

# YouGov Survey Results

Sample Size: 1691 adults in GB  
Fieldwork: 10th - 11th 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>	<b>1691</b>	<b>553</b>	<b>409</b>	<b>144</b>	<b>596</b>	<b>630</b>	<b>818</b>	<b>873</b>	<b>178</b>	<b>698</b>	<b>418</b>	<b>397</b>	<b>964</b>	<b>727</b>	<b>1459</b>	<b>85</b>	<b>147</b>	<b>408</b>	<b>281</b>	<b>205</b>	<b>566</b>	
<b>Unweighted Sample</b>	<b>1691</b>	<b>586</b>	<b>408</b>	<b>164</b>	<b>702</b>	<b>666</b>	<b>748</b>	<b>943</b>	<b>135</b>	<b>667</b>	<b>435</b>	<b>454</b>	<b>1031</b>	<b>660</b>	<b>1445</b>	<b>97</b>	<b>149</b>	<b>399</b>	<b>285</b>	<b>178</b>	<b>583</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about the royal family, for each of the following please say whether you have a positive or negative opinion of them?**  
**King Charles**

	5-6 Jan	10-11 Jan																				
Very positive	18	22	38	13	21	19	33	21	23	8	13	24	40	21	24	23	20	16	21	22	14	27
Fairly positive	42	40	41	41	51	44	40	36	44	27	42	44	38	42	37	40	39	36	42	38	45	39
<b>TOTAL POSITIVE</b>	<b>60</b>	<b>62</b>	<b>79</b>	<b>54</b>	<b>72</b>	<b>63</b>	<b>73</b>	<b>57</b>	<b>67</b>	<b>35</b>	<b>55</b>	<b>68</b>	<b>78</b>	<b>63</b>	<b>61</b>	<b>63</b>	<b>59</b>	<b>52</b>	<b>63</b>	<b>60</b>	<b>59</b>	<b>66</b>
Fairly negative	18	16	12	19	13	18	12	17	15	23	17	14	12	17	14	16	11	14	16	18	15	16
Very negative	10	13	5	19	7	10	10	16	10	27	13	10	8	12	14	12	19	20	13	9	17	10
<b>TOTAL NEGATIVE</b>	<b>28</b>	<b>29</b>	<b>17</b>	<b>38</b>	<b>20</b>	<b>28</b>	<b>22</b>	<b>33</b>	<b>25</b>	<b>50</b>	<b>30</b>	<b>24</b>	<b>20</b>	<b>29</b>	<b>28</b>	<b>28</b>	<b>30</b>	<b>34</b>	<b>29</b>	<b>27</b>	<b>32</b>	<b>26</b>
Don't know	11	10	4	9	8	9	6	10	9	14	14	7	3	9	11	9	11	14	8	14	9	8

**Camilla, Queen Consort**

	7-8 Dec '22	10-11 Jan																				
Very positive	13	12	24	5	14	10	19	10	14	4	6	15	24	12	13	13	9	7	14	11	5	16
Fairly positive	37	34	41	33	37	36	39	31	36	18	31	39	40	35	33	34	37	29	34	32	37	33
<b>TOTAL POSITIVE</b>	<b>50</b>	<b>46</b>	<b>65</b>	<b>38</b>	<b>51</b>	<b>46</b>	<b>58</b>	<b>41</b>	<b>50</b>	<b>22</b>	<b>37</b>	<b>54</b>	<b>64</b>	<b>47</b>	<b>46</b>	<b>47</b>	<b>46</b>	<b>36</b>	<b>48</b>	<b>43</b>	<b>42</b>	<b>49</b>
Fairly negative	22	21	17	22	29	24	18	21	21	24	26	16	16	23	18	21	17	20	20	23	20	21
Very negative	16	19	11	26	10	16	18	22	17	32	18	20	14	17	22	18	27	25	19	15	21	18
<b>TOTAL NEGATIVE</b>	<b>38</b>	<b>40</b>	<b>28</b>	<b>48</b>	<b>39</b>	<b>40</b>	<b>36</b>	<b>43</b>	<b>38</b>	<b>56</b>	<b>44</b>	<b>36</b>	<b>30</b>	<b>40</b>	<b>40</b>	<b>39</b>	<b>44</b>	<b>45</b>	<b>39</b>	<b>38</b>	<b>41</b>	<b>39</b>
Don't know	12	14	6	14	12	14	6	16	12	23	18	11	6	13	15	14	10	18	12	19	15	12

**Prince William**

	5-6 Jan	10-11 Jan																				
Very positive	29	32	53	18	29	24	48	29	35	10	21	38	54	30	33	33	27	21	34	32	21	38
Fairly positive	40	38	36	43	45	45	35	37	39	33	44	38	30	41	35	38	38	37	38	40	38	37
<b>TOTAL POSITIVE</b>	<b>69</b>	<b>70</b>	<b>89</b>	<b>61</b>	<b>74</b>	<b>69</b>	<b>83</b>	<b>66</b>	<b>74</b>	<b>43</b>	<b>65</b>	<b>76</b>	<b>84</b>	<b>71</b>	<b>68</b>	<b>71</b>	<b>65</b>	<b>58</b>	<b>72</b>	<b>72</b>	<b>59</b>	<b>75</b>
Fairly negative	12	12	5	18	14	15	9	11	12	19	13	10	8	12	12	12	10	16	11	12	17	9
Very negative	8	9	3	12	5	8	5	12	6	24	10	6	4	9	9	8	16	14	10	5	15	6
<b>TOTAL NEGATIVE</b>	<b>20</b>	<b>21</b>	<b>8</b>	<b>30</b>	<b>19</b>	<b>23</b>	<b>14</b>	<b>23</b>	<b>18</b>	<b>43</b>	<b>23</b>	<b>16</b>	<b>12</b>	<b>21</b>	<b>21</b>	<b>20</b>	<b>26</b>	<b>30</b>	<b>21</b>	<b>17</b>	<b>32</b>	<b>15</b>
Don't know	11	9	3	9	6	8	4	10	8	14	12	8	4	8	11	9	10	13	6	11	9	9



Sample Size: 1691 adults in GB  
Fieldwork: 10th - 11th January 2023

	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>1691</b>	<b>553</b>	<b>409</b>	<b>144</b>	<b>596</b>	<b>630</b>	<b>818</b>	<b>873</b>	<b>178</b>	<b>698</b>	<b>418</b>	<b>397</b>	<b>964</b>	<b>727</b>	<b>1459</b>	<b>85</b>	<b>147</b>	<b>408</b>	<b>281</b>	<b>205</b>	<b>566</b>	
<b>Unweighted Sample</b>	<b>1691</b>	<b>586</b>	<b>408</b>	<b>164</b>	<b>702</b>	<b>666</b>	<b>748</b>	<b>943</b>	<b>135</b>	<b>667</b>	<b>435</b>	<b>454</b>	<b>1031</b>	<b>660</b>	<b>1445</b>	<b>97</b>	<b>149</b>	<b>399</b>	<b>285</b>	<b>178</b>	<b>583</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Princess Anne</b>																						
Very positive	38	39	61	29	48	38	53	31	47	12	25	49	65	40	38	40	29	34	39	39	33	44
Fairly positive	34	33	29	36	35	37	31	33	33	34	36	35	26	32	34	33	37	31	35	32	35	31
<b>TOTAL POSITIVE</b>	<b>72</b>	<b>72</b>	<b>90</b>	<b>65</b>	<b>83</b>	<b>75</b>	<b>84</b>	<b>64</b>	<b>80</b>	<b>46</b>	<b>61</b>	<b>84</b>	<b>91</b>	<b>72</b>	<b>72</b>	<b>73</b>	<b>66</b>	<b>65</b>	<b>74</b>	<b>71</b>	<b>68</b>	<b>75</b>
Fairly negative	8	8	4	10	2	8	5	10	5	19	9	5	3	7	8	8	7	7	8	8	9	7
Very negative	5	5	1	7	3	5	3	9	2	10	7	4	2	5	6	5	7	9	6	4	7	4
<b>TOTAL NEGATIVE</b>	<b>13</b>	<b>13</b>	<b>5</b>	<b>17</b>	<b>5</b>	<b>13</b>	<b>8</b>	<b>19</b>	<b>7</b>	<b>29</b>	<b>16</b>	<b>9</b>	<b>5</b>	<b>12</b>	<b>14</b>	<b>13</b>	<b>14</b>	<b>16</b>	<b>14</b>	<b>12</b>	<b>16</b>	<b>11</b>
Don't know	16	15	4	18	13	12	8	17	13	26	23	8	3	16	14	14	20	20	12	17	16	14
<b>The royal family in general</b>																						
Very positive	x	17	31	8	15	13	27	16	18	5	11	20	29	17	18	18	12	14	18	19	9	20
Fairly positive	x	42	50	38	46	44	47	37	46	26	40	46	47	43	40	43	43	32	45	42	36	43
<b>TOTAL POSITIVE</b>	<b>x</b>	<b>59</b>	<b>81</b>	<b>46</b>	<b>61</b>	<b>57</b>	<b>74</b>	<b>53</b>	<b>64</b>	<b>31</b>	<b>51</b>	<b>66</b>	<b>76</b>	<b>60</b>	<b>58</b>	<b>61</b>	<b>55</b>	<b>46</b>	<b>63</b>	<b>61</b>	<b>45</b>	<b>63</b>
Fairly negative	x	20	11	26	23	23	14	20	20	31	23	17	14	21	19	20	16	24	18	22	27	18
Very negative	x	14	5	21	11	14	9	19	10	27	16	11	7	14	14	13	23	23	14	8	19	12
<b>TOTAL NEGATIVE</b>	<b>x</b>	<b>34</b>	<b>16</b>	<b>47</b>	<b>34</b>	<b>37</b>	<b>23</b>	<b>39</b>	<b>30</b>	<b>58</b>	<b>39</b>	<b>28</b>	<b>21</b>	<b>35</b>	<b>33</b>	<b>33</b>	<b>39</b>	<b>47</b>	<b>32</b>	<b>30</b>	<b>46</b>	<b>30</b>
Don't know	x	7	3	7	6	6	4	8	7	10	10	6	3	6	9	7	6	7	6	9	10	7
<b>The institution of the monarchy in general</b>																						
		5-6 Jan	10-11 Jan																			
Very positive	15	18	34	10	14	14	29	16	20	4	11	23	33	17	20	19	12	14	18	23	11	21
Fairly positive	39	36	45	32	42	39	41	33	40	25	34	39	43	39	33	37	35	26	40	32	36	40
<b>TOTAL POSITIVE</b>	<b>54</b>	<b>54</b>	<b>79</b>	<b>42</b>	<b>56</b>	<b>53</b>	<b>70</b>	<b>49</b>	<b>60</b>	<b>29</b>	<b>45</b>	<b>62</b>	<b>76</b>	<b>56</b>	<b>53</b>	<b>56</b>	<b>47</b>	<b>40</b>	<b>58</b>	<b>55</b>	<b>47</b>	<b>61</b>
Fairly negative	20	20	11	26	24	24	12	22	18	23	24	19	11	21	18	19	20	25	18	21	26	17
Very negative	15	17	6	25	13	17	12	20	13	31	19	13	10	16	17	16	24	24	17	11	20	15
<b>TOTAL NEGATIVE</b>	<b>35</b>	<b>37</b>	<b>17</b>	<b>51</b>	<b>37</b>	<b>41</b>	<b>24</b>	<b>42</b>	<b>31</b>	<b>54</b>	<b>43</b>	<b>32</b>	<b>21</b>	<b>37</b>	<b>35</b>	<b>35</b>	<b>44</b>	<b>49</b>	<b>35</b>	<b>32</b>	<b>46</b>	<b>32</b>
Don't know	10	9	4	7	6	6	5	9	8	17	11	6	4	6	12	8	8	11	7	13	7	7
<b>Generally speaking, do you think the institution of the monarchy is good or bad for Britain?</b>																						
		13-14 Sept '22	10-11 Jan																			
Good for Britain	62	59	82	45	63	57	75	53	63	26	51	66	79	59	58	60	50	46	60	60	51	65
Bad for Britain	12	14	4	23	10	16	7	18	10	31	17	12	5	14	14	13	13	23	16	7	19	12
Neither good nor bad for Britain	20	22	13	27	22	24	17	23	22	34	25	20	14	23	21	22	30	24	23	26	20	20
Don't know	6	5	1	5	4	3	2	5	5	8	7	3	2	4	7	5	8	7	2	7	10	3

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	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>	<b>1691</b>	<b>553</b>	<b>409</b>	<b>144</b>	<b>596</b>	<b>630</b>	<b>818</b>	<b>873</b>	<b>178</b>	<b>698</b>	<b>418</b>	<b>397</b>	<b>964</b>	<b>727</b>	<b>1459</b>	<b>85</b>	<b>147</b>	<b>408</b>	<b>281</b>	<b>205</b>	<b>566</b>	
<b>Unweighted Sample</b>	<b>1691</b>	<b>586</b>	<b>408</b>	<b>164</b>	<b>702</b>	<b>666</b>	<b>748</b>	<b>943</b>	<b>135</b>	<b>667</b>	<b>435</b>	<b>454</b>	<b>1031</b>	<b>660</b>	<b>1445</b>	<b>97</b>	<b>149</b>	<b>399</b>	<b>285</b>	<b>178</b>	<b>583</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Do you think Britain should continue to have a monarchy in the future, or should it be replaced with an elected head of state?**

Should continue to have a monarchy	67	<b>64</b>	85	50	67	63	78	57	69	34	56	70	84	63	64	66	53	48	67	67	54	69
Should have an elected head of state instead	20	<b>23</b>	9	36	22	24	15	29	18	52	26	18	12	25	21	22	25	35	23	19	31	20
Don't know	13	<b>13</b>	6	14	11	13	8	14	12	15	18	12	4	11	15	12	22	18	10	15	14	11

**And how strongly do you feel about that?**

[Asked to those who expressed a preference; n=1472]

Very strongly	47	<b>41</b>	56	35	38	38	50	42	41	31	34	42	56	41	41	42	31	44	39	42	37	45
Fairly strongly	34	<b>33</b>	30	36	29	33	31	31	35	37	32	36	30	32	35	32	44	40	32	33	22	35
<b>TOTAL STRONGLY</b>	<b>81</b>	<b>74</b>	<b>86</b>	<b>71</b>	<b>67</b>	<b>71</b>	<b>81</b>	<b>73</b>	<b>76</b>	<b>68</b>	<b>66</b>	<b>78</b>	<b>86</b>	<b>73</b>	<b>76</b>	<b>74</b>	<b>75</b>	<b>84</b>	<b>71</b>	<b>75</b>	<b>59</b>	<b>80</b>
Not very strongly	17	<b>20</b>	11	22	28	22	14	22	18	24	27	18	10	22	18	21	21	13	22	21	27	18
Not strongly at all	2	<b>3</b>	2	4	3	4	2	4	2	6	3	2	3	3	3	3	2	2	4	3	7	1
<b>TOTAL NOT STRONGLY</b>	<b>19</b>	<b>23</b>	<b>13</b>	<b>26</b>	<b>31</b>	<b>26</b>	<b>16</b>	<b>26</b>	<b>20</b>	<b>30</b>	<b>30</b>	<b>20</b>	<b>13</b>	<b>25</b>	<b>21</b>	<b>24</b>	<b>23</b>	<b>15</b>	<b>26</b>	<b>24</b>	<b>34</b>	<b>19</b>
Don't know	1	<b>2</b>	1	4	2	2	2	1	4	1	3	2	1	2	3	2	2	2	3	1	6	1

**Do you think Britain will still have a monarch in 100 years' time?**

Yes, definitely	18	<b>12</b>	19	10	9	10	16	13	11	10	11	14	14	13	11	13	7	8	14	12	10	13
Yes, probably	34	<b>35</b>	37	33	43	36	35	35	36	33	36	33	37	37	33	36	38	31	34	35	39	36
<b>TOTAL YES</b>	<b>52</b>	<b>47</b>	<b>56</b>	<b>43</b>	<b>52</b>	<b>46</b>	<b>51</b>	<b>48</b>	<b>47</b>	<b>43</b>	<b>47</b>	<b>47</b>	<b>51</b>	<b>50</b>	<b>44</b>	<b>49</b>	<b>45</b>	<b>39</b>	<b>48</b>	<b>47</b>	<b>49</b>	<b>49</b>
No, probably not	24	<b>27</b>	22	30	30	31	25	24	29	29	26	30	24	28	26	27	21	33	27	29	20	28
No, definitely not	6	<b>7</b>	3	9	6	8	5	9	6	11	8	7	5	8	7	7	11	11	7	3	10	8
<b>TOTAL NO</b>	<b>30</b>	<b>34</b>	<b>25</b>	<b>39</b>	<b>36</b>	<b>39</b>	<b>30</b>	<b>33</b>	<b>35</b>	<b>40</b>	<b>34</b>	<b>37</b>	<b>29</b>	<b>36</b>	<b>33</b>	<b>34</b>	<b>32</b>	<b>44</b>	<b>34</b>	<b>32</b>	<b>30</b>	<b>36</b>
Don't know	18	<b>18</b>	19	18	12	14	19	18	18	17	19	16	20	14	23	18	24	18	17	21	21	15

**Thinking about the role they play for the country, and money they receive from the civil list, do you think the Royal Family are good or bad value for money?**

Very good value	28	<b>21</b>	35	13	19	18	29	22	20	6	14	26	33	22	19	22	12	14	22	22	17	23
Fairly good value	34	<b>34</b>	41	30	37	34	38	30	37	23	30	35	43	33	34	35	32	24	36	34	29	36
<b>TOTAL GOOD VALUE</b>	<b>62</b>	<b>55</b>	<b>76</b>	<b>43</b>	<b>56</b>	<b>52</b>	<b>67</b>	<b>52</b>	<b>57</b>	<b>29</b>	<b>44</b>	<b>61</b>	<b>76</b>	<b>55</b>	<b>53</b>	<b>57</b>	<b>44</b>	<b>38</b>	<b>58</b>	<b>56</b>	<b>46</b>	<b>59</b>
Fairly bad value	14	<b>18</b>	10	22	19	20	14	19	17	26	18	19	13	19	17	17	19	21	15	17	22	17
Very bad value	11	<b>14</b>	5	22	12	15	9	17	11	25	17	11	6	14	14	12	21	22	15	8	16	12
<b>TOTAL BAD VALUE</b>	<b>25</b>	<b>32</b>	<b>15</b>	<b>44</b>	<b>31</b>	<b>35</b>	<b>23</b>	<b>36</b>	<b>28</b>	<b>51</b>	<b>35</b>	<b>30</b>	<b>19</b>	<b>33</b>	<b>31</b>	<b>29</b>	<b>40</b>	<b>43</b>	<b>30</b>	<b>25</b>	<b>38</b>	<b>29</b>
Don't know	13	<b>14</b>	9	14	13	13	11	12	16	20	20	9	6	13	16	13	16	19	12	18	16	12

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	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>	<b>1691</b>	<b>553</b>	<b>409</b>	<b>144</b>	<b>596</b>	<b>630</b>	<b>818</b>	<b>873</b>	<b>178</b>	<b>698</b>	<b>418</b>	<b>397</b>	<b>964</b>	<b>727</b>	<b>1459</b>	<b>85</b>	<b>147</b>	<b>408</b>	<b>281</b>	<b>205</b>	<b>566</b>	
<b>Unweighted Sample</b>	<b>1691</b>	<b>586</b>	<b>408</b>	<b>164</b>	<b>702</b>	<b>666</b>	<b>748</b>	<b>943</b>	<b>135</b>	<b>667</b>	<b>435</b>	<b>454</b>	<b>1031</b>	<b>660</b>	<b>1445</b>	<b>97</b>	<b>149</b>	<b>399</b>	<b>285</b>	<b>178</b>	<b>583</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you say you are proud of the British monarchy, embarrassed of the British monarchy or neither?

Very proud	36	24	45	13	19	19	38	25	24	6	15	29	44	24	25	26	19	14	27	25	16	29
A little proud	19	19	23	18	22	22	22	17	21	14	19	23	19	20	18	20	12	14	21	21	20	20
<b>TOTAL PROUD</b>	<b>55</b>	<b>43</b>	<b>68</b>	<b>31</b>	<b>41</b>	<b>41</b>	<b>60</b>	<b>42</b>	<b>45</b>	<b>20</b>	<b>34</b>	<b>52</b>	<b>63</b>	<b>44</b>	<b>43</b>	<b>46</b>	<b>31</b>	<b>28</b>	<b>48</b>	<b>46</b>	<b>36</b>	<b>49</b>
Neither proud nor embarrassed	26	30	21	34	35	32	24	28	32	33	36	25	25	29	32	29	40	40	30	28	29	28
A little embarrassed	8	11	6	14	14	13	8	12	10	19	13	10	6	11	11	11	8	11	11	11	15	10
Very embarrassed	7	10	3	18	9	11	7	13	7	16	12	10	5	11	9	9	12	16	8	8	14	9
<b>TOTAL EMBARRASSED</b>	<b>15</b>	<b>21</b>	<b>9</b>	<b>32</b>	<b>23</b>	<b>24</b>	<b>15</b>	<b>25</b>	<b>17</b>	<b>35</b>	<b>25</b>	<b>20</b>	<b>11</b>	<b>22</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>27</b>	<b>19</b>	<b>19</b>	<b>29</b>	<b>19</b>
Don't know	3	5	2	4	1	3	2	5	5	11	6	3	1	4	6	4	8	5	2	7	6	4

Leaving aside your views on the monarchy as a whole, do you think the King personally is doing a good or bad job?

Very good job	20	35	12	23	19	28	19	22	6	13	24	35	19	22	21	19	16	23	20	12	23
Fairly good job	38	43	42	48	44	41	37	40	33	37	40	41	40	36	39	36	30	35	39	40	43
<b>TOTAL GOOD JOB</b>	<b>58</b>	<b>78</b>	<b>54</b>	<b>71</b>	<b>63</b>	<b>69</b>	<b>56</b>	<b>62</b>	<b>39</b>	<b>50</b>	<b>64</b>	<b>76</b>	<b>59</b>	<b>58</b>	<b>60</b>	<b>55</b>	<b>46</b>	<b>58</b>	<b>59</b>	<b>52</b>	<b>66</b>
Fairly bad job	7	3	10	6	6	5	8	7	16	9	5	3	7	7	7	12	7	7	7	11	5
Very bad job	6	2	6	4	6	4	8	4	10	7	3	4	6	6	5	8	12	7	2	9	4
<b>TOTAL BAD JOB</b>	<b>13</b>	<b>5</b>	<b>16</b>	<b>10</b>	<b>12</b>	<b>9</b>	<b>16</b>	<b>11</b>	<b>26</b>	<b>16</b>	<b>8</b>	<b>7</b>	<b>13</b>	<b>13</b>	<b>12</b>	<b>20</b>	<b>19</b>	<b>14</b>	<b>9</b>	<b>20</b>	<b>9</b>
Don't know	28	17	30	20	26	22	29	28	35	33	28	17	28	29	28	26	36	28	31	28	25

And how good or bad a job do you think Prince William will do as King when the time comes?

		13-14 Sept '22				10-11 Jan																
Very good job	52	33	53	23	32	29	47	28	37	9	24	39	53	32	35	35	28	20	34	34	25	39
Fairly good job	27	33	31	33	44	37	31	30	35	35	34	33	29	36	28	33	29	32	32	35	32	34
<b>TOTAL GOOD JOB</b>	<b>79</b>	<b>66</b>	<b>84</b>	<b>56</b>	<b>76</b>	<b>66</b>	<b>78</b>	<b>58</b>	<b>72</b>	<b>44</b>	<b>58</b>	<b>72</b>	<b>82</b>	<b>68</b>	<b>63</b>	<b>68</b>	<b>57</b>	<b>52</b>	<b>66</b>	<b>69</b>	<b>57</b>	<b>73</b>
Fairly bad job	4	6	2	8	4	6	4	6	5	15	5	5	3	6	5	5	7	8	6	5	6	4
Very bad job	4	6	2	7	4	5	3	9	3	11	9	2	2	5	6	5	9	8	7	3	7	4
<b>TOTAL BAD JOB</b>	<b>8</b>	<b>12</b>	<b>4</b>	<b>15</b>	<b>8</b>	<b>11</b>	<b>7</b>	<b>15</b>	<b>8</b>	<b>26</b>	<b>14</b>	<b>7</b>	<b>5</b>	<b>11</b>	<b>11</b>	<b>10</b>	<b>16</b>	<b>16</b>	<b>13</b>	<b>8</b>	<b>13</b>	<b>8</b>
Don't know	13	23	12	28	16	23	15	27	19	31	28	20	13	21	26	22	25	32	21	23	30	18

Sample Size: 1691 adults in GB  
Fieldwork: 10th - 11th 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>	<b>1691</b>	553	409	144	596	630	818	873	178	698	418	397	964	727	1459	85	147	408	281	205	566	
<b>Unweighted Sample</b>	<b>1691</b>	586	408	164	702	666	748	943	135	667	435	454	1031	660	1445	97	149	399	285	178	583	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about Prince Harry's new book and recent interviews with the press, what do you think his **\*\*main\*\*** motivation behind them is?

To make money	41	57	31	42	39	52	43	39	21	34	50	52	41	41	41	48	35	42	44	39	40
To tell his side of the story	21	11	34	22	28	14	18	24	26	24	21	14	23	20	20	19	32	17	19	21	23
To publicly condemn the royal family	9	11	7	10	6	10	8	10	13	9	7	9	9	9	9	7	4	12	9	11	7
To publicly condemn the royal institution	7	7	7	5	5	8	7	8	9	8	5	7	7	7	7	7	6	8	5	9	8
To improve the public's perception of him	4	2	3	7	5	3	4	4	4	4	4	4	5	3	4	2	3	4	4	5	4
To prompt reconciliation with his family	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	0	1	0	4	0
Something else [See Tab 1]	6	7	5	5	5	7	6	5	3	5	6	7	5	6	6	3	6	6	6	4	6
Don't know	11	4	13	8	11	6	13	10	22	14	6	6	9	13	11	14	14	10	13	7	11

\*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.