Daily Survey: British Monarchy

YouGov

Sample   1000 U.S. Adult Citizens
Conducted   January 12 - 17, 2023
Margin of Error   ±3.4%

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1. Generally speaking, do you think the institution of the monarchy is good or bad for Britain?

Good for Britain 23%
Neither good nor bad for Britain 33%
Bad for Britain 16%
Not sure 28%

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

Yes, definitely 9%
Yes, probably 31%
No, probably not 28%
No, definitely not 7%
Not sure 25%

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3. 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	10%	27%	24%	17%	22%
Camilla (nee Parker Bowles), the Queen Consort	9%	19%	24%	21%	26%
Prince William, Prince of Wales	22%	31%	17%	8%	22%
Catherine, Princess of Wales	19%	29%	12%	6%	34%
Prince Harry, Duke of Sussex	19%	28%	16%	18%	19%
Meghan (nee Markle), Duchess of Sussex	18%	26%	14%	22%	21%
Prince Andrew, Duke of York	8%	17%	18%	29%	28%
Prince Edward, Earl of Wessex	12%	24%	13%	10%	41%
Princess Anne, The Princess Royal	14%	32%	10%	6%	38%

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4. Do you think the British royal family are . . . ?

Mostly good role models 21%
Mostly bad role models 13%
An even mix of good role models and bad 49%
Not sure 16%

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5. How much have you read or heard about Prince Harry's new book and recent interviews with the press?

A lot 19%
A little 50%
Nothing at all 32%

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

To tell his side of the story	27%
To make money	23%
To publicly condemn the royal family	6%
To publicly condemn the royal institution	7%
To prompt reconciliation with his family	4%
To improve the public's perception of him	9%
Something else	3%
Not sure	22%

Interviewing Dates   January 12 - 17, 2023

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 March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.336 to 4.685, with a mean of one and a standard deviation of 0.411.

Number of respondents   1000

Margin of error $\pm$ 3.4% (adjusted for weighting)

Survey mode   Web-based interviews

Questions not reported   64 questions not reported.

Daily Survey: British Monarchy
January 12 - 17, 2023 - 1000 US Adult Citizens

YouGov

1. Monarchy Good or Bad
Generally speaking, do you think the institution of the monarchy is good or bad for Britain?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Good for Britain	23%	28%	19%	19%	21%	22%	31%	25%	20%	19%	21%
Neither good nor bad for Britain	33%	33%	34%	37%	34%	32%	29%	35%	33%	29%	24%
Bad for Britain	16%	17%	15%	14%	20%	14%	17%	14%	21%	17%	24%
Not sure	28%	23%	33%	30%	25%	32%	24%	26%	27%	35%	31%
Totals	100%	101%	101%	100%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(993)	(436)	(557)	(208)	(228)	(344)	(213)	(690)	(137)	(93)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Good for Britain	23%	23%	20%	27%	22%	29%	20%	26%	29%	22%	17%	22%	31%
Neither good nor bad for Britain	33%	34%	32%	34%	33%	34%	33%	30%	40%	37%	33%	33%	30%
Bad for Britain	16%	17%	16%	14%	21%	16%	14%	20%	14%	13%	16%	17%	16%
Not sure	28%	26%	32%	25%	23%	22%	33%	24%	17%	28%	33%	28%	23%
Totals	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(993)	(317)	(384)	(292)	(352)	(308)	(417)	(278)	(211)	(168)	(215)	(384)	(226)

Daily Survey: British Monarchy
January 12 - 17, 2023 - 1000 US Adult Citizens

YouGov

2. UK Monarch in 100 Years
Do you think Britain will still have a monarch in 100 years' time?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, definitely	9%	12%	7%	13%	12%	9%	3%	8%	12%	11%	12%
Yes, probably	31%	32%	29%	30%	32%	32%	30%	33%	29%	26%	26%
No, probably not	28%	29%	27%	22%	29%	26%	36%	30%	24%	27%	22%
No, definitely not	7%	7%	7%	7%	7%	8%	6%	7%	7%	9%	9%
Not sure	25%	20%	29%	29%	20%	25%	25%	23%	28%	26%	32%
Totals	100%	100%	99%	101%	100%	100%	100%	101%	100%	99%	101%
Unweighted N	(992)	(436)	(556)	(207)	(227)	(345)	(213)	(690)	(135)	(94)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, definitely	9%	9%	8%	12%	9%	12%	8%	10%	11%	13%	9%	8%	10%
Yes, probably	31%	32%	32%	29%	29%	32%	28%	31%	35%	28%	29%	33%	31%
No, probably not	28%	30%	25%	30%	35%	27%	25%	29%	35%	24%	23%	31%	31%
No, definitely not	7%	7%	8%	7%	7%	7%	9%	7%	5%	7%	6%	8%	7%
Not sure	25%	22%	28%	23%	19%	21%	29%	23%	14%	28%	32%	20%	22%
Totals	100%	100%	101%	101%	99%	99%	99%	100%	100%	100%	99%	100%	101%
Unweighted N	(992)	(317)	(383)	(292)	(352)	(308)	(415)	(278)	(211)	(168)	(215)	(382)	(227)

Daily Survey: British Monarchy
January 12 - 17, 2023 - 1000 US Adult Citizens

YouGov

3A. 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	10%	13%	8%	18%	14%	8%	4%	9%	14%	11%	19%
Somewhat favorable	27%	28%	27%	23%	27%	25%	35%	32%	18%	15%	23%
Somewhat unfavorable	24%	23%	24%	15%	27%	24%	28%	24%	16%	30%	20%
Very unfavorable	17%	13%	20%	13%	11%	21%	21%	15%	25%	14%	19%
Don't know	22%	23%	21%	32%	22%	23%	11%	20%	27%	29%	19%
Totals	100%	100%	100%	101%	101%	101%	99%	100%	100%	99%	100%
Unweighted N	(977)	(429)	(548)	(204)	(223)	(337)	(213)	(682)	(134)	(91)	(70)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	10%	15%	4%	13%	10%	11%	12%	11%	10%	16%	5%	10%	11%
Somewhat favorable	27%	29%	24%	29%	29%	29%	26%	28%	32%	27%	26%	27%	29%
Somewhat unfavorable	24%	20%	23%	28%	23%	30%	17%	27%	31%	19%	25%	23%	28%
Very unfavorable	17%	20%	17%	13%	23%	15%	17%	17%	18%	17%	17%	17%	16%
Don't know	22%	16%	32%	16%	14%	15%	29%	17%	9%	20%	27%	23%	16%
Totals	100%	100%	100%	99%	99%	100%	101%	100%	100%	99%	100%	100%	100%
Unweighted N	(977)	(314)	(374)	(289)	(350)	(303)	(406)	(277)	(209)	(163)	(210)	(379)	(225)

3B. Favorability of British royalty — Camilla (nee Parker Bowles), the Queen Consort
Do you have a favorable or an unfavorable opinion of the following people?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	9%	13%	6%	17%	14%	5%	3%	7%	12%	14%	13%
Somewhat favorable	19%	22%	16%	20%	21%	18%	18%	22%	9%	16%	17%
Somewhat unfavorable	24%	20%	28%	19%	23%	24%	31%	26%	25%	14%	22%
Very unfavorable	21%	16%	25%	8%	13%	27%	32%	21%	21%	19%	24%
Don't know	26%	29%	24%	35%	29%	26%	15%	24%	33%	37%	22%
Totals	99%	100%	99%	99%	100%	100%	99%	100%	100%	100%	98%
Unweighted N	(980)	(429)	(551)	(204)	(225)	(339)	(212)	(681)	(134)	(94)	(71)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	9%	12%	6%	11%	7%	10%	10%	10%	10%	16%	5%	7%	11%
Somewhat favorable	19%	18%	19%	21%	17%	22%	17%	18%	25%	15%	15%	22%	21%
Somewhat unfavorable	24%	25%	22%	26%	24%	27%	19%	29%	27%	20%	25%	23%	30%
Very unfavorable	21%	24%	18%	21%	31%	23%	18%	25%	22%	25%	24%	20%	18%
Don't know	26%	21%	35%	21%	21%	18%	36%	19%	16%	25%	31%	28%	20%
Totals	99%	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(980)	(315)	(375)	(290)	(351)	(306)	(404)	(277)	(211)	(166)	(213)	(374)	(227)

Daily Survey: British Monarchy
January 12 - 17, 2023 - 1000 US Adult Citizens

3C. Favorability of British royalty — Prince William, Prince of Wales
Do you have a favorable or an unfavorable opinion of the following people?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	22%	18%	25%	18%	17%	25%	25%	24%	14%	22%	17%
Somewhat favorable	31%	33%	29%	24%	32%	30%	37%	37%	20%	17%	23%
Somewhat unfavorable	17%	14%	20%	16%	22%	15%	15%	15%	15%	26%	26%
Very unfavorable	8%	10%	7%	10%	6%	8%	9%	7%	19%	7%	7%
Don't know	22%	25%	19%	31%	22%	21%	13%	18%	32%	28%	26%
Totals	100%	100%	100%	99%	99%	99%	99%	101%	100%	100%	99%
Unweighted N	(974)	(423)	(551)	(202)	(224)	(336)	(212)	(678)	(133)	(91)	(72)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	22%	22%	15%	31%	19%	32%	21%	24%	21%	25%	24%	20%	21%
Somewhat favorable	31%	29%	32%	33%	32%	33%	29%	35%	36%	28%	32%	30%	35%
Somewhat unfavorable	17%	20%	17%	14%	21%	13%	15%	18%	21%	18%	17%	16%	17%
Very unfavorable	8%	10%	9%	6%	11%	7%	7%	9%	9%	10%	6%	8%	9%
Don't know	22%	19%	28%	16%	18%	15%	28%	14%	14%	19%	21%	26%	18%
Totals	100%	100%	101%	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(974)	(312)	(373)	(289)	(348)	(306)	(403)	(277)	(207)	(163)	(209)	(378)	(224)

Daily Survey: British Monarchy
January 12 - 17, 2023 - 1000 US Adult Citizens

3D. Favorability of British royalty — Catherine, Princess of Wales
Do you have a favorable or an unfavorable opinion of the following people?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	19%	18%	20%	13%	19%	21%	23%	23%	14%	12%	10%
Somewhat favorable	29%	28%	30%	30%	28%	25%	34%	31%	18%	31%	28%
Somewhat unfavorable	12%	12%	13%	17%	16%	9%	10%	10%	20%	16%	11%
Very unfavorable	6%	5%	6%	6%	8%	5%	4%	4%	12%	7%	8%
Don't know	34%	36%	32%	34%	29%	41%	30%	32%	37%	34%	43%
Totals	100%	99%	101%	100%	100%	101%	101%	100%	101%	100%	100%
Unweighted N	(976)	(424)	(552)	(203)	(223)	(338)	(212)	(679)	(133)	(93)	(71)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	19%	18%	14%	26%	18%	27%	16%	20%	26%	20%	17%	19%	21%
Somewhat favorable	29%	31%	27%	29%	31%	30%	29%	29%	33%	31%	25%	29%	31%
Somewhat unfavorable	12%	14%	13%	10%	16%	10%	9%	14%	16%	10%	12%	12%	16%
Very unfavorable	6%	7%	5%	5%	6%	4%	5%	8%	5%	5%	6%	6%	6%
Don't know	34%	29%	42%	30%	29%	29%	41%	29%	20%	35%	40%	35%	26%
Totals	100%	99%	101%	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%
Unweighted N	(976)	(314)	(374)	(288)	(347)	(305)	(405)	(275)	(209)	(164)	(209)	(379)	(224)

Daily Survey: British Monarchy
January 12 - 17, 2023 - 1000 US Adult Citizens

3E. Favorability of British royalty — Prince Harry, Duke of Sussex
Do you have a favorable or an unfavorable opinion of the following people?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	19%	16%	22%	14%	22%	19%	19%	17%	28%	24%	12%
Somewhat favorable	28%	26%	30%	35%	32%	22%	26%	29%	26%	23%	32%
Somewhat unfavorable	16%	16%	16%	15%	16%	15%	18%	16%	14%	13%	21%
Very unfavorable	18%	20%	16%	11%	10%	24%	24%	20%	10%	16%	14%
Don't know	19%	22%	16%	24%	20%	19%	12%	17%	22%	24%	21%
Totals	100%	100%	100%	99%	100%	99%	99%	99%	100%	100%	100%
Unweighted N	(975)	(425)	(550)	(202)	(222)	(339)	(212)	(681)	(131)	(93)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	19%	30%	12%	15%	30%	11%	18%	19%	20%	26%	19%	15%	19%
Somewhat favorable	28%	33%	29%	21%	32%	20%	29%	27%	31%	30%	27%	27%	31%
Somewhat unfavorable	16%	13%	16%	20%	13%	22%	14%	16%	21%	10%	17%	17%	18%
Very unfavorable	18%	8%	18%	29%	11%	36%	14%	25%	18%	18%	17%	19%	17%
Don't know	19%	16%	25%	14%	14%	10%	25%	12%	10%	16%	19%	21%	16%
Totals	100%	100%	100%	99%	100%	99%	100%	99%	100%	100%	99%	99%	101%
Unweighted N	(975)	(315)	(370)	(290)	(349)	(305)	(405)	(274)	(210)	(164)	(211)	(377)	(223)

Daily Survey: British Monarchy
January 12 - 17, 2023 - 1000 US Adult Citizens

3F. Favorability of British royalty — Meghan (nee Markle), Duchess of Sussex
Do you have a favorable or an unfavorable opinion of the following people?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	18%	18%	18%	21%	18%	17%	16%	14%	36%	18%	17%
Somewhat favorable	26%	24%	27%	29%	31%	21%	25%	27%	26%	24%	18%
Somewhat unfavorable	14%	12%	15%	12%	18%	12%	14%	15%	7%	9%	23%
Very unfavorable	22%	24%	20%	7%	12%	33%	31%	27%	6%	17%	16%
Don't know	21%	22%	19%	31%	21%	18%	14%	17%	26%	33%	26%
Totals	101%	100%	99%	100%	100%	101%	100%	100%	101%	101%	100%
Unweighted N	(971)	(422)	(549)	(201)	(220)	(338)	(212)	(678)	(132)	(93)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	18%	30%	11%	13%	27%	10%	14%	22%	18%	22%	19%	16%	16%
Somewhat favorable	26%	32%	25%	21%	34%	16%	26%	21%	34%	26%	22%	25%	31%
Somewhat unfavorable	14%	13%	14%	15%	12%	16%	14%	14%	16%	13%	14%	12%	17%
Very unfavorable	22%	8%	23%	37%	11%	47%	17%	28%	24%	20%	23%	24%	19%
Don't know	21%	17%	28%	14%	16%	12%	29%	15%	8%	20%	21%	22%	18%
Totals	101%	100%	101%	100%	100%	101%	100%	100%	100%	101%	99%	99%	101%
Unweighted N	(971)	(314)	(371)	(286)	(346)	(305)	(402)	(272)	(210)	(163)	(210)	(375)	(223)

Daily Survey: British Monarchy
January 12 - 17, 2023 - 1000 US Adult Citizens

YouGov

3G. Favorability of British royalty — Prince Andrew, Duke of York
Do you have a favorable or an unfavorable opinion of the following people?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	8%	10%	6%	14%	13%	5%	1%	7%	14%	7%	10%
Somewhat favorable	17%	18%	16%	24%	18%	12%	16%	18%	12%	21%	10%
Somewhat unfavorable	18%	18%	18%	15%	18%	15%	25%	20%	17%	11%	11%
Very unfavorable	29%	25%	32%	11%	23%	38%	39%	30%	24%	25%	37%
Don't know	28%	30%	27%	35%	29%	30%	18%	25%	34%	36%	32%
Totals	100%	101%	99%	99%	101%	100%	99%	100%	101%	100%	100%
Unweighted N	(975)	(427)	(548)	(204)	(222)	(337)	(212)	(680)	(131)	(94)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	8%	10%	5%	9%	8%	8%	8%	8%	10%	14%	6%	6%	9%
Somewhat favorable	17%	17%	15%	19%	12%	16%	20%	13%	19%	18%	17%	16%	18%
Somewhat unfavorable	18%	17%	17%	20%	19%	21%	15%	21%	21%	10%	15%	22%	20%
Very unfavorable	29%	33%	27%	26%	40%	33%	22%	36%	35%	34%	32%	25%	28%
Don't know	28%	23%	36%	25%	21%	21%	36%	22%	15%	23%	30%	31%	26%
Totals	100%	100%	100%	99%	100%	99%	101%	100%	100%	99%	100%	100%	101%
Unweighted N	(975)	(313)	(374)	(288)	(348)	(305)	(404)	(275)	(210)	(165)	(210)	(376)	(224)

Daily Survey: British Monarchy
January 12 - 17, 2023 - 1000 US Adult Citizens

3H. Favorability of British royalty — Prince Edward, Earl of Wessex
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	12%	13%	11%	15%	14%	11%	10%	10%	10%	21%	17%
Somewhat favorable	24%	24%	24%	28%	18%	22%	30%	26%	18%	17%	25%
Somewhat unfavorable	13%	12%	14%	15%	14%	10%	14%	14%	12%	13%	4%
Very unfavorable	10%	12%	8%	9%	12%	10%	8%	8%	16%	11%	12%
Don't know	41%	39%	43%	34%	42%	47%	38%	41%	43%	38%	42%
Totals	100%	100%	100%	101%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(972)	(424)	(548)	(199)	(222)	(339)	(212)	(678)	(130)	(93)	(71)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	12%	16%	6%	15%	15%	11%	11%	11%	17%	18%	9%	11%	13%
Somewhat favorable	24%	24%	22%	26%	19%	29%	27%	22%	24%	26%	18%	27%	23%
Somewhat unfavorable	13%	13%	12%	15%	13%	15%	11%	15%	18%	13%	13%	12%	14%
Very unfavorable	10%	11%	9%	10%	10%	9%	8%	13%	8%	9%	9%	9%	13%
Don't know	41%	36%	50%	35%	43%	37%	43%	39%	33%	34%	51%	40%	38%
Totals	100%	100%	99%	101%	100%	101%	100%	100%	100%	100%	100%	99%	101%
Unweighted N	(972)	(314)	(371)	(287)	(348)	(302)	(403)	(274)	(209)	(163)	(209)	(377)	(223)

3I. Favorability of British royalty — Princess Anne, The Princess Royal
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	14%	14%	14%	12%	13%	13%	18%	15%	13%	8%	16%
Somewhat favorable	32%	31%	33%	31%	29%	30%	40%	34%	25%	31%	27%
Somewhat unfavorable	10%	10%	9%	14%	11%	9%	6%	9%	16%	12%	4%
Very unfavorable	6%	7%	5%	9%	8%	4%	5%	5%	7%	8%	10%
Don't know	38%	39%	38%	34%	39%	45%	31%	37%	39%	41%	43%
Totals	100%	101%	99%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(969)	(422)	(547)	(203)	(220)	(333)	(213)	(678)	(130)	(90)	(71)

		Party ID		2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	14%	15%	11%	18%	15%	16%	13%	16%	17%	19%	13%	14%	12%
Somewhat favorable	32%	37%	28%	32%	34%	36%	31%	34%	35%	36%	27%	32%	35%
Somewhat unfavorable	10%	10%	8%	11%	9%	9%	9%	9%	10%	8%	10%	9%	11%
Very unfavorable	6%	6%	7%	6%	6%	5%	5%	7%	8%	5%	5%	5%	10%
Don't know	38%	33%	46%	34%	36%	34%	42%	34%	30%	33%	45%	40%	33%
Totals	100%	101%	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(969)	(313)	(366)	(290)	(345)	(305)	(400)	(276)	(208)	(161)	(211)	(376)	(221)

Daily Survey: British Monarchy
January 12 - 17, 2023 - 1000 US Adult Citizens

4. Royal Role Models

Do you think the British royal family are . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly good role models	21%	27%	16%	21%	23%	20%	23%	24%	15%	16%	22%
Mostly bad role models	13%	17%	10%	13%	17%	12%	10%	12%	14%	15%	23%
An even mix of good role models and bad	49%	40%	58%	37%	45%	54%	59%	52%	52%	44%	30%
Not sure	16%	16%	16%	28%	15%	14%	8%	13%	19%	25%	25%
Totals	99%	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(988)	(433)	(555)	(206)	(227)	(343)	(212)	(687)	(135)	(93)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Mostly good role models	21%	24%	14%	28%	18%	29%	22%	24%	18%	25%	20%	20%	22%
Mostly bad role models	13%	12%	14%	12%	15%	12%	12%	12%	17%	13%	10%	14%	15%
An even mix of good role models and bad	49%	52%	49%	48%	57%	49%	47%	53%	52%	41%	55%	52%	47%
Not sure	16%	12%	23%	12%	10%	10%	19%	11%	12%	21%	15%	14%	16%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(988)	(318)	(381)	(289)	(351)	(306)	(413)	(277)	(211)	(165)	(214)	(383)	(226)

5. Heard About Prince Harry Book
How much have you read or heard about Prince Harry's new book and recent interviews with the press?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	19%	15%	22%	16%	18%	19%	22%	19%	19%	19%	17%
A little	50%	52%	48%	40%	54%	50%	55%	52%	47%	37%	56%
Nothing at all	32%	33%	30%	45%	28%	32%	22%	29%	34%	44%	27%
Totals	101%	100%	100%	101%	100%	101%	99%	100%	100%	100%	100%
Unweighted N	(988)	(435)	(553)	(204)	(227)	(344)	(213)	(687)	(134)	(94)	(73)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
A lot	19%	26%	12%	18%	27%	18%	14%	22%	25%	23%	19%	18%	15%
A little	50%	51%	47%	53%	52%	53%	45%	54%	57%	41%	51%	49%	58%
Nothing at all	32%	23%	41%	29%	21%	29%	41%	24%	18%	36%	31%	33%	27%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(988)	(317)	(379)	(292)	(349)	(308)	(414)	(276)	(211)	(166)	(213)	(384)	(225)

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To tell his side of the story	27%	21%	33%	26%	20%	28%	33%	27%	34%	26%	16%
To make money	23%	26%	20%	10%	19%	30%	30%	26%	14%	21%	18%
To publicly condemn the royal family	6%	7%	6%	5%	8%	5%	7%	6%	5%	4%	12%
To publicly condemn the royal institution	7%	6%	7%	12%	6%	5%	5%	7%	6%	9%	3%
To prompt reconciliation with his family	4%	5%	2%	5%	7%	2%	0%	4%	3%	2%	5%
To improve the public's perception of him	9%	10%	8%	10%	16%	5%	5%	7%	14%	10%	13%
Something else	3%	2%	4%	0%	2%	4%	3%	3%	1%	1%	2%
Not sure	22%	24%	21%	33%	20%	21%	16%	20%	23%	27%	32%
Totals	101%	101%	101%	101%	98%	100%	99%	100%	100%	100%	101%
Unweighted N	(993)	(437)	(556)	(207)	(229)	(345)	(212)	(688)	(136)	(96)	(73)

Daily Survey: British Monarchy
January 12 - 17, 2023 - 1000 US Adult Citizens

YouGov

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
To tell his side of the story	27%	41%	21%	19%	40%	17%	27%	27%	29%	25%	26%	29%	26%
To make money	23%	15%	24%	32%	18%	36%	20%	27%	25%	18%	24%	24%	25%
To publicly condemn the royal family	6%	5%	5%	10%	5%	8%	6%	7%	8%	7%	7%	5%	7%
To publicly condemn the royal institution	7%	7%	5%	8%	5%	7%	6%	7%	10%	4%	6%	7%	9%
To prompt reconciliation with his family	4%	6%	2%	3%	3%	2%	3%	3%	6%	4%	3%	3%	4%
To improve the public's perception of him	9%	8%	8%	10%	10%	8%	7%	10%	10%	13%	10%	6%	9%
Something else	3%	1%	4%	3%	2%	5%	3%	3%	2%	1%	4%	2%	3%
Not sure	22%	16%	31%	17%	18%	16%	29%	15%	11%	27%	21%	23%	17%
Totals	101%	99%	100%	102%	101%	99%	101%	99%	101%	99%	101%	99%	100%
Unweighted N	(993)	(317)	(384)	(292)	(350)	(310)	(415)	(277)	(212)	(168)	(215)	(383)	(227)

Daily Survey: British Monarchy
January 12 - 17, 2023 - 1000 US Adult Citizens

YouGov

Interviewing Dates	January 12 - 17, 2023
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 March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.336 to 4.685, with a mean of one and a standard deviation of 0.411.
Number of respondents	1000
Margin of error	$\pm$ 3.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	64 questions not reported.