

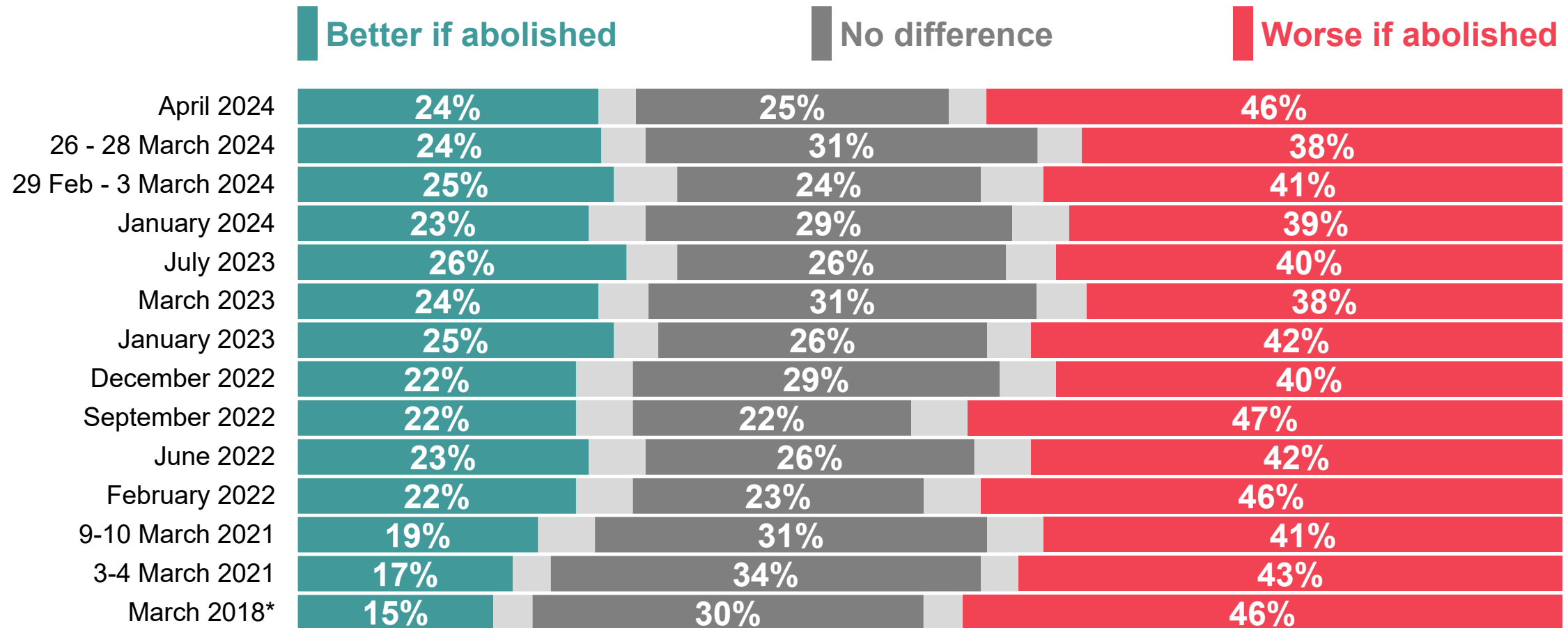


Ipsos Attitudes towards the Royal Family

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 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?

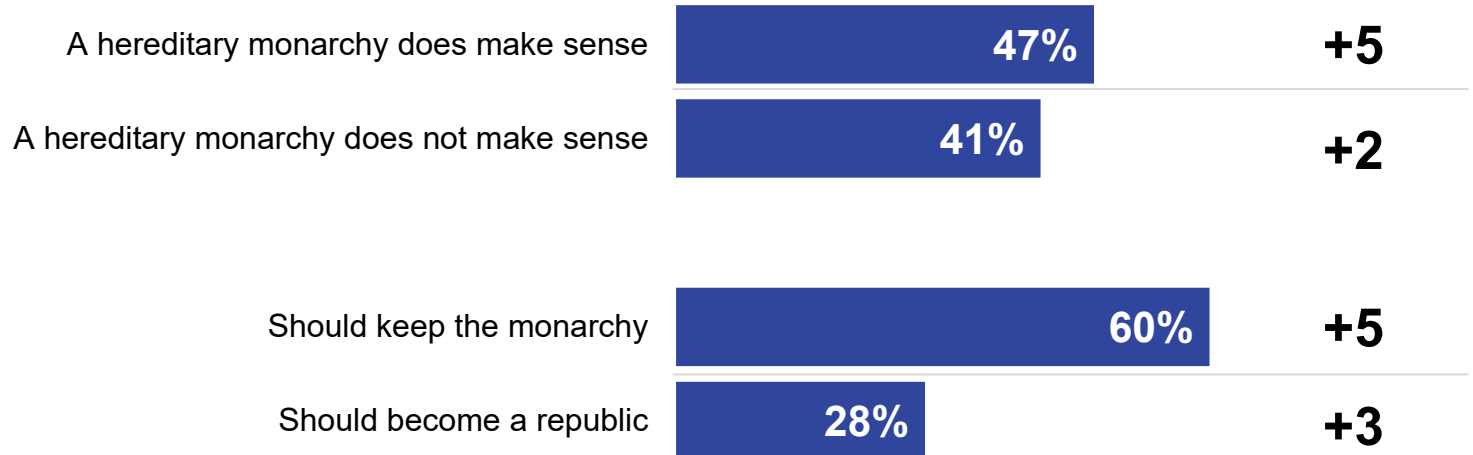
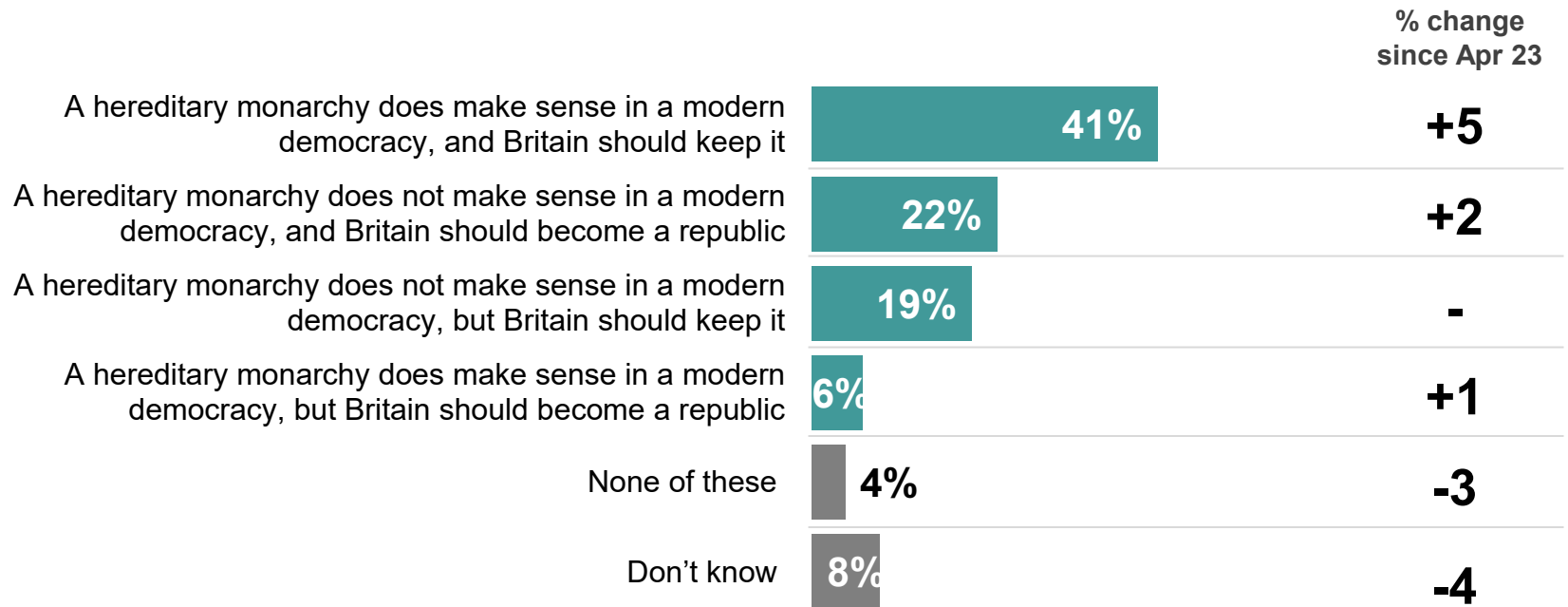


Base: 2,166 Online British adults aged 18-75, 26 - 29 April 2024

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

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?

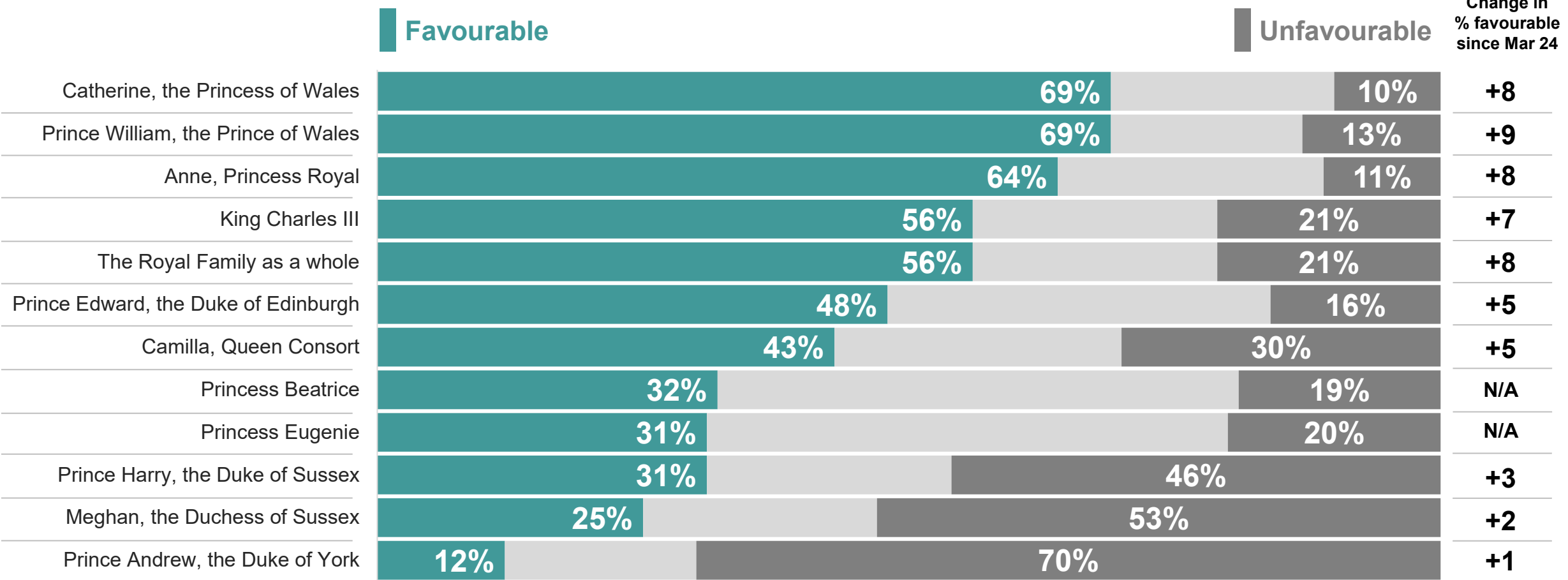


Base: 2,166 Online British adults aged 18-75, 26 - 29 April 2024



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?

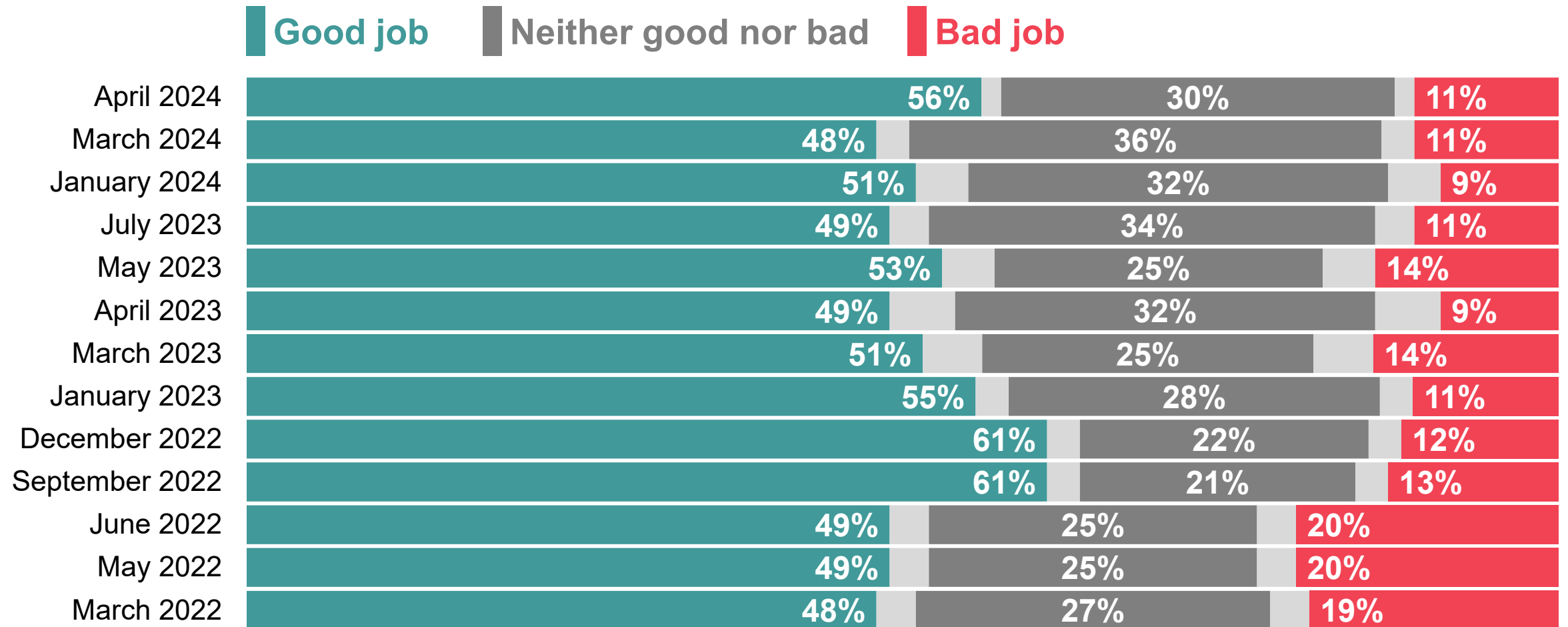


Base: 2,166 Online British adults aged 18-75, 26 - 29 April 2024
 *N/A – not asked in the March 2024 survey



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?*

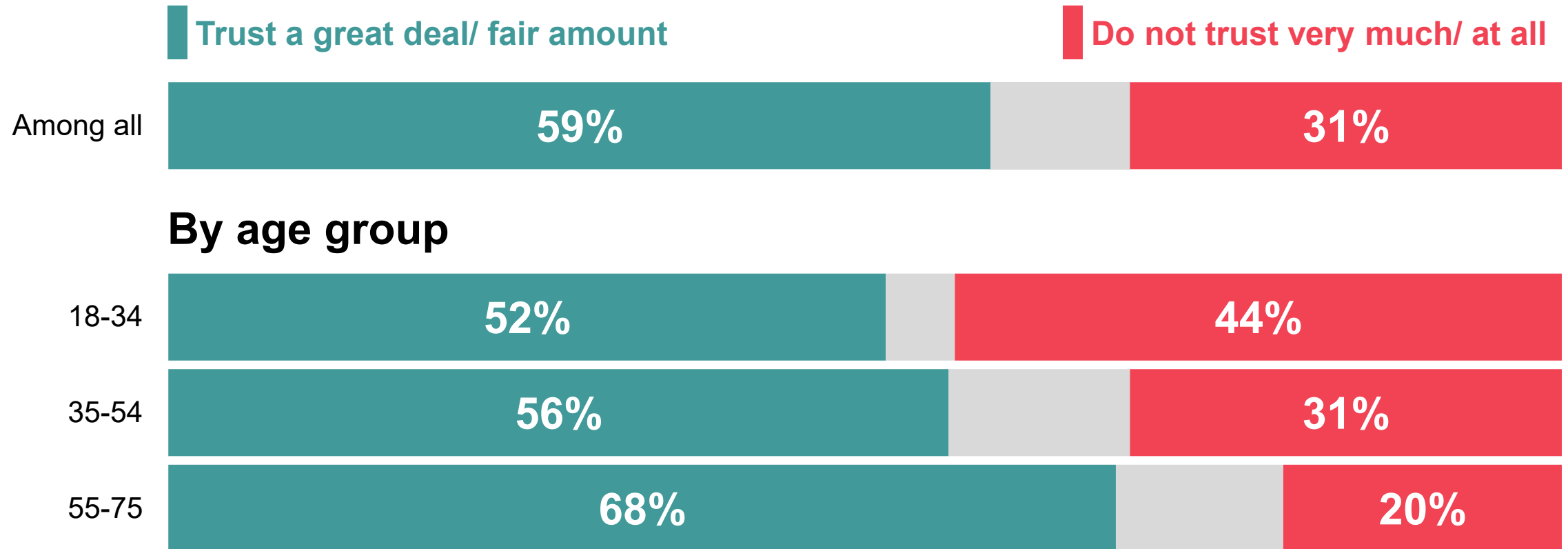


Base: 2,166 Online British adults aged 18-75, 26 - 29 April 2024

* 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

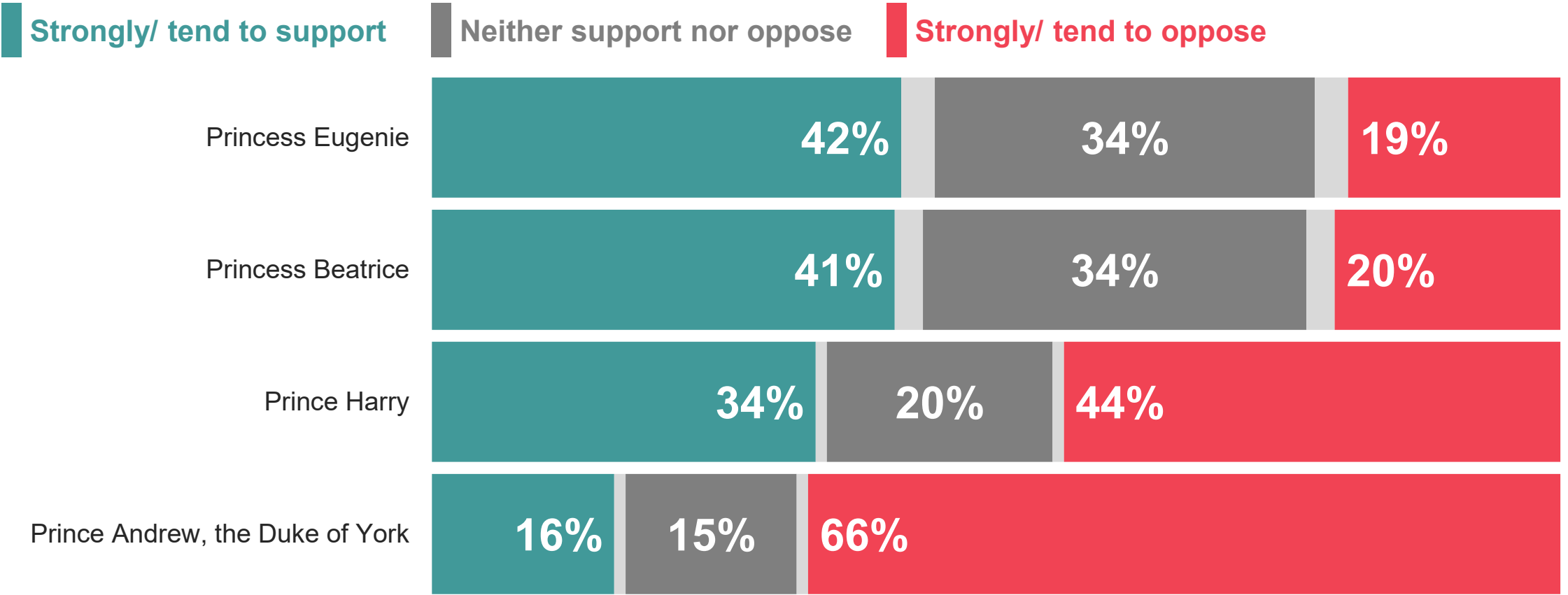
To what extent, if at all, would you personally trust the accuracy of pictures released by the Royal Family?



Base: 2,166 Online British adults aged 18-75, including those aged 18-34 (686), 35-54 (769) and 55-75 (684), 26 - 29 April 2024

Two in five support Princess Eugenie and Beatrice temporarily becoming a full-time 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 temporary basis during this period?



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

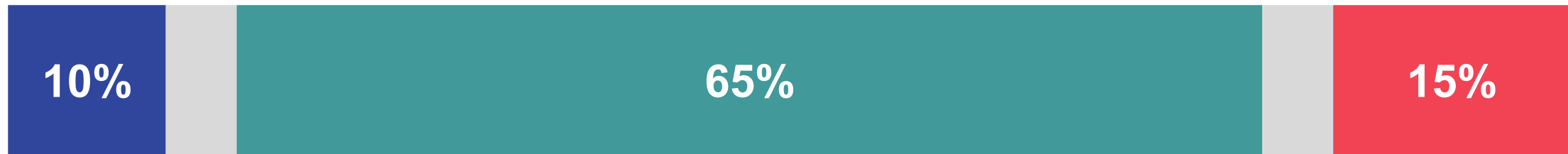


Two in three think the Royal Family have released about the right amount of information about the health of the Princess of Wales and King Charles III

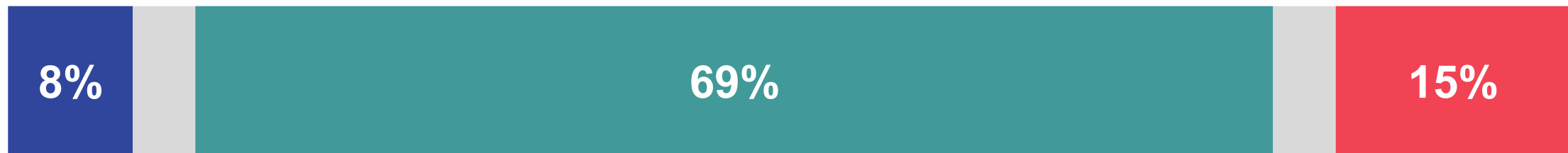
Thinking about the last few months, do you think the Royal Family have released too much information, not enough information, or about the right amount of information about the health of each of the following?

Too much **About the right amount** **Not enough**

Catherine, the Princess of Wales



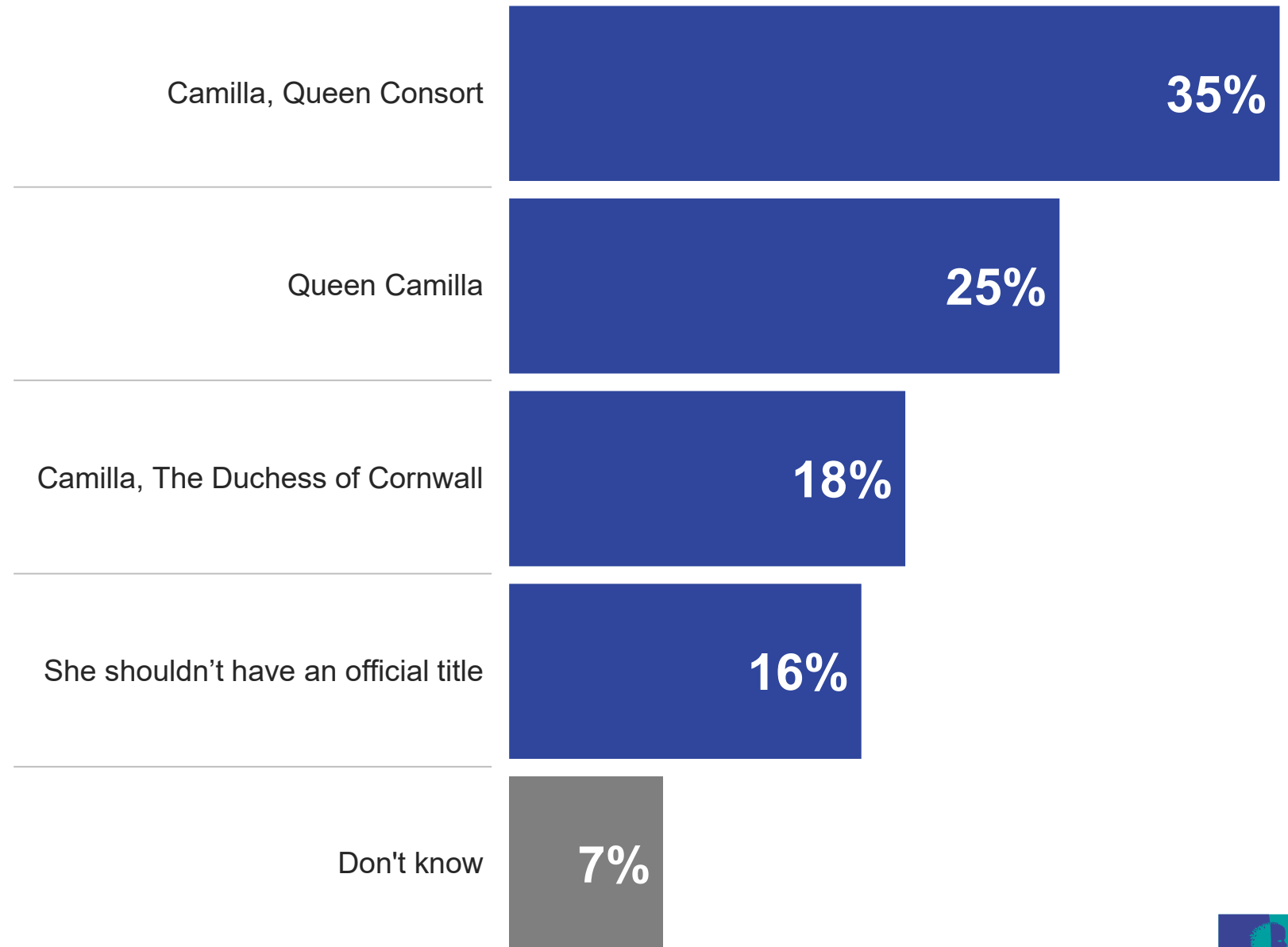
King Charles III



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

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?



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

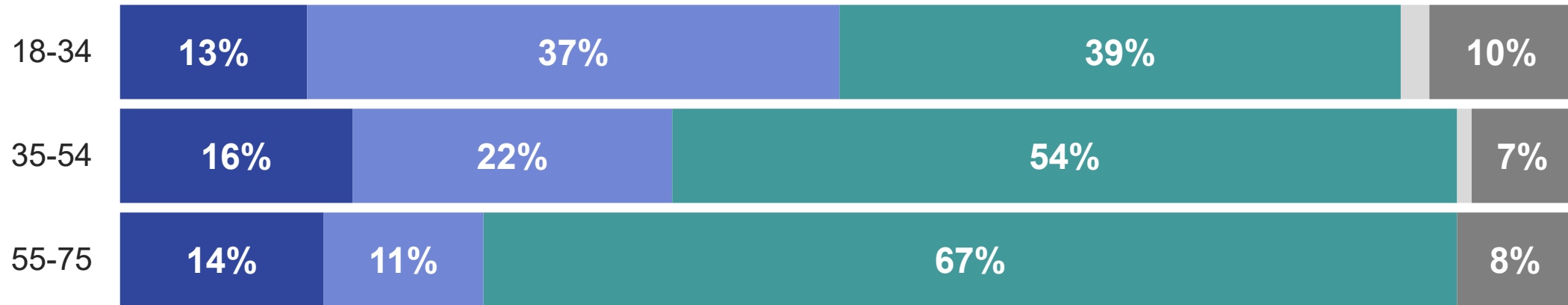
Two in five say they have watched at least some of “the Crown”

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?

I have watched all of this **I have watched some of this** **I have not watched this but have heard of it** **I have not watched or heard of this**



By age group



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

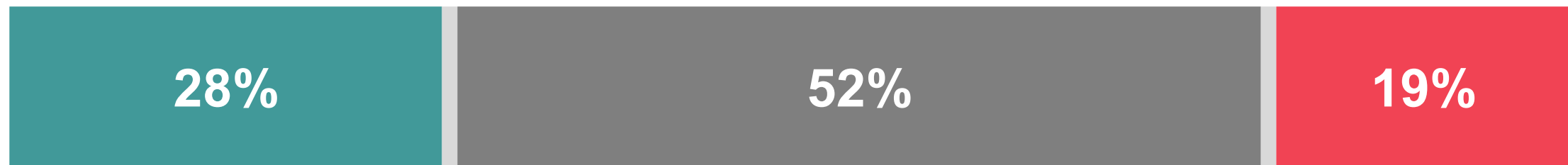
To what extent has the Netflix programme “The Crown” made you feel more or less favourable to each of the following, or has it not changed your opinion?

Much/ slightly more favourable **It has not changed my opinion** **Much/ slightly less favourable**

The Royal Family as a whole



King Charles III



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

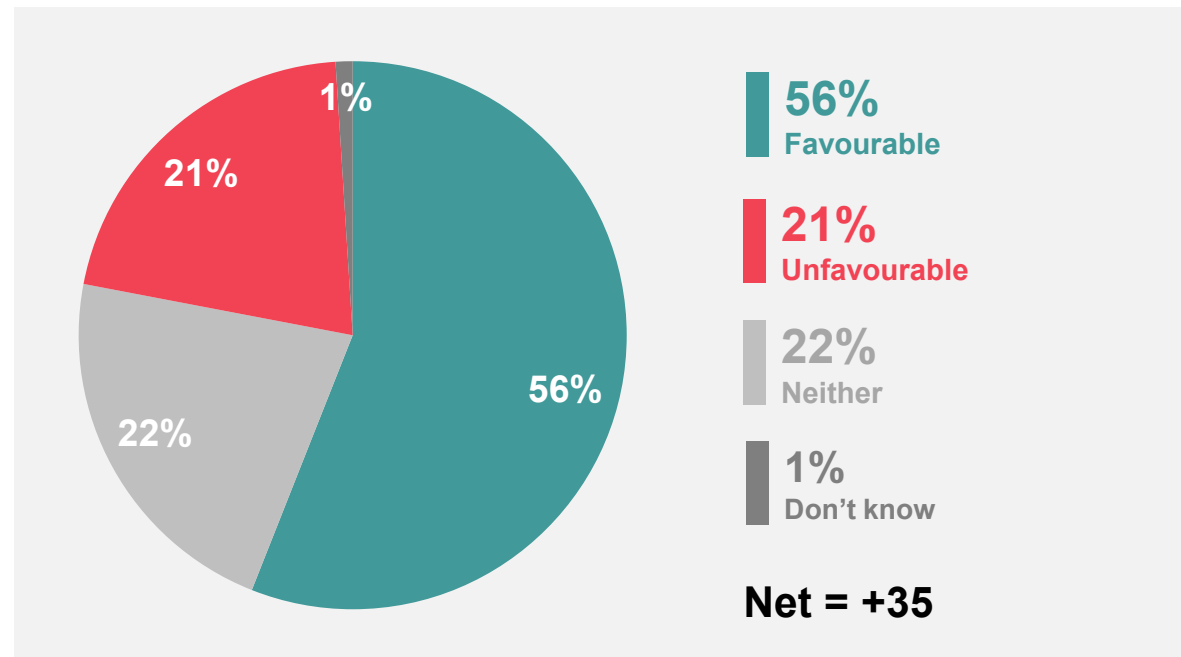
Appendix

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?

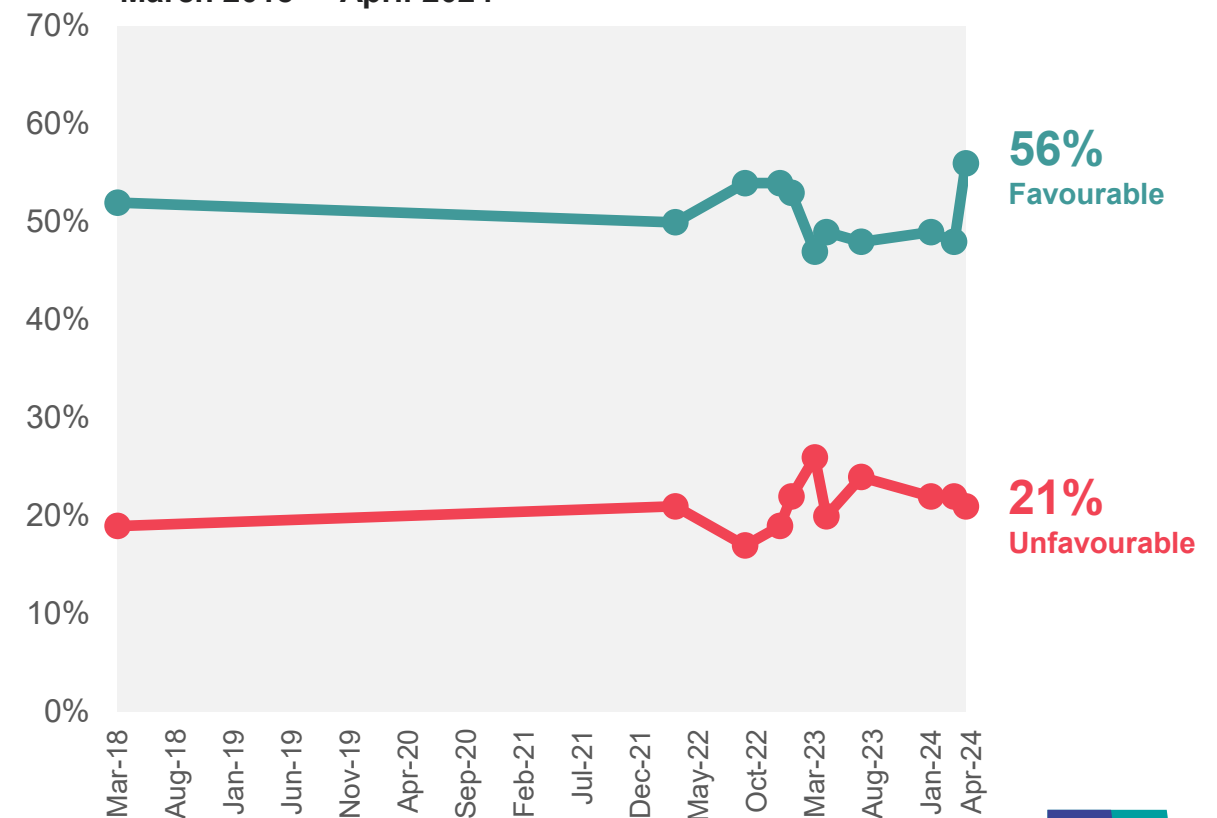
April 2024



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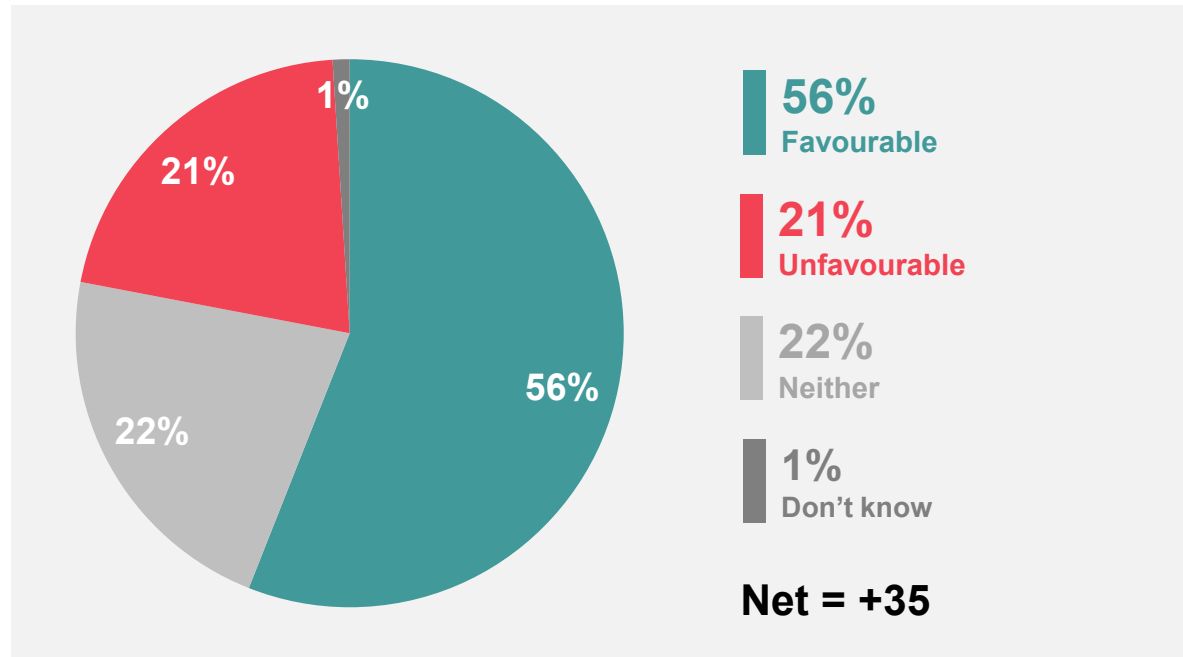
March 2018* – April 2024



King Charles III: Favourability

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

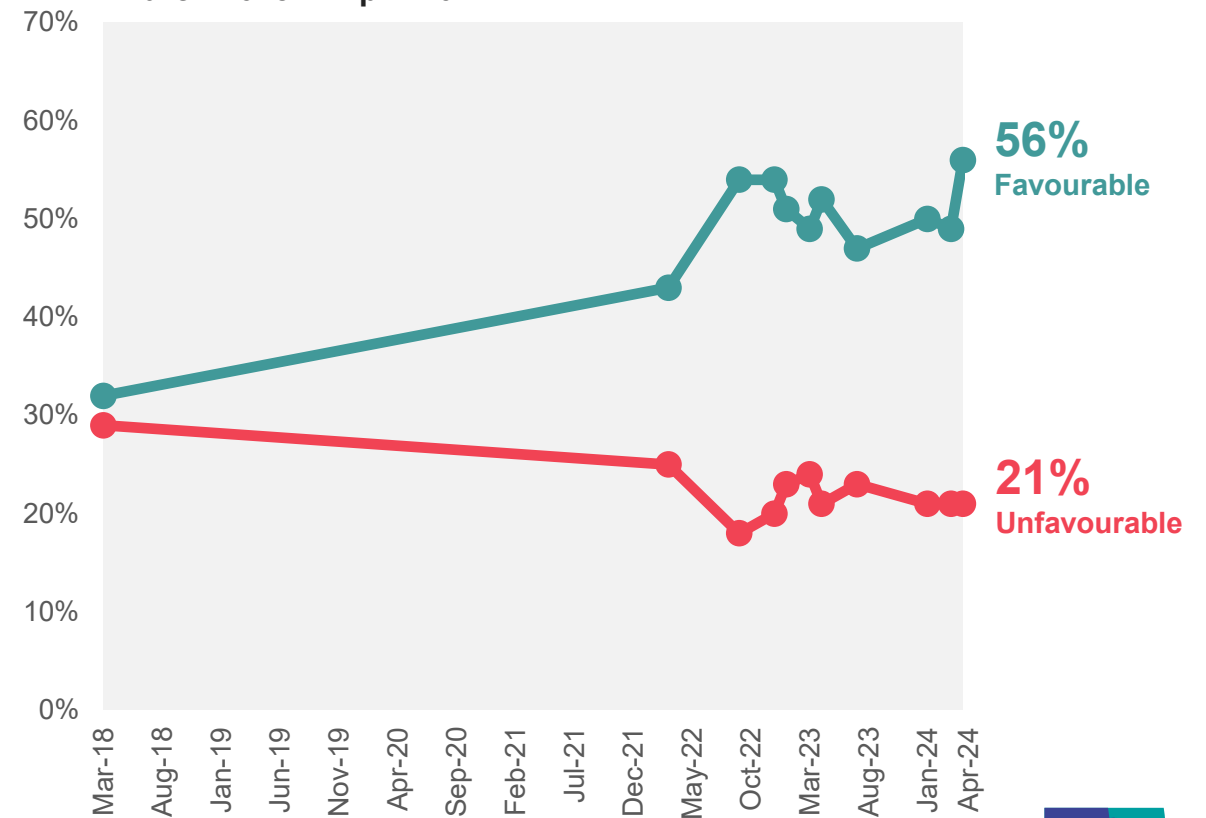
April 2024



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)

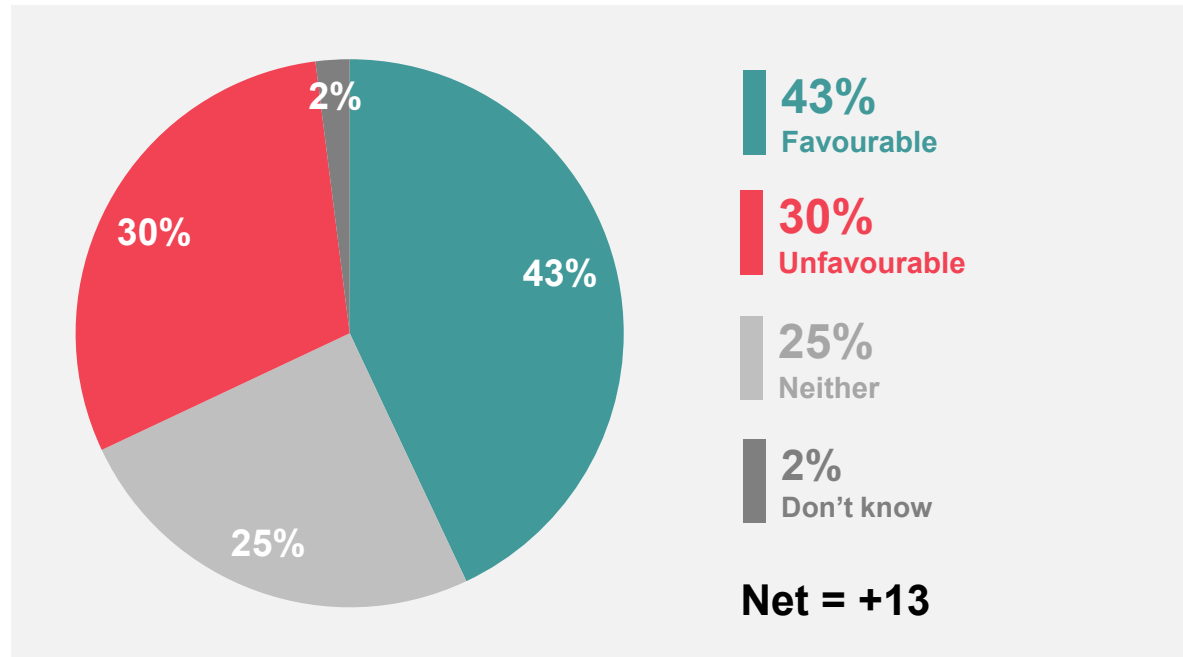
March 2018* – April 2024



Camilla, Queen Consort: Favourability

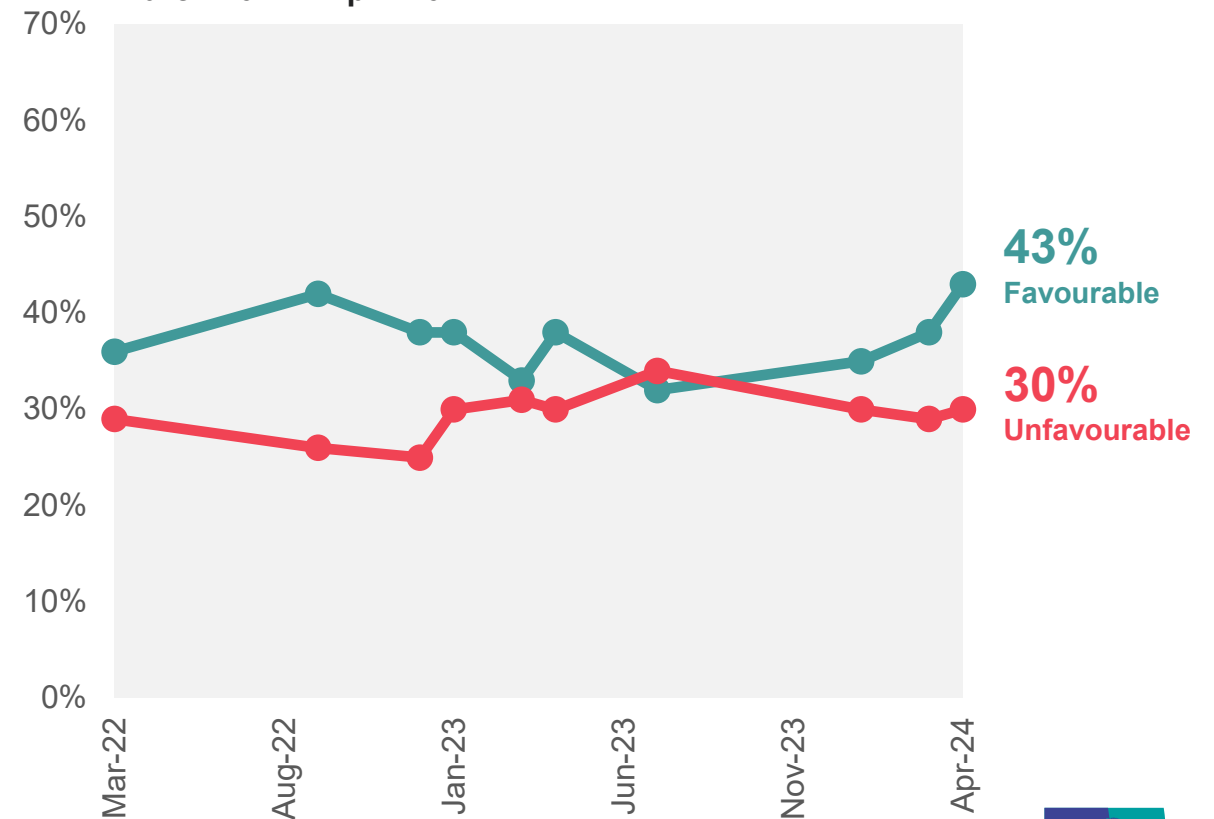
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

April 2024



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

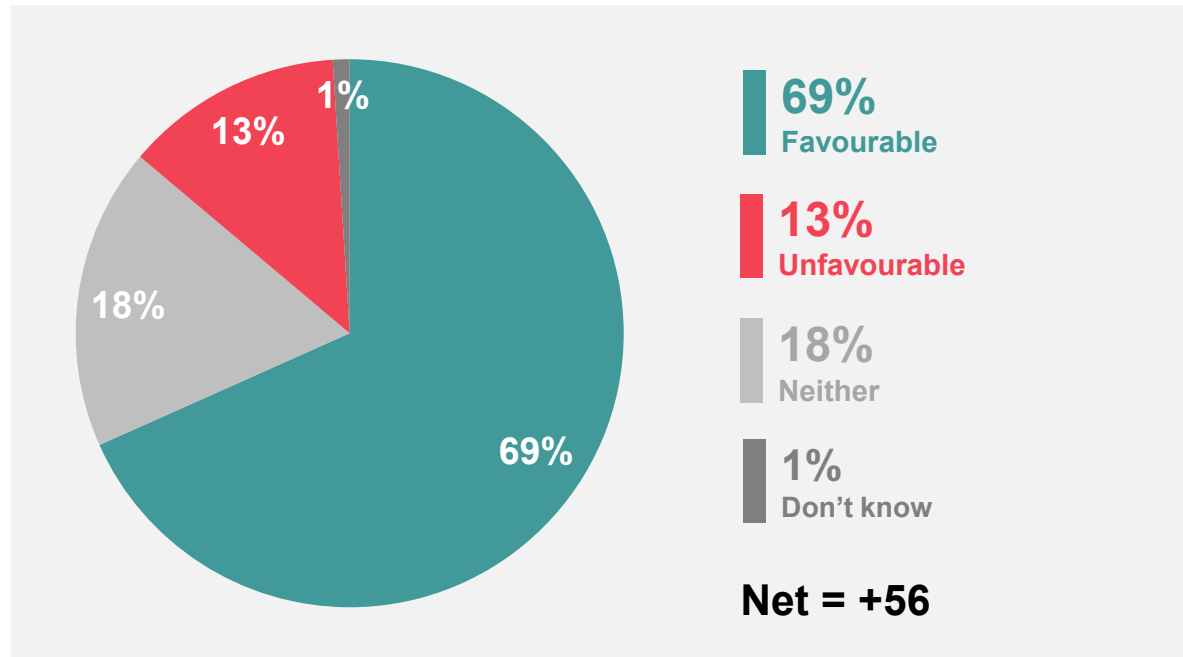
March 2022 – April 2024



Prince William: Favourability

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

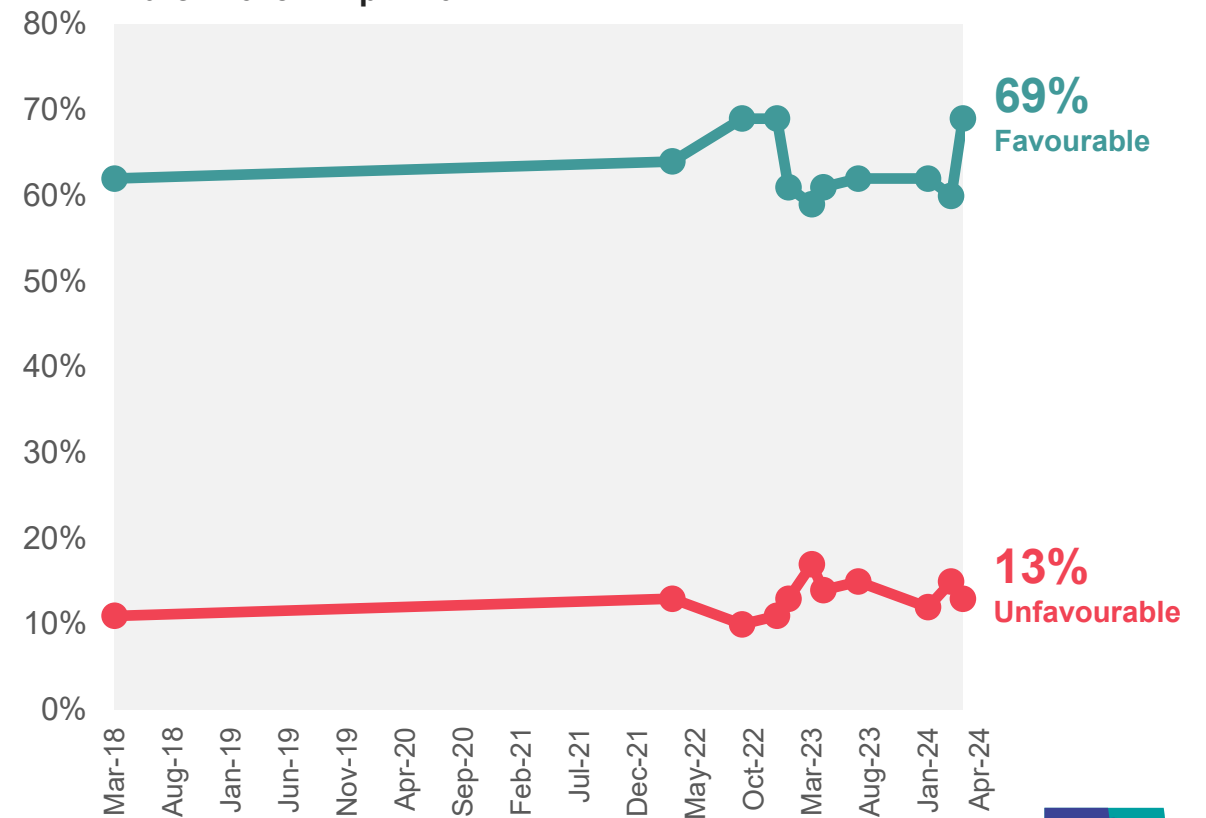
April 2024



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)

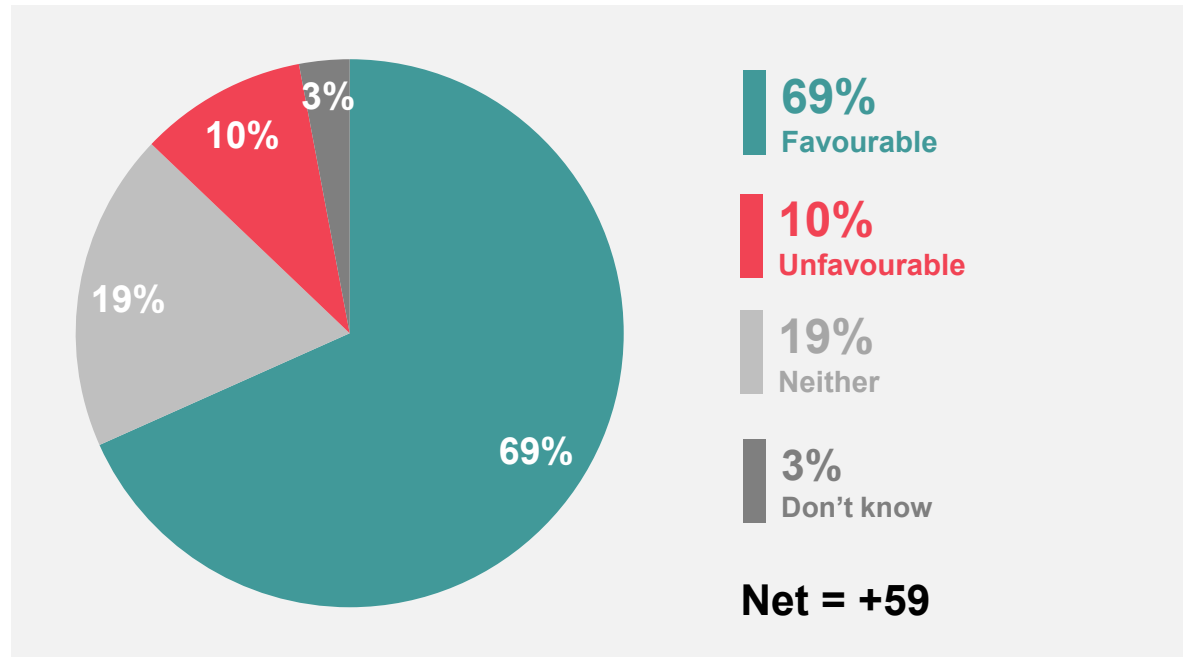
March 2018* – April 2024



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?

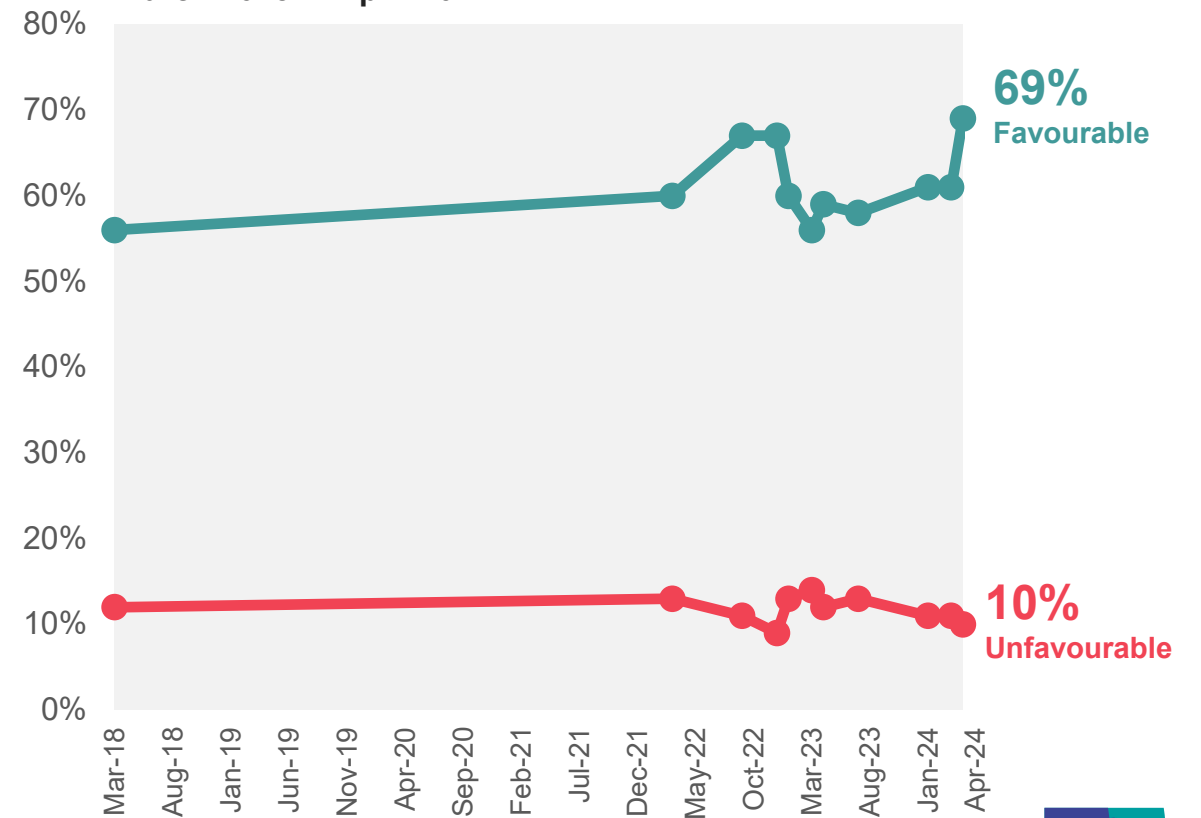
April 2024



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)

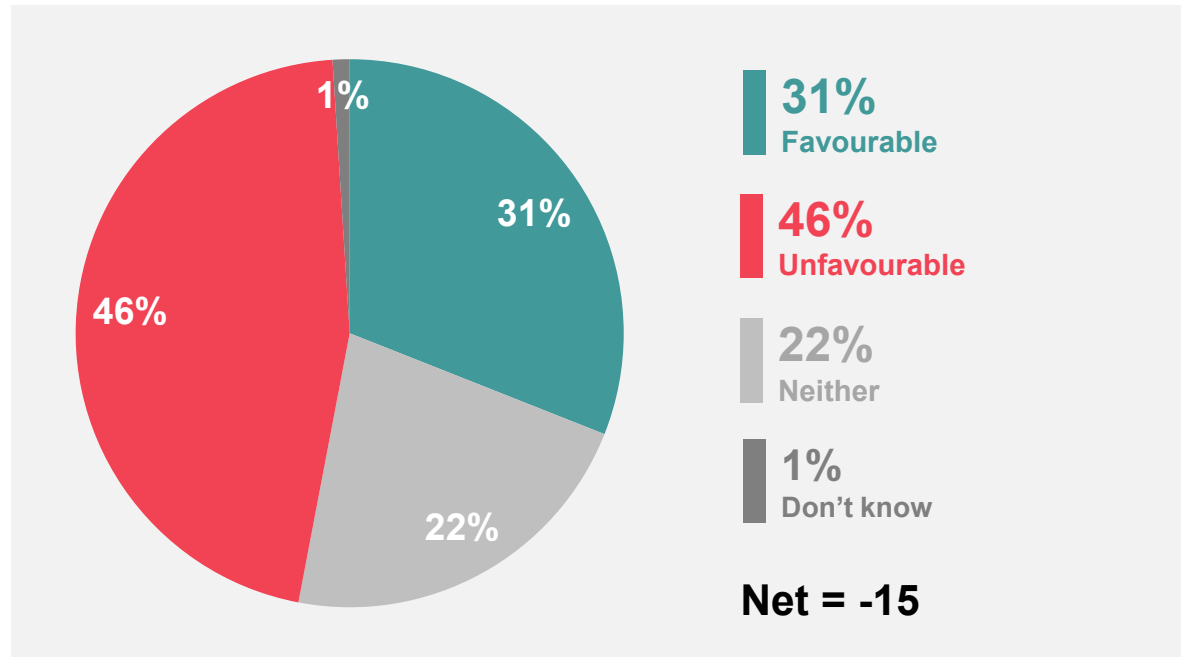
March 2018* – April 2024



Prince Harry: Favourability

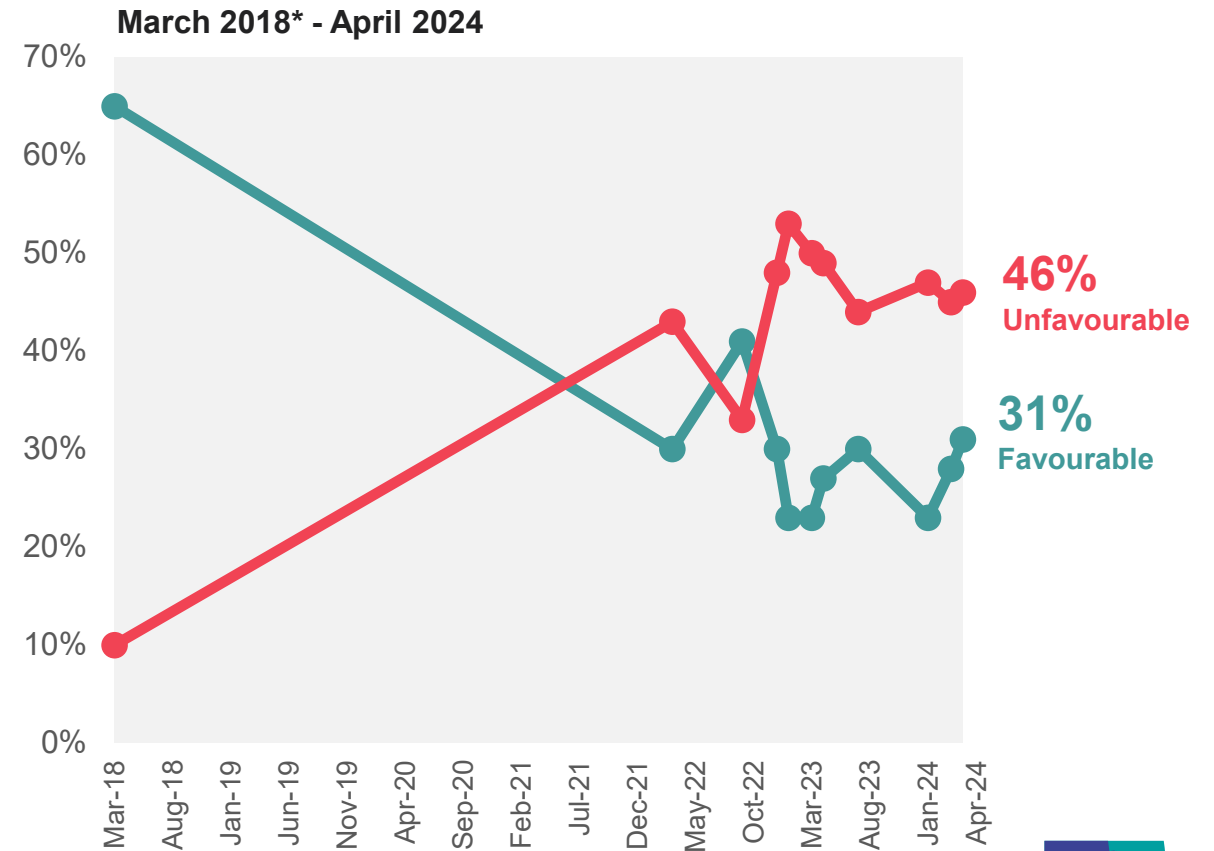
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

April 2024



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

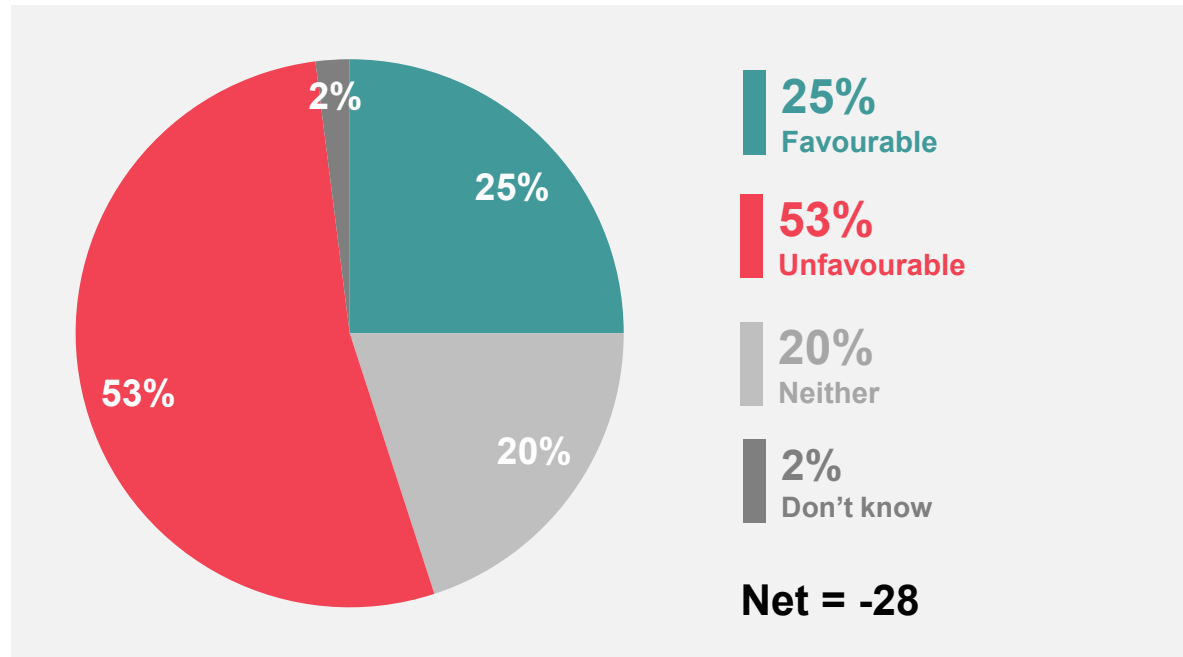
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



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?

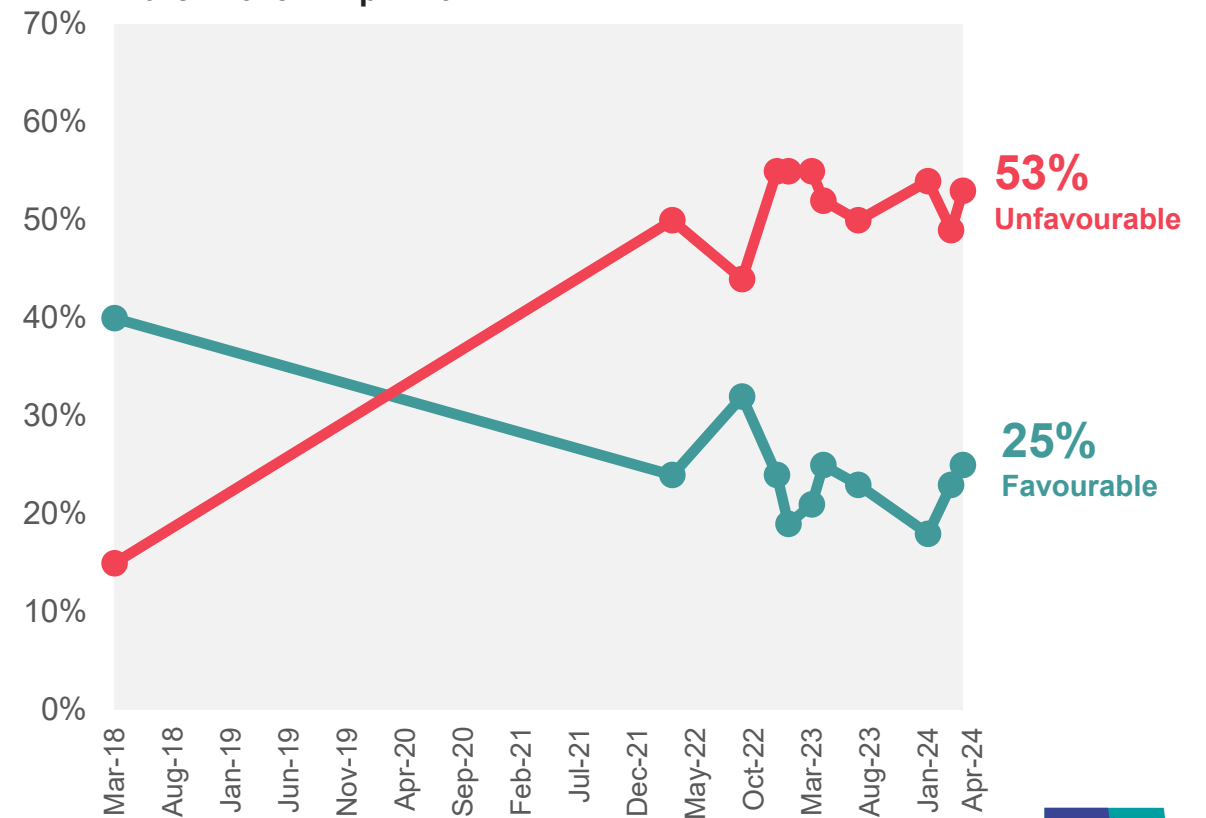
April 2024



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)

March 2018* – April 2024



Ipsos

April 2024

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