

THE MONARCHY

Queen's Visit Slightly Improves Views on Monarchy in Canada

Two thirds of Canadians hold a favourable opinion of Queen Elizabeth II, but just one third feels the same way about Prince Charles.

[TORONTO – Jul. 13, 2010] – The proportion of Canadians who want the country to remain a monarchy has increased just days after Queen Elizabeth II ended a visit to the country, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,022 Canadians, 36 per cent of respondents want Canada to remain a monarchy, while 30 per cent would prefer to have an elected head of state. A fifth of Canadians (21%) are indifferent in this particular matter.

In an [Angus Reid Public Opinion survey](#) conducted in May—before the Queen's visit—33 per cent of respondents wanted the country to remain a monarchy, while 36 per cent chose having an elected head of state.

The Royals and Their Visits

Queen Elizabeth II remains highly popular, with 69 per cent of Canadians saying they have a favourable opinion of her (unchanged since May). Her husband, Prince Phillip, is not as well-liked—only 47 per cent hold a positive opinion of him.

Prince Charles draws more negative (44%) than positive (34%) reviews; his wife Camilla, Duchess of Cornwall, is particularly unpopular, with 47 per cent of Canadians saying they hold a negative opinion of her, and only 17 per cent saying the contrary.

KEY FINDINGS

- **36% (+3 since May) want Canada to remain a monarchy; 30% (-6) would prefer to have an elected head of state**
- **69% have a favourable opinion of Queen Elizabeth II; only 34% feel the same way about Prince Charles**
- **Prince William (66%) is more popular than Prince Harry (59%)**

Full topline results are at the end of this release.

From July 7 to July 8, 2010, Angus Reid Public Opinion conducted an online survey among 1,022 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

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Prince William (66%) remains slightly more liked than his brother Harry (59%). A third of Canadians (32%) ignore who Kate Middleton—Prince William’s girlfriend—is.

While 41 per cent of Canadians would like to see more visits by the Royal Family to our country, 46 per cent oppose this idea. Over a quarter of respondents (27%) would eliminate all Royal visits to Canada, but 62 per cent disagree with this course of action.

After Queen Elizabeth II

When Canadians are asked who they would like to have as monarch in the event Queen Elizabeth II dies or abdicates, Prince William is chosen over Prince Charles by a 2-to-1 margin (39% to 18%). The proportion of respondents favouring Prince Charles—the direct heir to the throne—has dropped four points since May. A third of Canadians (32%) think there should be no monarch after Queen Elizabeth II.

Two thirds of respondents (66%) would like to see a Canadian serving as a head of state, a slight drop of three points since May. However, the proportion of respondents who are willing to open a constitutional debate on the monarchy has dropped significantly, from 52 per cent in May to 44 per cent this month.

For all our polls on the monarchy and more, go to our [website](#) / Follow us on [Twitter](#)

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Thinking about Canada's constitution, which of these options would you prefer?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Canada remaining a monarchy	36%	39%	46%	68%	42%	14%	33%
Canada having an elected head of state	30%	30%	27%	14%	26%	41%	21%
It makes no difference to me	21%	24%	17%	10%	20%	24%	21%
Not sure	14%	7%	10%	8%	11%	20%	25%

The Monarchy

Thinking about Canada's constitution, which of these options would you prefer?

	Party supported in the 2008 federal election				
	Con.	Lib.	NDP	BQ	Grn.
Canada remaining a monarchy	49%	44%	36%	6%	35%
Canada having an elected head of state	30%	28%	38%	51%	43%
It makes no difference to me	14%	17%	19%	32%	14%
Not sure	7%	11%	7%	11%	8%

The Monarchy

Thinking about Canada's constitution, which of these options would you prefer?

	Tracking			
	June 2010	May 2010	November 2009	October 2009
Canada remaining a monarchy	36%	33%	27%	27%
Canada having an elected head of state	30%	36%	43%	35%
It makes no difference to me	21%	21%	21%	25%
Not sure	14%	11%	9%	13%

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Do you have a favourable or unfavourable opinion of each of the following people?

Total Canada				
	Mostly favourable	Mostly unfavourable	I don't know who this person is	Not sure
Queen Elizabeth II	69%	17%	1%	14%
Prince Charles	34%	44%	1%	21%
Prince William	66%	11%	2%	21%
Prince Philip	47%	23%	5%	26%
Prince Harry	59%	14%	2%	25%
Camilla, Duchess of Cornwall (formerly Parker – Bowles)	17%	47%	9%	26%
Kate Middleton	27%	8%	32%	32%

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Do you agree or disagree with the following statements?

Total Canada			
	Agree	Disagree	Not sure
I would like to see more visits by the Royal Family to Canada	41%	46%	13%
I would like members of the Royal Family to stop visiting Canada	27%	62%	11%
I would like to see a Canadian serving as Canada's head of state	66%	19%	15%

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In the event Queen Elizabeth II dies or abdicates, which of these options would you prefer for Canada?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Prince Charles becoming King after Queen Elizabeth II	18%	18%	18%	16%	23%	10%	16%
Prince William becoming King after Queen Elizabeth II	39%	40%	44%	43%	47%	20%	51%
Neither, there should be no monarch after Queen Elizabeth II	32%	34%	24%	28%	22%	56%	11%
Not sure	11%	9%	13%	13%	7%	14%	21%

The Monarchy

In the event Queen Elizabeth II dies or abdicates, which of these options would you prefer for Canada?

	Voted for this party in the 2008 federal election				
	Con	Lib	NDP	BQ	Green
Prince Charles becoming King after Queen Elizabeth II	19%	24%	19%	8%	21%
Prince William becoming King after Queen Elizabeth II	46%	42%	47%	17%	39%
Neither, there should be no monarch after Queen Elizabeth II	27%	26%	33%	68%	31%
Not sure	9%	7%	1%	7%	9%

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In the event Queen Elizabeth II dies or abdicates, which of these options would you prefer for Canada?

	Tracking			
	June 2010	May 2010	November 2009	October 2009
Prince Charles becoming King after Queen Elizabeth II	18%	22%	22%	23%
Prince William becoming King after Queen Elizabeth II	39%	38%	31%	30%
Neither, there should be no monarch after Queen Elizabeth II	32%	30%	36%	37%
Not sure	11%	11%	10%	10%

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Would you support or oppose reopening Canada's constitutional debate to discuss the possibility of replacing the monarch with an elected head of state?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Support	44%	39%	42%	39%	38%	61%	28%
Oppose	38%	46%	41%	53%	47%	20%	39%
Not sure	18%	15%	17%	8%	16%	19%	33%

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Would you support or oppose reopening Canada's constitutional debate to discuss the possibility of replacing the monarch with an elected head of state?

	Voted for this party in the 2008 federal election				
	Con	Lib	NDP	BQ	Green
Support	39%	40%	53%	75%	54%
Oppose	49%	48%	39%	14%	31%
Not sure	11%	12%	8%	11%	15%

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Would you support or oppose reopening Canada's constitutional debate to discuss the possibility of replacing the monarch with an elected head of state?

	Tracking			
	June 2010	May 2010	November 2009	October 2009
Support	44%	52%	53%	49%
Oppose	38%	32%	29%	33%
Not sure	18%	17%	17%	18%

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are recruited via an industry-leading process that incorporates a high-quality, multi-streamed approach and an in-depth screening procedure.

The panels are highly engaged communities with industry leading response rates and are researched with state-of-the-art sampling techniques, combined with deep profiling on demographic, behavioural and attitudinal characteristics. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election. More information on our electoral record can be found at:

<http://www.visioncritical.com/record-of-accuracy>

More information on the way Angus Reid conducts public opinion research can be found at <http://www.visioncritical.com/what-we-do/practices/angus-reid-public-opinion/>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
<http://www.visioncritical.com/category/global-opinions-and-trends>**

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