

YouGov / Channel 5 Survey Results

Sample Size: 2183 GB Adults
Fieldwork: 25th - 26th January 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2183	393	561	201	236	117	766	779	1057	1126	229	902	539	513	740	489	653	1888	105	190	517	358	264	749
Unweighted Sample	2183	375	607	229	249	126	906	761	964	1219	201	721	577	684	853	514	465	1874	114	195	522	341	221	790
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following members of the Royal Family?

Andrew Mountbatten-Windsor (formerly Prince Andrew)

Very favourable	0	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0
Somewhat favourable	2	5	1	1	3	0	2	3	3	1	1	2	3	2	2	3	2	2	0	2	1	4	2	1
TOTAL FAVOURABLE	2	6	1	2	3	0	2	3	3	1	1	2	3	2	3	2	2	0	2	1	5	2	1	
Somewhat unfavourable	11	20	8	12	11	11	10	14	10	12	5	11	13	12	12	10	13	11	9	11	10	15	10	11
Very unfavourable	78	69	86	84	79	85	83	76	77	79	73	77	79	81	82	80	73	77	83	80	81	71	76	79
TOTAL UNFAVOURABLE	89	89	94	96	90	96	93	90	87	91	78	88	92	93	94	90	86	88	92	91	91	86	86	90
Don't know	9	5	6	2	6	3	5	6	9	8	21	11	5	3	5	8	11	9	8	6	7	10	12	8
NET FAVOURABILITY	-87	-83	-93	-94	-87	-96	-91	-87	-84	-90	-77	-86	-89	-90	-92	-87	-84	-86	-92	-89	-90	-81	-84	-89

Princess Anne

Very favourable	39	68	31	49	55	19	37	55	33	45	18	22	48	69	43	46	35	40	33	38	40	38	32	42
Somewhat favourable	30	24	33	30	28	27	32	29	30	30	20	33	36	22	30	26	33	29	30	34	28	28	29	31
TOTAL FAVOURABLE	69	92	64	79	83	46	69	84	63	75	38	55	84	91	73	72	68	69	63	72	68	66	61	73
Somewhat unfavourable	8	2	10	7	5	13	9	5	10	6	11	10	6	3	6	7	8	8	4	9	9	7	8	7
Very unfavourable	5	0	5	2	4	13	6	2	7	4	4	8	3	3	6	6	5	5	12	8	7	4	5	4
TOTAL UNFAVOURABLE	13	2	15	9	9	26	15	7	17	10	15	18	9	6	12	13	13	13	16	17	16	11	13	11
Don't know	18	6	21	12	8	28	16	9	21	16	47	27	7	2	14	14	19	19	21	12	16	24	26	16
NET FAVOURABILITY	56	90	49	70	74	20	54	77	46	65	23	37	75	85	61	59	55	56	47	55	52	55	48	62

Princess Beatrice

Very favourable	5	5	4	6	7	3	4	6	3	6	2	4	5	6	4	6	5	5	2	6	4	3	5	6
Somewhat favourable	34	51	30	36	39	22	33	42	28	39	19	31	38	41	34	36	36	35	29	31	32	38	30	37
TOTAL FAVOURABLE	39	56	34	42	46	25	37	48	31	45	21	35	43	47	38	42	41	40	31	37	36	41	35	43
Somewhat unfavourable	16	18	17	16	15	20	18	18	17	16	13	14	19	18	20	16	15	16	16	15	17	13	16	17
Very unfavourable	10	4	9	6	13	17	11	7	12	7	6	11	11	9	11	10	9	9	19	13	11	8	10	7
TOTAL UNFAVOURABLE	26	22	26	22	28	37	29	25	29	23	19	25	30	27	31	26	24	25	35	28	28	21	26	24
Don't know	35	21	39	36	26	38	35	27	39	32	60	39	27	26	31	32	35	36	34	35	35	37	39	34
NET FAVOURABILITY	13	34	8	20	18	-12	8	23	2	22	2	10	13	20	7	16	17	15	-4	9	8	20	9	19

Princess Eugenie

Very favourable	4	5	4	5	6	1	4	4	2	6	2	4	5	5	3	5	5	4	2	4	4	2	5	5
Somewhat favourable	33	51	28	38	39	21	30	43	27	39	19	29	38	43	33	35	36	34	28	33	32	36	28	36
TOTAL FAVOURABLE	37	56	32	43	45	22	34	47	29	45	21	33	43	48	36	40	41	38	30	37	36	38	33	41
Somewhat unfavourable	16	18	18	16	16	21	17	18	16	15	12	15	17	18	19	15	14	16	12	15	17	14	13	17
Very unfavourable	10	5	9	6	13	17	11	7	13	7	5	10	11	9	11	10	9	9	19	12	11	8	10	7
TOTAL UNFAVOURABLE	26	23	27	22	29	38	28	25	29	22	17	25	28	27	30	25	23	25	31	27	28	22	23	24
Don't know	37	21	40	36	27	41	38	28	42	33	62	43	28	26	34	34	36	37	40	37	36	40	43	34
NET FAVOURABILITY	11	33	5	21	16	-16	6	22	0	23	4	8	15	21	6	15	18	13	-1	10	8	16	10	17

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Queen Camilla																								
Very favourable	11	25	8	12	14	4	10	17	9	13	0	6	16	21	13	15	8	12	8	7	11	10	8	14
Somewhat favourable	33	45	29	41	35	21	37	38	33	32	18	27	38	43	35	31	34	33	29	30	29	35	35	34
TOTAL FAVOURABLE	44	70	37	53	49	25	47	55	42	45	18	33	54	64	48	46	42	45	37	37	40	45	43	48
Somewhat unfavourable	22	15	27	23	20	29	22	19	23	22	33	27	17	17	21	21	25	22	23	28	25	20	17	22
Very unfavourable	21	10	23	17	27	26	19	19	19	23	25	23	20	16	21	20	21	20	28	26	22	21	21	18
TOTAL UNFAVOURABLE	43	25	50	40	47	55	41	38	42	45	58	50	37	33	42	41	46	42	51	54	47	41	38	40
Don't know	13	5	14	8	4	19	12	8	16	10	24	17	9	4	11	12	12	13	12	9	13	14	18	12
NET FAVOURABILITY	1	45	-13	13	2	-30	6	17	0	0	-40	-17	17	31	6	5	-4	3	-14	-17	-7	4	5	8
Catherine, Princess of Wales																								
Very favourable	46	75	33	51	57	22	39	62	36	55	29	31	54	69	45	51	47	46	42	42	47	41	32	53
Somewhat favourable	29	21	37	32	29	28	32	26	31	27	24	35	29	20	31	29	27	29	36	30	26	32	38	26
TOTAL FAVOURABLE	75	96	70	83	86	50	71	88	67	82	53	66	83	89	76	80	74	75	78	72	73	73	70	79
Somewhat unfavourable	7	0	10	7	2	16	9	4	9	6	10	10	6	3	6	5	8	7	6	7	8	8	9	5
Very unfavourable	6	2	6	3	4	16	8	3	8	4	4	8	4	4	7	6	5	5	7	12	5	7	6	4
TOTAL UNFAVOURABLE	13	2	16	10	6	32	17	7	17	10	14	18	10	7	13	11	13	12	13	19	13	15	15	9
Don't know	12	3	13	6	7	18	12	5	17	8	32	16	7	4	11	9	12	13	9	10	14	13	16	11
NET FAVOURABILITY	62	94	54	73	80	18	54	81	50	72	39	48	73	82	63	69	61	63	65	53	60	58	55	70
King Charles III																								
Very favourable	24	48	19	25	24	12	23	34	24	25	6	15	32	41	25	28	26	25	23	21	26	22	17	28
Somewhat favourable	37	36	38	45	35	33	40	38	38	36	30	37	39	37	40	37	35	38	24	30	34	43	41	37
TOTAL FAVOURABLE	61	84	57	70	59	45	63	72	62	61	36	52	71	78	65	65	61	63	47	51	60	65	58	65
Somewhat unfavourable	18	7	24	17	19	27	20	13	18	19	33	21	14	11	16	16	19	18	19	26	18	14	21	18
Very unfavourable	13	4	11	8	19	21	11	10	13	12	16	15	11	8	12	12	12	11	25	18	14	11	13	9
TOTAL UNFAVOURABLE	31	11	35	25	38	48	31	23	31	31	49	36	25	19	28	28	31	29	44	44	32	25	34	27
Don't know	8	4	8	5	3	7	6	5	8	9	14	12	4	3	6	7	8	8	9	6	8	10	7	8
NET FAVOURABILITY	30	73	22	45	21	-3	32	49	31	30	-13	16	46	59	37	37	30	34	3	7	28	40	24	38
Prince Edward, Duke of Edinburgh																								
Very favourable	16	31	12	19	18	5	14	23	12	20	8	7	20	31	18	20	13	16	17	13	15	15	13	18
Somewhat favourable	37	52	33	42	47	25	36	47	36	38	21	31	46	45	38	40	39	38	27	35	35	42	32	40
TOTAL FAVOURABLE	53	83	45	61	65	30	50	70	48	58	29	38	66	76	56	60	52	54	44	48	50	57	45	58
Somewhat unfavourable	11	5	12	12	13	14	13	7	14	8	12	11	13	7	12	10	10	10	12	17	11	8	11	10
Very unfavourable	8	1	10	4	7	20	9	5	10	7	9	11	6	6	10	8	8	8	15	13	9	8	10	5
TOTAL UNFAVOURABLE	19	6	22	16	20	34	22	12	24	15	21	22	19	13	22	18	18	18	27	30	20	16	21	15
Don't know	28	12	33	22	15	36	28	18	29	28	50	40	15	12	22	23	30	29	29	22	30	26	34	27
NET FAVOURABILITY	34	77	23	45	45	-4	28	58	24	43	8	16	47	63	34	42	34	36	17	18	30	41	24	43
Prince Harry, Duke of Sussex																								
Very favourable	8	4	11	5	7	8	8	8	8	9	8	9	10	5	8	5	10	8	7	8	10	9	8	7
Somewhat favourable	25	15	35	25	15	32	30	17	23	28	34	32	20	16	25	23	28	26	20	27	23	26	36	23
TOTAL FAVOURABLE	33	19	46	30	22	40	38	25	31	37	42	41	30	21	33	28	38	34	27	35	33	35	44	30
Somewhat unfavourable	26	28	25	38	20	25	28	25	25	26	24	24	28	27	24	28	24	26	22	27	24	25	27	26
Very unfavourable	31	50	19	28	49	20	26	44	33	29	14	23	36	49	36	34	29	31	41	29	33	29	20	34
TOTAL UNFAVOURABLE	57	78	44	66	69	45	54	69	58	55	38	47	64	76	60	62	53	57	63	56	57	54	47	60
Don't know	10	3	11	4	8	14	9	6	11	8	20	12	7	4	7	9	9	9	11	9	9	11	9	9
NET FAVOURABILITY	-24	-59	2	-36	-47	-5	-16	-44	-27	-18	4	-6	-34	-55	-27	-34	-15	-23	-36	-21	-24	-19	-3	-30

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Meghan, Duchess of Sussex																								
Very favourable	5	0	6	3	2	9	5	3	5	4	6	6	5	2	5	2	6	5	2	4	5	6	6	4
Somewhat favourable	17	9	24	16	11	25	20	10	17	17	27	21	13	8	18	13	16	17	13	11	16	17	26	15
TOTAL FAVOURABLE	22	9	30	19	13	34	25	13	22	21	33	27	18	23	15	22	22	15	15	21	23	32	19	
Somewhat unfavourable	19	13	23	23	10	24	22	14	17	21	22	22	17	15	19	18	20	19	21	22	17	14	26	19
Very unfavourable	46	74	30	50	72	26	39	65	46	47	21	35	54	69	49	56	43	46	50	50	48	48	28	49
TOTAL UNFAVOURABLE	65	87	53	73	82	50	61	79	63	68	43	57	71	84	68	74	63	65	71	72	65	62	54	68
Don't know	13	4	17	8	6	17	14	8	16	11	25	16	11	6	9	12	15	14	14	12	14	15	15	12
NET FAVOURABILITY	-43	-78	-23	-54	-69	-16	-36	-66	-41	-47	-10	-30	-53	-74	-45	-59	-41	-43	-56	-57	-44	-39	-22	-49
Sarah Ferguson																								
Very favourable	1	1	1	0	1	0	1	1	0	1	0	1	1	0	1	1	1	1	0	1	1	1	1	1
Somewhat favourable	13	19	9	11	21	9	12	17	11	15	4	14	16	12	12	12	16	13	14	13	12	16	15	12
TOTAL FAVOURABLE	14	20	10	11	22	9	13	18	11	16	4	15	17	12	13	13	17	14	14	14	13	17	16	13
Somewhat unfavourable	26	28	28	31	30	38	29	31	25	28	11	23	30	35	28	30	25	27	16	24	32	25	24	26
Very unfavourable	32	39	33	35	34	31	36	37	33	30	11	23	40	48	36	36	28	31	45	34	32	25	28	33
TOTAL UNFAVOURABLE	58	67	61	66	64	69	65	68	58	58	22	46	70	83	64	66	53	58	61	58	64	50	52	59
Don't know	28	13	29	23	15	22	22	14	30	26	74	39	13	5	23	21	29	28	26	28	23	34	32	27
NET FAVOURABILITY	-44	-47	-51	-55	-42	-60	-52	-50	-47	-42	-18	-31	-53	-71	-51	-53	-36	-44	-47	-44	-51	-33	-36	-46
Sophie, Duchess of Edinburgh																								
Very favourable	23	47	16	26	30	11	20	35	16	29	5	11	27	46	25	31	19	23	23	21	22	22	16	26
Somewhat favourable	29	37	27	36	37	23	31	36	29	30	11	26	38	33	32	27	32	29	27	30	29	32	27	29
TOTAL FAVOURABLE	52	84	43	62	67	34	51	71	45	59	16	37	65	79	57	58	51	52	50	51	51	54	43	55
Somewhat unfavourable	7	4	8	6	7	9	8	5	8	5	6	8	7	3	6	7	7	6	6	10	7	6	7	6
Very unfavourable	6	0	7	3	3	14	8	2	8	4	4	8	3	4	7	6	5	5	13	10	6	5	5	4
TOTAL UNFAVOURABLE	13	4	15	9	10	23	16	7	16	9	10	16	10	7	13	13	12	11	19	20	13	11	12	10
Don't know	36	13	42	30	23	44	34	21	39	33	73	46	24	14	31	30	38	37	32	30	37	34	45	35
NET FAVOURABILITY	39	80	28	53	57	11	35	64	29	50	6	21	55	72	44	45	39	41	31	31	38	43	31	45
William, Prince of Wales																								
Very favourable	44	71	33	49	56	20	38	61	36	51	27	31	51	66	44	47	46	45	41	39	45	41	32	51
Somewhat favourable	32	25	37	33	29	29	34	26	33	30	31	36	32	23	33	32	29	31	31	33	30	32	38	30
TOTAL FAVOURABLE	76	96	70	82	85	49	72	87	69	81	58	67	83	89	77	79	75	76	72	72	75	73	70	81
Somewhat unfavourable	10	1	14	10	7	21	13	6	13	8	16	13	8	5	10	7	12	10	10	12	11	10	12	9
Very unfavourable	7	2	8	4	5	19	9	3	9	5	7	10	4	4	8	7	5	6	10	10	6	9	8	5
TOTAL UNFAVOURABLE	17	3	22	14	12	40	22	9	22	13	23	23	12	9	18	14	17	16	20	22	17	19	20	14
Don't know	7	2	8	4	3	11	7	3	9	6	19	10	4	2	5	6	7	8	8	6	8	8	10	6
NET FAVOURABILITY	59	93	48	68	73	9	50	78	47	68	35	44	71	80	59	65	58	60	52	50	58	54	50	67
Zara Tindall																								
Very favourable	20	37	17	21	28	8	19	29	14	25	4	11	28	34	20	26	20	20	17	16	20	19	17	22
Somewhat favourable	34	46	31	42	34	29	36	41	30	38	14	33	37	40	38	33	33	34	34	35	35	35	30	34
TOTAL FAVOURABLE	54	83	48	63	62	37	55	70	44	63	18	44	65	74	58	59	53	54	51	51	55	54	47	56
Somewhat unfavourable	6	4	7	5	5	9	6	5	8	4	7	6	6	5	6	5	6	6	6	9	5	5	5	6
Very unfavourable	5	1	6	1	5	11	6	3	8	3	2	8	4	4	6	5	5	5	12	9	6	6	4	3
TOTAL UNFAVOURABLE	11	5	13	6	10	20	12	8	16	7	9	14	10	9	12	10	11	11	18	18	11	11	9	9
Don't know	35	12	38	31	27	42	33	22	41	30	73	41	25	17	30	30	36	35	31	31	34	35	44	34
NET FAVOURABILITY	43	78	35	57	52	17	43	62	28	56	9	30	55	65	46	49	42	43	33	33	44	43	38	47

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following words, if any, do you most associate with [family member]? Please select all that apply.

[Each respondent was shown a random selection of 4 royal family members]

Andrew Mountbatten-Windsor (formerly Prince Andrew)

[Seen by 653 respondents]

Dishonest	66	68	65	79	67	69	70	66	65	67	60	65	67	71	71	55	68	67	66	57	67	61	70	69
Entitled	52	51	48	57	59	55	54	54	51	52	50	46	56	59	60	42	51	51	49	58	57	46	42	53
Selfish	51	58	49	65	49	52	55	51	50	53	56	39	53	69	59	47	46	51	43	54	53	43	58	54
Out of touch	45	53	46	49	46	55	47	51	48	42	44	41	49	47	50	40	44	44	43	51	43	40	50	46
Weak	42	52	39	41	39	38	41	47	40	44	34	38	41	55	48	34	43	43	32	40	48	38	31	47
Disloyal	42	42	39	51	42	31	40	43	38	46	37	38	43	48	45	39	40	43	32	34	47	37	30	47
Shallow	39	46	42	50	40	31	37	45	39	40	36	31	40	55	44	33	40	40	36	29	42	37	37	42
Hypocritical	33	38	34	36	31	23	33	36	31	34	28	25	40	43	38	28	31	34	30	20	35	27	34	36
Lazy	28	34	28	24	35	29	27	35	27	30	14	19	37	45	36	24	27	29	16	32	40	18	30	28
Materialistic	22	36	19	21	27	11	26	28	20	24	12	13	24	43	29	25	18	23	14	15	28	16	21	25
Aloof	21	29	19	26	29	18	23	28	25	16	10	11	30	36	26	21	17	21	20	13	19	19	21	25
Insecure	17	16	18	17	14	12	16	17	20	13	23	13	17	20	18	11	18	17	11	14	17	16	21	17
Strong	1	3	1	0	0	0	1	1	1	0	0	0	3	0	0	1	2	1	0	0	0	2	0	1
Fair	1	2	0	0	0	0	1	0	1	1	0	2	0	0	0	0	2	0	0	7	0	0	0	1
Charismatic	1	0	1	4	1	0	1	1	1	1	1	0	1	2	0	3	0	1	0	0	0	1	2	1
Fun	1	1	0	2	0	0	0	1	1	1	0	1	1	1	0	2	1	1	0	0	0	1	3	1
Resilient	1	2	1	0	0	0	1	1	0	1	0	0	2	0	0	1	1	1	0	0	0	1	0	1
Elegant	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0	7	0	0	0	0
Relatable	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	7	0	0	0	0
Dependable	0	0	1	2	0	0	0	1	1	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0
Warm	0	0	0	4	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	2	0
Wise	0	1	0	2	0	0	0	0	0	0	0	0	0	1	0	1	0	0	2	0	0	0	2	0
Hardworking	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0
Forward thinking	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
None of these	4	1	6	2	2	6	5	2	3	5	3	7	1	2	3	8	3	4	5	0	4	4	7	4
Don't know	10	6	9	1	11	6	6	6	10	10	28	10	8	4	6	13	10	11	4	10	9	15	10	9

Sample Size: 2183 GB Adults
Fieldwork: 25th - 26th January 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2183	393	561	201	236	117	766	779	1057	1126	229	902	539	513	740	489	653	1888	105	190	517	358	264	749	
Unweighted Sample	2183	375	607	229	249	126	906	761	964	1219	201	721	577	684	853	514	465	1874	114	195	522	341	221	790	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Catherine, Princess of Wales
[Seen by 598 respondents]

Elegant	55	71	47	54	61	42	51	66	40	69	40	43	71	71	60	62	48	56	46	53	55	57	47	60
Warm	50	64	40	60	65	22	48	63	40	59	28	41	58	70	50	54	51	50	44	46	50	46	35	58
Hardworking	43	60	34	48	57	15	41	56	31	54	24	29	53	69	48	46	41	44	44	37	33	47	43	50
Strong	39	56	31	43	48	16	34	53	29	50	25	30	49	57	37	43	42	39	38	43	32	34	36	48
Dependable	32	53	26	31	47	7	28	47	22	42	13	17	47	59	34	40	32	32	34	36	28	31	26	37
Relatable	28	45	20	31	39	13	24	39	22	34	11	14	44	47	31	32	28	27	26	40	25	25	28	29
Fun	26	44	16	23	37	13	20	35	21	31	20	13	34	47	27	25	28	25	30	33	21	23	24	30
Resilient	34	44	32	31	38	16	35	40	27	41	27	26	43	43	36	36	31	34	31	32	32	33	25	40
Charismatic	33	43	26	29	39	18	31	38	26	39	32	17	46	52	31	37	35	32	34	38	30	31	20	39
Fair	25	42	22	27	21	5	21	31	20	29	22	16	29	38	24	27	27	25	17	27	22	30	11	30
Wise	22	36	16	13	30	11	18	31	17	28	12	15	25	39	22	23	27	22	23	30	20	20	28	22
Forward thinking	21	31	17	23	32	10	17	28	17	25	18	13	29	31	19	21	23	21	23	25	23	15	25	20
Shallow	2	6	1	2	0	7	2	3	1	3	0	3	2	1	2	1	4	2	0	1	2	5	5	1
Entitled	5	5	9	1	2	16	9	4	6	5	1	6	7	3	6	6	5	5	4	7	7	8	6	2
Out of touch	6	5	10	5	1	4	6	4	6	6	12	8	5	1	6	5	7	6	4	9	6	10	11	2
Hypocritical	2	2	0	2	1	10	2	2	2	2	2	0	5	2	1	1	2	2	4	3	2	0	5	1
Weak	1	2	1	2	0	0	2	1	2	1	0	1	2	1	1	1	2	1	4	1	1	0	3	0
Lazy	2	0	3	2	0	4	2	2	1	2	0	2	1	1	2	2	2	1	4	1	1	0	3	2
Selfish	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0	1	0	0	0	3	0	1	0	0
Aloof	3	0	7	5	1	4	6	1	2	4	2	3	5	1	4	3	3	3	0	4	4	3	6	1
Dishonest	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Disloyal	0	0	0	0	0	4	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	1	0
Insecure	1	0	1	0	1	4	2	0	1	1	0	1	2	1	1	1	0	1	0	0	1	1	3	0
Materialistic	3	0	4	3	3	4	5	1	3	2	0	3	5	2	2	5	3	2	6	7	4	3	3	1
None of these	3	2	4	5	1	17	5	1	3	4	3	5	1	3	4	4	2	4	6	1	3	1	3	5
Don't know	16	4	19	9	12	13	16	10	23	9	33	22	6	6	15	8	19	15	23	22	22	16	18	8

Sample Size: 2183 GB Adults
Fieldwork: 25th - 26th January 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2183	393	561	201	236	117	766	779	1057	1126	229	902	539	513	740	489	653	1888	105	190	517	358	264	749	
Unweighted Sample	2183	375	607	229	249	126	906	761	964	1219	201	721	577	684	853	514	465	1874	114	195	522	341	221	790	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

King Charles III
[Seen by 636 respondents]

Hardworking	39	65	36	50	44	13	43	49	34	45	10	25	49	63	40	44	41	40	25	42	38	32	43	43
Forward thinking	28	44	33	35	27	24	33	34	28	28	8	20	37	40	26	29	34	28	36	28	24	27	31	30
Dependable	27	48	21	37	32	8	28	35	28	26	10	14	35	47	29	33	26	27	30	26	31	21	27	28
Resilient	27	39	28	35	19	16	31	30	25	29	12	20	34	37	32	28	24	26	26	33	33	19	24	25
Entitled	25	18	30	22	29	31	28	23	26	24	26	22	30	25	31	24	20	25	30	26	24	27	35	21
Out of touch	24	15	30	18	40	31	25	24	21	27	31	24	26	20	27	23	18	24	37	19	28	17	26	23
Wise	22	32	22	29	19	11	23	25	20	24	11	13	28	33	21	27	21	21	28	23	21	14	28	22
Fair	21	29	20	25	27	9	24	23	21	20	15	13	27	29	20	25	19	20	18	25	14	25	21	22
Strong	19	36	18	20	11	5	19	26	18	20	3	14	22	31	16	20	26	19	17	23	21	19	13	20
Warm	17	30	16	17	16	3	17	23	17	17	10	11	22	25	16	21	16	16	23	24	13	20	14	17
Aloof	13	11	12	18	14	18	15	13	11	14	4	11	15	17	18	13	8	13	5	13	14	18	10	11
Charismatic	10	20	5	6	7	12	10	12	11	10	7	11	11	10	10	11	10	10	25	7	9	12	15	7
Weak	9	7	8	3	23	8	8	11	9	10	11	8	11	9	11	11	7	9	15	11	12	7	4	9
Relatable	8	19	6	9	5	5	9	11	9	8	0	4	12	16	6	15	9	9	8	7	11	9	7	7
Elegant	8	11	9	5	9	6	8	10	10	6	8	6	11	8	8	9	10	8	2	12	6	13	7	7
Hypocritical	8	4	7	3	11	18	9	6	9	7	13	8	7	8	10	7	6	7	23	7	6	10	11	5
Fun	7	9	5	8	9	6	6	10	9	6	3	5	9	12	4	8	11	7	19	10	7	9	5	6
Selfish	7	2	9	6	8	16	10	4	7	7	5	7	10	6	8	6	6	7	5	12	7	6	6	8
Dishonest	6	0	5	8	7	11	6	5	5	7	12	7	5	3	6	3	5	6	3	8	5	6	4	7
Materialistic	5	1	7	2	3	16	6	3	7	3	14	3	4	6	7	2	4	5	0	6	5	8	5	5
Shallow	5	3	5	1	5	4	5	5	4	6	7	4	8	4	7	5	1	5	0	8	8	5	4	4
Disloyal	5	0	3	8	8	22	6	3	4	6	7	6	4	3	5	7	4	5	5	8	4	4	3	6
Insecure	4	2	3	1	9	11	5	3	4	4	6	4	5	3	4	5	4	3	13	9	2	3	2	5
Lazy	3	0	2	1	5	11	4	2	4	2	2	3	3	2	4	1	3	3	0	2	3	2	3	3
None of these	4	2	7	2	2	3	5	2	4	5	4	7	2	3	5	5	4	5	0	6	8	3	1	4
Don't know	12	10	7	5	3	21	8	11	16	7	20	17	6	5	10	6	16	12	2	10	12	14	13	12

Sample Size: 2183 GB Adults
Fieldwork: 25th - 26th January 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2183	393	561	201	236	117	766	779	1057	1126	229	902	539	513	740	489	653	1888	105	190	517	358	264	749	
Unweighted Sample	2183	375	607	229	249	126	906	761	964	1219	201	721	577	684	853	514	465	1874	114	195	522	341	221	790	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Meghan, Duchess of Sussex
[Seen by 678 respondents]

Materialistic	40	62	37	46	55	20	42	56	35	44	14	28	57	59	46	45	38	40	55	25	40	44	36	40
Shallow	38	62	30	38	65	18	34	61	36	40	13	27	52	57	41	40	37	37	63	29	43	41	21	38
Entitled	37	57	33	37	53	23	36	52	33	42	18	28	48	56	41	44	36	37	34	39	41	37	28	40
Selfish	35	65	28	28	55	18	32	53	36	34	15	22	49	58	37	37	36	35	45	29	35	36	24	39
Disloyal	30	62	23	25	50	11	26	49	27	32	6	20	44	49	33	35	31	30	37	20	34	29	24	32
Hypocritical	27	50	18	28	43	16	22	43	26	27	12	17	36	46	30	24	29	27	38	20	28	31	23	26
Out of touch	26	29	25	33	38	17	27	30	25	26	14	26	23	35	32	26	23	24	37	35	22	27	25	24
Dishonest	25	37	16	31	42	8	21	37	23	26	6	22	35	30	31	21	25	24	45	25	22	25	19	26
Insecure	21	28	19	24	29	8	21	28	20	22	4	21	23	28	28	19	18	21	21	18	27	19	15	21
Aloof	15	29	12	16	22	5	13	21	14	15	6	5	24	29	16	14	14	15	10	9	18	15	9	16
Elegant	10	4	11	9	1	16	12	3	7	12	12	12	9	5	11	5	9	9	6	15	7	12	13	8
Strong	10	6	11	8	3	22	13	2	9	10	14	13	6	3	6	8	14	10	5	5	6	11	15	10
Resilient	8	3	9	12	3	18	11	2	5	10	13	8	7	4	7	5	8	8	3	10	4	7	8	10
Lazy	8	15	6	6	15	2	7	11	7	8	4	4	10	15	9	7	8	7	15	4	7	8	4	9
Weak	7	15	5	6	10	1	8	10	8	6	0	4	7	15	8	6	7	7	14	4	5	9	6	6
Hardworking	6	0	4	10	3	9	5	3	6	6	9	8	3	2	6	3	7	6	0	6	4	2	8	8
Charismatic	5	3	8	5	0	19	6	2	6	5	14	6	3	3	4	3	7	6	5	4	1	10	10	5
Warm	5	4	5	6	2	5	5	1	3	8	16	6	1	2	5	5	5	5	1	9	4	2	7	7
Fun	5	1	6	8	0	11	4	2	5	5	13	6	1	2	7	2	6	5	5	1	3	5	10	5
Forward thinking	3	1	5	0	2	6	2	1	2	4	9	2	2	2	3	3	1	3	0	0	3	2	5	3
Relatable	3	0	3	6	0	6	3	0	3	2	5	4	1	0	1	1	4	3	0	1	1	3	3	4
Fair	1	0	2	3	0	0	0	0	1	1	5	1	1	1	1	2	2	1	0	2	1	1	1	1
Dependable	1	0	1	0	0	6	1	0	1	1	0	2	0	0	2	0	1	1	0	0	0	2	3	0
Wise	1	0	1	0	0	4	1	0	1	1	2	1	1	0	0	1	2	1	1	0	1	0	0	2
None of these	4	1	4	5	0	4	5	2	5	2	2	6	2	2	4	4	2	4	5	1	2	2	8	4
Don't know	17	7	20	12	9	23	16	10	21	12	34	20	10	8	11	15	20	17	18	15	20	15	16	16

Sample Size: 2183 GB Adults
Fieldwork: 25th - 26th January 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2183	393	561	201	236	117	766	779	1057	1126	229	902	539	513	740	489	653	1888	105	190	517	358	264	749	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Prince Edward, Duke of Edinburgh
[Seen by 619 respondents]

Dependable	21	42	12	24	28	12	21	28	15	25	8	9	25	40	22	31	13	20	24	20	18	25	13	23
Hardworking	20	41	14	25	28	6	19	27	17	23	10	10	22	38	22	26	13	20	16	18	16	22	12	25
Warm	12	25	8	15	10	5	10	15	10	14	12	6	10	24	12	19	5	13	2	12	9	15	10	15
Fair	12	26	8	12	8	2	11	15	11	12	5	6	16	19	13	14	9	12	6	10	10	15	10	12
Entitled	10	6	10	11	9	13	14	9	10	10	4	9	13	9	14	13	2	9	11	18	16	7	6	6
Resilient	9	15	8	17	12	6	10	11	7	12	8	5	7	19	12	15	1	10	6	7	8	15	9	8
Out of touch	8	5	10	4	12	10	11	7	9	6	4	12	5	6	11	7	5	7	11	13	8	7	9	6
Wise	7	15	6	8	7	5	8	7	6	7	6	4	7	12	7	8	5	7	2	11	5	9	3	8
Relatable	6	13	4	6	6	2	6	8	5	7	4	1	5	16	6	12	1	6	4	4	6	7	7	6
Weak	6	5	7	6	10	3	4	8	7	5	2	5	9	5	9	9	2	5	6	10	5	6	6	5
Strong	6	16	2	5	4	3	6	9	5	7	1	2	9	10	6	5	5	6	4	7	2	7	4	8
Aloof	6	6	6	8	8	6	6	8	7	5	0	4	7	9	8	8	2	5	6	7	6	6	2	5
Forward thinking	4	6	3	4	3	0	3	4	3	5	7	2	6	5	2	7	2	4	1	6	4	6	2	4
Charismatic	4	6	2	8	2	6	4	4	3	4	9	2	3	5	3	6	2	3	3	8	5	3	3	3
Elegant	4	4	5	5	3	4	4	3	3	4	4	2	5	4	4	4	3	4	2	1	3	5	4	4
Dishonest	3	2	4	2	1	3	4	2	3	3	0	6	2	1	6	2	1	3	2	6	1	6	6	1
Lazy	3	1	2	7	3	6	4	3	2	3	0	3	4	2	5	3	0	3	2	4	3	2	2	3
Insecure	2	2	5	3	1	3	2	1	2	2	0	3	0	4	3	2	2	2	0	2	1	5	5	1
Shallow	2	2	3	5	3	3	3	3	3	1	0	1	4	4	3	4	0	2	2	1	3	2	4	2
Selfish	2	0	3	3	1	6	2	1	2	2	0	4	1	2	3	3	0	2	2	3	0	4	5	1
Fun	2	6	1	1	2	0	2	2	3	1	2	1	3	2	2	4	1	2	0	0	1	2	4	3
Materialistic	2	0	3	3	1	4	2	1	2	2	0	3	2	1	4	1	0	2	2	0	1	3	5	1
Hypocritical	2	0	3	2	1	0	2	1	2	2	0	3	2	1	3	2	0	2	2	3	1	3	4	0
Disloyal	2	0	4	2	1	0	1	2	1	2	0	3	1	0	3	1	1	1	4	2	1	2	4	0
None of these	9	4	11	13	6	9	8	7	8	10	16	9	8	6	6	7	14	9	8	6	11	11	2	9
Don't know	40	27	43	30	27	57	42	32	44	37	52	51	32	28	36	33	50	40	48	37	42	34	51	37

Sample Size: 2183 GB Adults
Fieldwork: 25th - 26th January 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England					
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Weighted Sample	2183	393	561	201	236	117	766	779	1057	1126	229	902	539	513	740	489	653	1888	105	190	517	358	264	749	
Unweighted Sample	2183	375	607	229	249	126	906	761	964	1219	201	721	577	684	853	514	465	1874	114	195	522	341	221	790	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Prince Harry, Duke of Sussex
[Seen by 601 respondents]

Entitled	34	41	30	30	51	34	37	44	34	33	8	27	38	48	36	31	36	32	40	49	29	35	23	35
Disloyal	32	53	17	29	45	15	25	52	28	35	11	22	35	51	31	34	34	31	30	38	31	40	17	32
Insecure	31	47	24	37	36	26	31	42	28	34	14	21	33	50	32	38	25	31	24	35	24	31	32	36
Hypocritical	28	41	25	30	36	25	26	41	27	28	10	23	33	36	30	25	30	28	25	26	27	31	21	29
Selfish	27	42	19	25	38	17	24	39	28	25	8	23	29	37	28	28	27	27	34	18	27	26	27	28
Out of touch	24	31	22	22	26	21	22	31	25	22	21	19	22	34	27	21	22	23	30	29	21	21	26	24
Weak	20	42	6	13	21	18	15	32	20	21	9	15	21	31	22	19	19	21	21	17	21	21	14	22
Shallow	19	34	17	8	22	10	17	30	20	18	6	13	20	31	24	16	16	19	25	21	20	21	16	17
Materialistic	16	26	9	10	20	13	11	28	15	17	0	11	16	30	21	14	11	16	16	20	20	20	8	14
Dishonest	14	28	6	1	24	9	10	22	14	14	4	10	16	23	14	12	16	14	24	7	15	18	10	13
Fun	13	5	11	19	13	20	14	11	12	15	4	18	12	10	12	16	14	14	8	12	13	10	18	14
Resilient	12	6	13	15	3	5	13	8	10	13	13	15	10	8	13	11	9	11	18	17	11	11	12	10
Charismatic	11	3	16	16	1	14	15	5	12	10	7	15	10	7	13	9	9	10	10	18	8	10	21	9
Strong	11	14	9	11	2	12	11	8	10	11	8	12	12	9	11	10	10	11	16	7	9	8	16	11
Warm	10	4	16	14	6	8	14	6	8	11	3	9	13	8	13	8	8	9	12	16	7	10	11	8
Hardworking	9	3	11	12	7	2	9	8	8	10	2	11	9	9	9	4	13	9	13	10	10	4	13	9
Lazy	8	15	7	1	9	7	6	14	11	6	2	7	11	10	9	8	8	8	12	6	10	7	13	7
Alloof	8	13	3	5	14	10	4	15	10	7	10	5	11	10	7	6	10	8	9	10	6	11	6	9
Relatable	7	1	12	8	1	9	11	3	8	6	9	9	7	4	11	6	2	7	9	7	6	6	13	6
Fair	6	3	10	9	0	0	6	3	6	6	2	8	7	4	4	8	7	5	10	14	4	8	8	4
Forward thinking	5	1	3	9	5	8	5	4	3	6	10	4	5	4	4	4	3	5	6	3	5	3	7	5
Dependable	4	4	5	6	0	7	4	4	4	5	0	7	5	2	4	1	7	4	4	5	4	7	3	4
Wise	4	4	1	5	2	0	2	3	3	4	3	6	3	1	3	5	2	4	4	4	4	3	5	3
Elegant	1	0	1	0	0	0	0	1	1	2	2	2	0	0	2	0	1	1	4	4	1	1	2	1
None of these	4	1	8	6	5	6	6	3	4	4	4	7	2	3	5	5	4	4	5	4	4	9	4	2
Don't know	13	8	16	6	8	18	11	7	17	9	42	15	7	5	10	12	12	13	13	9	11	10	12	16

Sample Size: 2183 GB Adults
Fieldwork: 25th - 26th January 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2183	393	561	201	236	117	766	779	1057	1126	229	902	539	513	740	489	653	1888	105	190	517	358	264	749
Unweighted Sample	2183	375	607	229	249	126	906	761	964	1219	201	721	577	684	853	514	465	1874	114	195	522	341	221	790
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Princess Anne
[Seen by 591 respondents]

Hardworking	50	78	42	56	74	40	53	70	43	58	15	28	70	83	57	57	49	51	45	48	48	52	44	55
Strong	41	65	34	43	59	23	37	60	30	53	17	27	47	71	46	44	41	41	49	41	36	50	34	42
Dependable	37	64	33	44	54	24	36	57	33	42	12	22	48	65	42	44	35	38	51	22	36	42	31	40
Resilient	34	51	30	47	43	19	32	49	27	41	12	25	44	49	38	43	33	34	35	35	41	35	26	31
Wise	27	42	20	32	39	20	18	42	21	33	14	21	29	40	29	32	24	27	40	20	29	30	23	25
Fair	17	30	13	17	33	14	15	29	15	20	3	8	24	33	19	18	19	18	20	10	13	20	13	23
Warm	17	29	15	16	26	20	15	26	17	17	10	10	20	30	19	13	20	17	19	15	18	15	12	19
Elegant	17	29	12	29	15	20	15	24	13	21	5	14	14	30	23	18	14	17	6	18	21	17	14	17
Charismatic	13	24	12	11	15	12	13	17	13	13	9	12	12	18	14	13	13	12	29	7	17	12	12	9
Relatable	12	17	12	17	20	9	10	21	11	14	5	5	13	28	11	13	15	12	16	10	12	9	10	15
Forward thinking	11	15	11	16	18	10	10	17	9	14	7	6	12	21	11	13	12	12	15	3	15	14	3	13
Aloof	10	16	9	10	12	6	12	14	10	11	0	4	17	18	13	14	7	12	2	3	12	12	9	12
Fun	10	13	10	10	13	14	10	12	8	12	3	7	10	17	14	8	8	10	13	8	9	14	12	7
Entitled	7	4	9	4	7	14	9	10	10	5	0	4	10	13	12	9	2	8	0	5	12	5	11	6
Out of touch	5	1	7	8	0	10	8	2	7	3	8	5	6	4	7	4	3	4	2	15	5	2	8	4
Materialistic	2	0	0	0	5	15	2	3	3	1	0	2	3	2	2	1	3	2	6	0	2	0	4	2
Selfish	1	0	2	0	0	2	2	1	2	0	0	1	3	1	1	1	2	1	0	1	1	0	1	2
Hypocritical	1	0	2	1	0	2	2	1	2	1	0	1	1	1	2	1	1	1	0	2	2	0	3	1
Shallow	1	0	2	0	3	2	2	0	2	0	0	1	3	0	1	1	1	1	0	0	2	0	0	2
Lazy	1	0	0	0	0	9	1	0	2	0	0	2	0	1	1	0	2	1	0	0	0	0	1	2
Weak	1	0	0	0	3	5	1	0	1	0	0	1	2	0	0	1	2	1	0	0	1	0	0	2
Dishonest	1	0	0	0	0	4	1	0	1	0	0	1	0	1	1	0	1	1	0	2	0	0	1	1
Insecure	0	0	0	0	0	2	0	1	0	0	0	0	1	1	0	1	0	0	0	0	1	0	1	0
Disloyal	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
None of these	4	3	3	1	6	5	4	3	4	4	0	7	3	0	3	4	4	4	7	1	7	4	2	2
Don't know	27	8	32	24	8	32	26	11	32	22	70	40	11	4	20	22	28	28	25	28	22	28	34	29

Sample Size: 2183 GB Adults
Fieldwork: 25th - 26th January 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2183	393	561	201	236	117	766	779	1057	1126	229	902	539	513	740	489	653	1888	105	190	517	358	264	749
Unweighted Sample	2183	375	607	229	249	126	906	761	964	1219	201	721	577	684	853	514	465	1874	114	195	522	341	221	790
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Princess Beatrice
[Seen by 605 respondents]

Entitled	11	15	10	5	13	12	14	11	10	11	4	11	10	14	12	14	8	10	9	20	10	7	12	10
Out of touch	8	4	8	3	8	21	8	8	10	7	9	10	7	5	7	9	8	7	10	14	9	7	10	6
Warm	7	14	5	1	10	3	8	7	4	9	4	6	6	11	7	8	8	7	3	9	5	6	10	7
Elegant	6	4	8	11	6	5	6	5	4	7	5	7	3	6	8	6	4	5	17	3	4	7	9	5
Shallow	6	8	7	4	5	6	8	6	8	4	1	5	7	9	10	4	2	6	10	6	7	5	8	4
Fair	5	6	7	8	6	5	3	9	4	6	2	5	3	10	6	6	5	6	3	1	7	4	6	6
Materialistic	5	8	6	4	5	10	7	6	4	6	2	3	8	6	7	5	3	4	9	10	5	2	8	3
Resilient	4	1	7	7	9	3	3	6	2	7	3	3	5	6	5	4	4	5	0	1	7	5	3	4
Strong	4	4	5	1	5	3	3	6	3	5	3	5	6	2	2	4	7	4	5	5	5	4	5	3
Lazy	4	2	5	3	4	2	4	4	6	3	0	5	5	3	3	7	3	4	6	3	5	4	5	4
Aloof	4	3	5	6	3	0	4	5	3	5	1	5	5	2	5	7	1	3	6	6	3	3	5	4
Hardworking	4	5	3	6	3	5	5	3	2	5	4	2	5	4	3	5	3	4	0	0	2	4	7	5
Dependable	4	5	7	2	6	2	4	4	3	5	1	3	6	5	4	4	4	4	2	1	5	2	6	4
Fun	4	11	4	0	4	0	3	6	1	5	1	5	1	6	2	5	5	4	3	1	3	6	9	2
Charismatic	3	3	4	0	1	3	1	4	1	4	2	3	3	2	3	2	4	3	0	0	5	2	2	2
Selfish	2	3	2	2	1	2	1	3	3	2	1	1	3	4	3	2	1	2	10	0	2	1	1	3
Relatable	2	2	3	0	1	2	2	2	2	2	0	3	3	2	2	3	3	3	0	0	4	2	6	1
Insecure	1	4	1	1	2	0	2	2	1	1	0	1	2	3	1	2	1	1	4	0	1	1	4	1
Forward thinking	1	1	3	0	1	0	0	3	1	1	1	1	2	2	2	1	1	1	2	0	3	2	0	1
Weak	1	3	1	1	2	0	1	2	2	1	0	1	1	4	2	1	1	1	4	1	1	1	1	1
Dishonest	1	2	0	0	0	0	1	1	1	1	0	1	2	1	2	1	1	1	6	1	0	0	1	1
Wise	1	1	1	1	3	0	1	2	0	1	0	0	2	2	1	1	2	1	0	0	2	2	1	0
Hypocritical	1	1	0	0	2	0	1	1	2	0	0	1	1	1	1	0	1	1	4	1	1	0	1	1
Disloyal	1	2	0	0	0	0	0	1	1	1	0	1	1	1	0	1	1	1	6	0	0	1	1	1
None of these	9	3	10	3	15	9	9	7	8	9	9	9	10	6	8	9	9	8	9	14	8	9	11	7
Don't know	57	55	57	61	54	56	55	56	64	52	72	56	54	55	56	49	60	58	57	54	59	53	48	62

Sample Size: 2183 GB Adults
Fieldwork: 25th - 26th January 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2183	393	561	201	236	117	766	779	1057	1126	229	902	539	513	740	489	653	1888	105	190	517	358	264	749	
Unweighted Sample	2183	375	607	229	249	126	906	761	964	1219	201	721	577	684	853	514	465	1874	114	195	522	341	221	790	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Princess Eugenie
[Seen by 652 respondents]

Entitled	11	14	14	11	9	8	14	10	12	10	3	9	13	15	17	10	8	11	16	10	13	11	12	9
Out of touch	7	7	10	5	4	13	10	5	7	7	7	8	5	7	9	5	7	6	9	11	8	8	6	4
Warm	6	10	7	5	12	2	7	9	6	7	1	7	7	8	6	8	6	7	2	4	7	6	3	8
Fair	5	6	6	4	7	6	5	6	3	6	1	5	5	6	4	4	6	5	2	3	5	8	4	4
Materialistic	5	7	7	2	3	2	5	4	4	5	3	5	5	4	3	6	5	5	4	1	7	9	1	4
Aloof	4	7	5	4	4	8	6	5	5	4	0	3	7	5	6	5	4	5	0	5	3	7	6	4
Shallow	4	7	7	2	2	2	6	5	5	4	0	4	5	5	4	7	2	4	6	4	7	4	0	4
Lazy	4	4	4	3	1	4	5	3	5	3	0	5	4	4	5	5	3	4	13	4	5	7	0	2
Resilient	4	8	3	9	4	1	4	5	2	5	1	4	3	6	5	5	3	4	2	1	1	5	3	6
Dependable	4	3	7	3	11	0	3	6	4	4	0	4	4	5	3	5	4	4	2	1	5	3	4	4
Hardworking	4	6	3	9	1	1	3	4	2	5	4	3	3	5	4	2	5	4	4	3	2	4	5	5
Fun	4	10	2	3	2	0	3	6	2	5	0	4	5	2	4	1	7	4	7	1	2	5	4	4
Elegant	4	4	4	6	7	2	3	5	3	4	3	4	2	5	4	4	3	3	9	4	3	4	2	4
Charismatic	3	5	3	1	5	0	2	3	4	2	0	4	4	2	6	0	3	3	5	4	0	4	8	2
Strong	3	5	3	5	1	4	5	3	3	3	1	2	4	4	5	1	4	3	5	3	0	7	3	2
Relatable	3	6	2	4	2	0	3	3	2	4	1	3	3	4	3	2	4	3	5	1	2	2	1	4
Insecure	2	3	3	0	2	0	2	2	3	2	0	1	3	4	0	3	4	2	2	0	1	6	0	2
Selfish	2	2	1	2	0	0	2	1	2	1	0	2	3	1	3	2	2	1	6	4	0	1	0	2
Forward thinking	2	2	2	2	1	0	1	2	2	1	0	2	1	1	2	1	2	2	5	0	0	3	3	1
Dishonest	1	0	1	1	0	3	2	0	1	2	0	2	1	0	2	1	1	1	3	2	0	2	2	1
Wise	1	2	1	2	1	0	1	1	1	1	0	1	1	1	1	0	2	1	0	1	1	2	0	1
Weak	1	1	0	1	0	0	1	1	1	1	0	1	0	1	1	0	2	1	3	0	1	0	0	1
Hypocritical	1	0	0	1	0	0	1	0	0	1	0	0	1	1	1	0	1	1	3	0	0	0	0	1
Disloyal	1	0	1	0	0	0	1	0	1	0	0	1	0	0	1	0	1	1	3	0	0	1	0	1
None of these	9	4	11	10	20	5	8	11	10	8	6	10	8	8	8	8	10	8	10	13	10	5	12	8
Don't know	61	57	55	60	42	69	58	55	64	58	80	60	57	56	52	60	63	61	51	61	62	60	59	62

Sample Size: 2183 GB Adults
Fieldwork: 25th - 26th January 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2183	393	561	201	236	117	766	779	1057	1126	229	902	539	513	740	489	653	1888	105	190	517	358	264	749
Unweighted Sample	2183	375	607	229	249	126	906	761	964	1219	201	721	577	684	853	514	465	1874	114	195	522	341	221	790
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Queen Camilla

[Seen by 604 respondents]

Hardworking	21	35	18	29	35	10	21	29	21	21	8	10	33	35	21	30	18	21	20	22	15	18	20	27
Out of touch	19	14	23	13	24	14	15	18	23	16	39	24	11	11	15	18	22	19	22	18	19	25	21	16
Resilient	19	29	19	20	21	12	21	25	14	23	5	11	25	33	20	24	18	19	15	15	21	16	17	20
Dependable	18	33	10	28	18	25	19	25	21	16	0	7	32	34	21	22	18	18	23	13	14	21	23	18
Entitled	18	15	26	19	17	18	19	20	21	15	14	21	17	14	19	18	17	19	7	15	21	24	14	16
Warm	17	34	11	23	23	8	14	25	18	16	5	8	26	31	19	18	18	18	18	12	11	18	17	22
Elegant	17	26	13	19	9	13	17	16	13	20	16	13	19	22	19	11	18	16	17	21	14	17	15	18
Strong	16	31	12	18	11	18	17	21	12	19	1	10	25	23	17	16	15	16	18	12	12	14	21	17
Selfish	14	14	13	12	20	8	8	18	15	13	24	16	8	10	11	12	19	14	10	15	18	16	8	12
Fair	13	25	10	15	17	5	14	17	15	11	0	9	16	24	13	15	14	13	14	12	8	17	11	15
Wise	12	27	10	11	8	9	13	16	11	13	1	7	19	21	12	15	13	12	11	17	8	19	8	12
Aloof	11	6	12	7	16	15	12	12	12	10	11	11	10	12	14	10	8	11	7	9	14	8	20	8
Dishonest	10	4	15	6	12	1	9	10	9	12	23	12	6	6	6	10	12	10	7	17	14	8	7	9
Shallow	10	7	11	10	13	5	6	13	12	9	24	10	8	7	8	7	14	10	8	10	17	11	3	8
Hypocritical	10	10	11	7	12	5	7	12	10	9	17	11	5	8	6	6	16	10	3	9	9	17	7	8
Materialistic	9	8	10	7	14	1	7	10	9	8	16	9	7	6	6	7	13	9	4	7	11	9	8	8
Fun	9	17	3	14	15	2	6	13	8	9	3	5	15	12	5	15	8	9	14	6	3	14	8	10
Disloyal	8	2	9	11	10	1	6	9	8	9	18	10	3	6	7	10	9	8	10	9	12	5	4	8
Relatable	7	20	3	12	11	4	4	14	10	6	0	2	10	19	8	9	8	8	0	2	2	14	8	10
Charismatic	7	11	5	12	8	0	6	10	8	6	0	5	12	8	7	11	6	6	10	14	4	5	8	8
Weak	6	3	9	2	8	1	6	8	9	5	10	8	4	5	5	5	11	7	9	3	9	7	5	6
Lazy	5	1	6	1	6	2	4	5	7	3	9	6	1	4	2	4	7	5	0	8	8	4	2	4
Insecure	5	8	5	3	7	0	2	6	3	6	13	3	4	4	1	5	6	5	4	0	6	5	3	5
Forward thinking	4	8	5	8	1	3	4	5	5	4	0	2	8	8	4	7	4	4	0	8	4	2	2	6
None of these	8	3	9	9	2	3	11	5	8	7	3	11	6	5	10	8	5	7	11	8	11	7	5	6
Don't know	18	11	22	13	13	28	16	10	20	16	20	23	11	13	16	13	19	18	14	20	18	16	14	19

Sample Size: 2183 GB Adults
Fieldwork: 25th - 26th January 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2183	393	561	201	236	117	766	779	1057	1126	229	902	539	513	740	489	653	1888	105	190	517	358	264	749
Unweighted Sample	2183	375	607	229	249	126	906	761	964	1219	201	721	577	684	853	514	465	1874	114	195	522	341	221	790
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sarah Ferguson
[Seen by 633 respondents]

Entitled	24	31	27	33	23	16	30	29	27	22	3	13	37	36	27	32	18	24	27	21	27	25	22	23
Materialistic	22	40	24	37	25	18	28	29	21	24	3	11	27	42	25	26	20	23	26	15	23	26	17	23
Shallow	20	29	19	38	20	26	28	26	22	19	2	11	21	41	27	25	12	21	20	19	24	19	20	20
Out of touch	20	21	21	29	24	23	27	20	23	17	4	17	24	26	22	23	18	19	18	24	18	23	20	19
Selfish	19	30	16	31	23	19	21	26	20	18	5	9	26	34	22	24	16	19	19	17	18	17	14	22
Dishonest	17	28	14	20	27	21	20	24	19	16	2	10	26	26	19	21	14	18	13	11	22	17	17	17
Disloyal	13	19	11	13	17	22	15	17	15	11	0	8	16	23	14	19	11	14	12	6	17	16	10	12
Hypocritical	12	22	11	20	12	14	15	16	11	13	0	5	16	24	13	17	11	13	7	12	14	12	7	14
Lazy	12	12	14	13	14	19	15	16	13	11	2	6	17	21	13	15	11	12	20	2	19	10	12	10
Weak	11	16	9	13	13	15	13	13	11	10	3	6	12	19	12	15	7	11	11	6	13	11	8	11
Insecure	10	14	9	11	9	14	10	14	9	11	2	4	13	19	10	13	10	10	6	9	11	13	4	10
Fun	8	11	8	10	14	4	9	12	7	10	0	4	11	15	12	7	7	9	6	6	9	6	13	8
Resilient	8	10	4	18	14	2	9	11	6	9	0	6	10	12	9	7	9	8	4	4	10	11	3	7
Aloof	6	7	6	6	9	9	8	7	9	4	2	4	9	10	6	8	5	7	3	5	8	9	2	6
Warm	6	10	5	6	13	0	5	7	6	6	1	5	10	6	7	2	8	6	0	4	10	2	7	6
Strong	4	6	2	6	6	0	4	2	1	6	1	4	6	3	3	3	6	4	2	2	5	4	3	4
Charismatic	3	2	3	5	5	0	1	4	2	3	1	2	3	4	4	1	4	3	0	1	5	1	8	2
Relatable	2	1	3	1	3	0	2	2	1	2	0	2	1	3	3	2	1	2	2	1	2	2	2	2
Hardworking	2	1	2	5	1	2	3	2	0	3	0	1	3	3	3	1	1	2	2	4	2	1	0	2
Elegant	2	2	2	4	3	0	1	3	3	0	0	3	2	1	4	1	0	2	1	1	2	0	5	2
Forward thinking	1	0	1	2	1	0	0	1	1	1	0	2	3	1	2	0	2	2	2	0	3	0	4	1
Fair	1	1	2	2	0	0	2	1	1	1	0	1	2	1	2	1	1	2	1	0	3	2	0	1
Wise	1	2	0	0	1	0	1	1	0	1	0	1	1	1	1	0	1	1	0	0	1	0	0	1
Dependable	1	2	0	0	2	0	0	2	1	1	0	0	2	1	1	1	1	1	0	0	1	1	0	1
None of these	6	4	3	2	3	6	2	8	3	8	4	9	5	3	4	3	9	5	9	10	10	5	0	4
Don't know	37	19	41	17	35	39	30	26	38	36	85	52	20	14	31	34	38	37	31	39	28	44	39	40

Sample Size: 2183 GB Adults
Fieldwork: 25th - 26th January 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2183	393	561	201	236	117	766	779	1057	1126	229	902	539	513	740	489	653	1888	105	190	517	358	264	749
Unweighted Sample	2183	375	607	229	249	126	906	761	964	1219	201	721	577	684	853	514	465	1874	114	195	522	341	221	790
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sophie, Duchess of Edinburgh
[Seen by 648 respondents]

Hardworking	25	59	20	25	24	13	26	36	15	34	2	11	35	47	26	33	23	26	25	14	20	27	26	29
Warm	23	54	19	18	29	7	21	37	16	30	0	11	28	47	24	27	24	24	24	17	21	22	22	27
Elegant	21	41	19	22	24	10	20	31	14	28	2	11	27	40	24	27	17	21	22	20	21	18	12	25
Dependable	20	34	19	19	30	7	20	28	12	28	0	8	29	40	22	27	18	21	26	7	18	17	20	25
Strong	13	30	12	8	13	5	14	19	8	18	0	7	18	24	14	19	12	13	11	12	12	14	14	13
Relatable	13	33	10	16	14	4	14	20	10	16	0	5	16	28	14	19	12	12	19	13	14	9	13	13
Fair	12	22	13	5	15	8	12	16	10	15	4	7	14	22	17	11	12	12	17	9	14	11	12	12
Resilient	11	25	11	8	11	5	10	18	7	16	0	6	16	19	15	13	8	12	7	9	12	9	15	12
Wise	9	21	7	8	12	7	9	15	7	12	2	3	13	19	11	11	8	9	19	7	8	10	7	10
Charismatic	9	20	6	5	10	3	7	15	7	11	1	4	12	15	5	9	14	8	18	8	8	5	12	9
Fun	8	19	6	4	14	0	6	14	6	10	0	5	9	15	6	11	11	7	15	11	6	7	10	7
Forward thinking	5	9	6	2	9	4	8	7	4	7	0	3	6	12	6	2	8	6	3	4	6	4	9	5
Entitled	5	4	6	1	6	10	6	5	7	2	0	4	6	6	7	2	4	4	6	9	4	7	3	3
Out of touch	4	1	5	4	4	4	7	2	5	2	2	3	4	4	6	2	2	2	13	10	2	4	3	2
Materialistic	2	3	1	2	3	5	3	2	3	1	3	1	3	3	2	2	2	2	3	7	0	2	3	2
Lazy	2	0	1	2	3	4	3	1	3	0	3	1	1	2	3	1	1	1	10	4	0	1	3	1
Aloof	1	1	2	3	0	4	3	1	2	1	0	2	2	2	2	1	1	1	0	5	0	3	1	1
Shallow	1	1	0	0	0	6	2	1	1	1	0	0	2	2	1	2	0	1	0	3	0	1	3	0
Insecure	1	0	2	0	0	2	0	1	1	0	0	1	0	1	0	3	0	1	0	0	2	1	1	0
Dishonest	1	0	0	2	1	5	1	1	1	1	0	1	1	1	1	0	0	1	4	1	0	1	2	0
Weak	1	0	1	0	0	2	2	0	1	0	0	1	0	1	1	0	0	0	6	1	0	1	1	0
Selfish	1	0	0	0	2	2	1	1	1	0	0	0	1	1	1	1	0	0	4	2	0	2	0	0
Hypocritical	0	0	0	0	1	2	1	1	1	0	0	0	0	1	1	0	0	0	4	1	0	1	1	0
Disloyal	0	0	0	2	0	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0
None of these	5	3	4	2	3	2	4	3	6	4	6	8	2	1	4	4	6	5	5	7	6	2	3	5
Don't know	50	22	55	53	41	69	48	37	56	43	82	63	38	28	45	42	53	50	44	55	52	54	45	47

Sample Size: 2183 GB Adults
Fieldwork: 25th - 26th January 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2183	393	561	201	236	117	766	779	1057	1126	229	902	539	513	740	489	653	1888	105	190	517	358	264	749
Unweighted Sample	2183	375	607	229	249	126	906	761	964	1219	201	721	577	684	853	514	465	1874	114	195	522	341	221	790
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

William, Prince of Wales
[Seen by 616 respondents]

Hardworking	47	67	40	61	61	22	44	61	36	59	26	39	54	68	49	50	45	49	42	31	52	44	45	51
Warm	40	65	33	48	47	11	35	57	28	52	23	31	46	61	42	42	41	43	29	21	50	30	31	47
Dependable	38	57	33	50	55	6	34	53	30	46	18	25	47	64	40	38	35	40	23	29	43	29	33	45
Forward thinking	36	53	26	55	46	17	34	45	29	42	14	24	45	59	40	39	31	38	13	28	42	34	29	39
Strong	34	50	31	33	47	4	31	45	30	38	17	26	42	50	36	34	36	35	21	34	37	33	23	38
Fair	28	33	29	40	39	3	24	37	27	29	19	22	32	41	31	28	23	29	12	25	36	26	24	27
Charismatic	28	29	22	31	47	17	22	34	22	33	24	21	32	38	30	27	25	30	20	6	36	26	27	29
Resilient	24	32	21	31	33	10	20	31	18	29	19	19	27	32	23	26	23	25	6	24	24	22	18	29
Relatable	24	42	20	34	38	3	21	37	20	28	4	14	32	44	29	23	23	25	22	14	29	23	16	25
Fun	22	36	17	21	38	3	18	32	18	27	9	16	29	35	24	23	23	23	23	19	27	19	16	24
Wise	21	38	18	23	28	0	17	28	15	28	13	17	20	34	21	20	25	22	8	15	28	20	20	20
Entitled	13	7	18	8	17	18	18	11	13	13	5	14	16	12	15	15	11	11	21	26	11	15	17	8
Elegant	13	13	10	12	14	3	8	16	11	14	10	15	6	16	14	6	15	13	5	7	17	13	18	8
Out of touch	10	5	17	3	7	25	11	8	9	11	17	11	8	7	10	10	11	9	14	14	7	13	12	9
Aloof	5	1	7	7	2	8	8	2	4	5	6	3	8	3	6	4	4	5	3	6	3	7	12	2
Materialistic	4	1	7	3	5	4	4	3	4	5	3	4	4	5	6	6	2	4	3	4	4	9	7	1
Hypocritical	3	1	5	2	7	5	5	2	4	3	4	2	4	4	5	3	2	3	0	5	4	6	6	1
Shallow	3	4	5	0	2	3	4	3	2	4	3	3	3	3	4	2	3	3	2	0	2	10	6	0
Selfish	3	4	4	0	2	0	4	3	1	4	2	3	2	2	4	0	3	3	3	1	2	8	3	0
Weak	2	0	7	0	1	0	3	2	3	2	0	2	4	2	2	3	3	2	7	1	2	4	1	2
Insecure	2	4	3	0	1	3	2	3	2	2	0	3	2	1	1	2	3	2	0	0	1	8	3	1
Lazy	2	1	3	0	2	5	4	1	1	3	0	2	1	3	5	0	1	2	0	4	2	2	2	1
Dishonest	2	0	4	2	2	3	3	1	1	2	0	2	2	1	3	2	1	2	0	2	2	3	3	0
Disloyal	1	0	4	0	2	2	3	1	1	2	0	1	2	1	3	0	1	1	0	1	1	4	1	0
None of these	4	2	6	1	3	13	7	2	5	3	1	7	3	2	4	4	5	4	4	1	7	4	1	4
Don't know	13	5	10	2	9	27	13	7	19	7	28	16	7	6	12	10	14	14	13	8	11	15	18	13

Sample Size: 2183 GB Adults
Fieldwork: 25th - 26th January 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2183	393	561	201	236	117	766	779	1057	1126	229	902	539	513	740	489	653	1888	105	190	517	358	264	749
Unweighted Sample	2183	375	607	229	249	126	906	761	964	1219	201	721	577	684	853	514	465	1874	114	195	522	341	221	790
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Zara Tindall

[Seen by 598 respondents]

Hardworking	21	40	15	27	24	9	22	30	13	28	3	12	31	34	20	26	22	22	14	17	24	23	18	21
Fun	21	34	18	28	35	11	19	33	15	26	1	14	34	29	21	29	18	22	17	16	23	15	15	27
Warm	21	40	14	29	30	10	20	31	16	25	3	12	31	33	20	22	25	22	14	13	24	22	12	25
Strong	20	31	16	26	28	4	21	26	10	28	2	13	28	30	20	26	19	20	13	16	21	14	21	23
Relatable	18	33	14	28	22	11	19	26	14	21	1	13	23	27	18	25	16	19	10	13	18	19	14	20
Dependable	15	28	11	12	21	5	14	23	11	18	1	6	23	27	14	20	16	16	13	13	20	15	13	14
Resilient	13	22	12	11	19	14	15	19	9	18	0	8	17	25	16	17	12	14	6	8	15	13	14	15
Elegant	11	11	8	14	9	5	12	13	8	13	5	8	16	13	10	13	11	10	11	20	17	9	4	8
Charismatic	11	19	6	15	21	4	9	14	9	12	5	7	20	11	10	14	12	10	28	12	7	7	5	15
Fair	10	10	6	3	18	14	10	14	11	9	0	7	13	16	7	15	10	10	12	9	11	16	9	7
Forward thinking	5	10	6	6	5	6	7	7	4	7	1	2	10	7	7	5	5	6	0	2	5	3	8	7
Wise	5	11	4	3	4	1	5	5	4	6	6	3	5	7	5	6	5	5	3	5	8	1	4	5
Entitled	4	4	6	3	4	8	5	3	6	3	2	4	6	3	5	3	4	4	7	3	3	3	4	6
Out of touch	3	0	5	1	2	2	3	1	4	1	2	3	2	3	5	2	0	2	15	3	2	2	5	1
Materialistic	2	2	2	1	6	0	2	2	4	1	2	1	4	2	1	2	3	1	9	3	1	3	1	1
Aloof	2	1	2	3	2	2	1	2	2	1	0	1	3	2	2	2	1	1	6	0	1	2	1	2
Hypocritical	1	0	2	0	7	2	0	1	3	0	0	2	0	2	4	0	0	1	6	0	2	0	5	0
Shallow	1	0	4	1	0	2	1	1	2	0	0	2	1	2	2	0	1	1	3	2	0	2	5	0
Selfish	1	0	2	1	0	2	0	1	2	0	0	1	1	1	2	0	1	1	2	0	0	0	5	1
Insecure	1	0	3	1	0	2	1	0	2	0	0	1	1	1	2	1	0	1	2	0	0	1	5	0
Weak	1	0	2	0	0	2	0	0	2	0	0	1	0	1	2	0	0	1	2	0	0	0	5	0
Dishonest	1	0	2	0	0	2	0	0	1	0	0	1	0	1	2	0	0	1	0	0	0	0	5	0
Lazy	1	0	2	0	0	2	0	0	1	0	0	1	0	1	2	0	0	1	0	0	0	0	5	0
Disloyal	0	0	2	0	0	0	0	0	1	0	0	1	0	0	1	0	0	1	0	0	0	0	4	0
None of these	5	4	6	3	8	11	5	6	6	5	3	10	3	2	4	5	5	5	2	9	4	5	8	5
Don't know	48	32	53	46	29	56	48	33	55	43	85	58	31	34	46	44	48	48	50	46	43	50	56	48

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.