

Will and Kate Give Big Boost to Monarchy

Two in Three (66%) Agree Prince William and Catherine Will Help Keep the Monarchy Relevant to Canadians

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Two in Three (66%) Agree Prince William and Catherine Will Help Keep the Monarchy Relevant to Canadians

Toronto, ON – As Canada prepares for the arrival of the first official foreign visit of their Royal Highnesses Princes William and Catherine, Duke and Duchess of Cambridge, a new Ipsos Reid poll conducted on behalf of Postmedia News and Global Television has revealed that the world's most-famous newlyweds have given a big boost to the monarchy.

A majority (52%) of Canadians now 'disagree' (25% strongly/27% somewhat) that 'when Queen Elizabeth's reign ends, Canada should end its formal ties to the British monarchy', meaning that a minority (48%) now 'agrees' (25% strongly/23% somewhat) that Canada should sever ties with the monarchy following Queen Elizabeth's reign. Support for severing ties has dropped 10 points since prior the Queen's Royal Visit at this time last year, and 5 points since the announcement of William and Kate's marriage in November.

It appears that the decline in support for ending formal ties with the monarchy is largely due to the new couple bringing a fresh look to the centuries-old institution. Two in three (66%) 'agree' (21% strongly/45% somewhat) that 'Prince William and Catherine, Duke and Duchess of Cambridge, will help keep the monarchy relevant to Canadians'. Just one in three (34%) 'disagree' (14% strongly/20% somewhat) with this position.

In fact, a majority (54%) believes that Prince Charles should skip his place in line for the throne as King of England and instead pass the reign of King on to his son Prince William, although the proportion that thinks so is down 1 point since last year. So while a majority

continues to believe that William, not Charles, should be the next King of England, Prince William's marriage to Catherine has not prompted more Canadians to want to rush this process. In fact, just four in ten (40%) Canadians aged 18-34 want Prince Charles to skip his place in line.

The upcoming Royal Visit will not go unnoticed by most Canadians, as a full majority (55%) 'agree' (18% strongly/37% somewhat) that they are 'excited that Prince William and Catherine are coming to Canada', while a minority (45%) 'disagree' (21% strongly/23% somewhat) that they're excited. Moreover, 5% of adult Canadians – which could represent roughly 1.25 million adult Canadians – 'strongly agree' that they will 'go see the Duke and Duchess of Cambridge while they're in Canada'.

While many Canadians are excited and a good proportion will try to see the royal couple, a majority (55%) 'agrees' (29% strongly/26% somewhat) that they 'really don't care about the upcoming Royal Visit and they don't know what all the fuss is about'. Nearly half (45%), though, 'disagree' (17% strongly/28% somewhat).

Despite the increased attention placed on Wills and Kate, Canada's admiration for the Queen continues as eight in ten (81%) 'agree' (36% strongly/45% somewhat) that 'Queen Elizabeth has done a good job in her role as monarch', up 8 points since prior to her visit one year ago. Just two in ten (19%) 'disagree' (7% strongly/12% somewhat).

Attitudes in Quebec Paint a Different Story...

Quebecers are much less likely to have favourable impressions of the monarchy, and are less likely to be caught up in the hysteria over Will and Kate:

- Quebecers (66%) are less likely than the average Canadian (81%) to believe that Queen Elizabeth has done a good job in her role as monarch.
- They're much less likely (48%) than the average Canadian (66%) to agree that William and Kate will help keep the monarchy relevant to Canadians.
- They're significantly more likely (65%) than the average Canadian (55%) to say they really don't care about the upcoming royal visit and that they don't know what all the fuss is about.
- Two in three (67%) Quebecers, much higher than the Canadian average (48%), believe that when the Queen no longer reigns, Canada should sever its ties with the monarchy.
- Still, a slim majority (51%) say they're excited that the royal couple are coming to Canada, just slightly off the national average (55%).

These are some of the findings of an Ipsos Reid poll conducted between June 20 and 27, 2011, on behalf of Postmedia News and Global Television. For this survey, a sample of 1,016 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and political composition to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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