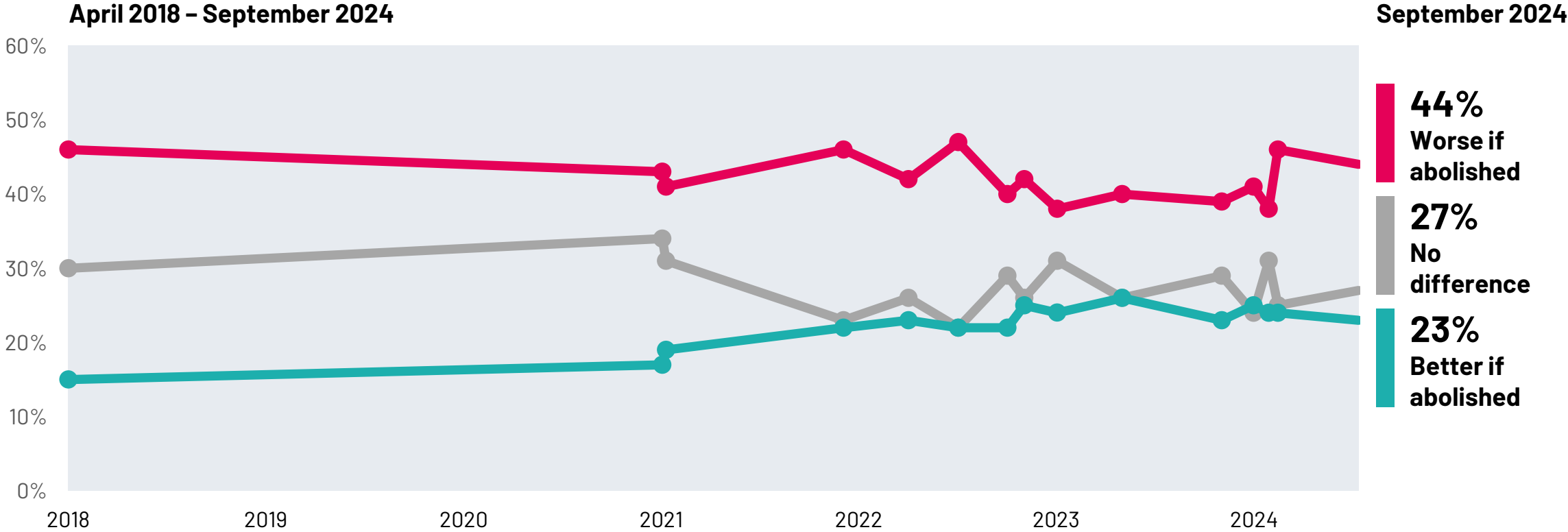


Ipsos Royals polling

September 2024

Two in five continue to 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?

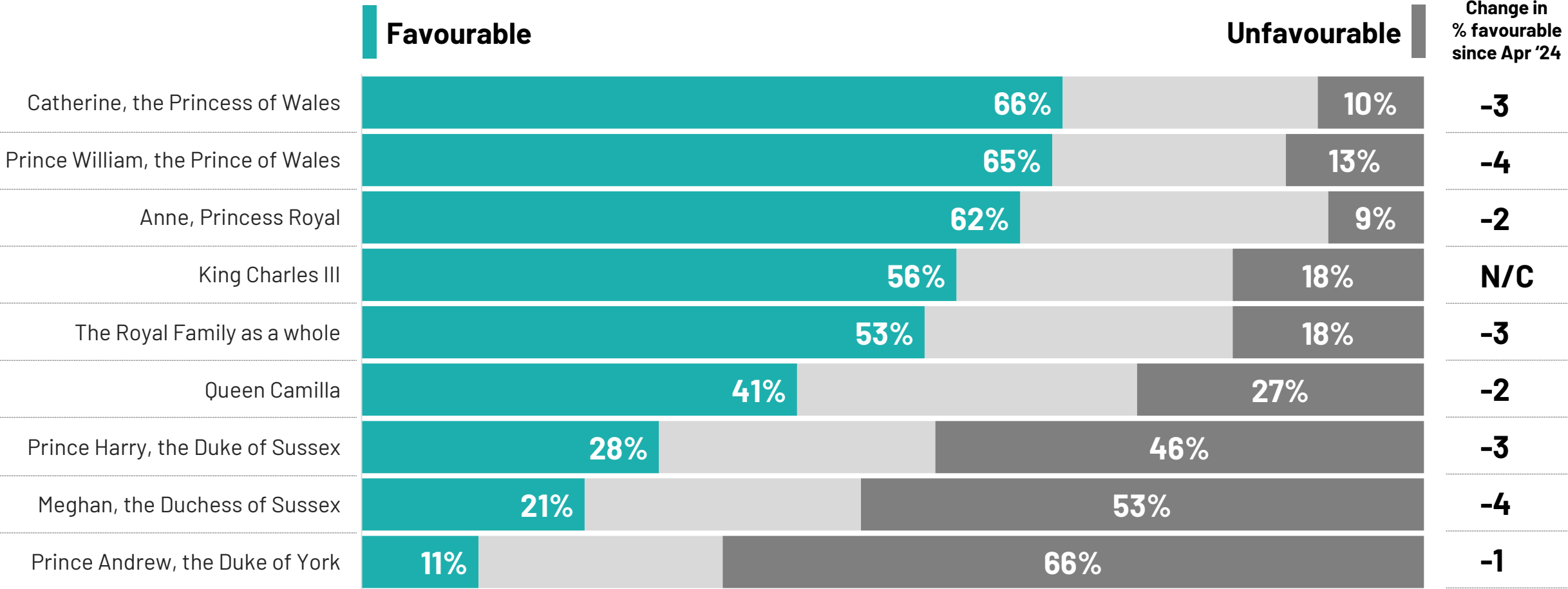


Base: 1,097 Online British adults aged 18-75, 6 - 9 September 2024.
 *Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



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?

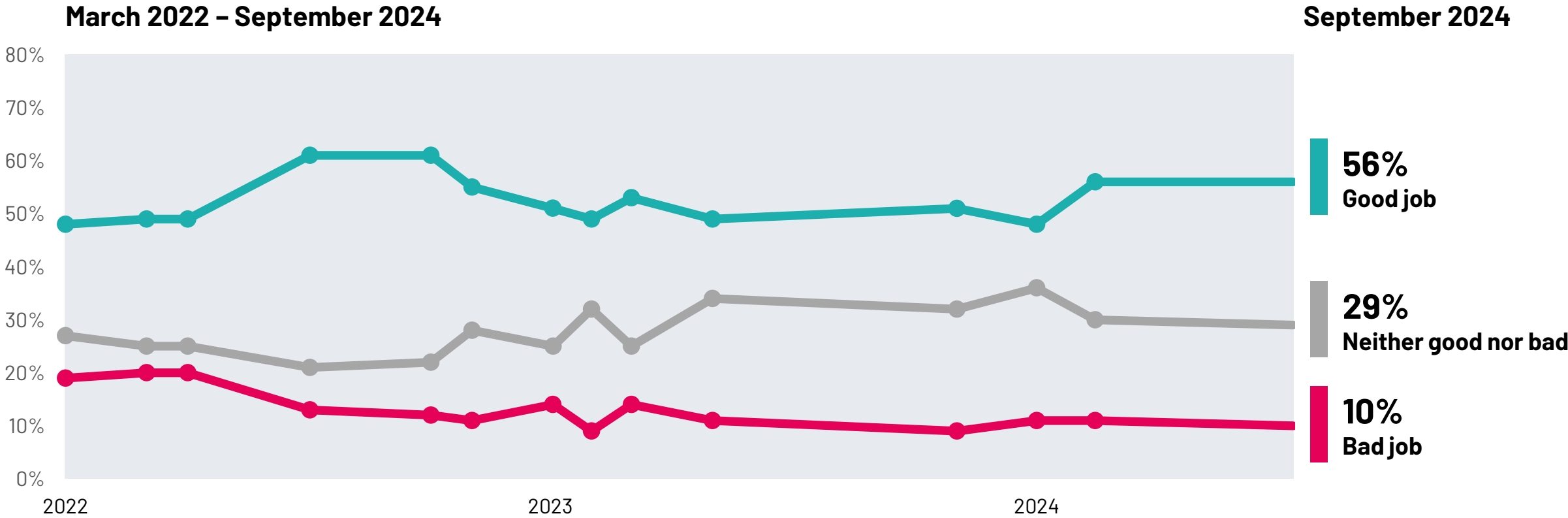


Base: 1,097 Online British adults aged 18-75, 6 - 9 September 2024



56% continue to think 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?



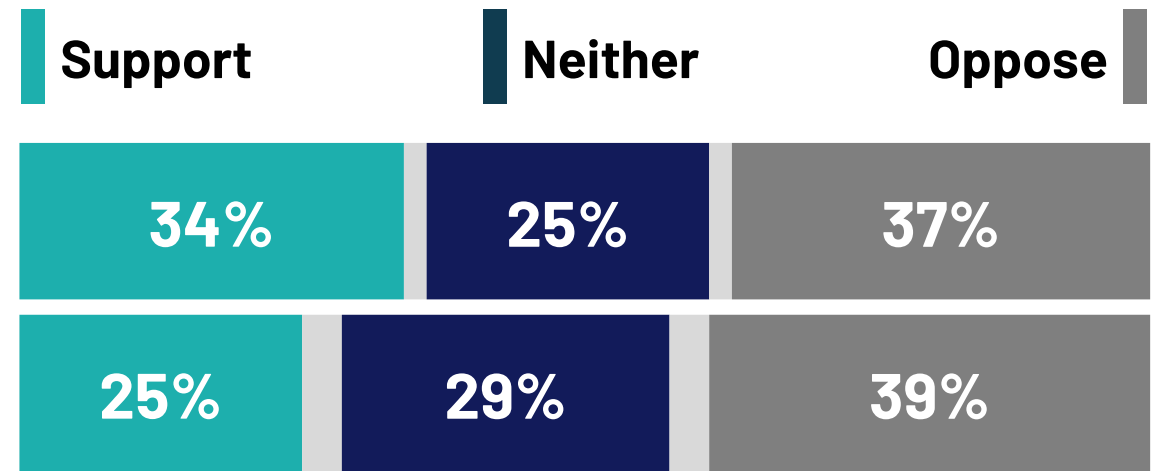
Base: 1,097 Online British adults aged 18-75, 6 - 9 September 2024.
*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



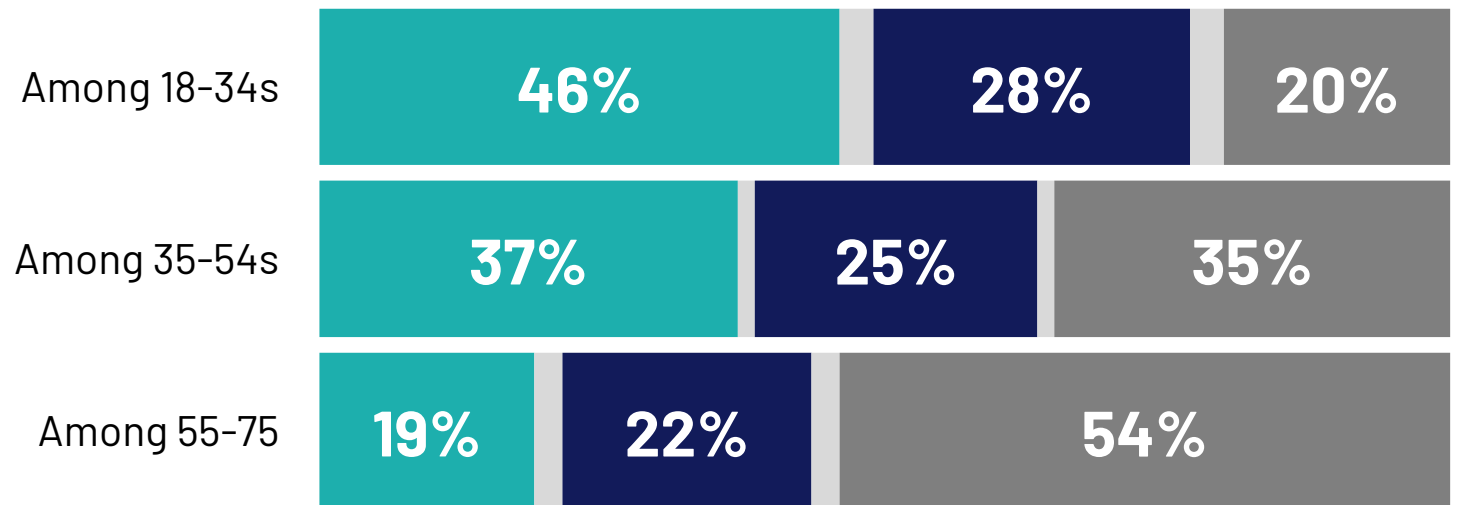
The public are split on whether they support or oppose Prince Harry returning to royal duties on a permanent basis

To what extent, if at all, would you support or oppose Prince Harry returning to complete royal duties on a permanent basis?

Base: 1,097 Online British adults aged 18-75, 6 - 9 September 2024, including those aged 18-34 (366), 35-54 (388) and 55-75 (343).

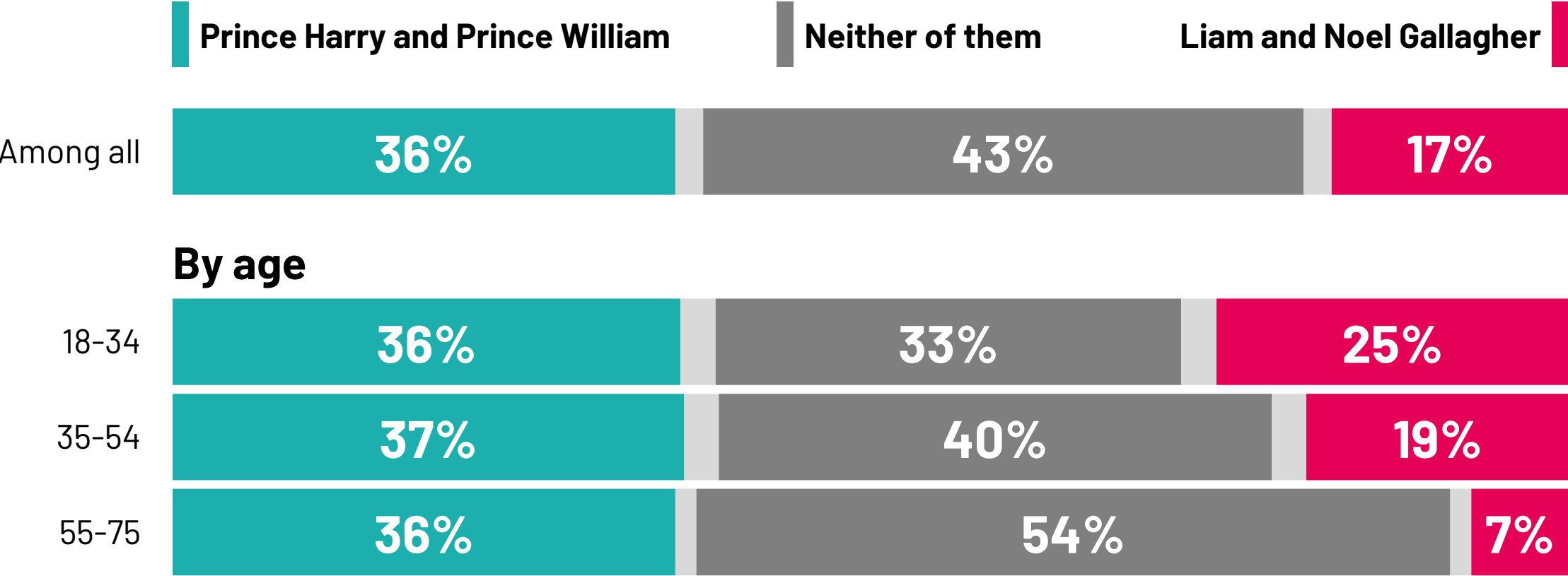


By age



The public are more likely to say they prefer Prince Harry and Prince William to Liam and Noel Gallagher

Which set of brothers, if either, do you prefer ?



Base: 1,097 Online British adults aged 18-75, 6 - 9 September 2024, including those aged 18-34 (366), 35-54 (388) and 55-75 (343)



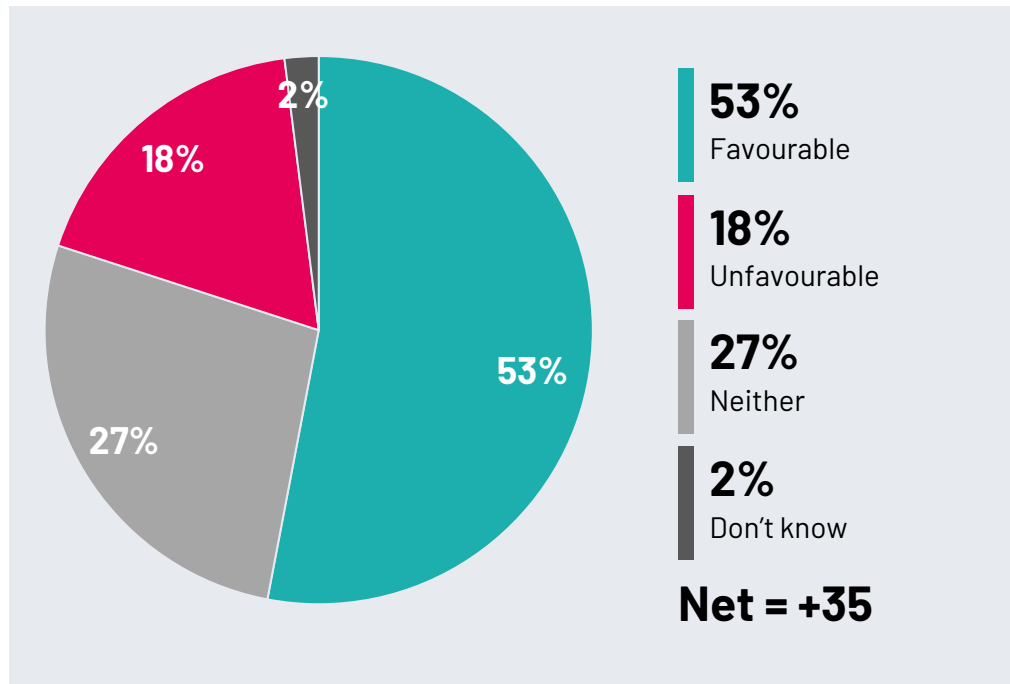
Appendix:

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?

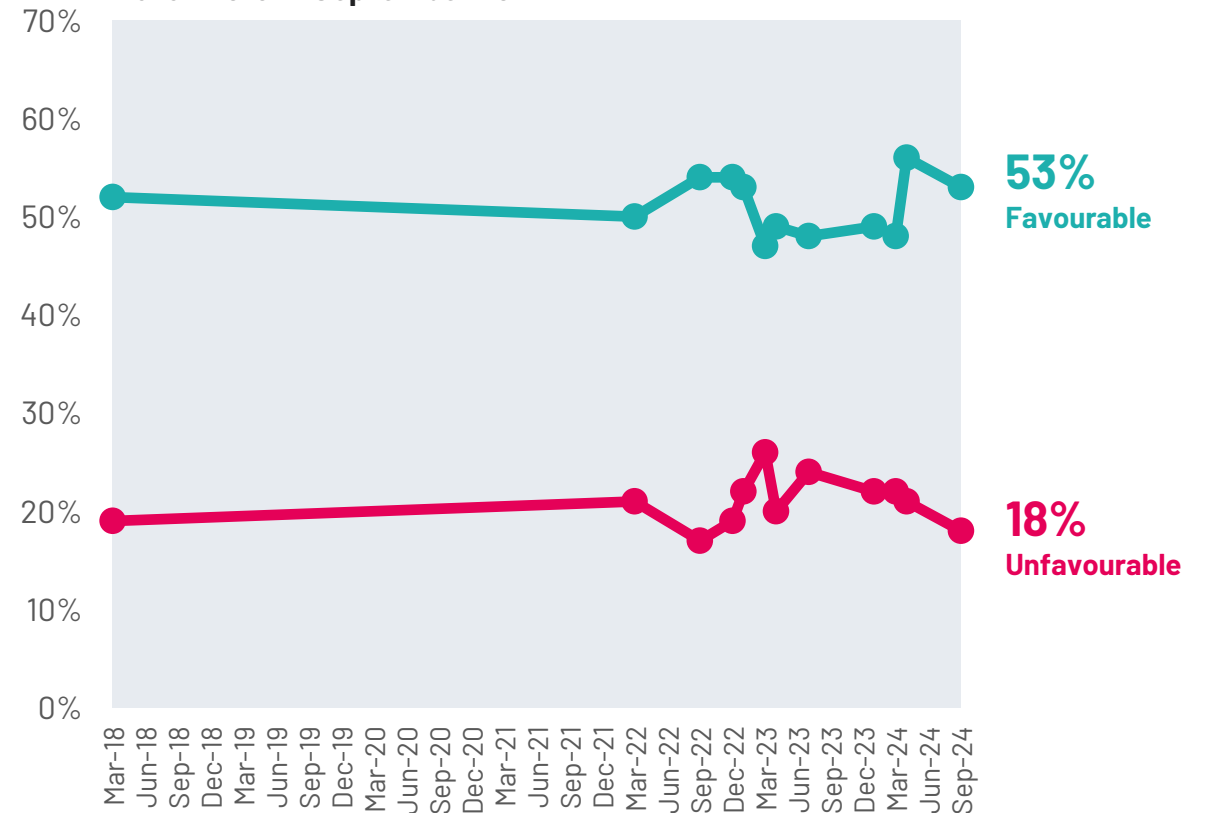
September 2024



Base: 1,097 Online British adults aged 18-75, 6-9 September 2024.

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

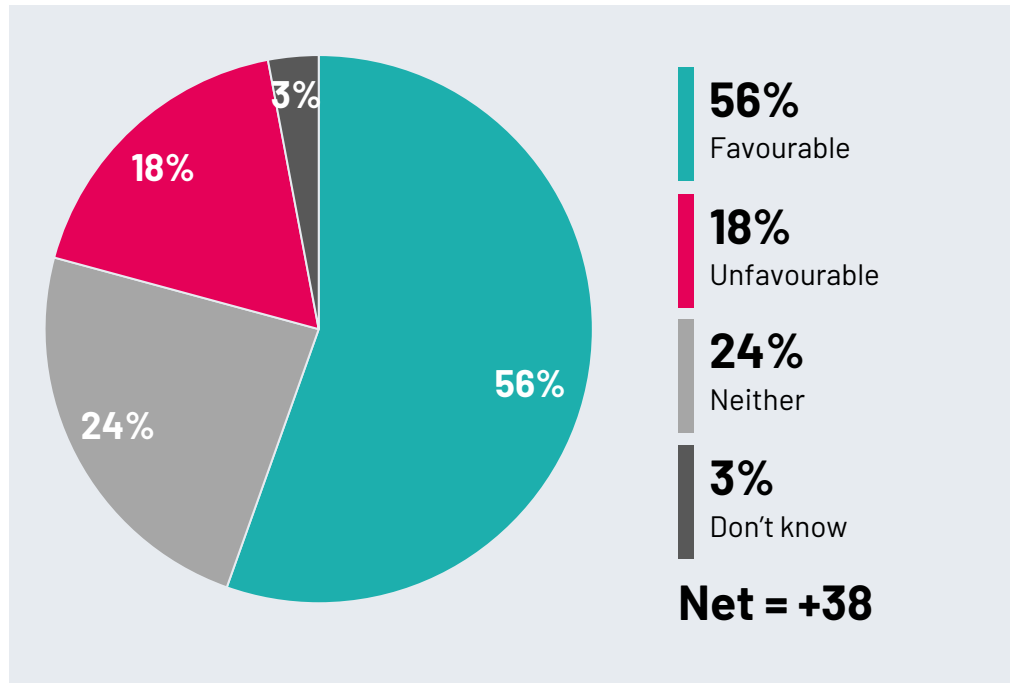
March 2018* - September 2024



King Charles III: Favourability

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

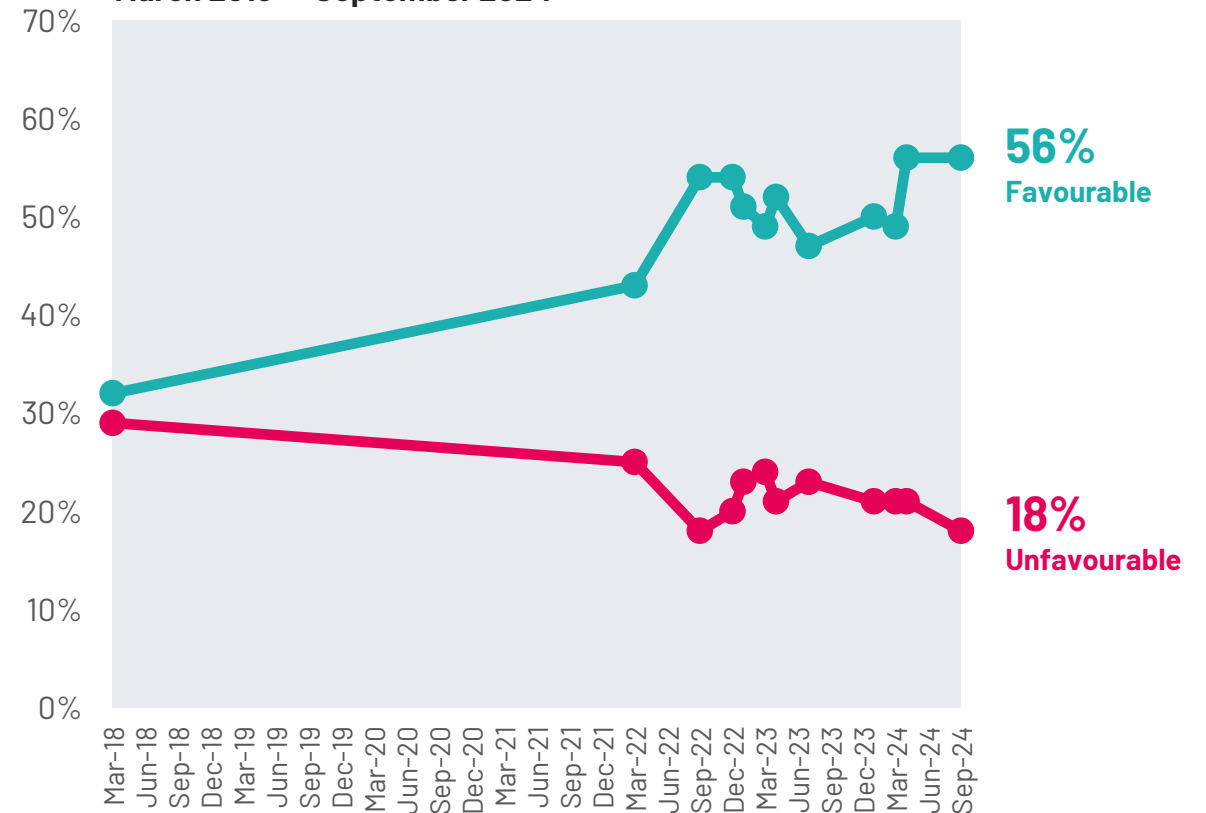
September 2024



Base: 1,097 Online British adults aged 18-75, 6-9 September 2024.

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

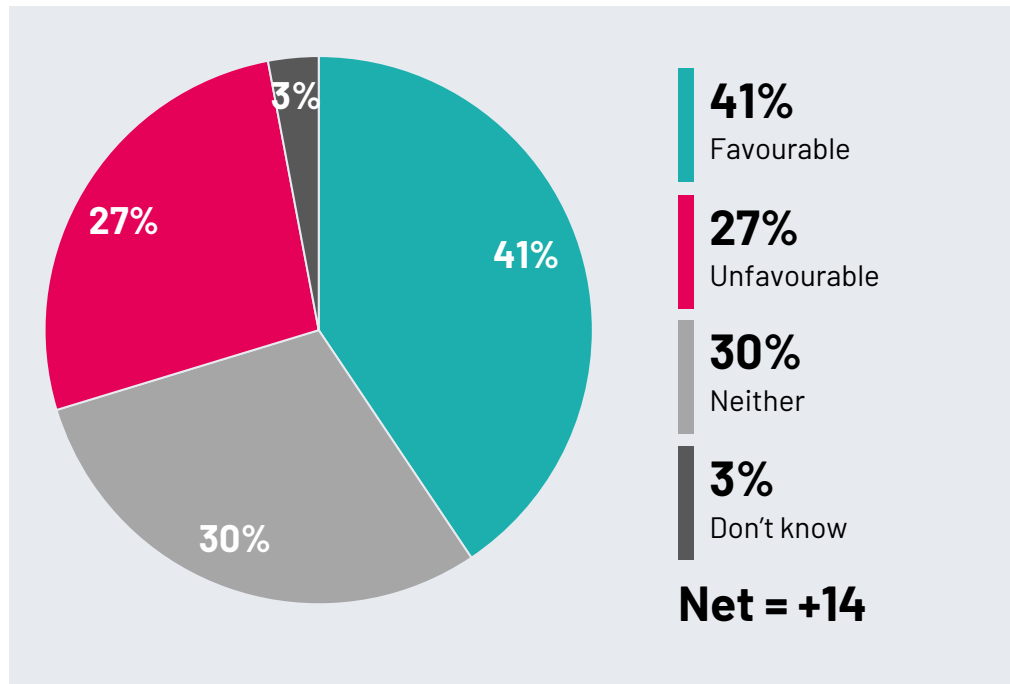
March 2018* - September 2024



Queen Camilla: Favourability

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

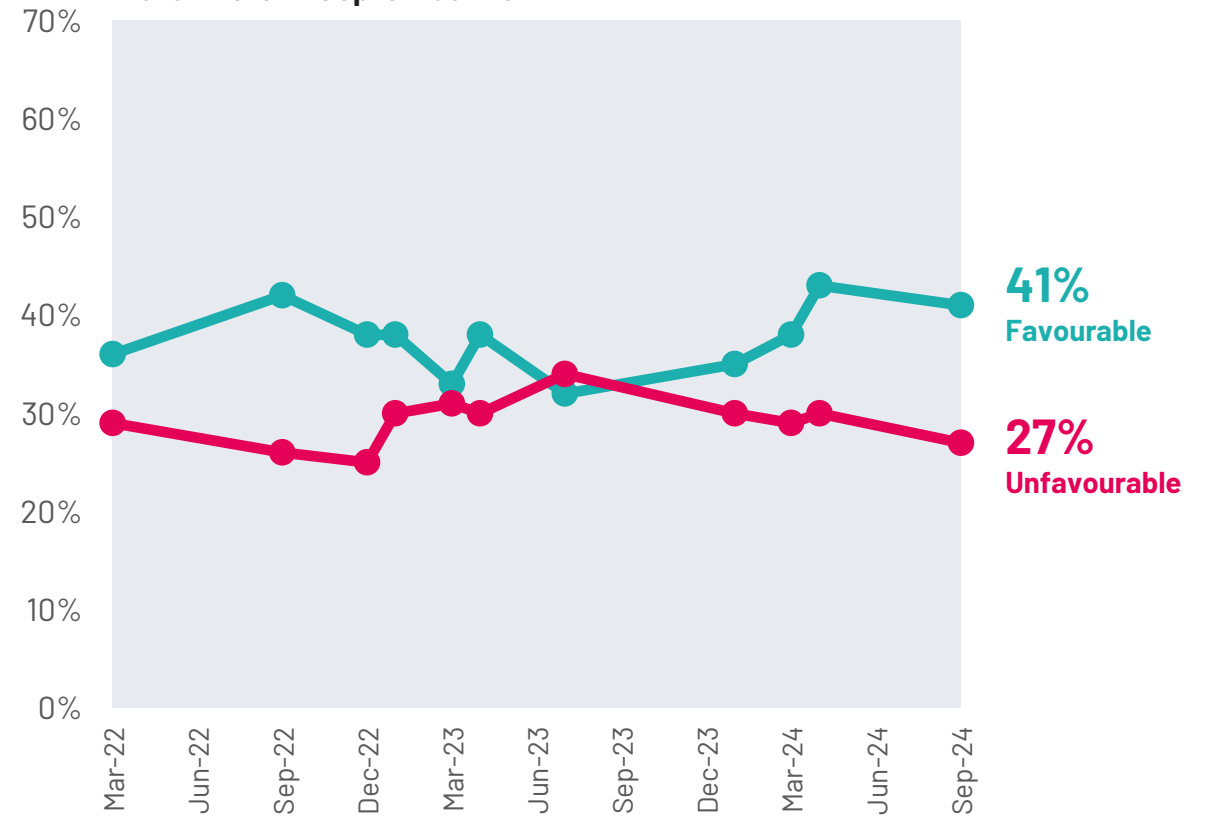
September 2024



Base: 1,097 Online British adults aged 18-75, 6-9 September 2024.

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

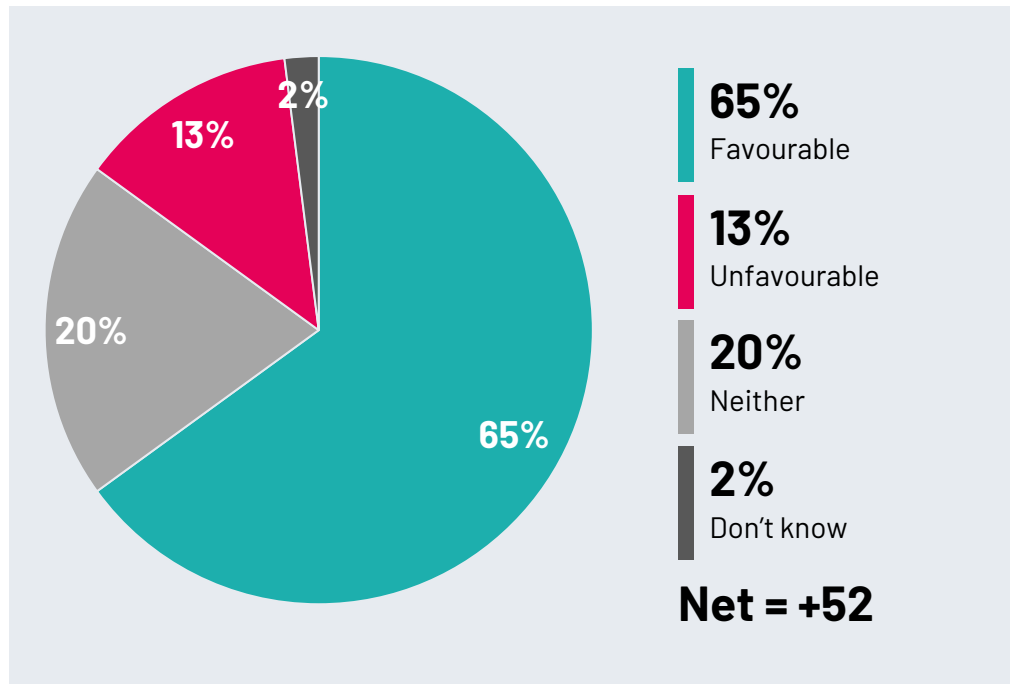
March 2018* - September 2024



Prince William: Favourability

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

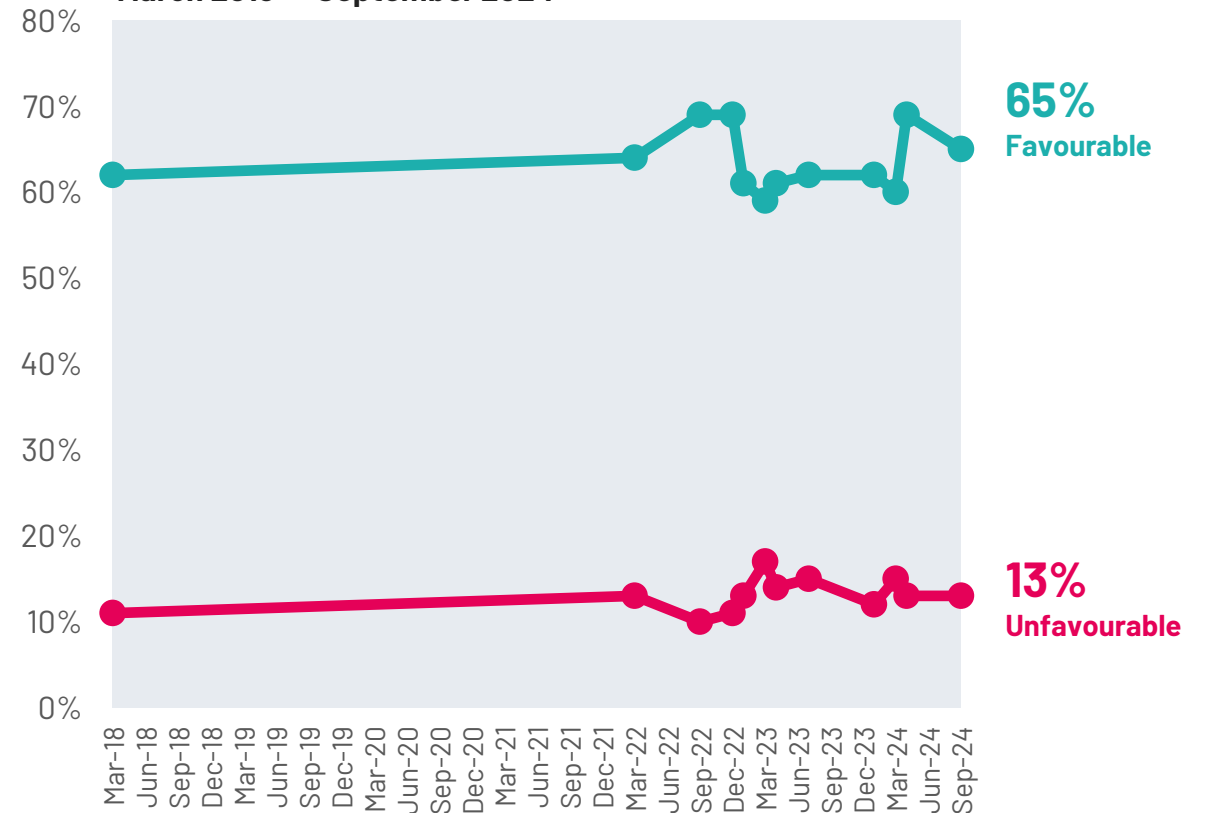
September 2024



Base: 1,097 Online British adults aged 18-75, 6-9 September 2024.

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

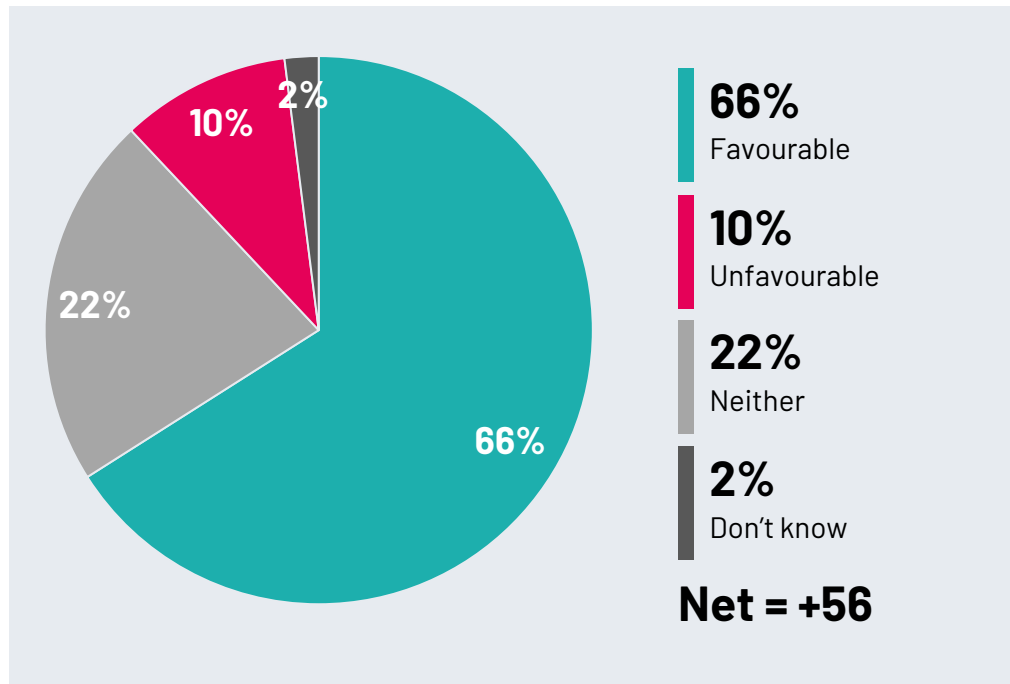
March 2018* - September 2024



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?

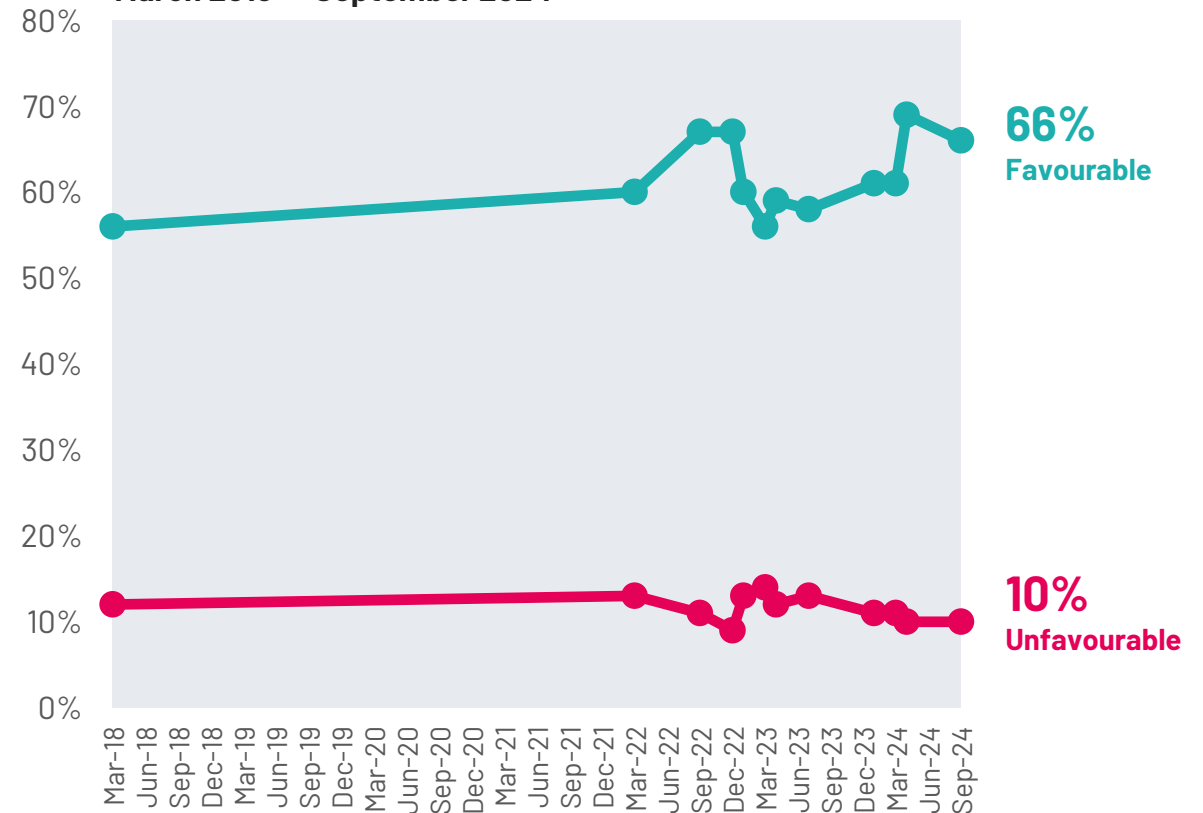
September 2024



Base: 1,097 Online British adults aged 18-75, 6-9 September 2024.

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

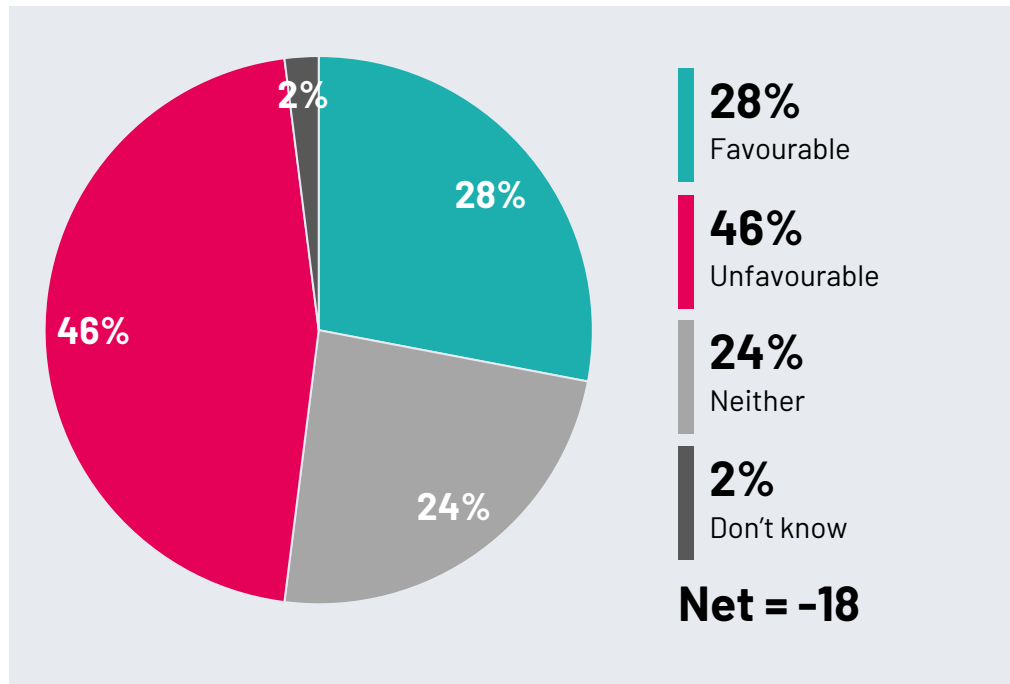
March 2018* - September 2024



Prince Harry: Favourability

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

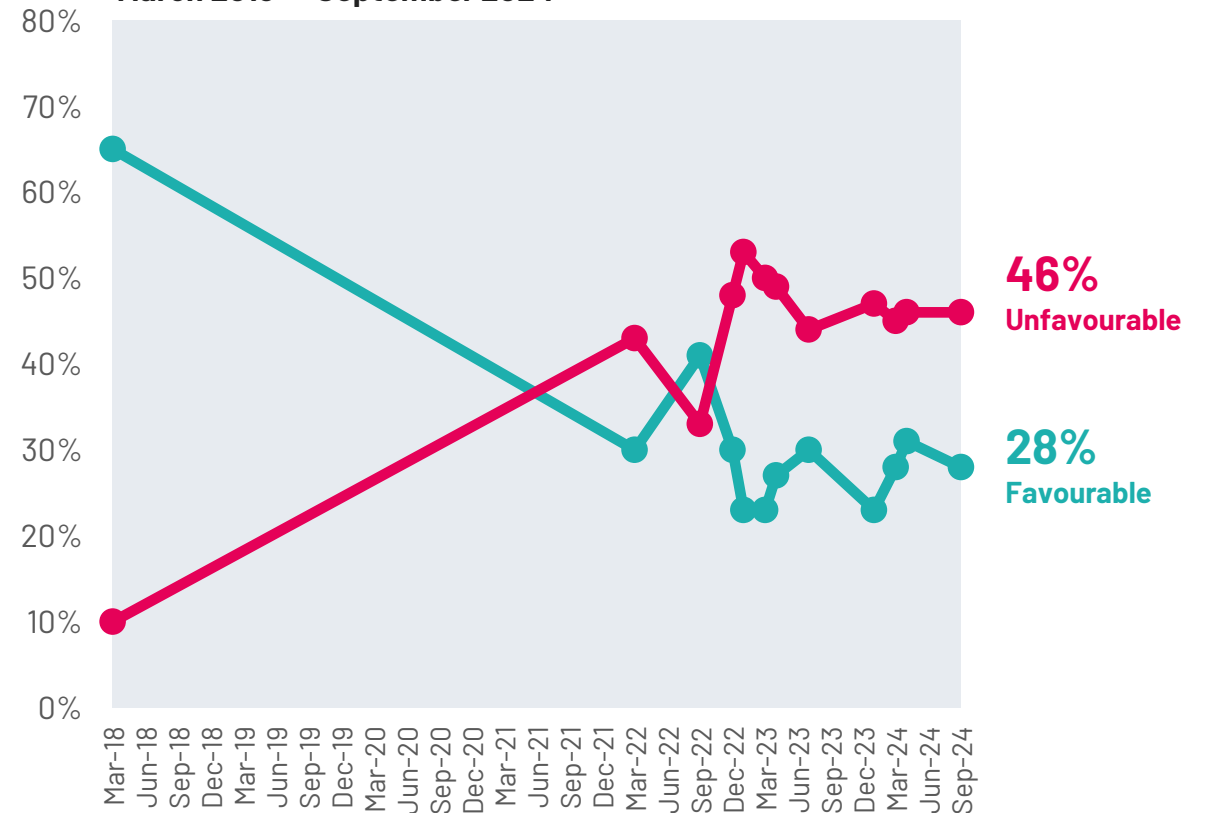
September 2024



Base: 1,097 Online British adults aged 18-75, 6-9 September 2024.

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

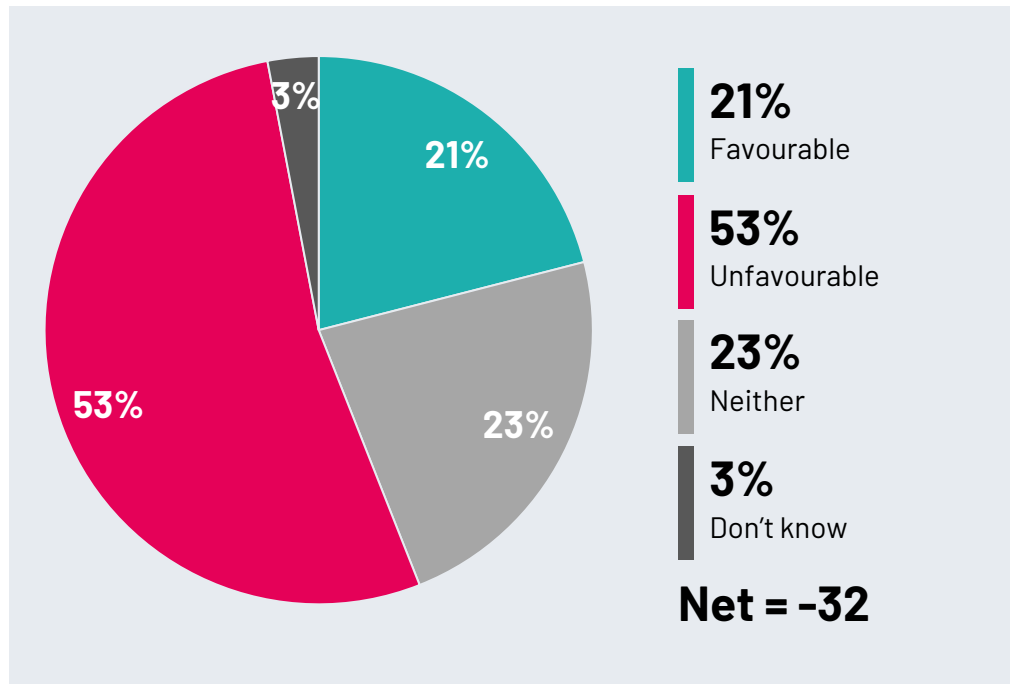
March 2018* - September 2024



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?

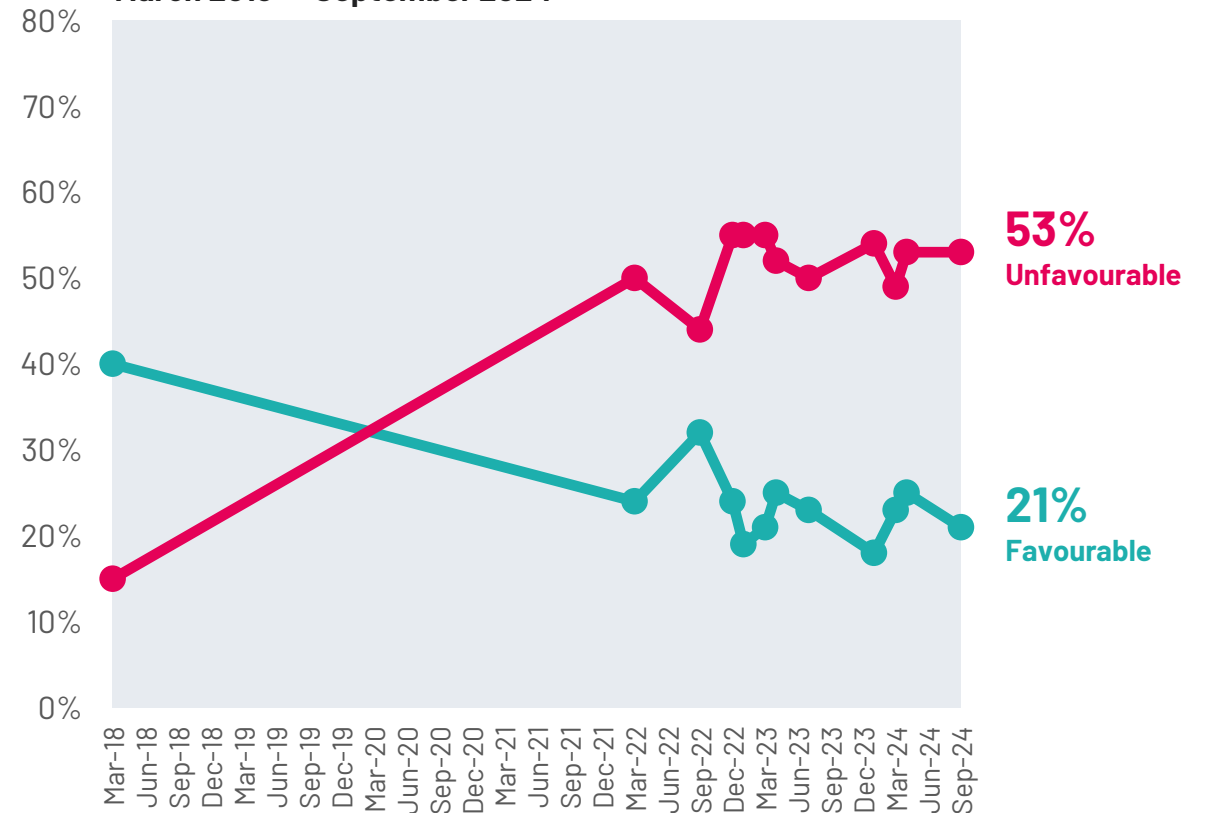
September 2024



Base: 1,097 Online British adults aged 18-75, 6-9 September 2024.

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

March 2018* - September 2024



Ipsos

September 2024

Ipsos – Royals Polling

For more information

Gideon Skinner

Research Director

gideon.skinner@ipsos.com

Cameron Garrett

Research Manager

Cameron.garrett@ipsos.com

Keiran Pedley

Research Director

keiran.pedley@ipsos.com

Ben Roff

Research Executive

ben.roff@ipsos.com

Laura King

Research Executive

laura.king@ipsos.com