



The State of the Crown

May 2025

40TH
ANNIVERSARY

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STRATEGIC INSIGHTS

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Methodology

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Field Window	May 16 th to 20 th , 2025
Sampling	Online survey of randomly-selected sample of 3,400 adult (18+) Canadians.
Reliability*	Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of $\pm 1.7\%$, 19 times out of 20. The margin of error is larger for sub-segments.
Weighting	Data has been weighted using the most current language, gender, age, & region Census data, to ensure the sample reflects the actual population of adult Canadians.
Research standards	Pollara Strategic Insights is a member of the Canadian Research Insights Council (CRIC), and this research was conducted in compliance with CRIC standards.
Tracking	Some questions have been tracked against a September 2022 Pollara survey, fielded immediately after the passing of Queen Elizabeth II.

REGION	Number of Interviews (unweighted)	Margin of error*
Atlantic Canada	650	$\pm 3.8\%$
Quebec	500	$\pm 4.4\%$
Ontario	650	$\pm 3.8\%$
Manitoba/ Saskatchewan	700	$\pm 3.7\%$
Alberta	500	$\pm 4.4\%$
British Columbia	395	$\pm 4.9\%$
Canada	3,400	$\pm 1.7\%$



45%

Of Canadians believe
Canada should remain a
constitutional monarchy
(vs. 39% who want to end
the monarchy)

Key Findings

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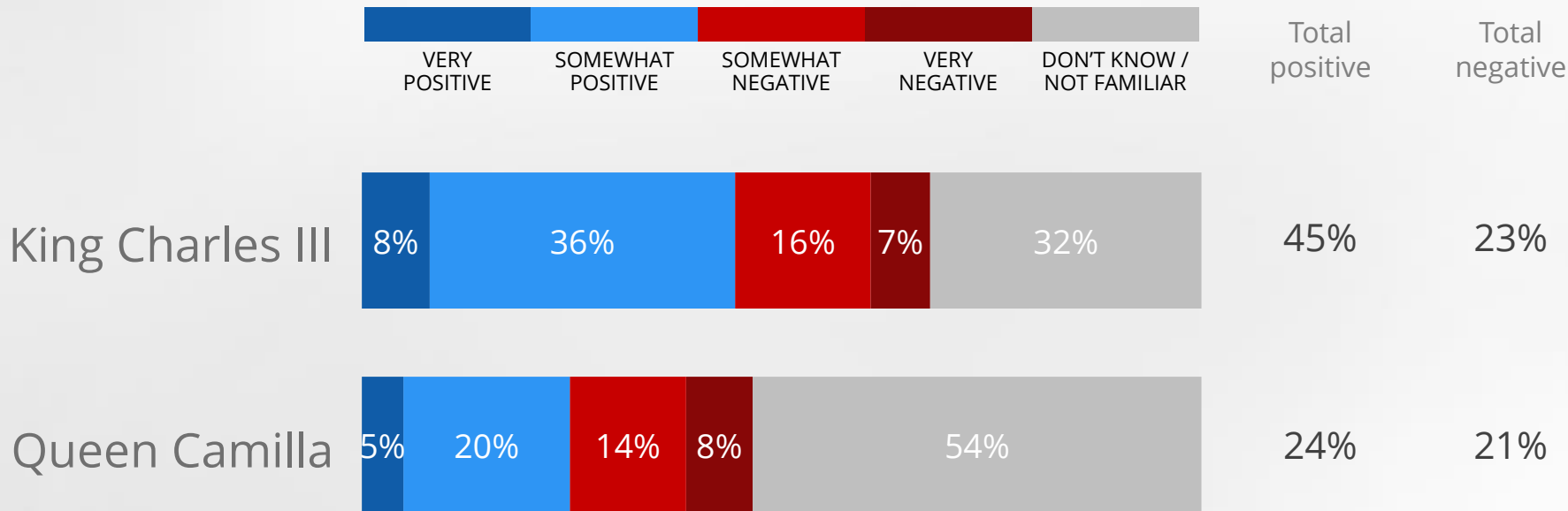
- Canadians believe that King Charles III delivering the throne speech is a good thing rather than a bad thing for Canadian sovereignty by a more than 2 to 1 ratio (48% vs. 22%).
- King Charles' popularity in Canada has risen substantially since he ascended the throne in 2022, with his positives up 8 points (to 45%) and his negatives down 10 points (to 23%).
- The growth in Charles' popularity has fueled growth in support for Canada remaining a constitutional monarchy. More now support than oppose (remain: 45% / end: 39%) Canada staying a constitutional monarchy, a reversal from 2022 when more wanted the monarchy to end (remain: 35% / end: 44%).
 - Liberal voters are more supportive of Canada remaining a constitutional monarchy (remain: 55% / end: 33%) than Conservative voters (remain 43% / end 44%).

The background of the slide is a blue-tinted image of a person's hand interacting with a futuristic, glowing digital interface. The interface is overlaid with various data visualization elements, including line graphs, bar charts, and circular gauges. The hand is positioned as if it is touching or pointing at one of the circular elements. The overall aesthetic is high-tech and data-driven.

Detailed Findings

Twice as many Canadians hold positive rather than negative feelings towards King Charles III

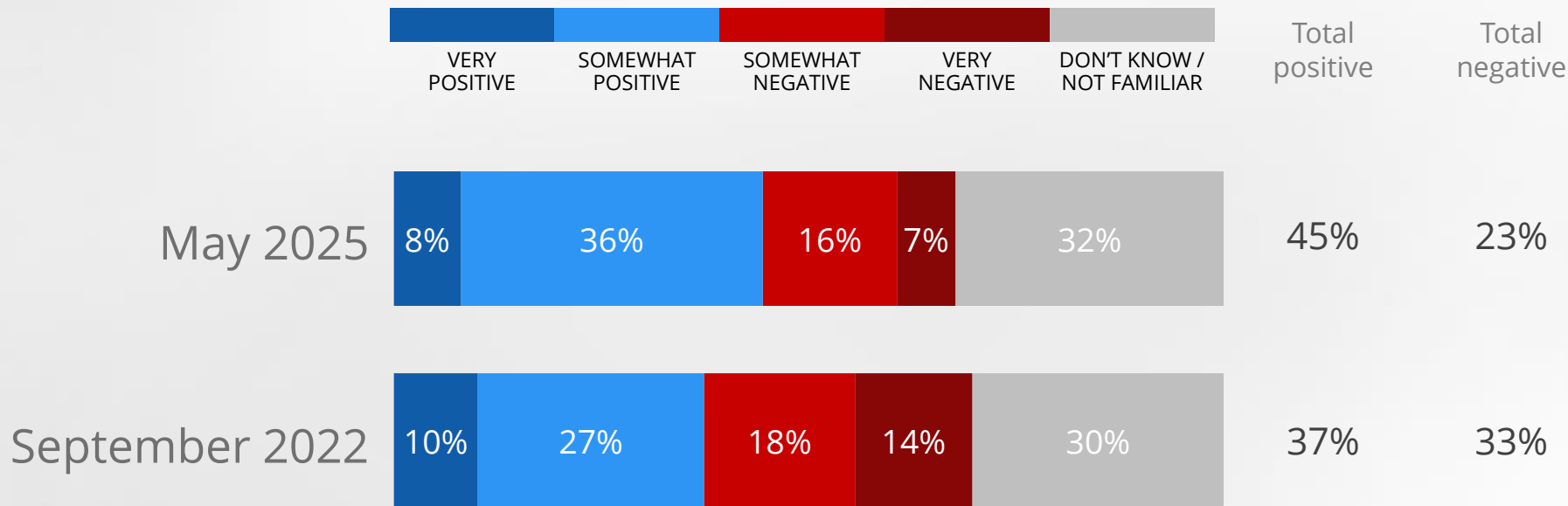
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How do you feel about the following individuals? (n=3400)

Sentiment towards King Charles improves significantly since his ascension to the throne

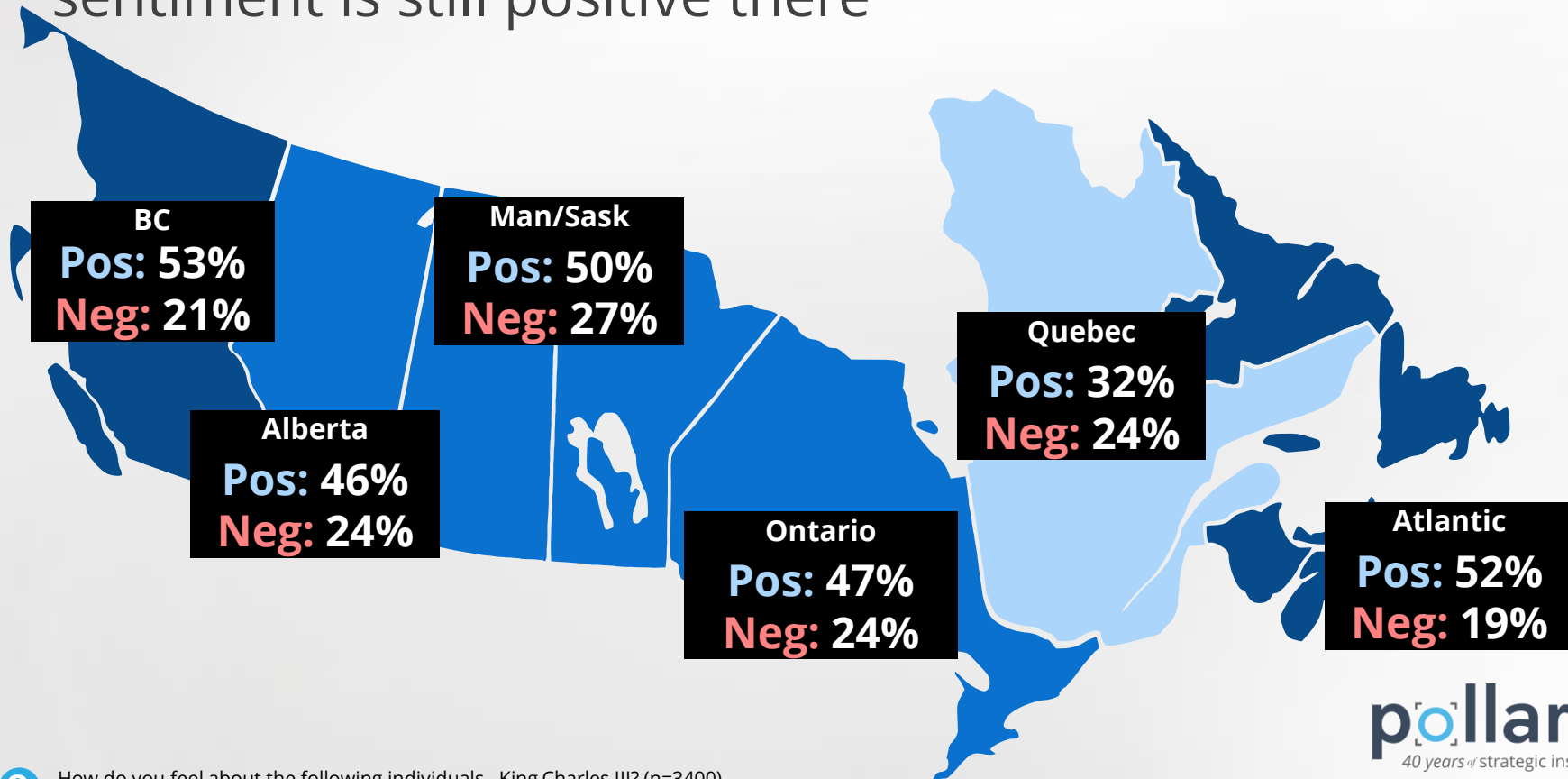
6



How do you feel about the following individuals? (n=3400)

Quebecers the least positive towards Charles, but net sentiment is still positive there

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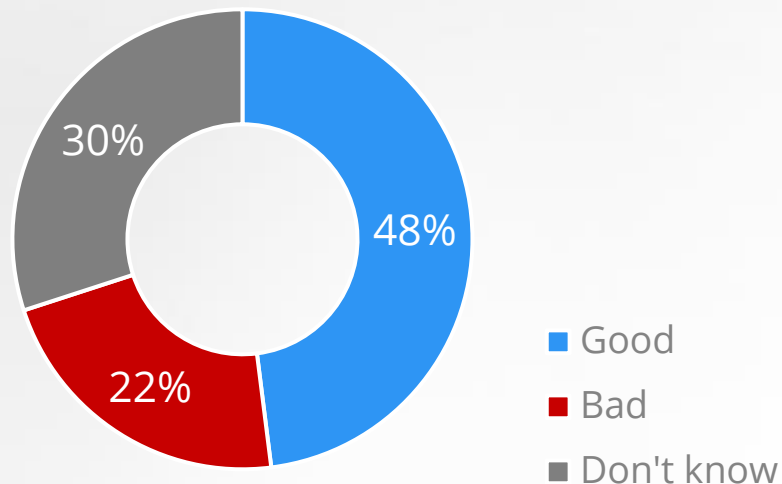


Over twice as many feel King Charles delivering the throne speech is good rather than bad for Canadian sovereignty

- Quebecers are more likely to feel this is bad (36%) rather than good (33%) for Canadian sovereignty, but Canadians in all other regions see this as a positive.

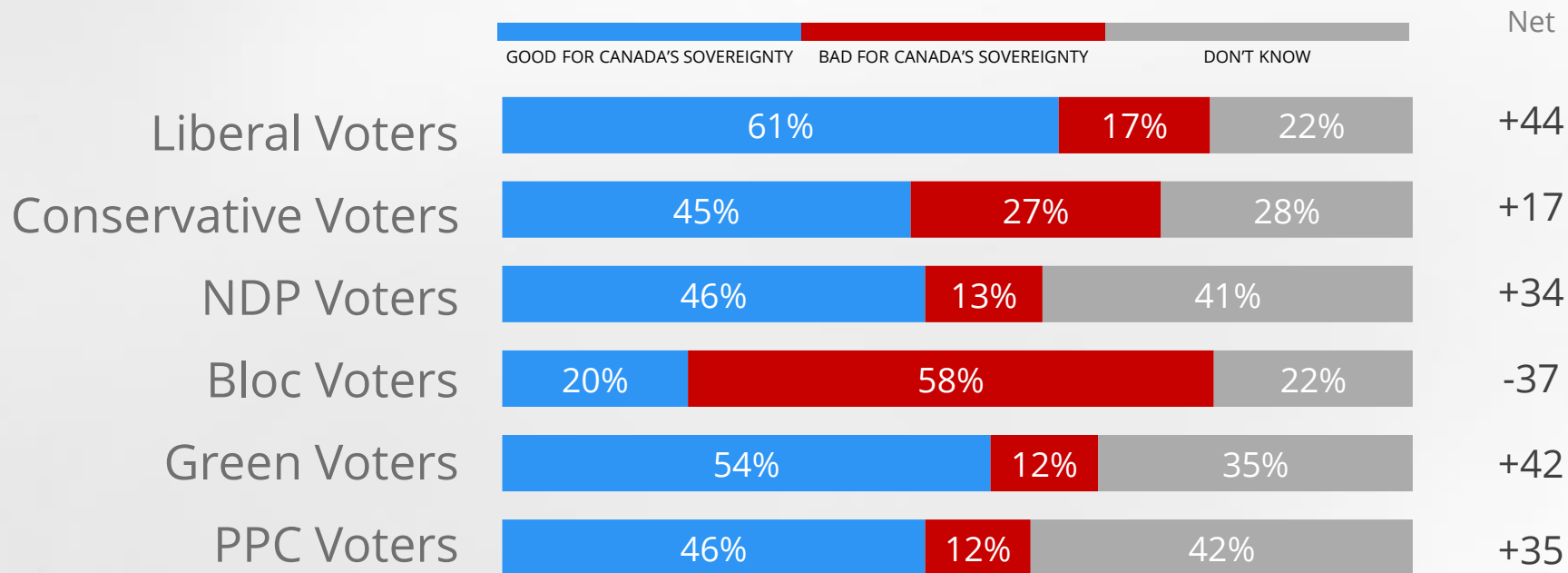
48%

of Canadians feel that King Charles delivering the Throne Speech is good for Canada's sovereignty



When it comes to Canadian sovereignty, do you feel that King Charles reading the throne speech is a good thing or a bad thing? (n=3400)

Liberals believe most in benefits of King Charles' throne speech, Bloc voters see it as a negative



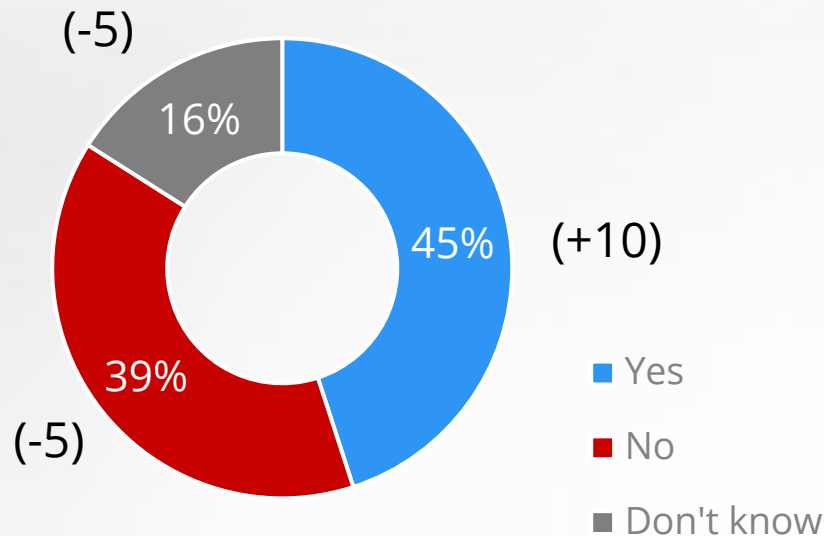
When it comes to Canadian sovereignty, do you feel that King Charles reading the throne speech is a good thing or a bad thing? (n=3400)
Voter groups based on reported 2025 election vote.

Plurality now favour Canada keeping the monarchy, a reversal from 2022

- Views on Canada's future as a constitutional monarchy are similar among immigrants (yes: 46% / no: 38%) and those born in Canada (yes: 44% / no: 39%).

45%

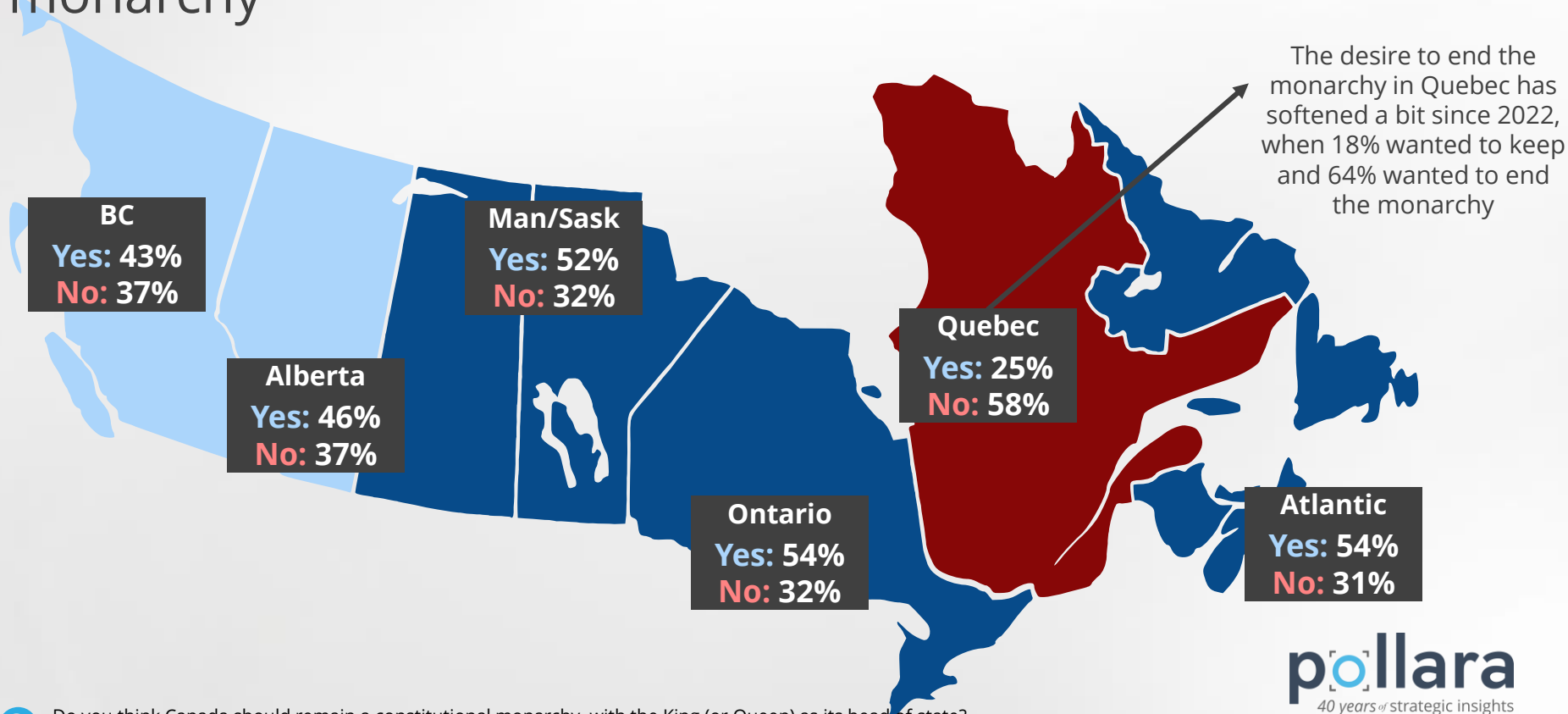
believe Canada should remain a constitutional monarchy



Do you think Canada should remain a constitutional monarchy, with the King (or Queen) as its head of state? (n=3400) Change from 2022 in brackets.

Majority of Quebecers would like to see Canada end the monarchy

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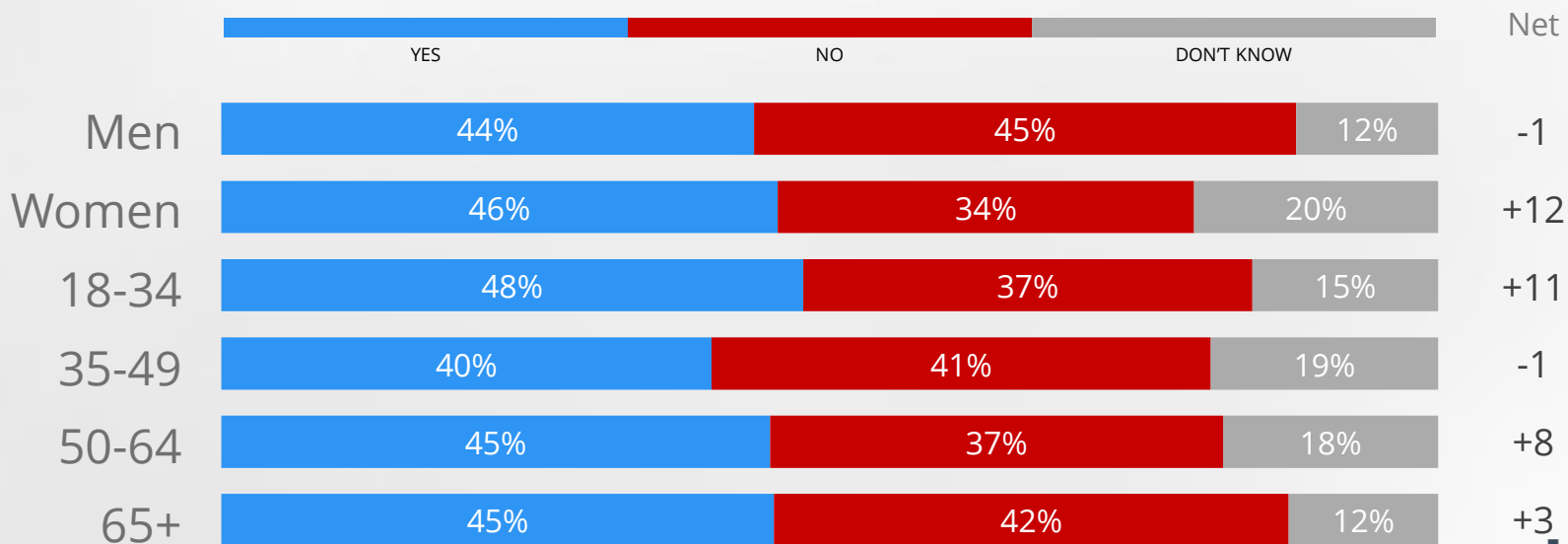
Do you think Canada should remain a constitutional monarchy, with the King (or Queen) as its head of state?
Colour coded based on "net yes".

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Support for staying a constitutional monarchy has grown among younger Canadians

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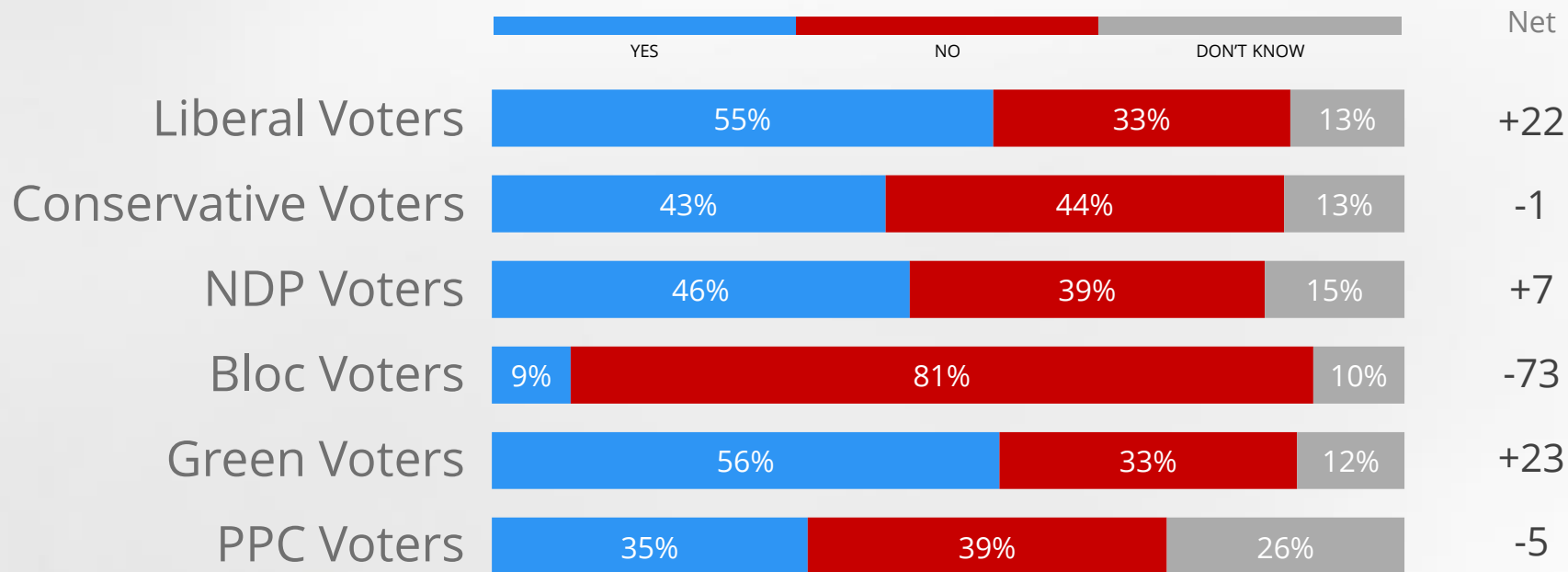
- Young people have warmed to the idea of the monarchy, with more wanting to keep it than end it (48% / 37%). This is a reversal from 2022, when only 22% of 18-to-34 year olds wanted to keep the monarchy and 54% wanted to end it.



Do you think Canada should remain a constitutional monarchy, with the King (or Queen) as its head of state?

Liberal voters more supportive of constitutional monarchy than Conservative voters

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Do you think Canada should remain a constitutional monarchy, with the King (or Queen) as its head of state?



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