Ipsos Royals polling

January 2025

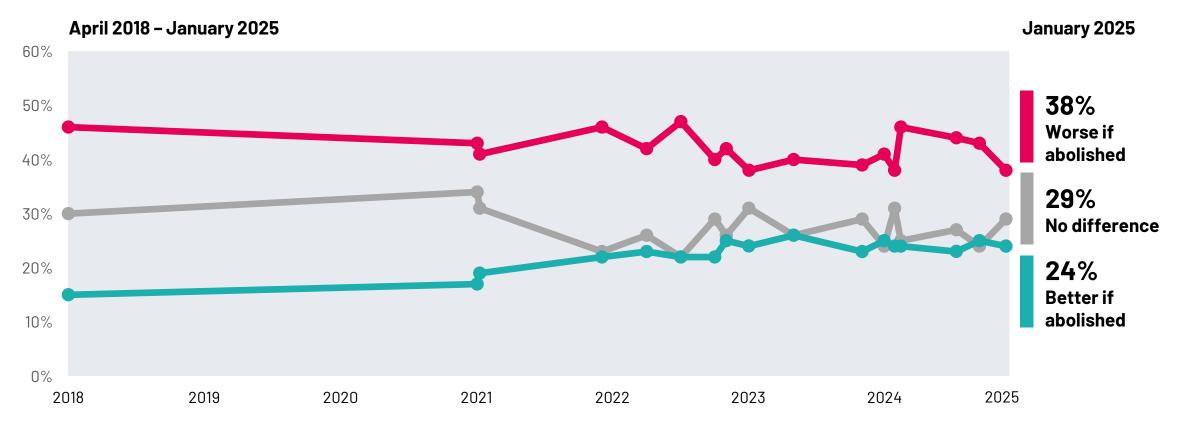
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Around two in five think it would be worse for Britain if the Monarchy was abolished

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: 1,091 Online British adults aged 18-75, 20-21 January 2025.

*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?

| Favourable | | | | | Change in % favourable since Nov '24 | |
|-------------------------------------|-------------|-----|-----|-----|--|-----|
| Prince William, the Prince of Wales | 64% | | | | 15% | -1 |
| Catherine, the Princess of Wales | | 62% | | | 12% | -2 |
| Anne, Princess Royal | | 56% | 13% | | | +1 |
| The Royal Family as a whole | 50% | | | 24% | | N/C |
| King Charles III | 49% | | | 24% | | -2 |
| Queen Camilla | 33% | | | 34% | | -2 |
| Prince Harry, the Duke of Sussex | 28 % | | | L | 43% | -2 |
| Meghan, the Duchess of Sussex | 20% | | 54% | | N/C | |
| Prince Andrew, the Duke of York | 9% | | 70 | 0% | | -1 |

Base: 1,091 Online British adults aged 18-75, 20-21 January 2025.



Half 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?

March 2022 – January 2025 January 2025 80% 70% 60% **52%** 50% **Good** job 40% 29% 30% Neither good nor bad 20% 14% 10% **Bad** job 0% 2022 2023 2025 2024



Two thirds think Prince William would do a good job as King

To what extent, if at all, do you think Prince William would do a good job or bad job as King?

| | Good job | Neither good | l nor bad job | | Bad job |
|----------------|----------|--------------|---------------|-------------|-----------|
| January 2025 | | 67% | | 18% | 9% |
| November 2024 | | 66% | | 21 % | 8% |
| March 2024 | | 62% | | 24% | 8% |
| January 2023 | | 68% | | 18% | 9% |
| December 2022 | | 74% | | 15% | 6% |
| September 2022 | | 72 % | | 17% | 7% |
| June 2022 | | 69% | | 17% | 9% |
| May 2022 | | 74 % | | 13% | 7% |

Base: 1,091 Online British adults aged 18-75, 20-21 January 2025



The public see the Duke and Duchess of Sussex as more as celebrities than members of the Royal Family

Do you see each of the following as more of a member of the Royal Family, or do you see them as more of celebrity?

| | | th a celebrity and a More of a ember of the Royal Family celebrity | | Don't know | Neither | | |
|------------------------------------|-----------|--|-------------|---------------|---------|-----|-------------------------|
| Prince William, the Prince of Wale | S | | 71% | ,) | | 1 | 5% <mark>6%</mark> 3%6% |
| Catherine, the Princess of Wale | S | | 62 % | | | 16% | 10% 5% 7% |
| Princess Beatrice | | 38% | | 11% | 16% | 10% | 24% |
| Princess Eugenie | 9 | 37% | | 12% | 17% | 10% | 25% |
| Prince Harry, the Duke of Susse | x | 21 % | 20% | | 40% | | 4% 16% |
| Meghan, the Duchess of Susse | 7% | 13% | | 6 | 0% | | 4% 15% |

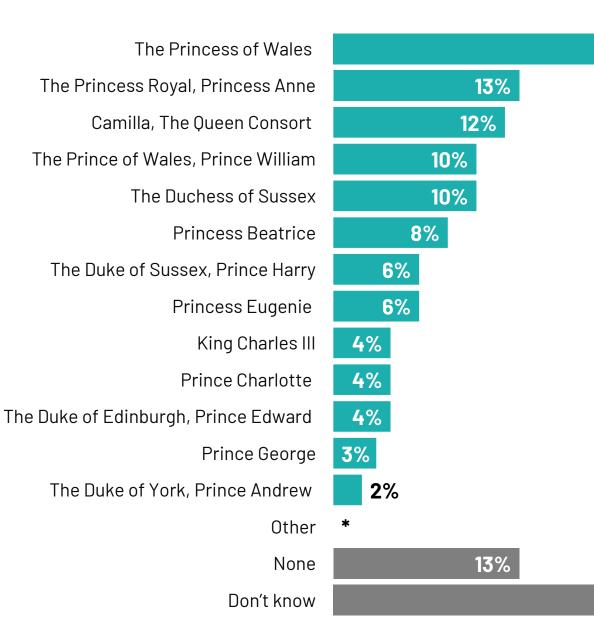
Base: 1,091 Online British adults aged 18-75, 20-21 January 2025



Three in ten imagine the Princess of Wales is the best cook

Which of the following members of the Royal Family, if any, would you imagine is the best cook?

Base: 1,091 Online British adults aged 18-75, 20-21 January 2025





22%

30%

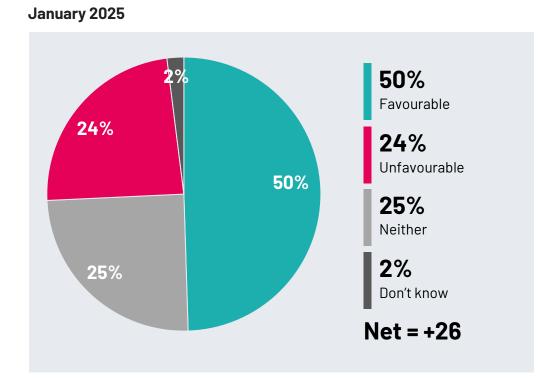
Appendix:

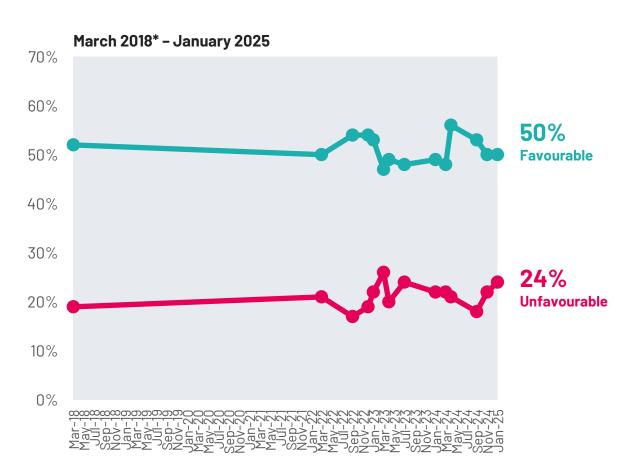
Favourability trends for specific members of the Royal Family



The Royal Family as a whole: Favourability

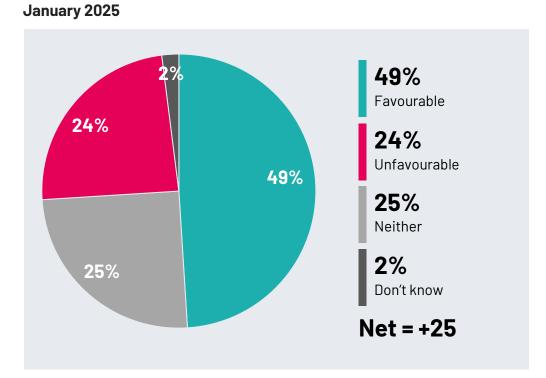
How favourable or unfavourable are your opinions and impressions of each of the following members of the British Royal family?

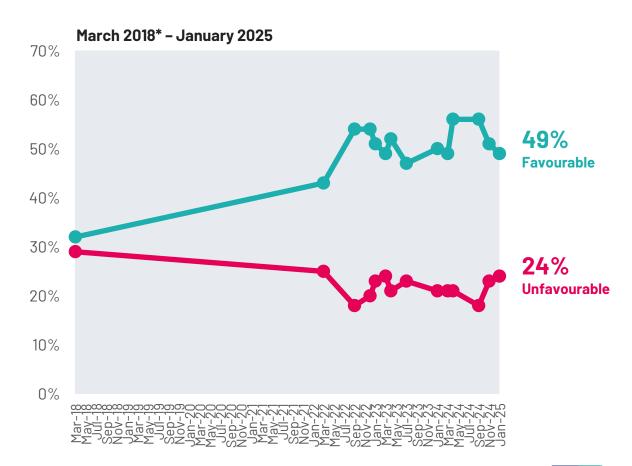




King Charles III: Favourability

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

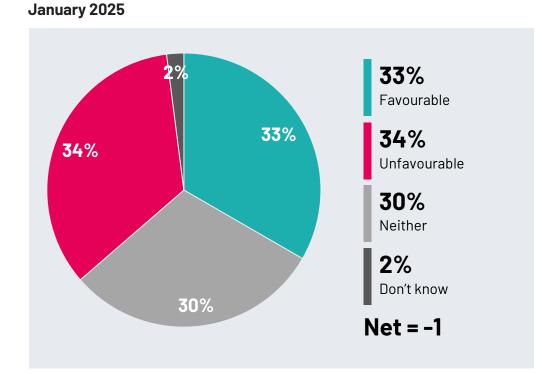




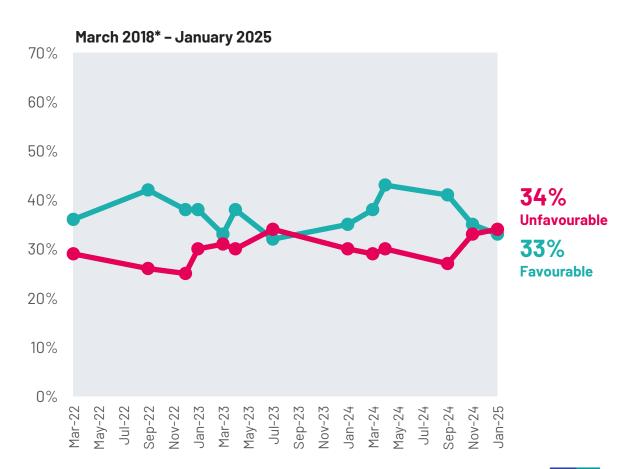


Queen Camilla: Favourability

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



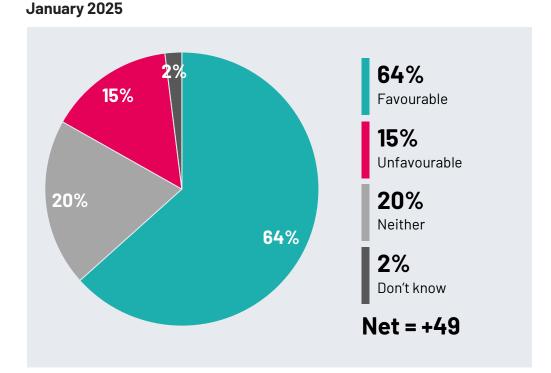
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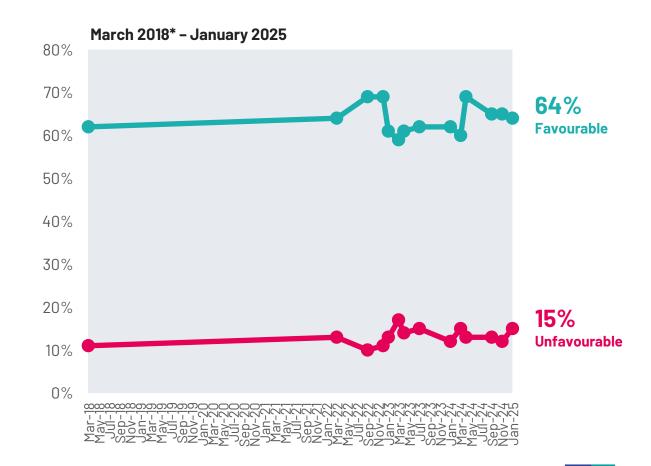




Prince William: Favourability

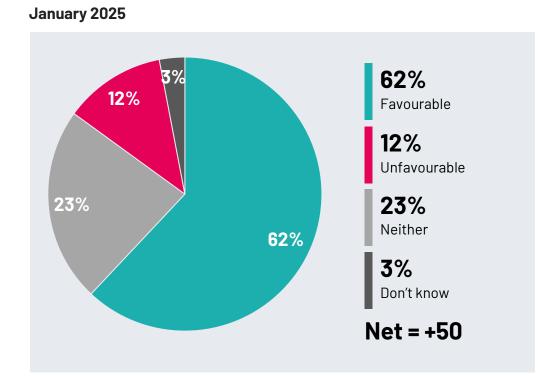
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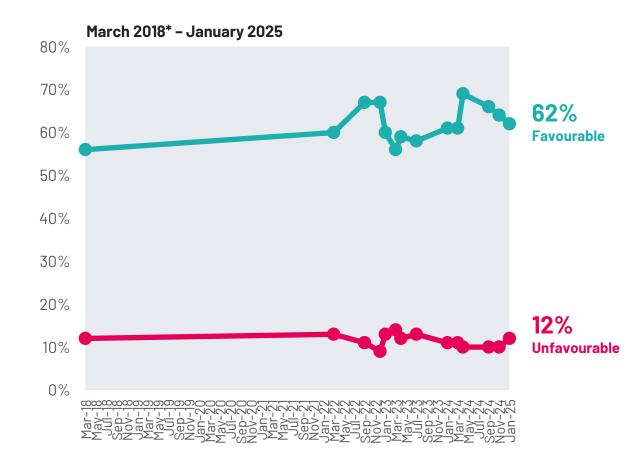


Catherine, the Princess of Wales: Favourability

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



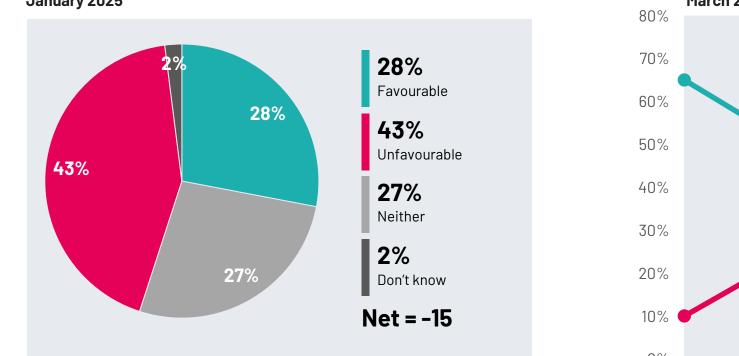
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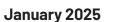


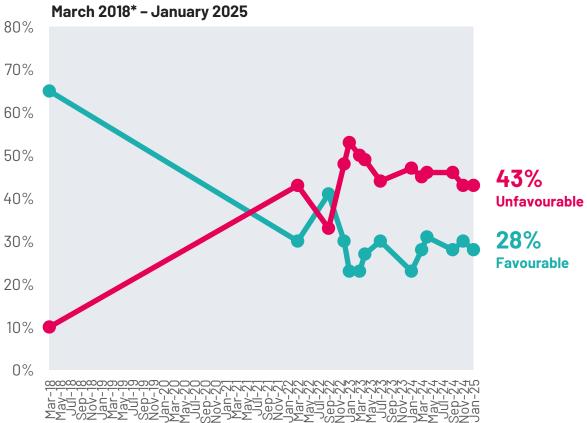


Prince Harry: Favourability

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

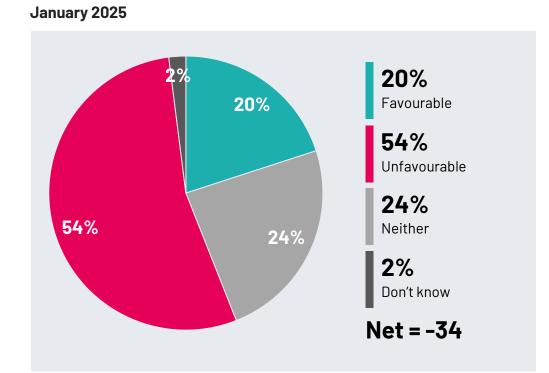




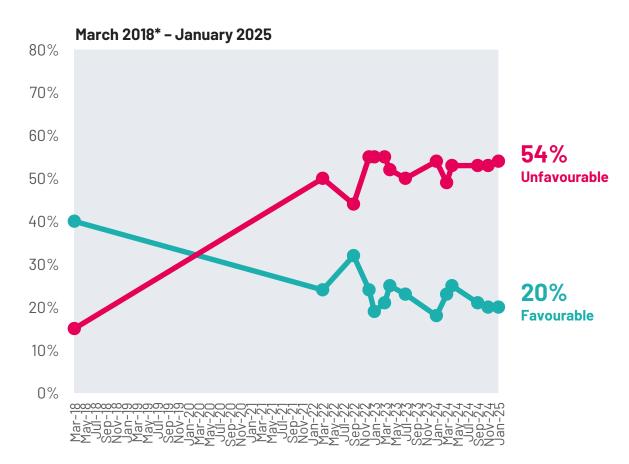


Meghan, The Duchess of Sussex: Favourability

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