

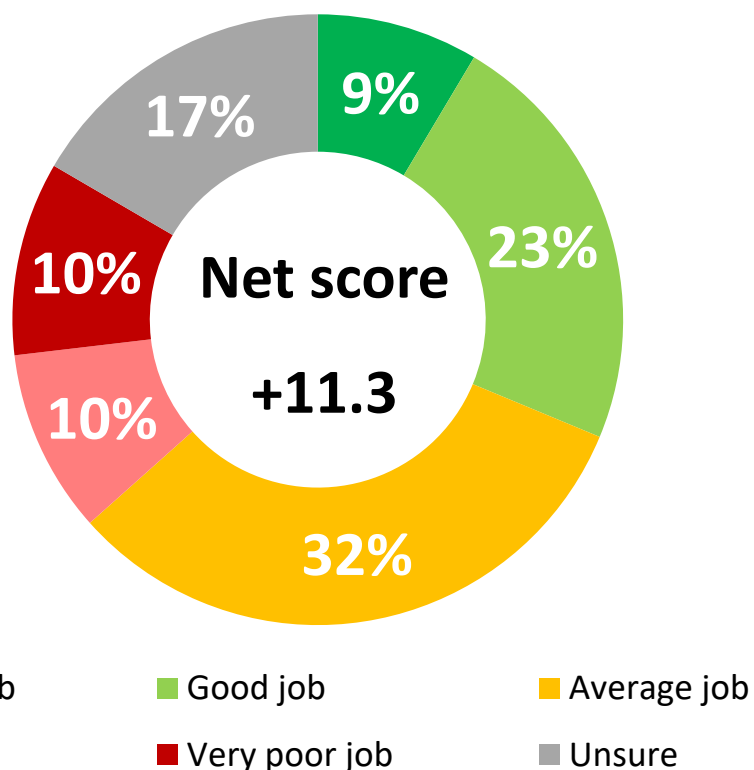


Canadians net positive on expected job King Charles III will do as Canada's monarch. One third believe he will do an average job.

Impression of job to be done by King Charles III

Q

Do you think that King Charles III will do a very good, good, average, poor or very poor job as Canada's monarch?



“

Canadians are more likely to think King Charles III will do a very good or good job as Canada's monarch rather than a poor or very poor job, with about one in three who are neutral. Older Canadians are more likely to say King Charles III will do a very good (11%) or good job (30%) compared to younger Canadians (18 to 34) (six per cent very good job, 13% good job).

”

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022, n=1037, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Impression of job to be done by King Charles III by demographics

Q

Do you think that King Charles III will do a very good, good, average, poor or very poor job as Canada's monarch?

Very good job/good job

Atlantic (n=75)	Quebec (n=247)	Ontario (n=340)	Prairies (n=220)	BC (n=155)
35.7%	20.4%	35.0%	31.6%	36.8%
Men (n=520)	Women (n=513)	18 to 34 (n=237)	35 to 54 (n=370)	55 plus (n=430)
28.4%	34.2%	19.0%	29.7%	41.5%

Very poor job/Poor job

Atlantic (n=75)	Quebec (n=247)	Ontario (n=340)	Prairies (n=220)	BC (n=155)
15.2%	21.5%	17.7%	25.9%	18.1%
Men (n=520)	Women (n=513)	18 to 34 (n=237)	35 to 54 (n=370)	55 plus (n=430)
23.0%	16.9%	29.1%	21.6%	12.1%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022, n=1037, accurate 3.1 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,037 Canadians, 18 years of age or older, between September 30th and October 3rd, 2022 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 this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

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



Element	Description	Element	Description
Research sponsor	CTV News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1037 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.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) 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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	13 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire. This is report 3 of 4
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues.
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 Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	September 30 th to October 3 rd , 2022.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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ABOUT NANOS

TABULATIONS



Any questions?



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2022-2226 – CTV/Nanos Survey – September OMNI – Monarchy – STAT SHEET

			Region					Gender		Age			
			Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Do you think that King Charles III will do a very good, good, average, poor or very poor job as Canada’s monarch?	Total	Unwgt N	1037	75	247	340	220	155	520	513	237	370	430
		Wgt N	1004	67	234	382	187	134	488	512	276	342	386
	Very good job	%	8.6	11.7	4.6	9.1	9.3	11.3	9.6	7.6	5.9	7.2	11.6
	Good job	%	22.7	24.0	15.8	25.9	22.3	25.5	18.8	26.6	13.1	22.4	29.9
	Average job	%	32.1	27.4	36.3	34.3	26.8	28.4	32.4	32.2	29.9	35.0	31.2
	Poor job	%	9.7	11.8	11.0	8.5	12.5	5.9	10.7	8.9	10.6	12.3	6.8
	Very poor job	%	10.3	3.3	10.5	9.2	13.4	12.1	12.3	8.0	18.5	9.3	5.3
	Unsure	%	16.6	21.7	21.8	13.0	15.6	16.7	16.2	16.7	21.9	13.8	15.3