

23-085423-09 - 29th February - 3rd March 2024

PUBLIC

Royals

All Adults aged 18-75 in GB

Q5. Which of the following members of the Royal Family, if any, do you like the most?

All Adults aged 18-75 in Great Britain

		Gender			Age				Aggregated Age Breaks			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	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)	(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	1085	519	547	138	207	190	205	345	345	395	345	258	280	250	155	53	89	666	419	696	389	569	516	925	153	630	349	106	189	373	248	275	357	728	303	283	100	107	446	340
Weighted base	1085	527	539	127	206	194	197	361	333	391	361	260	279	243	157	54	93	618	467	734	351	388	697	945	133	640	338	108	180	384	253	268	352	733	317	267	95	115	430	369
The Princess of Wales (Prince William's wife, formerly Kate Middleton)	414 38%	170 32%	240 44% B	32 25%	61 30%	60 31%	84 43% DEF	177 49% DEF	93 28%	144 37% I	177 49% U	99 38%	126 45% SU	96 39% U	49 31%	20 37% *	24 26% *	234 38%	180 39%	269 37%	145 41%	134 35%	280 40%	376 40% c	38 29%	272 43% e	92 27%	50 47% e*	62 35%	161 42%	100 39%	91 34%	117 33%	297 40% k	184 58% nop	73 27%	34 36% p*	22 19% *	150 35%	179 48% q
The Prince of Wales, Prince William	390 36%	168 32%	217 40% B	23 18%	50 24%	60 31% D	81 41% DE	177 49% DEF	73 22%	141 36% I	177 49% U	95 36%	120 43% SU	92 38% SU	43 27%	18 33% *	23 25% *	222 36%	168 36%	233 32%	157 45% X	133 34%	258 37%	362 38% c	29 22%	261 41% e	84 25%	45 41% e*	50 28%	156 41% g	94 37%	90 34%	110 31%	280 38% k	179 56% nop	69 26%	29 31% p*	20 17% *	147 34%	170 46% q
NET: The King's grandchildren	293 27%	111 21%	175 32% B	36 29%	63 31%	49 25%	51 26%	95 26%	99 30%	99 25%	95 26%	78 30%	81 29%	61 25%	41 26%	12 22% *	20 22% *	173 28%	121 26%	195 27%	98 28%	105 27%	188 27%	246 26%	45 34%	192 30% e	76 22%	26 24% *	31 17%	106 28% g	73 29% g	83 31% g	108 31%	185 25%	100 32% p	71 27%	26 27% *	21 18% *	116 27%	102 28%
The Princess Royal, Princess Anne (the King's sister)	286 26%	120 23%	160 30% B	14 11%	31 15%	34 17%	51 26% DE	156 43% DEFG	45 14%	85 22% I	156 43% U	56 22%	83 30% P	77 32% PU	41 26%	11 21% *	18 19% *	173 28%	113 24%	160 22%	126 36% X	104 27%	182 26%	269 29% c	17 13%	183 29% e	63 19%	40 38% e*	53 29% j	126 33% ij	59 23%	48 18%	56 16%	230 31% k	131 41% np	59 22%	30 31% p*	19 17% *	114 27%	137 37% q
King Charles III	244 23%	124 23%	117 22%	17 13%	41 20%	31 16%	43 22%	111 31% DEFG	58 18%	75 19%	111 31% U	48 18%	72 26%	59 24%	38 24%	8 15% *	19 21% *	135 22%	109 23%	146 20%	99 28% X	89 23%	156 22%	219 23%	25 19%	153 24% e	61 18%	31 28% e*	37 20%	94 25%	60 24%	53 20%	74 21%	171 23%	114 36% nop	56 21%	19 20% *	18 16% *	92 21%	111 30% q
The Queen Consort (King Charles' wife, formerly Camilla Parker Bowles)	134 12%	63 12%	69 13%	7 6%	14 7%	19 10%	25 13%	68 19% DEF	21 6%	44 11% I	68 19% U	21 8%	43 15% P	39 16% P	18 11%	5 9% *	9 10% *	73 12%	61 13%	72 10%	62 18% X	47 12%	87 13%	124 13%	10 8%	90 14% e	29 9%	15 14% *	18 10%	54 14%	27 11%	35 13%	37 10%	97 13%	76 24% nop	26 10%	11 12% *	9 7% *	56 13%	64 17%
The Duke of Sussex, Prince Harry	117 11%	54 10%	59 11%	17 13%	29 14% H	21 11%	21 11%	28 8%	46 14% K	43 11%	28 8%	37 14% Q	21 7%	28 12%	15 9%	7 13% *	9 10% *	64 10%	53 11%	75 10%	42 12%	43 11%	74 11%	88 9%	26 20% b	61 10%	43 13%	12 11% *	17 9%	42 11%	27 11%	31 12%	48 14% I	68 9%	22 7%	44 17% m	8 9% *	12 11% *	53 12%	37 10%
The Duke of Edinburgh, Prince Edward (the King's youngest brother)	108 10%	57 11%	50 9%	7 6%	17 8%	17 9%	18 9%	49 14% D	24 7%	34 9%	49 14% U	20 8%	29 11%	32 13%	17 11%	3 5% *	8 8% *	66 11%	42 9%	64 9%	44 13%	46 12%	62 9%	96 10%	11 8%	70 11%	23 7%	15 14% e*	15 8%	41 11%	24 10%	28 10%	33 9%	75 10%	45 14%	28 10%	13 14% *	8 7% *	47 11%	46 13%
The Duchess of Sussex (Prince Harry's wife, formerly Meghan Markle)	72 7%	30 6%	40 7%	13 10% H	22 11% H	13 7%	13 7%	11 3%	34 10% K	27 7% K	11 3%	17 7%	12 4%	17 7%	14 9%	3 6% *	9 9% *	42 7%	30 6%	55 8%	17 5%	41 11% a	31 4%	54 6%	17 13% b	38 6%	28 8%	7 7% *	12 6%	21 5%	17 7%	23 9%	34 10% I	39 5%	12 4%	30 11% m	8 8% *	8 7% *	35 8%	18 5%
Princess Beatrice (the daughter of Prince Andrew)	64 6%	34 6%	31 6%	3 2%	18 9% D	11 6%	16 8% D	17 5%	21 6%	27 7%	17 5%	8 3%	15 6%	17 7% P	14 9% P	3 5% *	7 8% *	42 7%	22 5%	42 6%	22 6%	31 8% a	33 5%	54 6%	10 7%	40 6%	19 6%	6 5% *	11 6%	20 5%	14 6%	18 7%	27 8%	37 5%	26 8%	14 5%	9 9% *	4 3% *	27 6%	25 7%
Princess Eugenie (the daughter of Prince Andrew)	56 5%	27 5%	28 5%	3 3%	11 6%	9 5%	14 7%	18 5%	15 4%	23 6%	18 5%	6 2%	17 6% P	15 6% P	9 6%	4 7% *	5 5% *	38 6%	18 4%	32 4%	23 7%	25 6%	31 4%	45 5%	10 8%	38 6%	14 4%	3 3% *	8 5%	20 5%	11 4%	17 6%	24 7%	32 4%	24 7%	13 5%	4 4% *	4 4% *	27 6%	20 5%
The Duke of York, Prince Andrew (the King's younger brother)	20 2%	14 3%	6 1%	1 1%	7 3% H	6 3% H	4 2%	2 1%	8 2% K	10 3% K	2 1%	3 1%	5 2%	6 2%	5 3%	1 1% *	1 1% *	16 3%	4 1%	19 3% Y	2 *	11 3%	9 1%	16 2%	4 3%	13 2%	6 2% *	4 2%	3 1%	4 2%	9 3% h	11 3% I	9 1%	9 3%	4 2%	6 6% n*	1 1% *	7 2%	11 3%	
Other	26 2%	14 3%	10 2%	5 4% F	2 1%	1 1%	6 3%	10 3%	8 2%	8 2%	10 3%	5 2%	5 2%	5 2%	5 3%	1 3% *	3 3% *	16 3%	10 2%	14 2%	12 3%	8 2%	18 3%	23 2%	2 1%	12 2%	11 3%	3 2% *	4 2%	13 3%	6 2%	3 1%	3 1%	23 3% k	4 1%	8 3%	1 2% *	2 2% *	11 3%	11 3%
None	233 21%	135 26% C	93 17%	30 24%	45 22%	53 27% H	44 22%	61 17%	75 23%	97 25% K	61 17%	53 20%	59 21%	39 16%	36 23%	17 32% R*	29 32% PR*	137 22%	97 21%	166 23%	67 19%	88 23%	145 21%	203 21%	29 22%	129 20%	90 27% df	15 13% *	45 25% i	81 21%	43 17%	64 24%	76 22%	157 21%	28 9%	74 28% m	25 26% m*	39 34% m*	113 26% r	51 14%
Don't know	81 7%	37 7%	44 8%	9 7%	18 9% H	25 13% H	14 7%	15 4%	27 8% K	39 10% K	15 4%	13 5%	23 8%	21 9%	18 12% P	1 2% *	4 5% *	32 5%	49 11% V	52 7%	29 8%	27 7%	54 8%	61 6%	18 14% b	39 6%	33 10% d	9 9% *	15 8%	19 5%	23 9%	25 9% h	39 11% I	42 6%	16 5%	9 3%	7 8% *	6 5% *	24 6%	19 5%

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.

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(*)