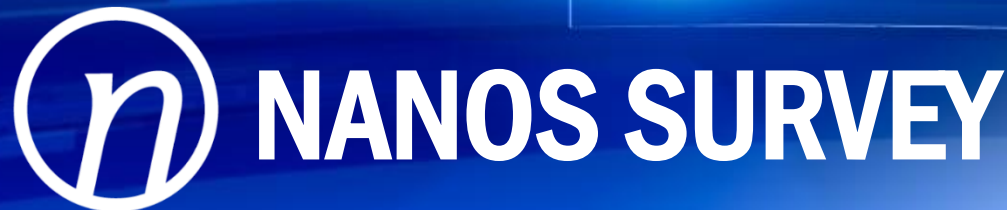


Canadians' opinions on our connection to the monarchy

*National survey released May, 2016
Project 2016-831A*



> ***Support strong for keeping connection with monarchy – Canadians feel it has had a positive impact***

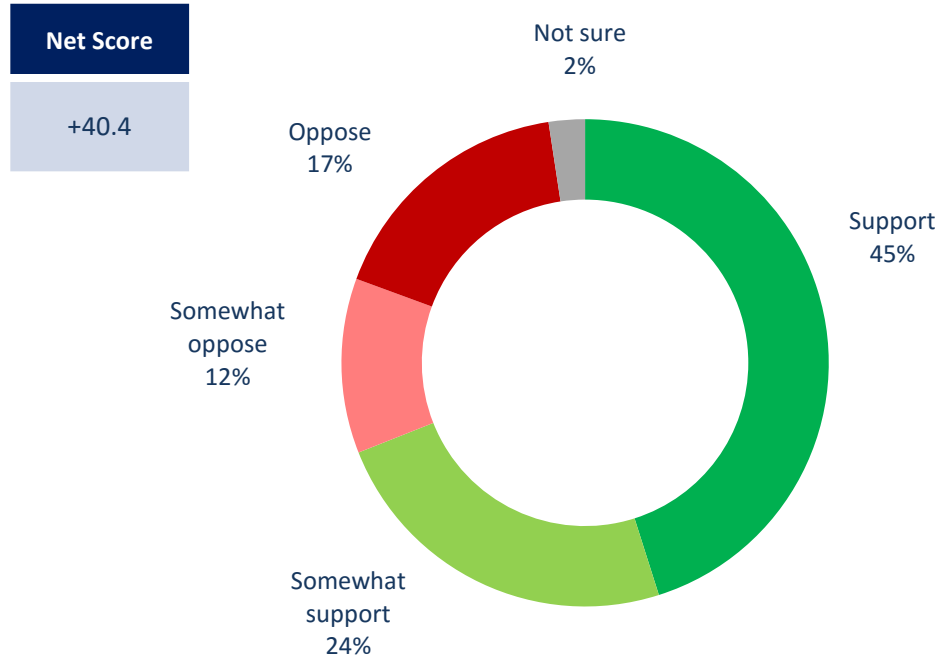
Overall, Canadians support keeping a connection with the monarchy, and believe that having the Queen as Canada's Head of State has had a positive impact on Canada's standing in the world.

- **Canadians support keeping a connection with the monarchy** – Seven in ten Canadians say that they either support (45%) or somewhat support (24%) Canada keeping a connection with the monarchy. Nearly a third of Canadians somewhat oppose (12%) or oppose (17%) this decision. Two percent said they were unsure.
- **Canadians believe that having the Queen as Canada's Head of State has had a positive impact** – More than half of Canadians believe that having the Queen as Canada's Head of State has had a positive impact (34%) or somewhat positive impact (23%) on Canada's standing in the world. A little over a third of Canadians believe that this has had a neutral impact (33%). Less than one in ten Canadians believe that this has had a negative impact (five %) or somewhat negative impact (four %). Two percent were unsure.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April 28th and May 3rd, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada.

Support for Canada's connection with the British monarchy

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 3rd, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



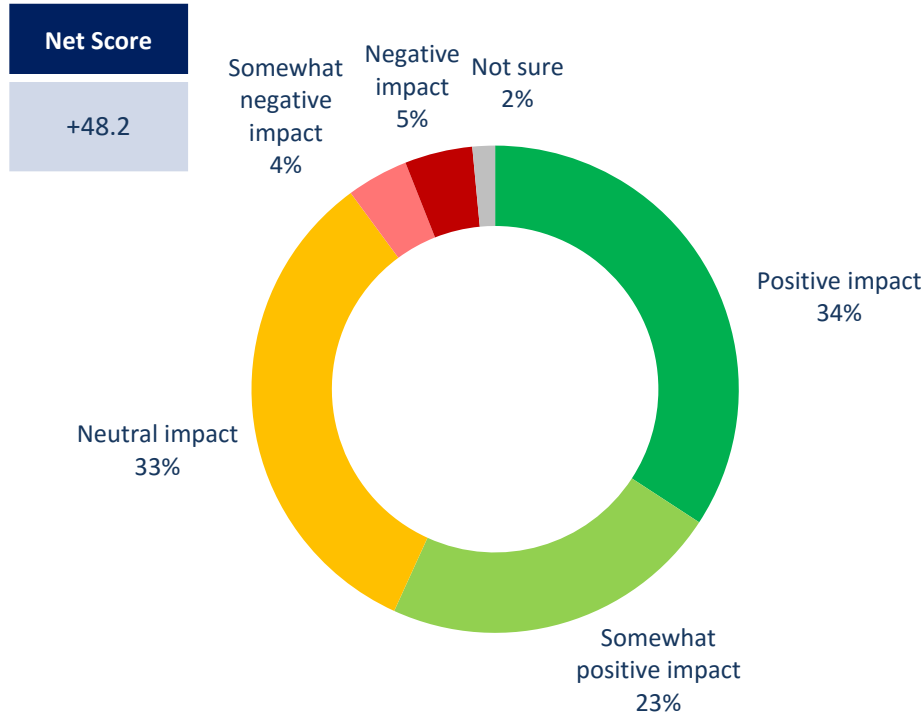
Subgroups	Support/ Somewhat support
Atlantic (n=100)	71.9%
Quebec (n=250)	56.7%
Ontario (n=300)	70.5%
Prairies (n=200)	75.9%
British Columbia (n=150)	75.5%
Male (n=500)	65.3%
Female (n=500)	72.7%
18 to 29 (n=155)	60.2%
30 to 39 (n=156)	66.8%
40 to 49 (n=211)	66.7%
50 to 59 (n=240)	74.1%
60 plus (n=238)	76.5%

*Note: Charts may not add up to 100 due to rounding

QUESTION – As you know, Queen Elizabeth the Second is the Monarch of Canada and Great Britain. Do you support, somewhat support, somewhat oppose or oppose Canada keeping a connection with the monarchy?

Impact of the Queen's position as Head of State

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 3rd, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Positive impact/ Somewhat positive impact
Atlantic (n=100)	59.9%
Quebec (n=250)	42.5%
Ontario (n=300)	62.5%
Prairies (n=200)	63.8%
British Columbia (n=150)	58.2%
Male (n=500)	52.5%
Female (n=500)	61.1%
18 to 29 (n=155)	45.1%
30 to 39 (n=156)	52.1%
40 to 49 (n=211)	57.9%
50 to 59 (n=240)	59.0%
60 plus (n=238)	67.8%

*Note: Charts may not add up to 100 due to rounding

QUESTION – Do you believe having the Queen as Canada's Head of State has had a positive, somewhat positive, a neutral, a somewhat negative or negative impact on Canada's standing in the world?

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April 28th and May 3rd, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by CTV News and Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Technical Note

Element	Description	Element	Description
Organization who commissioned the research	CTV	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1,000 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Twelve percent, consistent with industry norms.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module three of an omnibus survey. The modules preceding these questions included top unprompted national issues of concern, and vote preferences.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	April 28 th to May 3 rd , 2016.		
Language of Survey	The survey was conducted in both English and French.		

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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Tabulations





2016-831A – CTV/Nanos Survey – Monarchy - STAT SHEET

			Region						Gender		Age				
			Canada 2016-04	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - As you know, Queen Elizabeth the Second is the Monarch of Canada and Great Britain. Do you support, somewhat support, somewhat oppose or oppose Canada keeping a connection with the monarchy?	Total	Unwgt N	1000	100	250	300	200	150	500	500	155	156	211	240	238
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Support	%	45.1	49.5	33.8	47.9	48.8	50.3	40.8	49.3	32.5	40.3	43.9	46.5	59.3
	Somewhat support	%	23.9	22.4	22.9	22.6	27.1	25.2	24.5	23.4	27.7	26.5	22.8	27.6	17.2
	Somewhat oppose	%	11.6	8.8	16.7	9.8	11.0	9.0	12.4	10.7	13.6	13.8	11.7	11.2	8.3
	Oppose	%	17.0	17.7	22.9	16.9	11.1	14.9	20.6	13.4	24.3	15.3	19.3	14.0	12.2
	Not sure	%	2.4	1.7	3.7	2.8	2.1	.6	1.7	3.2	2.0	4.1	2.3	.7	3.0

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			Region					Gender		Age					
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Question - Do you believe having the Queen as Canada's Head of State has had a positive, somewhat positive, a neutral, a somewhat negative or negative impact on Canada's standing in the world?	Total	Unwgt N	1000	100	250	300	200	150	500	500	155	156	211	240	238
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Positive impact	%	34.2	34.2	24.7	36.2	43.1	34.4	31.2	37.2	22.0	31.1	35.8	36.4	44.0
	Somewhat positive impact	%	22.6	25.7	17.8	26.3	20.7	23.8	21.3	23.9	23.1	21.0	22.1	22.6	23.8
	Neutral impact	%	33.1	32.0	46.5	27.5	27.2	30.6	35.2	31.0	38.6	37.3	31.5	34.3	25.8
	Somewhat negative impact	%	4.1	3.0	4.0	4.9	2.1	6.0	4.8	3.5	7.7	2.3	4.7	3.4	2.3
	Negative impact	%	4.5	5.1	5.2	4.2	4.5	3.2	6.2	2.7	6.3	5.6	4.7	2.1	3.6
	Not sure	%	1.5	.0	1.8	.9	2.4	1.9	1.2	1.7	2.3	2.7	1.1	1.2	.5

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