

# YouGov Survey Results

Sample Size: 1693 adults in GB  
Fieldwork: 5th - 6th January 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South	
<b>Weighted Sample</b>	1693	554	410	144	597	630	819	874	178	699	418	398	965	728	1461	85	147	408	281	205	567	
<b>Unweighted Sample</b>	1693	583	404	158	679	648	721	972	148	669	421	455	979	714	1456	89	148	404	281	163	608	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	9-10 Nov '22	5-6 Jan '23																				
<b>Thinking about the royal family, for each of the following please say whether you have a positive or negative opinion of them?</b>																						
<b>The institution of the monarchy in general</b>																						
Very positive	20	15	30	7	10	10	25	14	15	7	7	18	28	14	15	15	18	7	14	14	13	18
Fairly positive	40	39	53	26	43	38	49	39	40	24	38	40	48	40	39	41	30	32	39	46	30	43
<b>TOTAL POSITIVE</b>	<b>60</b>	<b>54</b>	<b>83</b>	<b>33</b>	<b>53</b>	<b>48</b>	<b>74</b>	<b>53</b>	<b>55</b>	<b>31</b>	<b>45</b>	<b>58</b>	<b>76</b>	<b>54</b>	<b>54</b>	<b>56</b>	<b>48</b>	<b>39</b>	<b>53</b>	<b>60</b>	<b>43</b>	<b>61</b>
Fairly negative	18	20	9	31	25	24	14	21	19	23	24	19	13	21	19	19	24	24	22	16	25	16
Very negative	12	15	5	26	11	19	8	16	14	24	16	16	10	16	14	14	20	28	14	12	19	13
<b>TOTAL NEGATIVE</b>	<b>30</b>	<b>35</b>	<b>14</b>	<b>57</b>	<b>36</b>	<b>43</b>	<b>22</b>	<b>37</b>	<b>33</b>	<b>47</b>	<b>40</b>	<b>35</b>	<b>23</b>	<b>37</b>	<b>33</b>	<b>33</b>	<b>44</b>	<b>52</b>	<b>36</b>	<b>28</b>	<b>44</b>	<b>29</b>
Don't know	10	10	3	10	11	8	4	10	11	23	14	6	2	9	13	11	8	8	10	11	13	10
<b>King Charles</b>																						
Very positive	25	18	34	7	20	15	29	18	19	4	11	21	35	18	18	19	21	13	15	21	14	22
Fairly positive	38	42	48	40	48	46	46	41	43	27	42	46	45	43	41	43	33	36	42	45	39	45
<b>TOTAL POSITIVE</b>	<b>63</b>	<b>60</b>	<b>82</b>	<b>47</b>	<b>68</b>	<b>61</b>	<b>75</b>	<b>59</b>	<b>62</b>	<b>31</b>	<b>53</b>	<b>67</b>	<b>80</b>	<b>61</b>	<b>59</b>	<b>62</b>	<b>54</b>	<b>49</b>	<b>57</b>	<b>66</b>	<b>53</b>	<b>67</b>
Fairly negative	18	18	11	22	15	17	14	18	18	28	21	16	11	19	17	18	21	17	23	18	19	15
Very negative	10	10	3	16	9	12	6	11	9	18	11	10	6	9	12	9	16	18	10	6	15	9
<b>TOTAL NEGATIVE</b>	<b>28</b>	<b>28</b>	<b>14</b>	<b>38</b>	<b>24</b>	<b>29</b>	<b>20</b>	<b>29</b>	<b>27</b>	<b>46</b>	<b>32</b>	<b>26</b>	<b>17</b>	<b>28</b>	<b>29</b>	<b>27</b>	<b>37</b>	<b>35</b>	<b>33</b>	<b>24</b>	<b>34</b>	<b>24</b>
Don't know	9	11	4	15	8	10	5	11	11	23	15	8	2	10	13	11	10	16	10	11	13	10
<b>Prince William</b>																						
Very positive	41	29	52	16	22	21	47	25	34	14	21	31	49	27	33	30	30	21	25	34	20	36
Fairly positive	36	40	39	37	49	45	36	41	39	36	43	40	36	42	38	40	33	38	46	40	38	38
<b>TOTAL POSITIVE</b>	<b>77</b>	<b>69</b>	<b>91</b>	<b>53</b>	<b>71</b>	<b>66</b>	<b>83</b>	<b>66</b>	<b>73</b>	<b>50</b>	<b>64</b>	<b>71</b>	<b>85</b>	<b>69</b>	<b>71</b>	<b>70</b>	<b>63</b>	<b>59</b>	<b>71</b>	<b>74</b>	<b>58</b>	<b>74</b>
Fairly negative	10	12	6	18	9	13	9	14	11	19	12	13	9	14	10	12	19	12	12	12	16	10
Very negative	5	8	2	13	8	10	3	10	6	9	9	7	5	8	8	7	11	12	9	4	10	6
<b>TOTAL NEGATIVE</b>	<b>15</b>	<b>20</b>	<b>8</b>	<b>31</b>	<b>17</b>	<b>23</b>	<b>12</b>	<b>24</b>	<b>17</b>	<b>28</b>	<b>21</b>	<b>20</b>	<b>14</b>	<b>22</b>	<b>18</b>	<b>19</b>	<b>30</b>	<b>24</b>	<b>21</b>	<b>16</b>	<b>26</b>	<b>16</b>
Don't know	8	11	1	16	12	11	4	11	11	23	14	9	2	10	12	10	7	16	9	10	15	10

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	Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South	
<b>Weighted Sample</b>	<b>1693</b>	554	410	144	597	630	819	874	178	699	418	398	965	728	1461	85	147	408	281	205	567	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Prince Harry</b>																						
Very positive	9	6	3	10	8	7	4	5	7	11	7	5	2	6	6	6	4	4	7	6	9	5
Fairly positive	24	20	8	30	25	24	12	15	24	30	26	16	9	21	17	19	22	22	19	19	21	19
<b>TOTAL POSITIVE</b>	<b>33</b>	<b>26</b>	<b>11</b>	<b>40</b>	<b>33</b>	<b>31</b>	<b>16</b>	<b>20</b>	<b>31</b>	<b>41</b>	<b>33</b>	<b>21</b>	<b>11</b>	<b>27</b>	<b>23</b>	<b>25</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>25</b>	<b>30</b>	<b>24</b>
Fairly negative	24	26	26	24	28	28	22	28	24	32	28	24	22	26	25	26	28	22	27	26	24	26
Very negative	35	38	62	23	29	31	57	42	35	9	26	47	62	38	39	39	37	36	38	38	35	41
<b>TOTAL NEGATIVE</b>	<b>59</b>	<b>64</b>	<b>88</b>	<b>47</b>	<b>57</b>	<b>59</b>	<b>79</b>	<b>70</b>	<b>59</b>	<b>41</b>	<b>54</b>	<b>71</b>	<b>84</b>	<b>64</b>	<b>64</b>	<b>65</b>	<b>65</b>	<b>58</b>	<b>65</b>	<b>64</b>	<b>59</b>	<b>67</b>
Don't know	8	10	2	12	10	10	5	10	10	18	13	8	5	9	12	10	11	15	9	11	11	9
<b>Catherine, Princess of Wales</b>																						
Very positive	40	33	57	19	31	26	52	28	39	11	26	38	53	31	36	34	30	27	30	37	23	40
Fairly positive	32	36	33	37	44	42	32	38	34	32	40	35	33	39	33	37	37	33	40	37	35	34
<b>TOTAL POSITIVE</b>	<b>72</b>	<b>69</b>	<b>90</b>	<b>56</b>	<b>75</b>	<b>68</b>	<b>84</b>	<b>66</b>	<b>73</b>	<b>43</b>	<b>66</b>	<b>73</b>	<b>86</b>	<b>70</b>	<b>69</b>	<b>71</b>	<b>67</b>	<b>60</b>	<b>70</b>	<b>74</b>	<b>58</b>	<b>74</b>
Fairly negative	9	8	3	14	6	10	6	9	7	15	7	9	6	9	7	8	11	7	8	9	11	7
Very negative	6	7	2	10	6	8	3	9	5	9	8	6	3	6	7	6	12	12	6	5	7	6
<b>TOTAL NEGATIVE</b>	<b>15</b>	<b>15</b>	<b>5</b>	<b>24</b>	<b>12</b>	<b>18</b>	<b>9</b>	<b>18</b>	<b>12</b>	<b>24</b>	<b>15</b>	<b>15</b>	<b>9</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>23</b>	<b>19</b>	<b>14</b>	<b>14</b>	<b>18</b>	<b>13</b>
Don't know	13	15	4	19	13	14	6	16	15	34	19	12	5	14	17	15	10	21	16	13	24	13
<b>Meghan, Duchess of Sussex</b>																						
Very positive	7	5	2	9	4	6	3	4	6	10	6	4	2	5	4	5	3	5	6	4	8	4
Fairly positive	18	18	6	27	25	23	9	18	18	32	24	13	7	20	15	18	15	20	19	16	22	16
<b>TOTAL POSITIVE</b>	<b>25</b>	<b>23</b>	<b>8</b>	<b>36</b>	<b>29</b>	<b>29</b>	<b>12</b>	<b>22</b>	<b>24</b>	<b>42</b>	<b>30</b>	<b>17</b>	<b>9</b>	<b>25</b>	<b>19</b>	<b>23</b>	<b>18</b>	<b>25</b>	<b>25</b>	<b>20</b>	<b>30</b>	<b>20</b>
Fairly negative	18	20	17	20	27	22	17	20	20	23	22	19	15	20	19	20	27	17	19	20	15	21
Very negative	46	45	72	27	30	37	67	47	44	9	34	55	71	43	48	46	44	39	45	48	38	48
<b>TOTAL NEGATIVE</b>	<b>64</b>	<b>65</b>	<b>89</b>	<b>47</b>	<b>57</b>	<b>59</b>	<b>84</b>	<b>67</b>	<b>64</b>	<b>32</b>	<b>56</b>	<b>74</b>	<b>86</b>	<b>63</b>	<b>67</b>	<b>66</b>	<b>71</b>	<b>56</b>	<b>64</b>	<b>68</b>	<b>53</b>	<b>69</b>
Don't know	10	12	2	17	14	12	5	12	12	27	14	9	5	11	14	12	12	19	11	12	16	10