

**CANADIAN PRESS / LEGER MARKETING**

# **Canadians' Attachment to the Monarchy**

**Report**



## 1.0 Study Highlights

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- Canada should celebrate the 50<sup>th</sup> anniversary of Queen Elizabeth's Accession to the Throne.

Question: *In your opinion, on June 2, 2002, should Canada celebrate the 50<sup>th</sup> anniversary of Queen Elizabeth's Accession to the Throne in a special way?*

n=1514	YES	NO	Don't know/Refusal
Canada	50%	46%	3%

- More than half of Canadians think that the Canadian Government should simply send a message of congratulations to the Queen.

Question: *For the 50<sup>th</sup> anniversary of Queen Elizabeth's Accession to the Throne, do you think the Government of Canada should organize...?*

n=1514	... a big celebration	... an official ceremony at the Parliament	... or simply send a congratulatory message to the Queen	Don't know / Refusal
Canada	15%	26%	53%	6%

- Half of Canadians believe that the connection with the monarchy should be preserved.

Question: *Elizabeth II is currently the Queen of Canada. Do you, yes or no, want Canada to maintain the monarchy?*

n=1514	YES	NO	Don't know/Refusal
Canada	50%	43%	7%

- A majority of Canadians would like to replace the head of Queen Elizabeth II on the Canadian loony.

Question: *In your opinion, should we replace the head of Queen Elizabeth II on the Canadian dollar by those of people who have influenced Canadian history?*

n=1514	YES	NO	Don't know/Refusal
Canada	56%	39%	5%

## 2.0 Results

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### 2.1 Canada Should Celebrate the 50<sup>th</sup> Anniversary of Queen Elizabeth's Accession to the Throne

Half of Canadians would like Canada to celebrate the 50th anniversary of Queen Elizabeth's Accession to the Throne in a special way, while 46% think that Canada should not and 3% could not say one way or another.

The view that the Queen's Accession to the Throne should be celebrated was held by 60% of Anglophones, 59% of Ontarians and 60% of residents from British Columbia. 53% of women would like this event to be celebrated compared to 46% of men. It should be pointed out that 76% of Francophones and 72% of Quebeckers do not think that this event should be celebrated.

Question: *In your opinion, on June 2, 2002, should Canada celebrate the 50<sup>th</sup> anniversary of Queen Elizabeth's Accession to the Throne in a special way?*

n=1514	YES	NO	Don't know/Refusal
Atlantic provinces	52%	43%	4%
Quebec	25%	72%	3%
Ontario	59%	38%	3%
Prairies	52%	38%	9%
Alberta	56%	40%	4%
British Columbia	60%	36%	4%
Canada	50%	46%	3%

## 2.2 More than Half of Canadians Feel that the Government of Canada Should Simply Send a Message of Congratulations

53% of Canadians would like the Government of Canada to celebrate the Queen's Accession to the Throne by sending her a message of congratulations while 26% would like there to be an official ceremony at the Parliament while 15% would like a big celebration to be held.

Among those who would like this historic event to be celebrated in a special way, 39% would like an official ceremony to be held at the Parliament, 30% would like a big celebration to be organized and 29% would like a message to be sent to the Queen.

However, we noted that 73% of Francophones and 46% of Anglophones would be satisfied with a simple message of congratulations while 50% of Anglophones would like it to be celebrated in a more significant manner, 30% requesting an official ceremony at the Parliament and 20% preferring a big celebration.

Question: *For the 50<sup>th</sup> anniversary of Queen Elizabeth's Accession to the Throne, do you think the Government of Canada should organize...?*

n=1514	... a big celebration	... an official ceremony at Parliament	... or simply send a congratulatory message to the Queen	Don't know / Refusal
Atlantic provinces	20%	28%	47%	5%
Quebec	4%	18%	69%	9%
Ontario	22%	28%	47%	3%
Prairies	17%	26%	50%	7%
Alberta	15%	30%	48%	6%
British Columbia	14%	35%	47%	5%
Canada	15%	26%	53%	6%

## 2.3 Half of Canadians Would Like the Connection with the Monarchy to be Preserved

50% of Canadians think that Canada should preserve the monarchy while 43% hold the opposite view. 7% did not express their opinion in this regard.

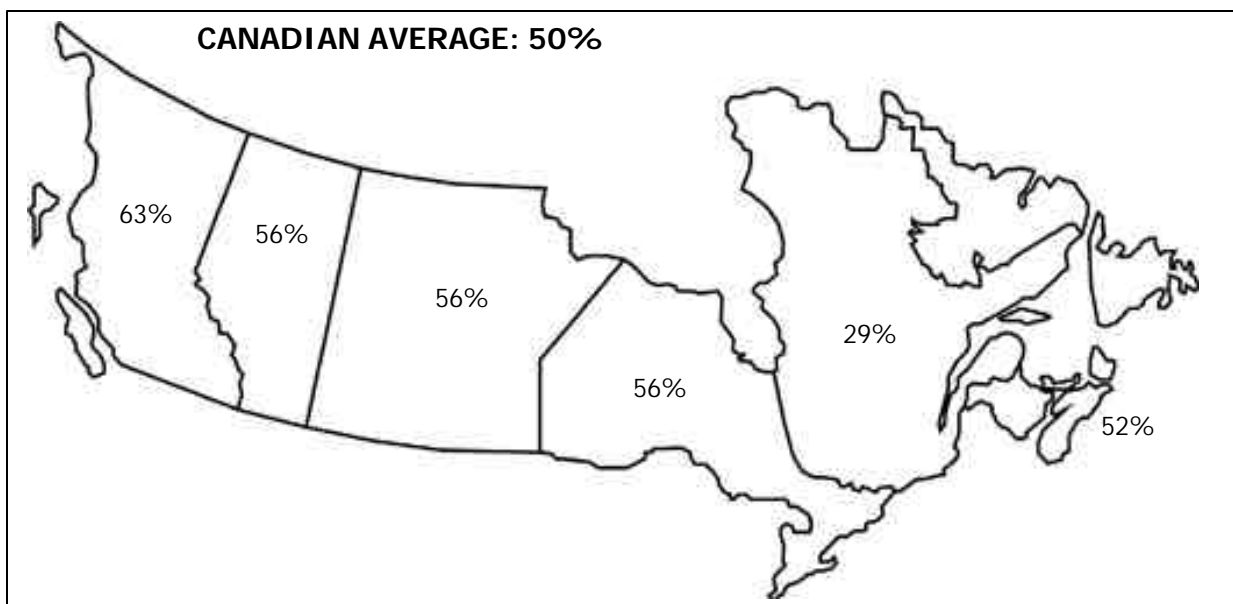
54% of women, 66% of those 65 years and over, 58% of Anglophones, 63% of British Columbians, 62% of those in the lower income brackets, 62% of homemakers and 57% of those not in the labour force were more likely to want the monarchy to be preserved.

Conversely, 49% of men, 69% of Francophones, 65% of Quebeckers, 49% of those in the higher income brackets, 51% of professionals and 53% of University graduates were more likely to want the monarchy to be abolished.

Question: *Elizabeth II is currently the Queen of Canada. Do you, YES or NO, want Canada to maintain the monarchy?*

n=1514	YES	NO	Don't know / Refusal
Atlantic provinces	52%	41%	7%
Quebec	29%	65%	6%
Ontario	56%	38%	6%
Prairies	56%	36%	8%
Alberta	56%	34%	10%
British Columbia	63%	30%	8%
Canada	50%	43%	7%

### Proportion of Canadians who would like Canada to preserve the monarchy



## 2.4 A Majority of Canadians Would Like the Head of Queen Elizabeth II on the Loony to be Replaced

56% of Canadians would like the head of the Queen, which currently appears on the Canadian dollar, to be replaced by the portrait of figures who have influenced the course of Canadian history.

76% favour this change to the dollar, an opinion that is also shared by 56% of residents of the Atlantic provinces, 51% of Ontarians and 51% of British Columbians.

Among those who are opposed to the idea, we find 50% of Canadians aged 65 years old and over and 51% of Albertans.

Question: *In your opinion, should we replace the head of Queen Elizabeth II on the Canadian dollar by those of people who have influenced Canadian history?*

n=1514	YES	NO	Don't know / Refusal
Atlantic provinces	56%	37%	8%
Quebec	76%	22%	2%
Ontario	51%	45%	4%
Prairies	40%	48%	12%
Alberta	42%	51%	7%
British Columbia	51%	43%	6%
Canada	56%	39%	5%

### 3.0 Methodology

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1514 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between March 5 and 10, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1514 respondents is of  $\pm 2.6\%$ , 19 times out of 20.