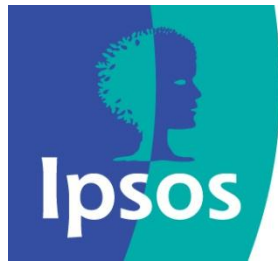


# **Four in Five (81%) Canadians Believe Pope Francis is Moving the Catholic Church in a Positive Direction**

*Just One in Five (19%) Disagree*

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**Ipsos Reid**

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## **Four in Five (81%) Canadians Believe Pope Francis is Moving the Catholic Church in a Positive Direction**

*Just One in Five (19%) Disagree*

**Toronto, ON** – In March 2013, Pope Francis was elected via papal conclave after the resignation of his predecessor, Pope Benedict XVI, and has received many a fanfare since his election due to his focus on the world's poor and dialogue between faiths and putting less of an emphasis on taking condemning stances towards controversial issues such as abortion and homosexuality. The election of a new Pope always comes as one of the year's top stories whenever these elections occur, so much so that CTV, Ipsos' media partner, has declared the election of Pope Francis to be the 9<sup>th</sup> largest news story of 2013.

According to a new poll conducted by Ipsos Reid on behalf of CTV News, Pope Francis's current emphasis towards more pertaining social issues, rather than moral ones, appears to have resonated with many Canadians. Four in five (81%) Canadians 'agree' (26% strongly/54% somewhat) that 'Pope Francis is moving the Catholic Church in a positive direction'. Conversely, just one in five (19%) Canadians 'disagree' (5% strongly/14% somewhat) that Pope Francis is taking the Church in the right direction.

The older Canadians are, the more likely they are to believe in this move towards a positive direction for the Catholic Church, led by seniors (88%, aged 55+), followed by middle-aged (80%, aged 35-54) and younger (73%, aged 18-34) Canadians. By comparison, younger Canadians (27%) are most likely to disagree that the Church is heading in the right direction under Pope Francis.



Interestingly, as the income level of Canadians increases, so does the agreement that Pope Francis is moving the Catholic Church in a positive direction. Canadians in the lowest income category (74%, less than \$40,000 annually) are least likely to agree with this sentiment while those earning the highest incomes (87%, \$100+ annually) are most likely to believe it. British Columbians (84%) are most likely to believe that the new Pope is taking the Church in the right direction, followed by Ontarians (83%), Albertans (82%), Atlantic Canadians (78%), Quebecers (77%) and residents of Saskatchewan and Manitoba (75%). Conversely, those from Saskatchewan and Manitoba (25%) are least likely to believe the Church is headed in a positive direction under Pope Francis, followed by Quebecers (23%), Atlantic Canadians (22%), Albertans (18%), Ontarians (17%), and British Columbians (16%).

*These are some of the findings of an Ipsos Reid poll conducted between December 9<sup>th</sup> to 13<sup>th</sup>, 2013, on behalf of CTV News. For this survey, a sample of 2,535 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics 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. The precision of Ipsos online polls is measured using a credibility interval. In this case the poll is accurate to +/- 2.2 percentage points of the entire Canadian adult population. 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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