

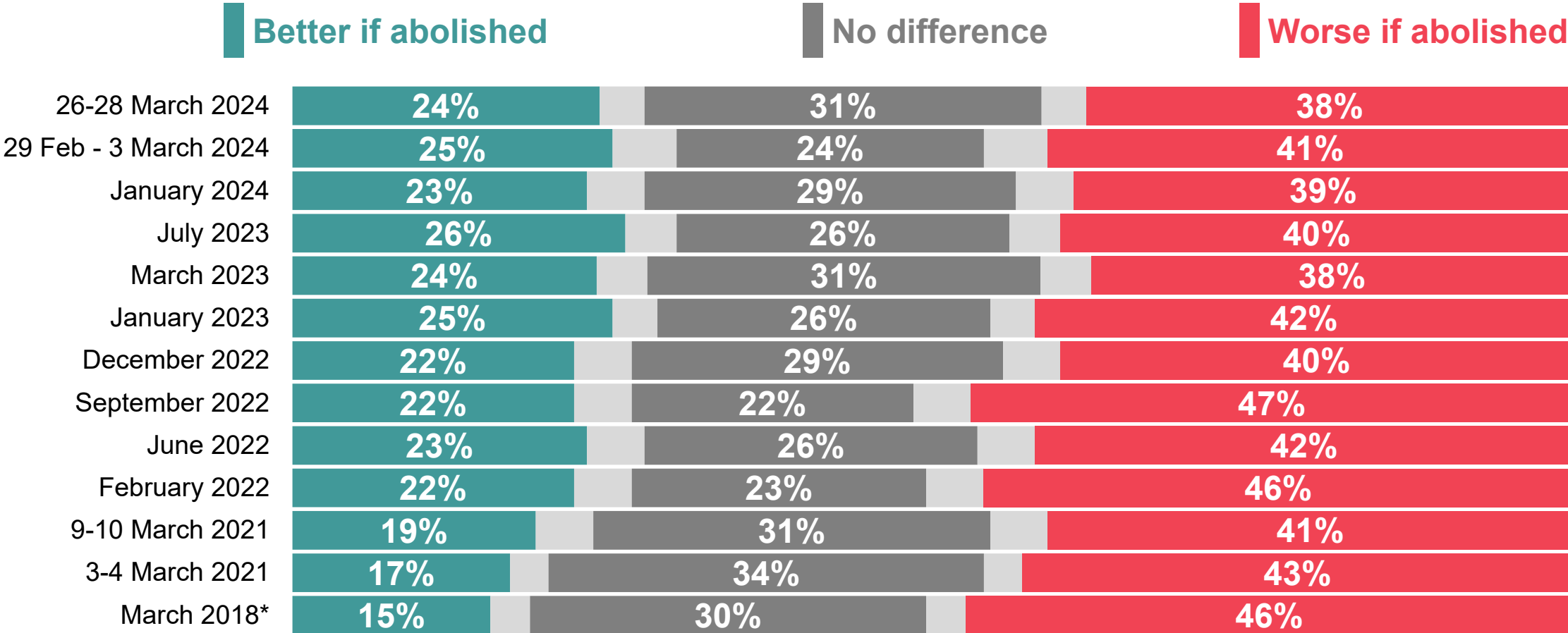


IPSOS UK **Attitudes towards** **the Royal Family**

March 2024

Two in five think it would be worse for Britain in the future if the monarchy was abolished, compared to a quarter who say it would better

On balance, do you think it would be better or worse for Britain in the future if the Monarchy was abolished, or do you think it would make no difference?



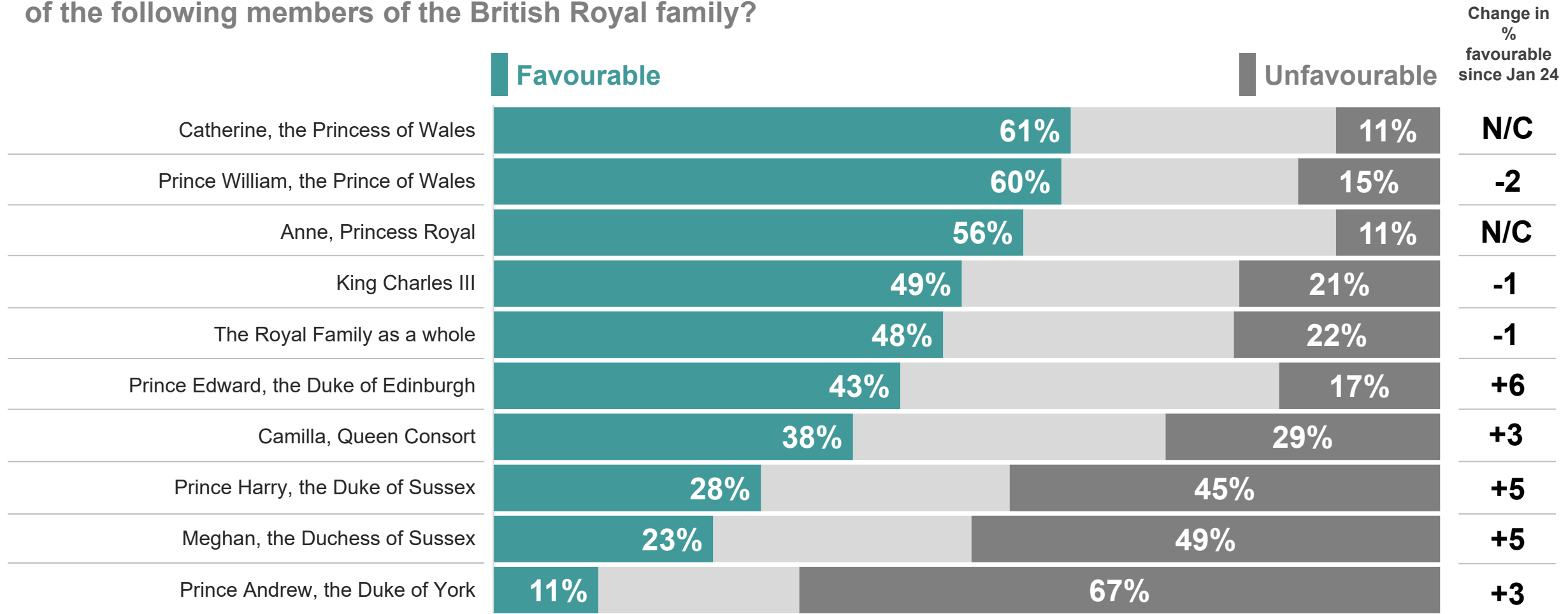
Base: 1,089 Online British adults aged 18-75, 26-28 March 2024

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



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

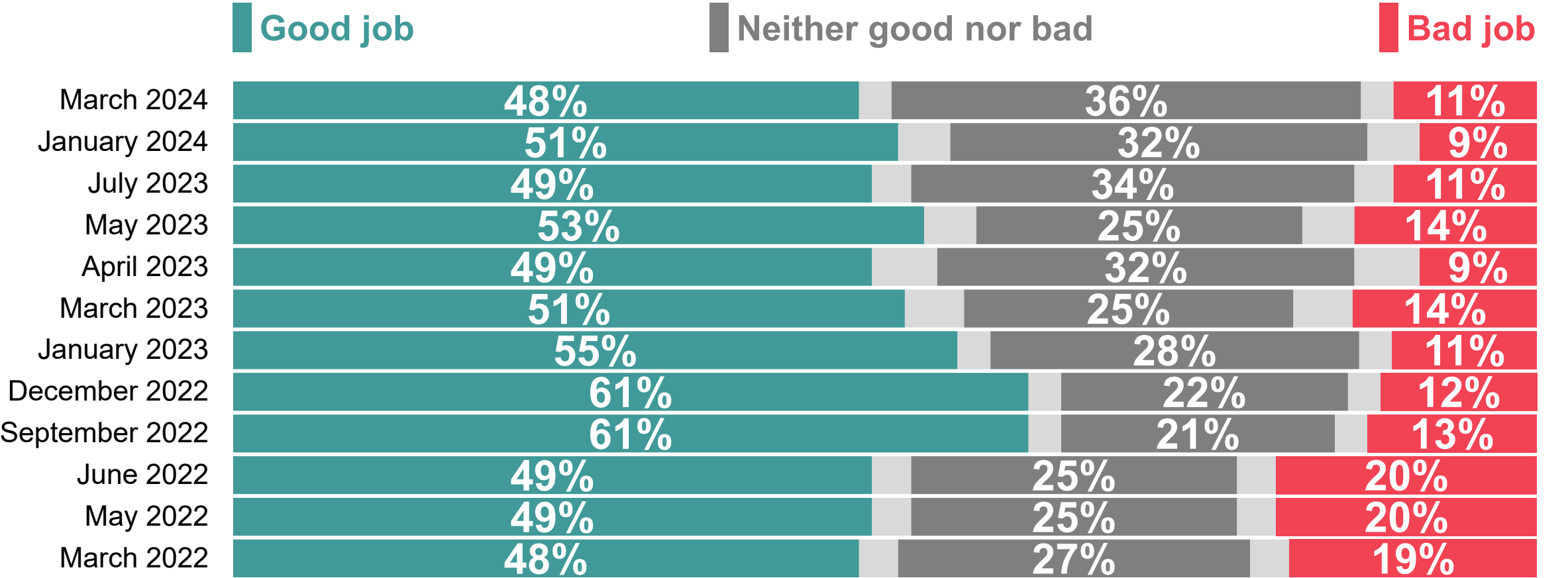
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?



Base: 1,089 Online British adults aged 18-75, 26-28 March 2024

Just under half believe King Charles is doing a good job as King

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

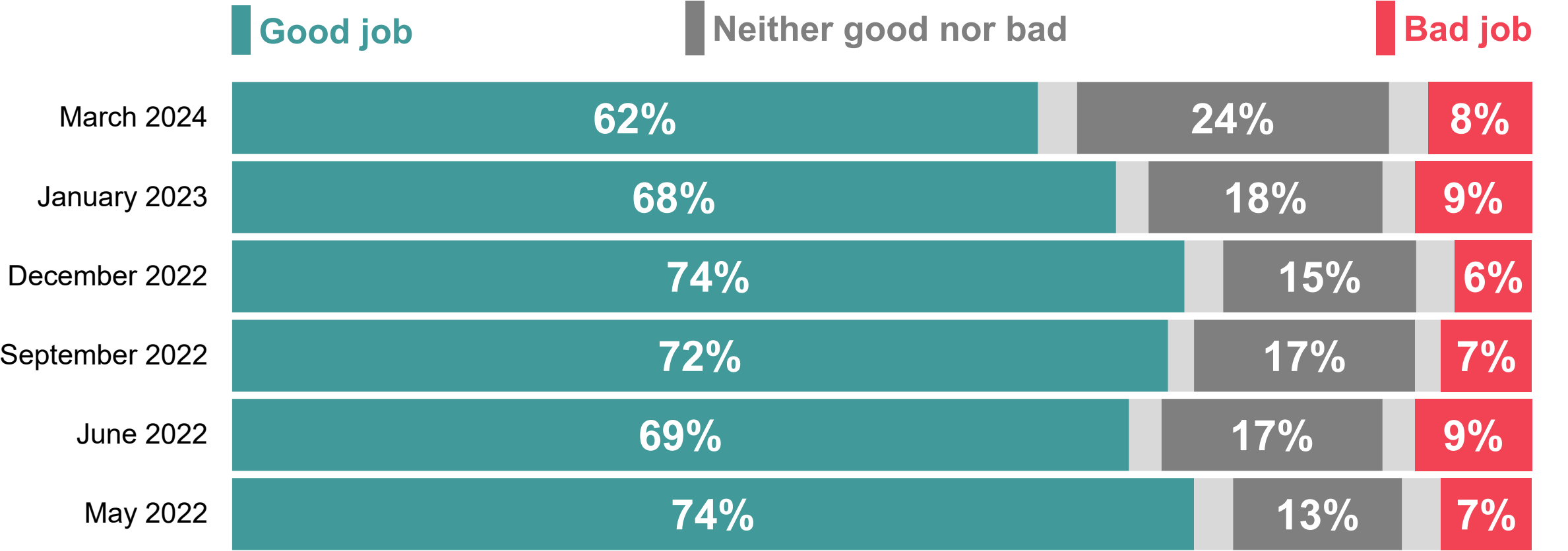


Base: 1,089 Online British adults aged 18-75, 26-28 March 2024
* Prior to becoming Monarch we asked if then Prince Charles would do a good job as King in the future



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

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

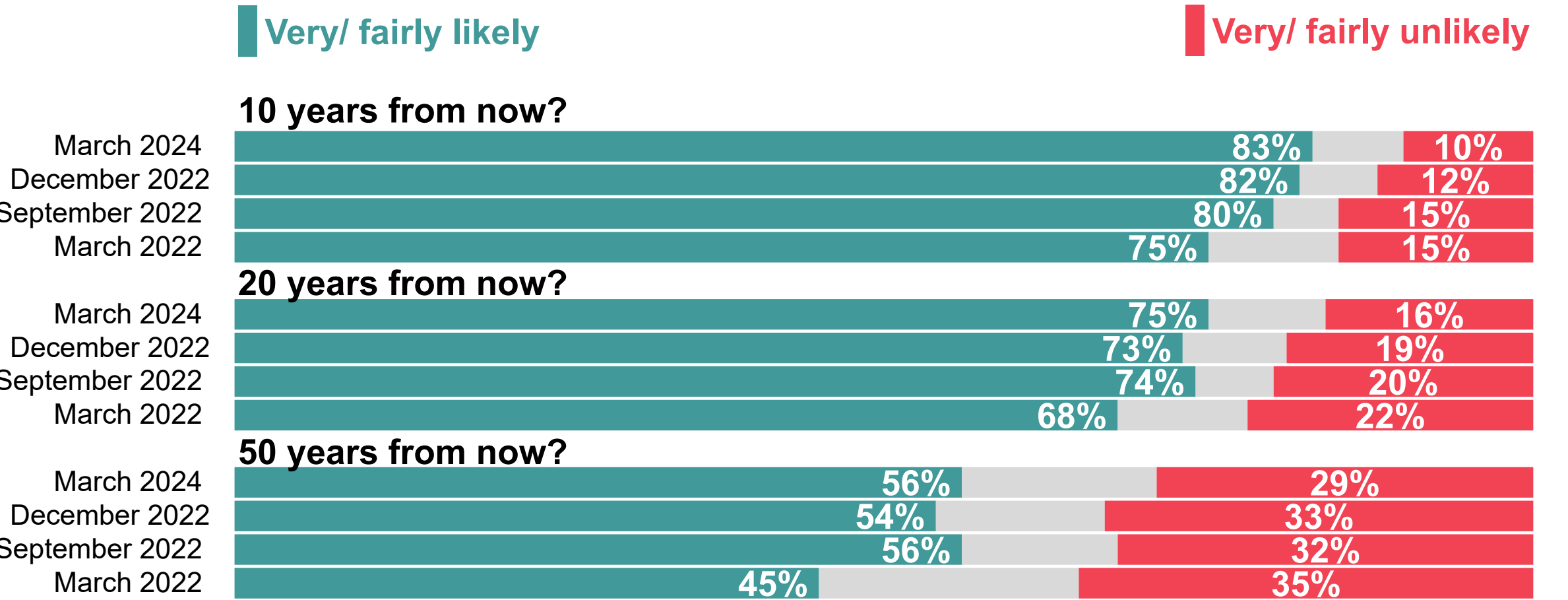


Base: 1,089 Online British adults aged 18-75, 26-28 March 2024



Most think it is likely Britain will have a monarchy in the future, yet the public remain less certain about whether it will exist 50 years from now

Looking to the future, how likely or unlikely do you think it is that Britain will have a monarchy...?



Base: 1,089 Online British adults aged 18-75, 26-28 March 2024



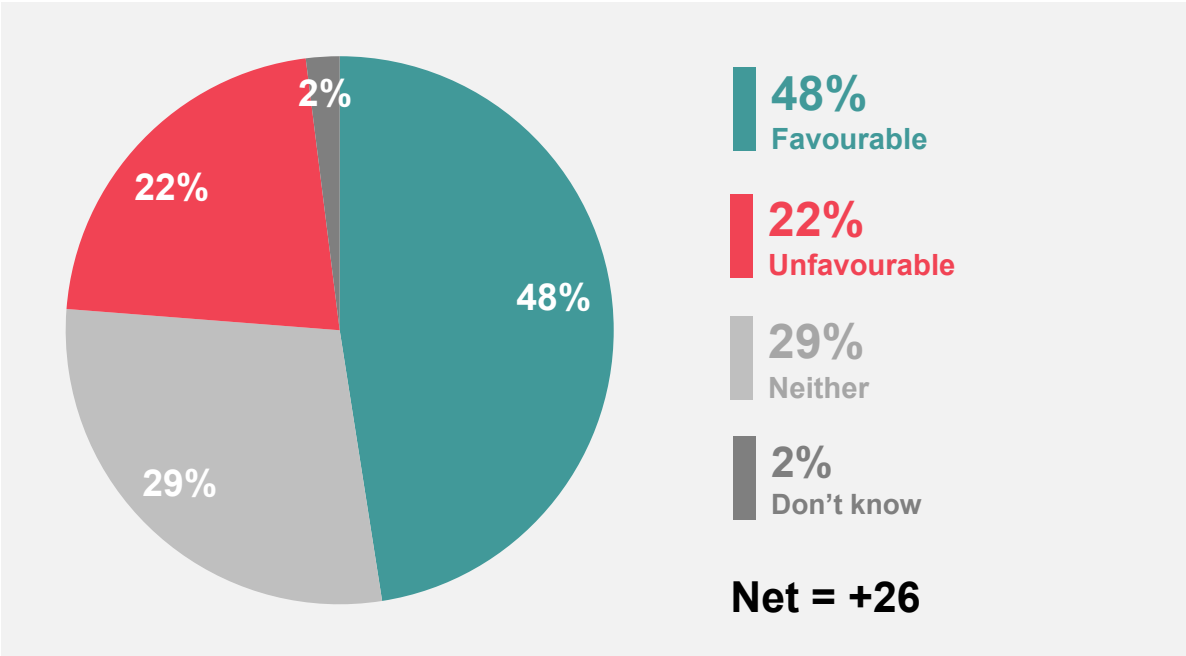
Appendix

Favourability trends for specific members of the Royal Family

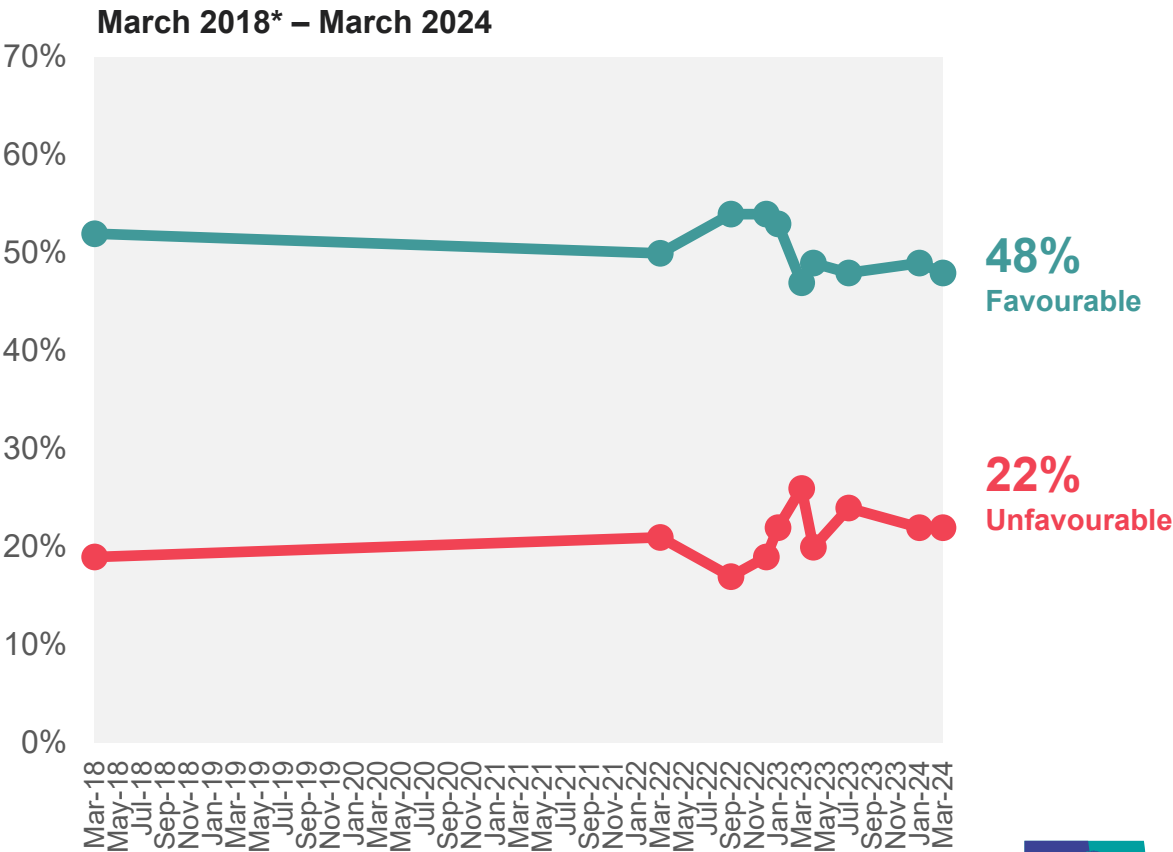
The Royal Family as a whole: Favourability

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

March 2024



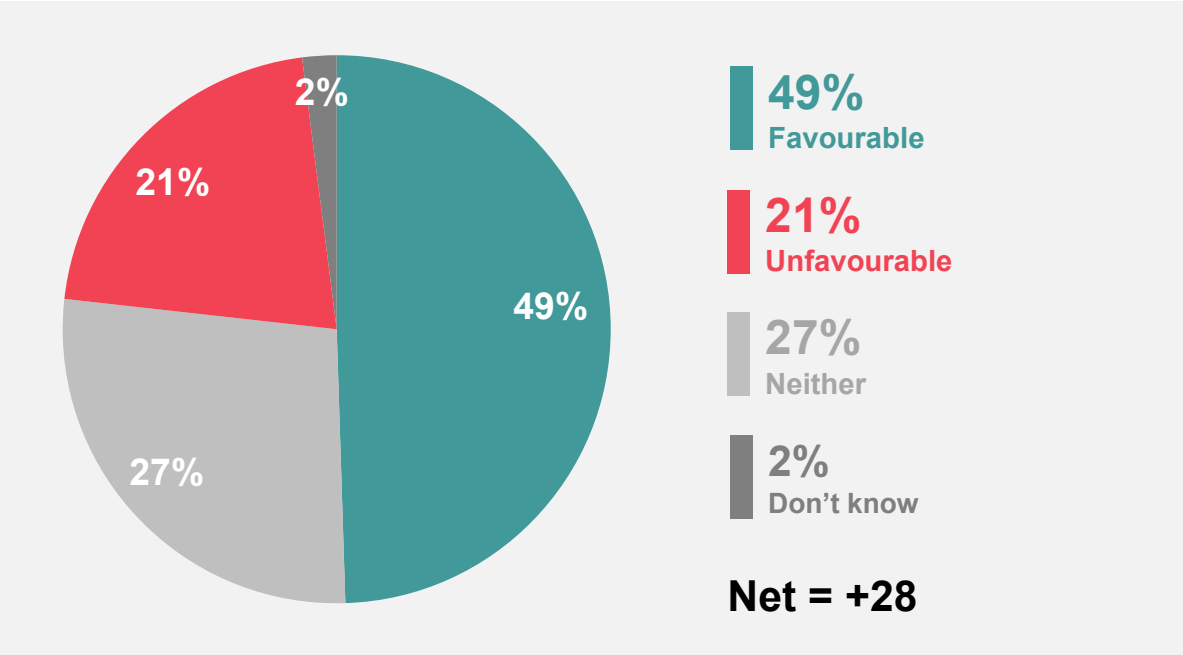
Base: 1,089 Online British adults aged 18-75, 26-28 March 2024
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



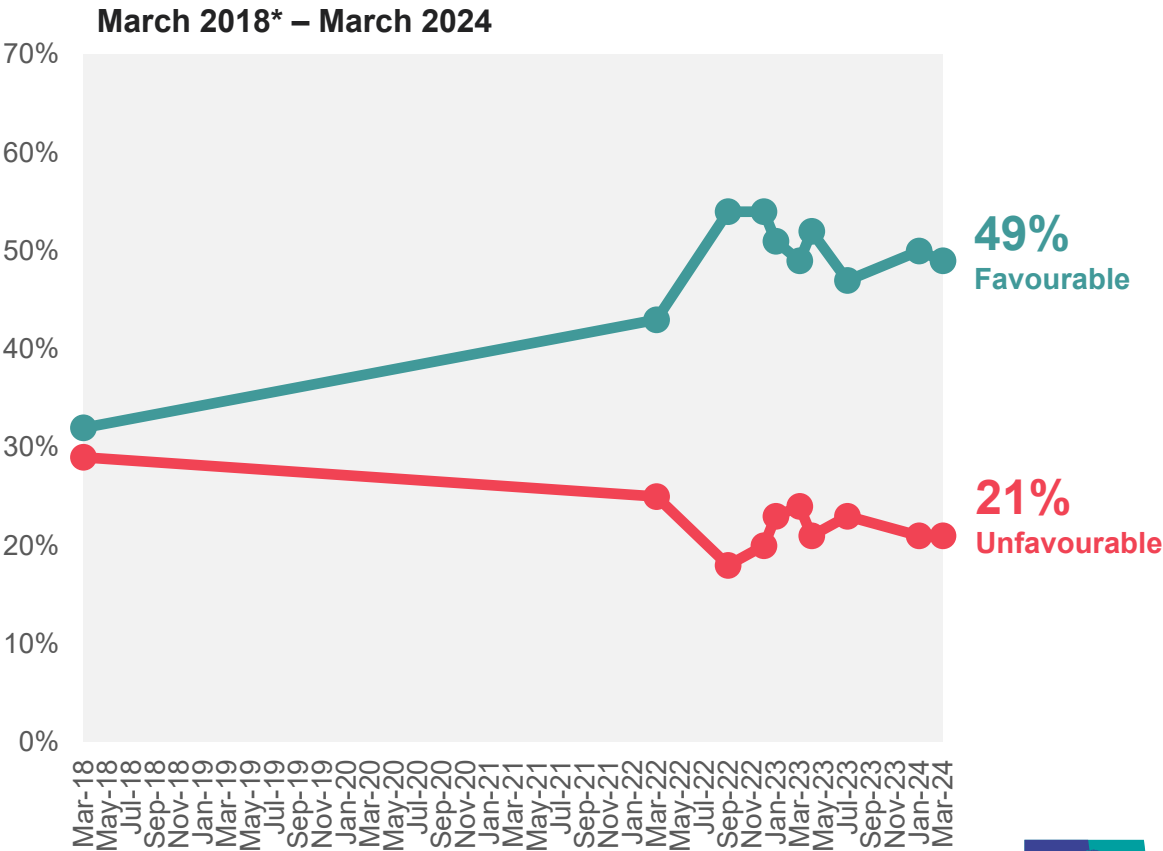
King Charles III: Favourability

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

March 2024



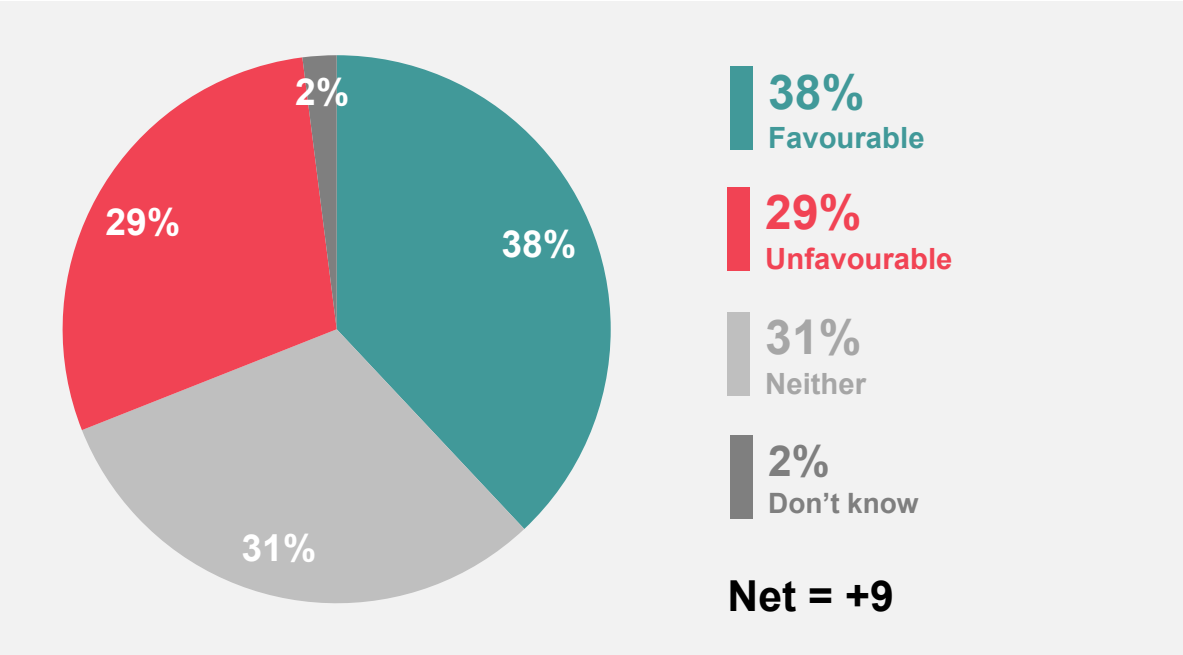
Base: 1,089 Online British adults aged 18-75, 26-28 March 2024
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



Camilla, Queen Consort: Favourability

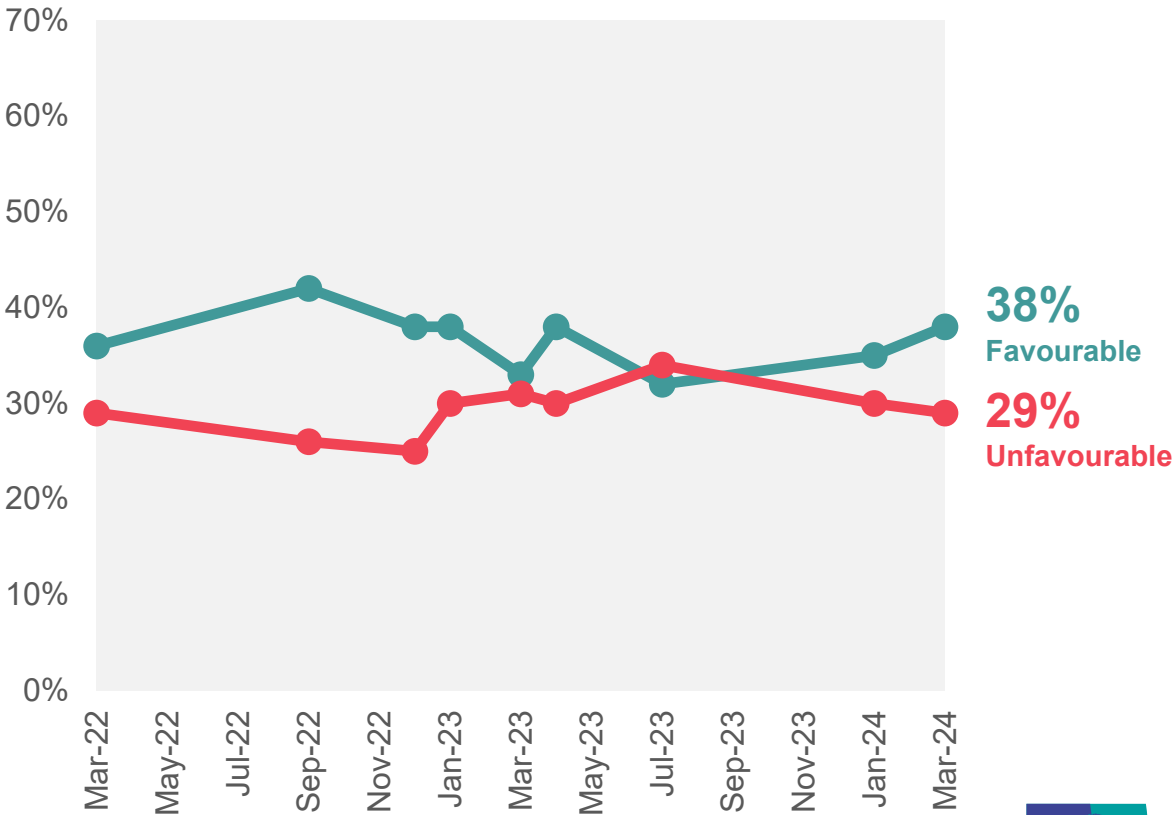
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

March 2024



Base: 1,089 Online British adults aged 18-75, 26-28 March 2024

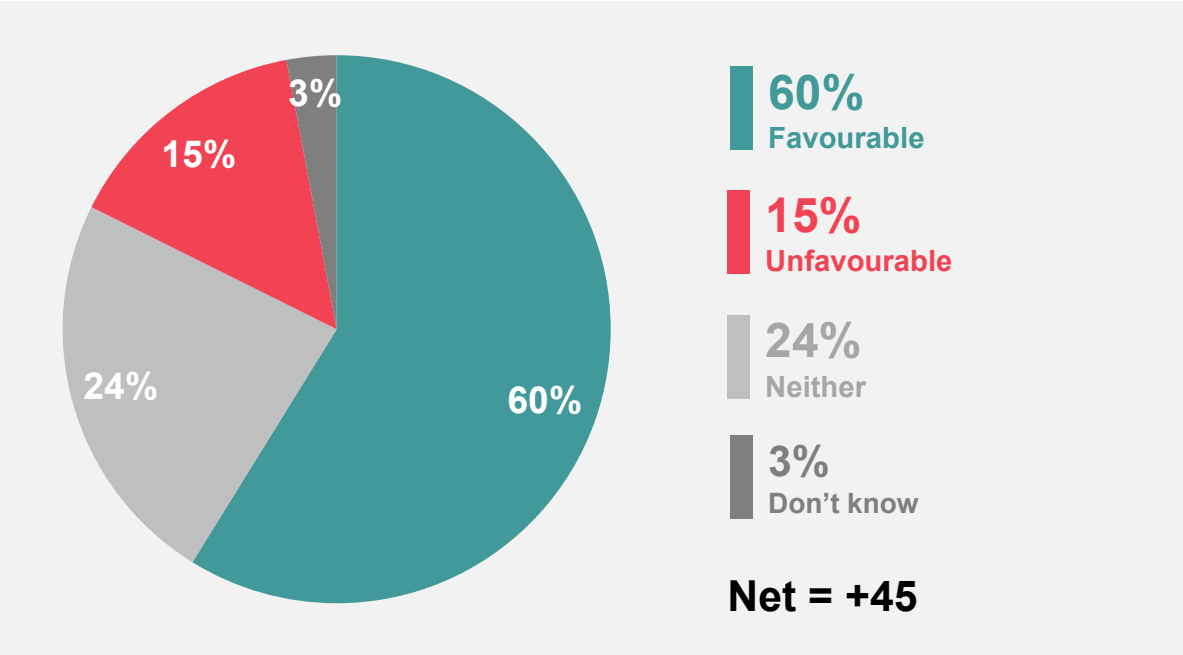
March 2022 – March 2024



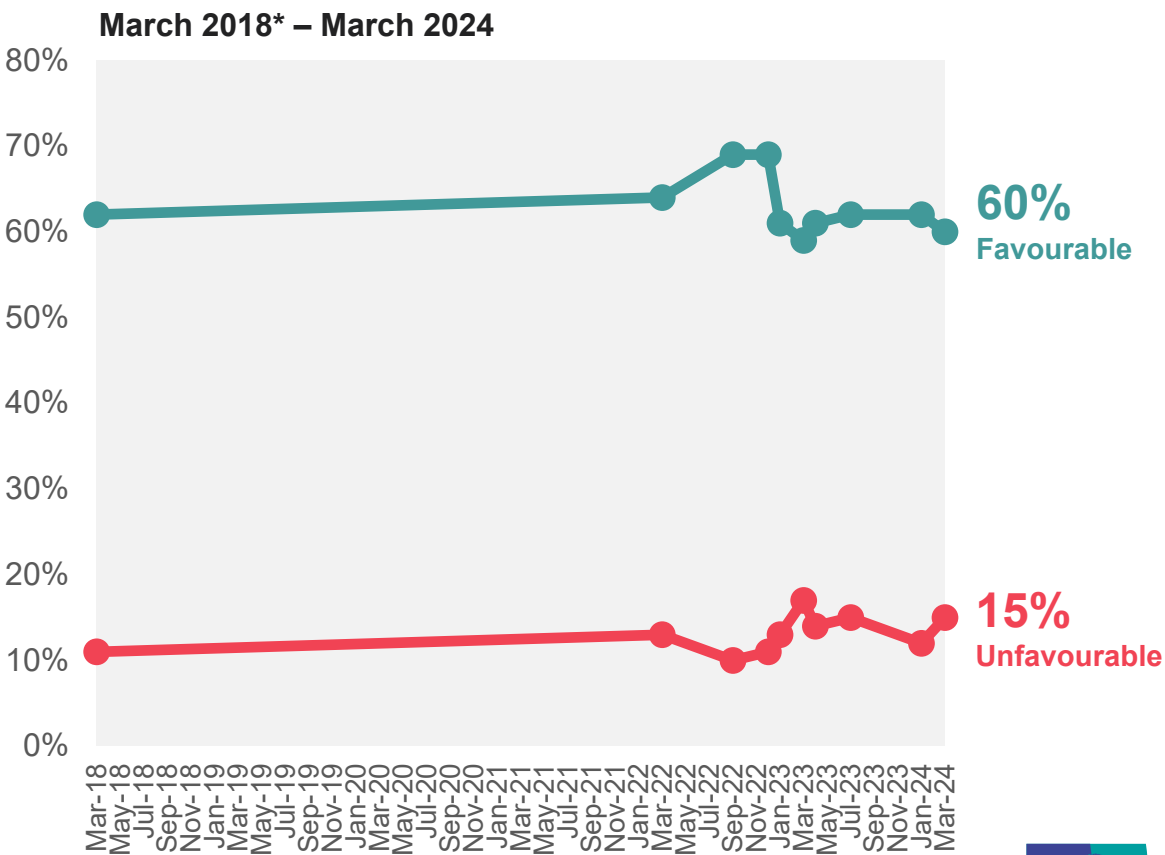
Prince William: Favourability

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

March 2024



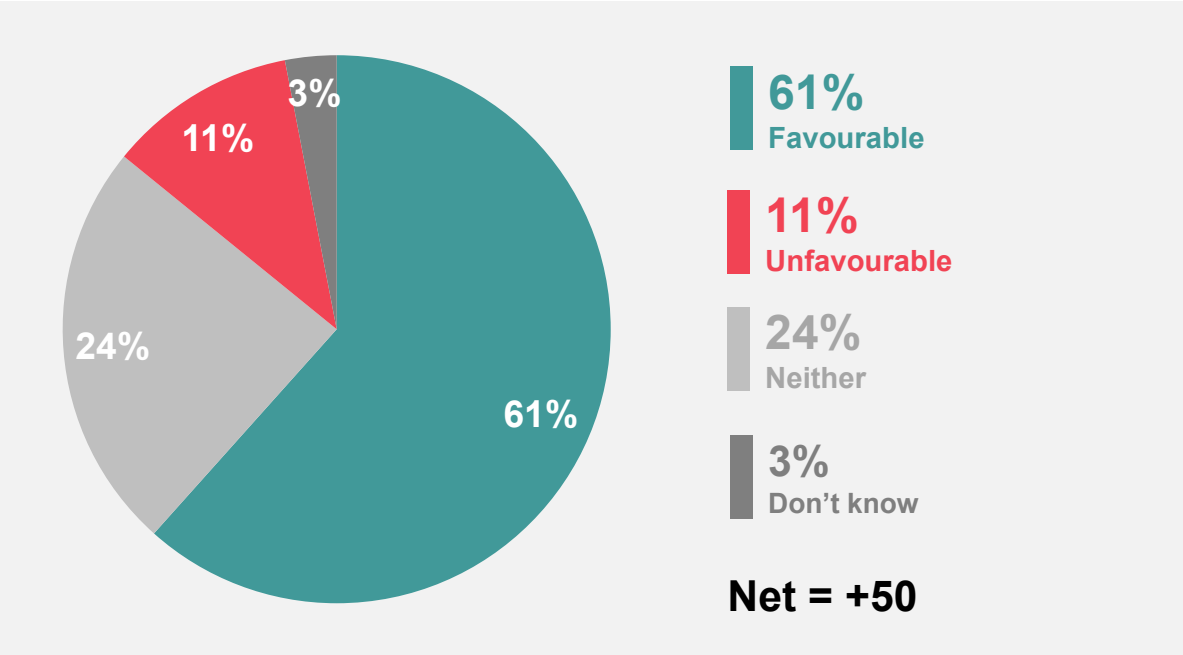
Base: 1,089 Online British adults aged 18-75, 26-28 March 2024
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



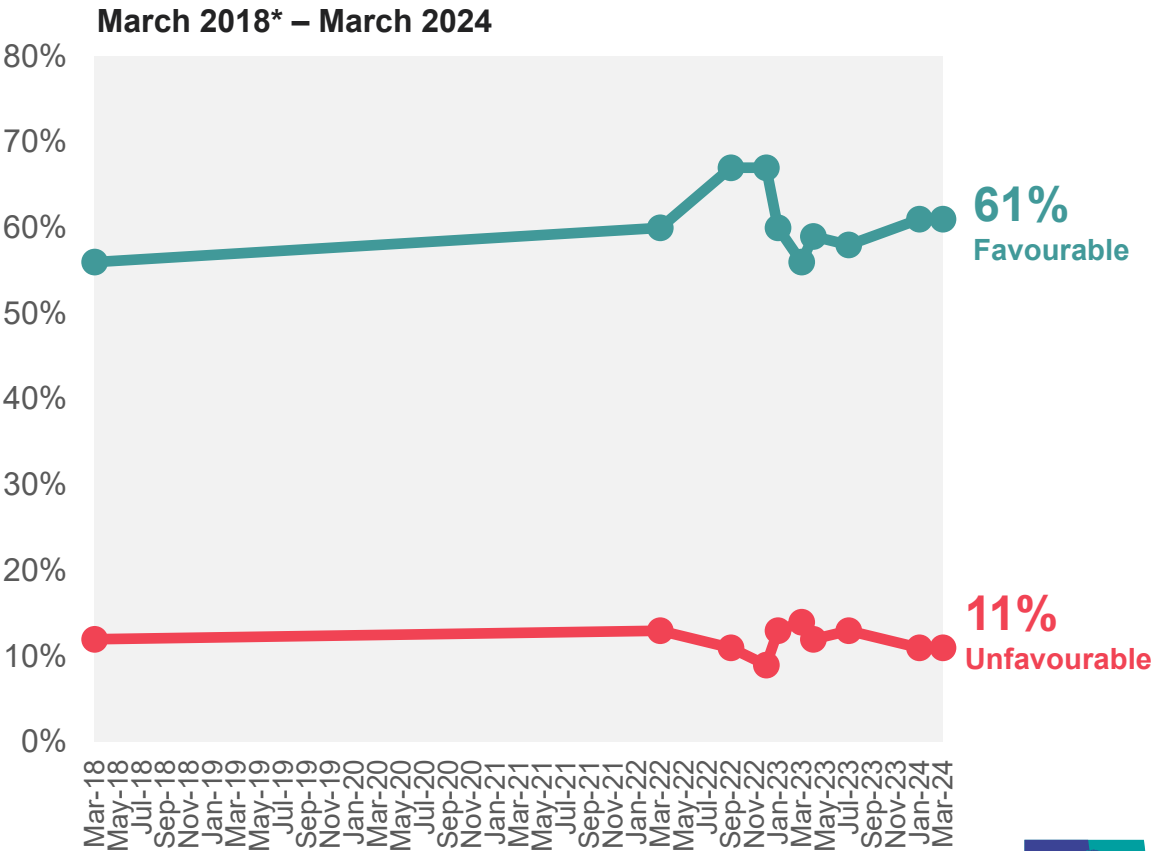
Catherine, the Princess of Wales: Favourability

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

March 2024



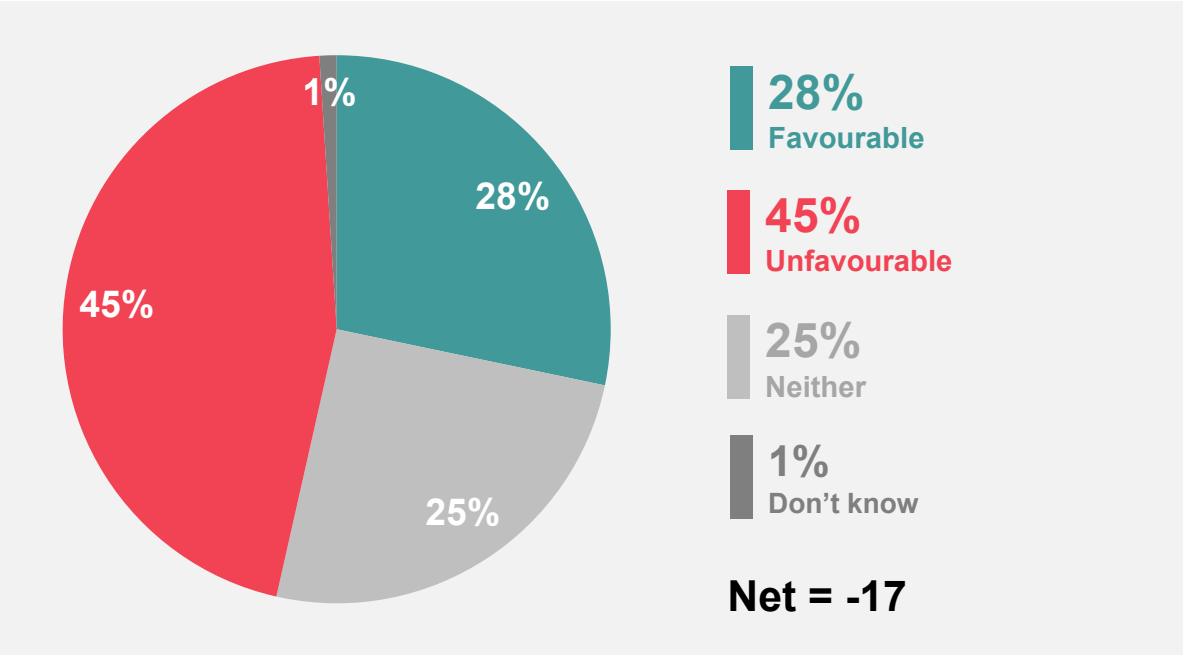
Base: 1,089 Online British adults aged 18-75, 26-28 March 2024
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



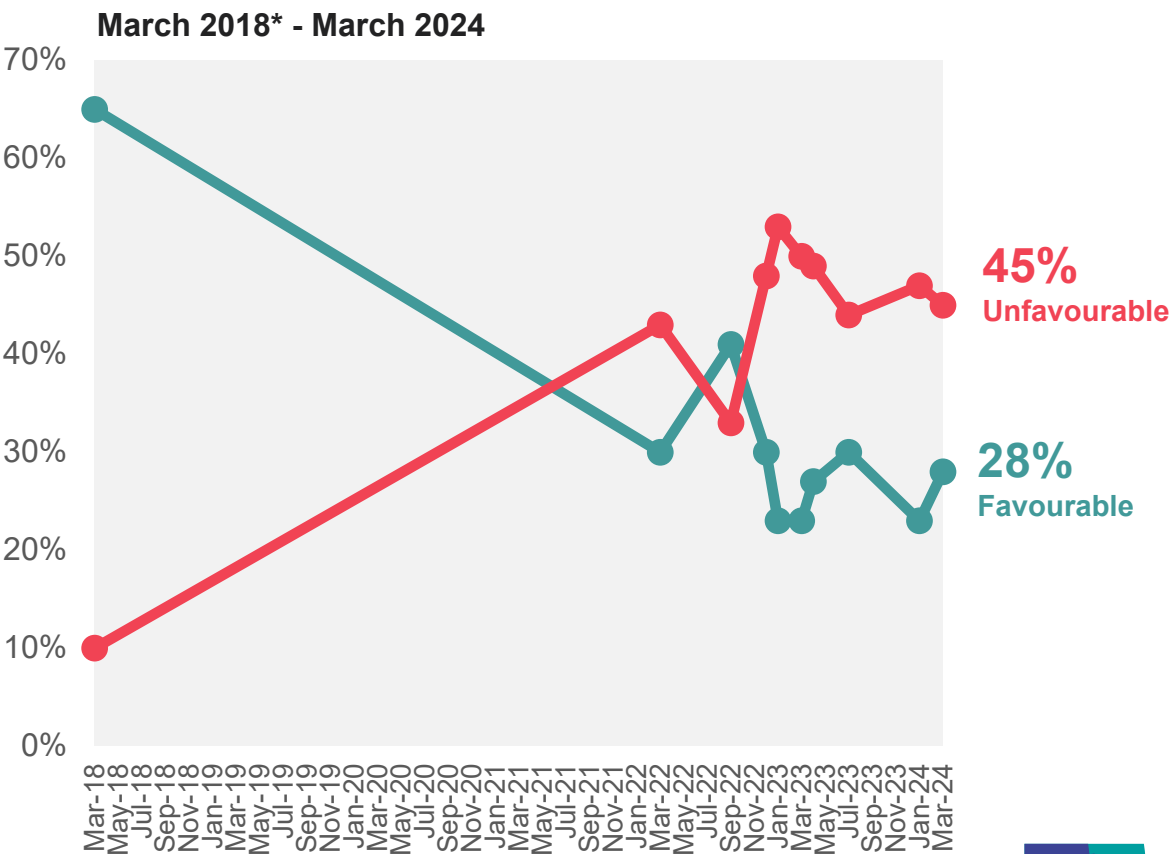
Prince Harry: Favourability

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

March 2024



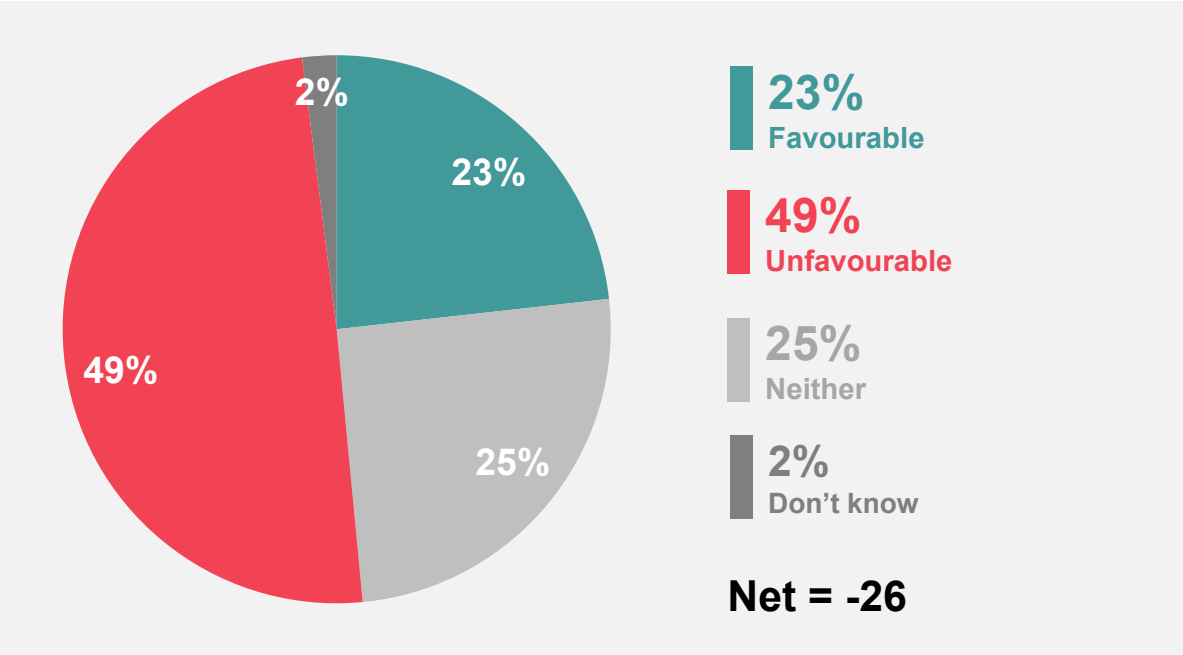
Base: 1,089 Online British adults aged 18-75, 26-28 March 2024
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



Meghan, The Duchess of Sussex: Favourability

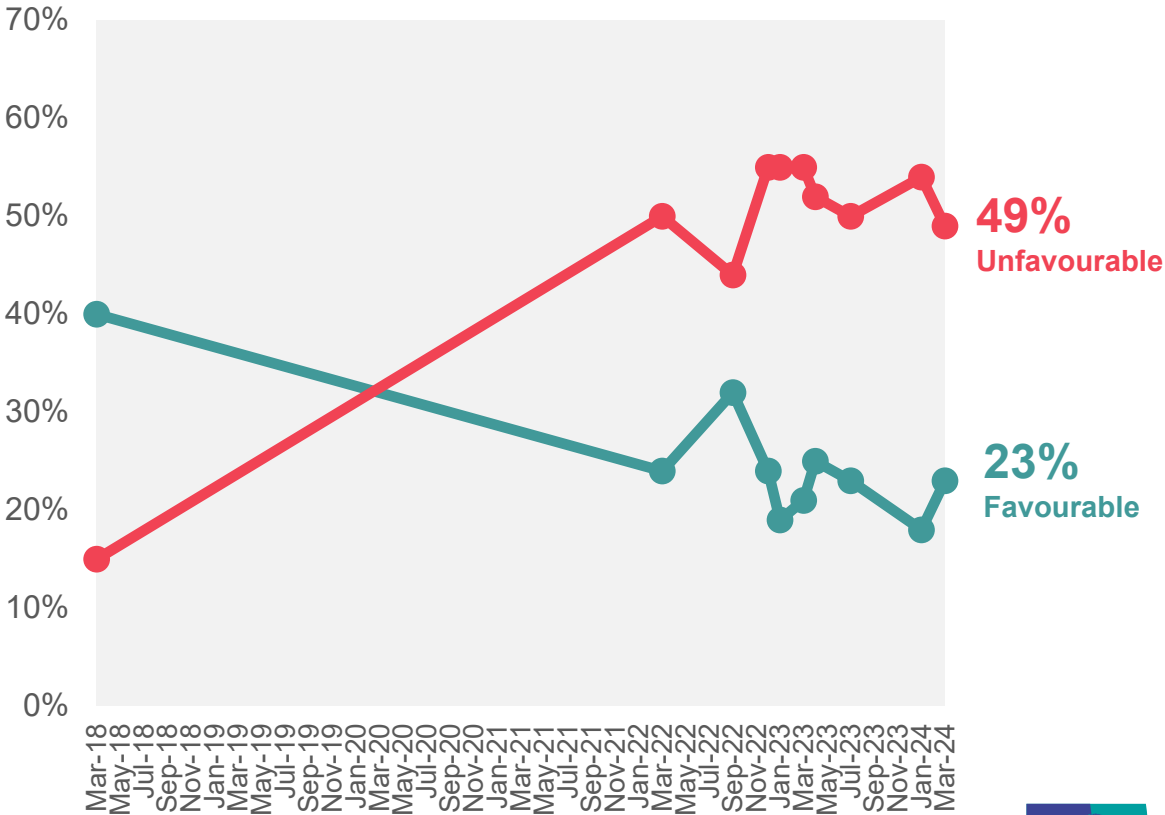
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

March 2024



Base: 1,089 Online British adults aged 18-75, 26-28 March 2024
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)

March 2018* – March 2024



Ipsos UK

March 2024

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Cameron Garrett
Research Manager
cameron.garrett@ipsos.com

Ben Roff
Research Executive
laura.king@ipsos.com