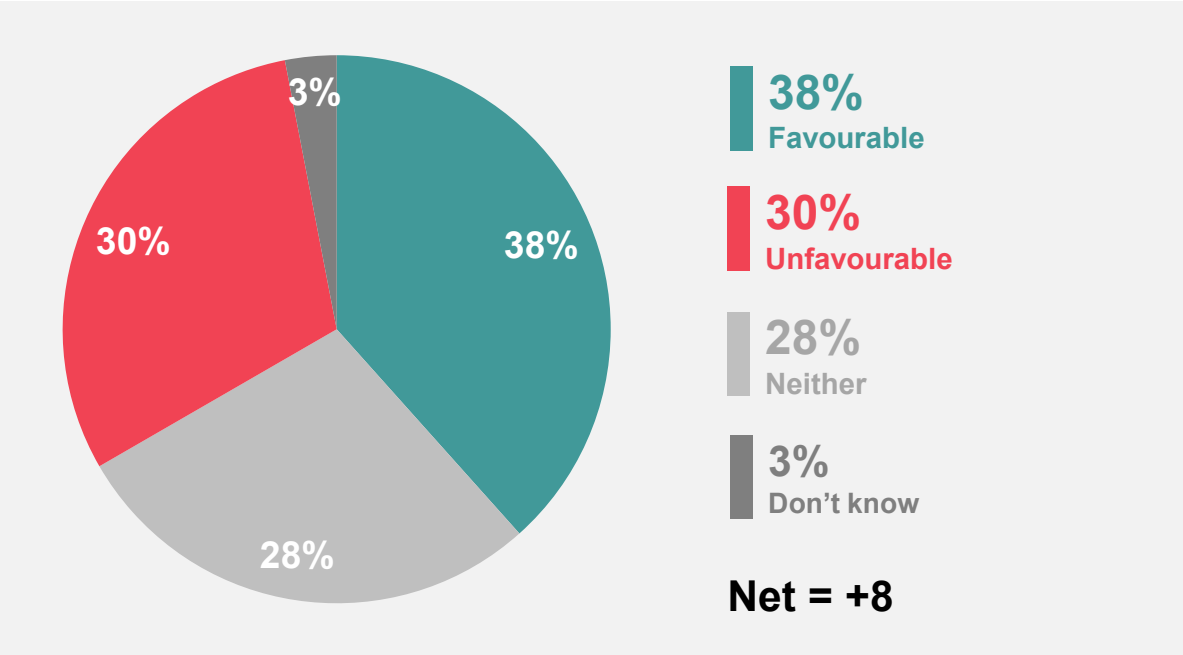
March 2018* – April 2023



Camilla, Queen Consort: Favourability

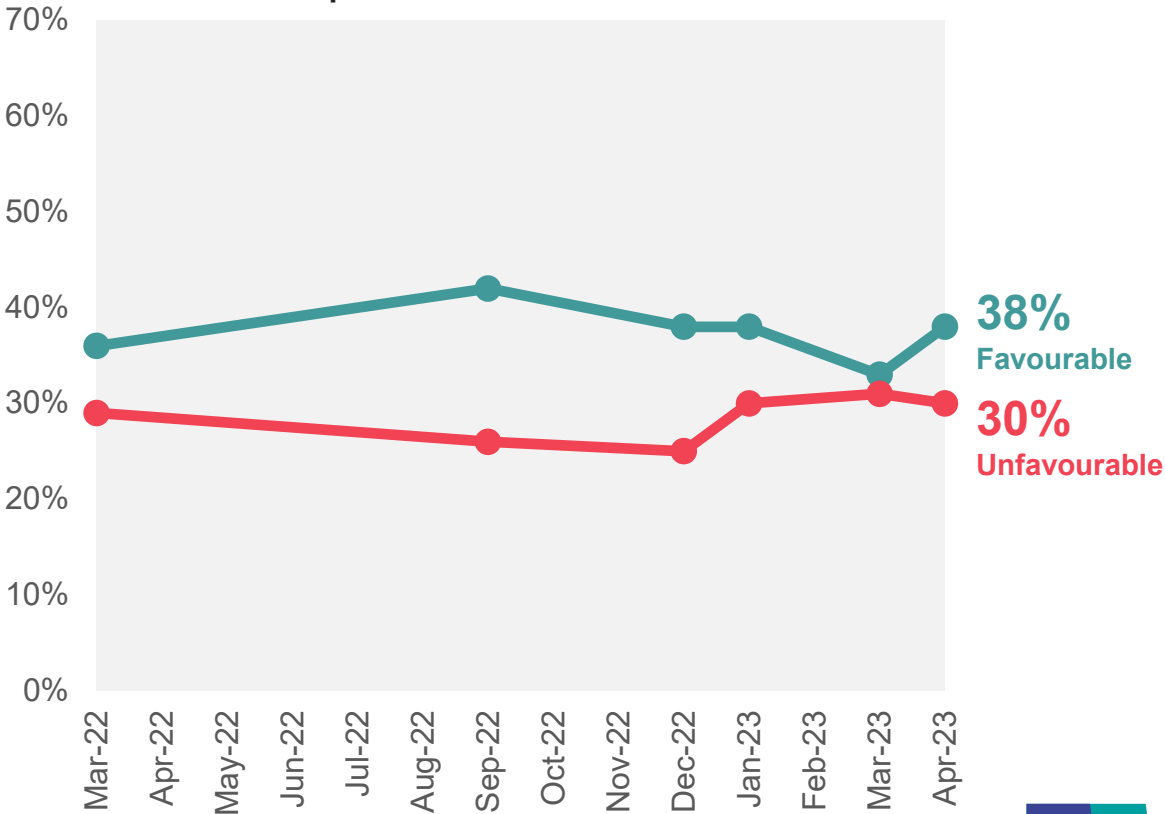
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

April 2023



Base: 1,079 Online British adults aged 18-75, 31 March – 1 April 2023

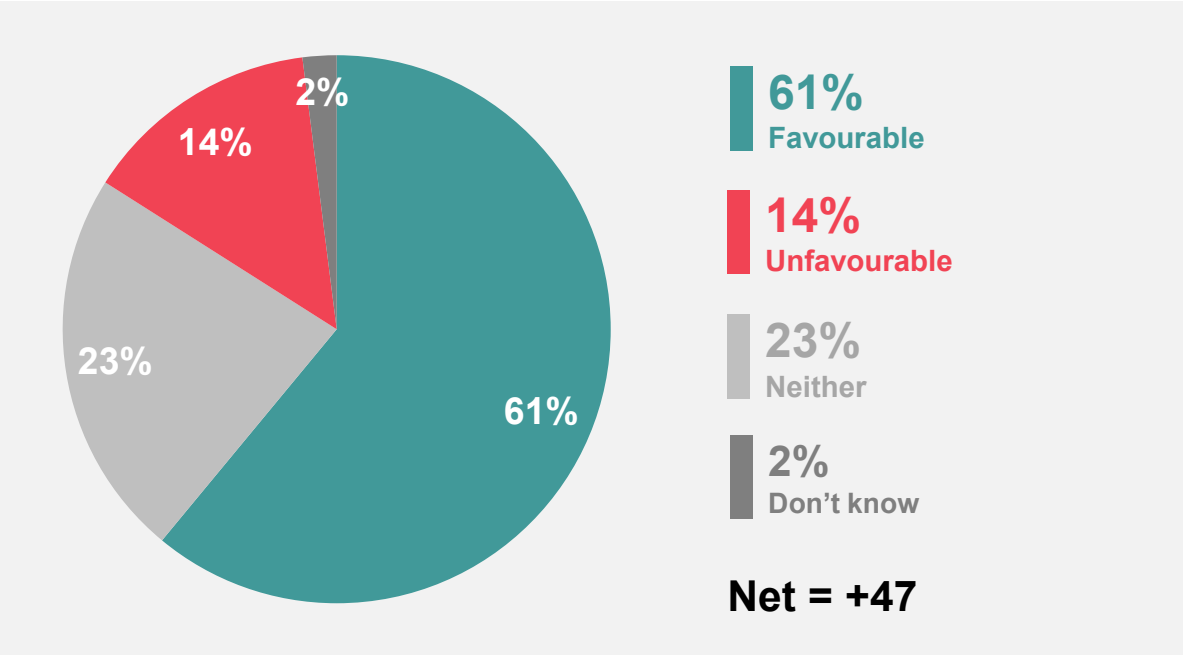
March 2022 – April 2023



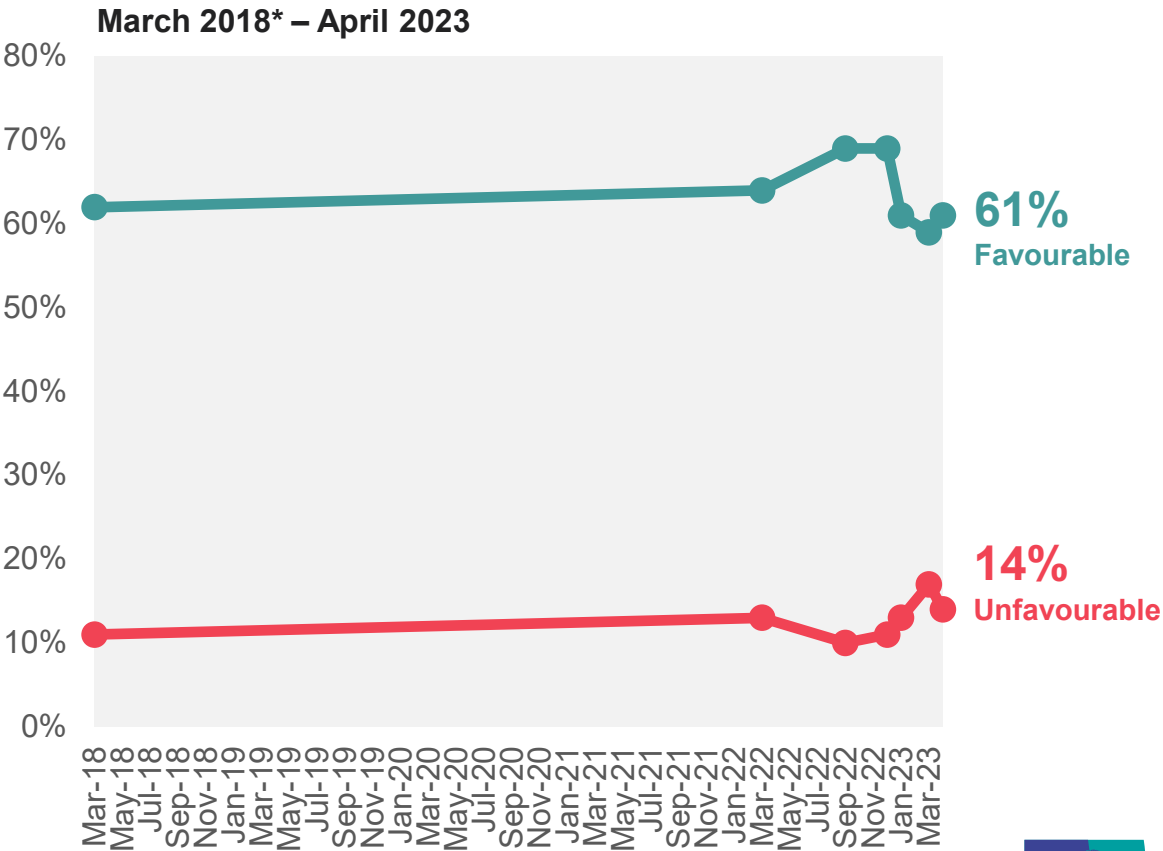
Prince William: Favourability

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

April 2023



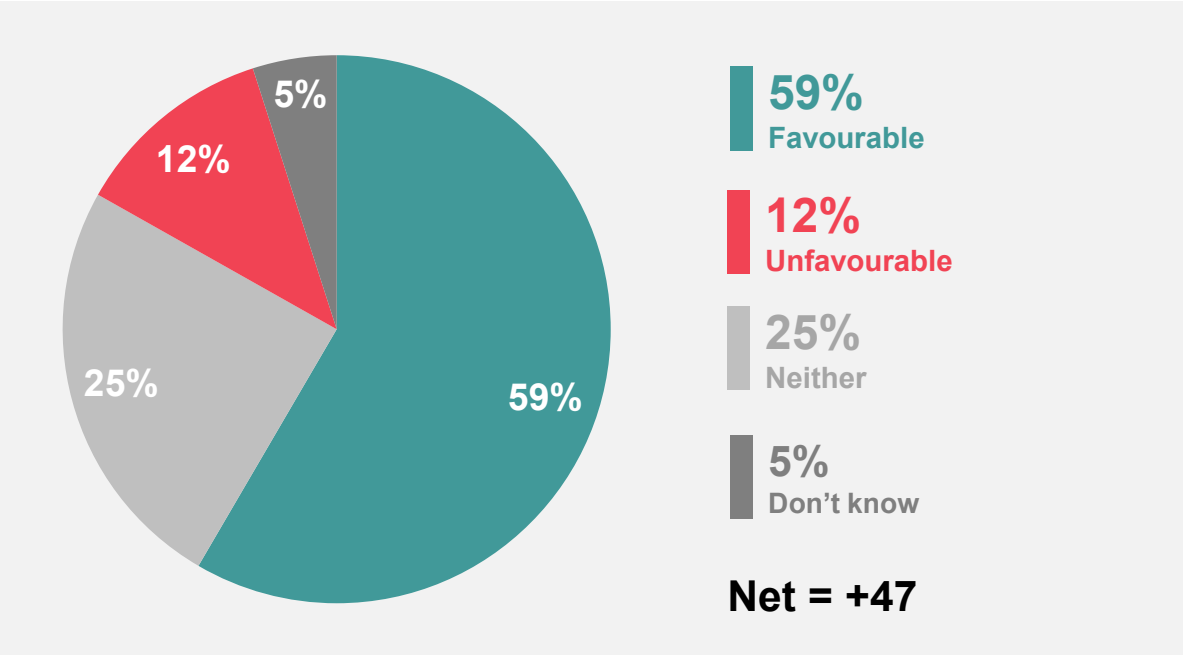
Base: 1,079 Online British adults aged 18-75, 31 March – 1 April 2023
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



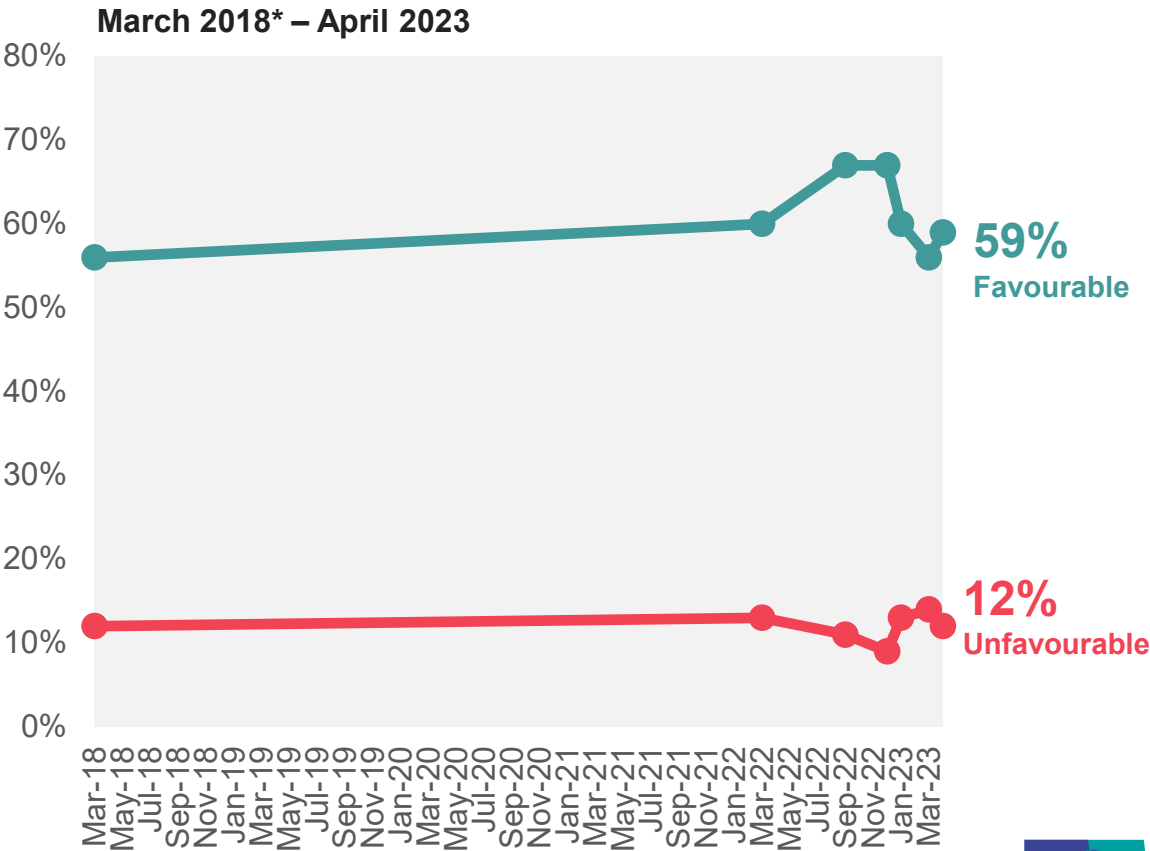
Catherine, the Princess of Wales: Favourability

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

April 2023



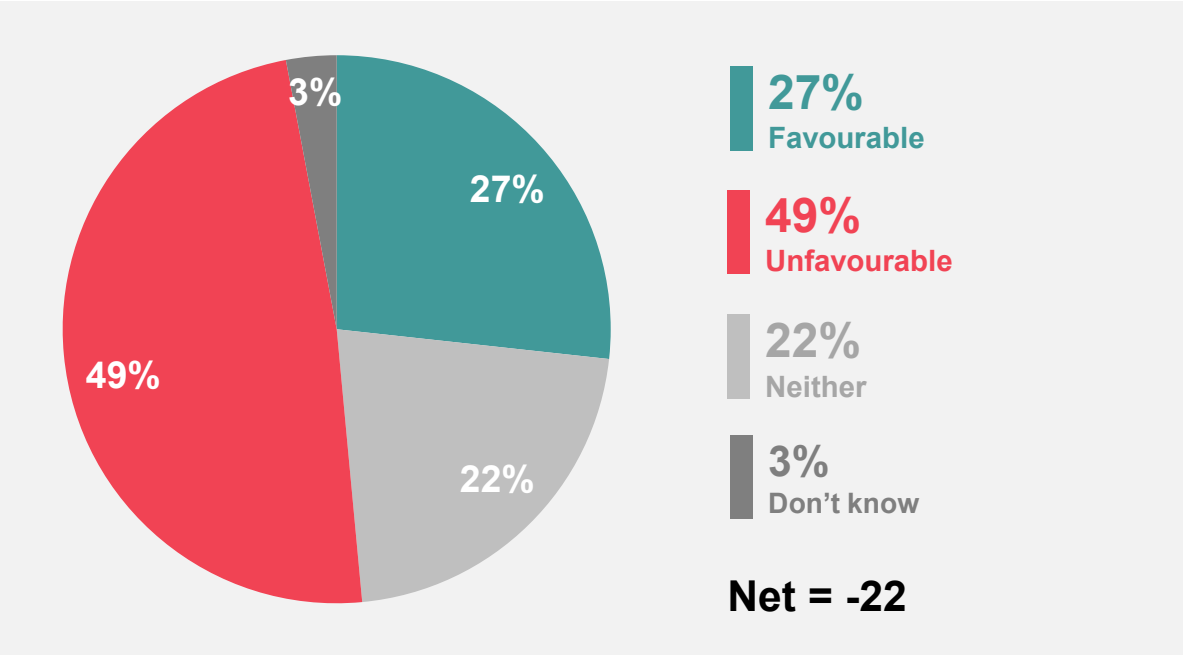
Base: 1,079 Online British adults aged 18-75, 31 March – 1 April 2023
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



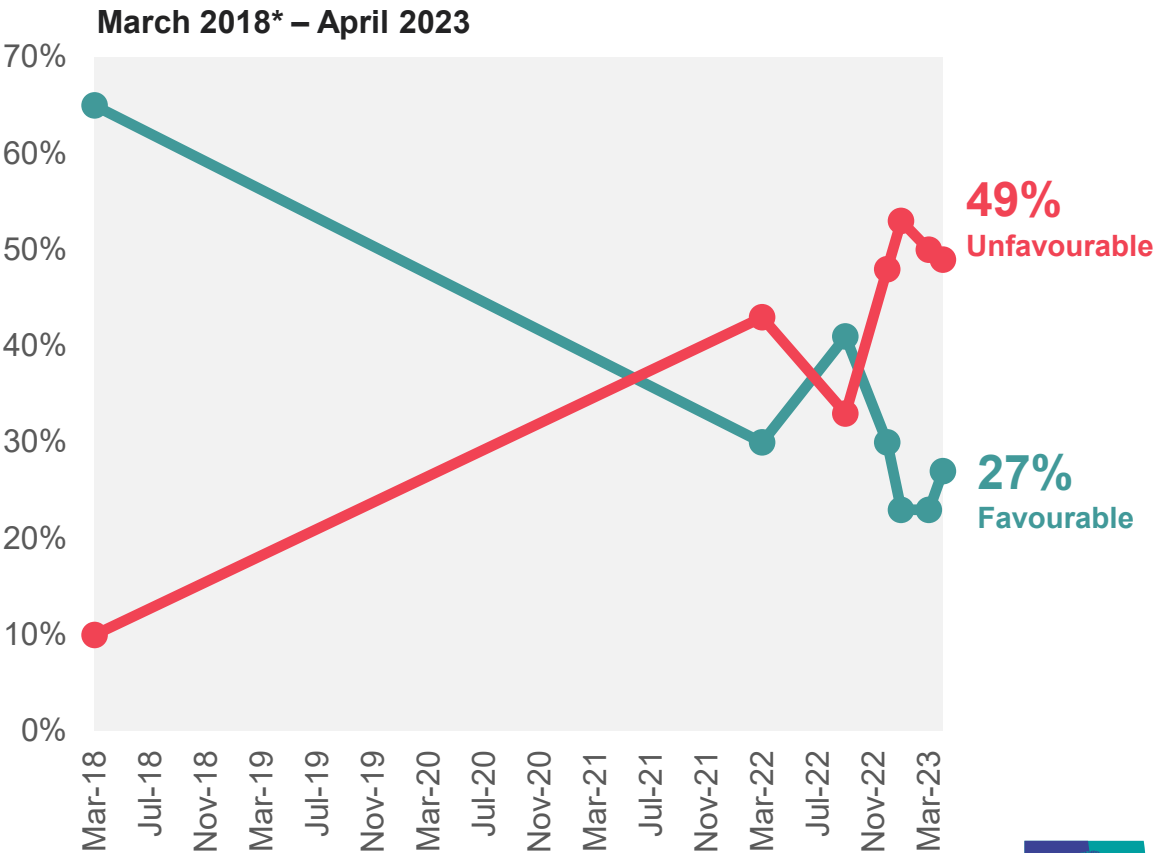
Prince Harry: Favourability

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

April 2023



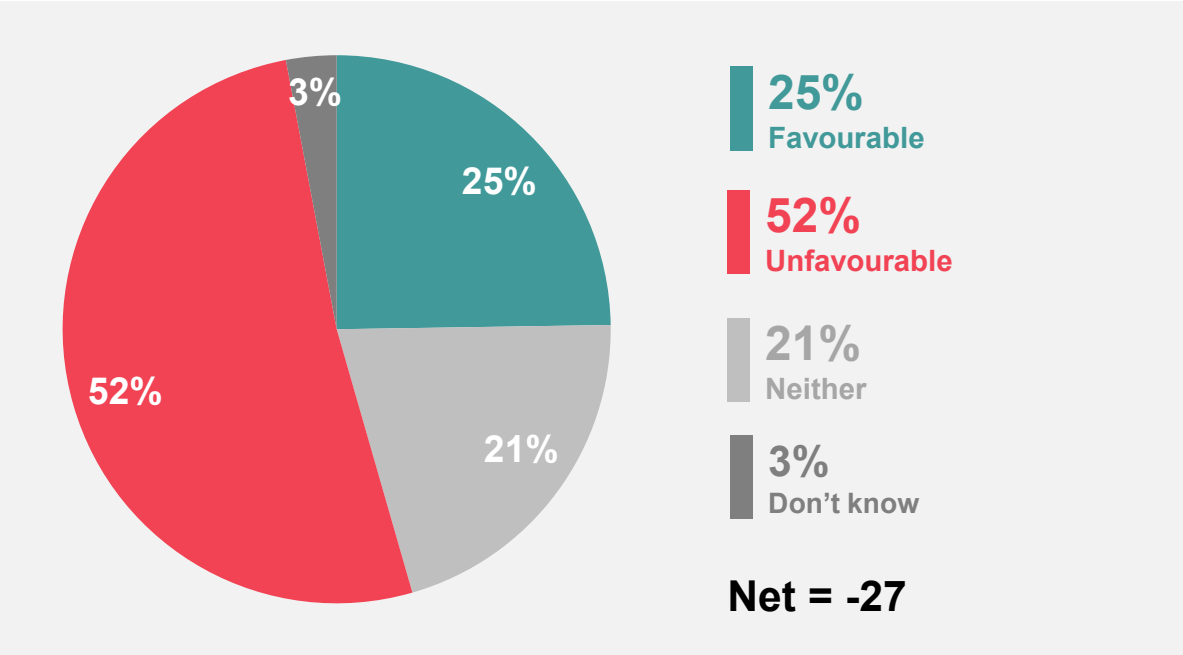
Base: 1,079 Online British adults aged 18-75, 31 March – 1 April 2023
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



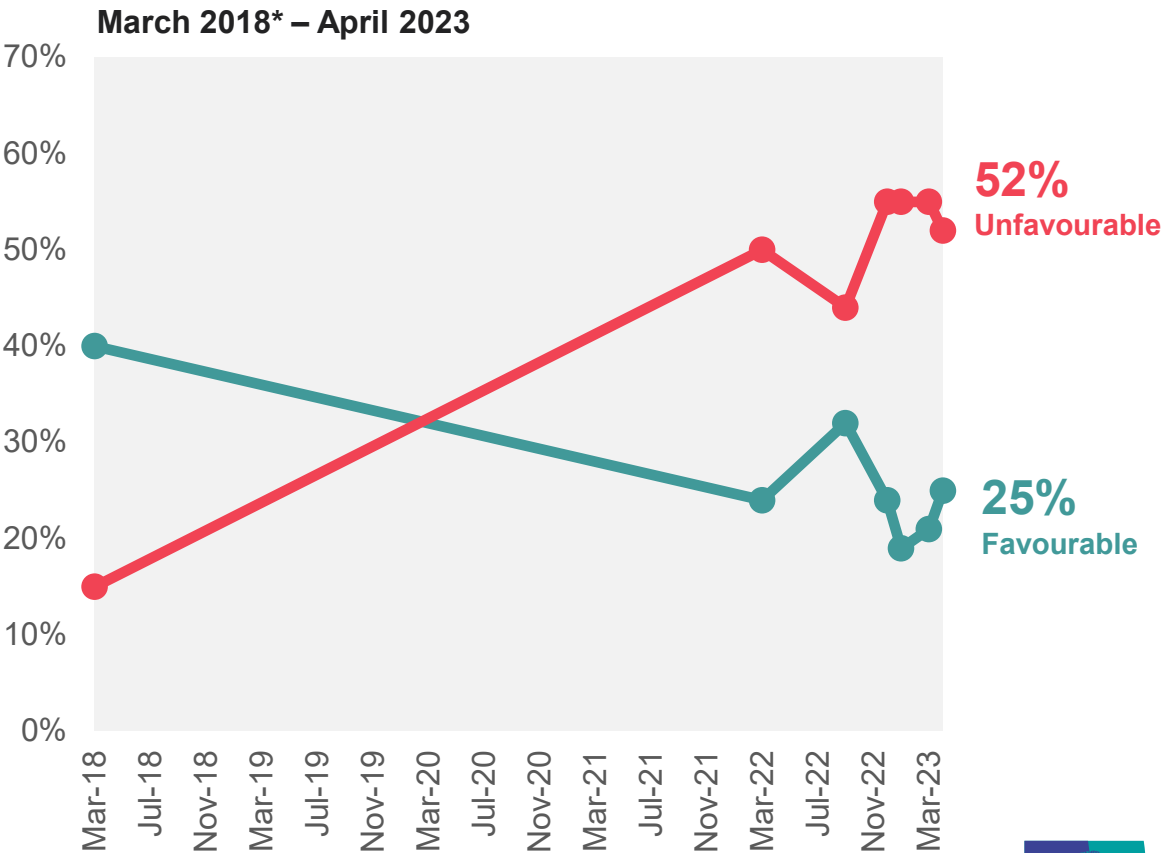
Meghan, The Duchess of Sussex: Favourability

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

April 2023



Base: 1,079 Online British adults aged 18-75, 31 March – 1 April 2023
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)





Royal family polling April 2023

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Cameron Garrett
Research Manager
cameron.garrett@ipsos.com

Keiran Pedley
Research Director
keiran.pedley@ipsos.com

Ben Roff
Research Executive
ben.roff@ipsos.com