NEWS RELEASE

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FOR IMMEDIATE RELEASE

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4 in 10 Canadians Likely to Watch Royal Wedding

Majority approves

Toronto, May 17th, 2018 – In a random sampling of public opinion taken by The Forum Poll™ among 1484 Canadian voters, three-quarters (TOP2: 75%) say they are aware of the wedding between Prince Harry and Meghan Markle, with half (48%) saying they are very aware.

One-quarter (BTM2: 25%) say they aren't aware of the wedding, with about one-sixth (14%) saying they are not at all aware.

4 in 10 likely to watch

More than a third (TOP2: 37%) say they are likely to watch the royal wedding, with about one-fifth (18%) saying they are very likely watch.

About two-thirds (BTM2: 63%) say they are not likely to watch, with 4 in 10 (41%) saying they are not at all likely to watch.

Respondents (TOP2) most likely to say they are likely to watch the royal wedding include those aged 65+ (56%), females (50%), the least educated (44%), living in the Atlantic Provinces (42%) or Ontario (45%), and supporting the Liberals (45%).

Respondents (BTM2) most likely to say they are not likely to watch the royal wedding include those aged 34 and younger (75%), males (77%), the least wealthy (72%), and living in Alberta (74%) or BC (71%).

Majority approve of the wedding

The majority (53%) say that they approve of the wedding between Prince Harry and Meghan Markle. Few (5%) say they disapprove.

A high proportion (42%) of respondents say they do not know.

Respondents most likely to say they approve include those aged 65+ (63%), females (61%) earning $20,000-$40,000 (57%) or the most wealthy (54%), the least educated (63%), and living in the Atlantic Provinces (59%) or Ontario (61%).

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Prince William the most admired royal, next to the Queen

One-quarter (26%) say that they admire Prince William the most, with his wife, Catherine (16%) Canadians' second-most admired royal.

Prince Harry (8%), Prince Charles (6%), and Prince Philip (5%) are tied for third, with Meghan Markle (4%), Princess Charlotte (2%), and Prince George (2%) following behind.

A third (31%) say that they don't admire the royal family.

Respondents most likely to say they admire Prince William include those aged 65+ (42%), females (30%), earning $80,000-$100,000 (31%) or the most wealthy (30%), and living in the Atlantic Provinces (30%), Ontario (30%), or the prairies (MB/SK) (31%).

Respondents most likely to say they do not admire the royal family include those aged 34 and younger (40%), males (43%), the least wealthy (38%), with some college/university (38%), living in Québec (37%), Alberta (39%), or BC (36%).

"News about the royal wedding has been difficult to avoid as the date nears, and three-quarters of Canadians say they're aware of it," said Dr. Lorne Bozinoff, President of Forum Research. "Fewer people say they're likely to watch the wedding than have heard about it, but the majority of Canadians say they approve of the wedding, overall."

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1484 randomly selected Canadian Voters. The poll was conducted May 15-16, 2018.

Results based on the total sample are accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Actual results depend on the parties' ability to get their voters out. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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Wedding awareness

Based on what you have seen, or heard, how aware of you of the upcoming wedding between Prince Harry and Megan Markle?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1484	215	182	201	347	539	771	688
NET: TOP2	75	65	71	79	83	83	68	81
NET: BTM2	25	35	29	21	17	17	32	19
Not at all aware	14	19	17	10	12	10	17	11
Not very aware	11	16	13	10	5	7	15	8
Somewhat aware	27	28	18	36	28	22	32	22
Very aware	48	37	53	43	55	61	37	60

Income

	Total	<$20K	$20-$40K	$40-$60K	$60-$80K	$80-$100K	$100-$250K
Sample	1484	133	253	211	182	146	249
NET: TOP2	75	62	67	76	83	75	79
NET: BTM2	25	38	33	24	17	25	21
Not at all aware	14	23	20	18	12	9	9
Not very aware	11	15	13	6	5	16	12
Somewhat aware	27	21	28	28	25	32	30
Very aware	48	41	39	48	58	43	49

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1484	200	284	348	271	203	178
NET: TOP2	75	80	61	82	80	73	76
NET: BTM2	25	20	39	18	20	27	24
Not at all aware	14	12	23	10	10	9	14
Not very aware	11	7	15	8	10	17	10
Somewhat aware	27	25	29	22	27	33	31
Very aware	48	55	33	59	52	41	45

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	**1484**	**274**	**404**	**529**	**277**
NET: TOP2	75	74	69	75	83
NET: BTM2	25	26	31	25	17
Not at all aware	14	14	21	13	6
Not very aware	11	12	10	11	11
Somewhat aware	27	24	24	29	27
Very aware	48	50	45	46	56

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Likelihood to watch

How likely are you to watch the wedding between Prince Harry and Meghan Markle?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1484	215	182	201	347	539	771	688
NET: TOP2	37	25	33	38	43	56	23	50
NET: BTM2	63	75	67	62	57	44	77	50
Very likely	18	8	15	16	24	34	11	25
Somewhat likely	19	17	17	22	19	22	12	25
Not very likely	22	22	20	23	23	19	20	22
Not at all likely	41	53	47	40	34	26	56	27

Income

%	Total	<$20K	$20-$40K	$40-$60K	$60-$80K	$80-$100K	$100-$250K
Sample	1484	133	253	211	182	146	249
NET: TOP2	37	28	41	40	40	40	32
NET: BTM2	63	72	59	60	60	60	68
Very likely	18	15	20	16	19	22	17
Somewhat likely	19	13	21	24	21	18	15
Not very likely	22	26	22	19	23	17	26
Not at all likely	41	47	37	41	37	43	43

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1484	200	284	348	271	203	178
NET: TOP2	37	42	33	45	34	26	29
NET: BTM2	63	58	67	55	66	74	71
Very likely	18	25	17	21	14	17	12
Somewhat likely	19	17	16	24	20	9	17
Not very likely	22	24	20	17	28	26	29
Not at all likely	41	34	47	38	38	48	42

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1484	274	404	529	277
NET: TOP2	37	44	37	35	35
NET: BTM2	63	56	63	65	65
Very likely	18	18	19	17	19
Somewhat likely	19	26	19	18	17
Not very likely	22	22	19	21	25
Not at all likely	41	34	44	44	39

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Approval

Overall, do you approve or disapprove of the wedding between Prince Harry and Megan Markle?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1484	215	182	201	347	539	771	688
Approve	53	48	48	52	57	63	44	61
Disapprove	5	5	8	3	4	6	6	4
Don't know	42	47	44	45	39	31	50	35

Income

%	Total	<$20K	$20-$40K	$40-$60K	$60-$80K	$80-$100K	$100-$250K
Sample	1484	133	253	211	182	146	249
Approve	53	48	57	47	53	52	54
Disapprove	5	3	7	7	4	4	5
Don't know	42	49	35	46	42	43	41

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1484	200	284	348	271	203	178
Approve	53	59	39	61	57	52	49
Disapprove	5	7	7	5	6	1	6
Don't know	42	34	54	34	38	46	45

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1484	274	404	529	277
Approve	53	63	46	53	53
Disapprove	5	3	8	5	4
Don't know	42	35	45	42	44

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Admiration

Which member of the royal family do you admire the most, besides the Queen?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1484	215	182	201	347	539	771	688
Prince Phillip	5	1	4	5	8	7	4	5
Prince Charles, the Prince of Wales	6	5	5	5	9	5	8	4
Prince William, the Duke of Cambridge	26	10	24	31	35	42	22	30
Kate Middleton, the Duchess of Cambridge	16	21	16	15	9	14	8	24
Prince George	2	4	1	1	1	2	2	2
Princess Charlotte	2	3	4	2	1	1	1	3
Prince Harry	8	11	6	6	7	10	7	9
Meghan Markle	4	5	3	4	3	3	5	3
Don't admire the Royal Family	31	40	36	30	28	15	43	20

Income

%	Total	<$20K	$20-$40K	$40-$60K	$60-$80K	$80-$100K	$100-$250K
Sample	1484	133	253	211	182	146	249
Prince Phillip	5	5	5	7	4	3	6
Prince Charles, the Prince of Wales	6	5	7	4	6	10	6
Prince William, the Duke of Cambridge	26	15	24	27	25	31	30
Kate Middleton, the Duchess of Cambridge	16	18	16	16	17	13	16
Prince George	2	3	2	4	3	0	0
Princess Charlotte	2	3	1	3	2	3	3
Prince Harry	8	5	12	7	7	11	5
Meghan Markle	4	8	3	3	3	3	2
Don't admire the Royal Family	31	38	30	29	32	26	32

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Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1484	200	284	348	271	203	178
Prince Phillip	5	7	4	5	2	3	5
Prince Charles, the Prince of Wales	6	6	7	6	6	3	6
Prince William, the Duke of Cambridge	26	30	22	30	31	22	24
Kate Middleton, the Duchess of Cambridge	16	11	17	16	15	16	14
Prince George	2	1	2	2	2	1	3
Princess Charlotte	2	1	1	2	4	2	4
Prince Harry	8	10	5	12	10	9	4
Meghan Markle	4	2	3	3	4	5	4
Don't admire the Royal Family	31	31	37	24	25	39	36

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1484	274	404	529	277
Prince Phillip	5	4	5	4	5
Prince Charles, the Prince of Wales	6	5	7	5	6
Prince William, the Duke of Cambridge	26	25	24	28	29
Kate Middleton, the Duchess of Cambridge	16	22	11	17	14
Prince George	2	1	1	3	3
Princess Charlotte	2	1	3	2	2
Prince Harry	8	11	9	8	6
Meghan Markle	4	7	3	2	4
Don't admire the Royal Family	31	23	38	30	31

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