

YouGov Survey: King Charles Portrait



Sample 1157 U.S. adult citizens
 Conducted May 16 - 19, 2024
 Margin of Error ±3.5%

1. Do you have a favorable or an unfavorable opinion of the following people?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
King Charles III	9%	28%	21%	17%	25%
Camilla (nee Parker Bowles), the Queen Consort	4%	21%	22%	19%	34%
Prince William, Prince of Wales	18%	34%	14%	8%	26%
Catherine, Princess of Wales	22%	31%	9%	5%	33%
Prince Harry, Duke of Sussex	17%	31%	15%	14%	24%
Meghan (nee Markle), Duchess of Sussex	15%	25%	15%	19%	26%

2. How much have you heard about the new official portrait of King Charles III?

A lot	13%
A little	39%
Nothing at all	49%

3. How do you feel about the new official portrait of King Charles III, displayed below?

Respondents were shown a photograph of the portrait of King Charles III

Love it	5%
Like it	13%
Neutral	26%
Dislike it	30%
Hate it	19%
Not sure	6%

YouGov Survey: King Charles Portrait



Interviewing Dates	May 16 - 19, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.078 to 6.513, with a mean of one and a standard deviation of 0.705.
Number of respondents	1157
Margin of error	± 3.5% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	92 questions not reported.

YouGov Survey: King Charles Portrait

May 16 - 19, 2024 - 1157 U.S. adult citizens



1A. Favorability of British Royalty — King Charles III

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	9%	10%	8%	11%	6%	9%	11%	8%	13%	10%	5%
Somewhat favorable	28%	29%	26%	17%	31%	26%	37%	31%	29%	15%	16%
Somewhat unfavorable	21%	21%	21%	17%	17%	24%	27%	23%	12%	19%	26%
Very unfavorable	17%	14%	19%	16%	21%	17%	11%	14%	16%	25%	24%
Don't know	25%	25%	25%	39%	24%	25%	14%	23%	30%	30%	28%
Totals	100%	99%	99%	100%	99%	101%	100%	99%	100%	99%	99%
Unweighted N	(1,153)	(529)	(624)	(252)	(211)	(407)	(283)	(699)	(138)	(179)	(137)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	9%	11%	6%	10%	10%	10%	10%	7%	10%	7%	9%	10%	8%
Somewhat favorable	28%	32%	20%	32%	27%	34%	29%	27%	32%	32%	26%	27%	28%
Somewhat unfavorable	21%	23%	21%	21%	25%	20%	19%	27%	20%	24%	19%	21%	23%
Very unfavorable	17%	16%	19%	15%	20%	18%	17%	15%	18%	15%	20%	15%	17%
Don't know	25%	19%	35%	22%	18%	18%	25%	24%	20%	22%	27%	27%	23%
Totals	100%	101%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%	99%
Unweighted N	(1,153)	(379)	(445)	(329)	(394)	(365)	(525)	(293)	(207)	(202)	(258)	(430)	(263)

YouGov Survey: King Charles Portrait

May 16 - 19, 2024 - 1157 U.S. adult citizens



1B. Favorability of British Royalty — Camilla (nee Parker Bowles), the Queen Consort

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	4%	4%	3%	4%	4%	3%	4%	4%	5%	2%	4%
Somewhat favorable	21%	26%	17%	17%	23%	19%	27%	22%	26%	17%	11%
Somewhat unfavorable	22%	21%	24%	14%	21%	25%	27%	26%	12%	14%	21%
Very unfavorable	19%	16%	22%	16%	18%	20%	23%	18%	17%	23%	25%
Don't know	34%	33%	34%	50%	34%	33%	19%	30%	39%	44%	38%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%	99%
Unweighted N	(1,152)	(529)	(623)	(253)	(211)	(407)	(281)	(697)	(138)	(180)	(137)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	4%	6%	2%	4%	5%	4%	3%	5%	4%	2%	7%	2%	5%
Somewhat favorable	21%	26%	16%	23%	23%	24%	19%	20%	31%	34%	15%	21%	17%
Somewhat unfavorable	22%	22%	19%	27%	25%	26%	21%	27%	21%	20%	24%	22%	24%
Very unfavorable	19%	16%	21%	19%	22%	22%	20%	17%	22%	14%	23%	20%	18%
Don't know	34%	30%	43%	26%	25%	24%	36%	31%	23%	31%	31%	35%	36%
Totals	100%	100%	101%	99%	100%	100%	99%	100%	101%	101%	100%	100%	100%
Unweighted N	(1,152)	(379)	(444)	(329)	(394)	(363)	(523)	(293)	(207)	(203)	(257)	(429)	(263)

YouGov Survey: King Charles Portrait

May 16 - 19, 2024 - 1157 U.S. adult citizens



1C. Favorability of British Royalty — Prince William, Prince of Wales

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	18%	14%	22%	11%	10%	22%	28%	21%	11%	12%	13%
Somewhat favorable	34%	36%	33%	24%	38%	33%	40%	35%	38%	26%	35%
Somewhat unfavorable	14%	14%	14%	17%	14%	13%	12%	14%	10%	13%	17%
Very unfavorable	8%	10%	7%	9%	13%	7%	4%	7%	10%	13%	8%
Don't know	26%	27%	25%	39%	24%	25%	15%	23%	31%	36%	26%
Totals	100%	101%	101%	100%	99%	100%	99%	100%	100%	100%	99%
Unweighted N	(1,154)	(529)	(625)	(253)	(211)	(407)	(283)	(699)	(138)	(180)	(137)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	18%	16%	15%	24%	17%	27%	18%	17%	21%	18%	20%	21%	12%
Somewhat favorable	34%	40%	23%	41%	37%	41%	34%	39%	35%	36%	29%	33%	41%
Somewhat unfavorable	14%	14%	15%	12%	16%	11%	13%	13%	14%	19%	15%	13%	10%
Very unfavorable	8%	11%	10%	4%	12%	5%	9%	8%	11%	6%	10%	7%	11%
Don't know	26%	20%	37%	19%	19%	16%	26%	25%	19%	22%	27%	26%	26%
Totals	100%	101%	100%	100%	101%	100%	100%	102%	100%	101%	101%	100%	100%
Unweighted N	(1,154)	(379)	(446)	(329)	(394)	(365)	(525)	(293)	(207)	(203)	(258)	(430)	(263)

YouGov Survey: King Charles Portrait

May 16 - 19, 2024 - 1157 U.S. adult citizens



1D. Favorability of British Royalty — Catherine, Princess of Wales

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	22%	17%	27%	12%	16%	24%	35%	27%	8%	12%	22%
Somewhat favorable	31%	33%	28%	25%	34%	30%	34%	33%	27%	23%	25%
Somewhat unfavorable	9%	10%	8%	13%	14%	6%	5%	7%	15%	16%	10%
Very unfavorable	5%	6%	4%	6%	5%	5%	5%	4%	9%	6%	6%
Don't know	33%	34%	32%	44%	31%	34%	21%	29%	40%	43%	37%
Totals	100%	100%	99%	100%	100%	99%	100%	100%	99%	100%	100%
Unweighted N	(1,149)	(527)	(622)	(251)	(210)	(407)	(281)	(696)	(138)	(179)	(136)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	22%	18%	17%	32%	19%	34%	20%	22%	30%	24%	25%	22%	20%
Somewhat favorable	31%	38%	22%	33%	35%	32%	31%	33%	30%	34%	27%	29%	34%
Somewhat unfavorable	9%	12%	9%	6%	14%	6%	8%	10%	12%	8%	8%	10%	10%
Very unfavorable	5%	5%	7%	3%	7%	4%	6%	6%	4%	3%	8%	4%	6%
Don't know	33%	26%	44%	27%	25%	23%	35%	29%	24%	31%	33%	35%	30%
Totals	100%	99%	99%	101%	100%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,149)	(378)	(444)	(327)	(392)	(364)	(525)	(291)	(205)	(200)	(258)	(430)	(261)

YouGov Survey: King Charles Portrait

May 16 - 19, 2024 - 1157 U.S. adult citizens



1E. Favorability of British Royalty — Prince Harry, Duke of Sussex

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	17%	13%	20%	13%	15%	20%	17%	15%	22%	19%	21%
Somewhat favorable	31%	32%	29%	30%	34%	27%	32%	31%	34%	26%	27%
Somewhat unfavorable	15%	13%	17%	16%	15%	14%	15%	17%	11%	6%	14%
Very unfavorable	14%	16%	12%	9%	11%	16%	21%	16%	7%	15%	15%
Don't know	24%	26%	22%	33%	25%	23%	14%	21%	26%	33%	24%
Totals	101%	100%	100%	101%	100%	100%	99%	100%	100%	99%	101%
Unweighted N	(1,152)	(528)	(624)	(253)	(211)	(406)	(282)	(698)	(138)	(179)	(137)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	17%	25%	11%	13%	25%	11%	19%	13%	18%	19%	17%	14%	20%
Somewhat favorable	31%	40%	23%	29%	38%	28%	32%	33%	28%	34%	28%	30%	31%
Somewhat unfavorable	15%	11%	15%	18%	12%	19%	13%	20%	13%	17%	17%	16%	9%
Very unfavorable	14%	6%	16%	21%	8%	25%	12%	14%	22%	11%	13%	16%	15%
Don't know	24%	17%	35%	18%	16%	17%	24%	20%	19%	19%	25%	24%	25%
Totals	101%	99%	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,152)	(379)	(444)	(329)	(394)	(364)	(524)	(292)	(207)	(203)	(258)	(428)	(263)

YouGov Survey: King Charles Portrait

May 16 - 19, 2024 - 1157 U.S. adult citizens



1F. Favorability of British Royalty — Meghan (nee Markle), Duchess of Sussex

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	15%	13%	17%	13%	14%	18%	13%	13%	25%	16%	16%
Somewhat favorable	25%	27%	23%	24%	30%	20%	26%	24%	30%	21%	28%
Somewhat unfavorable	15%	16%	15%	14%	18%	13%	17%	19%	4%	7%	14%
Very unfavorable	19%	19%	20%	10%	13%	23%	29%	21%	11%	20%	15%
Don't know	26%	25%	26%	39%	24%	25%	15%	22%	31%	36%	26%
Totals	100%	100%	101%	100%	99%	99%	100%	99%	101%	100%	99%
Unweighted N	(1,153)	(528)	(625)	(253)	(210)	(407)	(283)	(698)	(138)	(180)	(137)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	15%	26%	9%	11%	24%	10%	16%	13%	16%	15%	14%	12%	19%
Somewhat favorable	25%	35%	20%	19%	34%	17%	25%	30%	21%	29%	20%	26%	24%
Somewhat unfavorable	15%	10%	14%	23%	12%	22%	15%	16%	18%	19%	19%	14%	13%
Very unfavorable	19%	10%	21%	27%	10%	36%	16%	21%	26%	13%	21%	21%	19%
Don't know	26%	20%	36%	20%	20%	15%	29%	21%	19%	24%	25%	26%	26%
Totals	100%	101%	100%	100%	100%	100%	101%	101%	100%	100%	99%	99%	101%
Unweighted N	(1,153)	(378)	(446)	(329)	(394)	(365)	(525)	(292)	(207)	(203)	(257)	(430)	(263)

YouGov Survey: King Charles Portrait

May 16 - 19, 2024 - 1157 U.S. adult citizens



2. Heard About King Charles III Portrait

How much have you heard about the new official portrait of King Charles III?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	13%	14%	12%	15%	14%	11%	12%	13%	7%	18%	14%
A little	39%	40%	37%	36%	40%	36%	44%	40%	36%	27%	48%
Nothing at all	49%	46%	51%	49%	46%	53%	45%	47%	57%	55%	38%
Totals	101%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,157)	(531)	(626)	(254)	(212)	(408)	(283)	(701)	(138)	(181)	(137)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	13%	16%	11%	12%	15%	16%	10%	14%	20%	16%	15%	10%	13%
A little	39%	41%	33%	42%	40%	44%	38%	38%	46%	39%	31%	41%	42%
Nothing at all	49%	44%	56%	45%	45%	40%	53%	48%	34%	45%	54%	49%	46%
Totals	101%	101%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,157)	(381)	(446)	(330)	(396)	(366)	(526)	(294)	(208)	(203)	(258)	(431)	(265)

YouGov Survey: King Charles Portrait

May 16 - 19, 2024 - 1157 U.S. adult citizens



3. Opinion of King Charles III Portrait

How do you feel about the new official portrait of King Charles III, displayed below?

Respondents were shown a photograph of the portrait of King Charles III

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	5%	5%	5%	11%	8%	1%	2%	5%	9%	4%	1%
Like it	13%	14%	11%	15%	14%	13%	10%	13%	8%	12%	17%
Neutral	26%	32%	21%	25%	24%	27%	28%	25%	34%	28%	19%
Dislike it	30%	26%	34%	26%	29%	29%	36%	31%	27%	26%	30%
Hate it	19%	17%	21%	17%	19%	21%	19%	19%	13%	21%	27%
Not sure	6%	6%	7%	7%	6%	8%	4%	6%	9%	9%	7%
Totals	99%	100%	99%	101%	100%	99%	99%	99%	100%	100%	101%
Unweighted N	(1,155)	(530)	(625)	(254)	(211)	(408)	(282)	(701)	(138)	(180)	(136)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	5%	7%	6%	3%	7%	4%	5%	3%	10%	7%	4%	4%	7%
Like it	13%	19%	9%	10%	13%	8%	12%	11%	17%	14%	11%	12%	16%
Neutral	26%	30%	24%	24%	28%	25%	26%	30%	24%	31%	26%	26%	23%
Dislike it	30%	23%	34%	33%	28%	34%	30%	30%	25%	23%	32%	30%	32%
Hate it	19%	17%	18%	24%	19%	25%	18%	22%	22%	20%	21%	20%	16%
Not sure	6%	4%	9%	6%	4%	4%	9%	3%	2%	5%	6%	8%	6%
Totals	99%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,155)	(381)	(445)	(329)	(396)	(365)	(525)	(293)	(208)	(202)	(258)	(430)	(265)

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Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.078 to 6.513, with a mean of one and a standard deviation of 0.705.
Number of respondents	1157
Margin of error	± 3.5% (adjusted for weighting)
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