

MONARCHY

Australians, Britons and Canadians Would Prefer Prince William as King

Respondents in Canada are more likely to voice support for “an elected head of state” than those in Australia or Britain.

[VANCOUVER - May 3, 2012] - People in Australia, Britain and Canada find the prospect of Prince William becoming their monarch more appealing than the notion of Prince Charles taking over from Queen Elizabeth II, a new Angus Reid Public Opinion poll has found.

The online survey of representative national samples in the three countries also found that Prince William and Kate Middleton have surpassed Queen Elizabeth II to become the most liked members of the Royal Family.

Future of the Monarchy

In Australia and Canada, about a third of respondents (36% and 33% respectively) say they would prefer for their countries to remain a monarchy.

However, the sentiment of Canadians to have an elected head of state reaches 37 per cent, while the proportion of Australians who want to see their country become a republic is decidedly lower, at 28 per cent. Australians are more likely to say that the debate over the future of the monarchy makes no difference to them (30%) than Canadians (20%).

In Britain, respondents prefer the monarchy to an elected head of state by a 4-to-1 margin (54% to 13%), with one-in-four (26%) voicing indifference on this matter.

KEY FINDINGS

- **83% in Australia, 82% in Britain and 77% in Canada say they have a favourable opinion of Prince William**
- **45% in Britain, 34% in Canada and 33% in Australia say they have a favourable opinion of Prince Charles**
- **52% in Australia, 51% in Britain and 47% in Canada say they would like Prince William to become King after Queen Elizabeth II**
- **54% in Britain, 36% in Australia and 33% in Canada would prefer for their countries to remain a monarchy**

Full methodology details and topline results are at the end of this release.

CONTACT:

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The Royal Family

Prince William has become the most popular member of the Royal Family, with 83 per cent of Australians, 82 per cent of Britons and 77 per cent of Canadians saying they have a favourable opinion of him. His wife Kate Middleton is now second on the list with equally impressive ratings (79% in Australia, 77% in Britain and 73% in Canada).

Queen Elizabeth II is viewed favourably by seven-in-ten respondents in the three countries, and the ranking is similar for Prince Harry. Prince Philip is regarded in a positive light by half of Britons and Canadians, and 45 per cent of Australians.

The lowest rated members of the Royal Family are Prince Charles and Camilla, Duchess of Cornwall. The heir to the throne gets a positive review from 45 per cent of Britons, 34 per cent of Canadians and 33 per cent of Australians. Camilla is viewed favourably by only three-in-ten Britons (31%), and her rating drops to 21 per cent in Canada and 16 per cent in Australia.

Succession

The popularity of Prince William is also evident in a question related to succession. Practically half of respondents in the three countries (52% of Australians, 51% of Britons and 47% of Canadians) say they would like Prince William to become King after Queen Elizabeth II.

Conversely, only 31 per cent of Britons, 17 per cent of Canadians and 13 per cent of Australians would prefer to see King Charles ascend the throne.

Country Breakdowns

In Australia, women (41%) and people over the age of 55 (45%) are more likely to voice support for the continuation of the monarchy, while men prefer the notion of becoming a republic (36%). The highest level of indifference to the debate is observed with Australians aged 35-to-54 (35%).

In Britain, the youngest demographic is more likely to voice indifference on this matter (33%), while majorities of middle-aged (52%) and older (68%) Britons want the UK to remain a monarchy. There is no discernible gender gap.

In Canada, the notion of an elected head of state is more popular with men (45%) than women (29%), and attracts at least a third of respondents across all three demographics. However, for older Canadians, indifference on the issue is supplanted by support for the continuation of the monarchy.

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Full Methodology Details:

Angus Reid Public Opinion and Vision Critical Australia conducted an online survey among:

- 1,506 Australian adults who are Nine Rewards panelists, from February 21 to February 29, 2012.
- 2,019 British adults who are Springboard UK panelists, from January 26 to January 27, 2012.
- 2,005 Canadian adults who are Angus Reid Forum panelists, from March 7 to March 8, 2012.

The margin of error—which measures sampling variability—is +/-2.5% for Australia, and +/-2.2% for Great Britain and Canada. 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 each country.

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About Angus Reid Public Opinion

[Angus Reid Public Opinion](#) is a public affairs practice headed by Dr. Angus Reid: an industry visionary who has spent more than four decades asking questions to figure out what people feel, how they think and who they will vote for. A team of talented and experienced practitioners with a unique and profound understanding of global issues conduct high quality research throughout the world on a daily basis for corporations, governments, academic researchers, and non-profit organizations.

About Vision Critical®




[Vision Critical](#) is a global research and technology firm that creates software and services solutions for over 600 clients, including one third of the world's top 100 brands. The company has offices across North America, Europe and Australia as well as a Global Partner Program that provides other research companies and consultants with access to top-of-the-line technology. Its Sparq™ product is the most widely adopted community panel platform on the planet.

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**For more information, please contact
our spokesperson listed in the footnote.**




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Monarchy			
Which of these options would you prefer?			
	AUSTRALIA 	BRITAIN 	CANADA 
Remaining a monarchy	36%	54%	33%
Having an elected head of state / Becoming a republic	28%	13%	37%
Makes no difference	30%	26%	20%
Not sure	6%	8%	10%




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Monarchy			
Do you have a favourable or unfavourable opinion of each of the following people? –			
<i>“Favourable” listed</i>			
	AUSTRALIA 	BRITAIN 	CANADA 
Prince William	83%	82%	77%
Kate Middleton	79%	77%	73%
Queen Elizabeth II	75%	74%	71%
Prince Harry	75%	72%	66%
Prince Philip	45%	51%	51%
Prince Charles	33%	45%	34%
Camilla, Duchess of Cornwall (formerly Parker-Bowles)	16%	31%	21%

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Monarchy			
In the event Queen Elizabeth II dies or abdicates, which of these options would you prefer?			
	AUSTRALIA 	BRITAIN 	CANADA 
Prince Charles becoming King after Queen Elizabeth II	13%	31%	17%
Prince William becoming King after Queen Elizabeth II	52%	51%	47%
Neither, there should be no monarch after Queen Elizabeth II (*)	26%	12%	28%
Not sure	9%	7%	7%

(*) Australian option read: "Neither, Australia should become a republic after Queen Elizabeth II."

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Monarchy

AUSTRALIA



Thinking about Australia, which of these options would you, yourself, prefer?

		Gender		Age		
	TOTAL	Male	Female	18-34	35-54	55+
Australia remaining a monarchy	36%	31%	41%	37%	28%	45%
Australia to become a republic	28%	36%	21%	23%	31%	30%
It makes no difference to me	30%	30%	30%	30%	35%	25%
Not sure	6%	3%	8%	10%	6%	1%

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Monarchy

BRITAIN



Thinking about the UK, which of these options would you prefer?

		Gender		Age		
	TOTAL	Male	Female	18-34	35-54	55+
The UK remaining a monarchy	54%	54%	53%	37%	52%	68%
The UK having an elected head of state	13%	15%	11%	16%	12%	10%
It makes no difference to me	26%	26%	26%	33%	27%	18%
Not sure	8%	5%	10%	14%	8%	3%

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Monarchy

CANADA



Thinking about Canada's constitution, which of these options would you prefer?

		Gender		Age		
	TOTAL	Male	Female	18-34	35-54	55+
Canada remaining a monarchy	33%	32%	34%	25%	34%	39%
Canada having an elected head of state	37%	45%	29%	37%	34%	40%
It makes no difference to me	20%	18%	22%	25%	21%	14%
Not sure	10%	6%	15%	13%	12%	6%

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