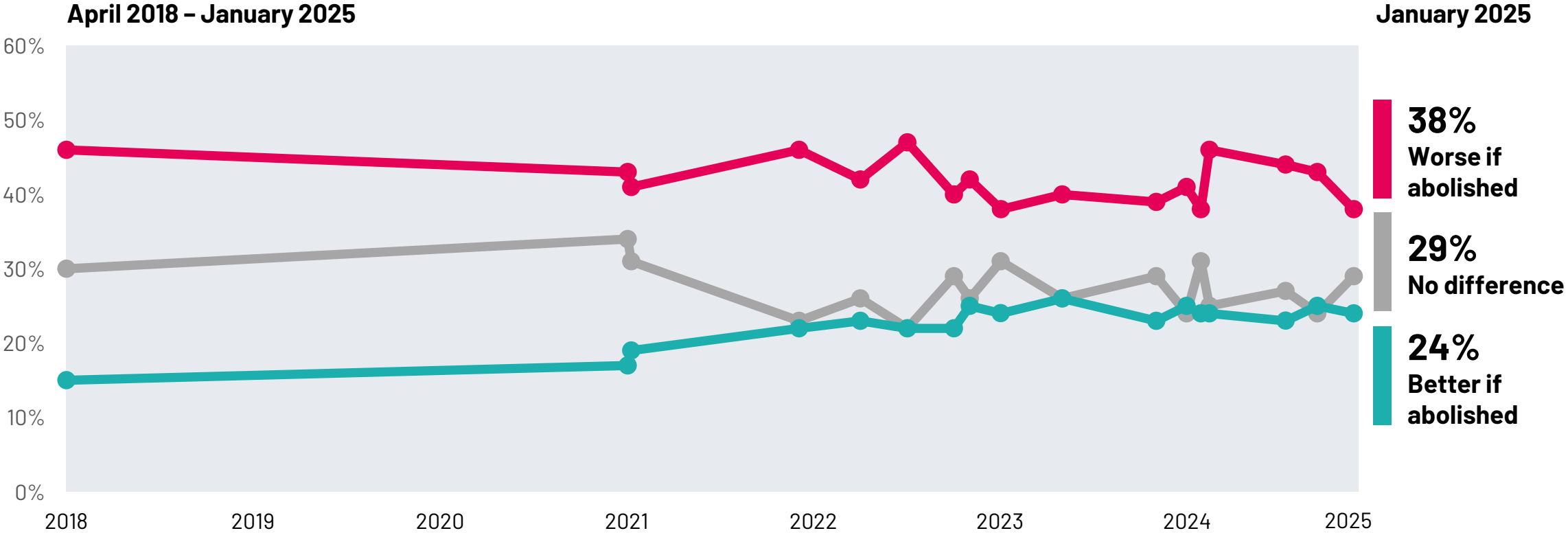


# Ipsos Royals polling

January 2025

# 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?

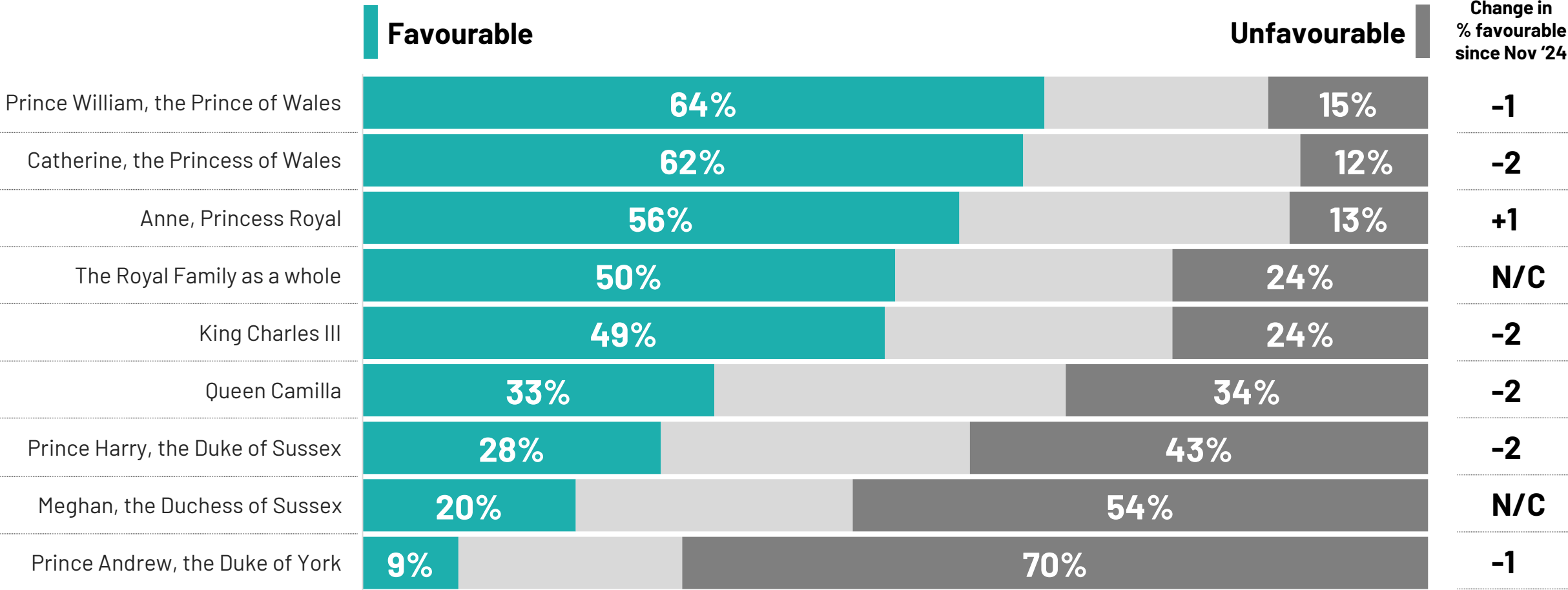


Base: 1,091 Online British adults aged 18-75, 20-21 January 2025.  
\*Note 2018 not exactly comparable as sample was aged 18-65 (more recent surveys based on 18-75)



# 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?

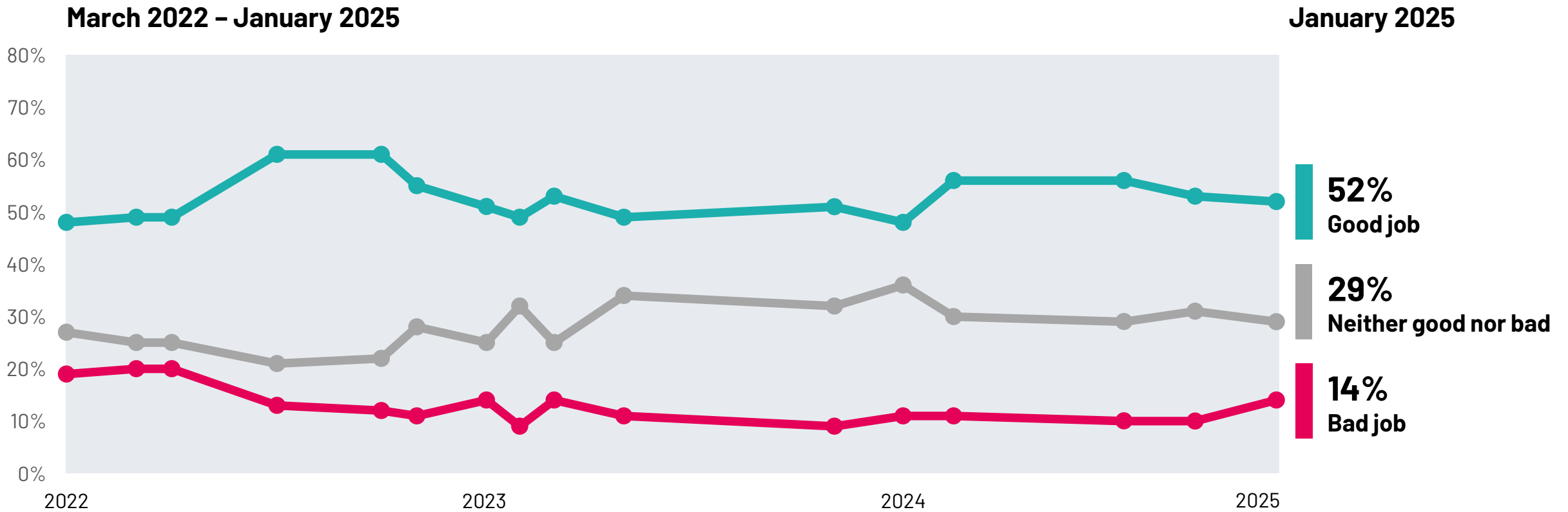


Base: 1,091 Online British adults aged 18-75, 20-21 January 2025.



# 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?

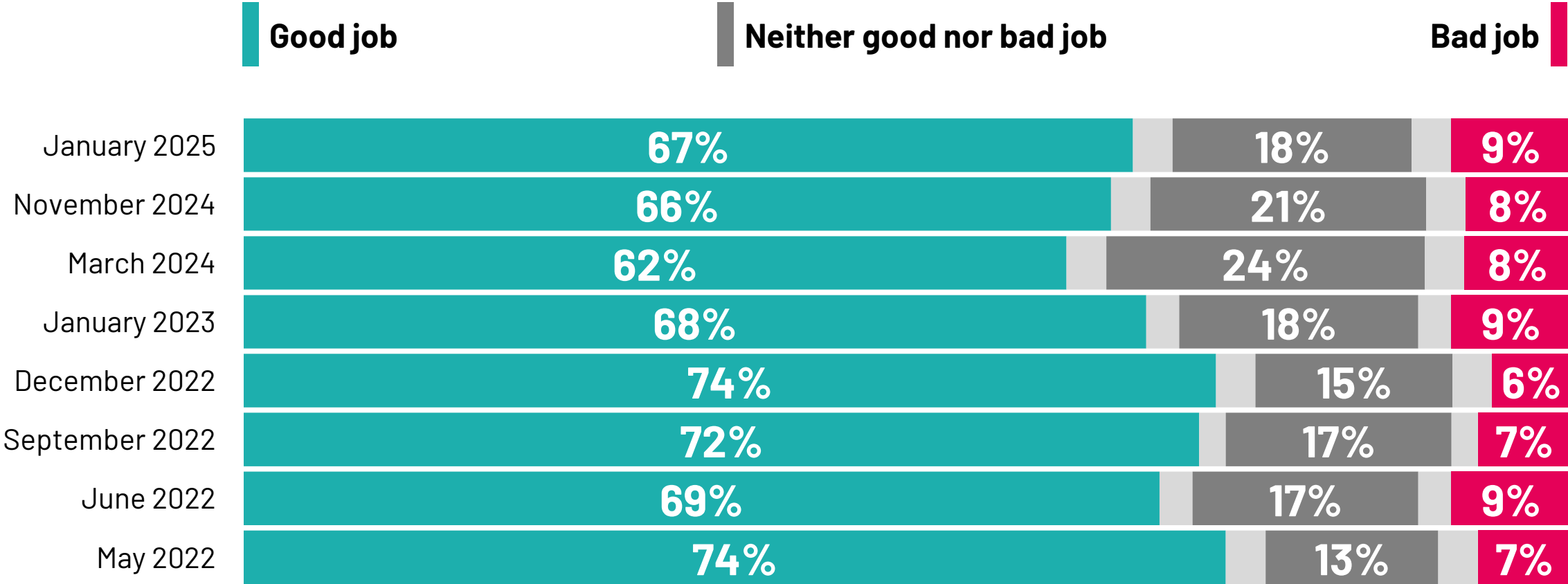


Base: 1,091 Online British adults aged 18-75, 20-21 January 2025

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

# 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?

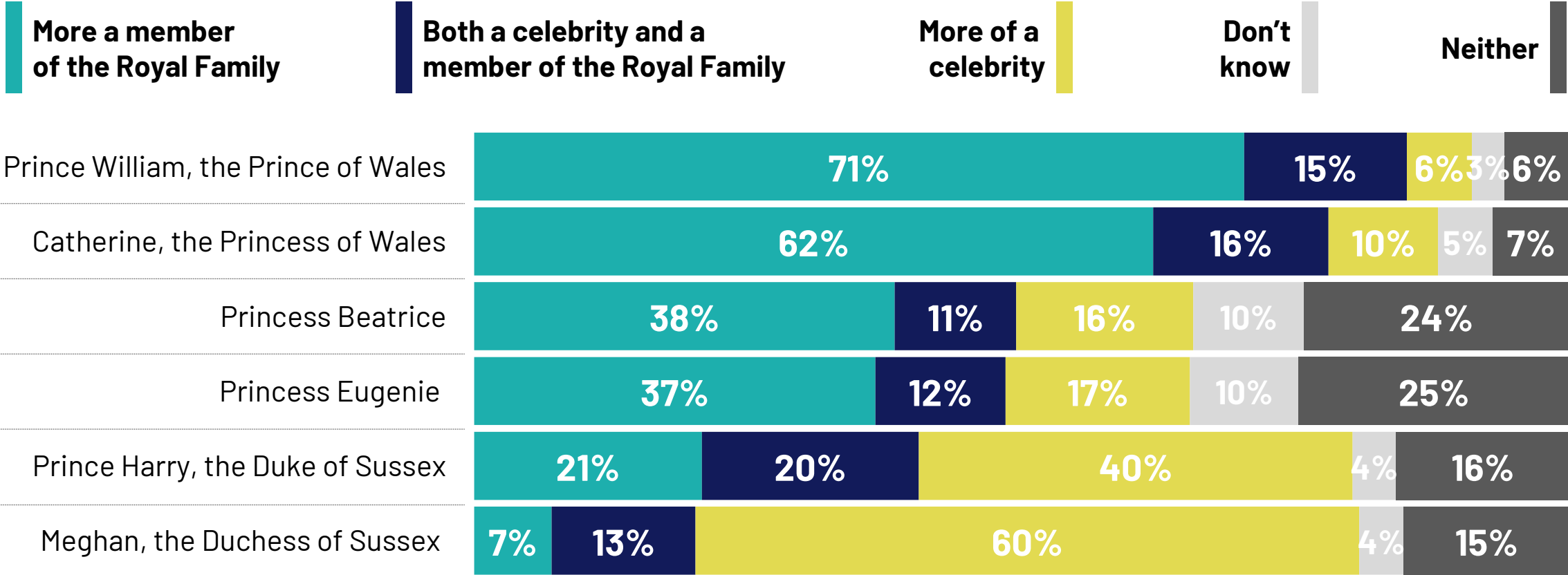


Base: 1,091 Online British adults aged 18-75, 20-21 January 2025



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

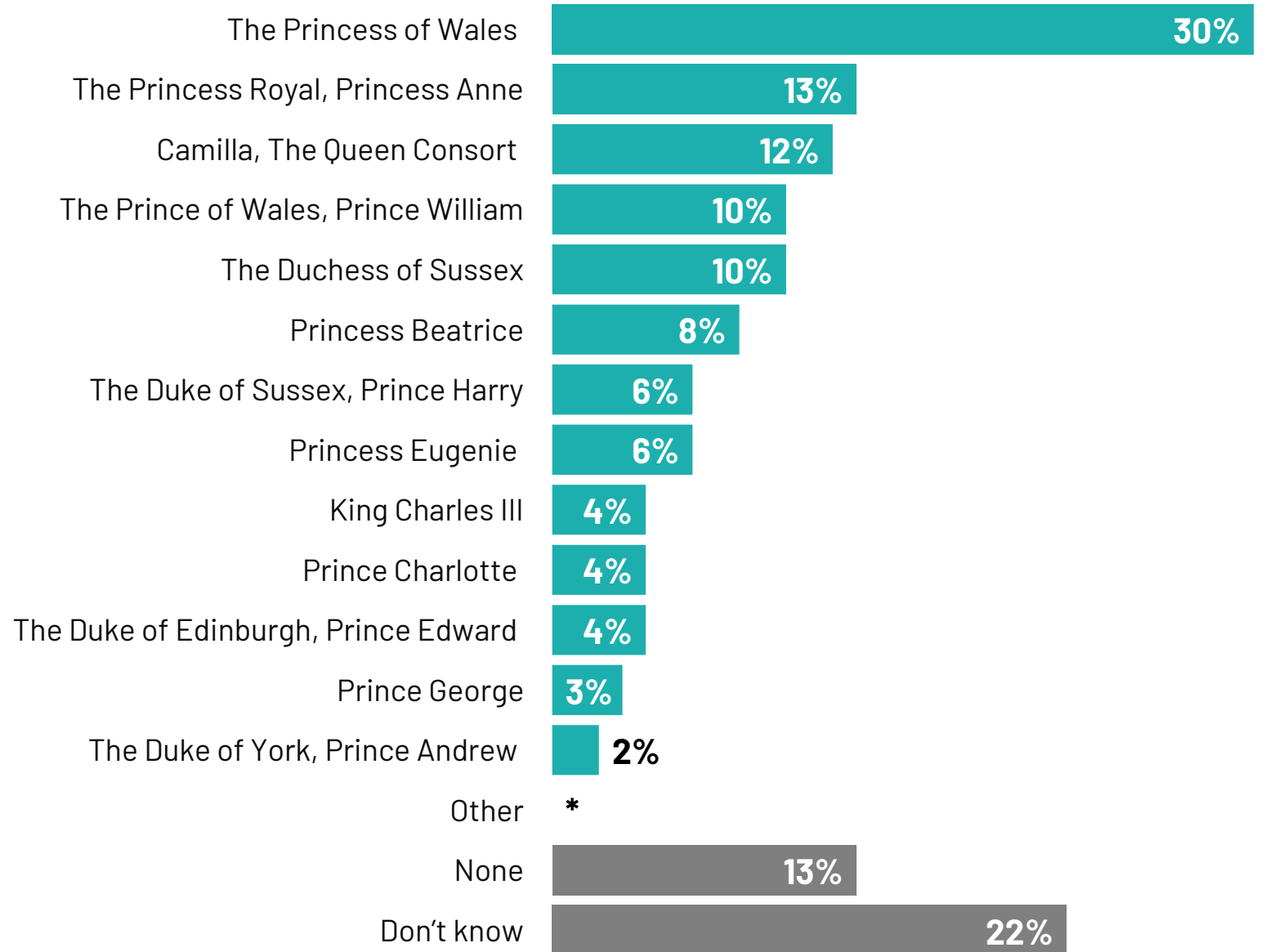
Do you see each of the following as more of a member of the Royal Family, or do you see them as more of a celebrity?



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

# Appendix:

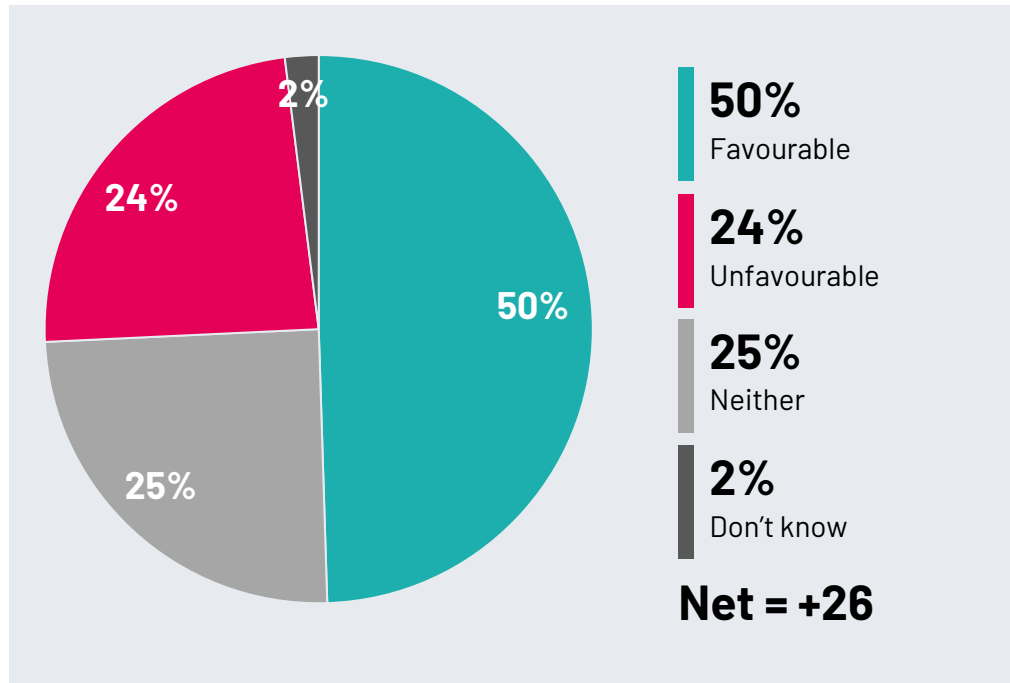
## Favourability trends for specific members of the Royal Family



# 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?

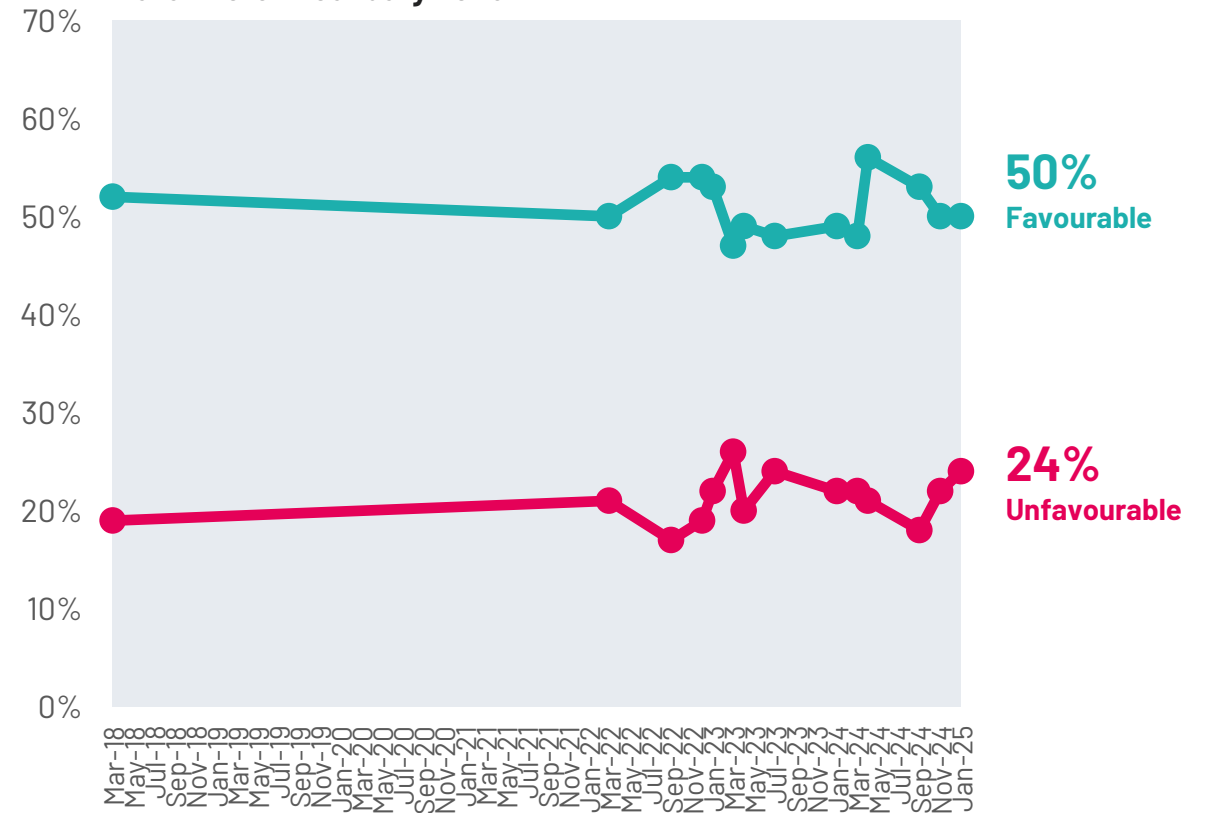
January 2025



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)

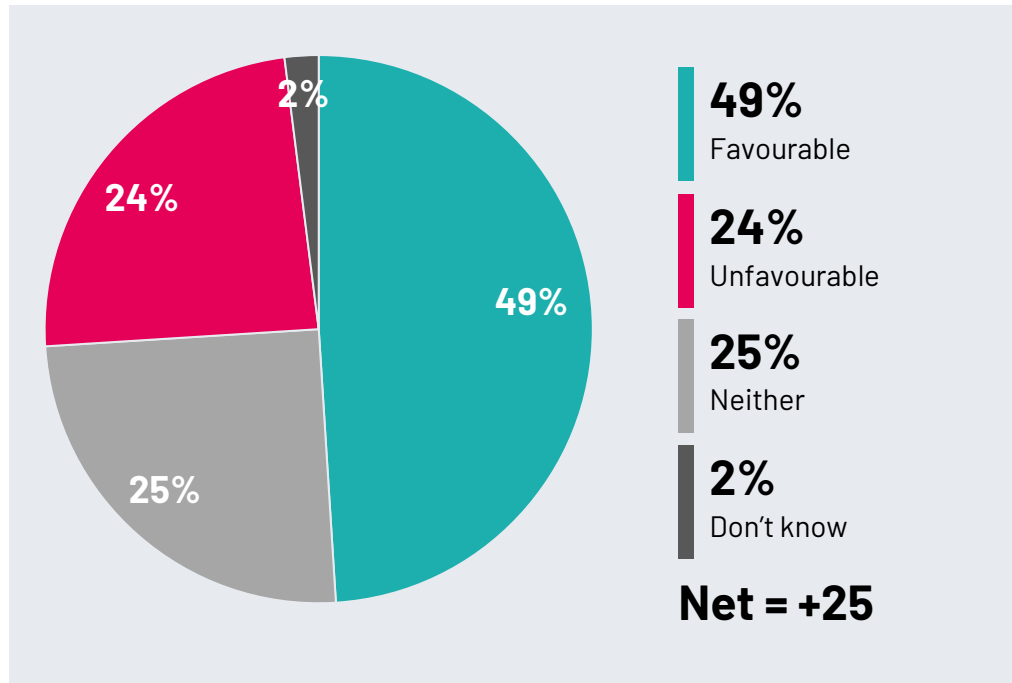
March 2018\* - January 2025



# King Charles III: Favourability

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

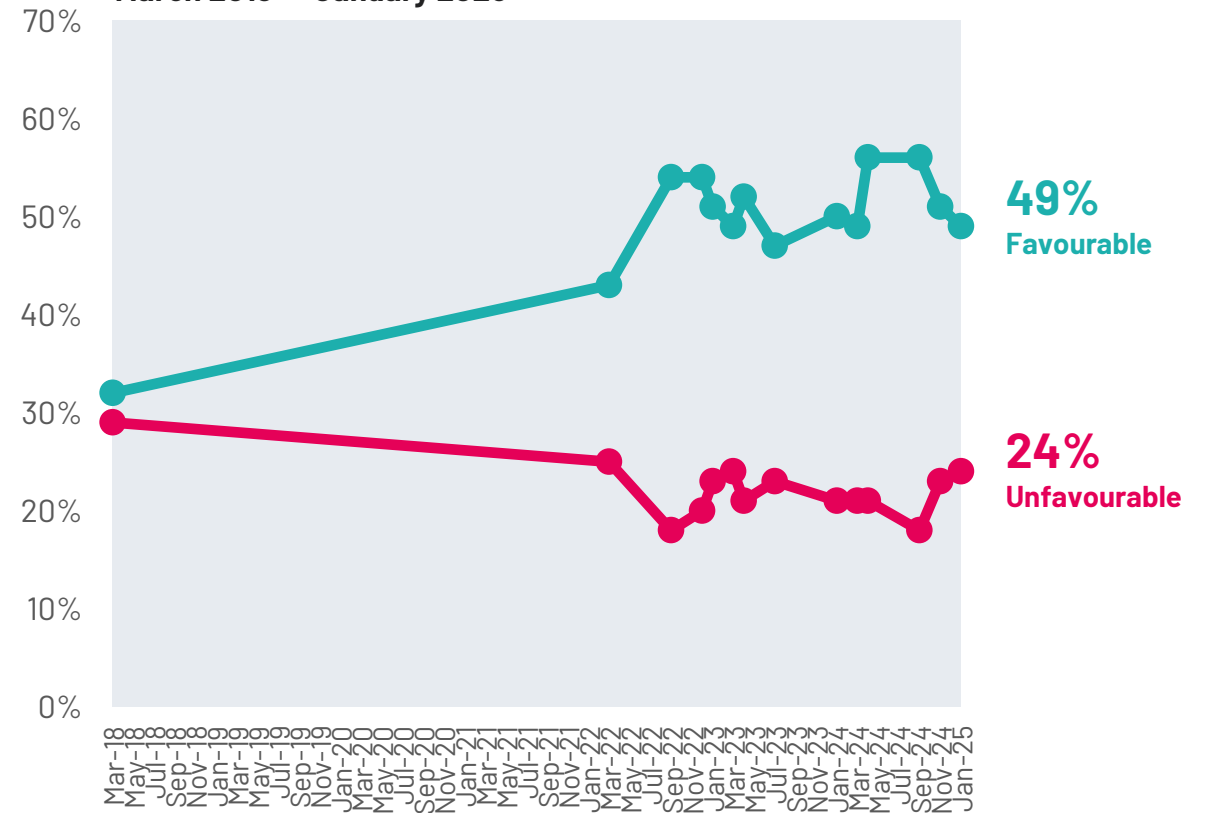
January 2025



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)

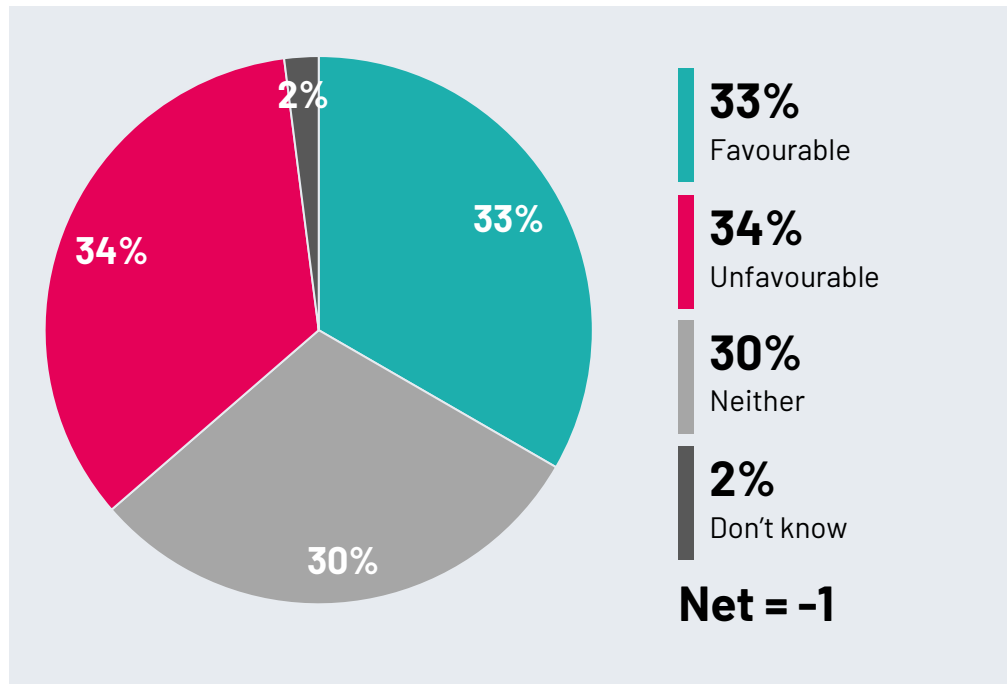
March 2018\* - January 2025



# Queen Camilla: Favourability

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

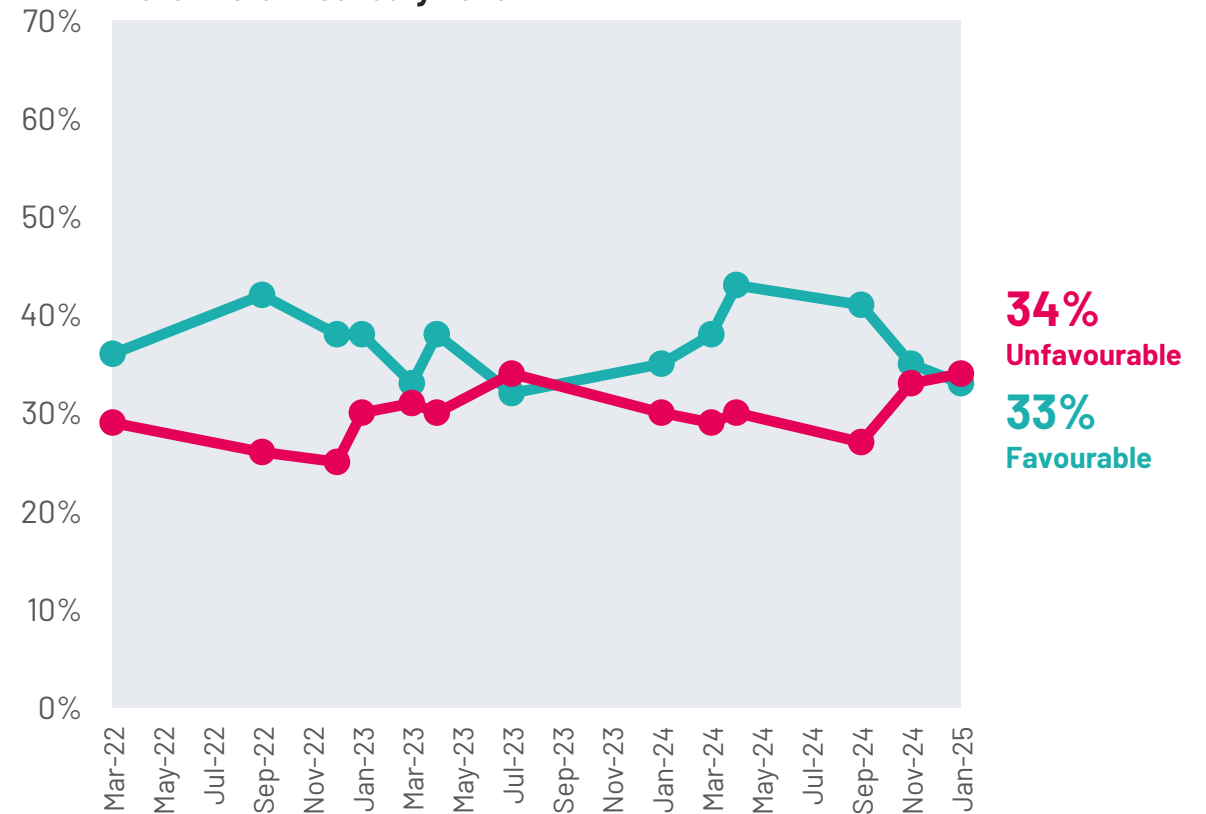
January 2025



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)

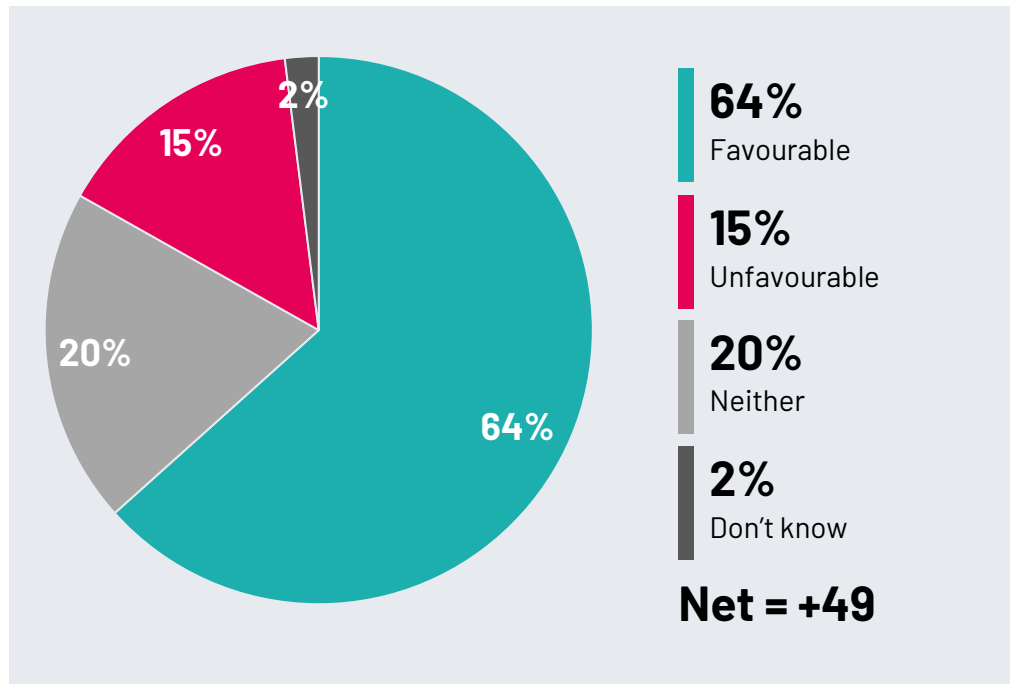
March 2018\* - January 2025



# Prince William: Favourability

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

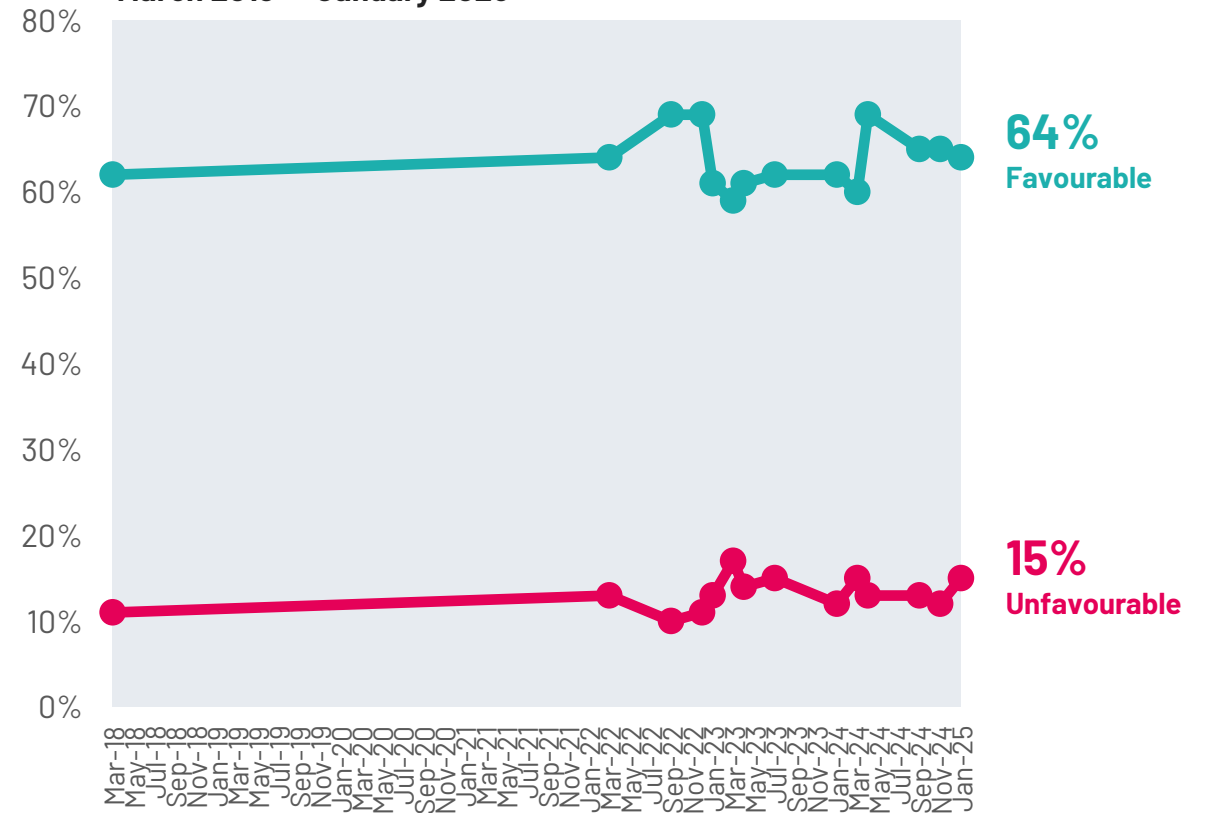
January 2025



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)

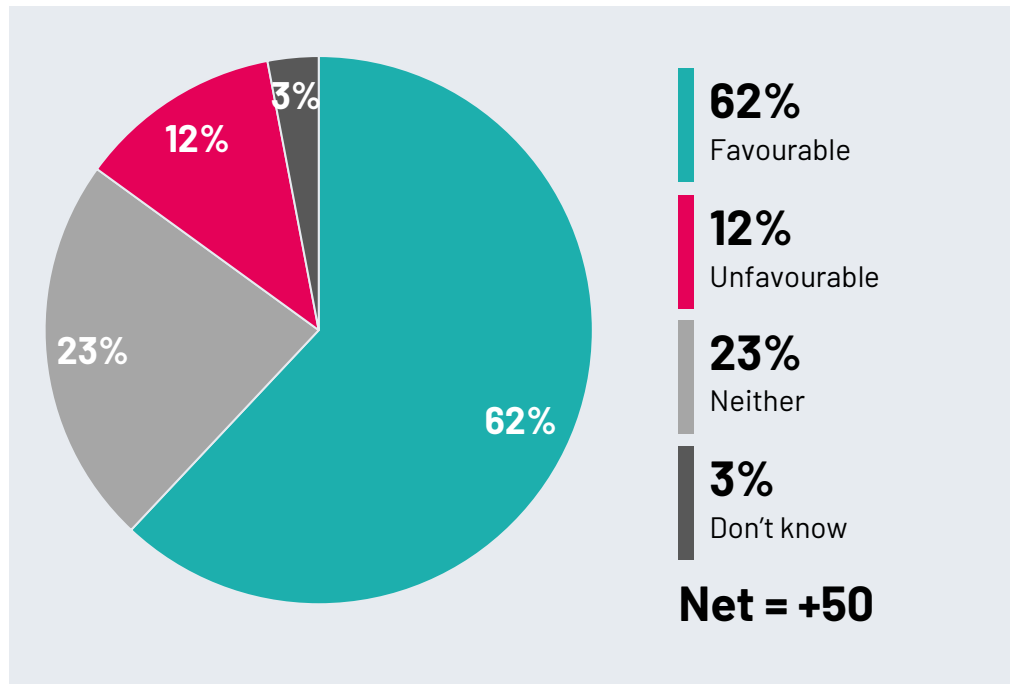
March 2018\* - January 2025



# 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?

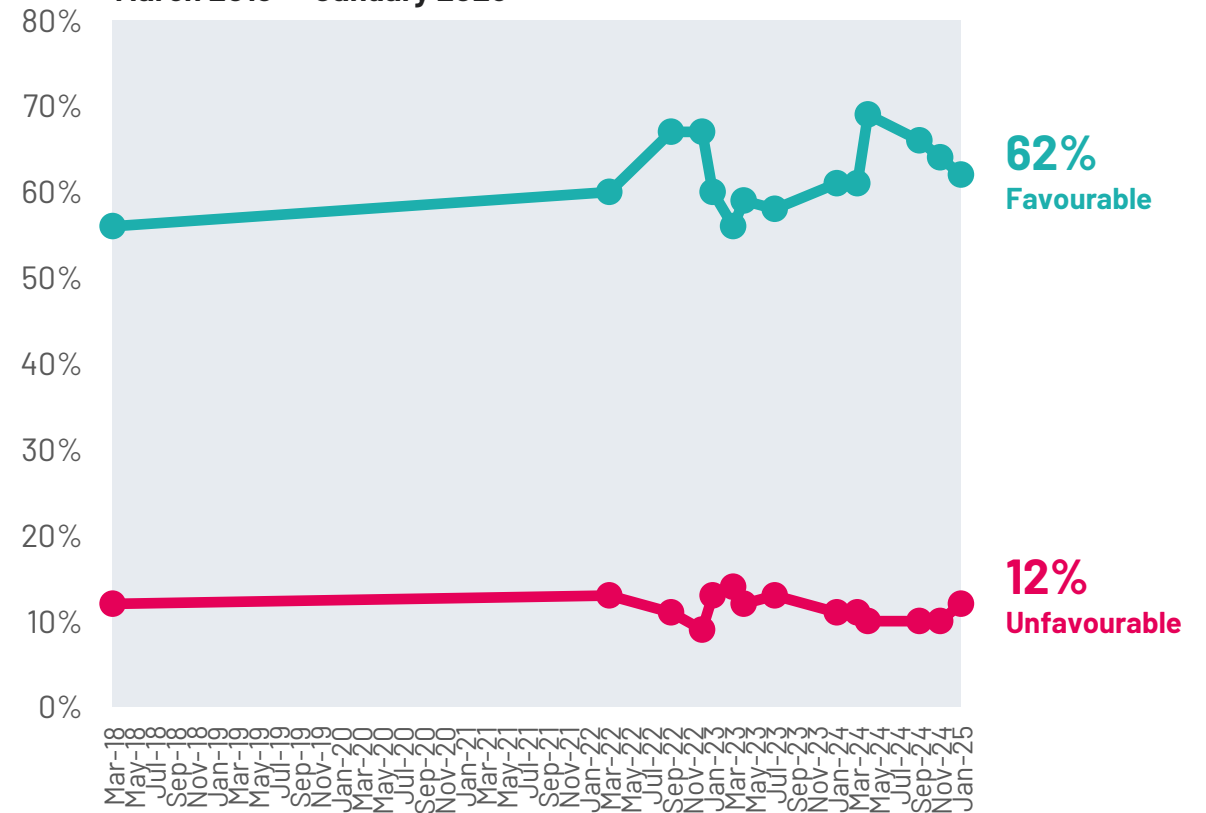
January 2025



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)

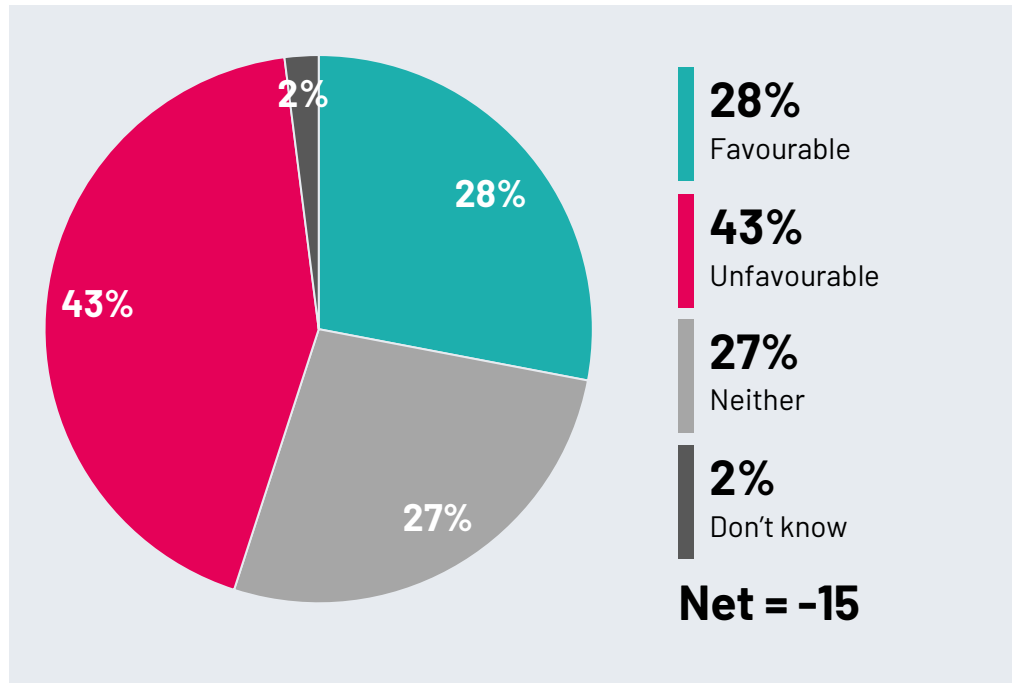
March 2018\* - January 2025



# Prince Harry: Favourability

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

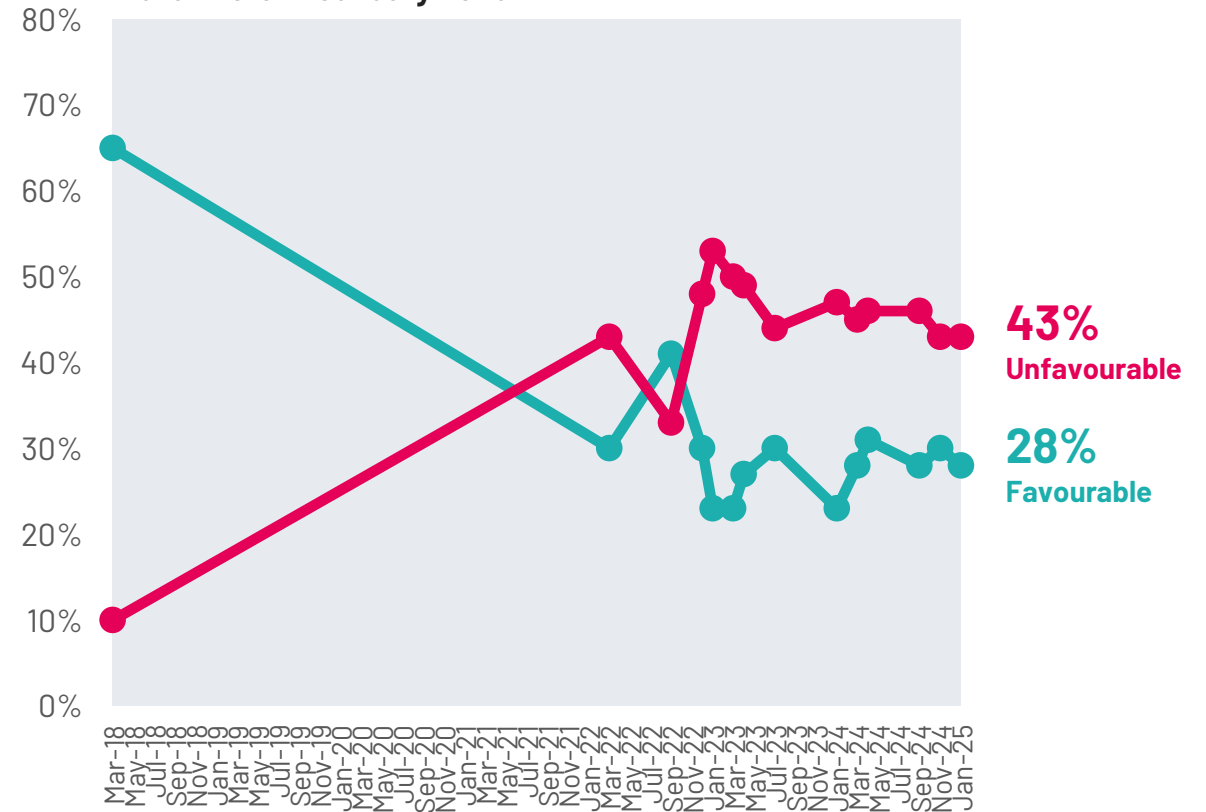
January 2025



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)

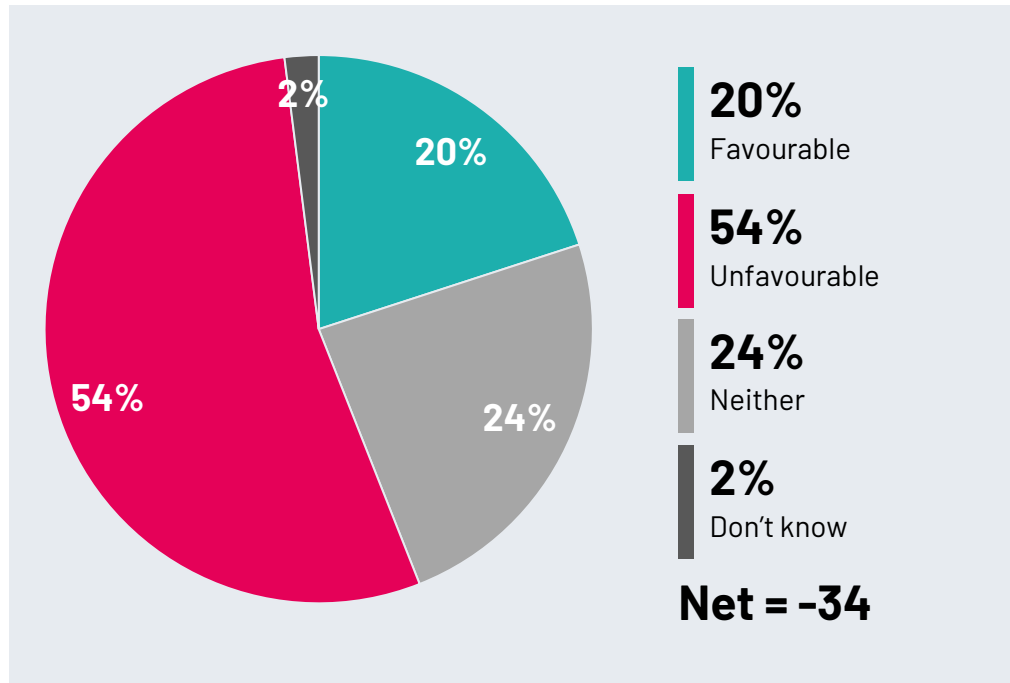
March 2018\* - January 2025



# 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?

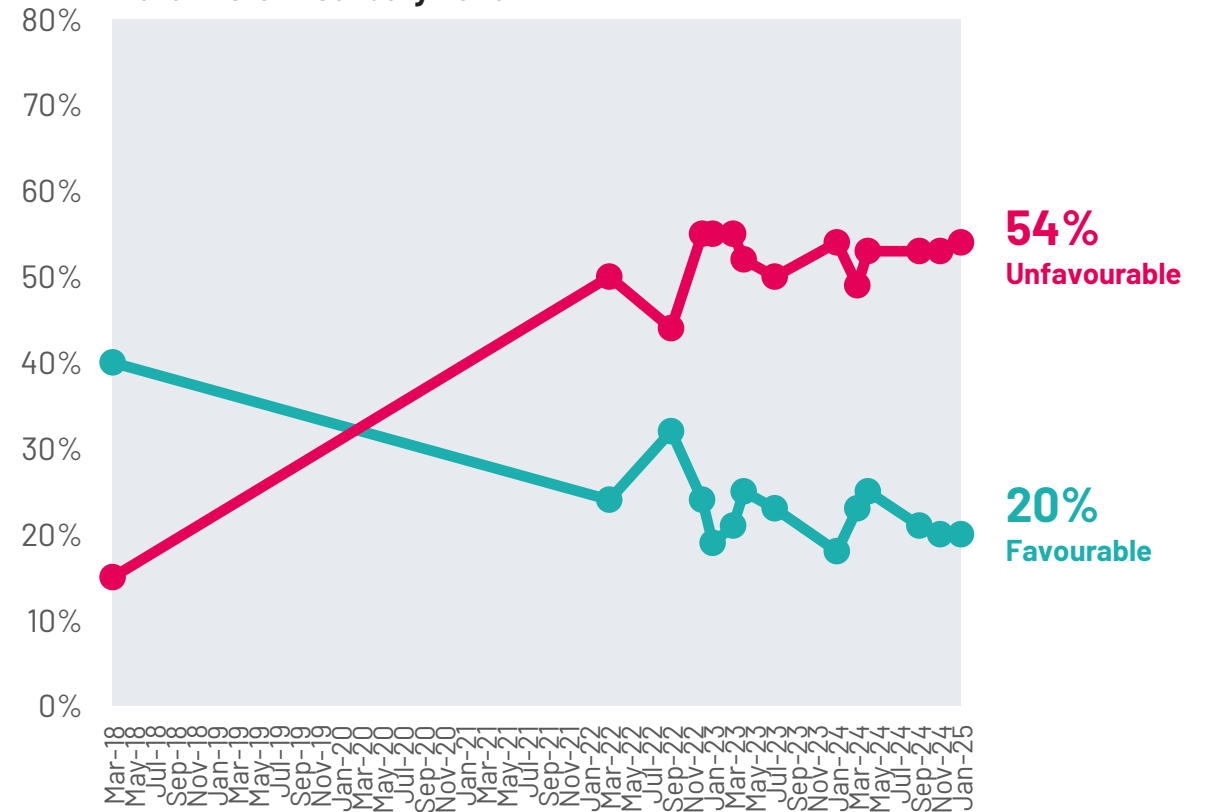
January 2025



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)

March 2018\* - January 2025





**January 2025**

**Ipsos – Royals Polling**

**For more information**

**Gideon Skinner**

Research Director

[gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

**Cameron Garrett**

Associate Director

[Cameron.garrett@ipsos.com](mailto:Cameron.garrett@ipsos.com)

**Keiran Pedley**

Research Director

[keiran.pedley@ipsos.com](mailto:keiran.pedley@ipsos.com)

**Ben Roff**

Senior Research Executive

[ben.roff@ipsos.com](mailto:ben.roff@ipsos.com)

**Laura King**

Research Executive

[laura.king@ipsos.com](mailto:laura.king@ipsos.com)