

**Canadians See the Future of the Monarchy in Canada,
Falling Head Over Heels for Wills and Kate**
*Following Royal Visit, Eight in Ten (81%, +15) Believe Couple
Will Help Keep Monarchy Relevant to Canadians; Six in Ten
(60%, +6) Want Charles to Skip Place in Line for Throne*

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Help Keep Monarchy Relevant to Canadians; Six in Ten (60%, +6)

Want Charles to Skip Place in Line for Throne

Toronto, ON – If Canadians had a crush on Wills and Kate prior to their arrival in Canada, they’ve now fallen head over heels for the royal couple, according to a new Ipsos Reid poll conducted on behalf of Postmedia News and Global Television. What a difference a little more than a week can make, when that week sees the most famous newlyweds in the world stealing the hearts of Canadians through their common touch and compassion.

While Prince William and Katherine, Duke and Duchess of Cambridge, have returned home to the United Kingdom, they’ve left a lasting impression on Canadians as eight in ten (81%) ‘agree’ (38% strongly/42% somewhat) that they think ‘Prince William and Catherine will help keep the monarchy relevant to Canadians’, up 15 points since Ipsos Reid’s poll released in advance of the royal tour. Even in Quebec, a strongly majority (65%) now agrees – an increase of 17 points. Conversely, just two in ten (19%) ‘disagree’ (7% strongly/12% somewhat) that they will keep the monarchy relevant to Canadians, down 15 points.

Canadians’ desire to end our formal ties to the monarchy continues to soften. Just 44% ‘agree’ (23% strongly/21% somewhat) that ‘when Queen Elizabeth’s reign ends, Canada should end its formal ties to the British monarchy’, down 4 points since the start of the royal visit and down 14 points since before the Queen’s visit last year. A majority (59%) of Quebecers

believe when the Queen's reign ends we should sever ties to the monarchy. While this figure is down 8 points since before William and Kate arrived, it is the largest drop across the country. On the other hand, a majority (56%) of Canadians 'disagree' (27% strongly/28% somewhat) that Canada should sever ties with the monarchy, up 4 points since before the royal visit.

Canadians have seen first hand the future of the monarchy in Canada, and most like what they see. In fact, six in ten (60%) believe that 'Prince Charles should skip his place in line for the throne as king and instead pass the reign of King on to his son Prince William', up 6 points since prior to the arrival of William and Kate. Up until this point, the marriage of the royal couple had not had an impact on opinions on this matter. However, now that William and Kate have visited Canada, most think that William should be the next king.

The change is largely due to a shift in opinions among young adults aged 18 to 34. Prior to the visit, just four in ten (40%) believed that Prince Charles should skip his place in line for the throne. Following the visit, a majority (52%) of young people now think so, although they're still least likely to. Overall, just four in ten (40%) Canadians, down 6 points, believe that Prince Charles should indeed be the next king as succession rules dictate.

Even the Queen herself has received a modest boost in favourability following the royal visit. Most (83%) 'agree' (40% strongly/44% somewhat) that 'Queen Elizabeth has done a good job in her role as monarch', up 2 points. Only two in ten (17%) 'disagree' (6% strongly/11% somewhat) with this sentiment, down 2 points.

These are some of the findings of an Ipsos Reid poll conducted between July 8 and 11 2011, on behalf of Postmedia News and Global Television. For this survey, a sample of 1,011 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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