

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
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TORONTO

September 22th, 2016

HIGHLIGHTS:

- Prince William tops the list of the most admired members of the Royal Family with one quarter selecting him (25%)
- Admiration for Prince William is common to the oldest (42%), females (29%) rather than males (21%), and among Liberals (29%)
- In total, about one third of Canadian adults will follow the royal visit next week closely (36%)
- Close to one half of Canadians disagree Prince Charles should succeed his mother as Head of State in Canada (45%)

FOR IMMEDIATE RELEASE

Prince William Most Admired Royal

Most think he should be next King

In a random sampling of public opinion taken by the Forum Poll™ among 1326 Canadian adults, Prince William tops the list of the most admired members of the Royal Family with one quarter selecting him (25%). This is just less than the proportion of Canadian voters who don't admire the Royal Family (29%). In second place among favourite royals is the Duchess of Cambridge, formerly Kate Middleton (20%). Third place belongs to the dashing Prince Harry (13%). Few other royals are admired (Prince Charles - 6%, Prince Philip - 4%, Prince George and Princess Charlotte - 2% each).

Admiration for Prince William is common to the oldest (42%), females (29%) rather than males (21%), and among Liberals (29%). Admiration for his wife is common to young middle age groups (35 to 44 - 25%), females (26%), not males (13%), among Green party voters (25%) and moms (34%). Admiration for Prince Harry is characteristic of the least wealthy (20%), mid income groups (\$60K to \$80K - 17%), New Democrats (19%) and those from eastern European backgrounds (19% - caution: small base size).

One third will follow royal visit closely

In total, about one third of Canadian adults will follow the royal visit next week closely (36%), but just one tenth will follow the visit "very closely" (10%). Two thirds won't follow closely, or at all (62%). Following the visit of the Duke and Duchess of Cambridge very closely is characteristic of the least wealthy (16%), those in BC, where the visit will take place (20%), those from the British Isles (16%), southern European (15%), eastern European (16%) and South Asian backgrounds (17% - caution: small base sizes).

Close to half disagree Prince Charles should succeed

Close to one half of Canadians disagree Prince Charles should succeed his mother as Head of State in Canada (45%) and just one third agree he should (32%). As many as a quarter don't have an opinion (23%). This stands in contrast to just two months ago, when more than half disagreed he should succeed (54%), and just fewer than 3-in-10 thought he should (29%). Those who agree he should succeed to the Canadian throne include males (36%) rather than females (29%), residents of Ontario (37%), the prairies (39%) and BC (43%), but not Quebec (19%). among Conservatives (40%), Anglophones (37%) rather than Francophones (19%), the least and best educated (37% each).

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Prince William seen as best King of Canada

Close to 4-in-10 pick Prince William as the best choice to be Canada's next King and Head of State (38%), and this is just more than the proportion who do not offer a choice (35%). His father and brother have each the support of about one tenth (11% each).

Even split on whether Canadian monarchy will last until King George VII

Just more than one quarter believe Prince George will one day be Canada's monarch and Head of State (27%), and an identical proportion think he will not (28%). Close to half don't care to look that far in the future (45%).

Vast majority say opinion of monarchy hasn't changed or has grown better

Almost all adult Canadians (85%) say their opinion of the monarchy hasn't changed in the past 5 years (61%) or that it has grown better (24%). Just one sixth say their opinion has grown worse (15%), and this is common to those in mid-income groups (\$60K to \$80K - 20%), the Atlantic provinces (24%), among New Democrats (20%) and Greens (23%), among the best educated 19%), southern Europeans (32%) and South Asians (19% - caution: small base sizes)

"Canada loves its Royal Family, despite the republican grumblings of a slight minority. Its just that Canada doesn't love all its royal family members equally. It seems clear that the appearance of Prince William and his glamorous wife on the scene, and their impending trip here, has galvanized popular interest in the succession again, with the predictable result that most Canadians want to skip a royal, something for which there is no historical or constitutional precedent. It is curious to note, however, that while close to a third say they do not admire the royal family at all, only about a tenth say they will not follow the royal visit at all" 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.

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HIGHLIGHTS:

- "Canada loves its Royal Family, despite the republican grumblings of a slight minority. Its just that Canada doesn't love all its family members equally. It seems clear that the appearance of Prince William and his glamorous wife on the scene, and their impending trip here, has galvanized popular interest in the succession again, with the predictable result that most Canadians want to skip a royal, something for which there is no historical or constitutional precedent. It is curious to note, however, that while close to a third say they do not admire the royal family at all, only about a tenth say they will not follow the royal visit at all"

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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 1326 randomly selected Canadian voters. The poll was conducted on September 20 and 21, 2016.

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

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Royal Family Admiration

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

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1326	243	180	224	326	353	697	604
Prince Philip	4	3	4	4	4	4	5	3
Prince Charles, the Prince of Wales	6	5	6	6	7	6	7	5
Prince William, the Duke of Cambridge	25	13	20	26	34	42	21	29
Kate Middleton, the Duchess of Cambridge	20	20	25	23	17	12	13	26
Prince George	2	2	2	2	2	2	3	1
Princess Charlotte	2	3	1	0	4	1	1	2
Prince Harry	13	15	10	14	11	13	15	11
Don't admire the Royal Family	29	39	33	25	21	21	34	25

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1326	148	220	211	139	124	253
Prince Philip	4	7	3	4	2	1	3
Prince Charles, the Prince of Wales	6	6	10	4	5	6	6
Prince William, the Duke of Cambridge	25	20	27	25	26	27	26
Kate Middleton, the Duchess of Cambridge	20	15	22	22	19	20	21
Prince George	2	5	1	1	2	2	1
Princess Charlotte	2	5	1	1	0	3	0
Prince Harry	13	20	11	12	17	11	12
Don't admire the Royal Family	29	22	24	32	30	29	31

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Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1326	88	387	398	111	161	181	946	380
Prince Philip	4	7	2	3	6	3	6	4	1
Prince Charles, the Prince of Wales	6	11	4	5	9	5	8	7	4
Prince William, the Duke of Cambridge	25	26	22	26	26	25	26	26	22
Kate Middleton, the Duchess of Cambridge	20	16	16	23	15	22	19	21	17
Prince George	2	3	1	2	2	2	3	2	1
Princess Charlotte	2	3	3	1	1	0	1	1	4
Prince Harry	13	8	10	15	10	13	15	14	9
Don't admire the Royal Family	29	26	42	24	31	30	23	25	43

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Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1326	407	532	135	72	77	48
Prince Philip	4	4	4	2	1	0	11
Prince Charles, the Prince of Wales	6	7	5	4	11	6	5
Prince William, the Duke of Cambridge	25	27	29	18	17	12	18
Kate Middleton, the Duchess of Cambridge	20	22	19	20	25	14	19
Prince George	2	3	2	0	0	1	2
Princess Charlotte	2	1	2	1	2	8	0
Prince Harry	13	16	11	19	7	4	11
Don't admire the Royal Family	29	20	28	35	37	55	34

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1326	273	356	462	235
Prince Philip	4	4	4	3	4
Prince Charles, the Prince of Wales	6	9	6	4	7
Prince William, the Duke of Cambridge	25	22	25	26	27
Kate Middleton, the Duchess of Cambridge	20	22	23	17	18
Prince George	2	3	2	2	1
Princess Charlotte	2	4	1	1	1
Prince Harry	13	16	12	12	12
Don't admire the Royal Family	29	21	26	35	29

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Ethnic Background

%	Total	Canadian	British Isles	Northern European	Southern European	Eastern European	South Asian	Asian	Black	Other
Sample	1326	1023	78	46	21	28	28	17	30	55
Prince Philip	4	4	4	6	5	3	4	0	2	0
Prince Charles, the Prince of Wales	6	5	17	8	0	10	5	16	6	3
Prince William, the Duke of Cambridge	25	26	31	23	23	32	7	22	27	12
Kate Middleton, the Duchess of Cambridge	20	20	7	28	14	28	28	25	16	24
Prince George	2	2	2	2	0	2	0	5	0	8
Princess Charlotte	2	2	0	4	4	0	0	0	7	1
Prince Harry	13	13	14	8	11	19	13	9	8	16
Don't admire the Royal Family	29	29	26	22	43	6	43	23	33	37

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Duke and Duchess of Cambridge Visit

How closely will you be following the Royal Visit to Canada of the Duke and Duchess of Cambridge next week?

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1326	243	180	224	326	353	697	604
NET: TOP2	36	23	32	38	43	51	29	43
NET: BTM3	62	73	66	60	55	48	69	55
Very closely	10	8	11	9	10	13	6	13
Somewhat closely	26	16	20	29	33	38	23	29
Not very closely	32	36	32	32	30	29	32	33
Not at all closely	19	23	22	15	18	14	23	15
Won't follow the Royal Visit at all	11	14	12	13	7	5	13	7
Don't know	2	3	2	2	1	2	2	3

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1326	148	220	211	139	124	253
NET: TOP2	36	39	40	36	36	40	33
NET: BTM3	62	53	58	64	63	58	66
Very closely	10	16	12	9	9	10	7
Somewhat closely	26	23	28	28	27	30	26
Not very closely	32	25	32	31	34	31	37
Not at all closely	19	19	16	21	18	14	21
Won't follow the Royal Visit at all	11	9	10	11	11	13	8
Don't know	2	8	2	0	1	2	1

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Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1326	88	387	398	111	161	181	946	380
NET: TOP2	36	34	25	38	36	37	48	39	26
NET: BTM3	62	62	74	59	61	60	49	58	73
Very closely	10	13	7	9	9	7	20	11	8
Somewhat closely	26	21	18	29	27	31	29	29	17
Not very closely	32	43	29	35	30	32	27	33	29
Not at all closely	19	13	34	15	16	18	11	14	33
Won't follow the Royal Visit at all	11	5	12	10	14	10	10	10	11
Don't know	2	4	1	2	3	3	3	3	1

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Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1326	407	532	135	72	77	48
NET: TOP2	36	41	39	31	28	17	16
NET: BTM3	62	57	59	68	72	82	79
Very closely	10	10	13	4	6	8	6
Somewhat closely	26	31	26	27	22	9	10
Not very closely	32	34	32	40	40	25	20
Not at all closely	19	14	19	19	23	42	27
Won't follow the Royal Visit at all	11	10	8	10	9	15	32
Don't know	2	2	2	1	0	1	5

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1326	273	356	462	235
NET: TOP2	36	38	40	32	35
NET: BTM3	62	59	57	66	63
Very closely	10	12	11	8	10
Somewhat closely	26	26	29	24	25
Not very closely	32	33	29	32	36
Not at all closely	19	15	18	23	17
Won't follow the Royal Visit at all	11	11	10	11	11
Don't know	2	3	3	2	1

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Ethnic Background

%	Total	Canadian	British Isles	Northern European	Southern European	Eastern European	South Asian	Asian	Black	Other
Sample	1326	1023	78	46	21	28	28	17	30	55
NET: TOP2	36	36	46	45	37	37	25	11	23	32
NET: BTM3	62	63	54	50	63	63	64	53	73	65
Very closely	10	9	16	7	15	16	17	11	6	9
Somewhat closely	26	27	30	38	21	22	8	0	17	23
Not very closely	32	34	29	22	39	37	24	37	33	23
Not at all closely	19	20	11	26	8	15	23	0	28	18
Won't follow the Royal Visit at all	11	9	14	3	16	11	18	16	12	25
Don't know	2	1	0	5	0	0	10	35	4	3

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Canada's Next 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	1326	243	180	224	326	353	697	604
Agree	32	30	32	34	33	33	36	29
Disagree	45	42	47	44	48	48	46	44
Don't know	23	28	22	22	19	20	18	26

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1326	148	220	211	139	124	253
Agree	32	35	33	27	28	35	33
Disagree	45	39	41	43	48	48	53
Don't know	23	26	26	30	24	17	14

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1326	88	387	398	111	161	181	946	380
Agree	32	33	19	37	39	27	43	37	16
Disagree	45	47	53	40	40	51	42	42	54
Don't know	23	20	28	23	20	22	15	20	30

Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1326	407	532	135	72	77	48
Agree	32	40	30	34	36	20	10
Disagree	45	42	47	41	46	46	61
Don't know	23	18	23	25	18	34	28

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1326	273	356	462	235
Agree	32	37	27	30	37
Disagree	45	39	46	48	45
Don't know	23	24	27	21	18

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Ethnic Background

%	Total	Canadian	British Isles	Northern European	Southern European	Eastern European	South Asian	Asian	Black	Other
Sample	1326	1023	78	46	21	28	28	17	30	55
Agree	32	32	50	29	45	33	32	26	13	27
Disagree	45	47	27	49	38	38	37	42	42	52
Don't know	23	22	22	22	17	29	31	32	45	21

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Best Queen or King of Canada

Who do you think would make the best King or Queen of Canada?

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1326	243	180	224	326	353	697	604
Prince Charles	11	10	11	10	14	12	13	10
Prince William	38	30	35	43	42	43	33	43
Prince George	2	3	1	1	3	3	2	2
Prince Harry	11	13	15	13	5	9	14	9
Princess Charlotte	2	5	0	0	3	0	1	3
Don't know	35	40	37	32	33	33	37	34

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1326	148	220	211	139	124	253
Prince Charles	11	13	15	7	7	13	13
Prince William	38	30	36	36	38	48	44
Prince George	2	6	2	2	1	1	1
Prince Harry	11	19	10	9	13	7	12
Princess Charlotte	2	4	2	4	1	1	1
Don't know	35	29	35	42	40	30	29

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1326	88	387	398	111	161	181	946	380
Prince Charles	11	13	7	11	22	10	14	13	7
Prince William	38	40	32	38	32	41	44	40	32
Prince George	2	1	2	1	3	6	3	2	2
Prince Harry	11	7	11	14	7	10	10	12	10
Princess Charlotte	2	4	4	2	1	0	1	1	5
Don't know	35	35	43	33	35	34	29	33	44

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Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1326	407	532	135	72	77	48
Prince Charles	11	15	11	6	9	6	10
Prince William	38	40	42	36	33	19	19
Prince George	2	2	2	5	0	1	2
Prince Harry	11	13	10	13	4	13	21
Princess Charlotte	2	1	2	2	1	9	1
Don't know	35	29	33	37	55	52	47

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1326	273	356	462	235
Prince Charles	11	15	9	9	15
Prince William	38	37	40	37	37
Prince George	2	2	2	2	2
Prince Harry	11	14	11	10	12
Princess Charlotte	2	3	3	2	1
Don't know	35	29	36	39	33

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Ethnic Background

%	Total	Canadian	British Isles	Northern European	Southern European	Eastern European	South Asian	Asian	Black	Other
Sample	1326	1023	78	46	21	28	28	17	30	55
Prince Charles	11	10	24	13	27	10	4	27	4	6
Prince William	38	38	40	40	28	48	29	37	43	29
Prince George	2	2	3	0	0	0	0	0	8	4
Prince Harry	11	12	5	12	13	25	20	0	3	12
Princess Charlotte	2	2	1	3	0	4	0	0	9	0
Don't know	35	36	26	33	33	13	47	36	33	49

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Prince George as Canada's Monarch

As far as you know, will Prince George ever be Canada's Monarch and Head of State, or not?

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1326	243	180	224	326	353	697	604
He will be Canada's Monarch and Head of State	27	28	27	27	30	25	25	29
He will not be Canada's Monarch and Head of State	28	26	31	29	28	28	33	24
Don't know	45	46	42	45	42	48	42	47

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1326	148	220	211	139	124	253
He will be Canada's Monarch and Head of State	27	22	22	22	26	38	36
He will not be Canada's Monarch and Head of State	28	32	25	27	31	29	29
Don't know	45	45	53	51	43	34	35

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1326	88	387	398	111	161	181	946	380
He will be Canada's Monarch and Head of State	27	29	17	31	25	31	32	31	15
He will not be Canada's Monarch and Head of State	28	24	37	20	30	38	29	25	38
Don't know	45	47	46	49	45	32	39	44	48

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Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1326	407	532	135	72	77	48
He will be Canada's Monarch and Head of State	27	31	30	32	13	12	14
He will not be Canada's Monarch and Head of State	28	29	27	22	46	28	35
Don't know	45	40	43	45	41	60	51

TORONTO
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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1326	273	356	462	235
He will be Canada's Monarch and Head of State	27	20	22	29	38
He will not be Canada's Monarch and Head of State	28	28	31	27	26
Don't know	45	52	46	44	36

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Ethnic Background

%	Total	Canadian	British Isles	Northern European	Southern European	Eastern European	South Asian	Asian	Black	Other
Sample	1326	1023	78	46	21	28	28	17	30	55
He will be Canada's Monarch and Head of State	27	27	47	30	17	26	27	26	18	14
He will not be Canada's Monarch and Head of State	28	29	18	30	35	20	34	5	28	31
Don't know	45	44	36	39	49	54	39	68	54	54

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Opinion of the Monarchy

Has your opinion of the monarchy grown better, grown worse or not changed in the past 5 years?

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1326	243	180	224	326	353	697	604
Grown better	24	21	23	23	25	28	21	27
Grown worse	15	17	16	16	13	13	17	13
Your opinion hasn't changed	61	63	62	61	62	59	62	61

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1326	148	220	211	139	124	253
Grown better	24	21	23	21	24	28	28
Grown worse	15	17	12	17	20	15	11
Your opinion hasn't changed	61	62	64	62	56	56	61

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1326	88	387	398	111	161	181	946	380
Grown better	24	22	13	26	22	25	35	26	15
Grown worse	15	24	17	11	15	19	15	14	18
Your opinion hasn't changed	61	55	69	63	63	57	50	59	67

Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1326	407	532	135	72	77	48
Grown better	24	24	28	23	12	7	12
Grown worse	15	11	14	20	23	17	31
Your opinion hasn't changed	61	65	58	57	65	76	57

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1326	273	356	462	235
Grown better	24	23	26	22	25
Grown worse	15	14	14	15	19
Your opinion hasn't changed	61	63	61	63	57

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Ethnic Background

%	Total	Canada	British Isles	Northern European	Southern European	Eastern European	South Asian	Asian	Black	Other
Sample	1326	1023	78	46	21	28	28	17	30	55
Grown better	24	23	29	27	15	33	20	30	29	14
Grown worse	15	14	10	17	32	13	19	19	8	27
Your opinion hasn't changed	61	62	61	56	53	54	61	51	63	59

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