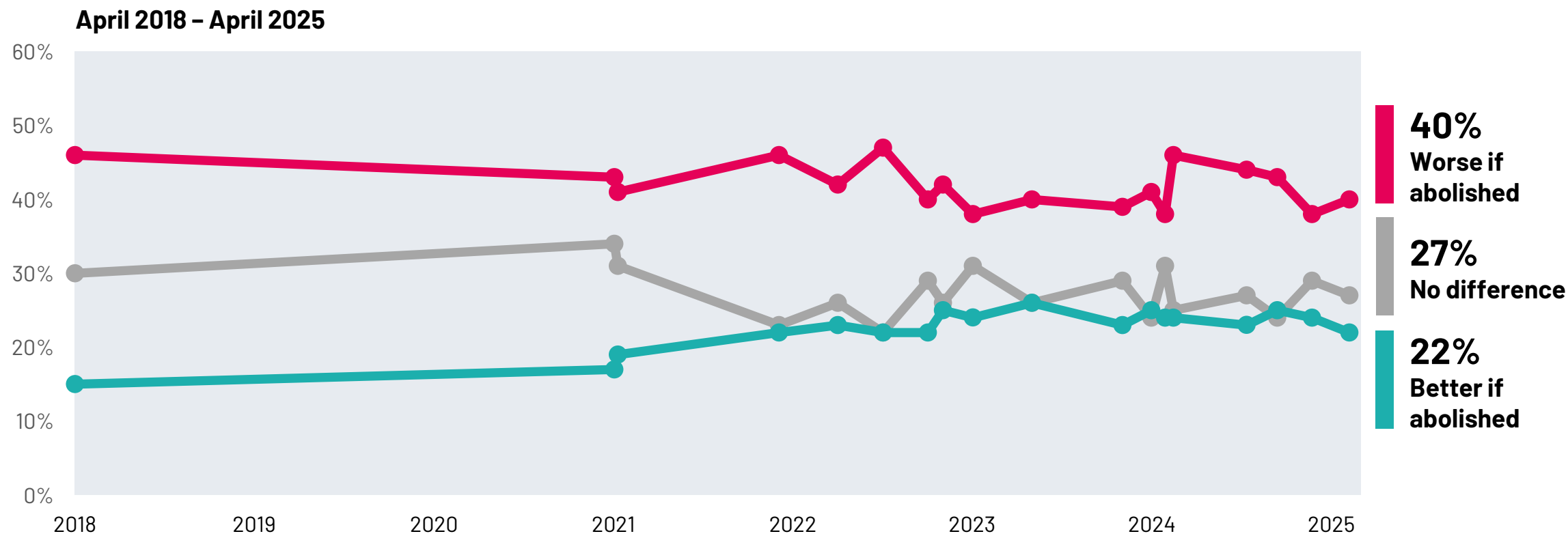


Ipsos Royals polling

April 2025

Two in five think it would be worse for Britain if the monarchy was abolished, against one in five saying it would be 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?

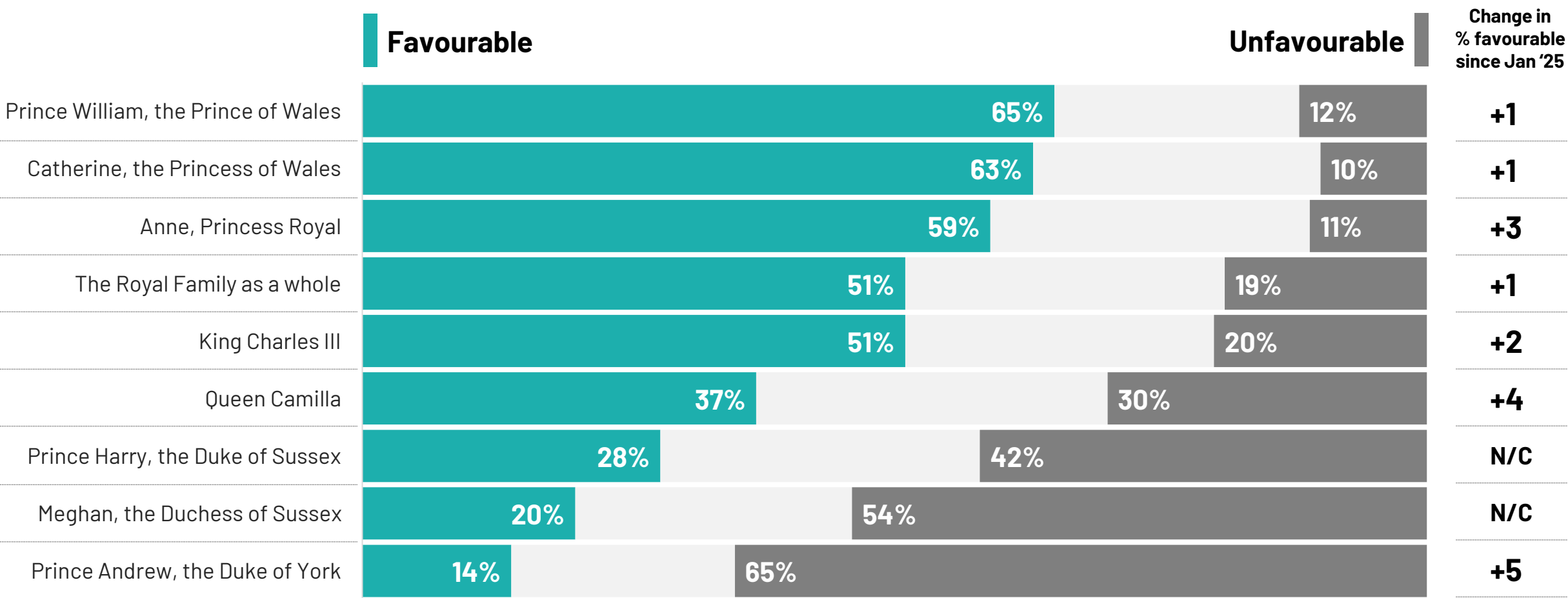


Base: 1,080 Online British adults aged 18-75, 4 – 7 April 2025
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



The Prince and Princess of Wales continue to be the most popular royals

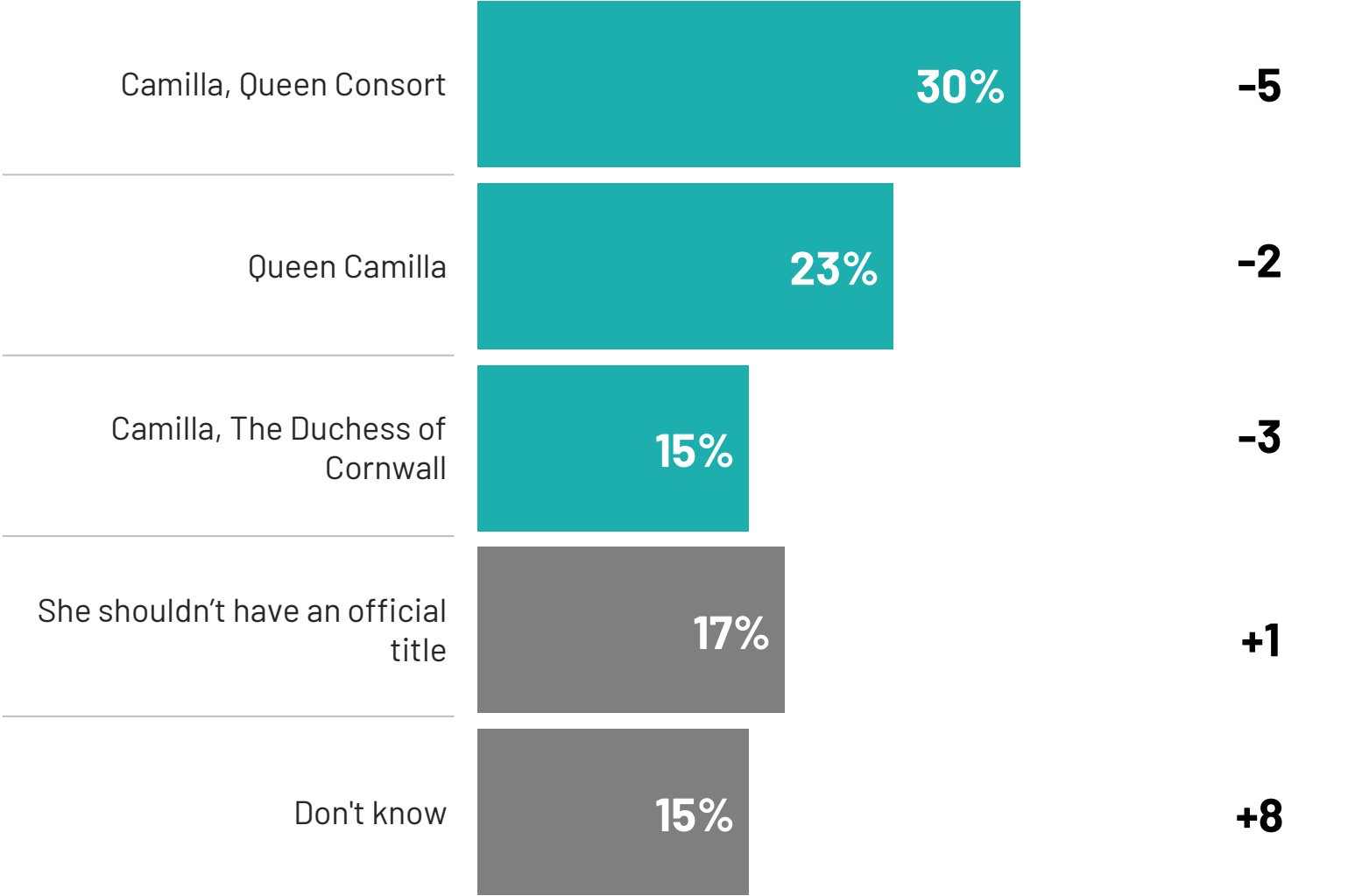
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?



Base: 1,080 Online British adults aged 18-75, 4 – 7 April 2025

Three in ten think Camilla should be officially known as Camilla, Queen Consort, while almost a quarter who prefer “Queen Camilla”

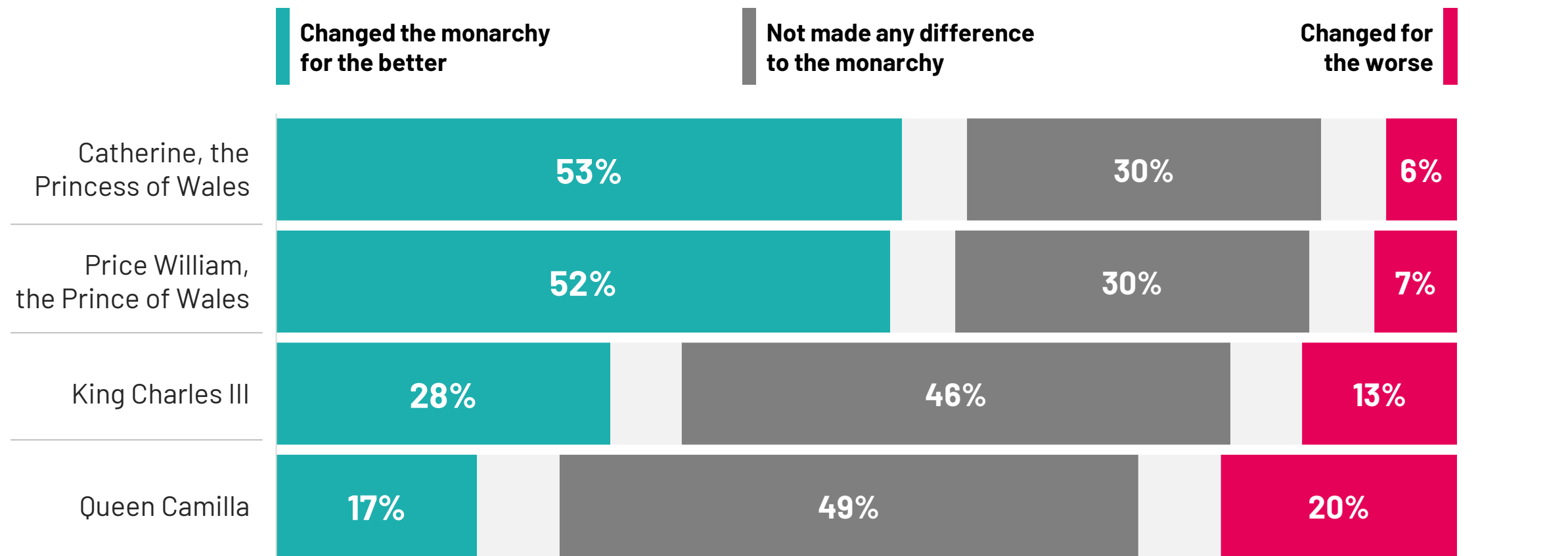
Thinking about King Charles III’s wife, Camilla, which of the following, if any, do you personally think she should be officially known as?



Base: 1,080 Online British adults aged 18-75, 4 – 7 April 2025

Most think the Prince and Princess of Wales have changed the monarchy for the better. A similar proportion think the King and Queen have made no difference .

Do you think each of the following has generally changed the monarchy for the better, for the worse or have they not made any difference?



Base: 1,080 Online British adults aged 18-75, 4 - 7 April 2025

Britons are more positive about the King and Queen’s relationship than in the late 1990s, but are still more likely to think they’ve had little impact on the monarchy



April 2025 (online poll): Do you think the relationship between King Charles and Queen Camilla has benefited or harmed the monarchy, or do you think it hasn’t made any difference either way?



July 1997 (telephone poll): If the relationship between Prince Charles and Camilla Parker-Bowles continues, do you think it will benefit or harm the monarchy, or do you think it will make no difference either way?



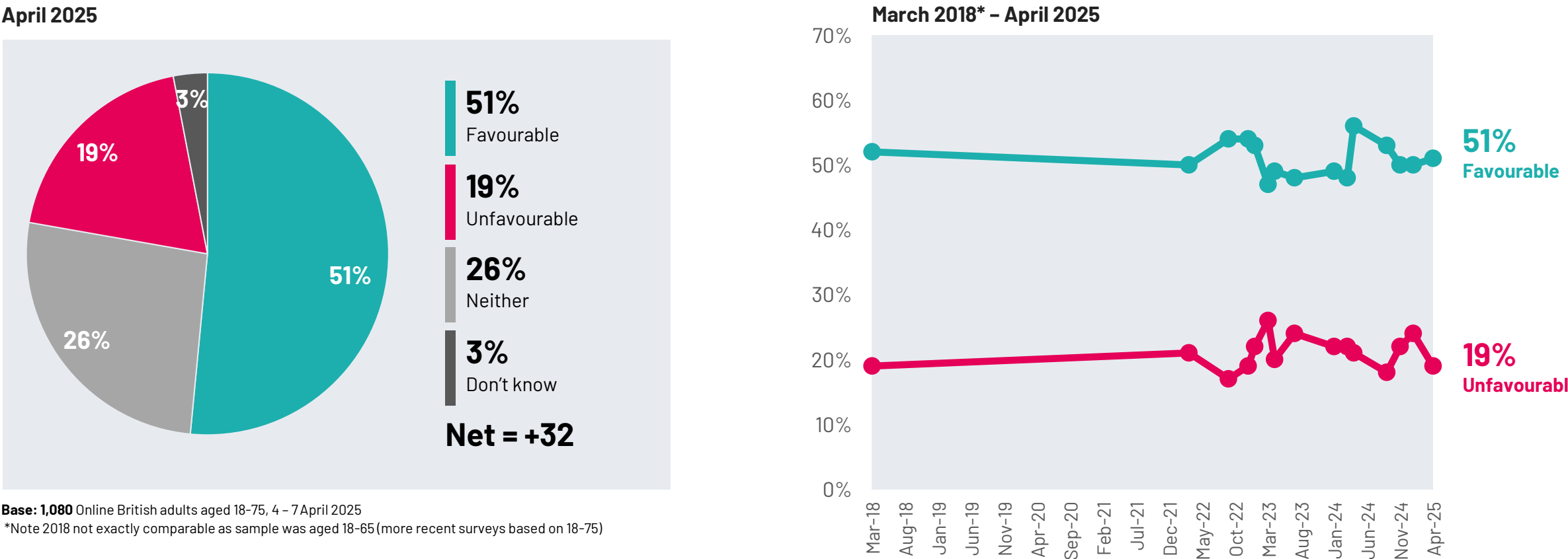
Base: 1,080 Online British adults aged 18-75, 4 – 7 April 2025. Please note the different methodology used to conduct each poll means results are not directly comparable.

Appendix:

Favourability trends for specific members of the Royal Family

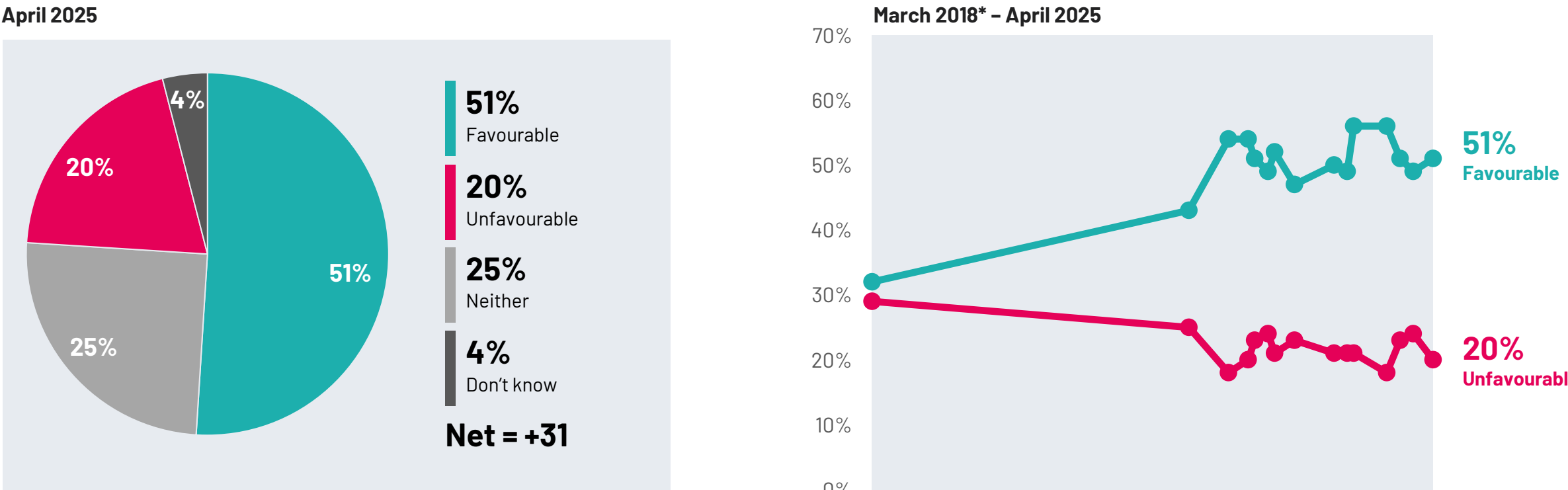
The Royal Family as a whole: Favourability

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



King Charles III: Favourability

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

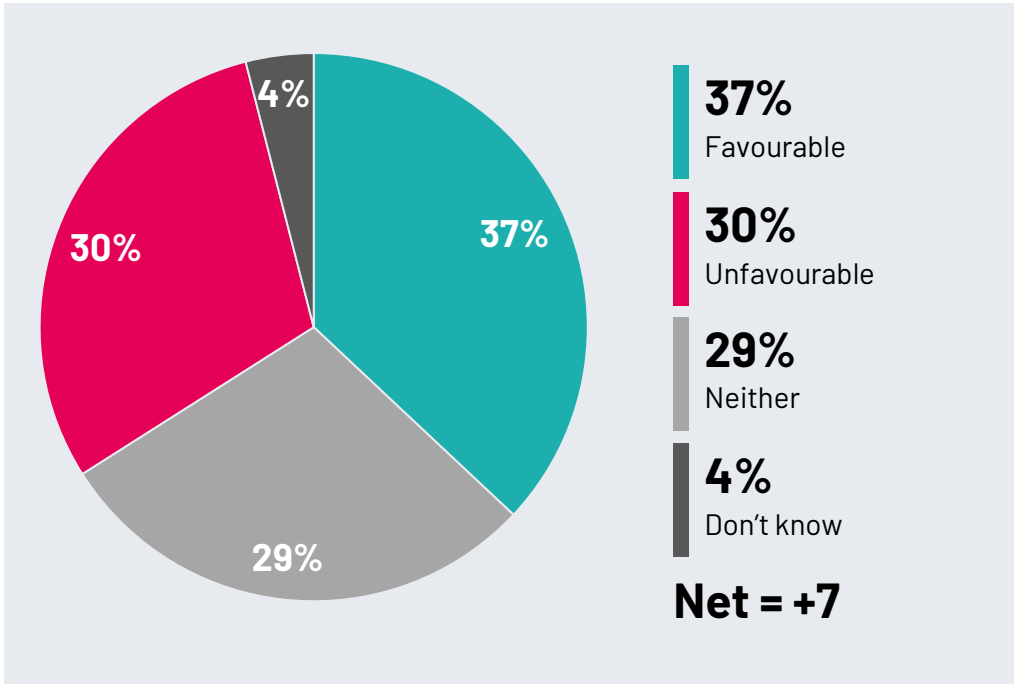


Base: 1,080 Online British adults aged 18-75, 4 – 7 April 2025
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)

Queen Camilla: Favourability

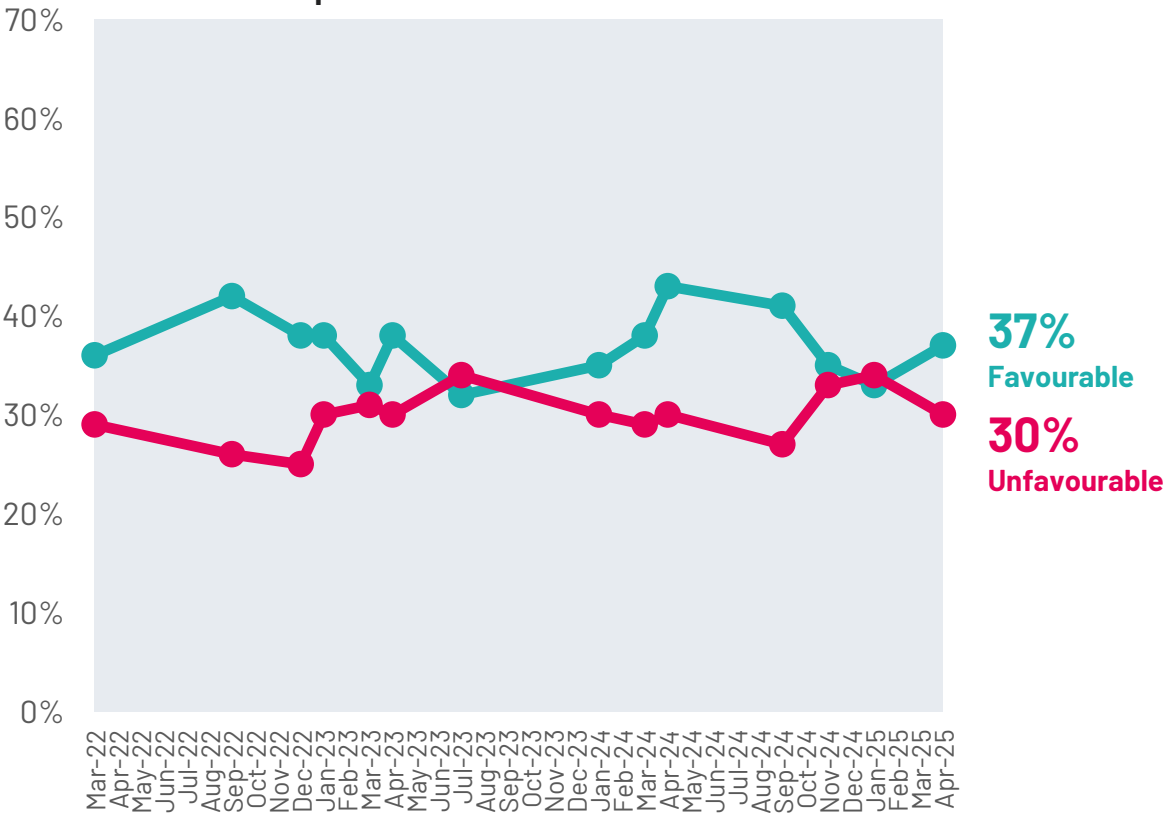
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

April 2025



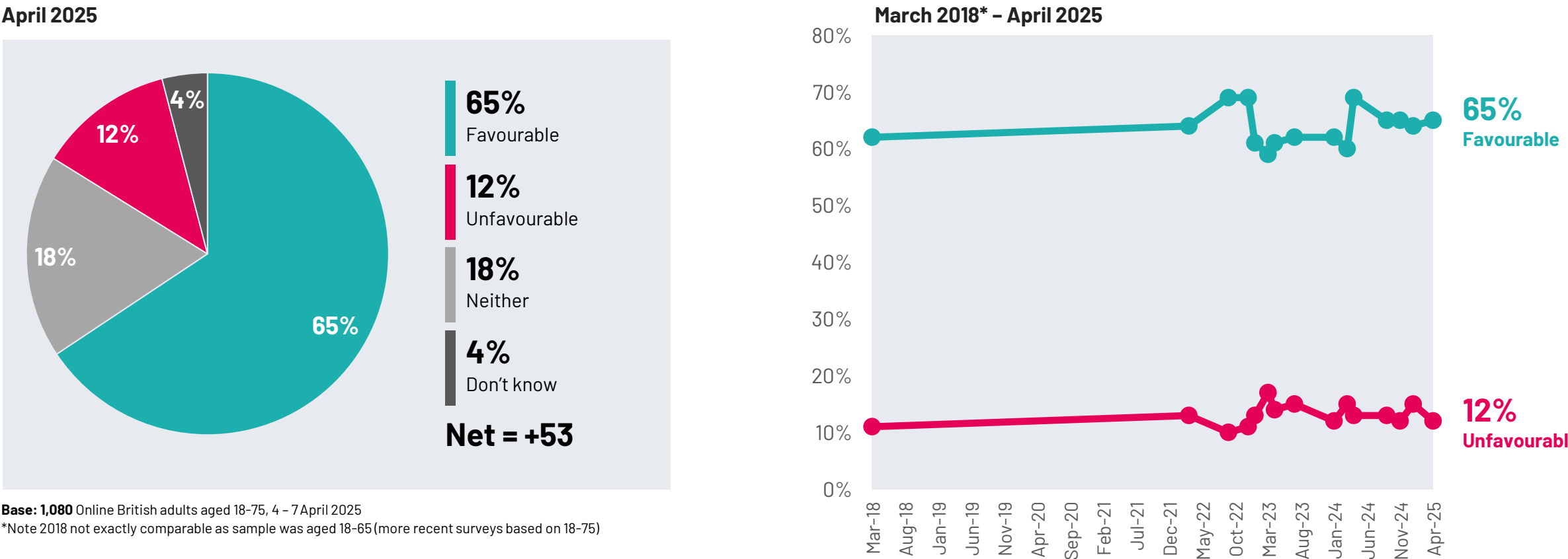
Base: 1,080 Online British adults aged 18-75, 4 – 7 April 2025

March 2022 – April 2025



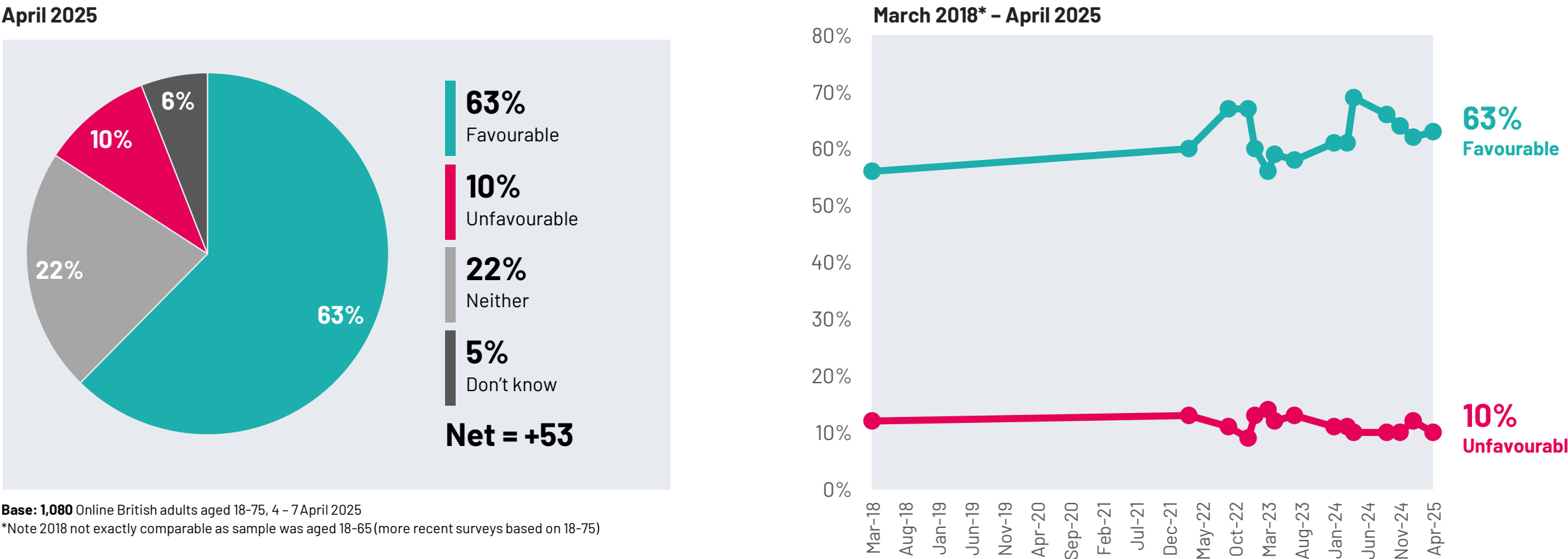
Prince William: Favourability

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: Favourability

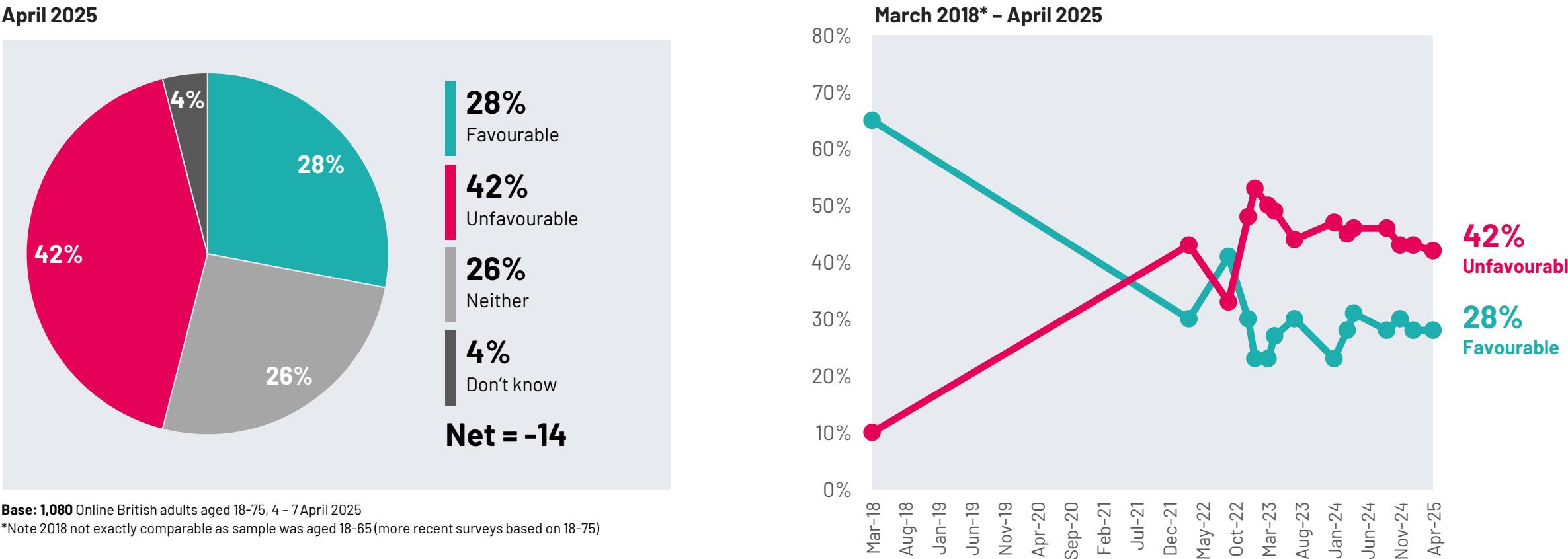
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?



Base: 1,080 Online British adults aged 18-75, 4 – 7 April 2025
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)

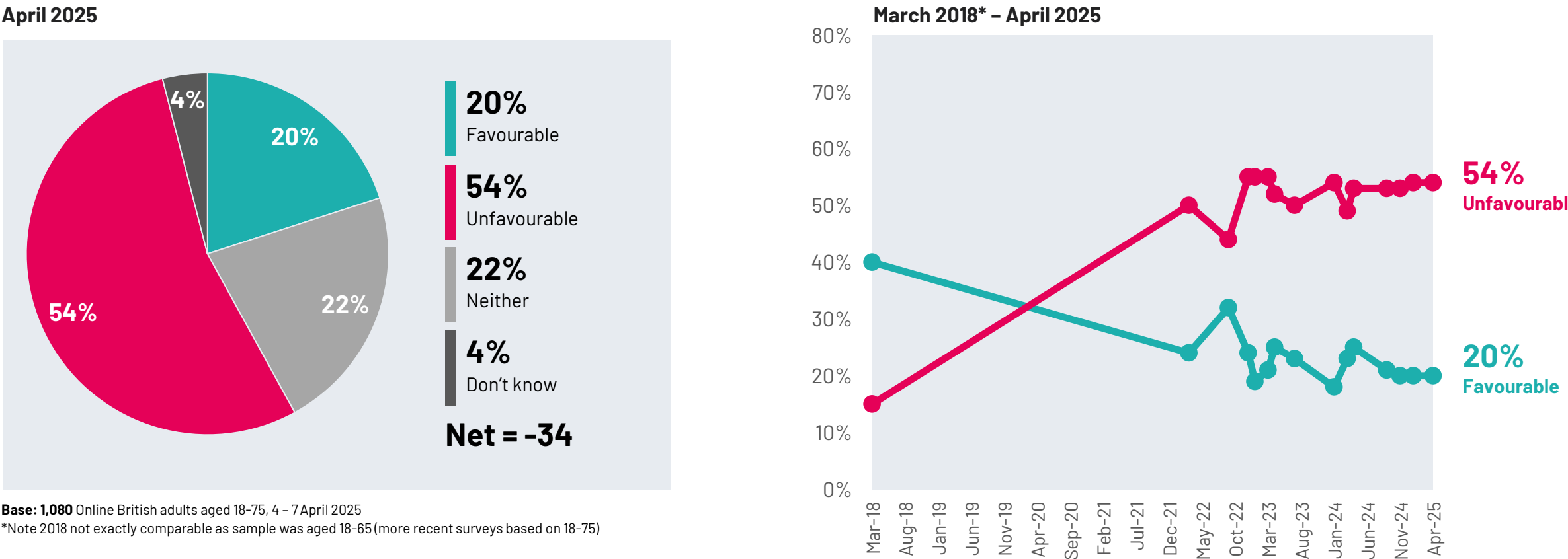
Prince Harry: Favourability

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



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?



Base: 1,080 Online British adults aged 18-75, 4 – 7 April 2025
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



April 2025

Ipsos – Royals Polling

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