



J22087222-14-04 05-APR - 11-APR 2023

**PUBLIC
CORONATION**

ROYQ5 - Summary Table: Do you agree or disagree with the following statements?

Base: All adults aged 18+ in Great Britain

	The Royal Family is an expensive luxury the country cannot afford	The Royal Family should not receive as much money as it does
Unweighted Base	1008	1008
Weighted Base	1008	1008
Agree	373 37%	545 54%
Disagree	558 55%	294 29%
Don't know	77 8%	169 17%

**This work was carried out in
accordance with the requirements
of the
international quality standard for
market research, ISO 20252 and
with the Ipsos Terms and
Conditions.**



J22087222-14-04 05-APR - 11-APR 2023
PUBLIC
CORONATION

25 Apr 2023

ROYQ5_1 - Do you agree or disagree with the following statements? The Royal Family is an expensive luxury the country cannot afford

Base: All adults aged 18+ in Great Britain

	TOTAL	GENDER		AGE										SOCIAL GRADE					
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	18-44 (k)	45+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)
Unweighted Base	1008	508	488	91	131	155	186	193	252	222	341	377	631	242	382	146	182	624	328
Weighted Base	1008	488	508	109*	174	164	166	161	235	283	329	446	562	264	261	206	237	525	443
Agree	373	169	197	56	91	57	58	50	60	148	115	205	168	80	99	82	100	179	182
	37%	35%	39%	52%	53%	35%	35%	31%	26%	52%	35%	46%	30%	30%	38%	40%	42%	34%	41%
				efghj l	efghj l					efghj kl	h	efghj l			q		m		mq
Disagree	558	287	266	42	72	96	92	100	156	114	189	210	348	167	144	108	121	312	229
	55%	59%	52%	38%	42%	59%	56%	62%	66%	40%	57%	47%	62%	63%	55%	52%	51%	59%	52%
						cdik	cdi	cdik	cdfij k		cdik	i	cdik	opr				nr	
Don't know	77	31	46	11	10	10	15	12	19	21	26	31	46	17	18	17	16	35	32
	8%	6%	9%	10%	6%	6%	9%	7%	8%	7%	8%	7%	8%	6%	7%	8%	7%	7%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r
Overlap formulae used. * small base

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J22087222-14-04 05-APR - 11-APR 2023
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25 Apr 2023

ROYQ5_1 - Do you agree or disagree with the following statements? The Royal Family is an expensive luxury the country cannot afford

Base: All adults aged 18+ in Great Britain

	TOTAL	GOVERNMENT OFFICE REGION						WORKING STATUS			GENERAL ELECTION VOTE				ETHNICITY		EDUCATION	
		NORTH (a)	MIDLANDS (b)	SOUTH (c)	LONDON (d)	WALES (e)	SCOTLAND (f)	FULL TIME (g)	PART TIME (h)	NOT WORKING (i)	CONSERVAT IVE (j)	LABOUR (k)	LIBERAL DEMOCRAT (l)	DID NOT VOTE (m)	WHITE (n)	BAME (o)	GRADUATE (p)	NON GRADUATE (q)
Unweighted Base	1008	212	259	216	146	59	116	512	105	391	279	262	67	208	845	144	470	538
Weighted Base	1008	239	263	229	142	49*	87	506	111*	390	278	254	59*	234	845	147	368	640
Agree	373 37%	87 36%	93 35%	68 30%	59 42%	22 45%	43 50%	196 39%	43 39%	134 34%	49 17%	137 54%	17 28%	99 42%	287 34%	80 55%	141 38%	232 36%
					c	c	abc					ilm		j		n		
Disagree	558 55%	127 53%	148 56%	147 64%	71 50%	26 53%	39 45%	278 55%	54 49%	226 58%	220 79%	105 41%	37 64%	108 46%	499 59%	53 36%	202 55%	356 56%
				adf							klm		km		o			
Don't know	77 8%	25 10%	22 8%	13 6%	12 8%	1 2%	5 5%	33 6%	14 12%	30 8%	9 3%	12 5%	5 8%	27 11%	60 7%	13 9%	26 7%	51 8%
														jk				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k/l/m - n/o - p/q
Overlap formulae used. * small base

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J22087222-14-04 05-APR - 11-APR 2023
PUBLIC
CORONATION

25 Apr 2023

ROYQ5_2 - Do you agree or disagree with the following statements? The Royal Family should not receive as much money as it does

Base: All adults aged 18+ in Great Britain

	TOTAL	GENDER		AGE										SOCIAL GRADE					
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	18-44 (k)	45+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)
Unweighted Base	1008	508	488	91	131	155	186	193	252	222	341	377	631	242	382	146	182	624	328
Weighted Base	1008	488	508	109*	174	164	166	161	235	283	329	446	562	264	261	206	237	525	443
Agree	545	239	299	78	111	81	82	84	109	189	163	270	275	135	144	110	138	278	249
	54%	49%	59%	72%	64%	49%	50%	52%	47%	67%	49%	60%	49%	51%	55%	53%	58%	53%	56%
			a	efghj	efhjl					efghj		efhjl							
				kl						kl									
Disagree	294	165	126	14	31	58	54	48	88	45	112	103	191	95	75	65	51	170	116
	29%	34%	25%	13%	18%	36%	33%	30%	38%	16%	34%	23%	34%	36%	29%	32%	21%	32%	26%
		b				cdik	cdik	cdi	cdik		cdik	ci	cdik	pr		p		np	p
Don't know	169	83	84	16	32	25	29	29	37	49	54	73	95	34	42	30	48	77	78
	17%	17%	16%	15%	19%	15%	18%	18%	16%	17%	16%	16%	17%	13%	16%	15%	20%	15%	18%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r

Overlap formulae used. * small base

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JZ2087222-14-04 05-APR - 11-APR 2023
PUBLIC
CORONATION

25 Apr 2023

ROYQ5_2 - Do you agree or disagree with the following statements? The Royal Family should not receive as much money as it does

Base: All adults aged 18+ in Great Britain

	TOTAL	GOVERNMENT OFFICE REGION						WORKING STATUS			GENERAL ELECTION VOTE				ETHNICITY		EDUCATION	
		NORTH (a)	MIDLANDS (b)	SOUTH (c)	LONDON (d)	WALES (e)	SCOTLAND (f)	FULL TIME (g)	PART TIME (h)	NOT WORKING (i)	CONSERVAT IVE (j)	LABOUR (k)	LIBERAL DEMOCRAT (l)	DID NOT VOTE (m)	WHITE (n)	BAME (o)	GRADUATE (p)	NON GRADUATE (q)
Unweighted Base	1008	212	259	216	146	59	116	512	105	391	279	262	67	208	845	144	470	538
Weighted Base	1008	239	263	229	142	49*	87	506	111*	390	278	254	59*	234	845	147	368	640
Agree	545	123	141	107	89	27	58	281	55	209	94	172	33	141	451	88	212	333
	54%	51%	54%	47%	62%	55%	67%	55%	50%	54%	34%	68%	57%	60%	53%	60%	57%	52%
					c		abc					j	j	j				
Disagree	294	72	79	76	33	16	17	144	32	118	138	52	15	47	257	33	99	195
	29%	30%	30%	33%	23%	34%	20%	28%	29%	30%	50%	20%	26%	20%	30%	22%	27%	31%
				f							klm							
Don't know	169	44	42	46	20	5	11	82	24	64	46	30	10	45	137	26	58	111
	17%	18%	16%	20%	14%	11%	13%	16%	21%	16%	17%	12%	18%	19%	16%	18%	16%	17%
														k				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k/l/m - n/o - p/q
Overlap formulae used. * small base

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22-087220-13 - 31st March - 1st April 2023

PUBLIC

Royal

Adults aged 18-75 GB

Q3. 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?

All Adults aged 18-75 in Great Britain

	Gender			Age				Aggregated Age Breaks				Generations				Region								Social grade		Employment status		Education		Ethnicity		Marital Status		Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote		Split Sample	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Millennial s (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not working (Y)	Graduates (Z)	Non- graduates (a)	White ethnic group (b)	Minority ethnic group (c)	Married/ Living as Married (d)	Single (e)	Widowed/ Divorced/ Separated (f)	1 (g)	2 (h)	3 (i)	4+ (j)	ANY (k)	NONE (l)	Conservati ve (m)	Labour (n)	Liberal Democrats (o)	Other (p)	Remain (q)	Leave (r)	With intro (s)	Without intro (t)	
Unweighted base	1079	533	542	145	204	183	206	341	349	389	341	182	318	277	302	259	279	244	153	51	93	733	346	774	305	556	523	930	136	625	340	114	214	383	203	279	340	739	315	290	89	136	485	349	537	542	
Weighted base	1079	535	540	149	203	185	198	344	351	383	344	186	316	254	322	252	282	244	156	52	93	613	466	685	394	351	728	947	120	605	340	134	216	381	190	292	323	756	310	271	89	139	459	354	542	537	
More proud of what the monarchy represents	392 36%	180 34%	211 39%	24 16%	62 31%	67 36%	68 34%	171 50%	86 25%	135 35%	171 50%	34 18%	104 33%	92 36%	161 50%	97 38%	95 34%	104 43%	53 34%	18 34%	25 77%	235 38%	157 34%	228 33%	164 42%	121 35%	271 37%	369 39%	22 18%	236 39%	95 28%	61 45%	82 38%	137 36%	59 31%	113 39%	113 35%	278 37%	193 62%	65 24%	32 36%	31 23%	166 36%	175 49%	200 37%	192 36%	
More embarrassed that a monarchy is still in place	154 14%	83 16%	69 13%	41 27%	29 14%	28 15%	19 9%	39 11%	69 20%	46 12%	39 11%	47 25%	42 13%	29 11%	36 11%	34 14%	38 14%	27 11%	31 20%	5 10%	18 19%	86 14%	68 15%	116 17%	38 10%	61 17%	94 13%	130 14%	24 20%	85 14%	55 16%	14 10%	31 14%	52 14%	27 14%	45 15%	44 14%	110 15%	20 7%	62 23%	9 10%	28 20%	82 18%	30 9%	76 14%	78 15%	
Both proud and embarrassed	175 16%	94 18%	82 15%	36 24%	53 26%	17 9%	35 18%	33 10%	89 25%	53 14%	33 10%	47 25%	57 18%	41 16%	31 10%	40 16%	38 13%	45 19%	31 20%	7 14%	14 16%	102 17%	74 16%	116 17%	60 15%	57 16%	118 16%	150 21%	25 16%	97 18%	60 18%	18 14%	27 12%	67 18%	38 20%	43 15%	64 20%	111 15%	39 13%	43 16%	19 22%	29 21%	62 14%	56 19%	93 17%	82 15%	
Neither proud nor embarrassed	235 22%	121 23%	114 21%	30 20%	30 15%	44 24%	56 28%	75 22%	60 17%	100 26%	75 22%	33 18%	68 22%	63 25%	72 22%	50 20%	72 25%	50 20%	28 18%	16 31%	20 22%	137 22%	98 21%	145 21%	90 23%	88 25%	148 20%	197 21%	35 29%	135 22%	74 22%	26 20%	46 21%	85 22%	44 23%	59 20%	63 20%	172 23%	43 14%	77 28%	23 26%	34 24%	114 25%	67 19%	117 22%	118 22%	
None of these	67 6%	35 7%	30 5%	9 6%	16 8%	10 5%	15 8%	17 5%	25 7%	25 7%	17 5%	13 7%	20 6%	20 8%	14 4%	15 6%	20 7%	12 5%	6 4%	4 7%	10 11%	26 4%	41 9%	47 7%	20 5%	11 3%	56 8%	55 6%	7 6%	27 4%	28 8%	12 9%	20 9%	18 5%	12 6%	17 6%	23 7%	44 6%	10 3%	16 6%	2 2%	15 11%	19 4%	14 4%	33 6%	34 6%	
Don't know	55 5%	21 4%	34 6%	8 6%	12 6%	19 10%	6 3%	10 3%	21 6%	25 6%	10 3%	13 7%	25 8%	9 4%	8 3%	16 6%	20 7%	5 2%	7 4%	3 5%	5 6%	28 4%	28 6%	33 5%	22 6%	14 4%	41 6%	46 5%	7 6%	24 4%	28 8%	3 2%	9 4%	21 6%	10 5%	15 5%	15 5%	40 5%	5 2%	8 3%	4 5%	3 2%	15 3%	12 3%	23 4%	33 6%	

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Desktop format used

ColumnProportions (3%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (3%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

Royals

Adults aged 18-75 GB

Q4. How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal Family? - Summary

All Adults aged 18-75 in Great Britain

	Q4. How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal Family?									
	The Royal Family as a whole	King Charles III	Camilla, Queen Consort	Prince William, the Prince of Wales	Catherine, the Princess of Wales	Prince Harry, the Duke of Sussex	Meghan, the Duchess of Sussex	Anne, Princess Royal	Prince Andrew, the Duke of York	Prince Edward, the Earl of Wessex
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	1079	1079	1079	1079	1079	1079	1079	1079	1079	1079
Weighted base	1079	1079	1079	1079	1079	1079	1079	1079	1079	1079
Very favourable (2)	151 14% FGI	242 22% ACFGU	161 15% FGI	338 31% ABCFGU	347 32% ABCFGU	95 9% I	76 7% I	310 29% ABCFGU	39 4% FGI	162 15% FGI
Mainly favourable (1)	373 35% BCDEFGU	321 30% CFGU	253 23% FGI	316 29% CFGU	288 27% FGI	195 18% I	189 17% I	332 31% CFGU	81 8% FGI	291 27% FGI
Neither favourable nor unfavourable (0)	308 29% BDEFGHI	263 24% GI	307 28% BDEFGHI	251 23% FGI	264 25% GI	234 22% FGI	224 21% FGI	258 24% I	215 20% FGI	394 36% ABCEFGHI
Mainly unfavourable (-1)	124 12% DEHU	121 11% DEHU	156 14% BDEHU	82 8% E	60 6% FGI	191 18% ABDEHU	160 15% BDEHU	65 6% FGI	212 20% ABCEFGHU	82 8% FGI
Very unfavourable (-2)	94 9% DEH	101 9% DEH	171 16% ABDEHU	66 6% FGI	65 6% FGI	335 31% ABCEDEHU	398 37% ABCEDEHU	66 6% FGI	495 46% ABCEDEFGHU	83 8% E
Don't know	28 3% FGI	30 3% ACFGU	31 3% FGI	26 2% ABCFGU	54 5% ABCFGU	29 3% I	32 3% I	48 4% ABCFGU	37 3% CFGU	67 6% ABCEFGHI

NET: Favourable	524 49% CFGU	564 52% ACFGU	413 38% FGI	654 61% ABCFGU	636 59% ABCFGU	290 27% I	265 25% I	642 59% ABCFGU	120 11% FGI	452 42% CFGU
NET: Unfavourable	218 20% DEHU	222 21% DEHU	327 30% ABDEHU	148 14% FGI	125 12% FGI	527 49% ABCEDEHU	558 52% ABCEDEHU	131 12% FGI	707 66% ABCEDEFGHU	165 15% EH

Mean	0.35 CFGU	0.46 ACFGU	0.07 FGI	0.74 ABCFGU	0.77 ABCFGU	-0.45 GI	-0.59 I	0.73 ABCFGU	-1.00 CFGU	0.36 CFGU
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Overlap formulae used
ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
Royals
Adults aged 18-75 GB

Q4. How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal Family? - The Royal Family as a whole
All Adults aged 18-75 in Great Britain

	Gender			Age				Aggregated Age Breaks				Generations				Region								Social grade		Employment status		Education		Ethnicity		Marital Status				Household Size				Presence of children HH (17 or under)				General Election 2019 Vote				Referendum 2016 vote		Split Sample	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Millennial (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not working (Y)	Graduates (Z)	Non- graduates (a)	White ethnic group (b)	Minority ethnic group (c)	Married/ Living as Married (d)	Widowed/ Divorced/ Separated (e)	1 (f)	2 (h)	3 (i)	4+ (j)	ANY (k)	NONE (l)	Conservati ve (m)	Labour (n)	Liberal Democrats (o)	Other (p)	Remain (q)	Leave (r)	With intro (s)	Without intro (t)						
Unweighted base	1079	533	542	145	204	183	206	341	349	389	341	182	318	277	302	259	279	244	153	51	93	733	346	774	305	556	523	930	136	625	340	114	214	383	203	279	340	739	315	290	89	136	485	349	537	542					
Weighted base	1079	535	540	149	203	185	198	344	351	383	344	186	316	254	322	252	282	244	156	52	93	613	466	685	394	351	728	947	120	605	340	134	216	381	190	292	323	756	310	271	89	139	459	354	542	537					
Very favourable (2)	151	57	94	5	22	29	26	69	27	54	69	10	40	37	65	43	41	31	22	3	11	86	65	80	71	44	107	141	9	96	36	19	31	56	25	39	39	112	77	21	11	14	52	75	91	60					
	14%	11%	17%	4%	11%	15%	13%	20%	8%	14%	20%	5%	13%	14%	20%	17%	14%	13%	14%	6%	12%	14%	14%	12%	18%	12%	15%	15%	8%	16%	10%	15%	14%	15%	13%	13%	12%	15%	25%	8%	13%	10%	11%	21%	17%	11%					
Mainly favourable (1)	373	184	190	31	61	58	75	148	92	133	148	44	97	93	139	91	94	106	37	22	24	223	150	216	157	131	242	347	23	217	102	54	79	138	62	94	110	264	146	80	42	37	176	142	182	191					
	35%	34%	35%	21%	30%	31%	38%	43%	26%	35%	43%	24%	31%	36%	43%	36%	33%	43%	23%	42%	26%	36%	32%	32%	40%	37%	33%	37%	19%	36%	30%	41%	37%	36%	32%	32%	34%	35%	47%	30%	48%	27%	38%	40%	34%	36%					
Neither favourable nor unfavourable (0)	308	152	155	59	63	47	57	83	122	103	83	66	90	75	77	59	92	59	54	15	29	167	141	224	84	97	211	258	48	174	103	31	53	102	53	100	102	206	52	95	25	38	129	79	139	169					
	29%	28%	29%	40%	31%	25%	29%	24%	35%	27%	24%	36%	28%	30%	24%	23%	33%	24%	34%	28%	32%	27%	30%	33%	21%	28%	29%	27%	40%	29%	30%	23%	25%	27%	28%	34%	31%	27%	17%	35%	29%	28%	28%	22%	26%	31%					
Mainly unfavourable (-1)	124	69	55	25	27	24	26	22	52	50	22	32	42	31	20	27	25	22	27	7	16	73	52	79	46	44	80	98	24	55	54	15	27	38	28	31	33	91	24	34	8	26	53	28	64	60					
	12%	13%	10%	17%	13%	13%	13%	6%	15%	13%	6%	17%	13%	12%	6%	11%	9%	9%	17%	13%	18%	12%	11%	12%	12%	13%	11%	10%	9%	16%	11%	13%	10%	15%	11%	10%	12%	8%	13%	9%	19%	11%	8%	12%	11%						
Very unfavourable (-2)	94	61	31	27	19	15	13	20	46	28	20	29	29	17	19	23	21	20	12	6	12	50	43	63	31	28	66	80	13	50	34	10	19	35	20	20	28	66	9	36	1	21	42	24	50	44					
	9%	11%	6%	18%	9%	8%	7%	6%	13%	7%	6%	15%	9%	7%	6%	9%	8%	8%	8%	11%	13%	8%	9%	9%	8%	8%	9%	8%	13%	11%	10%	7%	9%	9%	11%	7%	9%	9%	3%	13%	1%	15%	9%	7%	9%	8%					
Don't know	28	12	16	1	11	13	2	2	12	15	2	6	19	2	1	10	8	6	5	-	-	14	14	23	5	7	21	22	3	13	11	5	7	12	3	7	12	17	2	5	1	2	7	6	17	12					
		3%	2%	3%	5%	7%	1%	1%	3%	4%	1%	3%	6%	2%	*	4%	3%	2%	*	-	-	2%	3%	3%	1%	2%	3%	2%	3%	2%	3%	3%	2%	2%	4%	2%	1%	2%	1%	3%	2%	2%	3%	2%	2%						
NET: Favourable	524	240	284	36	83	87	101	217	120	187	217	54	136	129	204	134	135	137	59	25	35	308	216	296	228	174	350	488	32	313	137	74	110	194	86	134	148	376	223	101	54	51	228	217	273	251					
	49%	45%	53%	25%	41%	47%	51%	63%	34%	49%	63%	29%	43%	51%	63%	53%	48%	56%	38%	48%	37%	50%	46%	43%	58%	50%	48%	52%	26%	52%	40%	55%	51%	51%	45%	46%	46%	50%	72%	37%	61%	37%	50%	61%	50%	47%					
NET: Unfavourable	218	130	85	52	46	39	39	43	98	78	43	61	71	47	40	50	46	42	39	12	29	123	95	142	76	72	146	178	37	105	89	24	46	73	48	51	62	157	33	70	9	47	95	52	114	104					
	20%	24%	16%	35%	23%	21%	20%	12%	28%	20%	12%	32%	22%	19%	12%	20%	16%	17%	25%	24%	31%	20%	20%	21%	19%	21%	20%	19%	31%	17%	26%	18%	21%	19%	25%	18%	19%	21%	11%	26%	10%	34%	21%	15%	21%	19%					
Mean	0.35	0.20	0.50	-0.25	0.21	0.36	0.38	0.65	0.01	0.37	0.65	-0.14	0.25	0.40	0.66	0.43	0.39	0.45	0.20	0.19	0.05	0.37	0.32	0.26	0.50	0.34	0.35	0.40	-0.08	0.43	0.15	0.46	0.36	0.38	0.23	0.36	0.31	0.36	0.84	0.06	0.62	-0.03	0.32	0.62	0.38	0.31					

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overleaf formater used

ColumnRepetitions (2%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z

ColumnMeans (2%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z

Q4. How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal Family? - King Charles III

All Adults aged 18-75 in Great Britain

	Gender			Age				Aggregated Age Breaks				Generations				Region								Social grade		Employment status		Education		Ethnicity		Marital Status				Household Size				Presence of children HH (17 or under)				General Election 2019 Vote				Referendum 2016 vote				Split Sample	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Millennial (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not working (Y)	Graduates (Z)	Non- graduates (a)	White ethnic group (b)	Minority ethnic group (c)	Married/ Living as Married (d)	Widowed/ Divorced/ Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	Conservati ve (l)	Labour (m)	Liberal Democrats (n)	Other (o)	Remain (p)	Leave (q)	With intro (r)	Without intro (s)								
Unweighted base	1079	533	542	145	204	183	206	341	349	389	341	182	318	277	302	259	279	244	153	51	93	733	346	774	305	556	523	930	136	625	340	114	214	383	203	279	340	739	315	290	89	136	485	349	537	542							
Weighted base	1079	535	540	149	203	185	198	344	351	383	344	186	316	254	322	252	282	244	156	52	93	613	466	685	394	351	728	947	120	605	340	134	216	381	190	292	323	756	310	271	89	139	459	354	542	537							
Very favourable (2)	242 22%	119 22%	124 23%	18 12%	35 17%	42 23%	49 25%	100 29%	52 15%	91 24%	100 29%	23 12%	59 19%	66 26%	94 29%	52 21%	64 23%	61 25%	39 25%	11 16%	15 21%	130 21%	113 24%	154 22%	88 22%	78 22%	164 23%	224 24%	18 15%	145 24%	67 20%	30 22%	52 24%	89 24%	35 18%	66 23%	74 23%	168 22%	112 36%	43 16%	22 25%	20 23%	104 30%	105 30%	141 26%	102 19%							
Mainly favourable (1)	321 30%	152 28%	169 31%	24 16%	51 25%	50 27%	62 31%	135 39%	75 21%	112 29%	135 39%	33 18%	81 26%	80 32%	127 39%	86 24%	71 25%	87 27%	37 24%	16 31%	24 30%	203 29%	119 25%	182 27%	139 35%	107 30%	215 29%	301 32%	19 16%	197 23%	79 24%	46 24%	63 29%	133 35%	50 26%	75 26%	77 24%	244 32%	117 38%	65 24%	34 36%	36 26%	155 34%	110 31%	148 27%	173 32%							
Neither favourable nor unfavourable (0)	263 24%	142 26%	121 22%	40 27%	59 29%	47 25%	49 25%	68 20%	100 28%	96 25%	68 20%	51 27%	89 28%	60 24%	63 20%	60 24%	71 25%	51 21%	43 27%	16 30%	23 25%	142 23%	122 26%	179 26%	85 22%	91 26%	173 24%	226 27%	32 23%	138 27%	93 27%	33 25%	50 23%	88 23%	51 27%	74 25%	83 26%	180 24%	41 13%	86 32%	25 38%	25 26%	117 34%	62 31%	127 27%	137 29%							
Mainly unfavourable (-1)	121 11%	56 11%	61 11%	35 24%	31 15%	22 12%	17 8%	16 5%	66 19%	39 10%	16 5%	41 22%	42 13%	24 9%	14 8%	20 8%	35 12%	22 9%	23 15%	4 8%	15 16%	77 13%	43 9%	86 13%	35 9%	44 10%	76 10%	89 9%	30 14%	66 11%	48 10%	7 11%	21 10%	30 8%	25 12%	45 8%	48 10%	73 15%	19 10%	38 14%	6 7%	22 16%	41 19%	39 8%	64 9%	56 11%							
Very unfavourable (-2)	101 9%	53 10%	49 9%	24 16%	20 10%	12 6%	20 10%	25 7%	44 12%	32 8%	25 7%	26 14%	29 9%	21 8%	24 8%	25 10%	29 10%	20 8%	10 7%	4 14%	13 14%	47 20%	54 12%	65 9%	36 7%	25 10%	76 10%	85 9%	17 14%	51 8%	36 11%	14 10%	24 11%	31 8%	23 12%	23 8%	32 10%	69 9%	18 6%	35 13%	1 19%	26 8%	37 9%	33 8%	44 8%	57 11%							
Don't know	30 3%	13 2%	17 3%	7 5%	8 4%	12 7%	2 1%	1 *	15 4%	14 4%	1 *	12 6%	15 5%	2 1%	1 *	9 4%	11 4%	3 1%	4 3%	1 1%	1 2%	15 2%	15 3%	19 3%	11 3%	6 2%	24 3%	22 2%	5 2%	18 1%	5 3%	7 3%	9 2%	6 3%	8 3%	9 3%	21 1%	2 1%	4 1%	1 1%	3 2%	6 1%	5 1%	18 3%	12 2%								
NET: Favourable	564 52%	271 51%	293 54%	42 28%	85 42%	92 50%	110 56%	234 68%	127 36%	202 53%	234 68%	57 30%	140 44%	147 58%	220 68%	138 55%	136 48%	147 60%	76 49%	28 53%	39 42%	332 54%	231 50%	336 49%	228 58%	185 53%	379 52%	525 55%	37 30%	342 57%	146 43%	76 57%	115 53%	223 58%	85 45%	141 48%	151 47%	412 55%	230 74%	108 40%	56 63%	64 46%	258 56%	215 61%	289 53%	275 51%							
NET: Unfavourable	222 21%	109 20%	110 20%	59 40%	50 25%	34 19%	37 19%	41 12%	109 31%	71 19%	41 12%	67 36%	71 23%	45 18%	38 12%	45 18%	64 23%	42 17%	33 21%	8 16%	29 31%	124 20%	98 21%	151 22%	71 18%	69 20%	153 21%	173 18%	46 39%	117 19%	85 25%	21 15%	45 21%	61 16%	48 25%	68 23%	80 25%	142 19%	37 12%	74 27%	7 8%	48 34%	78 17%	71 20%	108 20%	113 21%							
Mean	0.46	0.44	0.49	-0.17	0.26	0.51	0.52	0.78	0.08	0.51	0.78	-0.08	0.33	0.58	0.78	0.49	0.40	0.60	0.47	0.52	0.14	0.49	0.43	0.41	0.54	0.49	0.45	0.53	-0.07	0.54	0.28	0.55	0.47	0.59	0.27	0.41	0.36	0.50	0.93	0.16	0.79	0.14	0.54	0.62	0.53	0.39							

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Overleaf formaker used

Column permutations (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t

Column means (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t

PUBLIC
Royals
Adults aged 18-75 GB

Q4. How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal Family? - Camilla, Queen Consort
All Adults aged 18-75 in Great Britain

	Gender			Age				Aggregated Age Breaks				Generations				Region								Social grade		Employment status		Education		Ethnicity		Marital Status		Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote		Split Sample	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Millennial (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not working (Y)	Graduates (Z)	Non- graduates (a)	White ethnic group (b)	Minority ethnic group (c)	Married/ Living as Married (d)	Widowed/ Divorced/ Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	Conservati ve (l)	Labour (m)	Liberal Democrats (n)	Other (o)	Remain (p)	Leave (q)	With intro (r)	Without intro (s)		
Unweighted base	1079	533	542	145	204	183	206	341	349	389	341	182	318	277	302	259	279	244	153	51	93	733	346	774	305	556	523	930	136	625	340	114	214	383	203	279	340	739	315	290	89	136	485	349	537	542	
Weighted base	1079	535	540	149	203	185	198	344	351	383	344	186	316	254	322	252	282	244	156	52	93	613	466	685	394	351	728	947	120	605	340	134	216	381	190	292	323	756	310	271	89	139	459	354	542	537	
Very favourable (2)	161 15%	79 15%	81 15%	5 4%	18 9%	28 15%	35 18%	74 21%	24 7%	63 17%	74 21%	9 5%	36 11%	45 18%	71 22%	35 14%	36 13%	45 18%	31 20%	3 *	11 12%	90 15%	71 15%	92 13%	68 17%	42 12%	119 16%	155 c	5 4%	90 15%	48 14%	22 17%	42 19%	58 15%	20 11%	41 14%	37 12%	123 16%	77 25%	24 9%	24 27%	16 11%	69 15%	74 21%	104 19%	57 11%	
Mainly favourable (1)	253 23%	129 24%	124 23%	24 16%	43 21%	41 22%	50 25%	95 28%	67 19%	91 24%	95 28%	33 10%	67 21%	65 26%	87 27%	65 26%	68 24%	61 25%	35 23%	9 17%	15 16%	152 25%	100 21%	159 23%	93 24%	96 27%	156 21%	231 16%	19 4%	161 19%	65 20%	27 14%	51 26%	98 22%	42 21%	62 23%	73 23%	179 30%	93 23%	61 23%	21 22%	30 20%	121 26%	86 24%	117 22%	135 25%	
Neither favourable nor unfavourable (0)	307 28%	163 30%	143 26%	43 29%	55 27%	48 26%	53 27%	108 31%	99 28%	101 26%	108 31%	52 18%	83 26%	69 27%	102 32%	79 31%	76 27%	65 27%	43 27%	19 37%	25 27%	176 29%	131 28%	193 28%	114 29%	108 31%	200 27%	274 25%	30 18%	169 28%	100 29%	38 28%	53 25%	111 29%	55 29%	88 30%	83 26%	225 30%	82 26%	82 30%	26 29%	25 18%	122 27%	98 28%	149 28%	158 29%	
Mainly unfavourable (-1)	156 14%	67 13%	88 16%	28 19%	43 18%	34 18%	26 13%	26 8%	71 20%	59 15%	26 8%	30 16%	71 22%	31 12%	24 7%	27 11%	45 16%	36 15%	22 14%	8 15%	17 18%	100 16%	56 12%	112 16%	44 15%	54 14%	102 13%	120 28%	33 15%	89 14%	49 19%	17 13%	28 13%	47 12%	33 17%	49 20%	65 12%	91 26%	26 30%	43 29%	11 18%	32 27%	74 28%	40 28%	81 29%	75 14%	
Very unfavourable (-2)	171 16%	79 15%	91 17%	40 27%	36 18%	23 12%	33 17%	39 11%	76 22%	56 15%	39 11%	50 27%	46 16%	41 11%	35 16%	37 15%	47 17%	33 13%	20 13%	13 25%	22 24%	78 13%	93 20%	107 16%	64 16%	42 12%	129 18%	145 15%	25 21%	85 14%	61 18%	25 19%	35 16%	57 15%	37 19%	41 14%	55 17%	116 15%	29 9%	57 21%	7 8%	33 24%	64 14%	50 14%	76 14%	95 18%	
Don't know	31 3%	18 3%	14 3%	8 6%	7 3%	11 6%	2 1%	3 1%	15 4%	13 3%	3 1%	13 7%	2 4%	3 1%	14 1%	9 4%	11 4%	3 1%	5 3%	- *	3 3%	17 3%	15 3%	21 3%	10 3%	9 3%	22 3%	21 2%	7 6%	10 2%	17 5%	5 4%	7 3%	10 3%	11 4%	9 3%	22 1%	3 2%	5 1%	1 3%	4 2%	8 2%	6 2%	15 3%	17 3%		
NET: Favourable	413 38%	208 39%	205 38%	29 20%	61 30%	69 37%	85 43%	168 49%	91 26%	154 40%	168 49%	42 22%	103 32%	111 43%	158 49%	100 40%	103 37%	106 44%	66 42%	12 23%	26 28%	242 39%	171 37%	252 37%	162 41%	138 39%	275 38%	386 41%	25 21%	251 42%	113 33%	49 36%	93 43%	156 41%	62 33%	102 35%	111 34%	302 40%	170 55%	85 31%	45 50%	46 33%	190 41%	159 45%	221 41%	192 36%	
NET: Unfavourable	327 30%	146 27%	179 33%	67 45%	79 39%	57 31%	59 30%	65 19%	147 42%	116 30%	65 19%	80 43%	116 37%	72 28%	59 18%	64 25%	92 33%	69 28%	42 27%	21 40%	39 29%	178 27%	149 32%	219 32%	108 27%	96 27%	231 32%	264 28%	59 49%	174 29%	110 32%	42 32%	63 29%	104 27%	70 37%	90 31%	121 37%	206 27%	55 18%	100 37%	18 20%	64 46%	138 30%	90 25%	157 29%	170 32%	
Mean	0.07	0.12	0.03	-0.52	-0.18	0.10	0.14	0.41	-0.32	0.12	0.41	-0.46	-0.08	0.17	0.42	0.14	*	0.21	0.24	-0.35	-0.28	0.13	*	0.03	0.15	0.12	0.05	0.14	-0.48	0.14	-0.03	0.03	0.18	0.14	-0.13	0.04	-0.09	0.14	0.53	-0.18	0.50	-0.26	0.13	0.27	0.18	-0.03	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overleaf formaker used

ColumnIntegers (5%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t

ColumnMeans (5%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t

22-087220-13- 31st March - 1st April 2023

PUBLIC

Royals

Adults aged 18-75 GB

Q4. How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal Family? - Prince William, the Prince of Wales

All Adults aged 18-75 in Great Britain

	Gender			Age				Aggregated Age Breaks				Generations				Region								Social grade		Employment status		Education		Ethnicity		Marital Status				Household Size				Presence of children HH (17 or under)				General Election 2019 Vote				Referendum 2016 vote			Split Sample	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Millennial	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	ABC1	C2DE	Working	Not working	Graduates	Non-graduates	White ethnic group	Minority ethnic group	Married/ Living as Married	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	With intro	Without intro							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)						
Unweighted base	1079	533	542	145	204	183	206	341	349	389	341	182	318	277	302	259	279	244	153	51	93	733	346	774	305	556	523	930	136	625	340	114	214	383	203	279	340	739	315	290	89	136	485	349	537	542						
Weighted base	1079	535	540	149	203	185	198	344	351	383	344	186	316	254	322	252	282	244	156	52	93	613	466	685	394	351	728	947	120	605	340	134	216	381	190	292	323	756	310	271	89	139	459	354	542	537						
Very favourable (2)	338 31%	144 27%	194 36%	20 14%	39 19%	58 31%	70 35%	152 44%	59 17%	127 33%	152 44%	26 14%	76 24%	94 37%	142 44%	70 28%	98 35%	91 37%	42 27%	17 33%	21 23%	207 34%	131 28%	193 28%	145 37%	112 32%	226 31%	320 34%	16 14%	204 34%	85 25%	49 37%	68 32%	130 34%	50 26%	89 31%	96 30%	242 32%	166 46%	56 21%	35 39%	26 19%	141 31%	150 42%	188 35%	150 28%						
Mainly favourable (1)	316 29%	152 29%	164 30%	30 20%	61 30%	51 27%	64 32%	111 32%	91 26%	115 30%	111 32%	43 23%	89 28%	81 32%	103 32%	85 24%	59 21%	82 32%	44 28%	13 25%	34 37%	188 31%	129 28%	189 28%	128 32%	108 31%	208 29%	282 30%	31 26%	182 30%	94 28%	40 30%	68 32%	108 28%	58 30%	82 27%	87 30%	229 27%	83 30%	82 27%	34 30%	50 36%	156 34%	96 27%	151 28%	165 31%						
Neither favourable nor unfavourable (0)	251 23%	133 25%	116 21%	54 37%	51 25%	47 26%	37 19%	60 17%	105 30%	85 22%	60 17%	63 34%	85 27%	47 18%	56 17%	57 23%	81 29%	40 16%	42 27%	14 18%	16 22%	134 22%	117 25%	177 26%	74 19%	84 24%	166 23%	206 22%	42 35%	119 29%	99 25%	33 24%	51 24%	84 22%	47 25%	69 24%	72 22%	179 24%	39 12%	79 29%	16 18%	29 21%	102 22%	61 17%	116 21%	134 25%						
Mainly unfavourable (-1)	82 8%	46 9%	34 6%	22 15%	32 16%	11 6%	9 5%	7 2%	55 16%	20 5%	7 2%	27 14%	37 12%	12 5%	7 2%	18 7%	19 7%	12 5%	16 10%	3 6%	14 15%	45 7%	37 8%	60 9%	23 6%	24 5%	58 7%	64 13%	15 8%	51 28%	3 2%	10 5%	27 7%	18 10%	26 9%	35 11%	47 6%	15 5%	26 10%	1 15%	21 8%	28 6%	23 5%	40 6%	42 8%							
Very unfavourable (-2)	66 6%	47 9%	19 4%	16 11%	14 7%	7 4%	16 8%	12 4%	30 9%	23 6%	12 4%	20 11%	16 5%	18 7%	11 4%	15 6%	17 6%	14 6%	8 5%	5 10%	6 7%	29 5%	37 5%	47 5%	19 5%	16 7%	50 6%	58 6%	8 7%	41 7%	22 6%	4 3%	13 6%	22 6%	16 8%	15 5%	26 8%	40 5%	7 2%	26 9%	3 3%	11 8%	27 6%	19 5%	33 6%	33 6%						
Don't know	26 2%	13 2%	13 2%	5 3%	6 3%	10 6%	10 1%	2 1%	11 3%	12 3%	2 1%	8 4%	13 4%	2 1%	2 1%	8 3%	9 3%	4 2%	5 3%	- -	1 1%	11 2%	15 3%	20 3%	6 2%	6 2%	20 3%	17 2%	6 5%	8 1%	13 4%	5 4%	6 3%	8 2%	1 1%	11 4%	8 2%	18 2%	1 2%	2 1%	- -	2 2%	5 1%	5 1%	13 2%	12 2%						
NET: Favourable	654 61%	296 55%	358 66%	50 34%	99 49%	109 59%	134 67%	262 76%	150 43%	242 63%	262 76%	68 37%	165 52%	175 69%	246 76%	154 61%	156 55%	173 71%	86 55%	30 57%	55 60%	395 64%	260 56%	382 56%	272 69%	220 63%	434 60%	602 64%	48 40%	386 64%	179 53%	89 66%	136 63%	239 63%	108 57%	171 59%	183 57%	471 62%	248 80%	139 51%	69 78%	75 54%	297 65%	246 69%	340 63%	315 59%						
NET: Unfavourable	148 14%	93 17%	53 10%	39 26%	46 23%	18 10%	25 13%	20 6%	85 24%	44 11%	20 6%	47 25%	53 17%	30 12%	18 6%	33 13%	36 13%	27 11%	24 15%	8 16%	20 22%	74 12%	74 16%	107 16%	41 10%	40 12%	108 15%	122 13%	24 20%	91 15%	50 15%	7 5%	23 11%	50 13%	34 18%	41 14%	61 19%	87 12%	22 7%	52 19%	4 5%	32 23%	55 12%	43 12%	73 13%	75 14%						
Mean	0.74	0.58	0.91	0.11	0.40	0.81	0.82	1.12	0.28	0.81	1.12	0.15	0.57	0.87	1.12	0.72	0.73	0.93	0.63	0.64	0.54	0.83	0.62	0.63	0.92	0.80	0.71	0.80	0.28	0.77	0.59	0.99	0.80	0.80	0.57	0.73	0.61	0.79	1.25	0.44	1.09	0.43	0.78	0.95	0.80	0.68						

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Column permutations (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t

Column means (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t

22-087220-13- 31st March - 1st April 2023

PUBLIC

Royals

Adults aged 18-75 GB

Q4. How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal Family? - Catherine, the Princess of Wales

All Adults aged 18-75 in Great Britain

	Gender			Age				Aggregated Age Breaks				Generations				Region								Social grade				Employment status		Education		Ethnicity		Marital Status		Household Size				Presence of children HH (17 or under)				General Election 2019 Vote				Referendum 2016 vote		Split Sample	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Millennial s (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABCL (V)	C2DE (W)	Working (X)	Not working (Y)	Graduates (Z)	Non- graduates (a)	White ethnic group (b)	Minority ethnic group (c)	Married/ Living as Married (d)	Widowed/ Divorced/ Separated (e)	Single (f)	1 (g)	2 (h)	3 (i)	4+ (j)	ANY (k)	NONE (l)	Conservati ve (m)	Labour (n)	Liberal Democrats (o)	Other (p)	Remain (q)	Leave (r)	With intro (s)	Without Intro (t)					
Unweighted base	1079	533	542	145	204	183	206	341	349	389	341	182	318	277	302	259	279	244	153	51	93	733	346	774	305	556	523	930	136	625	340	114	214	383	203	279	340	739	315	290	89	136	485	349	537	542					
Weighted base	1079	535	540	149	203	185	198	344	351	383	344	186	316	254	322	252	282	244	156	52	93	613	466	685	394	351	728	947	120	605	340	134	216	381	190	292	323	756	310	271	89	139	459	354	542	537					
Very favourable (2)	347	149	198	23	41	52	75	157	64	127	157	30	72	99	147	83	92	92	43	14	23	203	145	196	151	112	235	330	16	212	86	49	66	147	46	88	86	261	173	57	30	26	145	156	185	163					
	32%	28%	37%	15%	20%	28%	38%	46%	18%	33%	46%	16%	23%	39%	46%	33%	33%	38%	28%	27%	25%	33%	31%	29%	38%	32%	32%	35%	13%	35%	25%	37%	31%	39%	24%	30%	27%	35%	56%	21%	33%	19%	32%	44%	34%	30%					
Mainly favourable (1)	288	138	151	25	56	49	61	99	80	110	99	34	88	73	94	78	64	67	40	9	31	175	113	181	107	96	192	258	26	162	89	38	68	98	53	69	82	207	81	74	33	47	136	97	141	147					
	27%	26%	28%	16%	27%	27%	30%	29%	23%	29%	29%	18	28%	29%	29%	31%	23%	27%	25%	18%	34%	29%	24%	26%	27%	27%	26%	27%	22%	27%	26%	28%	31%	26%	28%	24%	25%	27%	26%	27%	37%	34%	30%	27%	60%	44%	27%				
Neither favourable nor unfavourable (0)	264	142	120	47	62	46	41	68	109	87	68	57	90	55	63	58	74	48	42	19	24	143	121	175	90	87	177	224	37	143	88	33	50	82	49	83	86	178	41	87	19	35	115	63	123	142					
	25%	27%	22%	32%	31%	25%	20%	20%	31%	23%	20%	31%	28%	21%	19%	23%	26%	20%	27%	37%	24	23%	26%	26%	26%	23%	25%	24%	24%	31%	24%	26%	25%	23%	22%	26%	28%	27%	24%	13%	32%	21%	25%	25%	18%	23%	26%				
Mainly unfavourable (-1)	60	34	25	21	12	15	10	3	33	24	3	23	21	14	2	8	22	10	10	4	6	36	24	49	11	20	40	42	17	29	27	3	11	17	12	20	28	32	7	16	5	14	19	15	32	28					
	6%	6%	5%	14%	6%	8%	5%	1%	9%	6%	1%	13%	7%	5%	1%	3%	8%	4%	6%	8%	7%	6%	4%	5%	7%	3%	6%	6%	4%	14%	5%	8%	3%	5%	4%	6%	7%	9%	4%	2%	6%	5%	10%	4%	4%	6%	5%				
Very unfavourable (-2)	65	45	20	13	12	7	11	13	33	19	13	18	23	12	12	17	13	18	10	4	4	30	35	50	15	21	44	54	11	39	20	5	12	22	17	14	25	40	6	28	1	13	29	16	31	34					
	6%	9%	4%	9%	10%	4%	6%	4%	9%	5%	4%	10%	7%	5%	4%	7%	5%	7%	6%	7%	5%	5%	7%	7%	4%	6%	6%	6%	9%	6%	4%	5%	6%	9%	5%	8%	5%	40	2%	10%	1%	9%	6%	4%	6%	6%					
Don't know	54	26	27	19	13	15	2	4	32	17	4	24	23	2	4	10	18	9	12	2	3	26	28	33	21	14	40	38	13	19	30	5	9	15	13	17	16	38	1	10	2	5	15	7	31	23					
	5%	5%	5%	13%	6%	8%	1%	1%	9%	5%	1%	13%	7%	1%	1%	4%	6%	4%	8%	3%	4%	4%	6%	6%	5%	4%	6%	4%	11%	13%	9%	4%	4%	15	7%	6%	16	5%	5%	4%	4%	3%	3%	3%	6%	4%					
NET: Favourable	636	286	349	47	96	101	135	256	144	236	256	64	159	172	241	160	156	158	83	23	54	378	258	377	258	209	427	589	42	374	175	87	134	245	99	158	168	468	254	131	63	73	281	253	326	310					
	59%	54%	65%	32%	47%	55%	68%	74%	41%	62%	74%	34%	50%	68%	75%	63%	55%	65%	53%	14%	44%	59%	62%	55%	55%	66%	60%	59%	62%	35%	62%	51%	65%	62%	64%	52%	54%	52%	62%	82%	48%	70%	52%	61%	71%	60%	58%				
NET: Unfavourable	125	79	45	34	32	22	21	16	66	43	16	41	43	26	14	25	34	28	19	8	11	67	58	100	25	41	84	96	28	69	48	9	23	39	29	34	53	72	13	44	6	27	48	31	63	62					
	12%	15%	8%	23%	16%	12%	10%	5%	19%	11%	5%	22%	14%	10%	4%	10%	12%	12%	15%	11%	11%	13%	13%	15%	6%	12%	12%	10%	23%	11%	14%	6%	11%	10%	15%	12%	16%	10%	4%	16%	7%	19%	11%	9%	12%	12%					
Mean	0.77	0.61	0.94	0.18	0.45	0.73	0.90	1.13	0.34	0.82	1.13	0.22	0.56	0.92	1.14	0.83	0.76	0.87	0.68	0.50	0.70	0.82	0.71	0.65	0.99	0.77	0.78	0.85	0.17	0.82	0.62	0.95	0.80	0.90	0.55	0.72	0.58	0.86	1.32	0.44	0.98	0.44	0.79	1.04	0.82	0.73					

Overleaf formaker used

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Column permutations (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t

Column Means (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t

PUBLIC
Royals
Adults aged 18-75 GB

Q4. How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal Family? - Prince Harry, the Duke of Sussex
All Adults aged 18-75 in Great Britain

	Gender			Age				Aggregated Age Breaks				Generations				Region						Social grade		Employment status		Education		Ethnicity		Marital Status		Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote		Split Sample		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Millennial (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not working (Y)	Graduates (Z)	Non- graduates (a)	White ethnic group (b)	Minority ethnic group (c)	Married/ Living as Married (d)	Widowed/ Divorced/ Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (N)	NONE (I)	Conservati ve (m)	Labour (n)	Liberal Democrats (o)	Other (p)	Remain (q)	Leave (r)	With intro (s)	Without intro (t)	
Unweighted base	1079	533	542	145	204	183	206	341	349	389	341	182	318	277	302	259	279	244	153	51	93	733	346	774	305	556	523	930	136	625	340	114	214	383	203	279	340	739	315	290	89	136	485	349	537	542
Weighted base	1079	535	540	149	203	185	198	344	351	383	344	186	316	254	322	252	282	244	156	52	93	613	466	685	394	351	728	947	120	605	340	134	216	381	190	292	323	756	310	271	89	139	459	354	542	537
Very favourable (2)	95	38	55	18	37	21	11	8	54	32	8	24	48	14	8	23	21	23	19	7	1	56	38	67	28	35	60	71	24	48	36	11	9	26	18	42	46	48	15	29	7	16	45	26	52	42
	9%	7%	10%	12%	18%	11%	6%	2%	16%	8%	2%	13%	15%	6%	2%	9%	7%	10%	12%	13%	1%	9%	8%	10%	7%	10%	8%	7%	20%	8%	8%	11%	4%	7%	9%	14%	14%	6%	5%	11%	8%	11%	10%	7%	10%	8%
Mainly favourable (1)	195	89	107	29	47	44	34	41	76	78	41	37	78	42	39	53	50	39	27	8	18	116	80	133	62	68	128	173	22	123	56	16	26	65	43	61	80	115	28	77	16	34	88	47	98	98
	18%	17%	20%	20%	23%	24%	17%	12%	22%	20%	12%	20%	25%	17%	12%	21%	18%	16%	17%	16%	19%	19%	17%	19%	16%	19%	18%	18%	18%	20%	17%	12%	12%	17%	23%	21%	25%	15%	9%	28%	18%	24%	19%	13%	18%	18%
Neither favourable nor unfavourable (0)	234	129	103	40	46	43	35	69	86	78	69	48	77	44	64	43	73	43	46	4	24	121	112	168	66	78	156	190	39	118	82	33	58	60	42	73	79	155	45	69	15	40	104	60	105	129
	22%	24%	19%	27%	23%	23%	18%	20%	25%	20%	20%	26%	24%	17%	20%	17%	26%	18%	29%	8%	26%	20%	24%	25%	17%	22%	21%	20%	32%	20%	24%	25%	27%	16%	22%	25%	24%	20%	15%	26%	17%	29%	23%	17%	19%	24%
Mainly unfavourable (-1)	191	90	100	28	26	23	41	73	54	64	73	33	34	57	67	41	54	46	19	12	19	126	65	115	76	63	128	177	10	111	60	20	41	81	26	43	38	154	68	40	20	16	82	67	92	99
	18%	17%	19%	19%	13%	13%	21%	21%	15%	17%	18%	11%	23%	21%	16%	19%	19%	16%	12%	23%	21%	21%	14%	17%	18%	18%	18%	19%	8%	18%	18%	15%	19%	21%	14%	14%	15%	12%	20%	22%	15%	23%	12%	18%	19%	17%
Very unfavourable (-2)	335	171	164	27	39	43	75	151	66	118	144	33	66	94	143	85	75	87	40	21	28	180	155	181	154	100	235	317	18	197	89	49	75	140	58	62	72	264	152	53	31	30	134	148	182	154
	31%	32%	30%	18%	19%	23%	38%	44%	19%	31%	44%	18%	21%	37%	44%	34%	27%	36%	25%	40%	31%	29%	33%	26%	39%	29%	32%	33%	15%	33%	26%	36%	35%	37%	30%	21%	22%	35%	49%	19%	35%	22%	29%	42%	34%	29%
Don't know	29	17	11	6	8	10	2	2	14	12	2	11	13	2	2	7	9	5	6	-	2	13	15	21	8	6	22	18	8	16	5	6	8	4	11	9	20	2	4	-	3	6	6	13	15	
	3%	3%	2%	4%	4%	6%	1%	1%	4%	3%	1%	6%	4%	2%	1%	3%	3%	2%	4%	-	2%	2%	3%	3%	2%	2%	3%	2%	7%	1%	5%	4%	3%	2%	2%	4%	3%	1%	1%	-	2%	1%	2%	2%	3%	
NET: Favourable	290	127	162	47	84	65	46	49	131	111	49	61	126	57	46	76	71	63	46	15	19	172	118	200	90	103	187	244	46	170	92	27	36	91	61	103	126	164	43	105	23	50	133	73	150	140
	27%	24%	30%	32%	41%	35%	23%	14%	37%	29%	14%	33%	40%	22%	14%	30%	25%	26%	29%	20%	20%	28%	25%	29%	23%	29%	26%	26%	38%	28%	27%	20%	17%	24%	32%	35%	39%	22%	14%	39%	26%	36%	29%	21%	28%	26%
NET: Unfavourable	527	261	264	55	65	67	115	225	120	182	225	66	99	151	210	126	129	133	59	33	47	306	220	296	231	164	363	494	27	308	150	69	116	221	84	105	109	417	219	92	51	46	216	215	274	252
	49%	49%	49%	37%	32%	36%	58%	65%	34%	47%	65%	37%	31%	60%	65%	50%	46%	55	5%	3%	5%	58%	47%	43%	59%	47%	50%	52%	23%	51%	44%	51%	54%	58%	44%	36%	34%	55%	71%	34%	57%	33%	47%	61%	51%	47%
Mean	-0.45	-0.51	-0.40	-0.12 GH	0.08 GH	-0.14 GH	-0.68	-0.93	* JK	-0.42 K	-0.93	-0.08 ND	0.03 ND	-0.69	-0.93	-0.46	-0.41	-0.56	-0.22 u ^o	-0.61 *	-0.62 *	-0.43	-0.49	-0.32 Y	-0.69	-0.37	-0.50	-0.53	0.22 u ^o	-0.48	-0.34	-0.61 *	-0.70	-0.66	-0.34 gh	-0.08 gh	-0.03 l	-0.64	-1.02	-0.04 mo	-0.58 m ^o	-0.08 mo ^o	-0.38 r	-0.76	-0.48	-0.43

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Overleaf formaker used

Column permutations (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t

Column Means (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t

PUBLIC
Royals
Adults aged 18-75 GB

Q4. How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal Family? - Meghan, the Duchess of Sussex
All Adults aged 18-75 in Great Britain

	Gender			Age				Aggregated Age Breaks				Generations				Region								Social grade				Employment status		Education		Ethnicity		Marital Status				Household Size				Presence of children HH (17 or under)				General Election 2019 Vote				Referendum 2016 vote				Split Sample	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Millennial s (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABCL (V)	C2DE (W)	Working (X)	Not working (Y)	Graduates (Z)	Non- graduates (a)	White ethnic group (b)	Minority ethnic group (c)	Married/ Living as Married (d)	Single (e)	Widowed/ Divorced/ Separated (f)	1 (g)	2 (h)	3 (i)	4+ (j)	ANY (k)	NONE (l)	Conservati ve (m)	Labour (n)	Liberal Democrats (o)	Other (p)	Remain (q)	Leave (r)	With intro (s)	Without intro (t)									
Unweighted base	1079	533	542	145	204	183	206	341	349	389	341	182	318	277	302	259	279	244	153	51	93	733	346	774	305	556	523	930	136	625	340	114	214	383	203	279	340	739	315	290	89	136	485	349	537	542									
Weighted base	1079	535	540	149	203	185	198	344	351	383	344	186	316	254	322	252	282	244	156	52	93	613	466	685	394	351	728	947	120	605	340	134	216	381	190	292	323	756	310	271	89	139	459	354	542	537									
Very favourable (2)	76	40	35	8	23	22	13	11	32	34	11	14	37	14	11	19	17	18	15	6	1	44	32	59	18	32	44	61	15	41	27	8	8	24	15	30	36	40	15	24	7	13	39	20	40	37									
	7%	7%	7%	6%	11%	12%	6%	3%	9%	9%	3%	8%	12%	6%	3%	7%	6%	7%	10%	11%	2%	7%	7%	9%	4%	9%	6%	6%	13%	7%	8%	6%	4%	6%	8%	10%	11%	5%	5%	9%	8%	9%	8%	6%	7%	7%									
					H	H			K	K			NO						*	*	*							b	b		*	*				E	I				*	*													
Mainly favourable (1)	189	92	96	40	56	34	30	29	95	65	29	51	74	38	26	40	48	45	36	8	12	114	75	131	58	64	125	154	32	95	79	15	31	55	34	69	79	110	27	70	15	34	91	40	97	92									
	17%	17%	18%	27%	27%	19%	15%	8%	27%	17%	8%	23%	23%	15%	8%	16%	17%	19%	23%	15%	13%	19%	16%	19%	15%	18%	17%	16%	26%	26%	23%	11%	14%	15%	18%	24%	24%	15%	9%	26%	17%	24%	20%	11%	18%	17%									
				GH	GH	H	H		JK	K		NO	NO	O					*	*	*							b	b		df	*			gh	i				*	m*	*													
Neither favourable nor unfavourable (0)	224	120	103	41	39	51	36	57	80	87	57	45	76	48	54	51	63	49	34	6	21	116	108	160	64	71	153	188	35	126	73	25	47	59	43	75	79	145	34	71	17	26	92	54	102	122									
	21%	22%	19%	27%	19%	27%	18%	17%	23%	23%	17%	24%	24%	19%	17%	20%	22%	20%	22%	12%	23%	19%	23%	23%	16%	20%	21%	20%	29%	29%	21%	21%	19%	22%	15%	22%	26%	24%	19%	11%	26%	19%	19%	20%	15%	19%	23%								
				H	H	H													*	*	*							b	b		*	*			h	i			m	*	*	*													
Mainly unfavourable (-1)	160	79	81	21	32	22	24	61	53	46	61	27	43	35	55	31	43	35	23	6	22	93	67	98	62	48	112	143	13	83	51	27	42	51	33	34	39	122	47	37	17	28	81	47	67	93									
	15%	15%	15%	14%	16%	12%	12%	18%	15%	12%	18%	14%	14%	14%	17%	12%	15%	14%	15%	12%	24%	15%	14%	16%	14%	15%	15%	15%	15%	13%	14%	15%	20%	19%	13%	12%	12%	16%	15%	14%	19%	20%	18%	13%	12%	17%									
																			*	*	pt										*	*																							
Very unfavourable (-2)	398	186	211	31	44	46	92	184	75	138	184	37	71	116	174	103	99	92	42	27	35	232	166	212	186	126	272	376	21	244	100	53	81	182	61	74	76	321	184	65	31	34	146	192	222	176									
	37%	35%	39%	21%	22%	25%	47%	54%	21%	36%	54%	20%	22%	46%	54%	41%	35%	38%	27%	51%	37%	38%	36%	31%	47%	36%	37%	40%	17%	40%	29%	39%	38%	48%	32%	25%	24%	43%	59%	24%	35%	25%	32%	54%	41%	33%									
						DEF	DEF							LM	LM	S			*	*	*							f	f		*	*			g	h	imp	*																	
Don't know	32	17	14	8	9	10	3	2	16	14	2	12	15	3	2	9	12	5	6	-	1	14	18	25	7	9	23	25	5	15	11	6	7	10	5	10	14	18	2	3	2	4	10	2	15	17									
	3%	3%	3%	5%	4%	6%	2%	1%	6%	4%	1%	6%	5%	1%	1%	3%	4%	2%	4%	-	-	1%	2%	4%	4%	2%	3%	3%	3%	4%	2%	3%	5%	3%	3%	4%	14%	18	2%	1%	3%	2%	1%	2%	15	17									
				H	H	H			K	K		NO	NO						*	*	*									*	*										*	*													
NET: Favourable	265	132	131	48	79	56	43	40	127	99	40	65	111	52	37	59	65	63	51	13	14	158	107	190	76	96	169	215	47	137	105	23	38	79	49	99	115	150	42	95	23	47	129	60	137	129									
	25%	25%	24%	32%	39%	30%	22%	12%	36%	26%	12%	35%	35%	20%	11%	23%	23%	26%	33%	25%	15%	26%	23%	28%	19%	27%	23%	23%	39%	23%	31%	17%	18%	21%	26%	34%	36%	20%	14%	35%	26%	34%	28%	17%	25%	24%									
				GH	GH	H	H		JK	K		NO							U*	*	*							b	b		df	*			gh	i																			
NET: Unfavourable	558	265	291	52	76	68	116	246	128	184	246	64	114	151	229	134	142	127	65	33	57	325	233	311	247	174	384	519	34	327	151	80	124	233	94	108	115	443	231	102	48	62	228	238	289	269									
	52%	50%	54%	35%	38%	37%	58%	71%	37%	48%	71%	34%	36%	59%	71%	53%	50%	52%	42%	63%	61%	53%	50%	45%	63%	50%	53%	55%	28%	54%	59%	57%	124	61%	94	37%	36%	59%	75%	38%	53%	45%	50%	67%	53%	50%									
							DEF	DEFG			I	II		LM	LMN				*	S*	S*				X			c	*		e*	j	q	j		k	nop		*	*		q													
Mean	-0.59	-0.54	-0.64	-0.20 GH	-0.09 GH	-0.21 GH	-0.78 H	-1.11	-0.14 JK	-0.51 K	-1.11	-0.13 NO	-0.12 NO	-0.80 O	-1.11	-0.65	-0.59	-0.58	-0.27 PU*	-0.78 *	-0.83 *	-0.59	-0.58	-0.42 Y	-0.88	-0.50	-0.63	-0.67	0.06 b	-0.67	-0.36 df	-0.79 *	-0.76	-0.84 h	-0.49 gh	-0.19 i	-0.13 l	-0.78	-1.16	-0.18 m	-0.56 m*	-0.27 m*	-0.46 r	-1.00	-0.64	-0.54									

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overleaf formaker used

Column permutations (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t Minimum Base: 30(**) Small Base: 100(*)

Column Means (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
Royals
Adults aged 18-75 GB

Q4. How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal Family? - Anne, Princess Royal
All Adults aged 18-75 in Great Britain

	Gender			Age				Aggregated Age Breaks				Generations				Region								Social grade		Employment status		Education		Ethnicity		Marital Status		Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote		Split Sample	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Millennial (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not working (Y)	Graduates (Z)	Non- graduates (a)	White ethnic group (b)	Minority ethnic group (c)	Married/ Living as Married (d)	Widowed/ Divorced/ Separated (e)	1 (f)	2 (h)	3 (i)	4+ (j)	ANY (k)	NONE (l)	Conservati ve (m)	Labour (n)	Liberal Democrats (o)	Other (p)	Remain (q)	Leave (r)	With intro (s)	Without intro (t)		
Unweighted base	1079	533	542	145	204	183	206	341	349	389	341	182	318	277	302	259	279	244	153	51	93	733	346	774	305	556	523	930	136	625	340	114	214	383	203	279	340	739	315	290	89	136	485	349	537	542	
Weighted base	1079	535	540	149	203	185	198	344	351	383	344	186	316	254	322	252	282	244	156	52	93	613	466	685	394	351	728	947	120	605	340	134	216	381	190	292	323	756	310	271	89	139	459	354	542	537	
Very favourable (2)	310 29%	121 23%	189 35%	16 11%	32 16%	43 23%	71 36%	147 43%	49 14%	114 30%	147 43%	24 13%	55 17%	91 36%	140 43%	59 23%	83 29%	82 34%	46 29%	14 27%	27 29%	183 30%	126 27%	164 24%	146 37%	111 32%	199 27%	292 31%	16 13%	192 32%	72 21%	45 34%	66 30%	132 35%	46 24%	65 22%	75 23%	234 31%	136 44%	55 20%	38 13%	35 42%	135 25%	134 29%	175 38%	135 32%	
Mainly favourable (1)	332 31%	168 31%	164 30%	27 18%	49 24%	57 21%	75 38%	124 36%	76 22%	132 34%	124 36%	37 20%	86 27%	92 36%	117 36%	90 36%	91 32%	75 31%	41 26%	10 20%	25 27%	198 32%	134 29%	205 30%	127 32%	107 31%	225 31%	309 33%	19 16%	85 25%	47 35%	61 28%	122 32%	61 32%	88 30%	95 29%	237 31%	115 37%	76 28%	27 31%	36 26%	155 34%	117 33%	148 27%	184 34%		
Neither favourable nor unfavourable (0)	258 24%	132 25%	125 23%	54 37%	66 23%	56 30%	91 20%	52 15%	121 34%	86 22%	52 15%	60 32%	109 35%	42 16%	47 15%	60 24%	63 22%	50 21%	40 25%	17 32%	29 31%	134 22%	124 27%	179 26%	79 20%	82 23%	177 24%	208 22%	49 41%	127 21%	103 30%	28 21%	58 27%	73 19%	46 24%	83 28%	85 26%	173 23%	37 12%	86 22%	17 19%	39 28%	105 23%	58 16%	126 23%	133 25%	
Mainly unfavourable (-1)	65 6%	42 8%	23 4%	21 14%	24 12%	10 5%	6 3%	4 1%	45 13%	16 4%	4 1%	26 8%	26 8%	10 4%	4 1%	11 4%	19 7%	13 6%	10 7%	4 16%	3 3%	42 7%	23 5%	51 7%	14 4%	20 6%	45 6%	48 5%	16 13%	34 6%	28 8%	3 2%	9 4%	15 4%	17 9%	24 10%	32 4%	33 3%	8 7%	20 5%	5 9%	13 4%	20 6%	32 6%	33 6%		
Very unfavourable (-2)	66 6%	48 9%	17 3%	14 9%	15 8%	8 4%	12 6%	16 5%	29 8%	20 5%	16 5%	17 9%	20 6%	15 4%	14 4%	20 8%	12 4%	15 6%	9 6%	3 6%	6 7%	32 7%	34 4%	49 7%	17 4%	18 5%	48 7%	53 6%	12 10%	35 7%	25 6%	6 5%	14 6%	23 5%	10 6%	19 6%	21 7%	44 4%	13 4%	26 10%	3 3%	9 6%	29 6%	20 6%	35 6%	31 6%	
Don't know	48 4%	24 4%	22 4%	16 10%	16 8%	11 6%	4 2%	3 1%	31 9%	14 4%	3 1%	23 12%	19 6%	5 2%	2 1%	12 5%	14 5%	9 4%	11 7%	- -	3 3%	24 4%	24 5%	36 5%	12 8%	13 4%	35 5%	37 4%	8 4%	16 7%	27 4%	5 4%	10 4%	16 4%	10 4%	13 4%	14 4%	34 1	9 *	- 3%	7 -	15 5%	5 3%	27 2%	32 4%		
NET: Favourable	642 59%	288 54%	353 65%	43 29%	81 40%	100 54%	146 73%	271 79%	125 35%	246 64%	271 79%	61 33%	141 45%	183 72%	256 79%	149 59%	173 61%	157 64%	87 55%	24 47%	51 56%	382 62%	260 56%	369 54%	272 69%	218 62%	423 58%	601 63%	34 29%	392 65%	158 46%	92 69%	126 58%	254 67%	107 56%	154 53%	170 53%	471 62%	251 81%	131 48%	65 73%	72 52%	289 63%	251 71%	323 60%	318 59%	
NET: Unfavourable	131 12%	90 17%	40 7%	35 24%	39 19%	18 10%	19 9%	19 6%	75 21%	37 10%	19 6%	42 23%	46 15%	25 10%	17 5%	32 12%	31 11%	28 12%	20 12%	11 21%	9 10%	73 12%	57 12%	100 15%	31 8%	38 11%	93 13%	101 11%	28 11%	69 16%	53 6%	9 10%	23 10%	38 10%	27 14%	43 15%	53 17%	77 7%	21 17%	46 8%	7 15%	21 11%	50 11%	40 11%	67 12%	64 12%	
Mean	0.73	0.53	0.94 B	0.07 *	0.32	0.68 DE	0.95 DEF	1.12 DEF	0.22	0.82 I	1.12 II	0.16	0.44 L	0.93 LM	1.14 LM	0.65	0.79	0.83	0.71 *	0.47 *	0.70 *	0.78	0.67	0.59	0.97 X	0.81	0.69	0.81 C	0.09 *	0.82 E	0.48	0.95 e*	0.75	0.89 ij	0.64	0.57	0.55	0.81 k	1.14 np	0.43	1.04 np*	0.58 *	0.78	0.93	0.77	0.70	

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Overleaf formaker used

Column permutations (5%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t

Column means (5%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t

PUBLIC
Royals
Adults aged 18-75 GB

Q4. How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal Family? - Prince Andrew, the Duke of York
All Adults aged 18-75 in Great Britain

	Gender			Age				Aggregated Age Breaks				Generations				Region						Social grade		Employment status		Education		Ethnicity		Marital Status				Household Size				Presence of children HH (17 or under)				General Election 2019 Vote				Referendum 2016 vote				Split Sample	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Millennial (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not working (Y)	Graduates (Z)	Non- graduates (a)	White ethnic group (b)	Minority ethnic group (c)	Married/ Living as Married (d)	Widowed/ Divorced/ Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	Conservati ve (l)	Labour (m)	Liberal Democrats (n)	Other (o)	Remain (p)	Leave (q)	With intro (r)	Without intro (s)						
Unweighted base	1079	533	542	145	204	183	206	341	349	389	341	182	318	277	302	259	279	244	153	51	93	733	346	774	305	556	523	930	136	340	114	214	383	203	279	340	739	315	290	89	136	485	349	537	542						
Weighted base	1079	535	540	149	203	185	198	344	351	383	344	186	316	254	322	252	282	244	156	52	93	613	466	685	394	351	728	947	120	605	340	134	216	381	190	292	323	756	310	271	89	139	459	354	542	537					
Very favourable (2)	39 4%	27 5%	12 2%	3 2%	16 8%	8 4%	7 3%	6 2%	19 5%	15 4%	6 2%	4 2%	22 7%	7 3%	6 2%	9 4%	9 3%	7 3%	12 8%	1 1%	2 2%	25 4%	14 3%	33 5%	6 1%	17 5%	22 3%	33 4%	6 3%	19 4%	15 4%	5 3%	6 3%	8 2%	12 6%	14 5%	18 6%	21 3%	15 5%	12 4%	7 8%	5 4%	18 4%	13 4%	24 5%	15 3%					
Mainly favourable (1)	81 8%	43 8%	39 7%	17 12%	28 14%	16 8%	8 4%	12 3%	46 13%	24 6%	12 3%	23 12%	35 11%	12 5%	12 4%	24 10%	22 8%	14 6%	12 8%	5 10%	3 2%	41 7%	40 9%	59 9%	22 6%	24 7%	57 8%	61 15%	18 6%	49 8%	26 5%	6 12%	12 6%	14 5%	16 9%	39 13%	41 13%	40 5%	23 7%	22 8%	7 8%	14 10%	33 7%	30 9%	36 7%	45 8%					
Neither favourable nor unfavourable (0)	215 20%	112 21%	102 19%	46 21%	45 22%	28 15%	31 16%	65 19%	91 26%	59 15%	65 19%	52 18%	59 19%	42 17%	62 19%	48 19%	63 22%	40 16%	46 29%	8 16%	11 12%	108 18%	108 23%	140 20%	76 19%	55 16%	100 22%	187 20%	27 17%	102 23%	79 25%	34 23%	50 23%	66 17%	32 23%	66 22%	72 19%	143 17%	53 19%	53 17%	15 15%	20 16%	73 20%	70 22%	119 22%	96 18%					
Mainly unfavourable (-1)	212 20%	94 18%	117 22%	18 12%	30 15%	42 22%	30 15%	92 27%	48 14%	71 19%	92 27%	22 12%	59 19%	42 17%	89 17%	53 28%	42 21%	57 15%	23 23%	29 15%	29 31%	134 22%	78 17%	120 17%	92 45%	81 47%	131 48%	182 48%	26 31%	139 44%	51 47%	22 49%	36 48%	97 50%	29 38%	49 39%	54 49%	158 42%	86 51%	40 47%	13 53%	31 47%	88 47%	85 52%	102 42%	110 47%					
Very unfavourable (-2)	495 46%	241 45%	252 47%	59 40%	70 35%	79 43%	121 61%	166 48%	130 37%	200 52%	166 48%	72 38%	124 39%	149 59%	151 47%	109 43%	137 49%	118 49%	55 35%	30 57%	46 50%	286 47%	209 45%	307 45%	188 48%	166 47%	329 45%	455 48%	37 48%	282 44%	150 47%	63 49%	105 48%	184 50%	95 38%	111 39%	127 49%	368 42%	131 51%	137 47%	47 53%	65 47%	340 52%	150 42%	242 45%	254 47%					
Don't know	37 3%	18 3%	19 3%	5 3%	13 6%	13 7%	2 1%	4 1%	18 5%	15 4%	4 1%	14 8%	17 5%	2 1%	4 1%	9 4%	9 3%	8 3%	9 6%	1 1%	2 2%	20 3%	17 4%	27 4%	10 3%	7 2%	30 4%	28 3%	7 5%	13 2%	5 3%	7 3%	12 3%	5 3%	13 4%	11 3%	26 3%	3 1%	8 3%	- 2%	3 1%	6 1%	6 2%	20 4%	17 3%						
NET: Favourable	120 11%	70 13%	51 9%	20 14%	44 22%	24 13%	15 7%	17 5%	64 18%	38 10%	17 5%	26 14%	58 18%	19 7%	17 5%	33 13%	31 11%	21 9%	24 16%	6 11%	5 5%	66 11%	54 12%	92 13%	28 7%	42 12%	79 11%	94 10%	24 20%	68 11%	41 12%	11 8%	18 8%	22 6%	28 15%	52 18%	59 18%	61 8%	37 12%	34 12%	14 15%	19 14%	52 11%	43 12%	60 11%	60 11%					
NET: Unfavourable	707 66%	335 63%	369 68%	77 52%	101 50%	120 65%	151 76%	258 75%	178 51%	271 71%	258 75%	94 50%	183 58%	191 75%	239 74%	162 64%	179 64%	175 72%	78 50%	37 72%	75 81%	420 68%	287 62%	427 62%	280 71%	248 71%	459 63%	638 67%	63 52%	421 70%	201 59%	85 63%	141 65%	281 74%	124 65%	161 55%	181 56%	526 70%	217 70%	177 65%	60 68%	96 69%	328 72%	235 66%	344 63%	363 68%					
Mean	-1.00	-0.93	-1.07	-0.78 GH	-0.59 FGH	-0.97 G	-1.28	-1.18	-0.67 JK	-1.14	-1.18	-0.79 NO	-0.76 NO	-1.24	-1.15	-0.94	-1.01	-1.13	-0.65 QRTU*	-1.18 *	-1.26 *	-1.04	-0.95	-0.92 Y	-1.13	-1.03	-0.99	-1.05	-0.61 b	-1.04	-0.92	-1.03 *	-1.06	-1.18	-0.97 gh	-0.74 i	-1.11	-0.97	-1.02	-0.98 *	-1.01 *	-1.10	-0.94	-0.96	-1.04						

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overleaf formaker used

Column/Rows (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss Minimum Base: 30(**) Small Base: 100(**)

Column/Means (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss Minimum Base: 30(**) Small Base: 100(**)

22-087220-13 - 31st March - 1st April 2023

PUBLIC

Royals

Adults aged 18-75 GB

Q4. How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal Family? - Prince Edward, the Earl of Wessex

All Adults aged 18-75 in Great Britain

	Gender			Age				Aggregated Age Breaks				Generations				Region						Social grade				Employment status		Education		Ethnicity		Marital Status				Household Size				Presence of children HH (17 or under)				General Election 2019 Vote				Referendum 2016 vote				Split Sample	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Millennial s (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not working (Y)	Graduates (Z)	Non- graduates (a)	White ethnic group (b)	Minority ethnic group (c)	Married/ Living as Married (d)	Single (e)	Widowed/ Divorced/ Separated (f)	1 (g)	2 (h)	3 (i)	4+ (j)	ANY (k)	NONE (l)	Conservati ve (m)	Labour (n)	Liberal Democrats (o)	Other (p)	Remain (q)	Leave (r)	With intro (s)	Without intro (t)							
Unweighted base	1079	533	542	145	204	183	206	341	349	389	341	182	318	277	302	259	279	244	153	51	93	733	346	774	305	556	523	930	136	625	340	114	214	383	203	279	340	739	315	290	89	136	485	349	537	542							
Weighted base	1079	535	540	149	203	185	198	344	351	383	344	186	316	254	322	252	282	244	156	52	93	613	466	685	394	351	728	947	120	605	340	134	216	381	190	292	323	756	310	271	89	139	459	354	542	537							
Very favourable (2)	162 15%	68 13%	94 17%	5 4%	18 9%	29 16%	39 20%	70 20%	23 7%	68 18%	70 20%	8 4%	38 12%	50 19%	66 20%	31 12%	43 15%	42 17%	32 20%	5 10%	8 9%	99 16%	62 13%	95 14%	67 17%	54 15%	108 15%	152 16%	8 7%	92 15%	42 12%	28 21%	44 20%	56 15%	22 12%	40 14%	41 13%	120 16%	76 25%	27 10%	25 29%	13 9%	73 16%	67 19%	90 17%	71 13%							
Mainly favourable (1)	291 27%	128 24%	162 30%	30 20%	31 15%	45 24%	67 34%	117 34%	62 18%	112 29%	117 34%	33 18%	64 20%	83 33%	112 35%	72 28%	74 26%	77 32%	29 18%	10 19%	30 32%	178 29%	113 24%	168 24%	123 31%	103 29%	188 26%	263 28%	23 19%	184 30%	75 22%	32 24%	51 24%	109 29%	60 31%	71 24%	92 28%	199 26%	118 38%	56 21%	24 27%	37 26%	129 28%	111 31%	132 24%	159 30%							
Neither favourable nor unfavourable (0)	394 36%	213 40%	179 33%	53 36%	86 42%	69 37%	61 31%	125 36%	139 40%	130 34%	125 36%	71 38%	125 40%	82 32%	116 36%	101 40%	110 39%	75 31%	53 24%	23 45%	31 34%	209 34%	185 40%	254 37%	140 36%	127 37%	267 37%	351 37%	42 35%	212 38%	129 38%	53 40%	74 34%	148 39%	59 31%	113 39%	113 35%	280 37%	89 29%	114 42%	29 32%	45 22%	159 35%	123 35%	194 36%	200 37%							
Mainly unfavourable (-1)	82 8%	47 9%	35 7%	20 14%	28 14%	14 8%	12 6%	8 2%	48 14%	26 7%	8 2%	24 13%	35 11%	17 9%	7 8%	19 7%	20 7%	14 6%	14 9%	7 14%	8 9%	45 7%	37 8%	64 5%	18 7%	23 8%	60 8%	64 7%	16 13%	47 8%	8 8%	17 6%	22 6%	17 9%	26 10%	34 6%	48 6%	12 4%	34 13%	5 11%	16 12%	35 9%	25 8%	51 7%	31 6%								
Very unfavourable (-2)	83 8%	54 10%	29 5%	17 12%	20 10%	12 7%	16 8%	18 5%	37 11%	28 7%	18 5%	20 9%	28 11%	19 9%	16 8%	18 7%	19 7%	24 10%	11 7%	5 9%	7 8%	46 8%	37 8%	63 9%	20 5%	22 6%	61 8%	67 7%	16 13%	48 8%	29 5%	7 8%	18 7%	27 10%	18 7%	20 8%	26 7%	57 7%	11 4%	29 11%	5 12%	16 9%	40 6%	21 8%	41 8%	42 8%							
Don't know	67 6%	25 5%	41 8%	22 15%	20 10%	15 8%	4 2%	7 2%	42 12%	18 5%	7 2%	31 17%	26 8%	4 1%	7 2%	12 5%	16 6%	12 5%	18 11%	1 3%	8 9%	36 6%	32 7%	41 6%	26 6%	23 6%	45 6%	49 5%	14 12%	23 4%	39 4%	6 4%	13 5%	20 5%	13 7%	22 8%	17 5%	51 7%	3 1%	10 4%	2 2%	13 9%	23 5%	7 2%	34 6%	33 6%							
NET: Favourable	452 42%	196 37%	256 47%	36 24%	49 24%	75 40%	106 53%	187 54%	85 24%	181 47%	187 54%	41 22%	102 32%	132 52%	178 55%	103 41%	117 41%	119 49%	61 29%	15 29%	38 41%	277 45%	176 38%	262 38%	190 48%	156 44%	296 44%	416 44%	32 26%	275 46%	117 34%	60 45%	95 44%	165 43%	82 43%	111 38%	133 41%	320 42%	195 63%	83 31%	49 55%	49 35%	202 44%	179 50%	222 41%	231 43%							
NET: Unfavourable	165 15%	101 19%	65 12%	38 25%	48 24%	26 14%	28 14%	26 7%	85 24%	54 14%	26 7%	43 23%	63 20%	36 14%	22 7%	36 14%	39 14%	38 14%	25 15%	12 16%	15 24%	92 15%	74 16%	128 19%	38 13%	44 17%	121 17%	131 14%	32 27%	94 16%	56 11%	15 16%	35 16%	49 13%	36 19%	46 16%	60 19%	105 14%	23 7%	63 23%	9 11%	32 11%	75 16%	46 13%	93 17%	73 14%							
Mean	0.36	0.22	0.51	-0.11	-0.01	0.38	0.52	0.63	-0.05	0.46	0.63	-0.09	0.16	0.50	0.65	0.33	0.38	0.43	0.41	0.06	0.28	0.41	0.29	0.26	0.54	0.44	0.32	0.41	-0.07	0.39	0.24	0.52	0.42	0.40	0.29	0.31	0.28	0.40	0.77	0.07	0.69	0.11	0.37	0.52	0.35	0.37							

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

Column proportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t

Column Means (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t

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?
PUBLIC

All adults aged 18-75 in Great Britain

		Gender			Age			Region					Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-54	55-75	North	South	Greater London	Midlands & Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	
Unweighted Base	2000	867	1133	506	843	651	481	432	297	630	160	1415	585	1402	598	1143	857	602	559	197	210	917	670	
Weighted Base	2000	993	1007	600	737	663	466	455	287	617	175	1305	695	1143	857	665	1335	610	518	157	226	791	727	
Watch celebratory events on television (e.g. the Coronation Concert)	797 40% BIS	360 36% AB	437 43% AB	214 36% I	290 39% AD	293 44% AD	192 41% I	205 45% AI	92 32% I	244 40% J	65 37% K	518 40% L	279 40% M	477 42% A	320 37% A	268 40% AS	529 50% AS	306 35% AS	181 49% AS	76 41% AS	92 41% AS	315 40% AS	343 47% AS	
Have a BBQ / dinner party	329 16% FKM	150 15% FKM	179 18% AF	125 21% AF	140 19% AF	64 10% K	90 19% K	63 14% K	50 17% K	112 18% K	14 8% K	243 19% AM	86 12% AM	195 17% AM	134 16% AM	120 18% A	209 16% A	112 18% AS	78 15% AS	32 20% S	31 14% S	137 17% AS	116 16% AS	
Put up bunting, flags or other decorations	263 13% FK	118 12% FK	145 14% AF	72 12% AF	120 16% AF	71 11% K	64 14% K	66 14% K	36 12% K	86 14% K	12 7% K	188 14% A	76 11% A	161 14% AS	102 12% AS	100 15% A	163 12% AS	104 17% AS	54 10% S	27 17% S	28 13% AS	95 12% AS	121 17% AS	
Sing the British national anthem	267 13% V	137 14% V	130 13% V	93 16% V	101 14% V	73 11% V	65 14% K	58 13% K	48 17% K	82 13% K	14 8% K	183 14% A	83 12% A	159 14% AS	107 13% AS	92 14% AS	174 13% AS	112 18% AS	56 11% AS	20 12% S	29 13% S	85 11% AS	124 17% AS	
Attend or host a local street party	242 12% KM	122 12% KM	121 12% KM	73 12% KM	95 13% KM	74 11% KM	59 13% K	51 11% K	38 13% K	85 14% K	10 5% K	183 14% AM	59 9% AM	145 13% AM	98 11% AM	95 14% AQ	148 11% AQ	101 17% AS	54 10% AS	27 17% S	31 14% S	81 10% AS	121 17% AS	
Go to the pub	258 13% F	133 13% F	125 12% F	88 15% F	100 14% F	70 10% F	71 15% K	54 12% K	40 14% K	78 13% K	15 8% K	186 14% AM	72 10% AM	165 14% A	93 11% A	82 12% AQ	176 13% AQ	82 13% AS	62 12% AS	18 11% AS	30 13% AS	94 12% AS	96 13% AS	
Bake a cake	191 10% BFKQ	71 7% BFKQ	120 12% AB	81 14% AF	82 11% F	28 4% F	51 11% K	39 9% K	30 10% K	65 11% K	6 4% K	129 10% AM	63 9% AM	120 11% A	71 8% A	86 13% AQ	105 8% AQ	64 11% AS	45 9% AS	17 11% AS	22 10% AS	72 9% AS	58 8% AS	
Collect any memorabilia released to commemorate the Coronation	174 9% GS	83 8% GS	90 9% GS	50 8% GS	72 10% GS	51 8% GS	24 5% GS	35 8% GS	40 14% AGHJ	55 9% G	18 10% G	119 9% G	54 8% G	96 8% G	78 9% G	70 10% AQ	104 8% AQ	65 11% S	32 6% AS	22 14% AS	21 9% AS	63 8% AS	81 11% A	
Research more into the King's life	130 6% CFHMQ	84 8% AC	46 5% AC	59 10% AF	57 8% F	14 2% F	26 6% AGH	15 3% H	31 11% AGH	49 8% H	9 5% H	100 8% AM	30 4% AM	79 7% AM	51 6% Q	66 10% Q	63 5% Q	39 6% Q	33 6% Q	12 8% ARS	17 7% ARS	60 8% ARS	45 6% ARS	
Visit places of Royal significance (e.g. Buckingham Palace, Windsor Castle, Holyrood)	110 6% CFHMQ	68 7% AC	42 4% AC	43 7% F	49 7% F	19 3% F	23 5% AGHJ	12 3% H	31 11% AGHJ	34 6% G	11 6% G	85 7% AM	25 4% AM	68 6% AM	43 5% Q	63 9% Q	47 4% Q	35 6% Q	24 5% Q	16 10% ARS	17 7% ARS	43 5% ARS	41 6% ARS	
Attend or host a firework display / light a beacon	98 5% FGMQ	51 5% FGMQ	47 5% FGMQ	42 7% AF	45 6% AF	11 2% AF	13 3% AGHK	15 3% G	28 10% AGHK	38 6% G	4 2% G	77 6% AM	20 3% AM	54 5% AM	44 5% Q	55 8% Q	43 3% Q	28 5% Q	25 5% ARS	16 10% ARS	11 5% ARS	44 6% ARS	37 5% ARS	
Visit an official exhibition taking place to celebrate the Coronation	81 4% CFHQ	52 5% AC	29 3% AC	33 6% F	35 5% F	13 2% F	19 4% H	5 1% H	27 9% AGHJK	24 4% H	6 3% H	62 5% A	19 3% A	49 4% A	32 4% A	52 8% Q	29 2% Q	26 4% Q	20 4% Q	12 8% A	14 6% A	36 5% A	27 4% A	
Other activity (please specify)	54 3% DP	27 3% DP	26 3% DP	3 - AD	29 4% AD	22 3% D	11 2% D	18 4% D	7 2% D	17 3% D	1 1% D	40 3% AL	13 2% AL	29 3% AL	24 3% AL	12 2% AL	41 3% AL	21 3% AL	9 2% AL	4 3% AL	6 3% AL	19 2% AL	29 4% A	
Don't know	144 7% N	59 6% A	85 8% A	33 6% A	59 8% A	52 8% A	33 7% AJ	47 10% AJ	16 6% AJ	37 6% AJ	12 7% AJ	85 7% AL	59 33% AL	71 6% AL	73 9% AL	45 7% AL	99 7% AL	45 6% AL	32 6% AL	10 6% AL	12 5% AL	49 6% AL	49 7% AL	
None of these – I will not celebrate the Coronation	582 29% CLPRTW	320 32% AC	262 26% AC	159 27% AC	209 28% AC	214 32% A	131 28% A	113 25% A	73 25% A	194 31% H	71 41% AGHI	355 27% AL	227 33% AL	336 29% AL	246 29% AL	178 27% AL	404 30% AL	123 20% AL	186 36% ART	32 20% ART	66 29% R	261 33% AW	164 23% AW	

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Overlap formulae used
ColumnProportions (5%): A,B/C,D,E/F,G/H/I/J/K,L,M,N/O,P/Q,R/S/T/U,V/W Minimum Base: 0[**] Small Base: 30[*]

Ipsos Political Monitor - Royal Family - March 2023

Page 1

30 Mar 2023

Table 1

(DEC21)Q16. Would you favour Britain becoming a republic or remaining a monarchy?

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1004	834	659	627	781	768	730	683	107	465	527	231	343	430	94	137	147	196	155	275	124	278	355	164	207	633	371	867	129	1004
Weighted Total	1004	792	592	551	739	725	673	621	116	485	507	284	333	387	110	175	160	173	157	230	104	269	281	206	248	549	455	871	126	1004
Republic	252	197	150	145	188	182	170	155	29	137	112	100	94	58	37	63	49	45	28	30	14	72	74	49	58	146	107	199	51	249
	25%	25%	25%	26%	25%	25%	25%	25%	25%	28%	22%	35%	28%	15%	34%	36%	31%	26%	18%	13%	13%	27%	26%	24%	23%	27%	23%	23%	40%	25%
Monarchy	653	541	405	368	492	485	452	423	63	316	332	146	207	300	57	89	95	112	117	183	79	169	188	135	161	357	296	588	63	664
	65%	68%	68%	67%	67%	67%	67%	68%	54%	65%	65%	51%	62%	78%	52%	51%	59%	65%	75%	80%	75%	63%	67%	66%	65%	65%	65%	67%	50%	66%
Don't know	98	55	37	38	58	58	51	43	24	33	63	38	31	28	15	23	15	16	12	17	12	27	19	22	30	46	52	84	12	91
	10%	7%	6%	7%	8%	8%	8%	7%	21%	7%	13%	14%	9%	7%	14%	13%	10%	9%	8%	7%	12%	10%	7%	11%	12%	8%	11%	10%	10%	9%

Fieldwork dates : Wednesday 22nd to Wednesday 29th March 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<https://www.ipsos.uk/politicalandsocialtrends>

Ipsos Political Monitor - Royal Family - March 2023

30 Mar 2023

Table 2

(DEC21)Q16. Would you favour Britain becoming a republic or remaining a monarchy?

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)			Qualifications			UnW Tot.
		Con	Lab	LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1004	226	366	74	555	415	439	564	204	335	318	388	280	706	221	303	220	141	820	119	297	286	79	189	458	357	1004
Weighted Total	1004	227	353	79	543	417	473	530	100	506	294	340	361	634	240	311	230	136	868	87	288	277	70	193	503	308	1004
Republic	252 25%	15 6%	125 36%	9 11% s	178 33%	67 16%	136 29%	116 22%	26 26%	138 27%	80 27%	57 17%	114 32%	137 22%	59 25%	67 22%	55 24%	46 34%	214 25%	25 28%	21 7%	116 42%	13 18% s	41 21%	113 23%	98 32%	249 25%
Monarchy	653 65%	201 89%	198 56%	63 80% s	323 59%	326 78%	297 63%	356 67%	62 62%	327 65%	183 62%	253 74%	212 59%	435 69%	159 67%	215 69%	151 66%	74 54%	565 65%	54 62%	256 89%	137 49%	51 73% s	131 68%	347 69%	176 57%	664 66%
Don't know	98 10%	11 5%	29 8%	7 9% s	43 8%	24 6%	40 8%	58 11%	12 12%	41 8%	32 11%	30 9%	35 10%	62 10%	21 9%	29 9%	24 10%	16 12%	89 10%	8 10%	11 4%	25 9%	6 9% s	22 11%	43 9%	34 11%	91 9%

Fieldwork dates : Wednesday 22nd to Wednesday 29th March 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

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Ipsos Political Monitor - Royal Family - March 2023

Table 3

(MAY22)Q18. Looking to the future, do you think Britain will or will not have a monarchy in...10 years?

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minor- ity	Total
Unweighted Total	1004	834	659	627	781	768	730	683	107	465	527	231	343	430	94	137	147	196	155	275	124	278	355	164	207	633	371	867	129	1004
Weighted Total	1004	792	592	551	739	725	673	621	116	485	507	284	333	387	110	175	160	173	157	230	104	269	281	206	248	549	455	871	126	1004
Will	826	685	510	466	629	621	576	527	80	420	396	217	280	328	80	137	126	154	134	194	84	240	233	170	183	473	353	739	81	845
	82%	86%	86%	85%	85%	86%	86%	85%	69%	87%	78%	76%	84%	85%	73% s	78%	79%	89%	86%	84%	80%	89%	83%	82%	74%	86%	78%	85%	65%	84%
Will not	130	84	67	68	82	79	76	73	25	46	83	50	38	42	23	28	28	10	14	28	16	20	36	24	49	57	73	91	37	106
	13%	11%	11%	12%	11%	11%	11%	12%	22%	9%	16%	18%	11%	11%	21% s	16%	17%	6%	9%	12%	15%	8%	13%	12%	20%	10%	16%	10%	29%	11%
Don't know	48	23	15	17	28	25	22	21	11	19	28	17	15	17	7	10	5	10	8	8	5	8	11	13	16	19	29	40	7	53
	5%	3%	3%	3%	4%	3%	3%	3%	10%	4%	6%	6%	4%	4%	6% s	6%	3%	6%	5%	4%	5%	3%	4%	6%	7%	4%	6%	5%	6%	5%

Fieldwork dates : Wednesday 22nd to Wednesday 29th March 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - Royal Family - March 2023

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Table 4

(MAY22)Q18. Looking to the future, do you think Britain will or will not have a monarchy in...10 years?

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)			Qualifications			UnW Tot.
		Con	Lab	LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1004	226	366	74	555	415	439	564	204	335	318	388	280	706	221	303	220	141	820	119	297	286	79	189	458	357	1004
Weighted Total	1004	227	353	79	543	417	473	530	100	506	294	340	361	634	240	311	230	136	868	87	288	277	70	193	503	308	1004
Will	826	210	295	72	448	363	404	421	81	428	263	298	259	560	201	267	195	95	718	68	268	223	63	143	419	264	845
	82%	93%	84%	91% s	82%	87%	85%	79%	80%	85%	89%	88%	72%	88%	84%	86%	85%	70%	83%	78%	93%	80%	90% s	74%	83%	86%	84%
Will not	130	13	48	6	82	47	55	74	11	63	24	22	81	47	30	30	26	31	110	14	14	46	6	36	62	32	106
	13%	6%	14%	8% s	15%	11%	12%	14%	11%	12%	8%	7%	22%	7%	12%	10%	11%	23%	13%	16%	5%	17%	8% s	19%	12%	10%	11%
Don't know	48	4	10	1	13	7	14	34	9	15	8	20	21	28	9	15	8	10	40	6	6	8	1	14	23	12	53
	5%	2%	3%	1% s	2%	2%	3%	6%	9%	3%	3%	6%	6%	4%	4%	5%	4%	8%	5%	7%	2%	3%	2% s	7%	5%	4%	5%

Fieldwork dates : Wednesday 22nd to Wednesday 29th March 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

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s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 5

(MAY22)Q18. Looking to the future, do you think Britain will or will not have a monarchy in...50 years?

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minor- ity	Total
Unweighted Total	1004	834	659	627	781	768	730	683	107	465	527	231	343	430	94	137	147	196	155	275	124	278	355	164	207	633	371	867	129	1004
Weighted Total	1004	792	592	551	739	725	673	621	116	485	507	284	333	387	110	175	160	173	157	230	104	269	281	206	248	549	455	871	126	1004
Will	459 46%	370 47%	275 47%	248 45%	347 47%	342 47%	316 47%	286 46%	52 45%	250 52%	204 40%	145 51%	151 45%	163 42%	53 48% _s	92 53%	67 42%	85 49%	64 41%	99 43%	49 47%	128 48%	122 43%	103 50%	106 43%	250 46%	209 46%	405 47%	52 42%	451 45%
Will not	401 40%	320 40%	238 40%	227 41%	291 39%	288 40%	269 40%	250 40%	46 40%	173 36%	223 44%	113 40%	146 44%	141 37%	48 44% _s	65 37%	72 45%	74 43%	57 36%	85 37%	33 32%	109 41%	114 41%	70 34%	108 43%	223 41%	178 39%	332 38%	65 52%	389 39%
Don't know	144 14%	102 13%	79 13%	76 14%	101 14%	96 13%	88 13%	86 14%	18 16%	62 13%	80 16%	26 9%	35 11%	83 21%	9 8% _s	17 10%	21 13%	14 8%	36 23%	47 20%	22 21%	32 12%	45 16%	33 16%	34 14%	76 14%	68 15%	133 15%	9 7%	164 16%

Fieldwork dates : Wednesday 22nd to Wednesday 29th March 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

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s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 6

(MAY22)Q18. Looking to the future, do you think Britain will or will not have a monarchy in...50 years?

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)			Qualifications			UnW Tot.
		Con	Lab	LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1004	226	366	74	555	415	439	564	204	335	318	388	280	706	221	303	220	141	820	119	297	286	79	189	458	357	1004
Weighted Total	1004	227	353	79	543	417	473	530	100	506	294	340	361	634	240	311	230	136	868	87	288	277	70	193	503	308	1004
Will	459	115	160	46	245	200	230	229	48	244	150	136	170	286	124	132	121	39	392	43	138	112	39	77	241	141	451
	46%	51%	45%	58% s	45%	48%	49%	43%	48%	48%	51%	40%	47%	45%	52%	43%	53%	28%	45%	49%	48%	41%	55% s	40%	48%	46%	45%
Will not	401	79	150	25	236	165	198	202	41	205	119	130	148	249	85	139	76	68	349	33	115	127	20	67	198	136	389
	40%	35%	43%	31% s	43%	40%	42%	38%	41%	40%	41%	38%	41%	39%	36%	45%	33%	50%	40%	38%	40%	46%	29% s	35%	39%	44%	39%
Don't know	144	33	42	9	62	52	45	99	11	57	26	74	42	100	31	40	33	29	127	11	35	38	11	49	64	31	164
	14%	14%	12%	11% s	11%	13%	9%	19%	11%	11%	9%	22%	12%	16%	13%	13%	14%	22%	15%	13%	12%	14%	16% s	25%	13%	10%	16%

Fieldwork dates : Wednesday 22nd to Wednesday 29th March 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

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Table 7
(MAY22)Q18. Looking to the future, do you think Britain will or will not have a monarchy in...100 years?

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		UnWgt Total	
			Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1004	834	659	627	781	768	730	683	107	465	527	231	343	430	94	137	147	196	155	275	124	278	355	164	207	633	371	867	129	1004	
Weighted Total	1004	792	592	551	739	725	673	621	116	485	507	284	333	387	110	175	160	173	157	230	104	269	281	206	248	549	455	871	126	1004	
Will	287	235	167	154	213	210	194	176	32	161	124	87	98	102	28	59	42	56	39	63	31	75	79	66	67	154	133	261	26	280	
	29%	30%	28%	28%	29%	29%	29%	28%	28%	33%	25%	31%	29%	26%	26%	34%	26%	32%	25%	27%	30%	28%	28%	32%	27%	28%	29%	30%	20%	28%	
Will not	531	422	326	300	398	392	365	338	56	231	291	155	179	196	70	85	94	85	87	110	41	140	153	107	130	293	237	443	85	533	
	53%	53%	55%	54%	54%	54%	54%	54%	48%	48%	57%	55%	54%	51%	64%	49%	59%	49%	55%	48%	39%	52%	55%	52%	53%	53%	52%	51%	68%	53%	
Don't know	186	135	100	97	128	123	114	108	27	93	92	42	56	89	11	30	24	32	31	58	33	53	49	33	51	102	84	167	15	191	
	19%	17%	17%	18%	17%	17%	17%	17%	23%	19%	18%	15%	17%	23%	10%	17%	15%	19%	20%	25%	32%	20%	17%	16%	20%	19%	18%	19%	12%	19%	

Fieldwork dates : Wednesday 22nd to Wednesday 29th March 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
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Table 8

(MAY22)Q18. Looking to the future, do you think Britain will or will not have a monarchy in...100 years?

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)			Qualifications			UnW Tot.
		Con	Lab	LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1004	226	366	74	555	415	439	564	204	335	318	388	280	706	221	303	220	141	820	119	297	286	79	189	458	357	1004
Weighted Total	1004	227	353	79	543	417	473	530	100	506	294	340	361	634	240	311	230	136	868	87	288	277	70	193	503	308	1004
Will	287	89	91	25	138	135	152	135	30	161	96	81	107	178	80	84	80	19	249	25	103	67	17	52	154	81	280
	29%	39%	26%	31% s	25%	32%	32%	25%	30%	32%	33%	24%	30%	28%	33%	27%	35%	14%	29%	29%	36%	24%	24% s	27%	31%	26%	28%
Will not	531	100	219	30	324	205	259	271	52	264	154	177	195	331	115	182	106	80	457	48	141	175	31	85	265	181	533
	53%	44%	62%	38% s	60%	49%	55%	51%	51%	52%	52%	52%	54%	52%	48%	58%	46%	59%	53%	55%	49%	63%	44% s	44%	53%	59%	53%
Don't know	186	38	42	25	81	77	62	124	19	81	44	82	59	126	45	45	44	37	161	14	43	35	22	56	84	46	191
	19%	17%	12%	31% s	15%	19%	13%	23%	19%	16%	15%	24%	16%	20%	19%	15%	19%	27%	19%	16%	15%	13%	32% s	29%	17%	15%	19%

Fieldwork dates : Wednesday 22nd to Wednesday 29th March 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

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