

## THE MONARCHY

# Prince's Visit to Canada Does Little to Change Perceptions on the Monarchy

*Charles and Camilla are still the two least liked royals, and a majority of Canadians would engage in a constitutional debate on the monarchy.*

[VANCOUVER – Nov. 16, 2009] – A survey conducted by Angus Reid Public Opinion immediately after the Prince of Wales and the Duchess of Cornwall concluded their ten-day trip to Canada finds that a majority of Canadians support reopening the constitutional debate to discuss the possibility of replacing the monarch with an elected head of state.

The online survey of a representative national sample of 1,000 Canadian adults also shows little fluctuation in the preferences of Canadians when Queen Elizabeth II dies or abdicates.

### Monarch vs. Elected Head of State

About one-in-four Canadians (27%) would prefer for Canada to remain a monarchy, while just over two-in-five (43%) would like to have an elected head of state. One-in-five Canadians say this issue makes no difference to them (21%) and nine per cent are undecided.

In this question, the level of support for an elected head of state grew by eight points since an Angus Reid poll conducted before the royal visit started.

### Rating the Royals

As was the case last month, Queen Elizabeth II (64%) and Prince William (64%) elicit the highest proportion of favourable mentions from Canadians,

### KEY FINDINGS

- **43% would prefer to have an elected head of state; 27% favour Canada remaining a monarchy**
- **Favourable views: Queen Elizabeth II 64%, Prince William 64%**
- **Unfavourable views: Prince Charles 43%, Camilla, Duchess of Cornwall 49%**
- **53% support reopening Canada's constitutional debate to discuss the possibility of replacing the monarch with an elected head of state; 29% disagree**

Full topline results are at the end of this release.

*From November 12 to November 13, 2009, Angus Reid Strategies conducted an online survey among 1,000 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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followed by Prince Harry (57%) and Prince Philip (44%). More than a third of Canadians (37%) do not know who Kate Middleton, Prince William's girlfriend, is.

On this question, the two members of the Royal Family who visited Canada continue to hold significantly lower numbers. Two-in-five Canadians (43%) have a mostly unfavourable opinion of Prince Charles and almost half (49%) feel the same way about Camilla, Duchess of Cornwall.

Before the visit started, Prince Charles held a favourability rating of -15 in Canada. Now, the man who is first-in-line to succeed Elizabeth II stands at -6.

### **After Queen Elizabeth II**

On this question, the numbers did not go through any manifest fluctuation since October. Close to two-in-five Canadians (36%) believe there should be no monarch after the current one dies or abdicates. Only 22 per cent would like Prince Charles to become King, while a higher proportion (31%) would prefer to see Prince William as monarch.

### **Attitudes and Behaviours**

Roughly two-in-five respondents (38%) say they would like to see more visits by the Royal Family to Canada, and a similar proportion (37%) would attend an event or public meeting featuring a Royal Family member. Only 28 per cent would like members of the Royal Family to stop visiting Canada.

### **Constitutional Debate**

Two-thirds of Canadians (67%) say they would like to see a Canadian serving as Canada's head of state. As was the case in October, the sentiment for change becomes more nuanced within the context of a constitutional debate. More than half of respondents (53%) say they would support reopening Canada's constitutional debate to discuss the possibility of replacing the monarch with an elected head of state, while 29 per cent disagree.

### **Analysis**

The royal visit, which included the commemoration of Remembrance Day in Ottawa, helped Prince Charles shed some negative views, although he is evidently not close to the favourable ratings that both the current monarch and the second-in-line to the throne command in Canada. Also, as is the case in Britain, Charles trails William in the "preferred next king" question.

The other noticeable shift is in the proportion of respondents who want to have an elected head of state (up eight points since October). The group of undecided and indifferent Canadians has become smaller, while the group of supporters of an elected head of state has become larger.

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The Monarchy		
Thinking about Canada's constitution, which of these options would you prefer?		
	Oct. 30-31	Nov. 12-13
Canada remaining a monarchy	27%	27%
Canada having an elected head of state	35%	43%
It makes no difference to me	25%	21%
Not sure	13%	9%

The Monarchy		
In the event Queen Elizabeth II dies or abdicates, which of these options would you prefer for Canada?		
	Oct. 30-31	Nov. 12-13
Prince Charles becoming King after Queen Elizabeth II	23%	22%
Prince William becoming King after Queen Elizabeth II	30%	31%
Neither, there should be no monarch after Queen Elizabeth II	37%	36%
Not sure	10%	10%

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### The Monarchy

Do you have a favourable or unfavourable opinion of each of the following people? –  
*Change since Oct. 31*

	Mostly favourable	Mostly unfavourable	I don't know who this person is	Not sure
Queen Elizabeth II	64% (-1)	22% (-2)	0% (=)	15% (+3)
Prince Charles	37% (+3)	43% (-6)	0% (-1)	19% (+3)
Prince William	64% (=)	16% (-1)	1% (-1)	18% (+1)
Prince Philip	44% (+2)	28% (-2)	4% (=)	24% (=)
Prince Harry	57% (=)	20% (-1)	2% (-2)	21% (+3)
Camilla, Duchess of Cornwall (formerly Parker-Bowles)	21% (+3)	49% (-2)	5% (-3)	25% (+3)
Kate Middleton	27% (+2)	10% (=)	37% (-1)	27% (=)

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<b>The Monarchy</b> Do you agree or disagree with each of the following statements? – <i>Change since Oct. 31</i>			
	Agree	Disagree	Not sure
I would like to see more visits by the Royal Family to Canada	38% (-3)	50% (+4)	12% (-1)
I would attend an event or public meeting featuring a Royal Family member	37% (-2)	52% (+3)	11% (-1)
I would like members of the Royal Family to stop visiting Canada	28% (+1)	61% (-1)	11% (=)
I would like to see a Canadian serving as Canada's head of state	67% (-3)	18% (+2)	15% (+1)

<b>The Monarchy</b> Would you support or oppose reopening Canada's constitutional debate to discuss the possibility of replacing the monarch with an elected head of state?		
	Oct. 30-31	Nov. 12-13
Strongly support	27%	30%
Moderately support	22%	23%
Moderately oppose	14%	14%
Strongly oppose	19%	15%
Not sure	18%	17%

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*Angus Reid Public Opinion is the public affairs 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 Strategies 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](http://www.angusreidforum.com)), Springboard America ([www.springboardamerica.com](http://www.springboardamerica.com)) and Springboard UK ([www.springboarduk.com](http://www.springboarduk.com)) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. 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.*

*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.*

<http://bit.ly/4zxfIS>

*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.*

*More information on the way Angus Reid conducts public opinion research can be found at*

<http://bit.ly/3z0uII>

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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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