lpsos Attitudes towards the Royal Eamily

lpsos

April 2024

Almost half 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?

| | Better if abolished | No differen | ce Worse if abolished | | |
|-----------------------|----------------------------------------------------------|-------------|-----------------------|--|--|
| April 2024 | 24% | 25% | 46% | | |
| 26 - 28 March 2024 | 24% | 31% | 38% | | |
| 29 Feb - 3 March 2024 | 25% | 24% | 41% | | |
| 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% | | |
| | Base: 2 166 Online British adults aged 18-75 26 - | | | | |



Base: 2,166 Online British adults aged 18-75, 26 - 29 April 2024

% change since Apr 23

lpso

| hink a | | | Since Apr 23 |
|-------------------|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------|
| onarchy | A hereditary monarchy does make sense in a modern democracy, and Britain should keep it | 41% | +5 |
| e in a | A hereditary monarchy does not make sense in a modern democracy, and Britain should become a republic | 22% | +2 |
| ocracy, | A hereditary monarchy does not make sense in a modern democracy, but Britain should keep it | 19% | - |
| 1 in 5 hould | A hereditary monarchy does make sense in a modern democracy, but Britain should become a republic | 6% | +1 |
| ven if it | None of these | 4% | -3 |
| e sense | Don't know | 8% | -4 |
| | | | |
| | A hereditary monarchy does make sense | 47% | +5 |
| e UK is a a | A hereditary monarchy does not make sense | 41% | +2 |
| rch as | | | |
| hich of s come | Should keep the monarchy | 60% | +5 |
| iew on | Should become a republic | 28% | +3 |
| | | Base: 2,166 Online British adults aged 18-75, 26 - 29 April 2024 | 4 |

Two in five think a hereditary monarchy makes sense in a modern democracy, and another 1 in 5 say Britain should still keep it even if it doesn't make sense

As you know, the UK is a democracy with a hereditary monarch as head of state. Which of these statements come closest to your view on the monarchy?

The Prince and Princess of Wales remain the most popular Royals, while several core members have received a boost since last month

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

| | Favourable | | | | Unfavourable | % favourable since Mar 24 |
|--------------------------------------|------------|-----|-----|-----|--------------|------------------------------|
| Catherine, the Princess of Wales | | | 69% | | 10% | +8 |
| Prince William, the Prince of Wales | | | 69% | | 13% | +9 |
| Anne, Princess Royal | | | 64% | | 11% | +8 |
| King Charles III | | 56% | | | 21% | +7 |
| The Royal Family as a whole | | 56% | | | 21% | +8 |
| Prince Edward, the Duke of Edinburgh | | 48% | | | 16% | +5 |
| Camilla, Queen Consort | | 43% | | | 30% | +5 |
| Princess Beatrice | 32% | | | | 19% | N/A |
| Princess Eugenie | 31% | | | | 20% | N/A |
| Prince Harry, the Duke of Sussex | 31% | | | 46% | | +3 |
| Meghan, the Duchess of Sussex | 25% | | | 53% | | +2 |
| Prince Andrew, the Duke of York | 12% | | 70% | | | +1 |
| | | | | | | and the second second |

Base: 2,166 Online British adults aged 18-75, 26 - 29 April 2024 *N/A – not asked in the March 2024 survey



Change in

Over 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 | Bac | l job | | | |
|----------------|----------|----------------------|----------|-------|-----|-----|----------|
| April 2024 | | | 56% | | 30% | | 11% |
| March 2024 | | 48% | | | 36% | | 11% |
| January 2024 | | 51% | 6 | | 32% | | 9% |
| July 2023 | | 49% | | | 34% | | 11% |
| May 2023 | | 5 | 3% | | 25% | | 14% |
| April 2023 | | 49% | | | 32% | | 9% |
| March 2023 | | 519 | % | | 25% | | 14% |
| January 2023 | | | 55% | | 28% | | 11% |
| December 2022 | | | 6' | 1% | 22% | | 12% |
| September 2022 | | | 6' | 1% | 21% | | 13% |
| June 2022 | | 49% | | 25 | 5% | 20% | |
| May 2022 | | 49% | | 25 | 5% | 20% | |
| March 2022 | | 48% | | 27 | ′% | 19% | 6 |

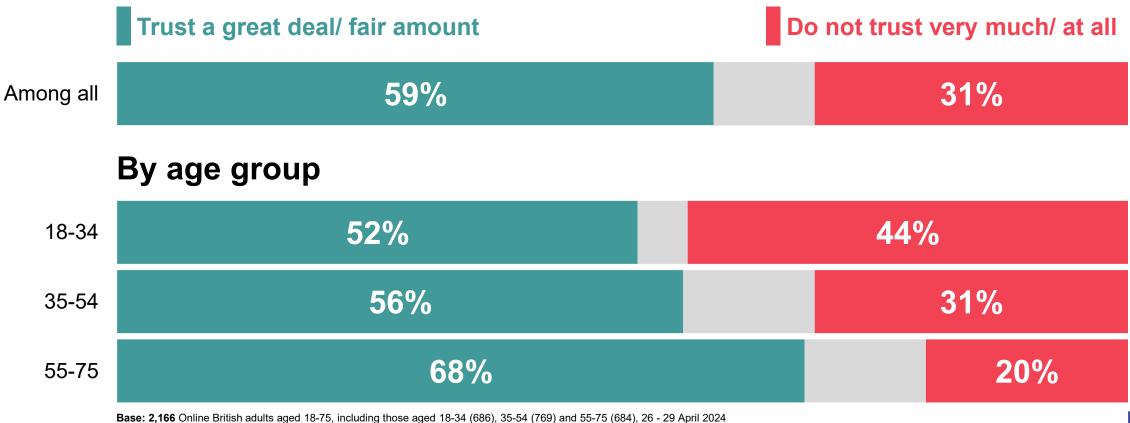
Base: 2,166 Online British adults aged 18-75, 26 - 29 April 2024

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



Over half say they would personally trust the accuracy of pictures released by the Royal Family but three in ten say otherwise

To what extent, if at all, would you personally trust the accuracy of pictures released by the Royal Family?

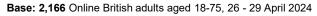




Two in five support Princess Eugenie and Beatrice temporarily becoming a fulltime working royal, opinion is more divided on Harry and against Prince Andrew

As you may know, King Charles III and The Princess of Wales (formerly Kate Middleton) have currently postponed public-facing royal duties due to health concerns. To what extent, if at all, would you support or oppose each of the following becoming full-time working royals on a <u>temporary basis</u> during this period?

| Strongly/ tend to support | Neither support nor oppo | se | Strongly/ 1 | tend to oppose | |
|---------------------------------|--------------------------|-----|-------------|----------------|-----|
| Princess Eugenie | 4 | 2% | | 34% | 19% |
| Princess Beatrice | 4 | 1% | | 34% | 20% |
| Prince Harry | 34% | 2 | 0% | 44% | |
| Prince Andrew, the Duke of York | 16% 15% | 66% | | | |

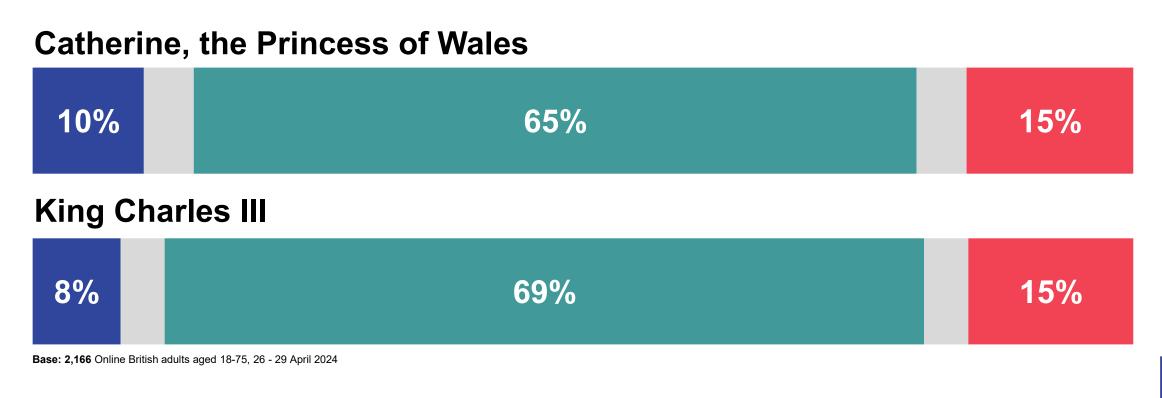




Two in three think the Royal Family have released about the right amount of information about the health of the Princess of Wales and King Charles III

Thinking about the last few months, do you think the Royal Family have released too much information, not enough information, or about the right amount of information about the health of each of the following?

Too much About the right amount Not enough





A third think Camilla should be officially known as Camilla, Queen Consort. This is followed by a quarter who prefer "Queen Camilla"

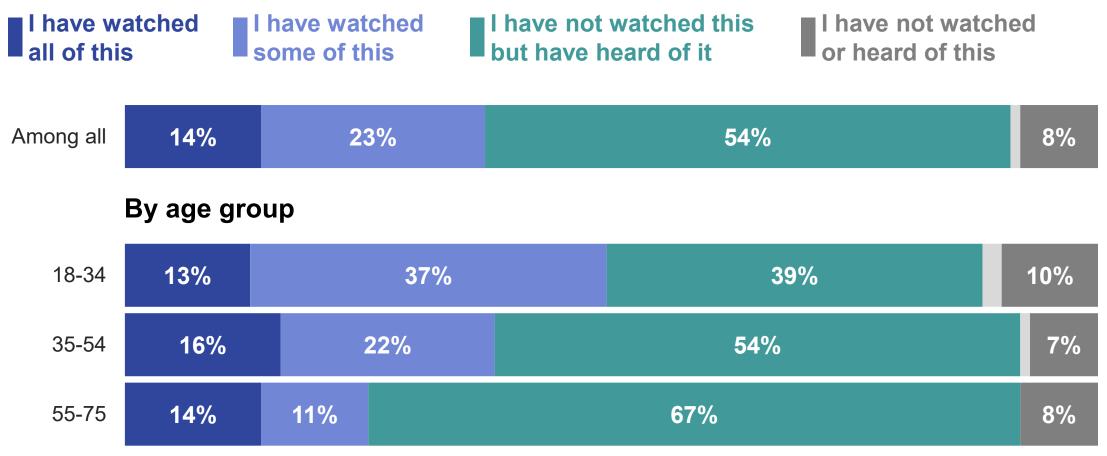
Thinking about King Charles III's wife, Camilla, which of the following, if any, do you personally think she should be officially known as?

| 35% | Camilla, Queen Consort |
|-----|--------------------------------------|
| 25% | Queen Camilla |
| 18% | Camilla, The Duchess of Cornwall |
| 16% | She shouldn't have an official title |
| 7% | Don't know |



Two in five say they have watched at least some of "the Crown"

Which of the following best describes whether or not you have watched "The Crown" which was a programme about the Royal Family on Netflix from 2016 - 2023?

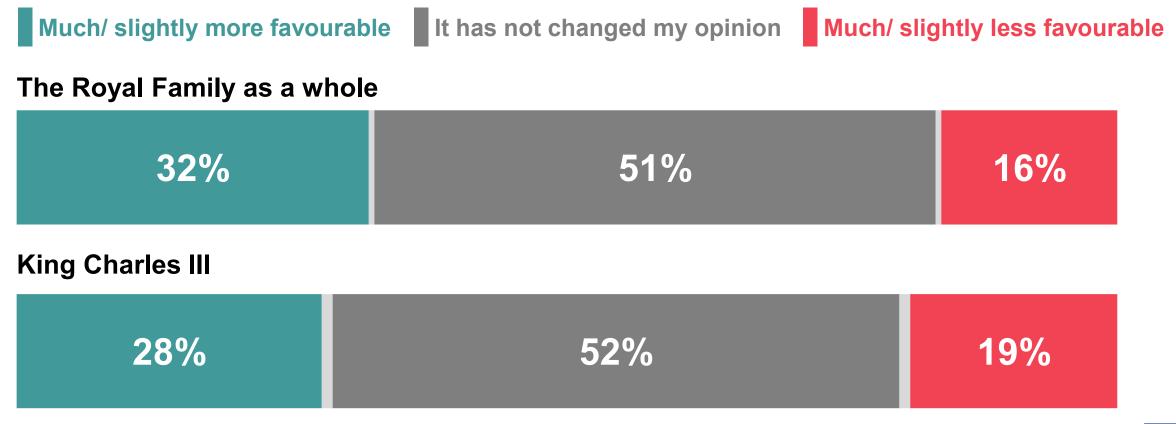




Base: 2,166 Online British adults aged 18-75, including those aged 18-34 (686), 35-54 (796) and 55-75 (684), 26 - 29 April 2024

Among those who have watched "The Crown", half say it has not changed their opinion of King Charles III or the Royal Family as a whole

To what extent has the Netflix programme "The Crown" made you feel more or less favourable to each of the following, or has it not changed your opinion?



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Base: 837 Online British adults aged 18-75 who have watched "The Crown", 26 - 29 April 2024

Appendix

Favourability trends for specific members of the Royal Family

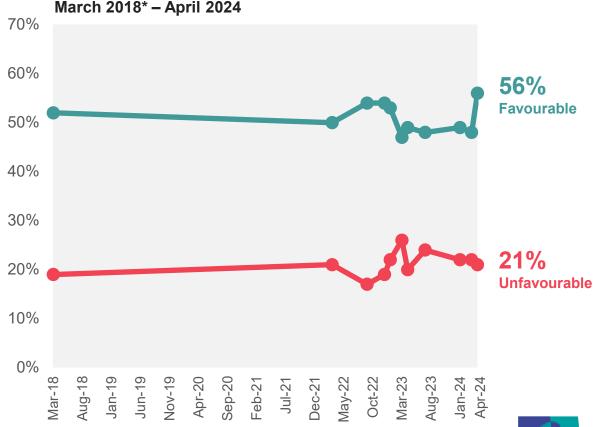


The Royal Family as a whole: Favourability

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

April 2024 March 2018* – April 2024 70% 1% 56% 60% Favourable 21% 21% 50% Unfavourable 40% 22% 56% Neither 30% 22% 1% Don't know 20% Net = +35 10%

Base: 2,166 Online British adults aged 18-75, 26 - 29 April 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?

April 2024 March 2018* – April 2024 70% 1% 56% 60% 56% Favourable 21% **Favourable** 21% 50% Unfavourable 40% 22% 56% Neither 30% 22% 1% 21% Don't know 20% Unfavourable Net = +35 10%

0%

Mar-18

Aug-18

Jan-19

Jun-19

Nov-19

Apr-20

Sep-20

Feb-21 Jul-21 Dec-21

May-22

Oct-22

Mar-23

Aug-23

Jan-24 Apr-24

Base: 2,166 Online British adults aged 18-75, 26 - 29 April 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?

April 2024 March 2022 – April 2024 70% 43% 2% 60% Favourable 30% 50% 30% 43% Unfavourable 43% **Favourable** 40% 25% 30% Neither 30% Unfavourable 2% 20% Don't know 25% Net = +13 10% 0% Aug-22 Apr-24 Jan-23 Jun-23 Nov-23 Base: 2,166 Online British adults aged 18-75, 26 - 29 April 2024 Mar-22

Prince William: Favourability

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

April 2024 March 2018* – April 2024 80% 1% 69% 70% 13% Favourable 60% 13% Unfavourable 50% 18% 18% 40% Neither 69% 30% 1% Don't know 20% Net = +56 10%

0%

Mar-18

Aug-18

Jan-19

Jun-19

Nov-19

Apr-20

Sep-20

Feb-21

Jul-21

Dec-21

May-22

Oct-22

Mar-23

Aug-23

Jan-24

Apr-24

Base: 2,166 Online British adults aged 18-75, 26 - 29 April 2024 *Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



69%

13%

Unfavourable

Favourable

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?

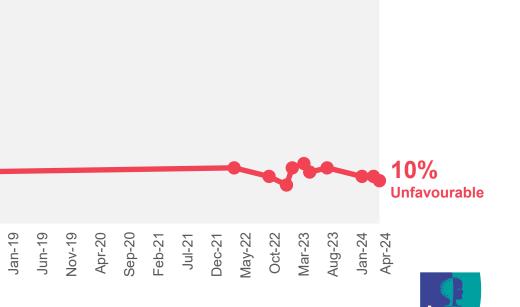
April 2024 March 2018* – April 2024 80% **69%** 3% 70% 10% **Favourable** 60% 10% Unfavourable 50% 19% 19% 40% Neither 69% 30% 3% Don't know 20% Net = +5910%

0%

Mar-18

Aug-18

Base: 2,166 Online British adults aged 18-75, 26 - 29 April 2024 *Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



69%

Favourable

Prince Harry: Favourability

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

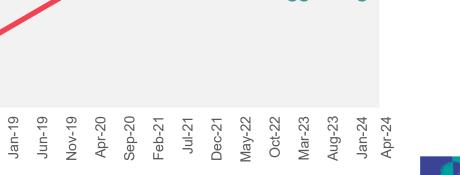
April 2024 March 2018* - April 2024 70% 1% 31% 60% Favourable 31% 46% 50% 46% Unfavourable Unfavourable 46% 40% 22% 31% Neither 30% **Favourable** 1% Don't know 20% 22% Net = -1510%

0%

Mar-18

Aug-18

Base: 2,166 Online British adults aged 18-75, 26 - 29 April 2024 *Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



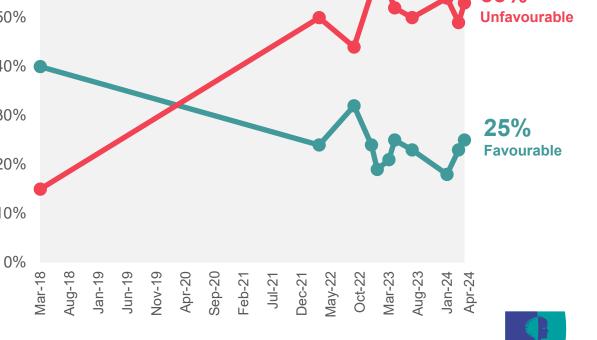


Meghan, The Duchess of Sussex: Favourability

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

April 2024 March 2018* – April 2024 70% 25% 2% 60% Favourable 53% 25% 53% 50% Unfavourable 40% 20% 53% Neither 30% 25% 20% 2% Don't know 20% Net = -28 10%

Base: 2,166 Online British adults aged 18-75, 26 - 29 April 2024 *Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



Ipsos

April 2024

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