

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

FOR IMMEDIATE RELEASE

Fewer now reject Prince Charles as head of state

Increase in those with no opinion

TORONTO September 24th, 2015 - In a random sampling of public opinion taken among 1557 adult Canadians, just less than half disagree that Prince Charles should become Canada's Head of State upon the death of his mother (45%), and this is down from more than half who disagreed in May (54%). Just more than one third support Charles as Head of State (34%), and this is especially characteristic in the very wealthiest (\$100K to \$250K - 39%), Atlantic Canada (44%), Alberta (39%) and BC (41%).

Disagreement with the idea is common to the youngest (49%), males (49%), the least wealthy (49%), in Quebec (60%), among New Democrats (52%). Even a strong minority of Conservatives don't want Prince Charles to be our figurehead (40%).

In May, one sixth had no opinion on this measure (16%), and this has now increased to one fifth (21%).

"His negatives have dropped below half, but it still doesn't look that good for the heir to our throne when more people don't want him to serve his constitutional duty than want him to," said Forum Research President, Dr. Lorne Bozinoff.

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.

TORONTO

September 24th, 2015

HIGHLIGHTS:

- Just less than half disagree that Prince Charles should become Canada's Head of State upon the death of his mother (45%), and this is down from more than half who disagreed in May (54%).
- "His negatives have dropped below half, but it still doesn't look that good for the heir to our throne when more people don't want him to serve his constitutional duty than want him to," said Forum Research President, Dr. Lorne Bozinoff.

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

September 24th, 2015

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1557 randomly selected Canadians 18 years of age or older. The poll was conducted from September 21st to 23rd, 2015.

Results based on the total sample are considered 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. 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

Prince Charles to Become Canada's Head of State - Trending

%	Agree	Disagree	Don't know
September 24 th , 2015	34	45	21
May 14 th , 2015	31	54	15
July 23 rd , 2013	33	53	14
May 22 nd , 2013	27	61	12

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

September 24th, 2015

Canada's Head of State

'Do you agree or disagree Prince Charles should become Canada's Head of State upon the death of the current Queen?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1557	270	230	291	385	381	817	740
Agree	34	29	36	35	36	35	32	35
Disagree	45	49	43	45	42	45	49	42
Don't know	21	22	21	20	22	20	19	23

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1557	164	530	329	144	170	220	1070	487
Agree	34	44	20	37	32	39	41	38	20
Disagree	45	38	60	41	45	35	44	40	63
Don't know	21	17	20	23	23	26	16	22	18

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1557	450	408	407	90	80	47
Agree	34	37	39	27	42	18	20
Disagree	45	40	39	52	44	74	57
Don't know	21	23	22	21	14	8	24

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

TORONTO

September 24th, 2015

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com