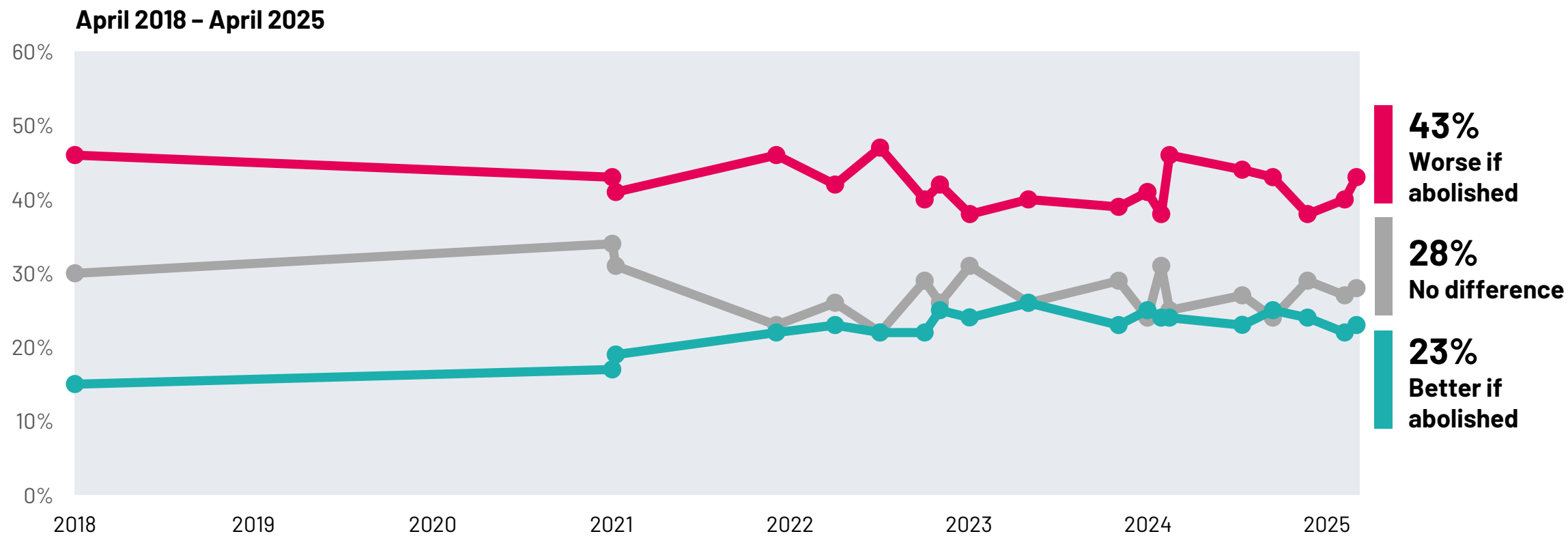


# Ipsos Royals polling

April 2025

# Two in five think it would be worse for Britain if the monarchy was abolished

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?

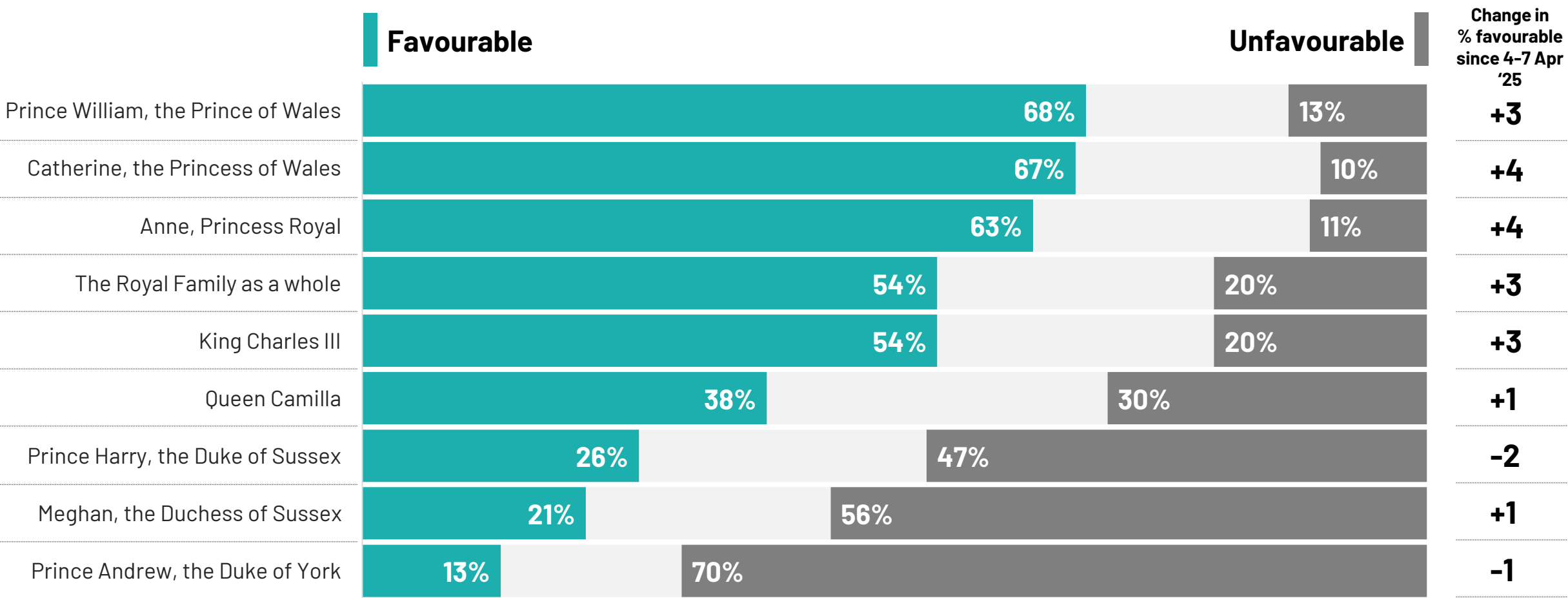


**Base: 1,077** Online British adults aged 18-75, 30 April 2025  
\*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



# 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?

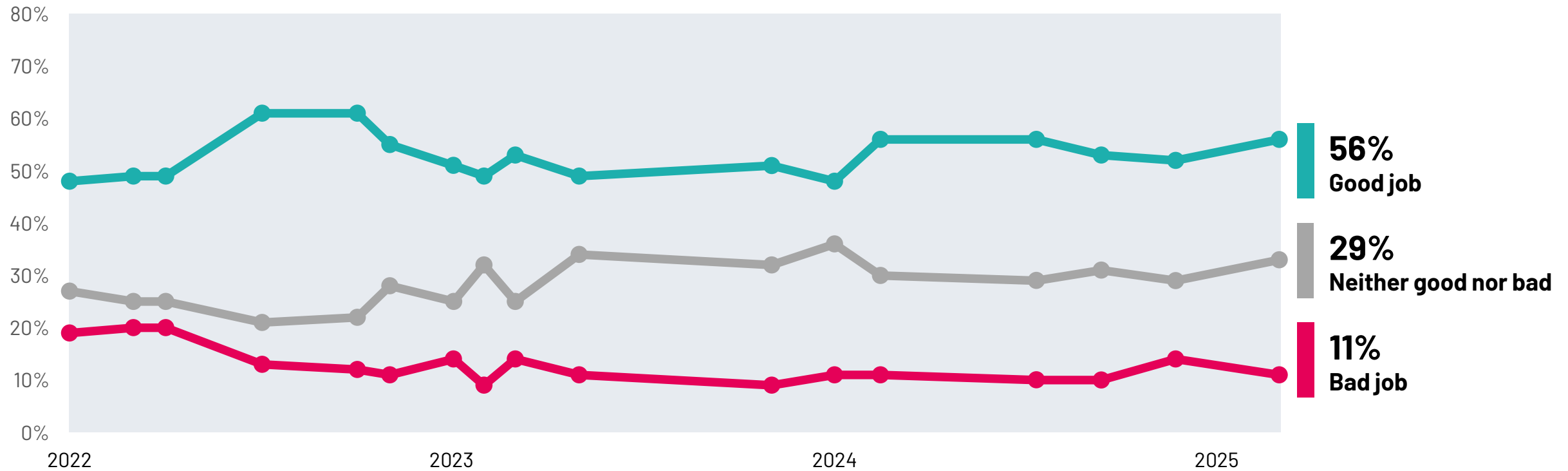


Base: 1,077 Online British adults aged 18-75, 30 April 2025

# Over half think that King Charles III 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?

March 2022 – April 2025

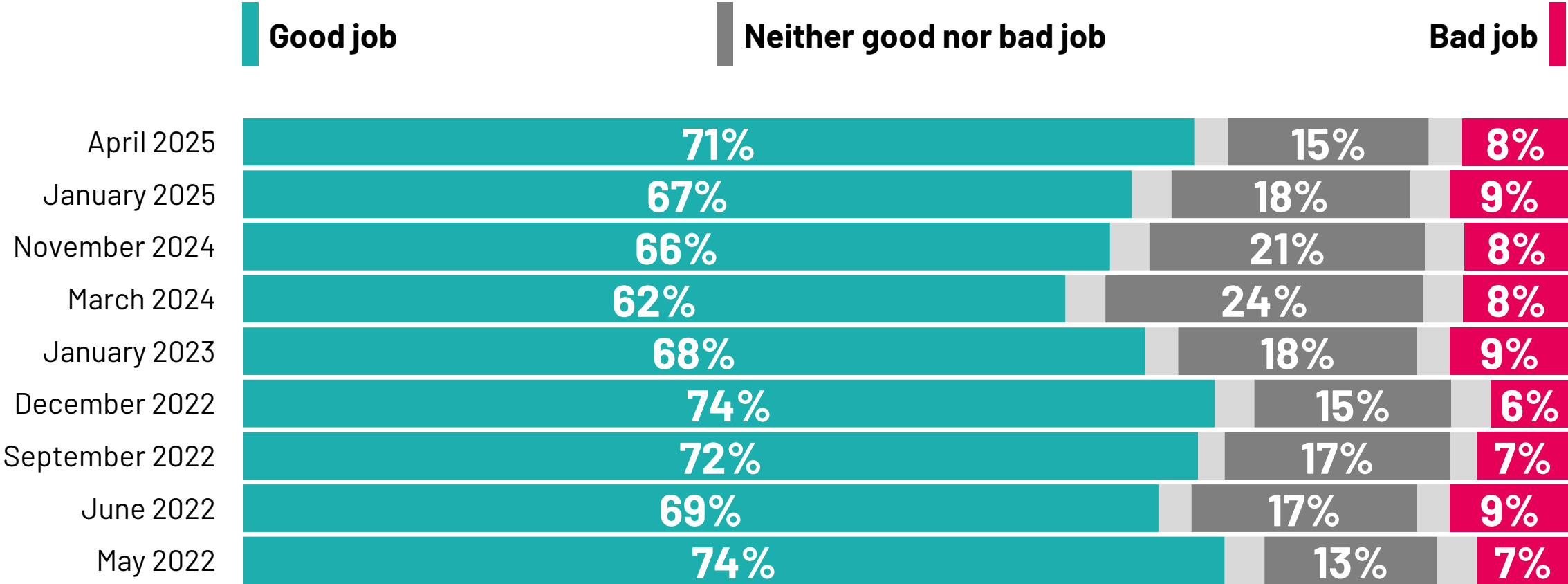


Base: 1,077 Online British adults aged 18-75, 30 April 2025

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

# Seven in ten think Prince William would do a good job as King

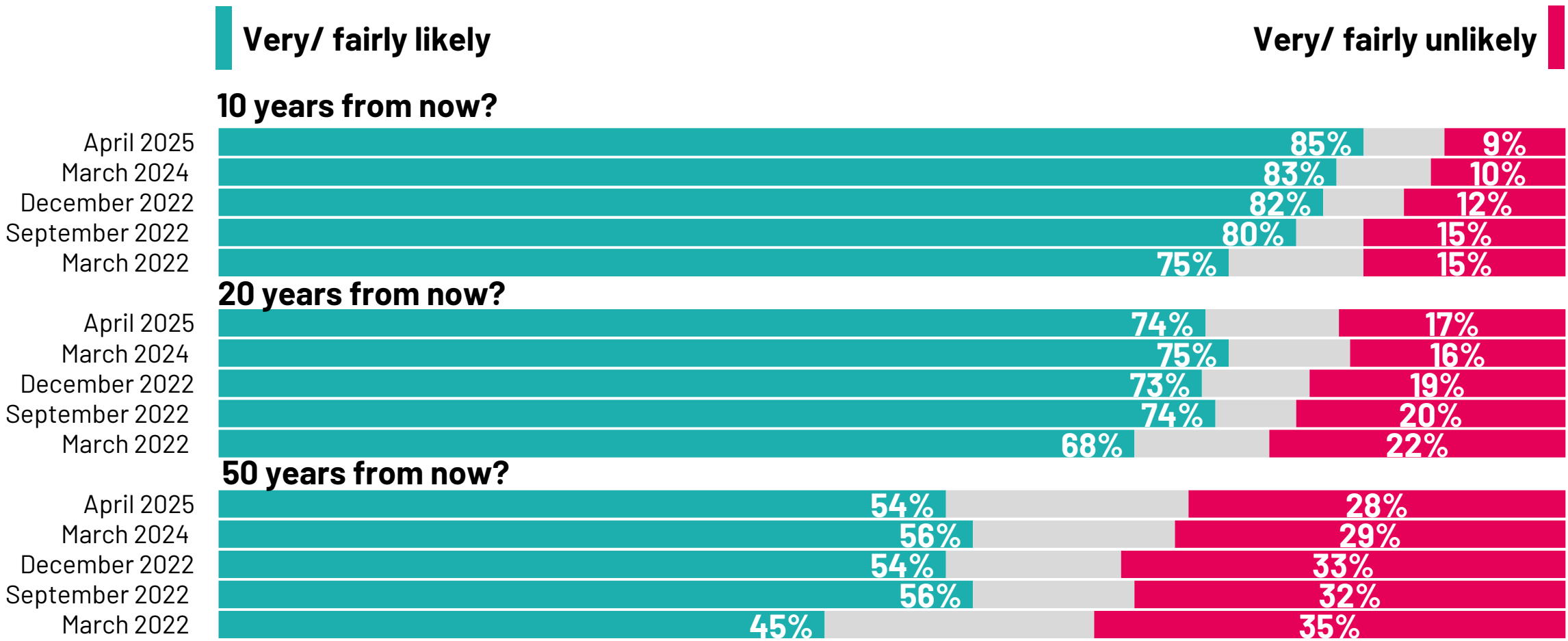
To what extent, if at all, do you think Prince William would do a good job or bad job as King?



Base: 1,077 Online British adults aged 18-75, 30 April 2025

# Half of Britons think that Britain still have a monarchy fifty years from now

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

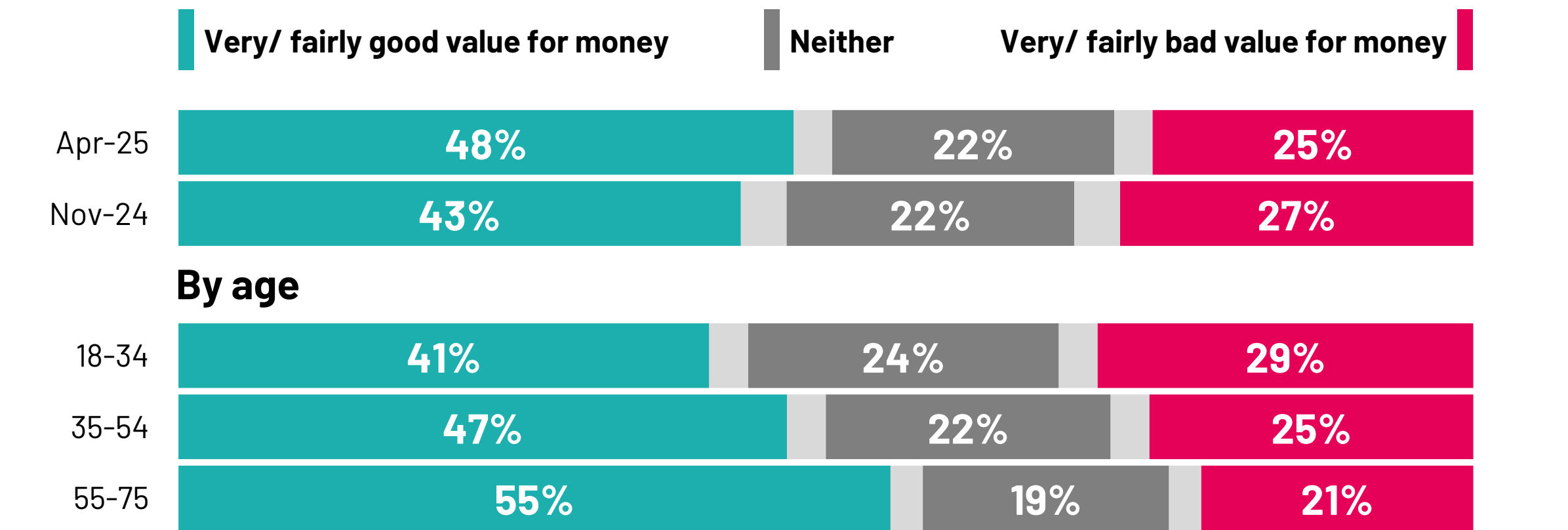


Base: 1,077 Online British adults aged 18-75, 30 April 2025



# Almost half of Britons think that the Royal Family are good value for money for UK taxpayers

From what you know, to what extent, if at all, do you think the Royal Family are good or bad value for money for the UK taxpayer?

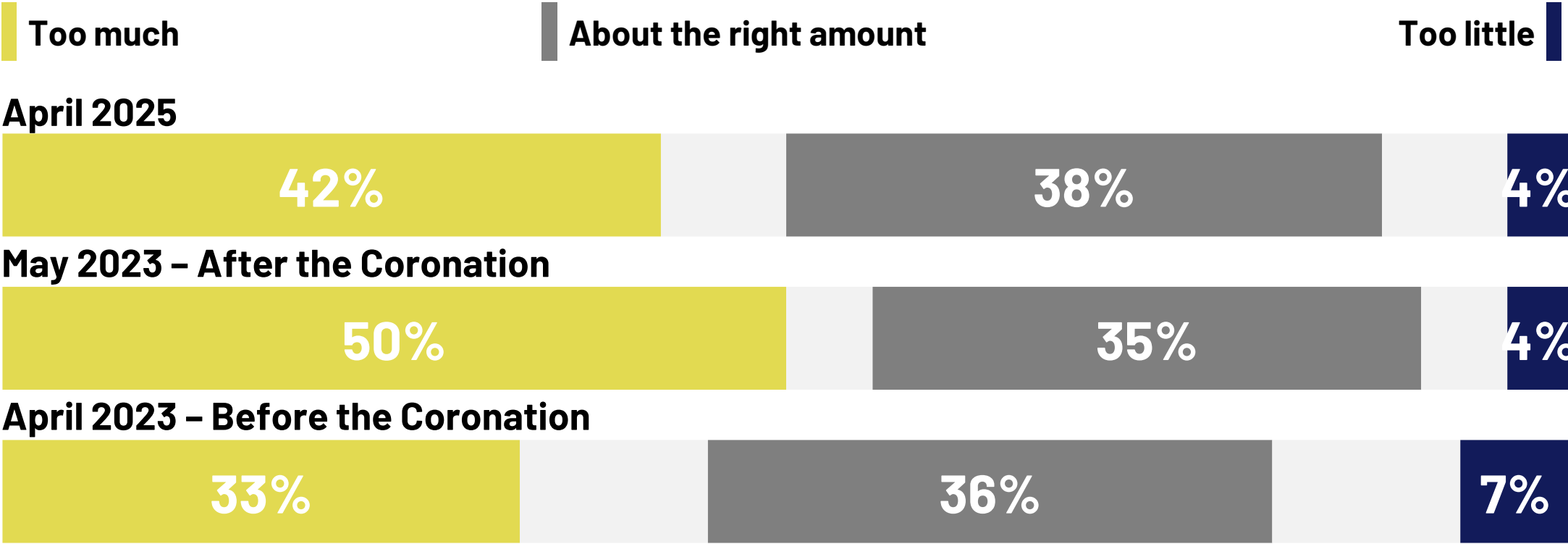


Base: 1,077 Online British adults aged 18-75, including (249) 18-34s, (459) 35-54s and (369) 55+, 30 April 2025



# Two in five Britons think that too much money was spent on the Coronation of King Charles

From what you know or have heard, do you think too much, too little, or about the right amount of money was spent on the Coronation of King Charles?

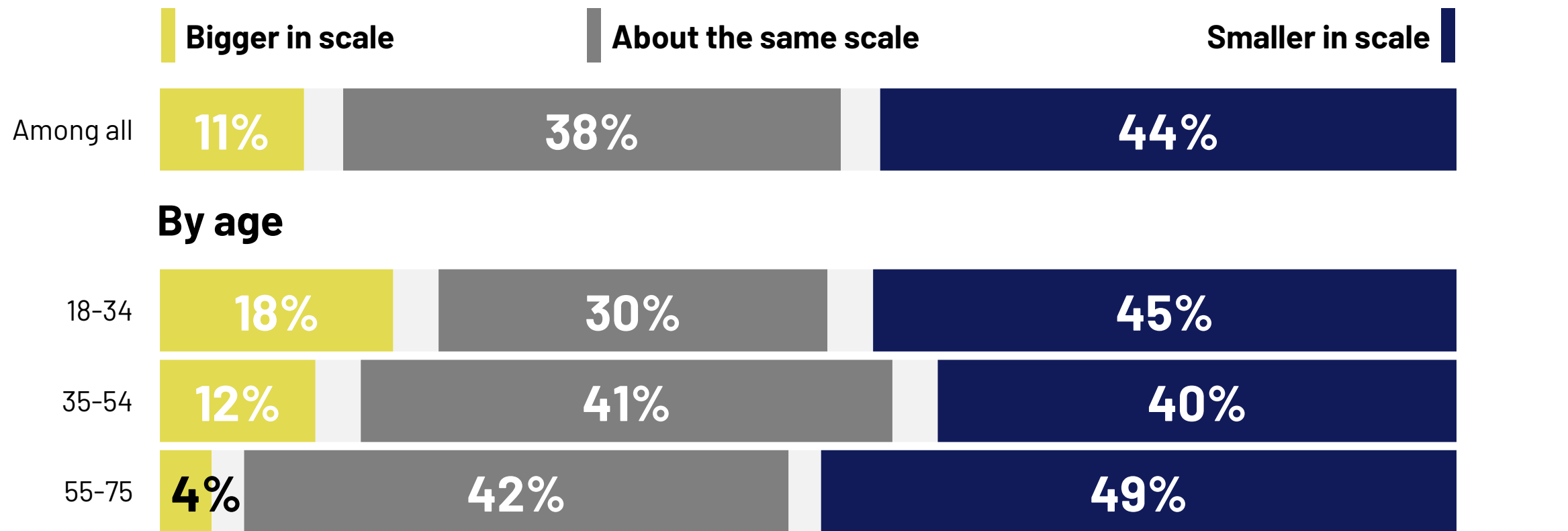


Base: 1,077 Online British adults aged 18-75, 30 April 2025



# Britons are more likely to say that they would want the coronation of the next monarch to be smaller in scale compared to King Charles III's

Thinking ahead to the coronation of the next monarch, would you want the ceremony to be bigger in scale, smaller in scale, or about the same scale as King Charles III's coronation?

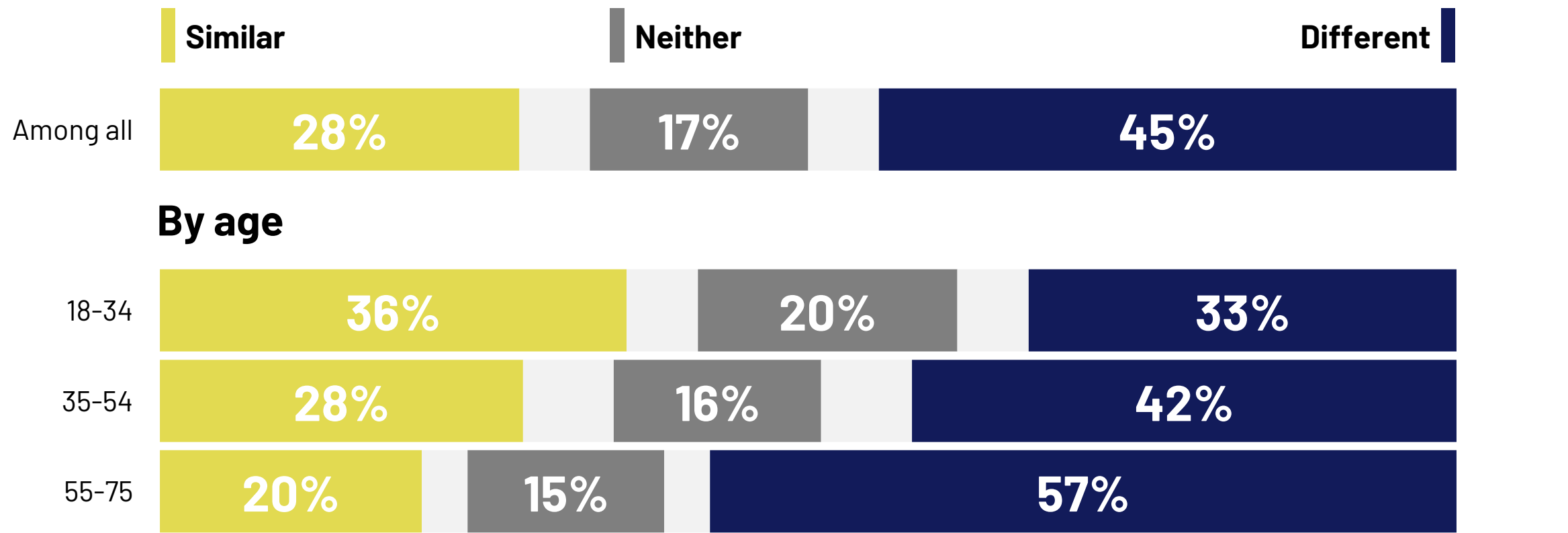


Base: 1,077 Online British adults aged 18-75, including (249) 18-34s, (459) 35-54s and (369) 55+, 30 April 2025



# Britons are more likely to think that King Charles III's style as monarch is different to Queen Elizabeth II's – 55-75s are most likely to think it is different

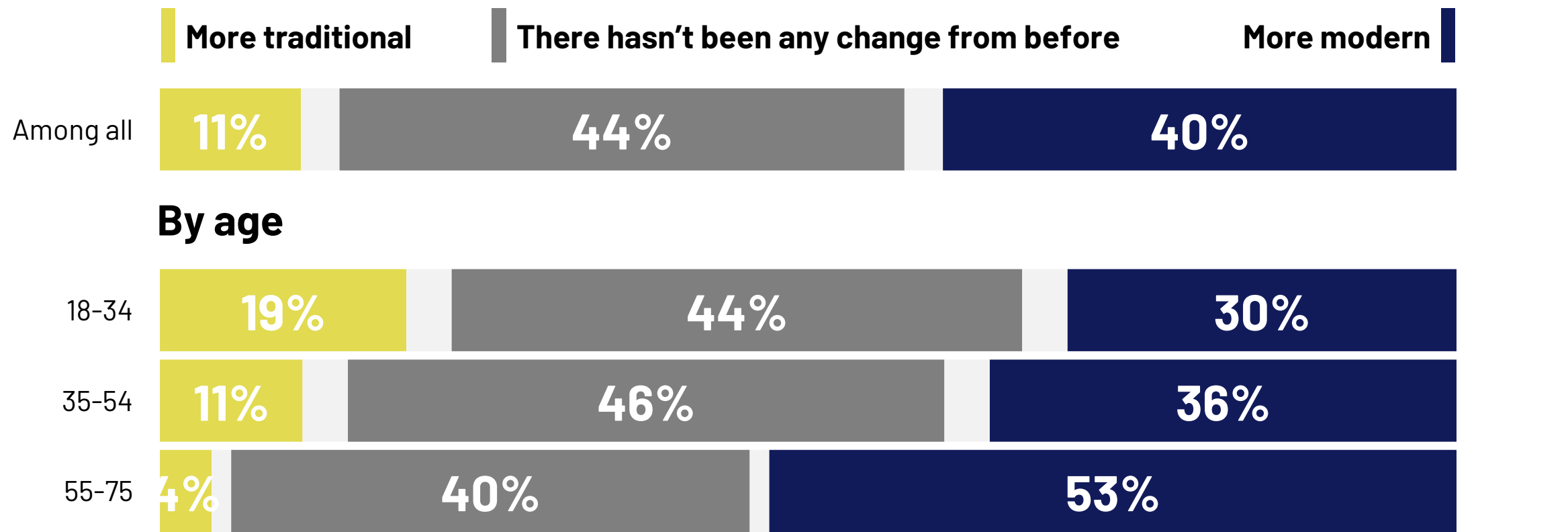
To what extent, if either, would you describe King Charles III's style as monarch as similar or different to Queen Elizabeth II's style as monarch?



Base: 1,077 Online British adults aged 18-75, including (249) 18-34s, (459) 35-54s and (369) 55+, 30 April 2025

# Britons are split between whether there hasn't been any change, or whether the Royal Family has become more modern, since Charles III became King. 55-75s are most likely to say it has become more modern

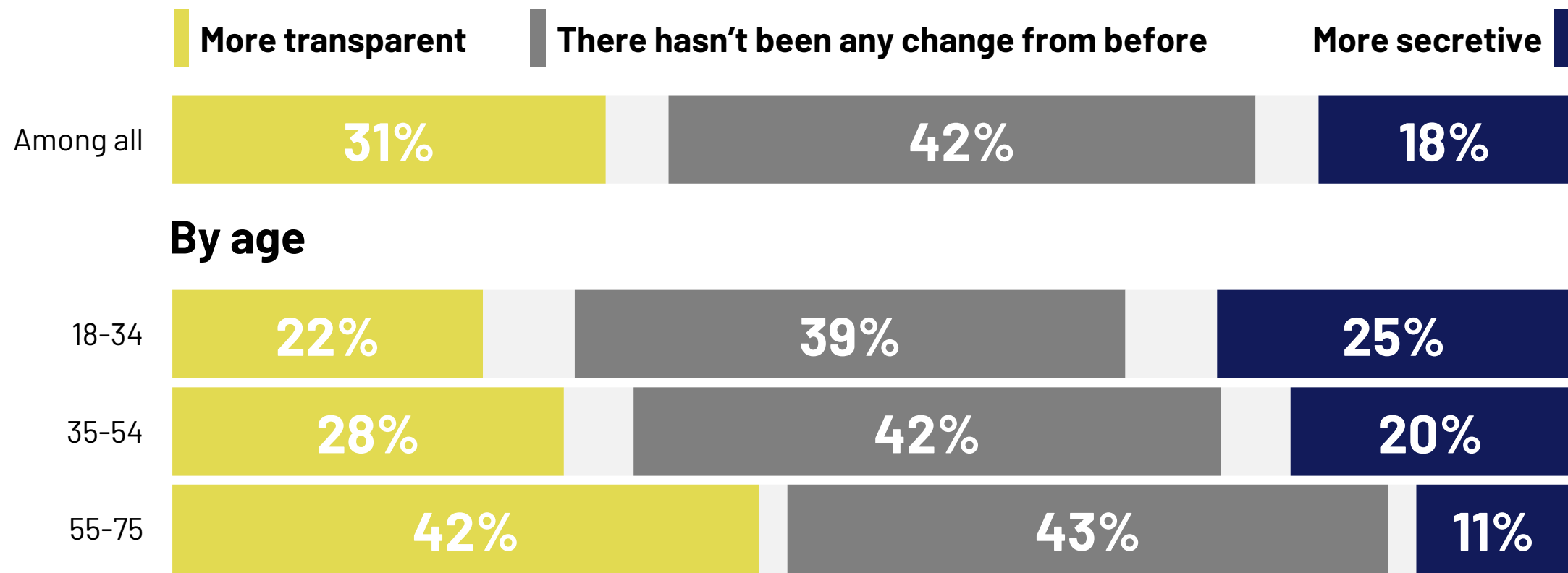
Thinking about since Charles III became King, would you say the Royal Family has become more traditional or more modern, or has there not been any change from before?



Base: 1,077 Online British adults aged 18-75, including (249) 18-34s, (459) 35-54s and (369) 55+, 30 April 2025

# Two in five Britons think that there hasn't been any change from Queen Elizabeth II reign in terms of whether the Royal Family is more transparent or more secretive

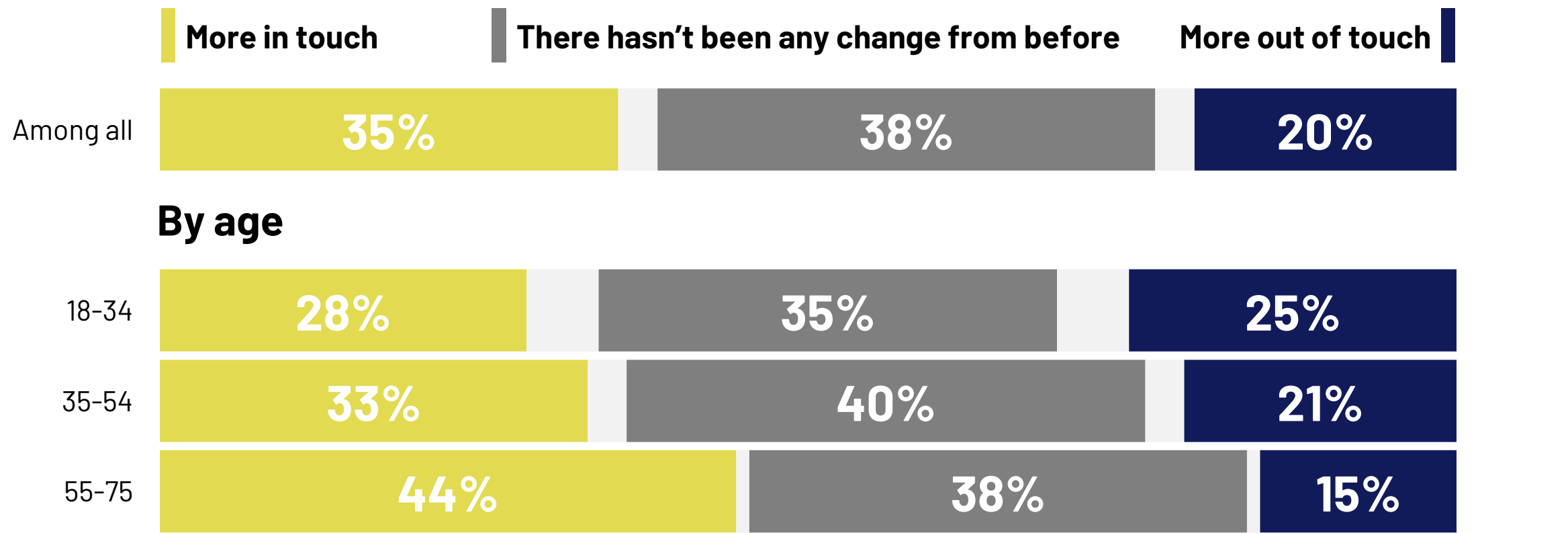
Thinking about since Charles III became King, would you say the Royal Family has become more transparent or more secretive with the public, or has there not been any change from before?



Base: 1,077 Online British adults aged 18-75, including (249) 18-34s, (459) 35-54s and (369) 55+, 30 April 2025

# Britons are split between whether the Royal Family has not changed or whether they are more in touch with the public, since Charles III became King

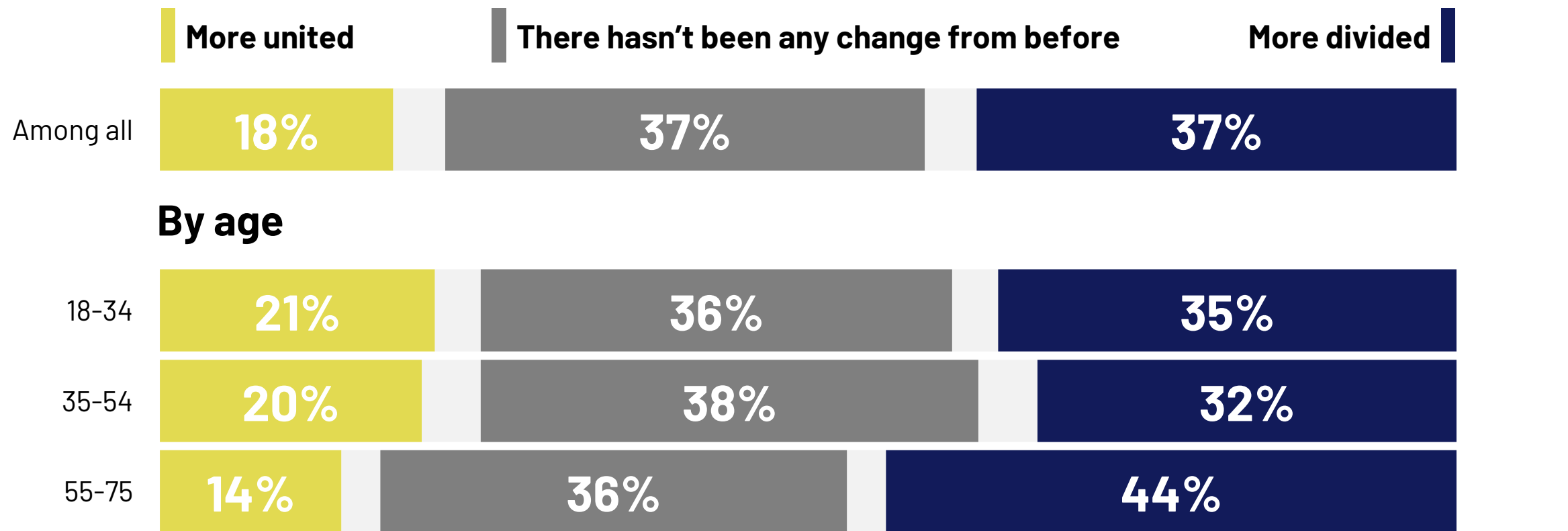
Thinking about since Charles III became King, would you say the Royal Family has become more in touch or more out of touch with the public, or has there not been any change from before?



Base: 1,077 Online British adults aged 18-75, including (249) 18-34s, (459) 35-54s and (369) 55+, 30 April 2025

# Britons are split in terms of whether the Royal Family has become more divided or whether there hasn't been any change since Charles III became King. Britons aged 55-75 are slightly more likely to think they have become more divided

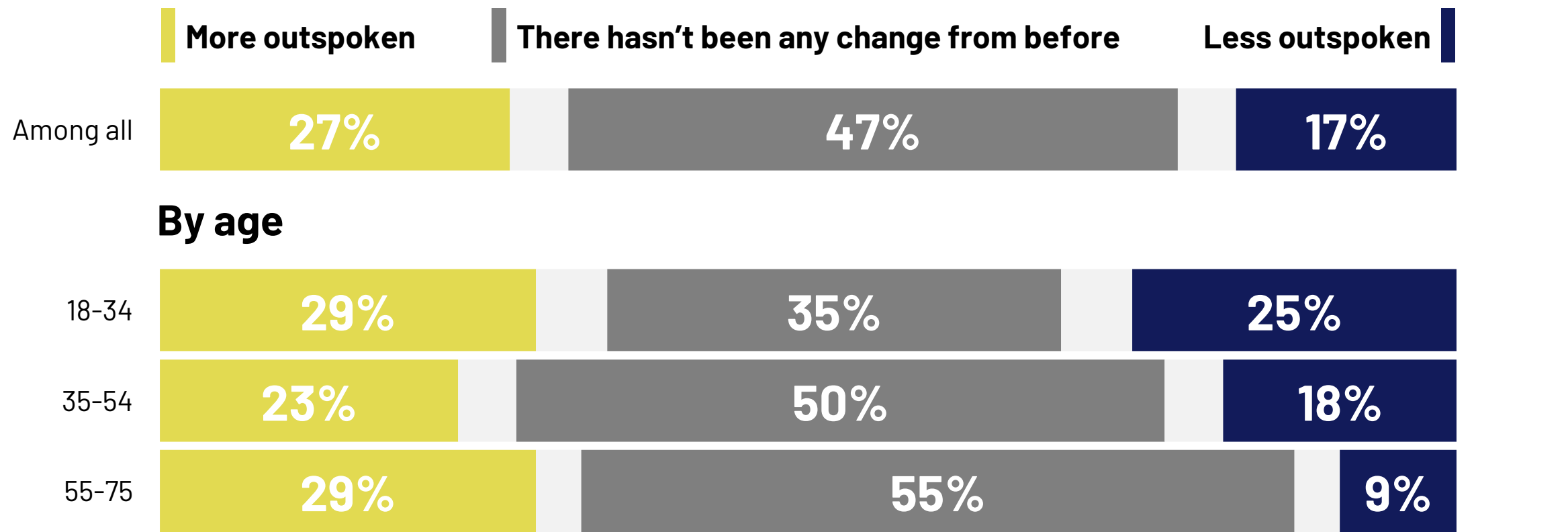
Thinking about since Charles III became King, would you say the Royal Family has become more united or more divided, or has there not been any change from before?



Base: 1,077 Online British adults aged 18-75, including (249) 18-34s, (459) 35-54s and (369) 55+, 30 April 2025

# Almost half of Britons do not think there has been any change in terms of how outspoken the Royal Family has become since Charles III became King

Thinking about since Charles III became King, would you say the Royal Family has become more outspoken or less outspoken on political issues, or has there not been any change from before?

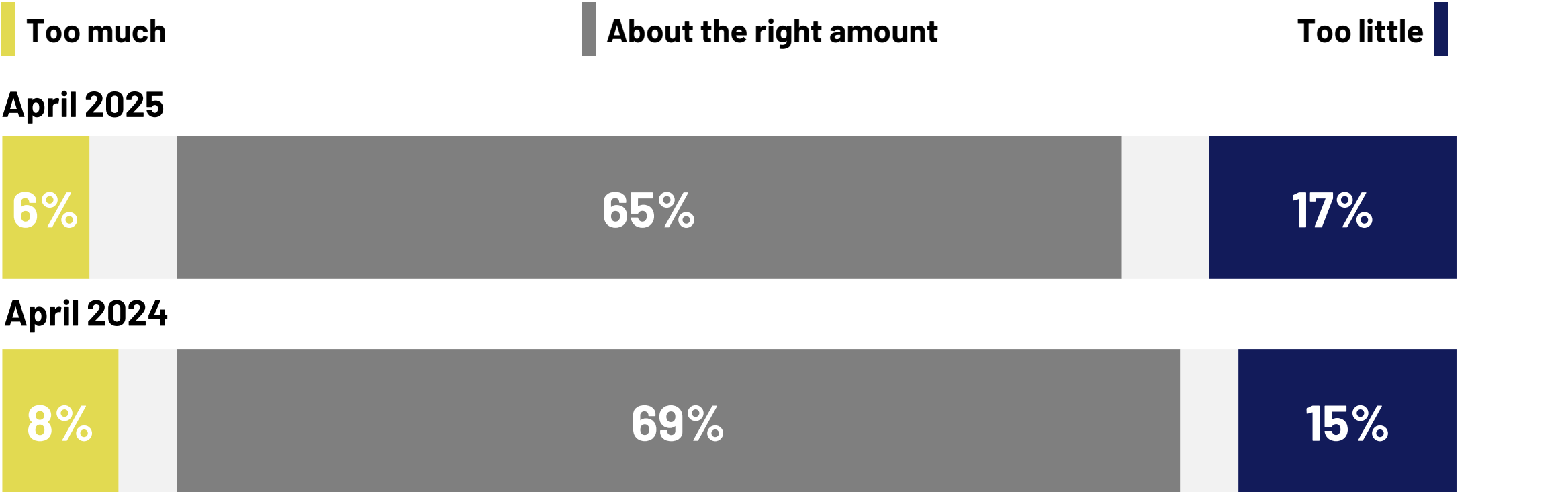


Base: 1,077 Online British adults aged 18-75, including (249) 18-34s, (459) 35-54s and (369) 55+, 30 April 2025



# Two thirds of Britons think the Royal Family have released the right amount of information about King Charles III's health

Thinking about the last few years, do you think the Royal Family have released too much information, not enough information, or about the right amount of information about the King Charles III's health?



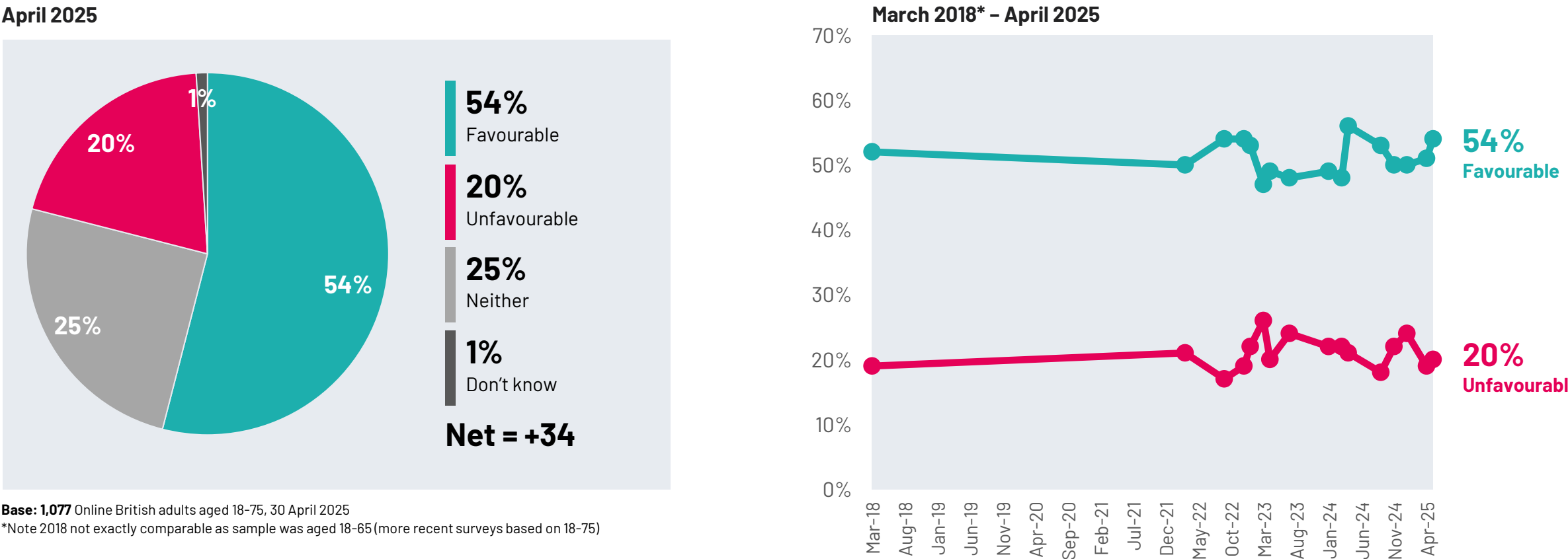
Base: 1,077 Online British adults aged 18-75, 30 April 2025

# Appendix:

## **Favourability trends for specific members of the Royal Family**

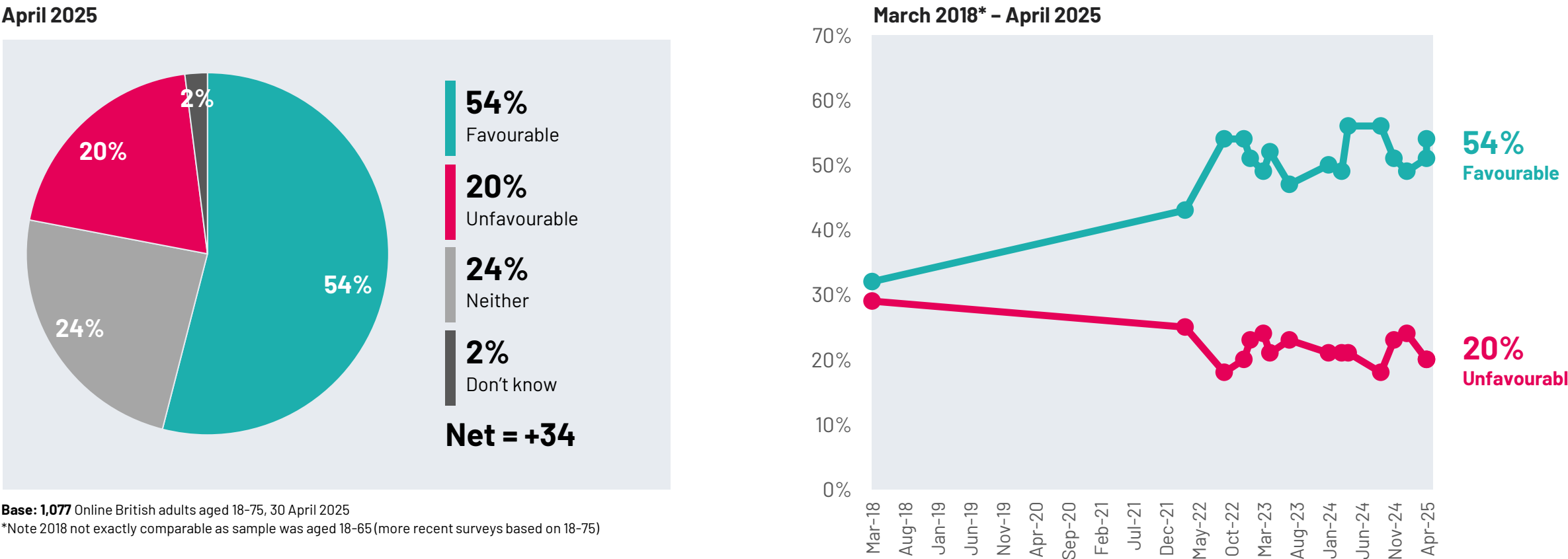
# The Royal Family as a whole: Favourability

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



# King Charles III: Favourability

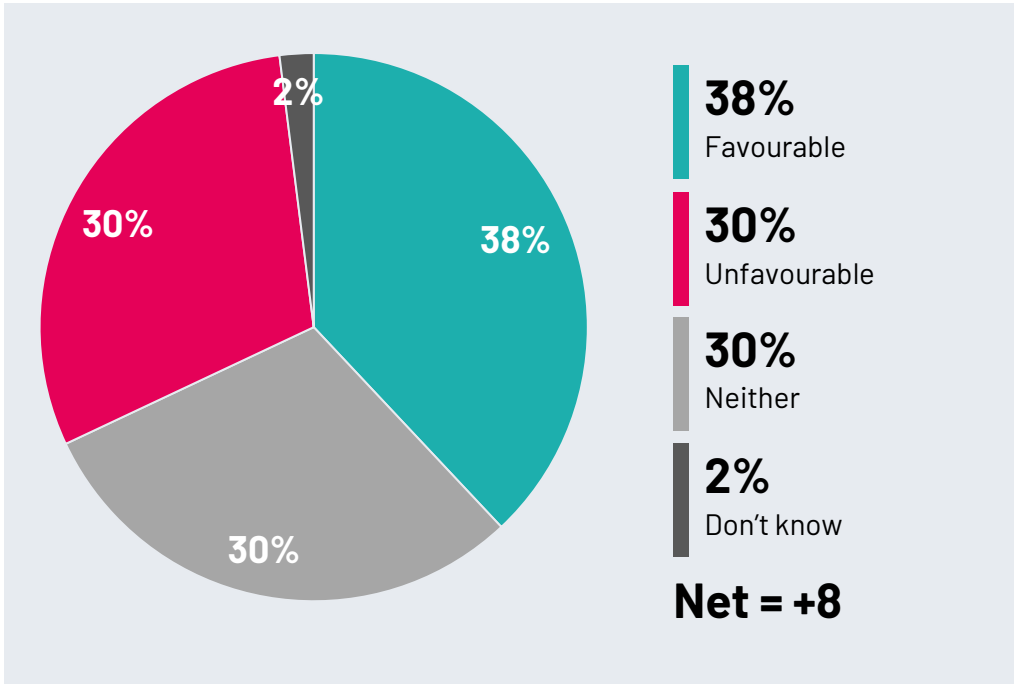
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?



# Queen Camilla: Favourability

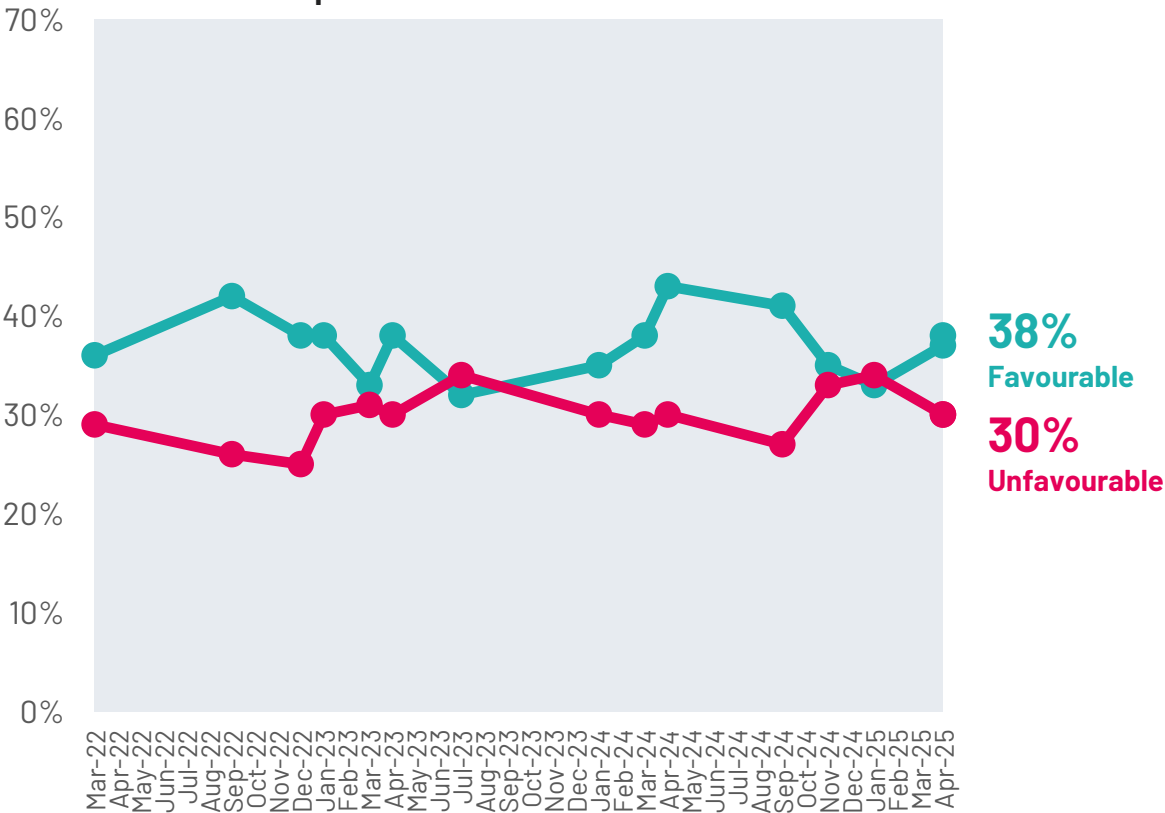
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

April 2025



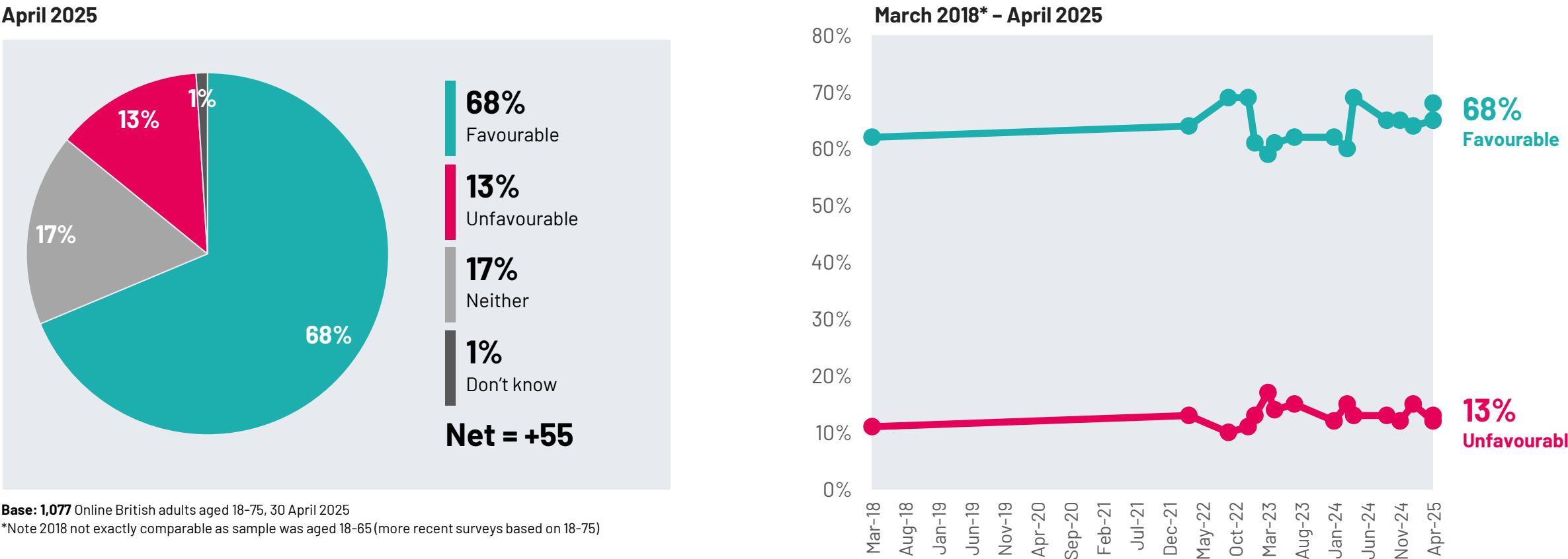
Base: 1,077 Online British adults aged 18-75, 30 April 2025

March 2022 – April 2025



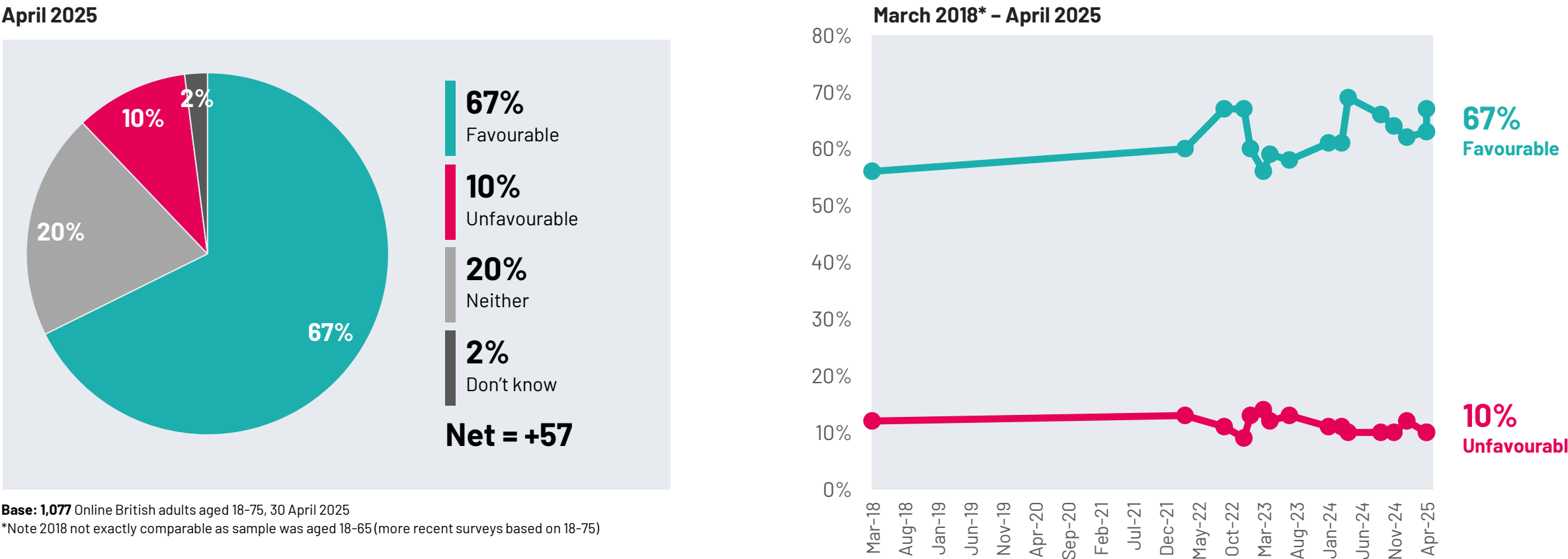
# Prince William, the Prince of Wales: Favourability

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

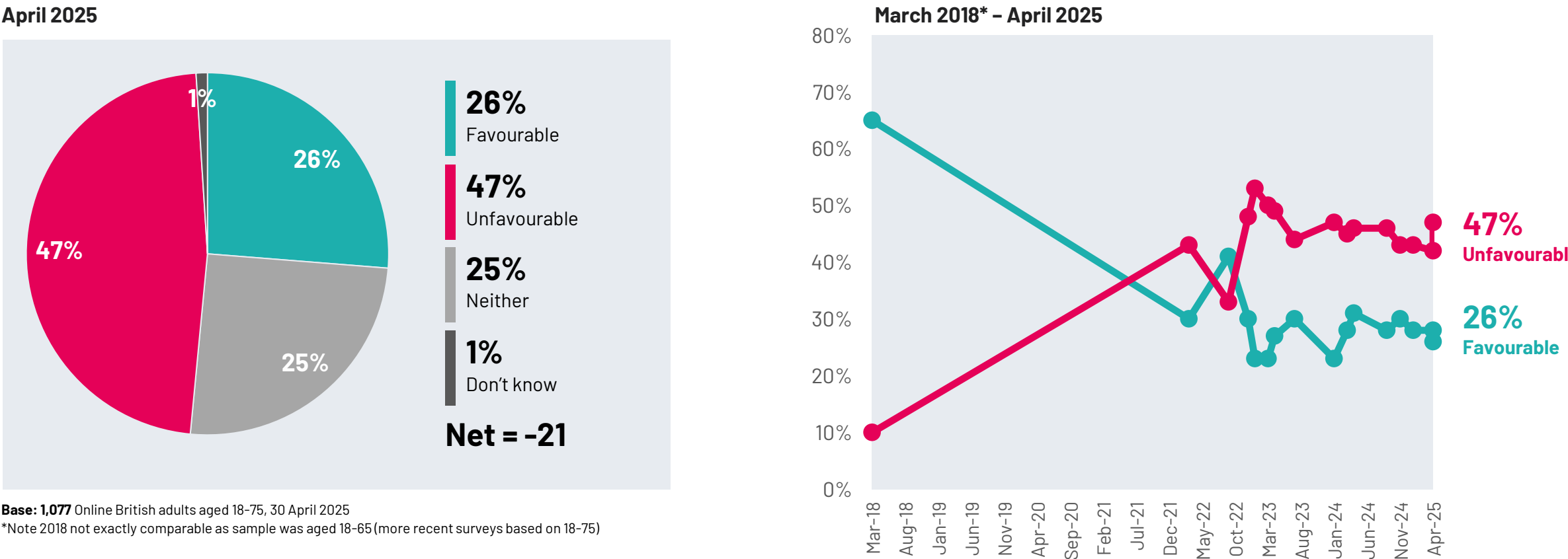
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?





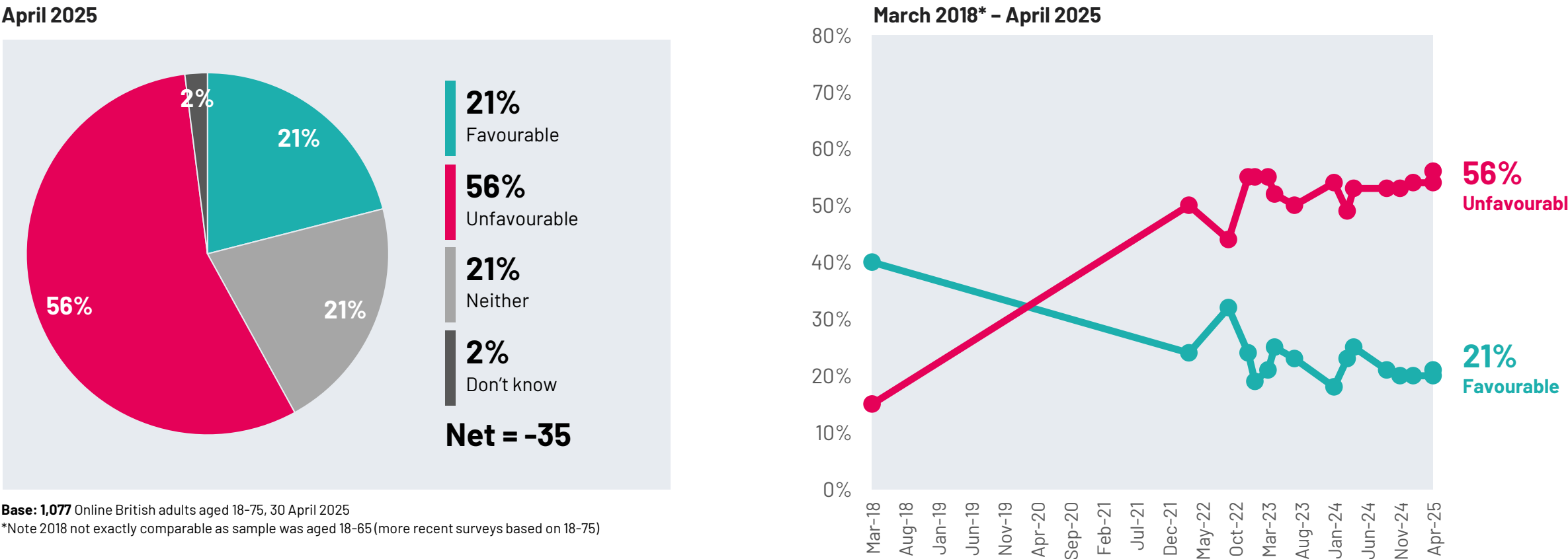
# Prince Harry, the Duke of Sussex: Favourability

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: 1,077** Online British adults aged 18-75, 30 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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