

Canadians Prefer Prince William over Prince Charles as Next Monarch

Huffington Post Canada Poll: June 23-24, 2011, n=1,005 online survey
from representative panel of over 150,000 Canadians



www.abacusdata.ca

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Abacus Data: Not your average pollster

Abacus Data Inc. is Canada's newest player in the public opinion and marketing research industry. Whether it's telephone or online surveys, focus groups, one-on-one interviews, or secondary data analysis, the team at Abacus Data conducts public opinion, marketing, or stakeholder research that provides strategic insight to our clients. What sets the team at Abacus Data apart is its fresh perspective on politics, business, and consumer behaviour and a commitment to its clients.

Abacus Data offers its clients a comprehensive research tool kit that includes:

- Custom quantitative studies
- Opinion leader/Decision maker consultations
- The Vertex Panel (www.vertexpanel.ca)
- Omnibus surveys
- Focus groups
- Informal discussions
- Intercept studies
- One-on-one interviews
- Custom community panel creation and management
- Secondary data analysis

Dr. David Coletto – Abacus Data's CEO

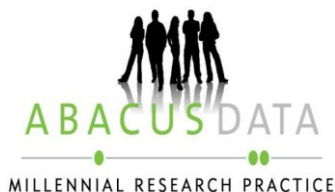
David has seven years experience listening and interpreting what voters, consumers, and opinion leaders want and expect from government, business, and the non-profit sectors. He has worked with some of Canada's largest corporations and some of its smallest issue and advocacy groups.

He received his PhD in Political Science from the University of Calgary where he taught Research Methods to undergraduate students.

David is the Pollster for Sun News and a Visiting Fellow at the Arthur Kroeger College of Public Affairs. He is frequently called upon by news media for his unique perspective on public affairs, millennials, corporate citizenship, and political party finance. He co-authored a chapter in the recently released book *Money, Politics and Democracy* (eds Young and Jansen, UBC Press 2011).

Abacus Data also has a number of unique research practices.

Click on the graphics below for more information.



Methodology

From June 23rd to June 24th, 2011, Abacus Data Inc. conducted an online survey among 1,005 randomly selected Canadian adults from an online panel of over 150,000 Canadians.

The margin of error—which measures sampling variability—is comparable to +/- 3.2%, 19 times out of 20. Results of the survey were statistically weighted by gender, age, region, education, and past federal vote using census data from Statistics Canada and by past vote using Elections Canada results from the 2008 General Election. Totals may not add up to 100 due to rounding.

This survey was commissioned by The Huffington Post Canada.

Monarchy Questions

Q: Thinking about the British monarchy and Canada, do you support or oppose Canada continuing to have the British monarch as its head of state?

Q: Regardless of your opinion of the British monarchy, who should succeed Queen Elizabeth II?

For more information about the poll's methodology, visit the Abacus website at www.abacusdata.ca

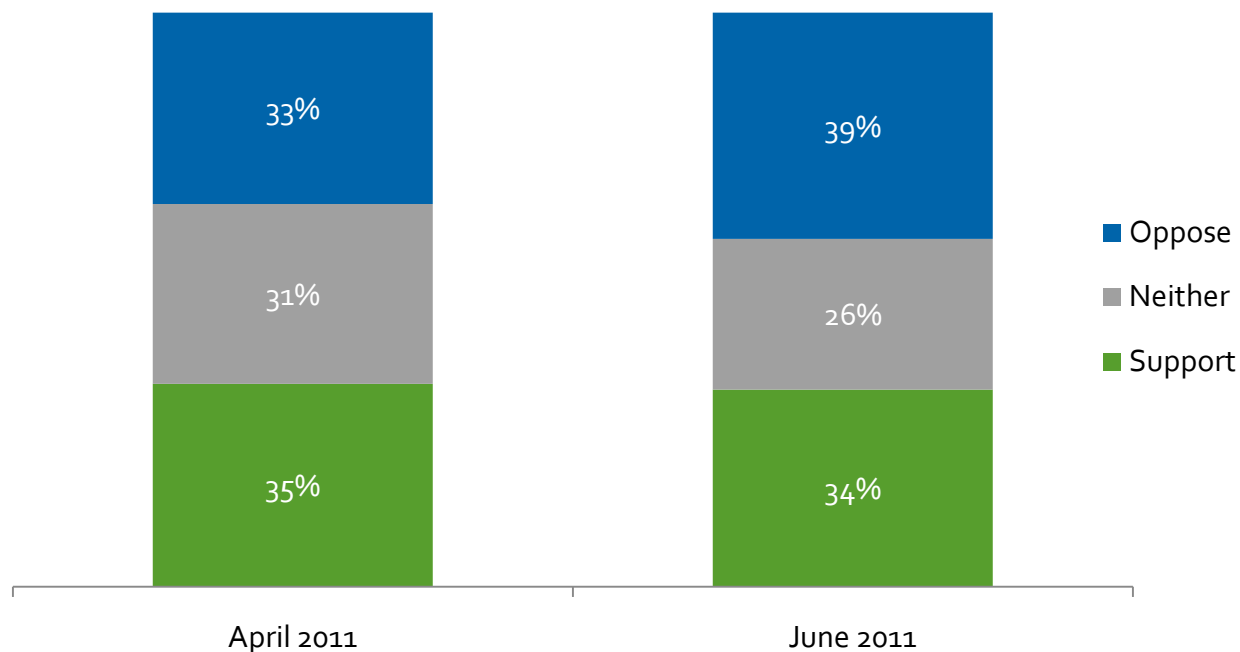
The table below reports the unweighted and weighted distribution by region or province.

Region/Province	Unweighted Count (All Respondents)	Weighted Count (All respondents)
Atlantic Canada	88	73
Quebec	253	248
Ontario	380	380
Prairies (MB and SK)	55	66
Alberta	109	101
BC	120	130
Total	1,005	999

Support for the Monarchy in Canada

Q: Thinking about the British monarchy and Canada, do you support or oppose Canada continuing to have the British monarch as its head of state?

(The April 2011 survey interviewed 1,007 Canadians and was conducted between April 28 and 29, the day before and of the Royal Wedding)



Subgroup Analysis

	Men	Women	CPC	LPC	NDP	Bloc
Support	31%	37%	37%	43%	36%	4%
Neither	20%	32%	24%	24%	24%	20%
Oppose	49%	31%	40%	33%	40%	76%
Unweighted count	494	513	369	146	296	55

	18-30	31-60	60+	Atlantic	Quebec	Ontario	Prairies	Alberta	BC
Support	27%	36%	41%	34%	13%	45%	30%	40%	39%
Neither	33%	26%	21%	34%	25%	24%	20%	34%	31%
Oppose	40%	39%	38%	32%	63%	31%	50%	27%	31%
Unweighted count	161	645	377	88	253	380	55	109	120

Who Should Succeed Queen Elizabeth II?

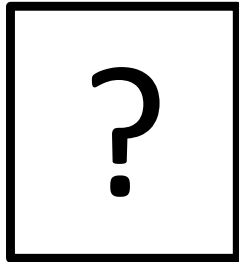
Q: Regardless of your opinion of the British monarchy, who should succeed Queen Elizabeth II?



Prince William
56%



Prince Charles
26%



Don't Know
18%

Subgroup Analysis

	Men	Women	CPC	LPC	NDP	Bloc
Prince William	54%	61%	63%	60%	59%	24%
Prince Charles	26%	24%	26%	25%	27%	38%
Don't know	20%	14%	11%	11%	14%	38%
Unweighted counts	494	513	369	146	296	55

	18-30	31-60	60+	Atlantic	Quebec	Ontario	Prairies	Alberta	BC
Prince William	41%	58%	63%	61%	53%	57%	58%	62%	59%
Prince Charles	28%	26%	22%	21%	21%	29%	20%	20%	32%
Don't know	31%	16%	14%	18%	26%	13%	22%	17%	9%
Unweighted counts	161	645	377	88	253	380	55	109	120

For more information about this study or Abacus Data Inc.,
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To read our analyses and blog, find us online at www.abacusdata.ca