lpsos Attitudes towards the Royal Family

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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?

	Better if abolished	No differen	nce Worse if abolished
January 2024	23%	29%	39%
July 2023	26%	26%	40%
March 2023	24%	31%	38%
January 2023	25%	26%	42%
December 2022	22%	29%	40%
September 2022	22%	22%	47%
June 2022	23%	26%	42%
February 2022	22%	23%	46%
9-10 March 2021	19%	31%	41%
3-4 March 2021	17%	34%	43%
March 2018*	15%	30%	46%



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

Change in

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

	Unfavourable	% favourable since Jul 23					
Prince William, the Prince of Wales		62%	12%	0			
Catherine, the Princess of Wales		61%	11%	+3			
Anne, Princess Royal		56%	10%	-1			
King Charles III		50%	21%	+3			
The Royal Family as a whole		49%	22%	+1			
Prince Edward, the Duke of Edinburgh	37%		17%	-5			
Camilla, Queen Consort	35%		30%	+3			
Prince Harry, the Duke of Sussex	23%	47%		-7			
Meghan, the Duchess of Sussex	18%		54%	-5			
Prince Andrew, the Duke of York	8%	70%		-3			
Base: 1,077 Online British Adults 18-75, 26 – 29 January 2024							

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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?*

	Good job	Neither good nor	Bad job	
January 2024	51%		32%	9%
July 2023	49%		34%	11%
May 2023	53%		25%	14%
April 2023	49%		32%	9%
March 2023	51%		25%	14%
January 2023	55%		28%	11%
December 2022	61%		22%	12%
September 2022	61%		21%	13%
June 2022	49%		25%	20%
May 2022	49%		25%	20%
March 2022	48%		27%	19%

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



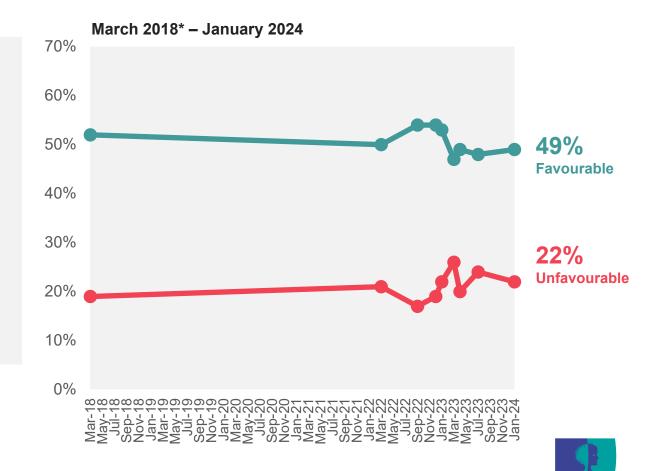
Appendix

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



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 March 2018* – January 2024 70% 50% 60% Favourable 21% 50% 21% 50% **Favourable** Unfavourable 40% 50% 26% Neither 30% 3% 21% 26% Don't know Unfavourable 20% Net = +29 10%

0%

Mar-13 Mar-14 Nur-14 Nar-19 Nar-19 Nar-20 Nar-20 Nar-22 Na

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)

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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 March 2022 – January 2024 70% 35% 60% **Favourable** 30% 50% 35% 30% Unfavourable 35% 40% 32% **Favourable** Neither 30% 30% 3% Unfavourable 20% Don't know 32% Net = +510% 0%

Mar-22 Apr-22 Jun-22 Jun-22 Aug-22 Sep-22 Dec-22 Jan-23 Feb-23 May-23 Jun-23 Jun-23 Sep-23 Sep-23



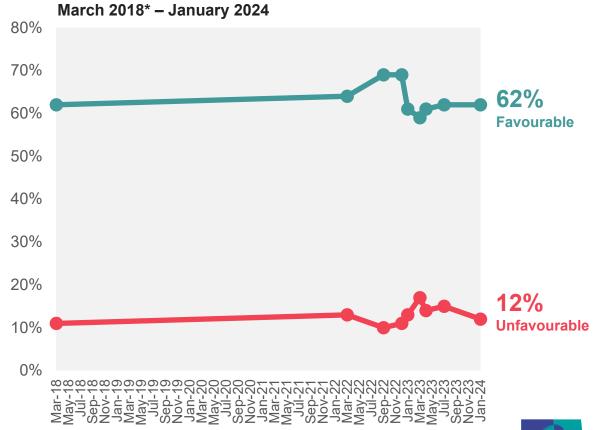
Oct-23 Nov-23 Dec-23 Jan-24

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

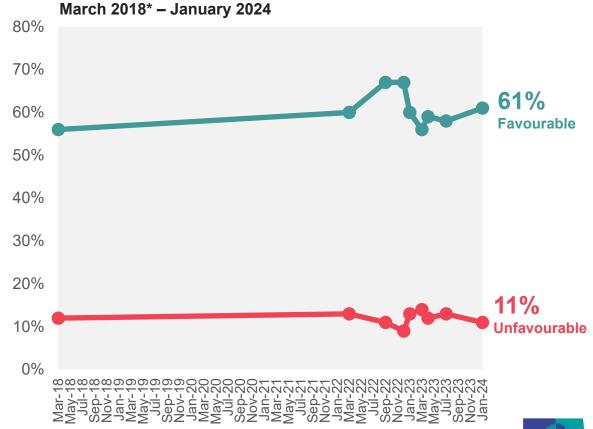
January 2024 80% 62% 70% **Favourable** 12% 60% 12% Unfavourable 50% 22% 22% 40% Neither 62% 30% 4% Don't know 20% Net = +5010%



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 80% 61% 5% 70% **Favourable** 11% 60% 11% Unfavourable 50% 23% 23% 40% Neither 61% 30% 5% Don't know 20% Net = +5010%



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 March 2018* - January 2024 70% 23% 60% Favourable 23% 47% 50% 47% Unfavourable Unfavourable 40% 27% 47% Neither 30% 3% 23% 27% Don't know **Favourable** 20% Net = -2410%

0%

Mar-18 Mar-18 Mar-19 Mar-20 Jul-20 Mar-21 Mar-22 Ma



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 March 2018* – January 2024 70% 18% 60% Favourable 18% 54% Infavourable 54% 50% Unfavourable 40% 23% 23% Neither 30% 54% 4% Don't know 8% 20% **Favourable** Net = -3610%

0%

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