

22-087220-27 - 5th July 2023 - 6th July 2023

PUBLIC

Royals

All Adults aged 18-75 in GB

Q1. 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?

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	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Millennials	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	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	Conservative	Labour	Liberal Democrats	Other	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)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	
Unweighted base	1071	534	529	143	202	191	205	330	345	396	330	170	333	284	284	259	276	248	150	53	85	745	326	725	346	632	439	910	146	652	329	90	190	355	226	300	365	706	291	308	95	118	479	326	
Weighted base	1071	528	535	120	206	191	202	353	326	392	353	151	328	281	312	251	278	244	154	50	95	611	460	699	372	359	712	938	120	639	319	114	197	372	209	293	347	724	312	284	92	125	456	354	
Better if abolished	281	149	128	41	69	49	47	75	110	96	75	53	97	64	67	60	59	56	56	15	35	177	104	191	90	103	178	245	33	160	96	25	53	108	53	67	87	194	51	95	27	51	154	64	
	26%	28%	24%	GH	H	30%	26%	21%	34%	24%	21%	35%	30%	23%	21%	24%	21%	23%	36%	30%	37%	29%	23%	27%	24%	29%	25%	26%	28%	25%	30%	22%	27%	29%	26%	23%	25%	16%	33%	29%	41%	34%	18%		
																										</																			

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,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r Minimum Base: 30(**) Small Base: 100(*)

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 Minimum Base: 30(**) Small Base: 100(*)

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.

22-087220-27 - 5th July 2023 - 6th July 2023

PUBLIC

Royals

All Adults aged 18-75 in GB

Q1. 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?

All Adults aged 18-75 in Great Britain

		Main Supermarket						Streaming Subscriptions								Streaming subscriptions 2						
	Total	Sainsbury's	Tesco	Aldi	Lidl	Asda	Other	Netflix	Disney+	Amazon Prime Video	Apple TV+	Paramount+	Spotify	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	ANY Film/TV	Light (1-2 subscriptions)	Moderate (3-4 subscriptions)	Heavy (5+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	1071	168	318	165	103	144	164	646	359	548	106	108	240	98	331	875	187	404	845	427	299	149
Weighted base	1071	171	302	184	98	147	160	631	344	532	92	100	211	96	301	857	204	375	833	430	306	122
Better if abolished	281 26%	39 23%	91 30%	58 32%	23 23% *	37 25%	34 21%	159 25%	94 27%	139 26%	29 32% *	27 27% *	67 32% H	28 29% *	95 32% HJ	232 27%	46 22%	114 31%	226 27%	111 26%	84 27%	37 31%
Worse if abolished	427 40%	80 47%	120 40%	62 34%	35 35% *	58 39%	70 44%	255 40% M	138 40% M	222 42% M	39 42% *	47 47% MO*	68 32%	41 42% *	109 36%	334 39%	93 46%	134 36%	326 39%	164 38%	124 41%	46 38%
No difference	275 26%	38 22%	73 24%	50 27%	34 35% *	36 25%	40 25%	169 27%	83 24%	128 24%	21 23% *	21 21% *	65 31% IJ	22 23% *	76 25%	225 26%	45 22%	102 27%	216 26%	120 28%	75 25%	30 24%
Don't know	88 8%	14 8%	18 6%	13 7%	6 6% *	17 11%	16 10%	47 8%	30 9%	42 8%	3 3% *	5 5% *	11 5%	5 5% *	20 7%	66 8%	20 10%	24 6%	64 8%	34 8%	23 7%	8 7%

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

ColumnProportions (5%): A,B/C/D/E/F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

22-087220-27 - 5th July 2023 - 6th July 2023

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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

Q3. 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 Duke of Edinburgh
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	1071	1071	1071	1071	1071	1071	1071	1071	1071	1071
Weighted base	1071	1071	1071	1071	1071	1071	1071	1071	1071	1071
Very favourable (2)	177 17% CFGU	200 19% CFGU	119 11% GI	318 30% ABCFGHU	353 33% ABCFGHU	106 10% GI	72 7% I	280 26% ABCFGU	39 4% GI	139 13% GI
Mainly favourable (1)	337 32% CEFGI	302 28% CFGU	224 21% GI	343 32% CEFGI	263 25% FGI	216 20% GI	173 16% I	326 30% CEFGI	84 8% GI	310 29% CEFGI
Neither favourable nor unfavourable (0)	274 26% DI	292 27% DFGI	342 32% ABDEFGHI	222 21% GI	277 26% DI	248 23% I	241 22% I	298 28% DFGI	201 19% GI	391 36% ABCDEFGHI
Mainly unfavourable (-1)	167 16% BDEHU	120 11% EH	167 16% BDEHU	97 9% GI	79 7% GI	193 18% BDEHU	161 15% BDEHU	74 7% GI	198 18% BDEHU	105 10% EH
Very unfavourable (-2)	94 9% DEH	125 12% ADEHU	192 18% ABDEHU	62 6% GI	57 5% GI	276 26% ABCDEHU	377 35% ABCDEFHU	51 5% GI	511 48% ABCDEFGHU	82 8% EH
Don't know	22 2% A	32 3% A	27 2% A	28 3% A	42 4% ACD	33 4% A	46 4% ABCDF	42 4% ACD	38 4% AC	45 4% ABCD

NET: Favourable	514 48% CFGU	502 47% CFGU	343 32% GI	661 62% ABCFGHU	616 58% ABCFGU	322 30% GI	246 23% I	606 57% ABCFGU	123 11% GI	449 42% CFGU
NET: Unfavourable	261 24% DEHU	245 23% DEHU	359 34% ABDEHU	159 15% EH	136 13% GI	468 44% ABCDEHU	538 50% ABCDEFHU	124 12% ABCD	709 66% ABCDEFGHU	186 17% EH

Mean	0.32 CFGU	0.32 CFGU	-0.08 FGI	0.73 ABCFGU	0.75 ABCFGU	-0.30 GI	-0.58 I	0.69 ABCFGU	-1.03 AC	0.31 CFGU
------	--------------	--------------	--------------	----------------	----------------	-------------	------------	----------------	-------------	--------------

I 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

ColumnProportions (3%): A/B/C/D/E/F/G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (3%): A/B/C/D/E/F/G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

22-087220-27 - 5th July 2023 - 6th July 2023

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Millennials	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	Single	Widowed/ Divorced/S eparated	1	2	3	4+	ANY	NONE	Conservati ve	Labour	Liberal Democrats	Other	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)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted base	1071	534	529	143	202	191	205	330	345	396	330	170	333	284	284	259	276	248	150	53	85	745	326	725	346	632	439	910	146	652	329	90	190	355	226	300	365	706	291	308	95	118	479	326
Weighted base	1071	528	535	120	206	191	202	353	326	392	353	151	328	281	312	251	278	244	154	50	95	611	460	699	372	359	712	938	120	639	319	114	197	372	209	293	347	724	312	284	92	125	456	354
Very favourable (2)	177	83	94	11	27	44	35	59	39	79	59	14	63	50	50	24	48	64	19	3	18	101	76	129	48	56	121	163	14	122	39	16	23	60	34	60	64	113	83	28	20	12	71	76
	17%	16%	18%	9%	13%	23% DE	17%	17%	12%	20%	17%	10%	19%	18%	16%	10%	17%	26%	13%	6%	19%	17%	17%	18%	13%	16%	17%	17%	11%	19%	12%	14%	12%	16%	16%	21%	19%	16%	27%	10%	21%	9%	16%	21%
Mainly favourable (1)	337	153	185	29	53	57	63	135	82	120	135	33	93	93	119	90	91	76	44	16	21	190	147	206	131	118	219	299	37	206	91	40	69	114	66	89	117	221	118	91	33	26	147	131
	32%	29%	35%	24%	26%	30%	31%	38%	25%	31%	38%	22%	28%	33%	38%	36%	33%	31%	29%	31%	22%	31%	32%	30%	35%	33%	31%	32%	31%	32%	29%	35%	35%	31%	31%	30%	34%	30%	38%	32%	35%	21%	32%	37%
Neither favourable nor unfavourable (0)	274	136	134	37	51	49	48	88	88	98	88	43	82	69	79	61	67	54	54	13	25	153	121	168	105	93	180	230	40	161	79	34	46	100	54	73	83	190	59	85	26	35	115	76
	26%	26%	25%	31%	25%	26%	24%	25%	27%	25%	25%	29%	25%	25%	25%	24%	24%	22%	35% QR	27%	26%	25%	26%	24%	28%	26%	25%	25%	33%	25%	25%	30%	24%	27%	26%	25%	24%	26%	19%	30%	28%	28%	25%	21%
Mainly unfavourable (-1)	167	97	67	29	40	24	35	39	68	59	39	39	48	46	34	42	49	29	20	12	14	103	64	110	57	51	116	148	15	80	70	17	37	61	32	37	46	121	33	51	11	29	77	39
	16%	18%	13%	24% PH	19%	13%	17%	11%	21% K	15%	11%	26% MNO	15%	16%	11%	17%	18%	12%	13%	23%	15%	17%	14%	16%	15%	14%	16%	16%	12%	12%	22%	15%	19%	16%	15%	13%	13%	17%	11%	18%	12%	23%	17%	11%
Very unfavourable (-2)	94	51	42	9	27	12	15	30	36	27	30	15	33	18	29	26	15	18	14	6	15	54	40	69	25	35	59	79	12	58	31	6	19	33	17	25	25	69	18	29	2	22	45	27
	9%	10%	8%	8%	13%	6%	8%	9%	11%	7%	9%	10%	10%	6%	9%	10%	5%	7%	9%	13%	16% Q*	9%	9%	10%	7%	10%	8%	8%	10%	9%	10%	5%	10%	9%	8%	9%	7%	10%	6%	10%	2%	18%	10%	8%
Don't know	22	9	13	5	8	3	5	1	12	9	1	7	9	5	1	8	8	4	2	-	1	11	11	16	7	5	17	18	3	13	8	1	3	4	6	9	12	11	1	-	*	1	1	6
	2%	2%	2%	4% H	4% H	2%	3% H	*	4% K	2%	*	4% O	3%	2%	*	3%	3%	1%	2%	-	1% *	2%	2%	2%	2%	2%	1%	2%	2%	3%	2%	3%	1%	2%	1%	3%	3%	3%	1%	*	-	*	1%	*
NET: Favourable	514	236	279	41	80	102	98	194	121	199	194	47	155	143	169	114	139	140	64	19	39	291	223	335	179	175	340	462	51	328	130	56	92	174	100	149	181	333	201	119	52	38	218	207
	48%	45%	52%	34%	39%	53% DE	48% D	55% DE	37%	51% I	55% I	31%	47% L	51% L	54% L	45%	50%	57% PSTU	41%	38%	42%	48%	49%	48%	48%	49%	48%	49%	42%	51% e	41%	49%	47%	47%	48%	51%	52%	46%	64% np	42%	57% np*	30% *	48%	58% q
NET: Unfavourable	261	147	109	38	67	36	50	70	104	87	70	54	81	63	63	69	64	47	34	18	30	157	104	180	81	86	175	228	27	137	101	23	56	94	49	62	71	190	52	79	13	51	122	66
	24%	28%	20%	31% PH	32% PH	19%	25%	20%	32% JK	22%	20%	36% MNO	25%	23%	20%	27%	23%	19%	22%	36% R*	31% *	26%	23%	26%	22%	24%	25%	24%	22%	21%	32% d	20% *	28%	25%	23%	21%	20%	26%	17%	28% no	15% *	41% mo*	27% f	19%
Mean	0.32	0.23	0.42	0.04	0.07	0.52	0.34	0.44	0.06	0.43	0.44	-0.05	0.33	0.41	0.41	0.18	0.40	0.58	0.23	-0.05	0.14	0.30	0.35	0.31	0.33	0.31	0.33	0.35	0.22	0.41	0.12	0.39	0.20	0.29	0.34	0.43	0.45	0.26	0.68	0.14	0.62	-0.19	0.27	0.55
			B			DE	O	DE		I	I		L	L	L		T	PSTU		*	*							*	e	*	*	*					np	p	np*	*		q		

Overlap formulae used

ColumnProportions: [S]N; [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] Minimum Base: 30 (**); Small Base: 100 (**)

ColumnMeans: [S]N; [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] Minimum Base: 30 (**); Small Base: 100 (**)

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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

	Main Supermarket									Streaming Subscriptions							Streaming subscriptions 2						
	Total	Sainsbury's	Tesco	Aldi	Lidl	Asda	Other	Netflix	Disney+	Amazon Prime Video	Apple TV+	Paramount+	Spotify	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	ANY Film/TV	Light (1-2 subscriptions)	Moderate (3-4 subscriptions)	Heavy (5+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted base	1071	168	318	165	103	144	164	646	359	548	106	108	240	98	331	875	187	404	845	427	299	149	
Weighted base	1071	171	302	184	98	147	160	631	344	532	92	100	211	96	301	857	204	375	833	430	306	122	
Very favourable (2)	177	27	64	18	15	27	24	119	65	101	23	19	35	27	53	145	31	70	141	61	54	30	
	17%	16%	21% D	10%	15% *	18%	15%	19%	19%	19%	25% *	20% *	17%	28% HUMO*	18%	17%	15%	19%	17%	14%	18%	25% PST	
Mainly favourable (1)	337	53	88	69	28	37	62	195	108	161	30	39	60	35	95	264	72	110	260	135	91	38	
	32%	31%	29%	37%	28% *	25%	39% F	31%	32%	30%	32% *	40% M*	28%	36% *	32%	31%	35%	29%	31%	31%	30%	31%	
Neither favourable nor unfavourable (0)	274	43	76	49	29	35	38	151	78	130	15	20	56	13	74	217	53	92	211	121	72	24	
	26%	25%	25%	27%	30% *	24%	24% F	24% N	23% N	24% N	16% *	20% *	27% KN	13% *	25% N	25%	26%	25%	25%	28%	23%	20%	
Mainly unfavourable (-1)	167	35	47	29	14	21	20	98	47	83	15	13	37	9	44	140	26	57	132	75	51	14	
	16%	21%	15%	16%	14% *	14%	13%	15%	14%	16%	16% *	13% *	18%	9% *	15%	16%	13%	15%	16%	17%	17%	11%	
Very unfavourable (-2)	94	8	23	16	12	21	14	54	37	50	7	5	22	9	28	75	19	38	72	30	31	14	
	9%	5%	7%	9%	12% *	15% BC	9%	9%	11%	9%	7% *	6% *	11%	9% *	9%	9%	9%	10%	9%	7%	10%	11%	
Don't know	22	5	5	2	1	7	2	15	9	6	3	3	1	4	6	16	3	7	16	8	7	2	
	2%	3%	2%	1%	1% *	5%	1%	2%	3%	1%	3% M*	3% M*	*	4% JM*	2% M	2%	2%	2%	2%	2%	2%	1%	

NET: Favourable	514 48%	80 47%	152 50%	87 47%	42 43% *	64 43%	86 54%	313 50%	173 50%	262 49%	53 58% M*	59 59% MO*	95 45%	61 64% HUMO*	148 49%	409 48%	103 51%	181 48%	401 48%	197 46%	145 47%	68 56%
NET: Unfavourable	261 24%	43 25%	69 23%	45 25%	26 26% *	42 29%	34 21%	151 24%	83 24%	133 25%	22 23% *	18 18% *	60 28%	18 19% *	72 24%	215 25%	45 22%	95 25%	204 25%	105 24%	82 27%	28 23%

Mean	0.32	0.34	0.42	0.24	0.19 *	0.19 *	0.39	0.37	0.35	0.34	0.54 M*	0.56 M*	0.23	0.66 HUMO*	0.35	0.31	0.35	0.32	0.33	0.29	0.29	0.47
------	------	------	------	------	-----------	-----------	------	------	------	------	------------	------------	------	---------------	------	------	------	------	------	------	------	------

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

ColumnProportions (5%): A,B/C/D/E/F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

22-087220-27 - 5th July 2023 - 6th July 2023

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Millennials	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	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	Conservative	Labour	Liberal Democrats	Other	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)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted base	1071	534	529	143	202	191	205	330	345	396	330	170	333	284	284	259	276	248	150	53	85	745	326	725	346	632	439	910	146	652	329	90	190	355	226	300	365	706	291	308	95	118	479	326
Weighted base	1071	528	535	120	206	191	202	353	326	392	353	151	328	281	312	251	278	244	154	50	95	611	460	699	372	359	712	938	120	639	319	114	197	372	209	293	347	724	312	284	92	125	456	354
Very favourable (2)	200	103	96	16	25	34	38	86	41	72	86	17	55	50	78	36	58	56	28	3	18	108	92	124	76	59	141	184	15	140	41	19	30	89	28	52	64	135	93	46	15	18	81	88
	19%	20%	18%	13%	12%	18%	19%	24% DE	13%	18%	24% I	11%	17%	18%	25% LM	14%	21%	23%	18%	7%	19%	18%	20%	18%	20%	16%	20%	20%	12%	22%	13%	17%	15%	24%	13%	18%	19%	19%	30%	16%	16%	14%	18%	25%
Mainly favourable (1)	302	144	156	19	45	57	66	114	65	123	114	26	80	99	97	65	83	68	47	17	22	189	113	203	99	118	183	267	32	190	74	38	61	96	58	87	109	193	105	87	34	23	147	110
	28%	27%	29%	16%	22%	30%	33% DE	32% DE	20%	31%	32%	17%	24%	35% LM	31% L	26%	30%	28%	31%	34%	23%	21%	24%	29%	27%	33%	26%	28%	27%	30%	23%	33%	31%	26%	28%	30%	31%	27%	34%	30%	37%	18%	32%	31%
Neither favourable nor unfavourable (0)	292	143	146	35	61	58	48	90	96	106	90	44	100	67	81	72	70	63	45	18	24	160	132	189	103	95	197	248	43	159	103	29	51	89	70	82	96	196	70	71	32	38	120	85
	27%	27%	27%	29%	30%	31%	24%	26%	29%	27%	26%	29%	30%	24%	26%	29%	25%	26%	29%	37%	25%	26%	29%	27%	28%	27%	28%	26%	36%	25%	32%	26%	26%	24%	34%	28%	28%	27%	22%	25%	35%	31%	26%	24%
Mainly unfavourable (-1)	120	59	61	26	40	16	18	20	65	34	20	32	44	26	18	30	32	27	12	8	10	71	49	78	42	39	81	112	8	63	43	14	20	47	27	26	26	94	7	49	9	25	61	22
	11%	11%	11%	21% FGH	19%	8%	9%	6%	20%	9%	6%	21% NO	14% O	9%	6%	12%	12%	11%	8%	15%	11%	12%	11%	11%	11%	11%	12%	12%	7%	10%	13%	13%	10%	13%	9%	8%	13%	2%	17%	9%	20%	13%	6%	
Very unfavourable (-2)	125	65	58	18	27	19	24	37	45	43	37	23	38	31	33	38	24	22	20	2	19	70	55	88	37	40	85	103	17	67	47	11	32	42	19	33	37	88	34	30	2	20	45	38
	12%	12%	11%	15%	13%	10%	12%	10%	14%	11%	10%	15%	12%	11%	11%	15%	9%	9%	13%	4%	20% QET*	11%	12%	13%	10%	11%	12%	11%	14%	10%	15%	10%	16%	11%	9%	11%	11%	12%	11%	11%	2%	16%	10%	11%
Don't know	32	14	17	7	7	6	7	6	14	13	6	8	11	7	6	9	11	8	2	1	1	14	18	16	16	6	26	25	5	20	11	1	3	11	7	11	14	18	4	1	*	2	3	10
	3%	3%	3%	5% H	3%	3%	4%	2%	4%	3%	2%	6%	3%	3%	2%	4%	4%	3%	1%	3%	1%	2%	4%	2%	4%	2%	4%	3%	4%	3%	4%	1%	2%	3%	3%	4%	4%	3%	1%	*	*	1%	1%	3%
NET: Favourable	502	248	252	36	71	91	104	200	106	196	200	43	134	149	175	102	140	124	75	20	40	297	205	326	175	178	324	451	47	330	115	57	91	185	86	140	173	328	198	132	49	41	228	198
	47%	47%	47%	30%	34%	48% DE	52% DE	57% DE	33%	50% I	57% I	28%	41% L	53% LM	56% LM	40%	51%	51%	49%	41%	42%	49%	45%	47%	47%	49%	45%	48%	39% *	52% e	36%	50%	46%	50%	45%	48%	50%	45%	63% np	47% p	53% p*	33% *	50%	56%
NET: Unfavourable	245	124	119	43	67	35	42	57	110	77	57	55	83	57	51	68	56	49	33	10	29	141	104	167	78	80	165	214	25	130	89	26	51	88	46	60	63	182	41	79	11	44	106	60
	23%	23%	22%	36% FGH	33% FGH	19%	21%	16%	34% JK	20%	16%	37% MNO	25% O	20%	16%	27%	20%	20%	21%	20%	31%	23%	23%	24%	21%	22%	23%	23%	21%	20%	28% d	23% *	26%	24%	22%	20%	18%	25% k	28% mo	12% *	35% mo*	23%	17%	
Mean	0.32	0.32	0.33	-0.08 *	0.01	0.38 DE	0.39 DE	0.55 DE	-0.03 I	0.39 I	0.55 I	-0.13 L	0.22 L	0.41 L	0.55 LM	0.13	0.44 p	0.47 p	0.32	0.24 *	0.11 *	0.32	0.31	0.29	0.38	0.33	0.31	0.35	0.17 *	0.44 e	0.06	0.35 *	0.20	0.40	0.24	0.35	0.41	0.27 np	0.24	0.55 p*	-0.04 *	0.35	0.54	

Overlap formulae used

ColumnProportions: (S)N: 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 Minimum Base: 30***) Small Base: 100**)

ColumnMeans: (S)N: 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 Minimum Base: 30***) Small Base: 100**)

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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

	Main Supermarket									Streaming Subscriptions							Streaming subscriptions 2						
	Total	Sainsbury's	Tesco	Aldi	Lidl	Asda	Other	Nettfix	Disney+	Amazon Prime Video	Apple TV+	Paramount+	Spotify	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	ANY Film/TV	Light (1-2 subscriptions)	Moderate (3-4 subscriptions)	Heavy (5+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted base	1071	168	318	165	103	144	164	646	359	548	106	108	240	98	331	875	187	404	845	427	299	149	
Weighted base	1071	171	302	184	98	147	160	631	344	532	92	100	211	96	301	857	204	375	833	430	306	122	
Very favourable (2)	200	37	60	28	21	22	30	125	63	103	24	28	39	21	65	156	43	75	153	72	53	32	
	19%	22%	20%	15%	21% *	15%	19%	20%	18%	19%	26% *	28% U*	19%	22% *	22%	18%	21%	20%	18%	17%	17%	26% PST	
Mainly favourable (1)	302	51	88	50	25	31	55	180	102	159	31	37	60	35	87	249	53	103	243	124	88	36	
	28%	30%	29%	27%	26% *	21%	34% F	29%	30%	30%	34% *	38% O*	28%	36% *	29%	29%	26%	27%	29%	29%	29%	30%	
Neither favourable nor unfavourable (0)	292	43	79	55	27	46	39	158	84	146	23	14	63	23	61	228	60	96	223	128	78	23	
	27%	25%	26%	30%	27% *	31%	24%	25% LO	24% L	27% LO	25% L*	14% *	30% LO	24% *	20%	27% V	29%	26% V	27% V	30% V	25%	19%	
Mainly unfavourable (-1)	120	12	39	28	7	16	15	76	45	61	4	8	27	8	40	100	18	53	94	44	43	14	
	11%	7%	13%	15% B	7% *	11%	10%	12% K	13% K	11% K	5% *	8% *	13% K	8% *	13% K	12%	9%	14%	11%	10%	14%	11%	
Very unfavourable (-2)	125	19	30	17	16	25	18	73	38	53	8	9	19	6	38	98	26	37	94	50	32	16	
	12%	11%	10%	9%	17% *	17%	12%	12%	11%	10%	8% *	9% *	9%	6% *	13%	11%	13%	10%	11%	12%	10%	13%	
Don't know	32	9	6	5	3	7	2	19	11	10	2	3	3	3	11	25	4	10	25	12	12	1	
	3%	5%	2%	3%	3% *	5%	1%	3% J	3%	2%	2% *	3% *	1%	3% *	4% J	3%	2%	3%	3%	3%	4%	1%	

NET: Favourable	502 47%	88 52% F	148 49% F	78 43%	46 47% *	53 36%	85 53% F	305 48%	165 48%	262 49%	55 60% HIM*	65 66% HUMO*	99 47%	56 58% *	152 50%	405 47%	96 47%	178 48%	396 48%	196 46%	141 46%	68 56% PR
NET: Unfavourable	245 23%	30 18%	69 23%	45 25%	23 23% *	41 28%	34 21%	148 23% KN	83 24% KN	114 21%	12 13% *	17 17% *	46 22%	14 14% *	77 26% KLN	198 23%	44 22%	90 24%	189 23%	94 22%	75 24%	30 24%

Mean	0.32	0.47 F*	0.37	0.25	0.29 *	0.07 *	0.40	0.34	0.32	0.38	0.66 HUMO*	0.69 HUMO*	0.35	0.62 J*	0.35	0.32	0.34	0.35	0.33	0.30	0.30	0.45
------	------	------------	------	------	-----------	-----------	------	------	------	------	---------------	---------------	------	------------	------	------	------	------	------	------	------	------

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

ColumnProportions (5%): A,B/C/D,E/F,G,H,I/J,K,L/M,N/O,P/Q,R/S,T/U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G,H,I/J,K,L/M,N/O,P/Q,R/S,T/U/V Minimum Base: 30(**) Small Base: 100(*)

22-087220-27 - 5th July 2023 - 6th July 2023

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Millennials	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	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	Conservati ve	Labour	Liberal Democrats	Other	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)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	
Unweighted base	1071	534	529	143	202	191	205	330	345	396	330	170	333	284	284	259	276	248	150	53	85	745	326	725	346	632	439	910	146	652	329	90	190	355	226	300	365	706	291	308	95	118	479	326	
Weighted base	1071	528	535	120	206	191	202	353	326	392	353	151	328	281	312	251	278	244	154	50	95	611	460	699	372	359	712	938	120	639	319	114	197	372	209	293	347	724	312	284	92	125	456	354	
Very favourable (2)	119	54	65	11	15	28	14	51	26	42	51	13	35	26	45	25	26	35	15	3	15	73	47	79	40	41	78	109	9	84	24	12	20	53	16	31	42	77	54	27	16	9	56	45	
	11%	10%	12%	9%	7%	15%	7%	14%	8%	11%	14%	8%	11%	9%	14%	10%	10%	14%	10%	6%	15%	12%	10%	11%	11%	12%	11%	12%	8%	13%	7%	10%	10%	14%	7%	11%	12%	11%	17%	9%	17%	7%	12%	13%	
						G		EG			I									*	*							*	e		*	i				np	*	*							
Mainly favourable (1)	224	106	117	14	38	42	48	81	52	91	81	19	69	61	75	43	67	63	32	10	8	137	87	146	78	93	131	203	20	158	47	19	29	78	44	73	81	143	98	46	25	17	104	93	
	21%	20%	22%	11%	19%	22%	24%	23%	16%	23%	23%	13%	21%	22%	24%	17%	24%	26%	21%	21%	9%	23%	19%	21%	21%	26%	18%	22%	16%	25%	15%	17%	15%	21%	21%	25%	23%	20%	31%	16%	27%	14%	23%	26%	
						D	D	D			I				L	L	U	PU	U	*	*					a		*	e		*				g		np		mo*	*	*				
Neither favourable nor unfavourable (0)	342	193	145	28	62	62	66	124	91	128	124	38	102	99	103	80	89	60	52	21	39	178	164	219	123	110	232	293	45	191	105	46	65	118	73	86	106	236	76	98	36	46	139	108	
	32%	36%	27%	23%	30%	33%	33%	28%	33%	35%	35%	25%	31%	35%	33%	32%	32%	25%	34%			29%	36%	31%	33%	31%	33%	31%	38%	30%	33%	40%	33%	32%	35%	29%	31%	33%	24%	34%	39%	37%	30%	31%	
						D		D												R*	R*								*			*						m	m*	m*					
Mainly unfavourable (-1)	167	88	77	29	42	28	33	35	71	61	35	39	52	44	32	42	41	39	21	12	11	97	70	119	48	51	116	142	23	92	60	15	27	56	37	47	57	109	40	63	6	28	85	46	
	16%	17%	14%	24%	20%	15%	16%	10%	22%	15%	10%	26%	16%	16%	10%	17%	15%	16%	13%	24%	12%	16%	15%	17%	13%	14%	16%	15%	19%	14%	19%	13%	14%	15%	18%	16%	17%	15%	13%	22%	7%	23%	19%	13%	
						H	H		K			MNO								*	*								*		*							mo	*	mo*	*	mo*			
Very unfavourable (-2)	192	78	113	33	41	25	35	59	74	60	59	34	59	44	55	51	42	45	32	3	20	113	79	120	72	56	136	171	18	100	72	21	53	60	32	47	48	144	41	51	9	22	72	53	
	18%	15%	21%	27%	20%	13%	17%	17%	23%	15%	17%	23%	18%	16%	18%	20%	15%	19%	21%	6%	21%	18%	17%	19%	19%	16%	19%	18%	15%	16%	22%	18%	27%	16%	15%	16%	14%	20%	13%	18%	10%	18%	16%	15%	
						B	FH		J							T				T	*	T*							*		d	*	hj				k			*	*	*	*		
Don't know	27	9	17	6	7	6	6	2	13	11	2	8	11	6	2	11	11	1	3	-	1	13	13	16	11	7	20	21	4	15	11	1	3	7	9	12	15	3	-	*	2	1	9		
	2%	2%	3%	5%	3%	3%	3%	1%	4%	3%	1%	5%	3%	2%	1%	4%	4%	*	2%	-	1%	2%	3%	2%	3%	2%	3%	2%	4%	2%	3%	1%	2%	2%	3%	3%	3%	2%	1%	-	*	*	*	*	q
						H	H		K			O				R	R			*	*								*	*	*	*								*	*	*	*		

NET: Favourable	343	161	182	25	54	70	63	132	78	133	132	31	104	87	121	68	94	98	47	13	23	210	134	225	118	134	209	312	29	242	71	31	49	131	60	104	123	220	153	72	40	26	160	138
	32%	30%	34%	20%	26%	37%	31%	38%	24%	34%	38%	21%	32%	31%	39%	27%	34%	40%	31%	27%	24%	34%	29%	32%	32%	37%	29%	33%	24%	38%	22%	27%	25%	35%	29%	36%	35%	30%	49%	25%	44%	21%	35%	39%
						D		DE		I	I		L	L	L			PU		*	*				a				*	e		*		g		g		np		np*	*	*		
NET: Unfavourable	359	166	190	61	83	53	68	94	144	121	94	73	111	88	87	93	83	84	52	15	31	210	149	239	120	107	252	313	42	192	131	36	80	116	69	94	106	253	81	114	15	51	157	99
	34%	31%	36%	51%	40%	28%	34%	27%	44%	31%	27%	48%	34%	32%	28%	37%	30%	35%	34%	30%	33%	34%	32%	34%	32%	30%	35%	33%	34%	30%	41%	32%	41%	31%	33%	32%	30%	35%	26%	40%	16%	40%	34%	28%
						FGH	FH		JK			MNO								*	*								*		d	*					mo		mo*	*	mo*			

Mean	-0.08	-0.05	-0.11	-0.51	-0.27	0.11	-0.13	0.09	-0.36	-0.01	0.09	-0.44	-0.10	-0.07	0.08	-0.21	-0.02	0.01	-0.14	-0.03	-0.15	-0.07	-0.11	-0.08	-0.09	0.03	-0.15	-0.07	-0.18	0.05	-0.35	-0.13	-0.33	0.02	-0.13	-0.02	0.03	-0.14	0.27	-0.23	0.36	-0.30	-0.03	0.09
				*		DE	O	DE		I	I		L	L	L					*	*					a			*	e		*	g		g		np		np*	*	*	*		

Overlap formulae used

ColumnProportions: (S)N; 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,h,b,c,d,h/e,f,g,h/V,j,k,m/n/o/p,q/r Minimum Base: 30**) Small Base: 100**)

ColumnMeans: (S)N; 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,h,b,c,d/h/e,f,g,h/V,j,k,m/n/o/p,q/r Minimum Base: 30**) Small Base: 100**)

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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

	Main Supermarket									Streaming Subscriptions							Streaming subscriptions 2						
	Total	Sainsbury's	Tesco	Aldi	Lidl	Asda	Other	Netflix	Disney+	Amazon Prime Video	Apple TV+	Paramount+	Spotify	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	ANY Film/TV	Light (1-2 subscriptions)	Moderate (3-4 subscriptions)	Heavy (5+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted base	1071	168	318	165	103	144	164	646	359	548	106	108	240	98	331	875	187	404	845	427	299	149	
Weighted base	1071	171	302	184	98	147	160	631	344	532	92	100	211	96	301	857	204	375	833	430	306	122	
Very favourable (2)	119	23	35	9	12	18	22	70	38	61	15	15	23	15	38	95	24	43	94	48	30	18	
	11%	13% D	12%	5%	12% *	12%	14% D	11%	11%	12%	16% *	15% *	11%	16% *	13%	11%	12%	11%	11%	11%	10%	15%	
Mainly favourable (1)	224	37	76	28	16	21	44	131	66	108	32	24	45	28	66	170	52	83	162	75	63	32	
	21%	22%	25% DF	15%	16% *	14%	28% DF	21%	19%	20%	34% HUMO*	24% *	22%	30% U*	22%	20%	25%	22%	19%	17%	21%	26% ST	
Neither favourable nor unfavourable (0)	342	52	84	72	38	46	47	183	102	159	19	22	57	21	81	271	71	97	266	156	96	19	
	32%	30%	28%	39% C	39% *	31%	29%	29%	30%	30%	20% *	22% *	27%	22% *	27%	32% RV	35% V	26% V	32% RV	36% PRSV	31% V	15%	
Mainly unfavourable (-1)	167	30	44	36	9	22	24	107	63	95	14	20	47	7	51	142	19	71	138	59	61	21	
	16%	18%	14%	19%	9% *	15%	15%	17% N	18% N	18% N	15% *	20% N*	22% HN	8% *	17% N	17% Q	9%	19% Q	17% Q	14% Q	20% Q	18%	
Very unfavourable (-2)	192	23	58	34	21	34	22	121	65	98	11	16	37	18	56	157	34	70	151	82	45	30	
	18%	14%	19%	18%	22% *	23%	14%	19%	19%	19%	12% *	16% *	17%	19% *	19%	18%	17%	19%	18%	19%	15%	25% SU	
Don't know	27	6	5	6	2	7	-	20	10	10	3	3	2	5	8	22	4	11	22	10	10	2	
	2%	4% G	2%	3%	2% *	5% G	-	3% JM	3%	2%	3% *	3% *	1%	6% JM*	3%	3%	2%	3%	3%	2%	3%	1%	

NET: Favourable	343 32%	60 35% D	111 37% D	37 20%	28 28% *	39 27%	66 41% DF	200 32%	104 30%	169 32%	46 50% HUMO*	38 39% *	68 32%	44 45% HUM*	104 35%	265 31%	76 37%	126 34%	255 31%	123 29%	93 30%	50 41% PRST
NET: Unfavourable	359 34%	53 31%	102 34%	69 38%	30 31% *	55 37%	46 29%	228 36%	128 37% K	194 36%	24 26% *	36 36% *	84 40% KN	26 27% *	107 36%	299 35%	53 26%	141 38% Q	289 35%	141 33%	107 35%	52 42% Q

Mean	-0.08	0.04 D	-0.05	-0.32	-0.12 *	-0.22 *	0.13 D	-0.13	-0.16	-0.12	0.30 HUMO*	0.01 *	-0.14	0.16 J*	-0.07	-0.11	0.07	-0.12	-0.11	-0.12	-0.10	-0.12
------	-------	-----------	-------	-------	------------	------------	-----------	-------	-------	-------	---------------	-----------	-------	------------	-------	-------	------	-------	-------	-------	-------	-------

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

ColumnProportions (5%): A,B/C,D,E,F,G,H,I/J,K,L,M,N/O,P/Q,R/S,T/U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C/D,E,F/G,H/I/J,K,L/M,N/O,P/Q,R/S,T/U/V Minimum Base: 30(**) Small Base: 100(*)

22-087220-27 - 5th July 2023 - 6th July 2023

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Millennials	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	Single	Widowed/ Divorced/Separated	1	2	3	4+	ANY	NONE	Conservative	Labour	Liberal Democrats	Other	Remain	Leave			
Unweighted base	1071	534	529	143	202	191	205	330	345	396	330	170	333	284	284	259	276	248	150	53	85	745	326	725	346	632	439	910	146	652	329	90	190	355	226	300	365	706	291	308	95	118	479	326			
Weighted base	1071	528	535	120	206	191	202	353	326	392	353	151	328	281	312	251	278	244	154	50	95	611	460	699	372	359	712	938	120	639	319	114	197	372	209	293	347	724	312	284	92	125	456	354			
Very favourable (2)	318	137	181	21	40	50	65	143	61	115	143	24	79	96	120	70	82	94	33	14	25	186	132	198	120	92	226	295	24	213	66	39	56	125	58	79	98	220	142	62	30	27	135	134			
	30%	26%	34%	18%	19%	26%	32%	40%	19%	29%	40%	16%	24%	34%	38%	28%	30%	39%	22%	29%	26%	30%	29%	28%	32%	26%	32%	31%	20%	33%	21%	34%	29%	34%	28%	27%	28%	30%	45%	22%	33%	21%	30%	38%	q		
Mainly favourable (1)	343	180	162	44	68	67	67	97	112	134	97	54	105	94	90	87	94	76	51	11	24	192	151	226	117	126	216	294	45	197	112	34	65	106	65	106	121	222	98	95	32	36	141	115			
	32%	34%	30%	36%	33%	35%	33%	28%	34%	34%	28%	36%	32%	33%	29%	34%	34%	31%	33%	22%	25%	31%	33%	32%	31%	35%	30%	31%	38%	31%	35%	30%	33%	29%	31%	36%	35%	31%	31%	33%	35%	29%	31%	32%	32%		
Neither favourable nor unfavourable (0)	222	115	103	26	44	51	32	69	71	83	69	32	79	50	62	40	47	45	49	19	22	128	95	143	79	88	134	187	33	121	75	27	41	73	55	53	73	149	44	75	23	29	96	64			
	21%	22%	19%	22%	22%	27%	16%	20%	22%	21%	20%	21%	24%	18%	20%	16%	17%	18%		39%	39%	24%	21%	21%	20%	21%	25%	19%	20%	27%	19%	24%	24%	21%	20%	26%	18%	21%	21%	14%	26%	25%	23%	29%	18%		
Mainly unfavourable (-1)	97	51	44	18	30	9	19	21	47	29	21	27	30	22	18	23	32	16	12	5	10	60	37	68	30	27	70	87	9	61	31	5	15	41	12	29	26	71	15	35	4	19	50	21			
	9%	10%	8%	15%	14%	5%	10%	6%	15%	7%	6%	18%	9%	8%	6%	9%	12%	6%	8%	10%	11%	10%	8%	10%	8%	8%	10%	9%	8%	10%	10%	4%	7%	11%	6%	10%	7%	10%	5%	12%	5%	15%	11%	6%			
Very unfavourable (-2)	62	31	31	4	18	9	12	19	22	21	19	5	26	12	19	21	13	11	6	*	11	33	29	46	16	16	46	54	5	35	19	8	13	20	12	16	19	43	13	16	2	14	29	15			
	6%	6%	6%	4%	9%	5%	6%	5%	7%	5%	5%	3%	8%	4%	6%	8%	5%	4%	4%	*	12%	5%	6%	7%	4%	5%	6%	6%	4%	5%	6%	7%	7%	5%	6%	6%	5%	6%	4%	6%	2%	11%	6%	1%	6%	4%	
Don't know	28	14	13	7	6	4	7	4	13	11	4	9	8	7	4	11	10	2	3	-	3	13	15	18	11	9	20	23	4	12	15	1	6	7	5	9	10	19	1	1	*	1	5	6			
	3%	3%	2%	6%	3%	2%	4%	1%	4%	3%	1%	6%	3%	3%	1%	4%	4%	1%	2%	-	3%	2%	3%	3%	3%	2%	3%	2%	4%	2%	5%	1%	3%	2%	3%	3%	3%	3%	3%	*	*	*	*	1%	1%	2%	
NET: Favourable	661	317	343	65	108	117	132	240	173	249	240	78	184	189	209	156	176	171	84	26	49	378	284	424	237	218	443	588	69	410	179	73	121	232	124	185	219	442	240	157	63	63	276	249			
	62%	60%	64%	54%	52%	61%	65%	68%	53%	63%	68%	52%	56%	68%	67%	62%	63%	70%	55%	51%	*	21	62%	62%	61%	64%	61%	62%	63%	57%	64%	56%	64%	62%	62%	59%	63%	63%	61%	77%	55%	68%	50%	61%	70%	q	
NET: Unfavourable	159	82	75	22	47	19	31	40	69	49	40	32	56	34	37	44	45	26	18	5	21	93	67	113	46	44	115	141	14	96	50	13	28	61	25	46	45	114	29	51	6	33	79	35			
	15%	16%	14%	18%	23%	10%	15%	11%	21%	13%	11%	21%	17%	12%	12%	17%	16%	11%	12%	10%	22%	15%	14%	16%	12%	12%	16%	15%	12%	15%	16%	11%	14%	16%	12%	16%	13%	16%	9%	18%	18%	6%	26%	17%	10%		
Mean	0.73	0.66	0.80	0.53	0.41	0.75	0.79	0.93	0.46	0.77	0.93	0.46	0.57	0.87	0.89	0.67	0.75	0.94	0.62	0.69	0.45	0.73	0.72	0.68	0.82	0.71	0.73	0.75	0.64	0.78	0.58	0.80	0.71	0.76	0.71	0.71	0.75	0.72	1.09	0.53	0.94	0.34	0.67	0.96			
				*		E	E	DE		I	I			LM	LM			PSU		*	*							*	e	*	*	*	*			np		np*	*	*	q						

Overlap formulae used

ColumnProportion: {SND...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,h,b,c,d,h/e,g,h/V,J,K/L,m/n/h/p,q/r} Minimum Base: 30** Small Base: 100**

ColumnMeans: {SN...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,h,b,c,d/h/e,g,h/V,J,K/L,m/n/h/p,q/r} Minimum Base: 30** Small Base: 100**

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.

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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

	Main Supermarket									Streaming Subscriptions							Streaming subscriptions 2						
	Total	Sainsbury's	Tesco	Aldi	Lidl	Asda	Other	Netflix	Disney+	Amazon Prime Video	Apple TV+	Paramount+	Spotify	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	ANY Film/TV	Light (1-2 ns)	Moderate (3-4 ns)	Heavy (5+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted base	1071	168	318	165	103	144	164	646	359	548	106	108	240	98	331	875	187	404	845	427	299	149	
Weighted base	1071	171	302	184	98	147	160	631	344	532	92	100	211	96	301	857	204	375	833	430	306	122	
Very favourable (2)	318	46	102	50	23	49	47	191	108	157	30	34	49	38	87	243	75	105	242	114	89	40	
	30%	27%	34%	27%	24% *	33%	29%	30% M	31% M	30%	33%	34% M*	23%	40% JMO*	29%	28%	37% T	28%	29% P	27%	29%	32%	
Mainly favourable (1)	343	58	97	57	31	37	60	201	108	184	34	38	80	33	108	283	56	127	272	139	97	47	
	32%	34%	32%	31%	32% *	25%	37% F	32%	31%	35%	37% *	38% *	38%	35% *	36%	33%	28%	34%	33%	32%	32%	39%	
Neither favourable nor unfavourable (0)	222	36	57	51	20	28	31	127	66	108	11	16	46	10	55	181	39	73	173	107	59	15	
	21%	21%	19%	27%	20% *	19%	19%	20% N	19% N	20% N	12% *	16% *	22% KN	11% *	18%	21% V	19%	19% V	21% V	25% PSV	19%	13%	
Mainly unfavourable (-1)	97	15	31	17	9	10	13	61	35	50	12	7	23	6	27	84	12	40	81	37	39	8	
	9%	9%	10%	9%	9% *	7%	8%	10%	10%	9%	13% *	7% *	11%	6% *	9%	10%	6%	11%	10%	9%	13% Q	7%	
Very unfavourable (-2)	62	6	11	6	11	16	9	33	17	25	2	2	10	4	16	45	14	21	44	23	13	8	
	6%	4%	4%	4%	12% BCD*	11% BCD	5%	5%	5%	5%	2% *	2% *	5%	5% *	5%	5%	7%	6%	5%	5%	4%	7%	
Don't know	28	9	5	3	4	7	-	19	10	8	3	3	3	4	8	20	7	9	20	9	8	3	
	3%	5% G	2%	2%	4% G*	5% G	-	3% J	3%	2%	3% *	3% *	1%	4% *	2%	2%	4%	2%	2%	2%	3%	2%	

NET: Favourable	661 62%	104 61%	199 66%	107 58%	54 55% *	85 58%	107 67%	391 62%	216 63%	341 64%	64 70% *	71 71% *	129 61%	72 74% HUM*	195 65%	526 61%	131 64%	232 62%	514 62%	254 59%	186 61%	87 71% PRST
NET: Unfavourable	159 15%	22 13%	42 14%	24 13%	20 21% *	26 18%	22 14%	94 15%	52 15%	75 14%	14 15% *	10 10% *	33 16%	10 11% *	43 14%	130 15%	26 13%	61 16%	125 15%	60 14%	52 17%	17 14%

Mean	0.73	0.76 *	0.83 E	0.70	0.48 *	0.65 *	0.77	0.74	0.77	0.76	0.88 *	0.96 M*	0.65	1.03 HJMO*	0.76	0.71	0.84	0.70	0.72	0.68	0.70	0.85
------	------	-----------	-----------	------	-----------	-----------	------	------	------	------	-----------	------------	------	---------------	------	------	------	------	------	------	------	------

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

ColumnProportions (5%): A,B/C/D/E/F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

22-087220-27 - 5th July 2023 - 6th July 2023

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Millennials	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	Single	Widowed/ Divorced/S eparated	1	2	3	4+	ANY	NONE	Conservati ve	Labour	Liberal Democrats	Other	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)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)		
Unweighted base	1071	534	529	143	202	191	205	330	345	396	330	170	333	284	284	259	276	248	150	53	85	745	326	725	346	632	439	910	146	652	329	90	190	355	226	300	365	706	291	308	95	118	479	326		
Weighted base	1071	528	535	120	206	191	202	353	326	392	353	151	328	281	312	251	278	244	154	50	95	611	460	699	372	359	712	938	120	639	319	114	197	372	209	293	347	724	312	284	92	125	456	354		
Very favourable (2)	353	131	222	25	47	60	67	154	72	127	154	29	92	101	131	76	90	108	39	13	28	209	144	211	143	102	251	330	23	238	72	43	59	140	58	97	111	242	152	85	32	29	148	146		
	33%	25%	42%	21%	23%	31%	33%	44%	22%	32%	44%	19%	28%	36%	42%	30%	33%	44%	25%	27%	29%	34%	31%	30%	38%	28%	35%	35%	19%	37%	23%	38%	30%	38%	28%	33%	32%	33%	49%	30%	35%	23%	32%	41%		
			B				D	DEF		I	U			L	LM			POST		*	*				X		Z		c	*	e			i			np	*	*			q				
Mainly favourable (1)	263	140	122	28	42	54	52	87	70	106	87	33	78	72	79	63	68	55	47	16	14	152	110	175	88	110	153	227	33	162	78	23	47	83	56	76	86	177	83	56	26	26	114	88		
	25%	26%	23%	23%	21%	28%	26%	25%	21%	27%	25%	22%	24%	26%	25%	25%	25%	23%	30%	U	U*	25%	24%	25%	24%	31%	21%	24%	27%	25%	25%	20%	24%	22%	27%	26%	25%	24%	27%	30%	29%	21%	25%	25%		
																			U							a		*	*		*										*	*				
Neither favourable nor unfavourable (0)	277	162	112	41	58	50	53	75	99	102	75	54	80	76	67	60	71	51	50	15	29	152	125	185	92	84	193	225	48	139	103	36	63	89	55	71	88	189	49	97	25	37	123	73		
	26%	31%	21%	34%	28%	26%	26%	21%	30%	26%	21%	36%	24%	27%	21%	24%	26%	21%	32%	R	*	25%	27%	27%	25%	23%	27%	24%	40%	22%	32%	31%	32%	24%	26%	24%	25%	26%	16%	34%	28%	30%	27%	21%		
			C						K			MO								*	*								b*		d	*						m	m*	m*						
Mainly unfavourable (-1)	79	42	35	14	24	11	14	16	38	25	16	20	29	15	15	14	24	15	9	6	9	48	31	57	22	32	47	70	7	47	25	7	10	34	18	17	21	58	12	31	5	16	43	17		
	7%	8%	7%	11%	12%	6%	7%	5%	12%	6%	5%	13%	9%	5%	5%	6%	9%	6%	6%	*	12%	8%	7%	8%	6%	9%	7%	7%	4%	7%	8%	6%	5%	9%	8%	6%	6%	8%	4%	11%	6%	13%	9%	5%		
			H	H					JK			NO								*	*								*		*	*							m	*	m*					
Very unfavourable (-2)	57	34	23	5	18	9	9	16	24	18	16	6	27	9	15	21	5	13	6	-	12	35	23	43	14	20	38	51	4	36	19	2	11	16	12	18	24	34	14	12	2	13	21	20		
	5%	6%	4%	5%	9%	5%	4%	4%	7%	5%	4%	4%	8%	3%	5%	8%	2%	5%	4%	-	12%	6%	5%	6%	4%	5%	5%	5%	4%	6%	6%	2%	6%	4%	6%	6%	7%	5%	5%	4%	2%	10%	5%	6%		
													N			Q				*	Q5*								*		*	*									*	*	*			
Don't know	42	19	21	7	15	7	7	5	22	14	5	9	20	7	5	16	18	2	3	-	3	15	26	27	14	11	30	35	5	18	21	3	7	11	11	13	18	24	2	4	*	5	8	10		
	4%	4%	4%	6%	7%	4%	3%	1%	7%	4%	1%	6%	6%	2%	2%	6%	6%	1%	2%	*	3%	3%	6%	4%	4%	4%	3%	4%	4%	4%	3%	7%	3%	4%	3%	5%	5%	3%	1%	1%	*	4%	*	4%	2%	3%
				H	H				K			O	O			R	R			*	*								*		d	*									*	m*				

NET: Favourable	616	271	344	53	90	114	120	240	142	233	240	62	171	173	209	139	159	163	86	29	41	361	255	386	230	212	404	557	56	400	150	66	105	223	114	174	197	419	235	141	58	55	262	234	
	58%	51%	64%	44%	44%	60%	59%	68%	44%	59%	68%	41%	52%	62%	67%	55%	57%	67%	56%	58%	44%	59%	55%	55%	62%	59%	57%	59%	59%	46%	63%	47%	58%	54%	60%	55%	59%	57%	58%	75%	50%	64%	44%	57%	66%
			B			DE	DE	DE		I	U			LM	LM			PU		*	*							c	*	e		*					np		p*	*	*		q		
NET: Unfavourable	136	76	59	19	43	20	23	32	62	43	32	26	56	24	30	36	30	28	16	6	21	82	54	100	36	52	85	121	12	83	45	9	21	50	30	36	45	92	27	42	15%	8%	28	64	37
	13%	14%	11%	16%	21%	10%	11%	9%	19%	11%	9%		17%	17%	10%	14%	11%	12%	10%	12%	22%	13%	12%	14%	10%	14%	12%	13%	10%	13%	14%	8%	11%	13%	14%	12%	13%	13%	9%	15%	8%	23%	14%	10%	
					FGH				JK			N	NO							*	Q5*								*		*	*						m	*	mo*	*				

Mean	0.75	0.58	0.94	0.47	0.40	0.79	0.80	1.00	0.43	0.79	1.00	0.42	0.59	0.88	0.96	0.67	0.82	0.95	0.68	0.72	0.40	0.76	0.74	0.67	0.90	0.70	0.78	0.79	0.54	0.84	0.53	0.89	0.69	0.82	0.66	0.77	0.73	0.77	1.11	0.61	0.89	0.35	0.72	0.94
			8	*		DE	DE	DE		I	I			LM	LM		U	PU		*	*				X				*	e		e*					np		p*	*		q		

Overlap formulae used

ColumnProportion: {SNO: 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,h,b,c,d,h/e,g,h/V,J,K,n/h/p,q/r Minimum Base: 30**) Small Base: 100**)

ColumnMeans {SN: A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/N/S,T/U,V/W,X,Y,Z,h,b,c,d/h/e,g/h/V,J,K,n/h/p/q/r Minimum Base: 30**) Small Base: 100**)

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.

22-087220-27 - 5th July 2023 - 6th July 2023

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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

	Main Supermarket									Streaming Subscriptions						Streaming subscriptions 2						
	Total	Sainsbury's	Tesco	Aldi	Lidl	Asda	Other	Netflix	Disney+	Amazon Prime Video	Apple TV+	Paramount+	Spotify	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	ANY Film/TV	Light (1-2 subscriptions)	Moderate (3-4 subscriptions)	Heavy (5+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	1071	168	318	165	103	144	164	646	359	548	106	108	240	98	331	875	187	404	845	427	299	149
Weighted base	1071	171	302	184	98	147	160	631	344	532	92	100	211	96	301	857	204	375	833	430	306	122
Very favourable (2)	353	55	106	61	25	49	53	219	118	181	29	37	59	51	95	279	74	124	276	133	102	44
	33%	32%	35%	33%	26% *	33%	33%	35% M	34%	34%	32% *	37% *	28%	53% HIUKLMO*	32%	33%	36%	33%	33%	31%	33%	36%
Mainly favourable (1)	263	42	72	54	24	29	41	144	76	135	29	26	57	22	74	200	61	89	193	107	56	37
	25%	24%	24%	30%	24% *	20%	26%	23%	22%	25%	31%	26%	27%	23% *	24%	23% U	30% U	24% U	23% U	25%	18%	30% SU
Neither favourable nor unfavourable (0)	277	44	79	44	24	36	46	159	91	146	19	21	53	10	77	235	41	93	223	127	81	27
	26%	26%	26%	24%	25% *	25%	29%	25% N	27% N	27% N	21% N*	21% N*	25% N	10% *	26% N	27%	20%	25%	27%	29% Q	26%	22%
Mainly unfavourable (-1)	79	19	23	12	6	9	9	52	28	35	7	6	22	5	21	70	7	32	68	33	34	3
	7%	11%	8%	7%	7% *	6%	6%	8%	8%	7%	8% *	6% *	10% J	5% *	7%	8% V	4%	9% V	8% V	8%	11% QV	3%
Very unfavourable (-2)	57	1	12	5	11	16	10	29	17	25	5	5	15	5	18	42	11	23	42	16	18	8
	5%	1%	4%	3%	11% BCD*	11% BCD	6% B	5%	5%	5%	6% *	5% *	7%	5% *	6%	5%	6%	6%	5%	4%	6%	7%
Don't know	42	10	9	6	7	8	-	28	13	10	3	5	5	4	15	31	10	13	31	15	15	2
	4%	6% G	3%	3%	8% G*	5% G	-	4% J	4% J	2%	3% *	5% *	2%	4% *	5% J	4%	5%	3%	4%	3%	5%	1%

NET: Favourable	616 58%	96 56%	178 59%	116 63%	49 50% *	78 53%	95 59%	363 58%	194 56%	316 59%	58 63% *	63 63% *	116 55%	73 76% HIUKLMO*	169 56%	479 56%	134 66% PSU	213 57%	469 56%	240 56%	158 52%	81 67% PRSTU
NET: Unfavourable	136 13%	20 11%	35 12%	18 10%	17 17% *	25 17%	19 12%	82 13%	45 13%	60 11%	12 13% *	11 11% *	37 17% J	9 10% *	39 13%	112 13%	19 9%	56 15%	109 13%	49 11%	52 17% Q	12 10%

Mean	0.75	0.82 *	0.81	0.87	0.51 *	0.61 *	0.74	0.78 M	0.76	0.79 M	0.78 *	0.89 M*	0.60	1.18 HIUKLMO*	0.72	0.73	0.92	0.71	0.74	0.74	0.66	0.88
------	------	-----------	------	------	-----------	-----------	------	-----------	------	-----------	-----------	------------	------	------------------	------	------	------	------	------	------	------	------

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

ColumnProportions (5%): A,B/C/D,E/F/G,H/I/J,K/L,M/N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G,H/I/J,K/L,M/N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

22-087220-27 - 5th July 2023 - 6th July 2023

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Millennials	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	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	Conservative	Labour	Liberal Democrats	Other	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)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)													
Unweighted base	1071	534	529	143	202	191	205	330	345	396	330	170	333	284	284	259	276	248	150	53	85	745	326	725	346	632	439	910	146	652	329	90	190	355	226	300	365	706	291	308	95	118	479	326													
Weighted base	1071	528	535	120	206	191	202	353	326	392	353	151	328	281	312	251	278	244	154	50	95	611	460	699	372	359	712	938	120	639	319	114	197	372	209	293	347	724	312	284	92	125	456	354													
Very favourable (2)	106	57	49	21	28	29	13	14	49	42	14	23	50	20	12	16	25	35	28	1	1	70	36	77	29	37	69	86	18	62	36	8	19	28	17	42	50	56	27	27	11	2	47	20													
	10%	11%	9%	18%	14%	15%	7%	4%	15%	11%	4%	16%	15%	7%	4%	6%	9%	14%	18%	2%	1%	12%	8%	11%	8%	10%	10%	9%	15%	10%	11%	7%	10%	8%	8%	14%	14%	8%	9%	9%	12%	2%	10%	6%													
				GH	H	GH			K	K		NO	NO				U	FTU	PQTU	*	*										*							p	p	p*	*																
Mainly favourable (1)	216	103	112	42	62	43	26	44	103	68	44	51	93	30	42	50	60	42	33	10	21	111	105	161	55	68	148	180	34	115	82	19	30	51	52	83	86	130	29	74	18	32	106	51													
	20%	20%	21%	35%	30%	22%	13%	13%	32%	17%	13%	34%	28%	11%	13%	20%	22%	17%	21%	20%	22%	18%	23%	23%	15%	19%	21%	19%	29%	18%	26%	16%	15%	14%	25%	28%	25%	18%	9%	26%	20%	25%	23%	14%													
				FGH	GH	GH			JK			NO	NO							*	*			Y								*			gh	gh	I	m	m*	m*	r																
Neither favourable nor unfavourable (0)	248	120	124	31	58	56	45	58	89	101	58	41	88	74	44	51	57	50	47	19	24	133	115	164	84	96	152	205	41	130	91	27	48	81	52	67	91	157	42	82	28	28	107	58													
	23%	23%	23%	26%	28%	30%	22%	16%	27%	26%	16%	27%	27%	26%	14%	20%	21%	20%	31%	38%	25%	22%	25%	23%	23%	27%	21%	22%	34%	20%	29%	24%	24%	22%	25%	23%	26%	22%	13%	29%	30%	22%	24%	16%													
				H	H	H			K	K		O	O	O					P	PQR*	+											*						m	m*	*	r																
Mainly unfavourable (-1)	193	100	92	14	28	22	50	79	42	72	79	18	43	59	73	43	56	43	25	11	13	107	85	119	73	68	125	176	14	124	50	19	35	81	52	67	44	149	70	55	18	27	101	67													
	18%	19%	17%	12%	14%	12%	25%	22%	13%	18%	22%	12%	13%	21%	23%	17%	20%	18%	17%	23%	13%	18%	19%	17%	20%	19%	18%	19%	12%	19%	16%	16%	18%	22%	17%	14%	13%	21%	22%	20%	19%	22%	22%	19%													
						DEF	DEF				I			LM	LM					*	*										*											*	*														
Very unfavourable (-2)	276	136	140	7	19	35	60	154	26	95	154	9	40	88	138	77	65	71	18	9	35	172	103	155	121	83	193	264	7	187	49	40	61	124	43	47	60	216	140	45	17	33	94	147													
	26%	26%	26%	5%	9%	18%	30%	44%	8%	24%	44%	6%	12%	32%	44%	31%	24%	29%	12%	18%	37%	28%	22%	22%	32%	23%	27%	28%	6%	29%	15%	35%	31%	33%	21%	16%	17%	30%	45%	16%	18%	27%	21%	41%													
				DE	DEF	DEFG			I	U				LM	LMN	S	S	S		*	S*				X						*	a	e*	ij	ij				k	nop	*	r*	*	q													
Don't know	33	12	19	6	10	5	8	3	16	13	3	8	13	9	3	14	13	3	2	-	1	17	16	23	10	8	25	27	5	21	10	1	4	7	8	14	17	16	4	1	*	3	2	11													
	3%	2%	4%	5%	5%	3%	4%	1%	5%	3%	1%	5%	4%	3%	1%	6%	5%	1%	1%	-	1%	3%	3%	3%	3%	3%	2%	4%	3%	4%	3%	3%	1%	2%	2%	4%	5%	5%	2%	1%	1%	*	2%	*	3%	q											
				H	H				K			O				R				*	*									*		*				I			*	*	*	*	q														

NET: Favourable	322	161	160	63	90	72	39	59	153	111	59	75	144	50	54	67	86	76	60	11	22	181	141	238	84	105	217	266	53	177	119	27	49	79	69	125	136	186	56	101	29	34	152	71	
	30%	30%	30%	52%	44%	38%	19%	17%	47%	28%	17%	50%	44%	18%	17%	26%	31%	31%	39%	21%	24%	30%	31%	34%	23%	29%	31%	28%	44%	28%	37%	24%	25%	21%	33%	43%	39%	26%	18%	35%	32%	27%	33%	20%	
				FGH	GH	GH			JK	K		NO	NO						PTU	*	*			Y														I		m	m*	*	r		
NET: Unfavourable	468	236	231	21	48	57	110	233	68	167	233	27	83	147	211	120	121	115	44	20	47	280	189	274	194	151	318	440	21	311	99	58	96	205	79	87	104	365	211	100	34	60	195	214	
	44%	45%	43%	17%	23%	30%	55%	66%	21%	43%	66%	18%	25%	53%	68%	48%	44%	47%	29%	41%	50%	46%	41%	39%	52%	42%	45%	47%	18%	49%	31%	51%	49%	55%	38%	30%	30%	50%	67%	35%	*	38%	48%	43%	60%
						D	DEF	DEFG		I	U			LM	LMN	S	S	S		*	S*				X					*	e	e*	j	ij				k	nop	*	r*	*	q		

Mean	-0.30	-0.30	-0.31	0.50	0.26	0.05	-0.61	-0.90	0.35	-0.29	-0.90	0.44	0.23	-0.61	-0.92	-0.48	-0.29	-0.31	0.17	-0.35	-0.63	-0.34	-0.26	-0.17	-0.56	-0.26	-0.33	-0.39	0.37	-0.42	0.02	-0.56	-0.46	-0.61	-0.18	0.12	0.07	-0.48	-0.87	-0.06	-0.12	-0.46	-0.20	-0.79
				FGH*	GH	GH	H		JK	K		NO	NO	O					PQRSTU	*	*			Y									*			h	gh	I		mp	m*	m*	r	

Overlap formulae used

ColumnProportions: (S)N/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 Minimum Base: 30**/Small Base: 100**/

ColumnMeans: (S)N/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 Minimum Base: 30**/Small Base: 100**/

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.

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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

	Main Supermarket									Streaming Subscriptions							Streaming subscriptions 2						
	Total	Sainsbury's	Tesco	Aldi	Lidl	Asda	Other	Netflix	Disney+	Amazon Prime Video	Apple TV+	Paramount+	Spotify	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	ANY Film/TV	Light (1-2 subscriptions)	Moderate (3-4 subscriptions)	Heavy (5+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted base	1071	168	318	165	103	144	164	646	359	548	106	108	240	98	331	875	187	404	845	427	299	149	
Weighted base	1071	171	302	184	98	147	160	631	344	532	92	100	211	96	301	857	204	375	833	430	306	122	
Very favourable (2)	106	17	37	18	4	16	13	84	51	58	20	18	32	10	47	94	11	53	92	31	34	28	
	10%	10%	12%	10%	4%	11%	8%	13%	15%	11%	21%	18%	15%	11%	16%	11%	6%	14%	11%	7%	11%	23%	
Mainly favourable (1)	216	21	60	50	23	34	27	138	100	112	29	22	69	33	75	192	23	111	184	77	77	38	
	20%	12%	20%	27%	23%	23%	17%	22%	29%	21%	32%	22%	33%	35%	25%	22%	11%	30%	22%	18%	25%	32%	
Neither favourable nor unfavourable (0)	248	37	73	38	18	36	44	157	74	120	9	25	45	17	64	209	36	77	203	119	72	17	
	23%	22%	24%	20%	19%	24%	27%	25%	22%	23%	10%	25%	21%	18%	21%	24%	18%	21%	24%	28%	24%	14%	
Mainly unfavourable (-1)	193	36	55	27	17	23	35	109	53	93	20	14	34	15	48	150	42	60	144	73	61	16	
	18%	21%	18%	14%	18%	15%	22%	17%	16%	17%	22%	14%	16%	15%	16%	18%	20%	16%	17%	17%	20%	13%	
Very unfavourable (-2)	276	54	72	45	34	30	40	121	56	136	12	18	29	14	58	188	86	61	185	118	50	20	
	26%	31%	24%	24%	34%	20%	25%	19%	16%	26%	13%	18%	14%	15%	19%	22%	42%	16%	22%	27%	16%	17%	
Don't know	33	6	5	7	3	8	2	22	9	12	2	3	2	7	8	25	6	12	25	12	12	1	
	3%	3%	2%	4%	3%	6%	1%	3%	3%	2%	2%	3%	1%	7%	3%	3%	3%	3%	3%	3%	4%	1%	

NET: Favourable	322 30%	38 23%	97 32%	68 37% B	26 27% *	51 34%	39 25%	222 35%	151 44% HU	170 32%	49 53% HUO*	40 40% *	101 48% HU	44 45% J*	122 41% J	286 33% QT	34 17%	164 44% PQSTU	276 33% QT	108 25%	111 36% QT	67 55% PQRSTU
NET: Unfavourable	468 44%	90 53% DF	128 42%	71 39%	51 52% F*	52 36%	75 47%	230 36% I	109 32%	228 43% HILMNO	32 34% *	32 32% *	64 30%	29 30% *	107 36%	338 39% RV	128 63% PRSTUV	121 32%	329 39% RV	190 44% PRSV	111 36%	36 30%

Mean	-0.30	-0.53	-0.22	-0.17	-0.57 *	-0.11 BE*	-0.40	-0.07 J	0.11 HU	-0.26	0.28 HU*	0.09 J*	0.19 HU	0.12 J*	0.01 J	-0.17 QT	-0.85	0.10 PQST	-0.18 QT	-0.40 Q	-0.05 QT	0.32 PQRSTU
------	-------	-------	-------	-------	------------	--------------	-------	------------	------------	-------	-------------	------------	------------	------------	-----------	-------------	-------	--------------	-------------	------------	-------------	----------------

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

ColumnProportions (5%): A,B/C/D/E/F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

22-087220-27 - 5th July 2023 - 6th July 2023

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Millennials	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/ Divorced/ Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	Conservati ve	Labour	Liberal Democrats	Other	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)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted base	1071	534	529	143	202	191	205	330	345	396	330	170	333	284	284	259	276	248	150	53	85	745	326	725	346	632	439	910	146	652	329	90	190	355	226	300	365	706	291	308	95	118	479	326
Weighted base	1071	528	535	120	206	191	202	353	326	392	353	151	328	281	312	251	278	244	154	50	95	611	460	699	372	359	712	938	120	639	319	114	197	372	209	293	347	724	312	284	92	125	456	354
Very favourable (2)	72	33	39	22	24	13	7	7	46	19	7	25	32	11	4	13	20	16	19	1	4	46	26	50	22	28	44	58	14	38	28	6	16	15	11	30	34	38	8	22	10	7	24	17
	7%	6%	7%	18%	12%	7%	3%	2%	14%	5%	2%	17%	10%	4%	1%	5%	7%	7%	13%	3%	4%	8%	6%	7%	6%	8%	6%	11%	6%	9%	5%	8%	4%	5%	10%	10%	5%	3%	8%	11%	5%	5%	5%	
Mainly favourable (1)	173	93	80	28	52	43	23	28	79	66	28	40	74	35	25	33	48	41	36	3	12	89	84	139	34	74	100	140	32	95	68	10	24	38	46	65	76	98	33	58	26	17	91	42
	16%	18%	15%	23%	25%	23%	11%	8%	24%	17%	8%	26%	22%	13%	8%	13%	17%	17%	24%	5%	13%	15%	18%	20%	9%	20%	14%	15%	26%	15%	21%	9%	12%	10%	22%	22%	22%	13%	11%	20%	26%	14%	20%	12%
Neither favourable nor unfavourable (0)	241	116	122	29	57	52	39	64	85	91	64	38	91	53	58	53	61	53	36	19	19	147	94	158	83	90	151	200	38	137	81	23	35	84	53	69	84	156	32	88	19	37	123	42
	22%	22%	23%	24%	28%	27%	19%	18%	26%	23%	18%	25%	28%	19%	18%	21%	22%	22%	23%	39%	20%	24%	20%	23%	22%	25%	21%	32%	21%	25%	20%	18%	23%	25%	24%	24%	22%	10%	31%	21%	30%	27%	12%	
Mainly unfavourable (-1)	161	83	77	23	37	19	32	50	60	51	50	24	54	43	39	39	40	28	30	7	18	87	75	105	56	47	114	144	16	85	60	16	33	53	35	40	52	109	46	48	12	16	76	46
	15%	16%	14%	19%	18%	10%	16%	14%	18%	13%	14%	16%	16%	15%	13%	16%	14%	12%	19%	13%	19%	14%	16%	15%	15%	13%	16%	15%	13%	13%	19%	14%	17%	14%	15%	15%	15%	17%	13%	13%	17%	13%		
Very unfavourable (-2)	377	178	198	11	26	52	91	197	37	143	197	12	61	125	179	98	96	97	30	20	36	223	155	220	157	110	267	357	15	260	66	52	80	171	54	73	81	296	184	66	25	43	134	191
	35%	34%	37%	9%	13%	27%	45%	56%	11%	36%	56%	8%	19%	45%	57%	39%	34%	40%	20%	40%	38%	36%	34%	31%	42%	31%	37%	38%	12%	41%	21%	45%	41%	46%	26%	25%	23%	41%	59%	27%	34%	29%	54%	
Don't know	46	26	19	9	10	11	10	7	18	21	7	11	16	12	7	15	13	9	3	-	6	20	26	25	21	10	37	39	6	24	16	7	9	12	10	15	20	27	10	1	*	5	8	16
	4%	5%	4%	7%	5%	6%	5%	2%	6%	5%	2%	7%	5%	4%	2%	6%	5%	4%	2%	-	7%	3%	6%	4%	6%	3%	5%	4%	5%	4%	5%	6%	5%	3%	5%	5%	6%	4%	3%	*	*	4%	2%	4%
NET: Favourable	246	127	119	49	76	56	30	35	125	86	35	65	105	46	29	46	67	57	55	4	16	135	110	190	56	102	144	198	45	133	96	17	40	53	58	95	110	136	41	80	36	24	115	59
	23%	24%	22%	41%	37%	29%	15%	10%	38%	22%	10%	43%	32%	16%	9%	18%	24%	23%	36%	8%	17%	22%	24%	27%	15%	28%	20%	21%	38%	21%	30%	15%	20%	14%	28%	33%	32%	19%	13%	28%	39%	19%	25%	17%
NET: Unfavourable	538	260	275	34	63	71	123	247	97	194	247	37	114	169	218	137	136	125	60	27	54	309	229	325	213	158	380	501	30	345	126	67	113	223	88	113	133	405	229	115	36	59	210	238
	50%	49%	51%	28%	31%	37%	61%	70%	30%	50%	70%	25%	35%	60%	70%	55%	49%	51%	39%	53%	57%	51%	50%	47%	57%	44%	53%	53%	25%	54%	39%	59%	58%	60%	42%	39%	38%	56%	73%	40%	40%	47%	46%	67%
Mean	-0.58	-0.55	-0.61	0.24	0.06	-0.31	-0.93	-1.16	0.12	-0.63	-1.16	0.29	-0.12	-0.89	-1.19	-0.75	-0.55	-0.63	-0.10	-0.82	-0.80	-0.59	-0.57	-0.45	-0.83	-0.40	-0.68	-0.67	0.12	-0.71	-0.22	-0.90	-0.73	-0.91	-0.37	-0.22	-0.22	-0.76	-1.20	-0.28	-0.17	-0.59	-0.46	-1.05
				FGH*	FGH	GH			JK	K		MNO	NO	O					PQRU	*	*			Y		a			b*	d†	*		gh	gh		I	m	m*	m*	r				

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

ColumnProportion: (SND...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) Minimum Base: 30** Small Base: 100**

ColumnMeans: (SN...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) Minimum Base: 30** Small Base: 100**

22-087220-27 - 5th July 2023 - 6th July 2023

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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

	Main Supermarket									Streaming Subscriptions							Streaming subscriptions 2						
	Total	Sainsbury's	Tesco	Aldi	Lidl	Asda	Other	Netflix	Disney+	Amazon Prime Video	Apple TV+	Paramount+	Spotify	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	ANY Film/TV	Light (1-2 subscriptions)	Moderate (3-4 subscriptions)	Heavy (5+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted base	1071	168	318	165	103	144	164	646	359	548	106	108	240	98	331	875	187	404	845	427	299	149	
Weighted base	1071	171	302	184	98	147	160	631	344	532	92	100	211	96	301	857	204	375	833	430	306	122	
Very favourable (2)	72	8	16	15	6	16	11	57	38	42	11	9	18	8	33	70	1	38	68	23	30	17	
	7%	5%	5%	8%	6% *	11%	7%	9%	11% J	8%	12%	9% *	8%	9% *	11%	8% QT	1%	10% QT	8% QT	5% Q	10% Q	14% POST	
Mainly favourable (1)	173	27	56	35	16	16	22	113	78	94	23	21	57	22	71	157	14	85	153	64	64	29	
	16%	16%	19%	19%	17% *	11%	14%	18%	23% HI	18%	25% *	21% *	27% HJ	23% *	23% HJ	18% QT	7%	23% POST	18% QT	15% Q	21% Q	24% QT	
Neither favourable nor unfavourable (0)	241	35	67	33	20	37	44	145	74	113	22	18	51	16	62	196	39	85	192	109	58	28	
	22%	20%	22%	18%	20% *	25%	27%	23%	21%	21%	24% *	18% *	24%	17% *	21%	23%	19%	23%	23%	25%	19%	23%	
Mainly unfavourable (-1)	161	23	56	23	10	25	23	106	53	74	11	19	35	13	35	131	29	59	124	56	65	10	
	15%	13%	18%	12%	10% *	17%	14%	17% JO	15%	14%	12% *	19% O*	17%	14% *	12%	15% V	14%	16% V	15% V	13% V	21% PRSTV	9%	
Very unfavourable (-2)	377	68	97	71	41	45	55	181	82	186	22	29	44	29	84	262	115	91	255	159	70	33	
	35%	40%	32%	38%	42% *	30%	35%	29% IM	24%	35% HKMO	24% *	29% *	21%	30% *	28% M	31% RU	56% PRSTUV	24%	31% RU	37% PRSU	23%	27%	
Don't know	46	10	11	7	5	8	5	30	19	22	3	4	6	7	16	40	6	18	40	18	18	4	
	4%	6%	4%	4%	5% *	6%	3%	5%	6%	4%	3% *	4% *	3%	8% *	5%	5%	3%	5%	5%	4%	6%	3%	

NET: Favourable	246 23%	35 20%	72 24%	50 27%	22 23% *	32 22%	33 21%	170 27%	116 34% HJ	137 26%	34 37% HJ*	30 30% *	75 36% HJ	30 31% *	103 34% HJ	227 27% QT	15 7%	122 33% POST	221 27% QT	87 20% Q	94 31% QT	46 38% POST
NET: Unfavourable	538 50%	91 53%	152 50%	93 51%	51 52% *	70 47%	79 49%	286 45% IMO	135 39%	260 49% IKMO	33 36% *	48 48% *	79 37%	42 44% *	119 40%	394 46% RV	144 71% PRSTUV	150 40%	380 46% RV	215 50% PRSV	135 44%	43 36%

Mean	-0.58	-0.72 *	-0.55	-0.56	-0.68 *	-0.48 *	-0.58	-0.40 J	-0.20 HJ	-0.52	-0.10 J*	-0.40 *	-0.15 HJ	-0.37 *	-0.24 HJ	-0.44 QT	-1.22	-0.23 POST	-0.44 QT	-0.64 Q	-0.28 QT	-0.11 POST
------	-------	------------	-------	-------	------------	------------	-------	------------	-------------	-------	-------------	------------	-------------	------------	-------------	-------------	-------	---------------	-------------	------------	-------------	---------------

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

ColumnProportions (5%): A,B/C/D,E/F/G,H/I/J,K/L,M/N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G,H/I/J,K/L,M/N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

22-087220-27 - 5th July 2023 - 6th July 2023

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Millennials	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	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave						
Unweighted base	1071	534	529	143	202	191	205	330	345	396	330	170	333	284	284	259	276	248	150	53	85	745	326	725	346	632	439	910	146	652	329	90	190	355	226	300	365	706	291	308	95	118	479	326						
Weighted base	1071	528	535	120	206	191	202	353	326	392	353	151	328	281	312	251	278	244	154	50	95	611	460	699	372	359	712	938	120	639	319	114	197	372	209	293	347	724	312	284	92	125	456	354						
Very favourable (2)	280	112	167	27	28	41	54	129	56	95	129	30	62	80	108	57	78	88	28	7	21	173	107	183	97	91	189	258	21	196	49	35	40	109	53	77	85	194	130	61	21	26	108	134						
	26%	21%	31%	23%	14%	22%	27%	37%	17%	24%	37%	20%	19%	28%	35%	23%	28%	36%	18%	15%	22%	28%	23%	26%	26%	25%	27%	27%	17%	31%	15%	31%	21%	29%	25%	26%	25%	27%	24%	22%	23%	21%	24%	38%						
			B			E	DEF			I	U			M	LM			PST		*	*						c	*	e	e*							nop	*	*			q								
Mainly favourable (1)	326	158	167	22	54	65	69	117	76	134	117	26	95	98	107	79	88	67	50	15	28	174	152	201	126	124	202	292	31	204	83	39	68	119	59	80	109	217	101	90	41	26	159	100						
	30%	30%	31%	18%	26%	34%	34%	33%	23%	34%	33%	17%	29%	35%	34%	32%	32%	28%	32%	29%	29%	29%	33%	29%	34%	35%	28%	31%	25%	32%	26%	35%	35%	32%	28%	27%	31%	30%	32%	32%	45%	21%	35%	28%						
					D	D	D	D	I	I	I		L	L	L					*	*				a			*	*	*	*										g*	*								
Neither favourable nor unfavourable (0)	298	164	131	43	73	60	52	70	116	112	70	55	110	71	62	68	66	64	54	22	24	174	123	198	99	89	208	251	46	150	117	31	57	94	63	83	99	199	57	89	24	39	122	77						
	28%	31%	25%	36%	35%	31%	26%	20%	36%	29%	20%	36%	33%	25%	20%	27%	24%	26%	35%	44%	26%	29%	27%	28%	27%	25%	29%	27%	38%	23%	37%	28%	29%	25%	30%	28%	29%	27%	18%	32%	m	*	m*	27%	22%					
				H	H	H			K	K		NO	O						Q	PQR*	*							b*	d	*	*																			
Mainly unfavourable (-1)	74	42	32	12	26	10	10	16	38	20	16	20	26	12	15	16	22	13	8	5	10	41	33	52	21	24	49	61	9	39	30	4	10	28	13	23	23	51	10	26	3	24	39	18						
	7%	8%	6%	10%	13%	5%	5%	4%	12%	5%	4%	13%	8%	4%	5%	6%	8%	5%	5%	11%	11%	7%	7%	8%	6%	7%	7%	7%	7%	6%	10%	3%	5%	8%	6%	8%	7%	7%	3%	9%	3%	19%	9%	5%						
				H	FGH				JK			NO								*	*							*	*	*	*																			
Very unfavourable (-2)	51	37	14	4	12	7	8	19	17	15	19	6	17	10	17	16	9	8	10	*	8	32	19	35	16	16	35	43	7	29	18	3	15	13	8	14	14	37	13	13	2	8	18	16						
	5%	7%	3%	4%	6%	4%	4%	5%	5%	4%	5%	4%	5%	4%	5%	6%	3%	3%	7%	1%	8%	5%	4%	5%	4%	5%	5%	5%	6%	5%	6%	3%	8%	4%	4%	5%	4%	5%	4%	4%	2%	6%	1%	4%	4%					
			C																*	*								*	*	*	*													*	*					
Don't know	42	17	23	11	12	8	8	3	24	16	3	13	17	9	3	15	15	4	4	*	4	17	25	29	13	14	28	34	8	20	21	1	5	8	13	16	17	26	1	5	1	1	10	8						
	4%	3%	4%	9%	6%	4%	4%	1%	7%	4%	1%	9%	5%	3%	1%	6%	6%	1%	3%	1%	4%	3%	6%	4%	4%	4%	4%	4%	6%	3%	7%	1%	3%	2%	6%	5%	5%	4%	*	2%	1%	1%	1%	2%	2%					
				H	H	H	H		K	K		NO	O			R	R			*	*							*	*	d	*											*	*							
NET: Favourable	606	269	334	49	83	106	123	246	132	229	246	56	157	178	215	136	166	156	78	22	49	347	259	384	222	215	391	550	51	400	132	74	109	228	111	158	194	412	231	151	62	53	267	234						
	57%	51%	62%	41%	40%	56%	61%	70%	40%	58%	70%	37%	48%	63%	69%	54%	60%	64%	51%	44%	51%	57%	56%	55%	60%	60%	55%	59%	43%	63%	41%	65%	55%	61%	53%	54%	56%	57%	74%	53%	68%	42%	59%	66%						
			B			DE	DE	DEF		I	U			LM	LM			ST		*	*						c	*	e	e*							np			np*	*									
NET: Unfavourable	124	78	46	17	38	17	18	35	55	35	35	27	44	22	31	32	30	21	18	6	18	72	52	87	37	40	84	104	16	69	49	7	25	42	21	37	37	87	23	38	4	32	57	34						
	12%	15%	9%	14%	19%	9%	9%	10%	17%	9%	10%	18%	13%	8%	10%	13%	11%	9%	12%	12%	19%	12%	11%	12%	10%	11%	12%	11%	13%	11%	15%	6%	13%	11%	10%	13%	11%	12%	7%	14%	4%	25%	13%	10%						
			C			FGH			JK			NO								*	R*								*	f	*									no	*		mo*							
Mean	0.69	0.52	0.86	0.51	0.31	0.67	0.78	0.92	0.38	0.73	0.92	0.39	0.51	0.83	0.89	0.62	0.78	0.89	0.52	0.47	0.49	0.70	0.68	0.67	0.74	0.73	0.67	0.73	0.44	0.80	0.38	0.88	0.57	0.78	0.69	0.66	0.69	0.69	1.04	0.58	0.86	0.32	0.67	0.92						
			B	*		E	F	DEF		I	I			LM	LM			PSTU		*	*						c	*	e	e*							np		g*	*		q								

Overlap formulae used

ColumnProportions: (S)N: 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 Minimum Base: 30**) Small Base: 100**)

ColumnMeans (S)N: 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 Minimum Base: 30**) Small Base: 100**)

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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

	Main Supermarket									Streaming Subscriptions							Streaming subscriptions 2						
	Total	Sainsbury's	Tesco	Aldi	Lidl	Asda	Other	Netflix	Disney+	Amazon Prime Video	Apple TV+	Paramount+	Spotify	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	ANY Film/TV	Light (1-2 subscriptions)	Moderate (3-4 subscriptions)	Heavy (5+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted base	1071	168	318	165	103	144	164	646	359	548	106	108	240	98	331	875	187	404	845	427	299	149	
Weighted base	1071	171	302	184	98	147	160	631	344	532	92	100	211	96	301	857	204	375	833	430	306	122	
Very favourable (2)	280	46	90	41	18	38	45	171	97	152	28	34	54	29	85	218	61	102	213	99	75	45	
	26%	27%	30%	22%	19% *	26%	28%	27%	28%	29%	31% *	34% *	26%	30% *	28%	25%	30%	27%	26%	23%	24%	37% PRSTU	
Mainly favourable (1)	326	57	96	64	31	28	46	194	106	164	37	33	60	38	86	259	65	105	253	133	89	37	
	30%	34% F	32% F	35% F	32% *	19%	29%	31%	31%	31%	40% MO*	33% *	28%	39% O*	29%	30%	32%	28%	30%	31%	29%	31%	
Neither favourable nor unfavourable (0)	298	44	76	49	27	51	49	164	86	144	16	18	69	16	79	245	51	109	236	130	91	24	
	28%	25%	25%	27%	28% *	34%	31%	26%	25%	27% KN	17% *	18% *	33% HKLN	17% *	26% KL	29% V	25%	29% V	28% V	30% V	30%	20%	
Mainly unfavourable (-1)	74	11	19	13	11	11	8	52	25	35	5	9	10	4	23	63	10	24	61	29	29	5	
	7%	7%	6%	7%	11% *	7%	5%	8%	7%	7%	6% *	9% *	5%	4% *	8%	7%	5%	7%	7%	7%	10%	4%	
Very unfavourable (-2)	51	3	12	7	7	10	11	23	15	21	3	3	11	5	17	40	9	20	36	23	7	9	
	5%	2%	4%	4%	7% *	7%	7%	4%	4%	4%	3% *	3% *	5%	5% *	6%	5%	5%	5% U	4%	5%	2%	7% U	
Don't know	42	9	10	10	3	9	-	27	15	15	3	3	7	4	11	33	7	14	33	17	14	2	
	4%	5% G	3%	5% G	3% *	6% G	-	4%	4%	3%	4% *	3% *	3%	4% *	4%	4%	3%	4%	4%	4%	4%	2%	

NET: Favourable	606 57%	103 60% F	187 62% F	105 57%	50 51% *	66 45%	92 57%	366 58%	203 59%	316 59%	65 71% HIUMO*	66 67% MO*	114 54%	67 70% HMO*	171 57%	477 56%	127 62%	207 55%	466 56%	231 54%	164 54%	82 67% PRSTU
NET: Unfavourable	124 12%	15 9%	30 10%	20 11%	18 18% *	21 14%	19 12%	74 12%	40 12%	57 11%	8 9% *	12 12% *	21 10%	9 9% *	40 13%	103 12%	19 9%	45 12%	98 12%	52 12%	37 12%	14 11%

Mean	0.69	0.81 E*	0.80 EF	0.68 *	0.45 *	0.53 *	0.67	0.73	0.74	0.76	0.93 M*	0.88 *	0.67	0.89 *	0.69	0.67	0.81	0.68	0.68	0.62	0.66	0.87 PRST
------	------	------------	------------	-----------	-----------	-----------	------	------	------	------	------------	-----------	------	-----------	------	------	------	------	------	------	------	--------------

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

ColumnProportions (5%): A,B/C/D,E/F/G,H/I/J/K,L/M/N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G,H/I/J/K,L/M/N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

22-087220-27 - 5th July 2023 - 6th July 2023

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Millennials	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	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	Conservative	Labour	Liberal Democrats	Other	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)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	
Unweighted base	1071	534	529	143	202	191	205	330	345	396	330	170	333	284	284	259	276	248	150	53	85	745	326	725	346	632	439	910	146	652	329	90	190	355	226	300	365	706	291	308	95	118	479	326	
Weighted base	1071	528	535	120	206	191	202	353	326	392	353	151	328	281	312	251	278	244	154	50	95	611	460	699	372	359	712	938	120	639	319	114	197	372	209	293	347	724	312	284	92	125	456	354	
Very favourable (2)	39 4%	26 5%	12 2%	7 GH	12 GH	13 GH	- -	6 K	19 K	13 K	6 -	13 NO	17 N	3 -	6 -	7 -	10 -	12 -	8 5%	- *	1 *	27	12	32	7	20	18	32	7	26	13	- *	2	10	9	17	19	20	10	6	10	6	12	19	
Mainly favourable (1)	84 8%	53 10%	31 6%	14 GH	22 GH	32 GH	4 -	13 2%	36 K	36 K	13 4%	18 NO	45 14%	10 4%	12 4%	16 7%	21 8%	20 8%	25 16%	1 2%	1 2%	46	38	67	18	35	50	64	18	59	20	6 *	8	19	19	38	48	36	25	17	11	9	36	25	
Neither favourable nor unfavourable (0)	201 19%	99 19%	101 19%	29 24%	35 17%	39 20%	28 14%	70 20%	64 17%	67 20%	70 21%	32 21%	63 19%	46 16%	60 19%	48 19%	43 15%	48 20%	32 21%	12 23%	18 19%	106	95	127	74	62	138	170	31	115	62	24	38	59	50	54	62	138	60	48	28	11	72	68	
Mainly unfavourable (-1)	198 18%	94 18%	103 19%	16 14%	18 9%	30 16%	51 25%	82 23%	34 11%	81 21%	82 23%	18 12%	42 13%	63 22%	75 24%	41 16%	61 22%	49 20%	15 10%	10 21%	21 23%	105	93	124	73	67	131	177	19	128	50	19	33	81	35	49	58	139	86	47	7	26	74	80	
Very unfavourable (-2)	511 48%	242 46%	264 49%	46 38%	106 51%	70 36%	111 55%	179 51%	152 47%	181 46%	179 51%	60 40%	145 44%	151 54%	156 50%	124 49%	130 47%	110 45%	70 46%	27 55%	50 53%	309	203	321	190	163	349	468	36	287	162	62	111	193	89	119	138	373	127	162	34	70	258	150	
Don't know	38 4%	14 3%	23 4%	8 7%	13 6%	7 4%	7 3%	4 1%	21 6%	14 4%	4 1%	10 7%	16 5%	8 3%	4 1%	15 6%	12 4%	5 2%	4 3%	- -	3 3%	19	20	28	10	12	26	28	10	24	11	3	4	10	7	16	21	17	4	5	*	4	3	11	
NET: Favourable	123 11%	80 15%	43 8%	21 17%	34 17%	45 24%	4 2%	19 5%	55 17%	49 13%	19 5%	31 20%	61 19%	13 5%	18 6%	23 9%	31 11%	32 13%	33 21%	1 2%	3 3%	73	50	98	25	55	68	96	25	84	33	6	10	29	28	55	67	56	35	23	22	15	49	44	
NET: Unfavourable	709 66%	336 64%	367 69%	63 52%	124 60%	100 52%	162 81%	261 74%	186 57%	262 67%	261 74%	78 52%	187 57%	214 76%	231 74%	165 66%	191 69%	159 65%	85 55%	38 75%	71 75%	414	295	445	264	230	479	645	55	415	213	81	144	274	123	168	197	513	213	208	42	95	332	230	
Mean	-1.03	-0.92 C	-1.13	-0.72 GH*	-0.95 G	-0.60 EGH	-1.38	-1.19	-0.86 K	-1.01	-1.19	-0.67 NO	-0.81 NO	-1.28	-1.18	-1.10	-1.06	-0.94	-0.76 FTU	-1.28 *	-1.27 *	-1.05	-0.99	-0.95 Y	-1.17	-0.91 a	-1.08	-1.08	-0.53 b*	-0.96	-1.07	-1.24 *	-1.26	-1.18	-0.87 gh	-0.78 gh	-0.76 l	-1.15	-0.95 n	-1.22	-0.49 mo*	-1.20 *	-1.17	-0.93 q	

Overlap formulae used

ColumnProportion: {SNO: 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,ha,b,c,d,h/f,g,h/v,j,k,l,m,n/o/p,q/r Minimum Base: 30**} Small Base: 100**)

ColumnMeans {SNO: 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,ha,b,c,d/h/f,g,h/v,j,k,l,m,n/o/p,q/r Minimum Base: 30**} Small Base: 100**)

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.

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. 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

	Main Supermarket									Streaming Subscriptions							Streaming subscriptions 2						
	Total	Sainsbury's	Tesco	Aldi	Lidl	Asda	Other	Nettfix	Disney+	Amazon Prime Video	Apple TV+	Paramount+	Spotify	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	ANY Film/TV	Light (1-2 subscriptions)	Moderate (3-4 subscriptions)	Heavy (5+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted base	1071	168	318	165	103	144	164	646	359	548	106	108	240	98	331	875	187	404	845	427	299	149	
Weighted base	1071	171	302	184	98	147	160	631	344	532	92	100	211	96	301	857	204	375	833	430	306	122	
Very favourable (2)	39	4	20	2	1	6	5	27	15	18	6	6	13	5	19	34	5	20	34	10	15	9	
	4%	2%	7% D	1%	1% *	4%	3%	4%	4%	3%	7% *	6% *	6%	5% *	6% J	4%	2%	5% T	4% T	2%	5%	7% T	
Mainly favourable (1)	84	17	28	8	9	6	15	53	32	39	16	17	21	15	37	73	11	40	69	31	24	18	
	8%	10%	9%	4%	9% *	4%	9%	8%	9%	7%	18% HU*	17% HU*	10%	16% HU*	12% HU	9%	5%	11%	8%	7%	8%	15% PQSTU	
Neither favourable nor unfavourable (0)	201	27	61	32	16	30	32	117	55	98	13	11	26	14	44	155	43	55	152	94	44	17	
	19%	16%	20%	17%	17% *	20%	20%	19% M	16%	19% M	14% *	11% *	12%	14% *	15%	18% R	21%	15% R	152 R	22% PRESU	15%	14%	
Mainly unfavourable (-1)	198	33	45	42	18	18	42	106	58	88	11	15	39	11	42	149	48	57	144	82	52	15	
	18%	19%	15%	23% F	19% *	12%	26% CF	17%	17%	17%	12% *	16% *	18%	11% *	14%	17%	23% RV	15%	17%	19%	17%	12%	
Very unfavourable (-2)	511	85	141	92	50	77	65	303	171	274	43	46	111	46	146	416	92	190	404	197	159	60	
	48%	50%	47%	50%	52% *	52%	41%	48%	50%	52%	47% *	46% *	53%	48% *	48%	49%	45%	51%	49%	46%	52%	49%	
Don't know	38	5	8	9	3	10	1	25	13	14	2	4	1	5	12	30	5	12	30	16	12	3	
	4%	3%	3%	5%	3% *	7% G	1%	4% JM	4% M	3% M	2% *	4% M*	*	6% M*	4% M	4%	3%	3%	4%	4%	4%	2%	

NET: Favourable	123 11%	21 12%	48 16% D	9 5%	10 10% *	13 9%	20 12%	81 13%	47 14%	57 11%	23 25% HU*	23 23% HU*	34 16% J	21 22% HU*	57 19% HU	107 12% T	16 8%	60 16% PQST	103 12% T	41 10%	39 13%	27 22% PQRSTU
NET: Unfavourable	709 66%	118 69%	186 61%	134 73% C	69 70% *	94 64%	107 67%	408 65%	229 67%	362 68% O	54 59% *	61 61% *	150 71% KNO	56 59% *	188 63%	565 66%	140 69%	247 66%	548 66%	280 65%	211 69%	75 61%

Mean	-1.03	-1.08	-0.88 D	-1.23	-1.13 *	-1.11 *	-0.93 D	-0.99	-1.02	-1.08	-0.76 J*	-0.82 J*	-1.02	-0.84 *	-0.89 J	-1.02	-1.07	-0.98	-1.02	-1.03	-1.07	-0.83
------	-------	-------	------------	-------	------------	------------	------------	-------	-------	-------	-------------	-------------	-------	------------	------------	-------	-------	-------	-------	-------	-------	-------

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

ColumnProportions (5%): A,B/C/D/E/F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

22-087220-27 - 5th July 2023 - 6th July 2023

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family? - Prince Edward, the Duke of Edinburgh

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		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Millennials	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	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	Conservative	Labour	Liberal Democrats	Other	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)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted base	1071	534	529	143	202	191	205	330	345	396	330	170	333	284	284	259	276	248	150	53	85	745	326	725	346	632	439	910	146	652	329	90	190	355	226	300	365	706	291	308	95	118	479	326
Weighted base	1071	528	535	120	206	191	202	353	326	392	353	151	328	281	312	251	278	244	154	50	95	611	460	699	372	359	712	938	120	639	319	114	197	372	209	293	347	724	312	284	92	125	456	354
Very favourable (2)	139	55	83	7	20	26	25	61	27	51	61	10	38	37	55	31	41	36	22	1	7	93	46	96	43	52	87	125	15	95	26	18	23	52	24	40	44	95	68	30	17	10	54	72
	13%	10%	16%	6%	10%	13%	13%	17%	8%	13%	17%	7%	12%	13%	18%	12%	15%	15%	14%	2%	8%	15%	10%	14%	12%	15%	12%	13%	12%	15%	8%	16%	12%	14%	11%	14%	13%	13%	22%	11%	18%	8%	12%	20%
Mainly favourable (1)	310	144	166	27	53	54	59	117	80	113	117	30	93	82	104	74	82	81	36	13	24	174	136	202	108	101	209	280	29	202	71	36	51	118	61	80	103	207	118	74	35	26	140	117
	29%	27%	31%	22%	26%	28%	29%	33%	25%	29%	33%	20%	28%	29%	33%	30%	29%	33%	23%	26%	26%	29%	29%	29%	29%	28%	29%	30%	24%	32%	22%	32%	26%	32%	29%	27%	30%	29%	38%	26%	38%	21%	31%	33%
Neither favourable nor unfavourable (0)	391	206	179	46	77	76	73	119	123	149	119	62	122	105	103	92	87	87	64	24	36	221	170	244	146	134	256	340	47	207	143	40	77	130	83	100	121	270	84	126	28	44	182	98
	36%	39%	34%	38%	37%	40%	36%	34%	38%	38%	34%	41%	37%	37%	33%	37%	31%	36%	42%	49%	38%	36%	37%	35%	39%	37%	36%	36%	39%	32%	34%	35%	39%	35%	40%	34%	35%	37%	27%	44%	31%	28	35%	40%
Mainly unfavourable (-1)	105	55	48	21	24	15	20	26	44	34	26	27	29	26	23	21	30	23	17	7	6	52	53	66	39	34	70	83	18	62	32	10	17	31	19	36	39	66	15	32	9	21	39	33
	10%	10%	9%	17%	11%	8%	10%	7%	14%	9%	7%	18%	9%	9%	7%	8%	11%	10%	11%	15%	6%	8%	12%	9%	10%	10%	10%	9%	15%	10%	10%	9%	9%	8%	9%	12%	11%	9%	5%	11%	10%	16%	9%	9%
Very unfavourable (-2)	82	51	31	8	19	13	18	24	27	31	24	9	27	24	22	22	19	10	10	3	18	51	31	66	16	24	58	74	6	48	27	6	24	28	10	20	24	58	22	14	1	22	33	23
	8%	10%	6%	7%	9%	7%	9%	7%	8%	8%	7%	6%	8%	9%	7%	9%	7%	4%	6%	6%	19%	8%	7%	9%	4%	7%	8%	8%	5%	8%	9%	6%	12%	8%	5%	7%	7%	8%	7%	5%	1%	18%	7%	6%
Don't know	45	16	27	12	13	7	7	6	25	14	6	14	19	7	6	11	19	6	5	1	2	21	24	23	21	13	32	37	7	24	19	2	4	13	11	16	16	29	5	7	2	2	8	11
	4%	3%	5%	10%	7%	4%	3%	2%	8%	4%	2%	9%	6%	2%	2%	4%	7%	3%	3%	3%	3%	3%	5%	3%	6%	4%	4%	4%	6%	4%	6%	2%	2%	4%	5%	5%	5%	4%	1%	2%	2%	2%	2%	3%
NET: Favourable	449	199	249	34	73	80	84	178	107	164	178	40	131	119	159	105	123	117	58	14	32	267	182	299	150	153	296	405	44	298	97	54	74	170	85	121	147	302	186	105	52	36	194	189
	42%	38%	47%	28%	36%	42%	42%	50%	33%	42%	50%	26%	40%	42%	51%	42%	44%	48%	37%	28%	33%	44%	40%	43%	40%	43%	42%	43%	36%	47%	30%	48%	38%	46%	41%	41%	42%	42%	59%	37%	56%	29%	43%	53%
NET: Unfavourable	186	107	79	29	42	27	38	50	71	65	50	36	56	50	44	43	49	33	27	10	24	102	84	132	54	58	128	157	23	110	59	17	41	60	29	56	63	123	38	46	9	43	72	56
	17%	20%	15%	24%	21%	14%	19%	14%	22%	17%	14%	24%	17%	18%	14%	17%	18%	14%	17%	20%	26%	17%	18%	19%	15%	16%	18%	17%	19%	17%	19%	15%	21%	16%	14%	19%	18%	17%	12%	16%	10%	34%	16%	16%
Mean	0.31	0.19	0.44	0.03	0.17	0.36	0.27	0.48	0.12	0.31	0.48	0.03	0.28	0.30	0.48	0.30	0.37	0.46	0.29	0.04	-0.04	0.35	0.26	0.29	0.35	0.36	0.29	0.33	0.26	0.38	0.12	0.44	0.17	0.37	0.35	0.31	0.31	0.63	0.27	0.65	-0.15	0.32	0.53	
			8	*		D		DE			I			L	L		TU		*	*	*								*		e		e*				np	p	np*	*		q		

Overlap formulae used

ColumnProportions: {S/N}, {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} Minimum Base: 30** Small Base: 100**

ColumnMeans: {S/N}, {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} Minimum Base: 30** Small Base: 100**

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.

22-087220-27 - 5th July 2023 - 6th July 2023

PUBLIC

Royals

All Adults aged 18-75 in GB

Q3. How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family? - Prince Edward, the Duke of Edinburgh

All Adults aged 18-75 in Great Britain

	Main Supermarket									Streaming Subscriptions							Streaming subscriptions 2						
	Total	Sainsbury's	Tesco	Aldi	Lidl	Asda	Other	Nettfix	Disney+	Amazon Prime Video	Apple TV+	Paramount+	Spotify	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	ANY Film/TV	Light (1-2 subs)	Moderate (3-4 subs)	Heavy (5+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted base	1071	168	318	165	103	144	164	646	359	548	106	108	240	98	331	875	187	404	845	427	299	149	
Weighted base	1071	171	302	184	98	147	160	631	344	532	92	100	211	96	301	857	204	375	833	430	306	122	
Very favourable (2)	139	25	48	18	10	21	15	93	47	65	15	18	28	16	39	106	32	51	103	50	30	26	
	13%	14%	16%	10%	11% *	15%	10%	15%	14%	12%	17% *	18% *	13%	17% *	13%	12%	16%	14%	12%	12%	10%	21% PRSTU	
Mainly favourable (1)	310	54	84	63	21	27	60	178	96	159	38	33	67	34	100	248	59	116	246	120	91	38	
	29%	31% F	28%	34% F	22% *	18%	38% EF	28%	28%	30%	41% HIU*	33% *	32%	36% *	33% H	29%	29%	31%	29%	28%	30%	31%	
Neither favourable nor unfavourable (0)	391	52	116	60	43	62	55	228	124	199	20	27	74	25	90	314	74	124	302	165	115	34	
	36%	30%	38%	33%	44% *	42%	34%	36% KO	36% KO	37% KNO	21% *	27% *	35% K	26% *	30%	37% V	36%	33%	36% V	38% V	38%	28%	
Mainly unfavourable (-1)	105	15	30	22	6	12	16	57	34	53	9	10	17	6	31	85	16	34	81	43	34	7	
	10%	9%	10%	12%	6% *	8%	10%	9%	10%	10%	9% *	10% *	8%	6% *	10%	10%	8%	9%	10%	10%	11%	6%	
Very unfavourable (-2)	82	14	15	11	11	18	12	46	23	36	8	9	16	8	21	65	17	30	62	35	18	12	
	8%	8%	5%	6%	12% *	12% C	7%	7%	7%	7%	8% *	9% *	8%	9% *	7%	8%	8%	8%	7%	8%	6%	10%	
Don't know	45	11	9	10	6	7	2	29	19	20	3	3	8	7	19	39	5	19	39	17	17	5	
	4%	6% G	3%	5%	6% G*	5%	1%	5%	5%	4%	3% *	3% *	4%	7% *	6% J	5%	2%	5%	5%	4%	6%	4%	

NET: Favourable	449 42%	78 46%	132 44%	81 44%	31 32% *	48 33%	76 47% EF	271 43%	144 42%	224 42%	53 58% HIUMO*	51 51% *	96 45%	51 53% *	139 46%	355 41%	92 45%	167 45%	349 42%	170 39%	121 40%	64 53% PRSTU
NET: Unfavourable	186 17%	30 17%	45 15%	33 18%	17 18% *	30 20%	28 17%	103 16%	57 17%	89 17%	16 18% *	18 19% *	33 16%	14 14% *	52 17%	149 17%	33 16%	64 17%	143 17%	78 18%	52 17%	19 16%

Mean	0.31	0.37 *	0.41	0.32 *	0.14 *	0.15 *	0.32	0.36	0.34	0.32	0.50 *	0.43 *	0.37	0.50 *	0.37	0.30	0.37	0.35	0.31	0.26	0.28	0.50 P
------	------	-----------	------	-----------	-----------	-----------	------	------	------	------	-----------	-----------	------	-----------	------	------	------	------	------	------	------	-----------

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

ColumnProportions (5%): A,B/C/D,E/F/G,H/I/J/K,L/M,N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G,H/I/J/K,L/M,N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

22-087220-27 - 5th July 2023 - 6th July 2023

PUBLIC

Royals

All Adults aged 18-75 in GB

Q4A. To what extent, if at all, do you think King Charles III is doing a good job or bad job as King?

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			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Millennials	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	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	Conservative	Labour	Liberal Democrats	Other	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)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	
Unweighted base	1071	534	529	143	202	191	205	330	345	396	330	170	333	284	284	259	276	248	150	53	85	745	326	725	346	632	439	910	146	652	329	90	190	355	226	300	365	706	291	308	95	118	479	326	
Weighted base	1071	528	535	120	206	191	202	353	326	392	353	151	328	281	312	251	278	244	154	50	95	611	460	699	372	359	712	938	120	639	319	114	197	372	209	293	347	724	312	284	92	125	456	354	
Very good job (2)	196	86	110	8	23	31	41	92	31	72	92	10	49	54	82	26	57	63	25	8	17	118	78	128	68	57	139	183	12	143	31	21	27	77	34	57	67	129	91	36	17	24	79	91	
	18%	16%	21%	7%	11%	16%	20%	26%	10%	18%	26%	7%	15%	19%	26%	10%	21%	26%	16%	16%	18%	19%	17%	18%	18%	16%	19%	20%	10%	22%	10%	18%	14%	21%	16%	19%	19%	18%	29%	13%	18%	20%	17%	26%	
					D	E	DE	DEF	I	U			L	L	LM		P	P		*	*						c	*	e	*						n	*	*			q				
Fairly good job (1)	326	151	173	31	56	68	58	113	87	126	113	36	99	90	102	83	87	73	47	15	20	190	137	216	110	130	196	290	34	195	88	43	69	108	61	88	118	208	115	95	33	20	152	109	
	30%	29%	32%	26%	27%	36%	29%	32%	27%	32%	32%	24%	30%	32%	33%	33%	31%	30%	30%	31%	23%	21%	30%	31%	30%	36%	28%	31%	29%	31%	28%	38%	35%	29%	29%	30%	34%	29%	37%	34%	36%	16%	33%	31%	
																										a										p		p	p*	*					
Neither good nor bad job (0)	364	203	159	51	78	70	69	97	129	139	97	61	126	98	80	84	95	85	53	17	31	202	163	237	127	116	248	311	49	206	129	29	63	125	80	96	111	254	81	103	36	48	163	96	
	34%	38%	30%	42%	38%	37%	34%	27%	40%	35%	27%	40%	38%	35%	26%	34%	34%	35%	34%	35%	32%	33%	35%	34%	34%	32%	35%	33%	41%	32%	40%	26%	32%	34%	38%	33%	32%	35%	26%	36%	40%	38%	36%	27%	
				H	H				K			O	O							*	*							*			df	*							m	m*	m*	r			
Fairly bad job (-1)	62	33	29	19	19	1	9	14	38	9	14	24	15	9	14	23	14	10	5	1	8	32	30	50	12	16	46	51	7	26	27	9	13	22	10	17	18	44	8	18	3	14	19	18	
	6%	6%	5%	16%	9%	1%	4%	4%	12%	2%	4%	16%	5%	3%	5%	9%	5%	4%	4%	2%	8%	5%	6%	7%	3%	4%	6%	5%	6%	4%	9%	8%	7%	6%	5%	6%	5%	6%	3%	6%	3%	11%	4%	5%	
				FGH	FH	F	F	F	JK			MNO								*	*			Y				5	6%	4%	5%	5%	d	*						m*					
Very bad job (-2)	58	26	30	3	11	12	14	18	14	26	18	6	19	16	17	17	7	8	10	2	14	40	18	38	20	23	35	52	5	35	15	8	17	18	10	13	14	44	14	13	*	15	22	21	
	5%	5%	6%	3%	5%	6%	7%	5%	4%	7%	5%	4%	6%	6%	6%	7%	2%	3%	6%	4%	15%	7%	4%	5%	5%	6%	5%	6%	4%	5%	5%	7%	9%	5%	5%	4%	4%	6%	4%	5%	*	*	12%	5%	6%
																Q				*	QR*								*	*	*	*	*								mo*				
Don't know	65	29	33	8	18	8	11	19	26	19	19	15	20	15	16	17	18	4	14	6	5	29	35	31	34	16	49	51	13	33	29	3	7	23	14	21	19	46	3	19	2	4	22	19	
	6%	6%	6%	7%	9%	4%	5%	5%	8%	5%	5%	10%	6%	5%	5%	7%	6%	2%	9%	12%	6%	5%	8%	4%	9%	4%	7%	5%	11%	5%	9%	3%	4%	6%	6%	6%	6%	1%	7%	2%	3%	3%	5%	5%	
												R				R			R	R*	*				X												m	*	*	*	*				

NET: Good job	522	237	283	40	79	100	99	205	119	198	205	46	148	144	184	109	145	137	71	23	37	308	214	344	178	187	335	473	46	339	119	64	96	185	96	145	185	337	206	132	50	44	230	200
	49%	45%	53%	33%	38%	52%	49%	58%	36%	51%	58%	31%	45%	51%	59%	43%	52%	56%	46%	46%	39%	50%	47%	49%	48%	52%	47%	50%	39%	53%	37%	56%	49%	50%	53%	47%	66%	46%	55%	36%	51%	57%		
			B			DE	D	DE		I	I		L	L	LM			PU		*	*							c	*	e		e*				np		p*	*	*	*			
NET: Bad job	120	59	59	22	30	13	23	32	52	36	32	29	34	24	32	41	21	18	15	3	22	72	47	87	33	39	81	104	12	60	42	17	30	40	20	30	32	88	22	30	3	30	41	39
	11%	11%	11%	18%	15%	7%	11%	9%	16%	9%	9%	19%	11%	9%	10%	16%	7%	8%	10%	6%	23%	12%	10%	12%	9%	11%	11%	10%	10%	9%	13%	15%	15%	11%	10%	9%	12%	7%	11%	11%	24%	9%	11%	
				FH	F				JK			MNO				QR				*	QRST*								*			*									*	mo*		

Mean	0.54	0.48	0.61	0.20	0.33	0.58	0.54	0.74	0.28	0.56	0.74	0.16	0.46	0.59	0.74	0.33	0.67	0.72	0.51	0.59	0.20	0.54	0.54	0.52	0.57	0.53	0.54	0.56	0.39	0.64	0.32	0.54	0.40	0.58	0.51	0.59	0.63	0.49	0.84	0.47	0.71	0.20	0.57	0.69
				*		D	D	DE		I	I		L	L	LM		PU	PU	*	**	*								*	*	e	*					np		p*	*	*	*	*	

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

ColumnProportion: (SND...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 Minimum Base: 30** Small Base: 100**)

ColumnMeans: (SND...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 Minimum Base: 30** Small Base: 100**)

22-087220-27 - 5th July 2023 - 6th July 2023

PUBLIC

Royals

All Adults aged 18-75 in GB

Q4A. To what extent, if at all, do you think King Charles III is doing a good job or bad job as King?

All Adults aged 18-75 in Great Britain

	Main Supermarket									Streaming Subscriptions							Streaming subscriptions 2						
	Total	Sainsbury's	Tesco	Aldi	Lidl	Asda	Other	Netflix	Disney+	Amazon Prime Video	Apple TV+	Paramount+	Spotify	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	ANY Film/TV	Light (1-2 subscriptions)	Moderate (3-4 subscriptions)	Heavy (5+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted base	1071	168	318	165	103	144	164	646	359	548	106	108	240	98	331	875	187	404	845	427	299	149	
Weighted base	1071	171	302	184	98	147	160	631	344	532	92	100	211	96	301	857	204	375	833	430	306	122	
Very good job (2)	196	28	65	27	17	24	33	113	64	100	19	23	30	24	54	144	51	69	139	65	57	22	
	18%	16%	22%	15%	17% *	16%	20%	18%	19%	19%	20% *	24% M*	14%	25% M*	18%	17%	25% PST	18%	17%	15%	19%	18%	
Fairly good job (1)	326	59	83	59	32	42	49	202	108	176	43	42	71	37	107	280	45	119	275	140	92	49	
	30%	35%	28%	32%	32% *	29%	31%	32%	31%	33%	46% HUMO*	42% H*	34%	38% *	36%	33% Q	22%	32% Q	33% Q	33% Q	30%	40% QR	
Neither good nor bad job (0)	364	59	113	65	29	44	51	218	112	180	23	21	78	19	92	294	67	125	286	156	109	30	
	34%	35%	37%	35%	29% *	30%	32%	35% LN	33% LN	34% LN	25% *	21% *	37% KLH	20% *	31% LN	34% V	33%	33% V	34% V	36% V	36% V	24%	
Fairly bad job (-1)	62	8	7	12	8	14	12	36	21	27	1	4	14	4	16	55	6	20	51	33	14	8	
	6%	5%	2%	7%	8% C*	9% C	8% C	6%	6% K	5%	1% *	4% *	7% K	5% *	5%	6%	3%	5%	6%	8%	5%	7%	
Very bad job (-2)	58	7	16	10	9	10	7	28	19	27	4	4	10	4	19	43	13	24	41	21	13	10	
	5%	4%	5%	5%	9% *	7%	4%	4%	6%	5%	4% *	4% *	5%	4% *	6%	5%	6%	6%	5%	5%	4%	8%	
Don't know	65	9	17	11	5	14	7	33	19	21	4	5	7	7	13	41	22	18	41	16	22	3	
	6%	5%	6%	6%	5% *	9%	4%	5%	5%	4%	4% *	5% *	3%	8% *	4%	5%	11% PRSTV	5%	5%	4%	7%	3%	

NET: Good job	522 49%	87 51%	149 49%	86 47%	48 49% *	66 45%	82 51%	316 50%	172 50%	276 52%	61 66% HUMO*	65 66% HUMO*	101 48%	61 63% HUM*	160 53%	424 49%	95 47%	188 50%	414 50%	204 48%	149 49%	71 58% PRS
NET: Bad job	120 11%	15 9%	23 8%	22 12%	17 17% C*	23 16% C	19 12%	65 10%	40 12% K	54 10%	4 5% *	9 9% *	24 12%	9 9% *	35 12% K	98 11%	19 10%	44 12%	92 11%	54 13%	27 9%	18 15%

Mean	0.54	0.58 *	0.61	0.47 *	0.43 *	0.43 *	0.58	0.56	0.54	0.58	0.81 HUMO*	0.79 HIMO*	0.47	0.81 HIM*	0.56	0.52	0.62 *	0.53	0.53	0.47	0.58	0.56
------	------	-----------	------	-----------	-----------	-----------	------	------	------	------	---------------	---------------	------	--------------	------	------	-----------	------	------	------	------	------

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

ColumnProportions (5%): A,B/C/D/E/F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C/D,E/F,G,H/I/J,K/L,M/N/O,P/Q,R/S/T,U/V Minimum Base: 30(**) Small Base: 100(*)