

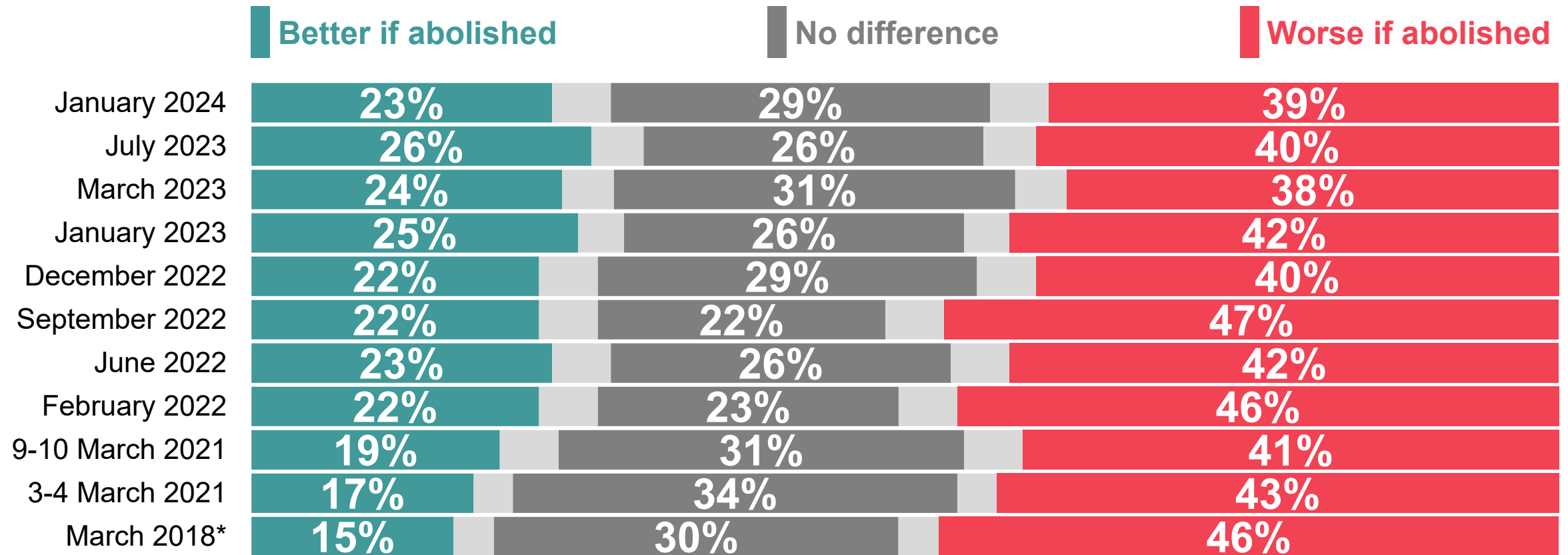


Ipsos Attitudes towards the Royal Family

January 2024

Two in five think it would be worse for Britain in the future if the monarchy was abolished, compared to almost 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?

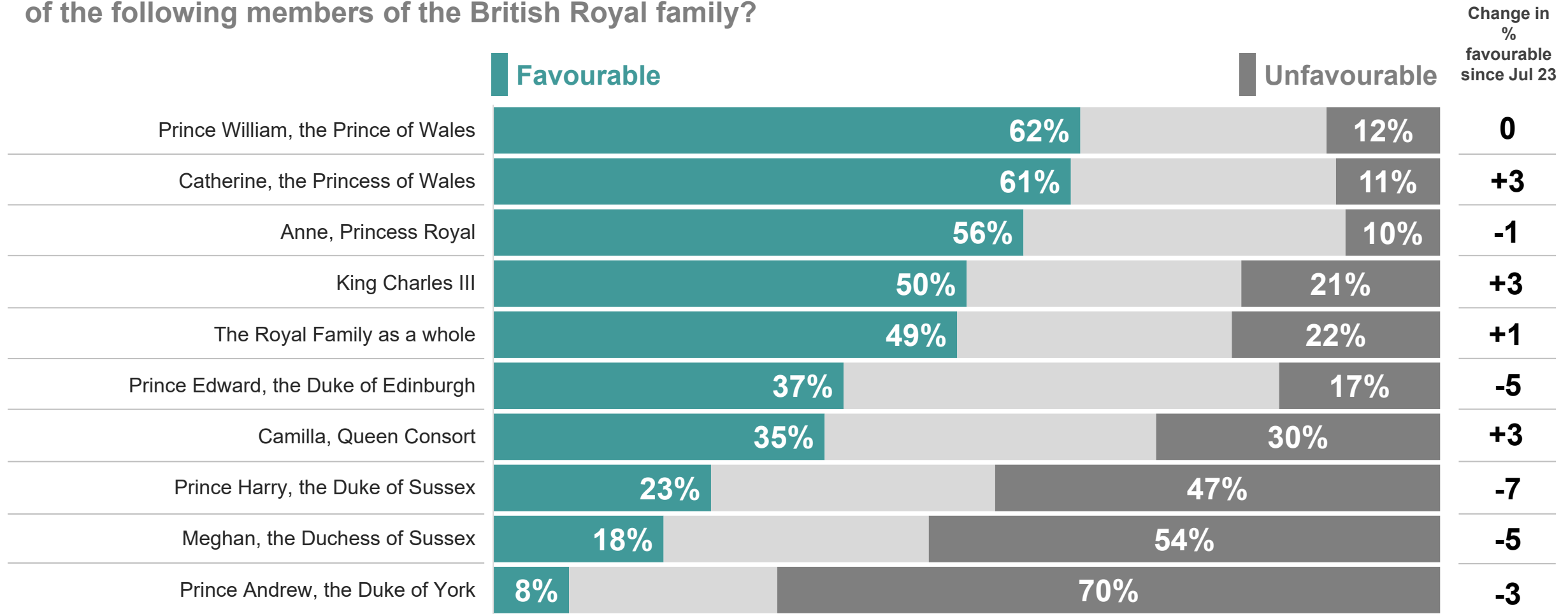


Base: 1,077 Online British Adults 18-75, 26 – 29 January 2024

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

Prince William and the Princess of Wales, 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?

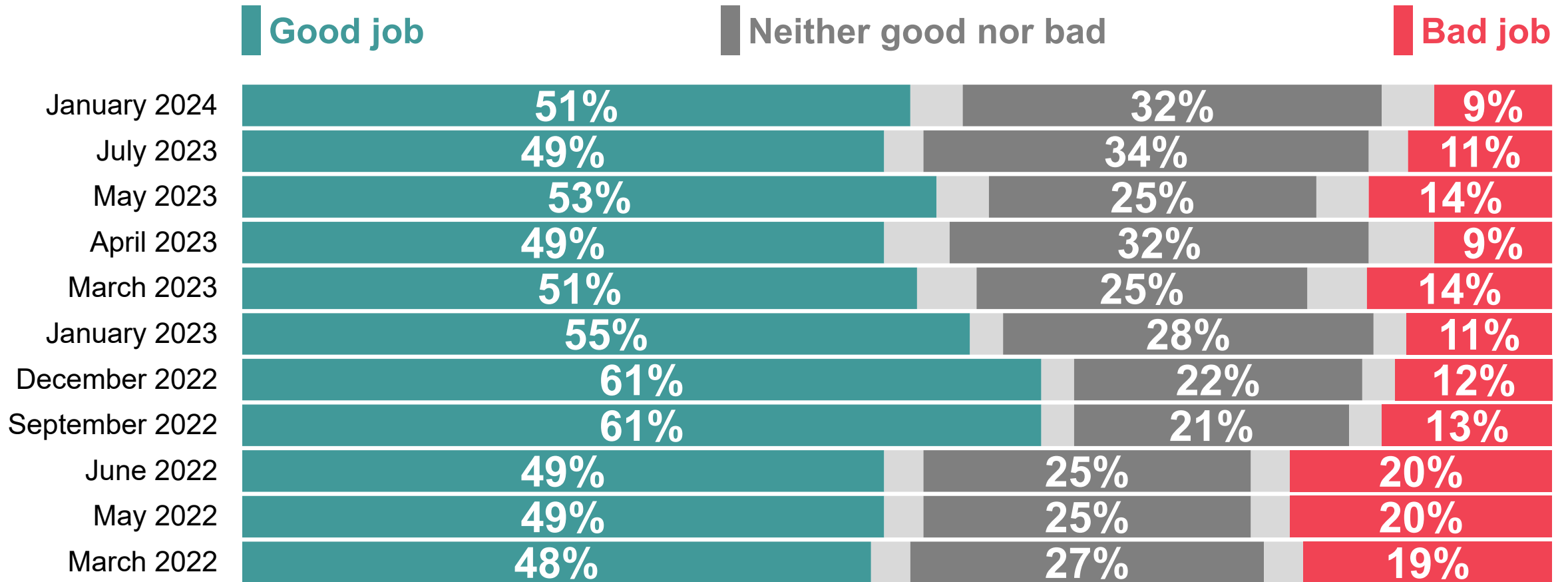


Base: 1,077 Online British Adults 18-75, 26 – 29 January 2024



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: 1,077 Online British Adults 18-75, 26 – 29 January 2024

* Prior to becoming Monarch we asked if then Prince Charles would do a good job as King in the future

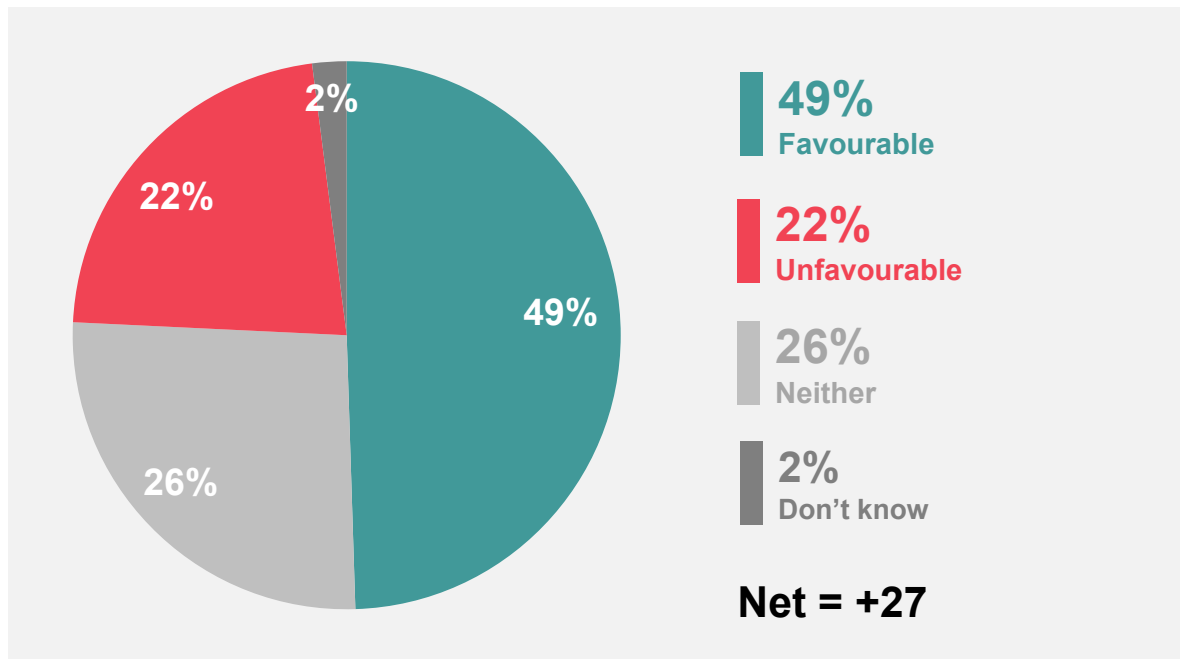
Appendix

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?

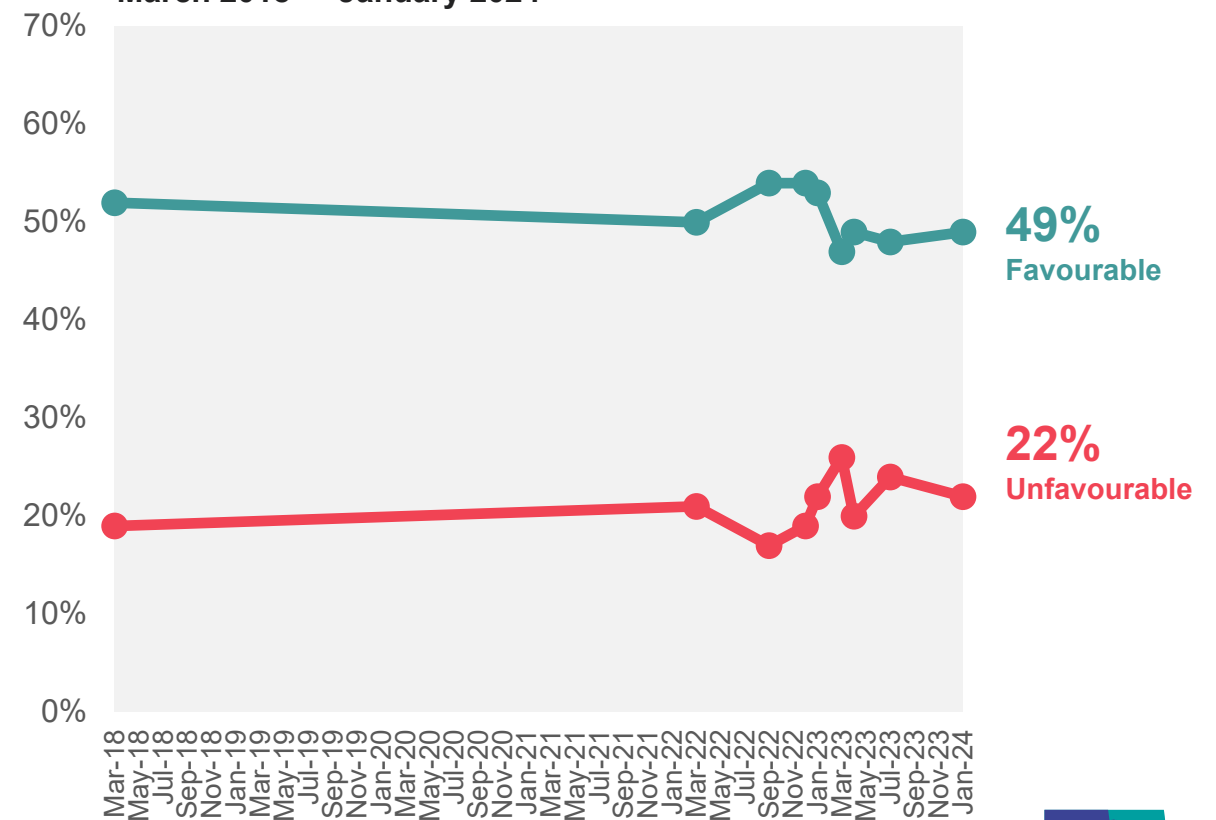
January 2024



Base: 1,077 Online British Adults 18-75, 26 – 29 January 2024

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

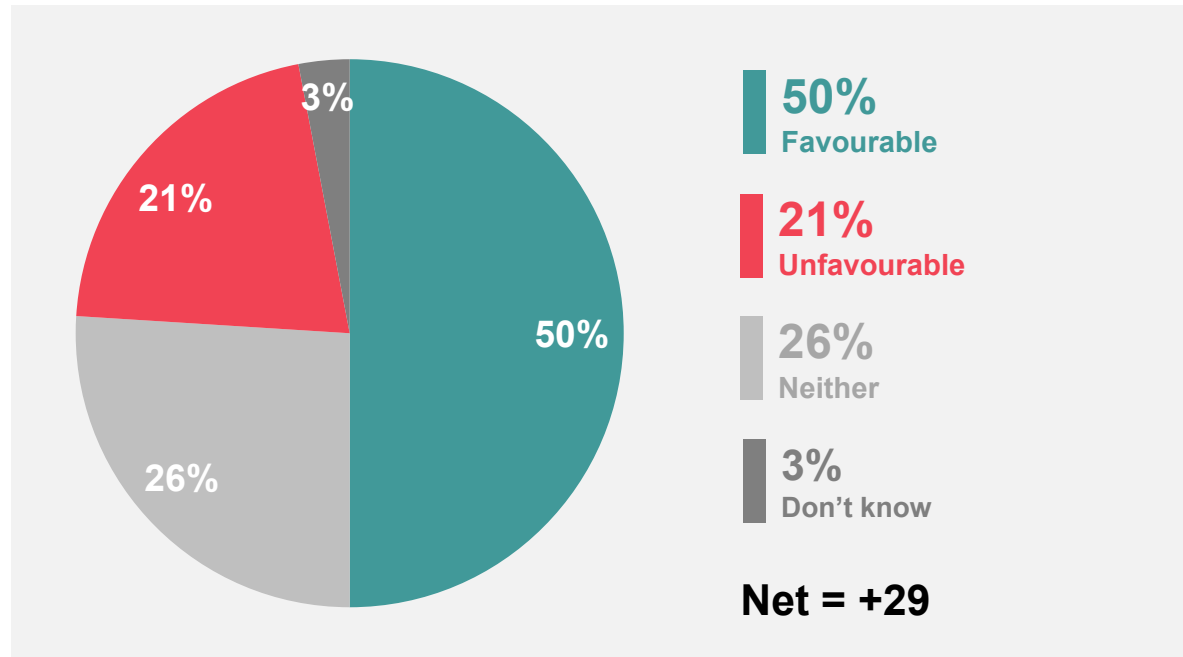
March 2018* – January 2024



King Charles III: Favourability

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

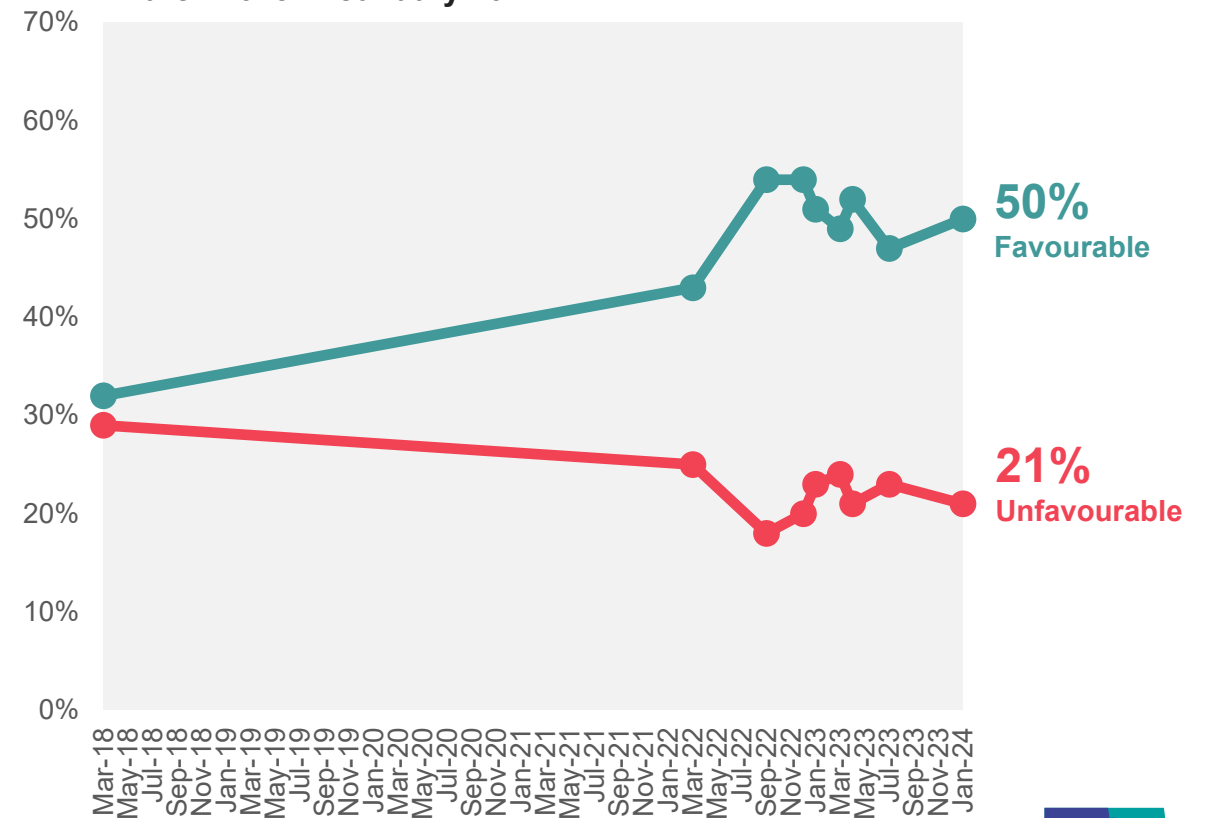
January 2024



Base: 1,077 Online British Adults 18-75, 26 – 29 January 2024

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

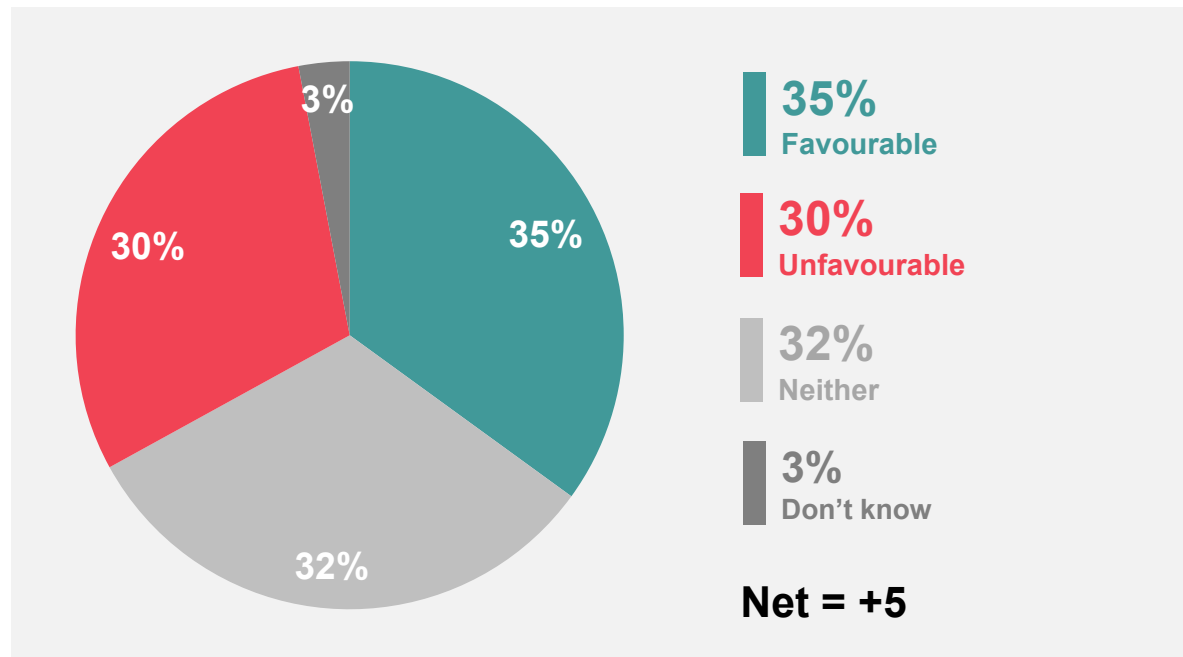
March 2018* – January 2024



Camilla, Queen Consort: Favourability

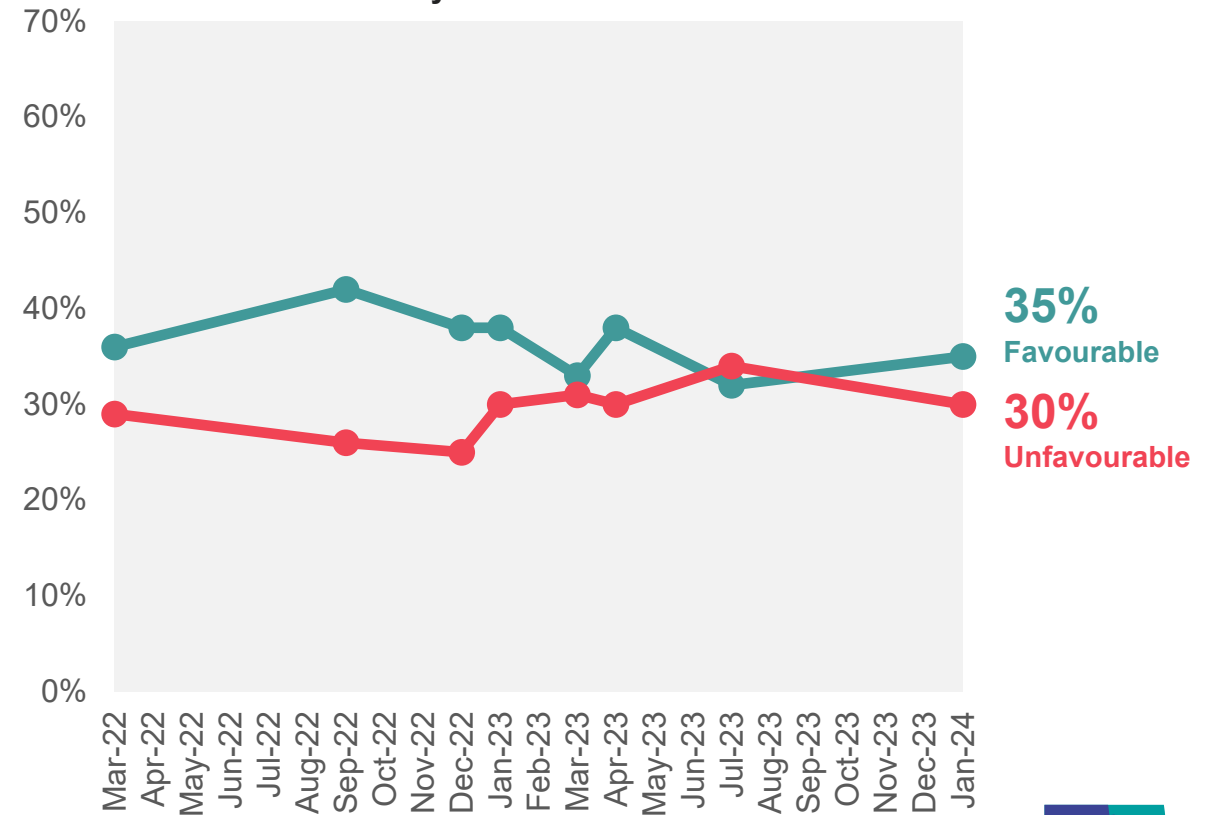
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

January 2024



Base: 1,077 Online British Adults 18-75, 26 – 29 January 2024

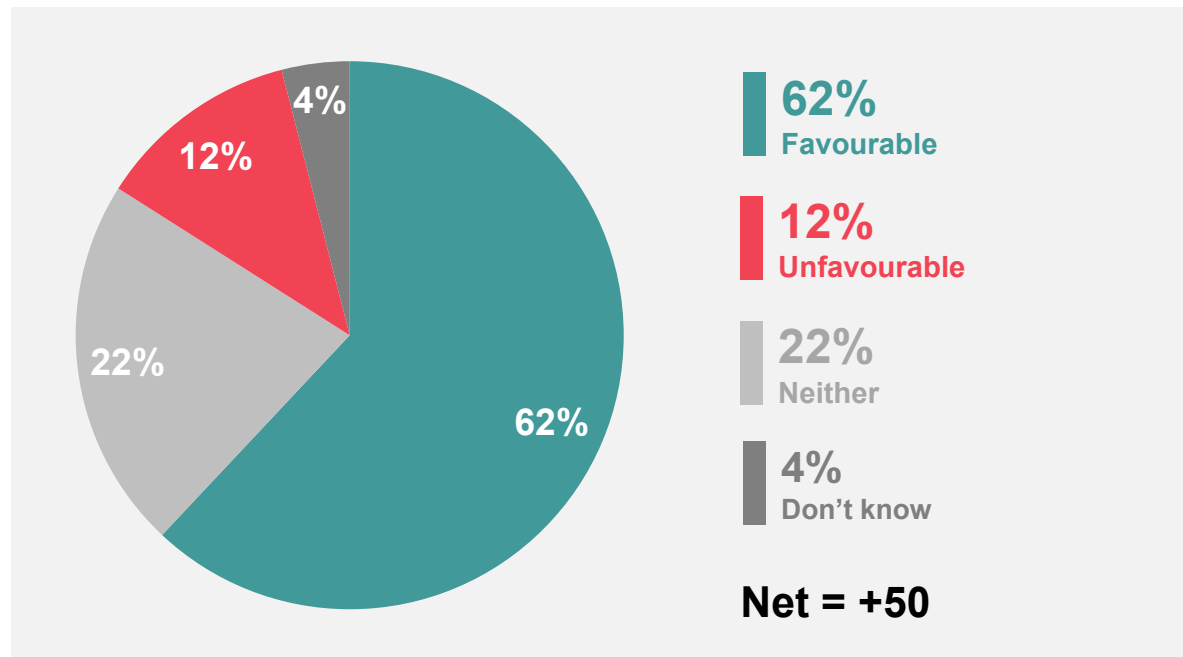
March 2022 – January 2024



Prince William: Favourability

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

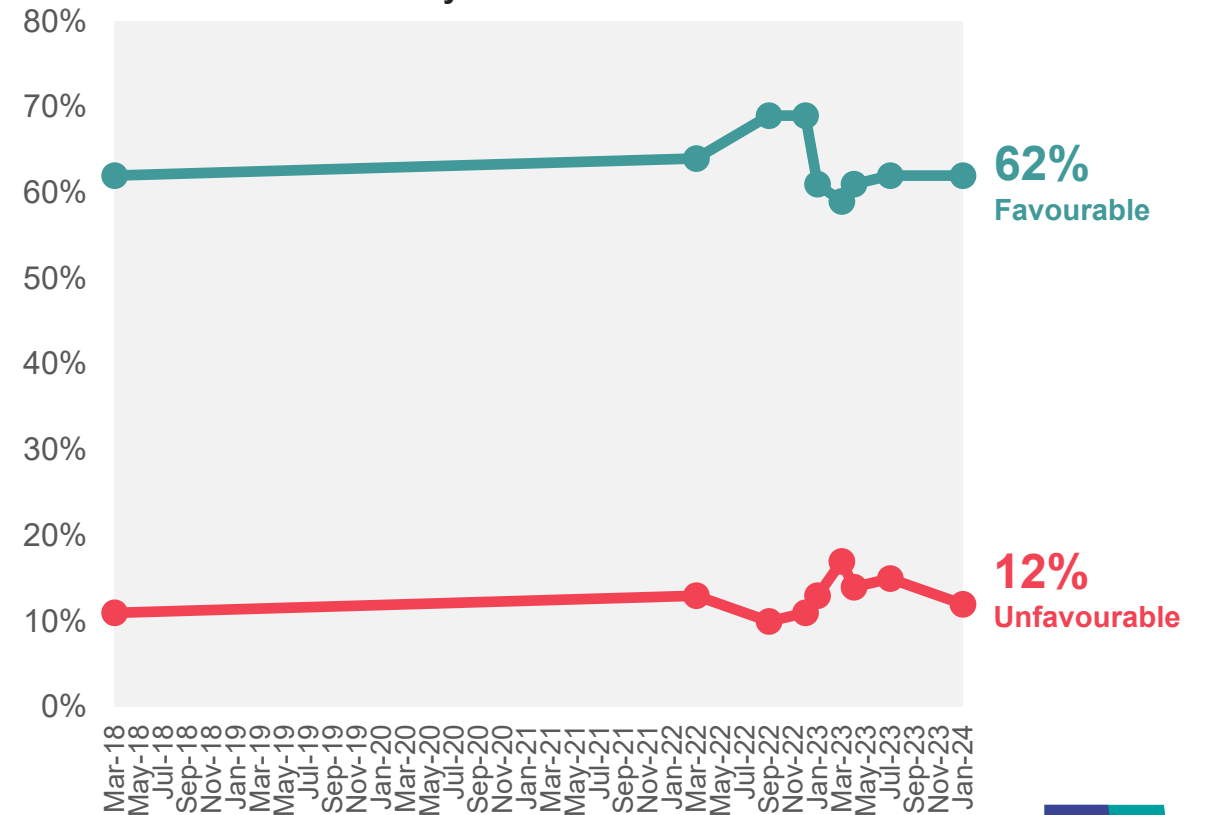
January 2024



Base: 1,077 Online British Adults 18-75, 26 – 29 January 2024

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

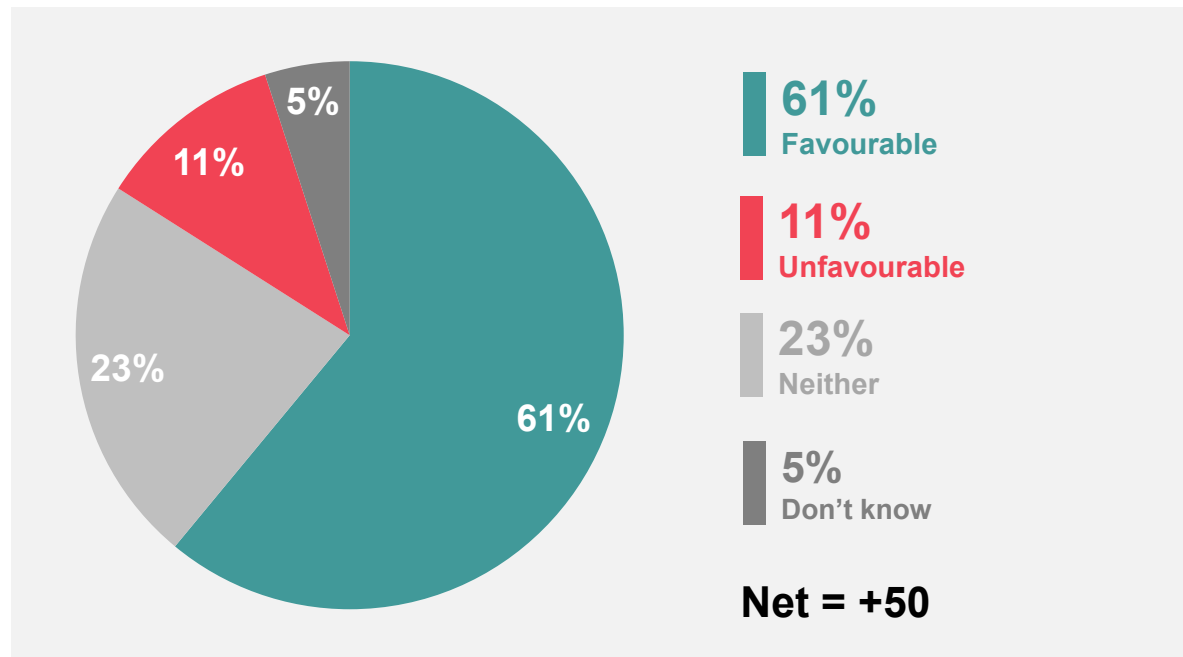
March 2018* – January 2024



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?

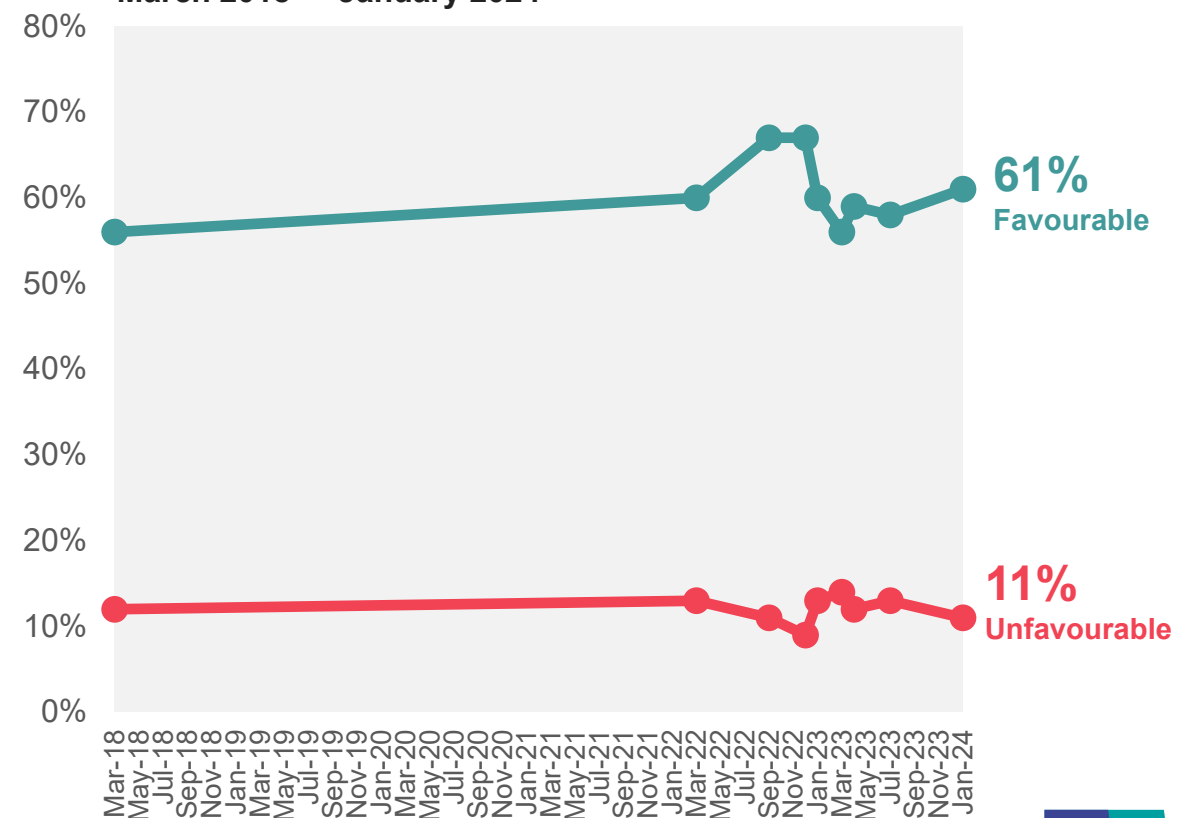
January 2024



Base: 1,077 Online British Adults 18-75, 26 – 29 January 2024

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

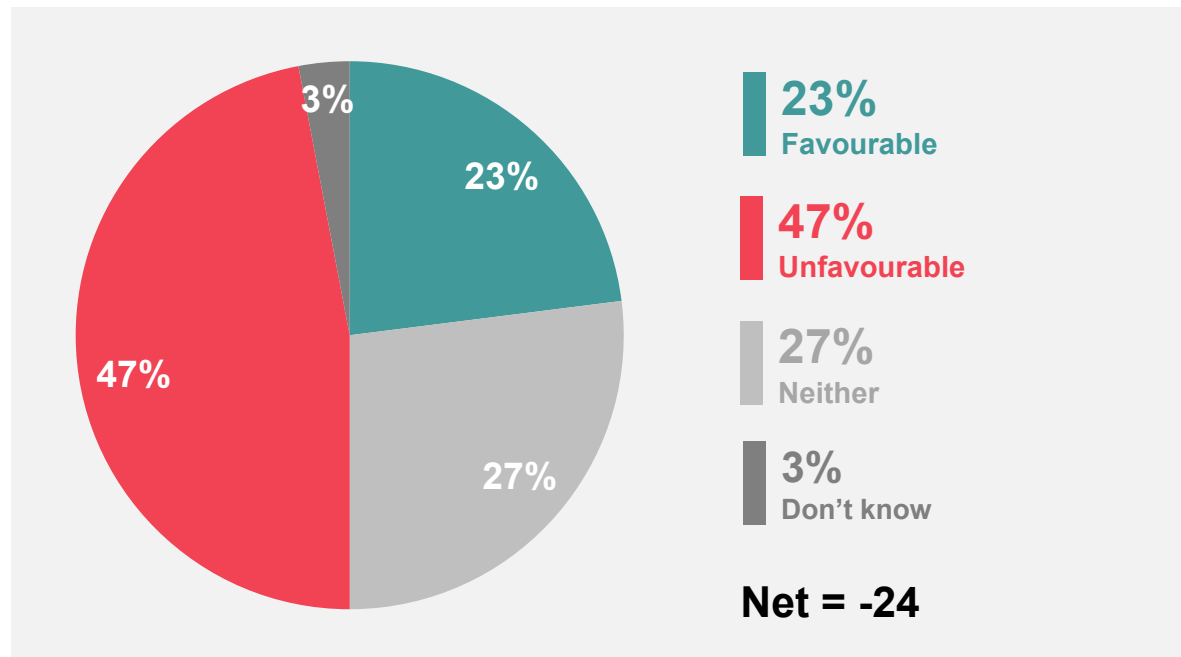
March 2018* – January 2024



Prince Harry: Favourability

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

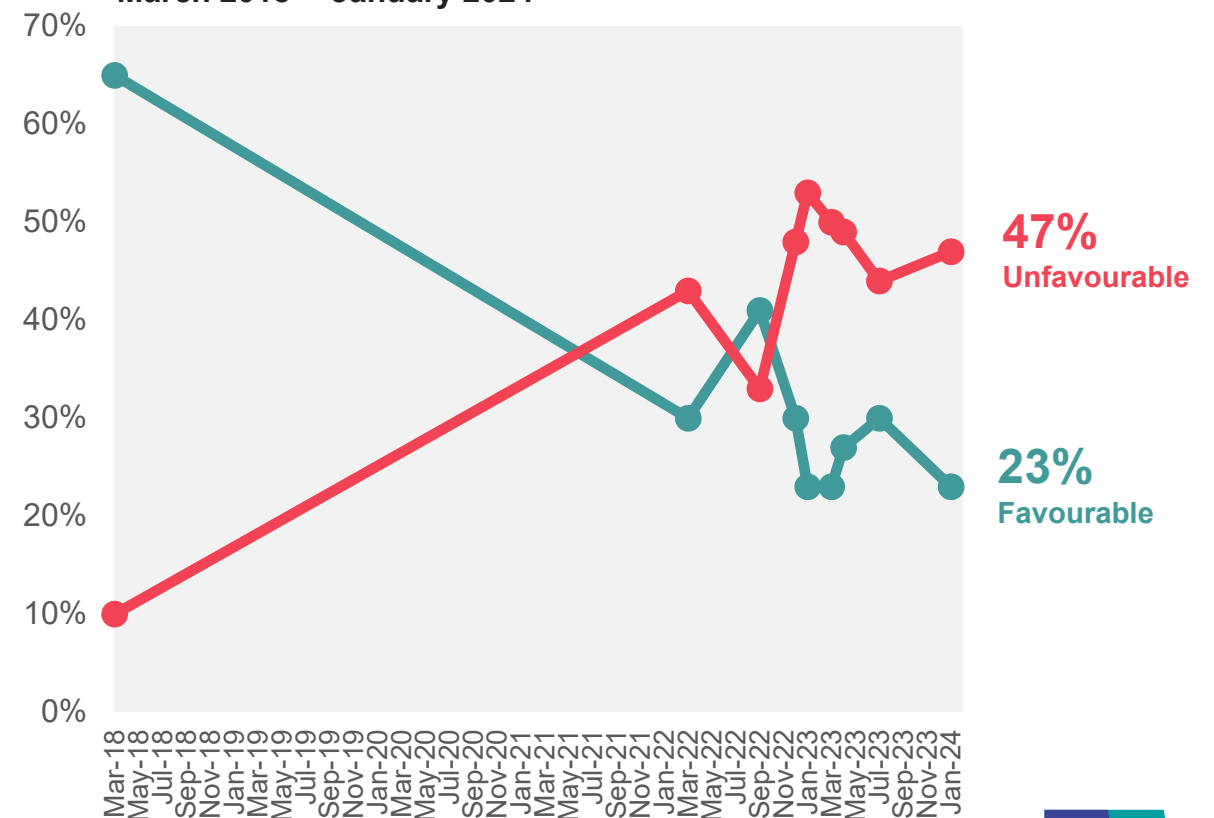
January 2024



Base: 1,077 Online British Adults 18-75, 26 – 29 January 2024

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

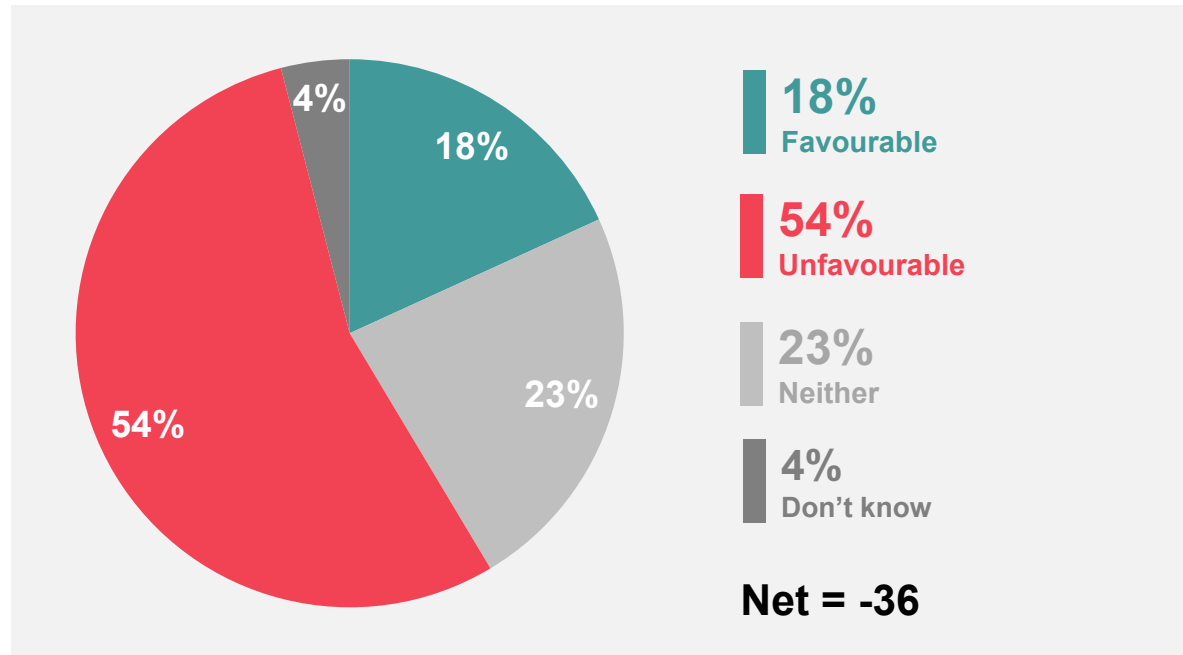
March 2018* - January 2024



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?

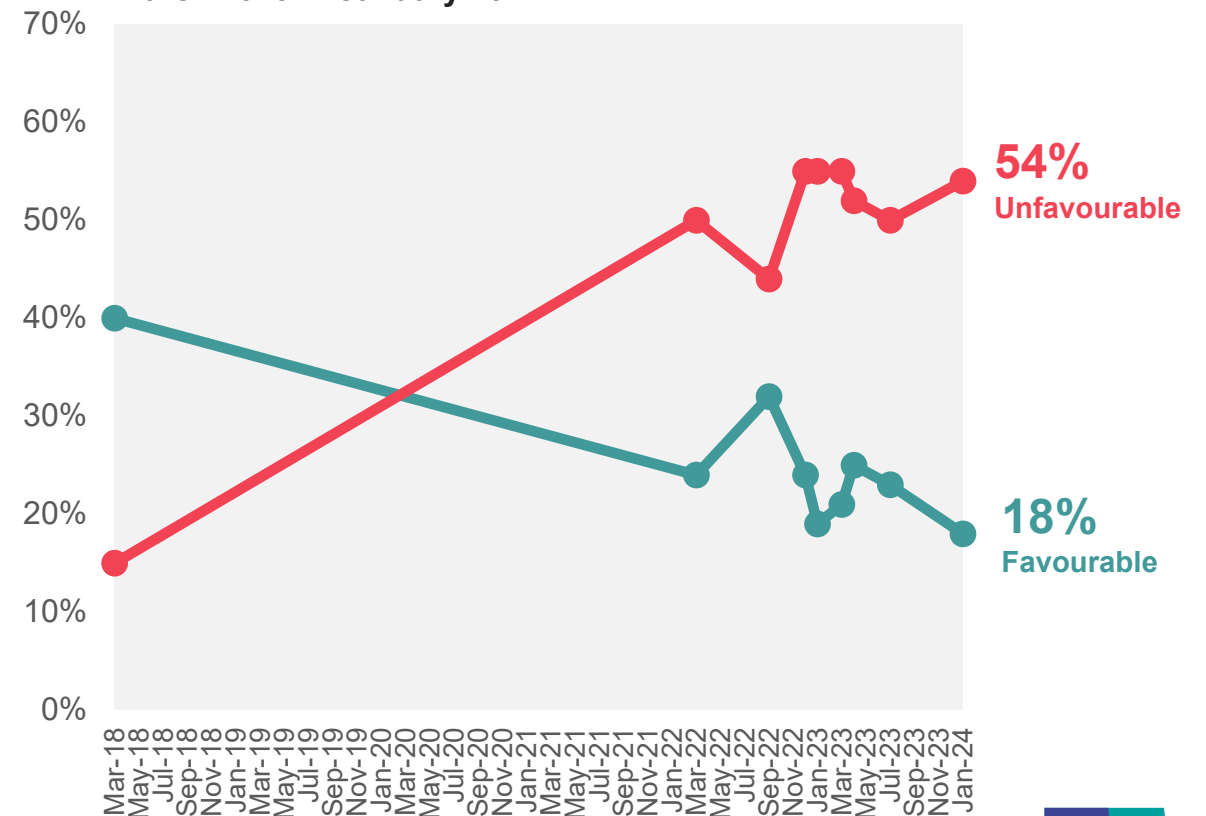
January 2024



Base: 1,077 Online British Adults 18-75, 26 – 29 January 2024

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

March 2018* – January 2024



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