NORTH AMERICAN TRACKER

Leger

February 14th, 2023

EDITION

ACS • AEC

THE CANADIAN PRESS

METHODOLOGICAL APPROACH
METHODOLOGY

Leger, the largest Canadian-owned polling and marketing research firm, in collaboration with The Canadian Press, conducted this web survey with a representative sample of **1,539 Canadians and 1,000 Americans** over the age of 18, selected from LEO's (Leger Opinion) representative panel. The questionnaire consisted of 25 questions and was completed in 10 minutes on average. Data collection took place from **February 10th, 2023, to February 12th, 2023**, via Computer-Assisted Web Interviewing technology (CAWI).

Using 2021 Census reference variables, the Canadian data was then analyzed and weighted by our statisticians according to gender, age, mother tongue, region, education level, and presence of children in households.

METHODOLOGICAL APPROACH
METHODOLOGY

The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

LEO's panelists were randomly selected (RDD) through Leger's call centre, panelists from more hard-to-reach target groups were also added to the panel through targeted recruitment campaigns. The double opt-in selection process, a model to detect fraud and the renewal of 25% of the panel each year ensures complete respondent quality. To ensure a higher response rate and reach people on their mobile devices, Leger has also developed a high-performance Apple and Android application.

In fact, Leger is the only Canadian research firm offering both the number and quality of panelists. Most competing polling firms in Canada and the United States also use the LEO panel.

METHODOLOGICAL APPROACH
METHODOLOGY
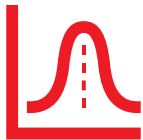
A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of error **±2.50%, 19 times out of 20** for the Canadian sample and of **±3.09%, 19 times out of 20** for the American sample. The results presented in this study comply with the public opinion research standards and disclosure requirements of CRIC (the Canadian Research and Insights Council) and the global ESOMAR network. Leger is a founding member of CRIC and is actively involved in raising quality standards in the survey industry. President Jean-Marc Léger is a member of the CRIC's Board of Directors and the Canadian representative of ESOMAR.

METHODOLOGICAL APPROACH
METHODOLOGY

Leger is the polling firm that has presented the most accurate data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (Philadelphia).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See https://338canada.com/pollster-ratings.htm

2021 CANADIAN FEDERAL ELECTION						
LEGER SURVEY Published in *Le Journal de Montréal and The National Post/Postmedia* September 18, 2021	33%	32%	19%	7%	6%	2%
OFFICIAL RESULTS 2021 **Canadian** Federal Election*	33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

*The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

NOTES ON READING THIS REPORT
METHODOLOGY

The numbers presented have been rounded. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

In this report, data in bold **red** characters indicates a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicates a significantly higher proportion that that of other respondents.

A more detailed methodology is presented in the appendix.

If you have questions about the data presented in this report, please contact Christian Bourque, Associate and Executive Vice-President at the following e-mail address: cbourque@leger360.com or Jack Jedwab, President & CEO of the Association for Canadian Studies: jack.jedwab@acs-aec.ca.

For any questions related to our services, or to request an interview, please contact us **by clicking here**.
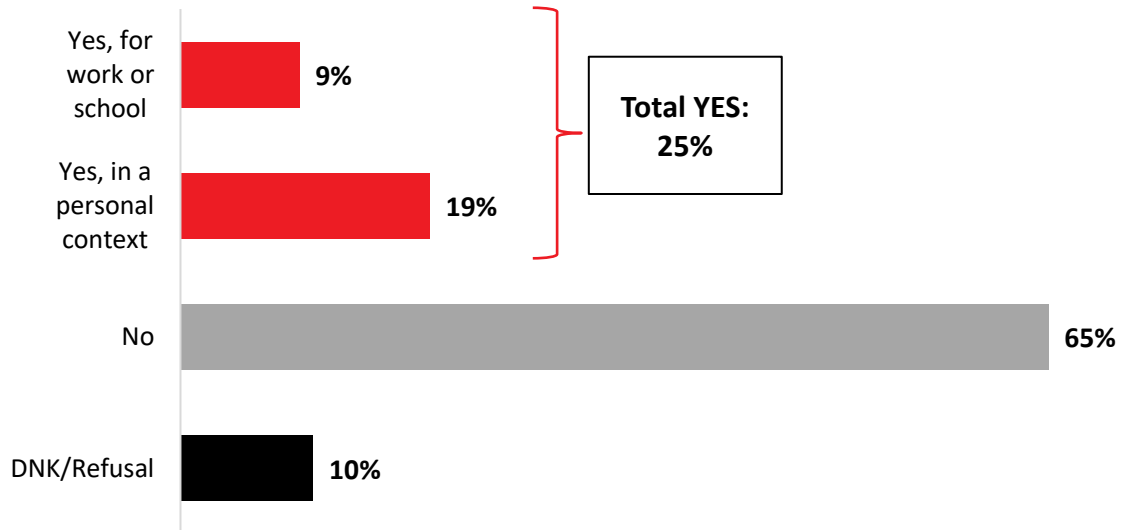
ARTIFICIAL INTELLIGENCE TOOLS

USE OF AI TOOLS (1/2)

CTC1094. Have you ever used an AI (artificial intelligence) tool?
Base: All respondents (n=1,539)

Yes, for work or school	9%
Yes, in a personal context	19%
No	65%
DNK/Refusal	10%

Total YES: 25%

USE OF AI TOOLS (2/2)

CTC1094. Have you ever used an AI (artificial intelligence) tool?
Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,539	104	355	596	99	171	214	410	495	633	750	789	625	596	306
Unweighted n=	1,539	100	414	604	126	137	158	376	576	587	734	805	635	587	304
TOTAL YES	**25%**	19%	23%	26%	24%	30%	22%	**44%**	23%	**13%**	**29%**	**20%**	**28%**	25%	**17%**
Yes, for work or school	**9%**	**4%**	**6%**	10%	9%	12%	10%	**19%**	8%	**4%**	**12%**	**6%**	11%	10%	**4%**
Yes, in a personal context	**19%**	16%	20%	18%	16%	25%	16%	**32%**	19%	**11%**	**22%**	**16%**	**22%**	18%	15%
No	**65%**	64%	69%	65%	67%	59%	66%	**48%**	65%	**77%**	63%	68%	63%	66%	71%
I don't know/I prefer not to answer	**10%**	17%	8%	10%	8%	10%	12%	8%	12%	10%	**8%**	**12%**	9%	10%	12%

USE OF AI TOOLS (CANADA VS UNITED STATES)

CTC1094. Have you ever used an AI (artificial intelligence) tool?
Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,539	1,000	
Unweighted n=	1,539	1,000	
TOTAL YES	25%	21%	4
Yes, for work or school	9%	12%	3
Yes, in a personal context	**19%**	**15%**	4
No	65%	69%	4
I don't know/I prefer not to answer	10%	10%	-

FAMILIARITY WITH AI TOOLS (1/2)

CTC1095. How familiar are you with each of the following types of AI tools?
Base: All respondents (n=1,539)

Tool	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	DNK/Refusal
Home-based tools (e.g., smart thermostats, smart locks, robot vacuums, etc.)	14%	41%	26%	16%	3%
Facial detection/facial recognition	12%	38%	28%	18%	3%
Social media or streaming service algorithms that impact the content users see	11%	36%	24%	24%	5%
Chatbots (i.e., automated chat assistants on websites)	11%	35%	22%	28%	4%
Content creation tools that create text, images, videos, etc. (e.g., Chat GPT, Jenni AI, Synthesia, etc.)	6%	18%	27%	43%	5%

■ Very familiar   ■ Somewhat familiar   ■ Not very familiar   ■ Not at all familiar   ■ DNK/Refusal

FAMILIARITY WITH AI TOOLS (2/2)

CTC1095. How familiar are you with each of the following types of AI tools?
Base: All respondents

Total % familiar presented (very+somewhat)	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,539	104	355	596	99	171	214	410	495	633	750	789	625	596	306
Unweighted n=	1,539	100	414	604	126	137	158	376	576	587	734	805	635	587	304
Home-based tools (e.g., smart thermostats, smart locks, robot vacuums, etc.)	55%	55%	44%	60%	56%	61%	53%	65%	57%	47%	60%	51%	56%	54%	55%
Facial detection/facial recognition	51%	59%	38%	55%	58%	51%	51%	64%	52%	41%	54%	47%	53%	50%	46%
Social media or streaming service algorithms that impact the content users see	47%	45%	35%	50%	48%	59%	48%	62%	54%	32%	49%	45%	48%	46%	45%
Chatbots (i.e., automated chat assistants on websites)	46%	46%	27%	52%	42%	62%	49%	58%	51%	35%	47%	45%	49%	45%	40%
Content creation tools that create text, images, videos, etc. (e.g., Chat GPT, Jenni AI, Synthesia, etc.)	25%	22%	17%	29%	28%	26%	25%	43%	27%	12%	31%	19%	30%	24%	16%

FAMILIARITY WITH AI TOOLS (CANADA VS UNITED STATES)

CTC1095. How familiar are you with each of the following types of AI tools?
Base: All respondents

Total % familiar presented (very+somewhat)	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,539	1,000	
Unweighted n=	1,539	1,000	
Home-based tools (e.g., smart thermostats, smart locks, robot vacuums, etc.)	**55%**	**61%**	6
Facial detection/facial recognition	**51%**	**56%**	5
Social media or streaming service algorithms that impact the content users see	**47%**	**54%**	7
Chatbots (i.e., automated chat assistants on websites)	**46%**	**61%**	15
Content creation tools that create text, images, videos, etc. (e.g., Chat GPT, Jenni AI, Synthesia, etc.)	**25%**	**33%**	8

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OPINION OF AI TOOLS

CTC1096. Overall, do you think AI tools are…
Base: All respondents (n=1,539)
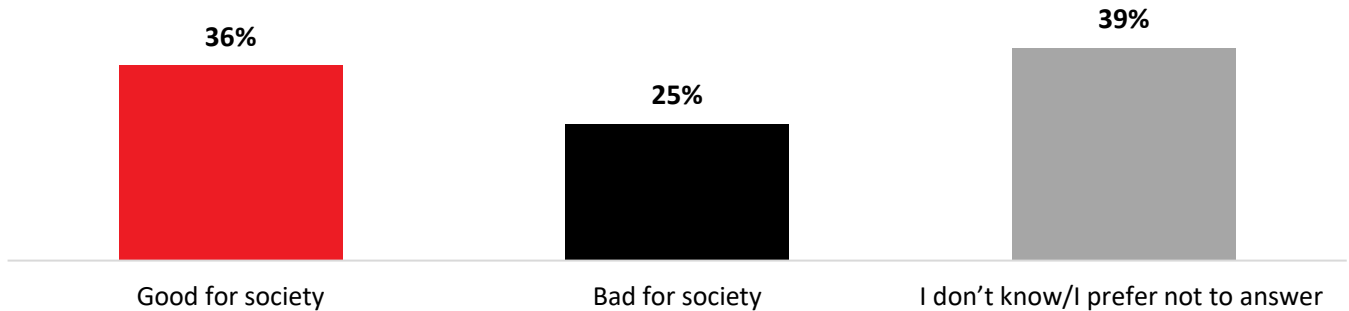
	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,539	104	355	596	99	171	214	410	495	633	750	789	625	596	306
Unweighted n=	1,539	100	414	604	126	137	158	376	576	587	734	805	635	587	304
Good for society	**36%**	29%	39%	38%	29%	38%	30%	**52%**	36%	**25%**	**42%**	**30%**	39%	34%	33%
Bad for society	**25%**	24%	22%	22%	**39%**	25%	31%	**18%**	27%	28%	27%	24%	25%	24%	28%
I don't know/I prefer not to answer	**39%**	47%	39%	39%	32%	37%	39%	**29%**	37%	**47%**	**32%**	**46%**	36%	41%	39%

OPINION OF AI TOOLS (CANADA VS UNITED STATES)

CTC1096. Overall, do you think AI tools are…

Base: All respondents

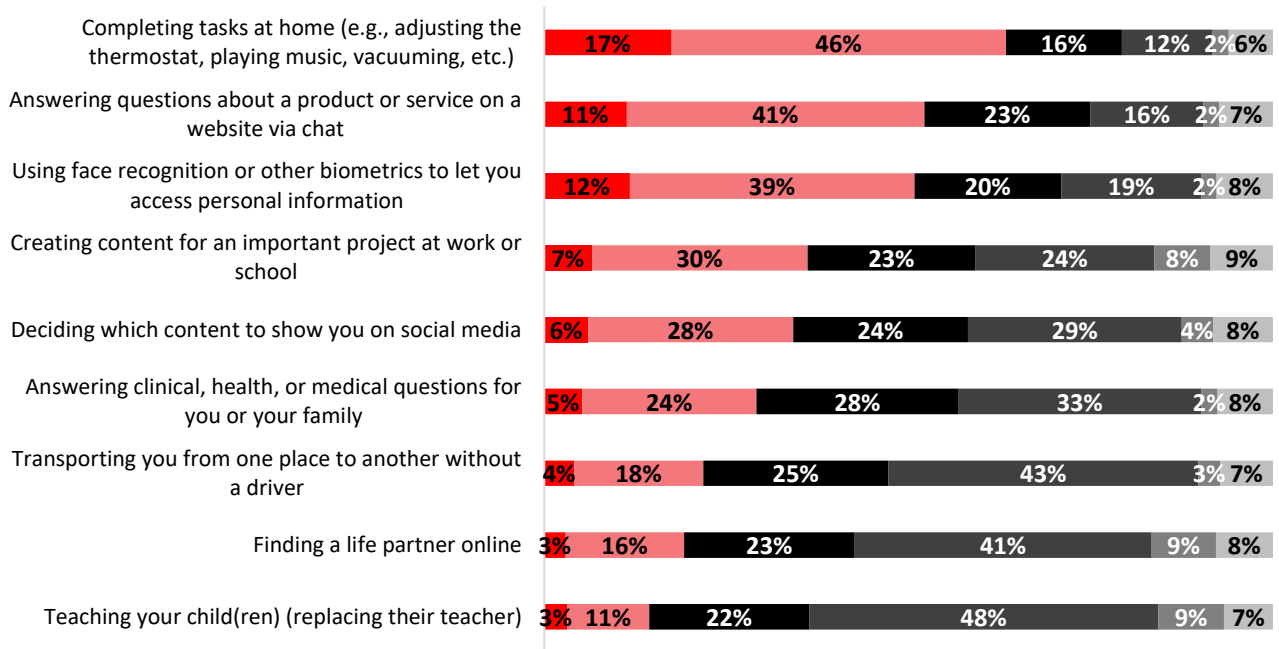|	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,539	1,000	
Unweighted n=	1,539	1,000	
Good for society	36%	32%	4
Bad for society	25%	25%	-
I don't know/I prefer not to answer	39%	43%	4

TRUST IN AI TOOLS (1/2)

CTC1097. To what extent would you trust an AI tool in each of the following situations?

Base: All respondents (n=1,539)

Situation	A great deal	Somewhat	Not very much	Not at all	Not applicable	I don't know / I prefer not to answer
Completing tasks at home (e.g., adjusting the thermostat, playing music, vacuuming, etc.)	17%	46%	16%	12%	2%	6%
Answering questions about a product or service on a website via chat	11%	41%	23%	16%	2%	7%
Using face recognition or other biometrics to let you access personal information	12%	39%	20%	19%	2%	8%
Creating content for an important project at work or school	7%	30%	23%	24%	8%	9%
Deciding which content to show you on social media	6%	28%	24%	29%	4%	8%
Answering clinical, health, or medical questions for you or your family	5%	24%	28%	33%	2%	8%
Transporting you from one place to another without a driver	4%	18%	25%	43%	3%	7%
Finding a life partner online	3%	16%	23%	41%	9%	8%
Teaching your child(ren) (replacing their teacher)	3%	11%	22%	48%	9%	7%

■ A great deal ■ Somewhat ■ Not very much ■ Not at all ■ Not applicable ■ I don't know / I prefer not to answer

TRUST IN AI TOOLS (2/2)

CTC1097. To what extent would you trust an AI tool in each of the following situations?
Base: All respondents

Total % trust presented (a grat deal+somewhat)	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,539	104	355	596	99	171	214	410	495	633	750	789	625	596	306
Unweighted n=	1,539	100	414	604	126	137	158	376	576	587	734	805	635	587	304
Completing tasks at home (e.g., adjusting the thermostat, playing music, vacuuming, etc.)	**63%**	64%	62%	63%	62%	**72%**	60%	**72%**	67%	**55%**	64%	63%	64%	62%	64%
Answering questions about a product or service on a website via chat	**52%**	53%	51%	53%	56%	56%	48%	**60%**	56%	**44%**	52%	53%	54%	51%	51%
Using face recognition or other biometrics to let you access personal information	**51%**	48%	52%	50%	45%	58%	49%	**57%**	54%	**45%**	50%	51%	52%	50%	50%
Creating content for an important project at work or school	**36%**	40%	36%	37%	33%	40%	30%	**46%**	36%	**30%**	37%	35%	38%	36%	34%
Deciding which content to show you on social media	**34%**	34%	**29%**	37%	32%	38%	32%	**50%**	35%	**23%**	33%	35%	**38%**	33%	**28%**
Answering clinical, health, or medical questions for you or your family	**29%**	28%	32%	29%	32%	25%	26%	33%	29%	27%	30%	28%	**34%**	**26%**	26%
Transporting you from one place to another without a driver	**22%**	19%	21%	22%	24%	22%	24%	**31%**	23%	**15%**	**27%**	**17%**	**27%**	21%	**14%**
Finding a life partner online	**19%**	19%	16%	21%	20%	23%	15%	**34%**	19%	**10%**	21%	17%	22%	19%	**15%**
Teaching your child(ren) (replacing their teacher)	**14%**	18%	13%	16%	19%	13%	11%	**21%**	15%	**10%**	**18%**	**11%**	15%	14%	14%

TRUST IN AI TOOLS
(CANADA VS UNITED STATES)

CTC1097. To what extent would you trust an AI tool in each of the following situations?
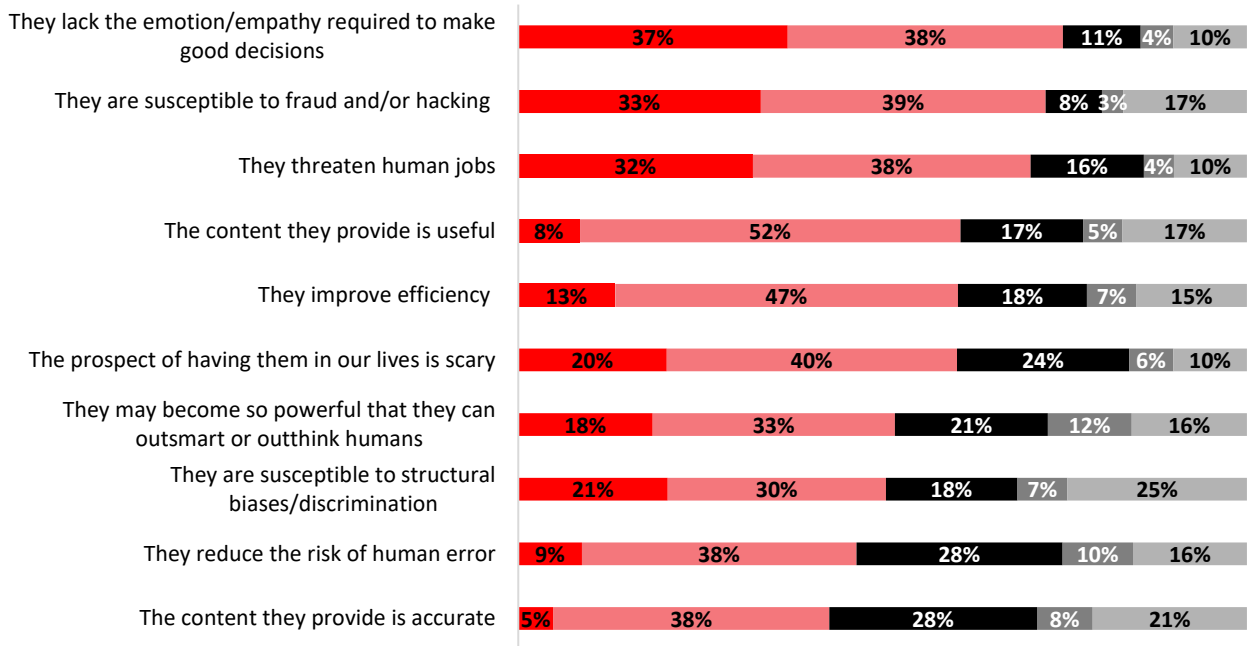
Base: All respondents

Total % trust presented (a grat deal+somewhat)	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,539	1,000	
Unweighted n=	1,539	1,000	
Completing tasks at home (e.g., adjusting the thermostat, playing music, vacuuming, etc.)	63%	59%	4
Answering questions about a product or service on a website via chat	52%	56%	4
Using face recognition or other biometrics to let you access personal information	51%	48%	3
Creating content for an important project at work or school	36%	40%	4
Deciding which content to show you on social media	34%	39%	5
Answering clinical, health, or medical questions for you or your family	**29%**	**38%**	9
Transporting you from one place to another without a driver	**22%**	**28%**	6
Finding a life partner online	19%	22%	3
Teaching your child(ren) (replacing their teacher)	14%	18%	4

OPINIONS ON AI TOOLS (1/2)

CTC1098. To what extent do you agree or disagree with each of the following statements about AI tools?
Base: All respondents (n=1,539)

Statement	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know/I prefer not to answer
They lack the emotion/empathy required to make good decisions	37%	38%	11%	4%	10%
They are susceptible to fraud and/or hacking	33%	39%	8%	3%	17%
They threaten human jobs	32%	38%	16%	4%	10%
The content they provide is useful	8%	52%	17%	5%	17%
They improve efficiency	13%	47%	18%	7%	15%
The prospect of having them in our lives is scary	20%	40%	24%	6%	10%
They may become so powerful that they can outsmart or outthink humans	18%	33%	21%	12%	16%
They are susceptible to structural biases/discrimination	21%	30%	18%	7%	25%
They reduce the risk of human error	9%	38%	28%	10%	16%
The content they provide is accurate	5%	38%	28%	8%	21%

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ I don't know/I prefer not to answer

OPINIONS ON AI TOOLS (2/2)

CTC1098. To what extent do you agree or disagree with each of the following statements about AI tools?

Base: All respondents

Total % agree presented (Strongly+somewhat)	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,539	104	355	596	99	171	214	410	495	633	750	789	625	596	306
Unweighted n=	1,539	100	414	604	126	137	158	376	576	587	734	805	635	587	304
They lack the emotion/empathy required to make good decisions	75%	86%	70%	75%	77%	81%	72%	67%	77%	78%	74%	76%	75%	73%	78%
They are susceptible to fraud and/or hacking	72%	64%	71%	75%	79%	74%	68%	70%	76%	71%	74%	71%	74%	71%	71%
They threaten human jobs	70%	64%	61%	75%	75%	75%	71%	70%	72%	69%	70%	71%	72%	70%	70%
The content they provide is useful	61%	66%	61%	60%	52%	67%	58%	66%	65%	54%	62%	59%	61%	61%	59%
They improve efficiency	60%	65%	62%	58%	57%	66%	59%	71%	63%	51%	64%	57%	59%	62%	59%
The prospect of having them in our lives is scary	60%	67%	48%	64%	70%	65%	59%	55%	58%	66%	57%	63%	61%	60%	59%
They may become so powerful that they can outsmart or outthink humans	52%	51%	46%	53%	52%	56%	54%	50%	52%	53%	55%	49%	50%	52%	54%
They are susceptible to structural biases/discrimination	50%	46%	39%	54%	57%	57%	54%	53%	47%	51%	56%	45%	54%	51%	43%
They reduce the risk of human error	46%	44%	46%	45%	51%	54%	44%	53%	50%	39%	53%	40%	48%	46%	44%
The content they provide is accurate	43%	41%	51%	41%	40%	45%	35%	49%	46%	36%	46%	40%	41%	43%	46%

OPINIONS ON AI TOOLS (CANADA VS UNITED STATES)

CTC1098. To what extent do you agree or disagree with each of the following statements about AI tools?

Base: All respondents

| Total % agree presented (Strongly+somewhat)	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,539	1,000	
Unweighted n=	1,539	1,000	
They lack the emotion/empathy required to make good decisions	**75%**	**68%**	7
They are susceptible to fraud and/or hacking	72%	73%	1
They threaten human jobs	70%	72%	2
The content they provide is useful	61%	58%	3
They improve efficiency	60%	59%	1
The prospect of having them in our lives is scary	60%	60%	-
They may become so powerful that they can outsmart or outthink humans	52%	55%	3
They are susceptible to structural biases/discrimination	50%	55%	5
They reduce the risk of human error	46%	47%	1
The content they provide is accurate	43%	44%	1

FEDERAL VOTING INTENTIONS

VOTING INTENTIONS - FEDERAL ELECTIONS

CTC37. If federal elections were held today, for which political party would you be most likely to vote? Would it be for...? *In the event a respondent had no opinion, the following prompting question was asked:* **Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for the ...**

Base: Respondents who are eligible to vote (n=1,539), except for the Bloc Québécois, Quebecers only

	TOTAL Canada	TOTAL Decided voters	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Jan. 23rd 2023	Gap
Weighted n=	1,539	1,218	75	286	467	75	143	171	614	604	316	389	512	506	470	238	1,267	
Unweighted n=	1,539	1,228	77	329	484	98	113	127	602	626	296	453	479	518	467	239	1,276	
...Pierre Poilievre's Conservative Party of Canada	28%	35%	29%	17%	37%	40%	62%	41%	37%	34%	31%	38%	36%	31%	39%	36%	34%	+1
... Justin Trudeau's Liberal Party of Canada	25%	32%	46%	37%	35%	26%	19%	24%	32%	32%	27%	29%	37%	36%	31%	25%	34%	-2
... Jagmeet Singh's New Democratic Party of Canada	15%	18%	20%	11%	20%	25%	12%	28%	17%	20%	29%	20%	10%	20%	17%	16%	19%	-1
... Yves-François Blanchet's Bloc Québécois	6%	7%	-	30%	-	-	-	-	-	-	-	-	-	-	-	-	7%	-
... Elizabeth May's Green Party of Canada	3%	4%	3%	3%	5%	5%	1%	4%	4%	4%	7%	3%	3%	4%	3%	6%	3%	+1
... Maxime Bernier's People's Party of Canada	2%	2%	2%	1%	3%	2%	5%	1%	2%	3%	2%	3%	2%	2%	2%	3%	1%	+1
... another party	1%	1%	0%	2%	0%	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%	1%	1%	-
I would not vote	7%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	1%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	10%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	2%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

EVOLUTION OF VOTING INTENTIONS IN CANADA
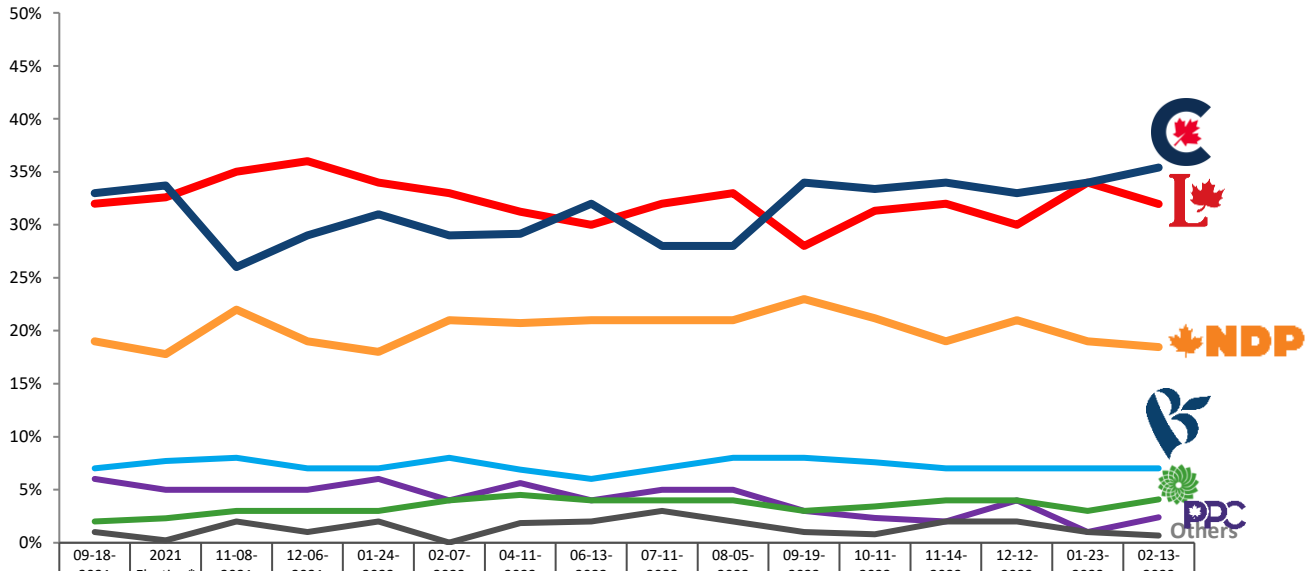
	09-18-2021	2021 Election*	11-08-2021	12-06-2021	01-24-2022	02-07-2022	04-11-2022	06-13-2022	07-11-2022	08-05-2022	09-19-2022	10-11-2022	11-14-2022	12-12-2022	01-23-2023	02-13-2023
LPC	32%	32,60%	35%	36%	34%	33%	31%	30%	32%	33%	28%	31%	32%	30%	34%	32%
CPC	33%	34%	26%	29%	31%	29%	29%	32%	28%	28%	34%	33%	34%	33%	34%	35%
NDP	19%	17,80%	22%	19%	18%	21%	21%	21%	21%	21%	23%	21%	19%	21%	19%	18%
BQ	7%	7,70%	8%	7%	7%	8%	7%	6%	7%	8%	8%	8%	7%	7%	7%	7%
PPC	6%	5%	5%	5%	6%	4%	6%	4%	5%	5%	3%	2%	2%	4%	1%	2%
GPC	2%	2,30%	3%	3%	3%	4%	4%	4%	4%	4%	3%	3%	4%	4%	3%	4%
Others	1%	0,20%	2%	1%	2%	0%	2%	2%	3%	2%	1%	1%	2%	2%	1%	1%

*Official results from Elections Canada

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SATISFACTION WITH THE GOVERNMENTS IN PLACE

LEADER WHO WOULD MAKE THE BEST PRIME MINISTER (1/2)

CTC1072. In your opinion, which federal party leader would make the best Prime Minister of Canada?
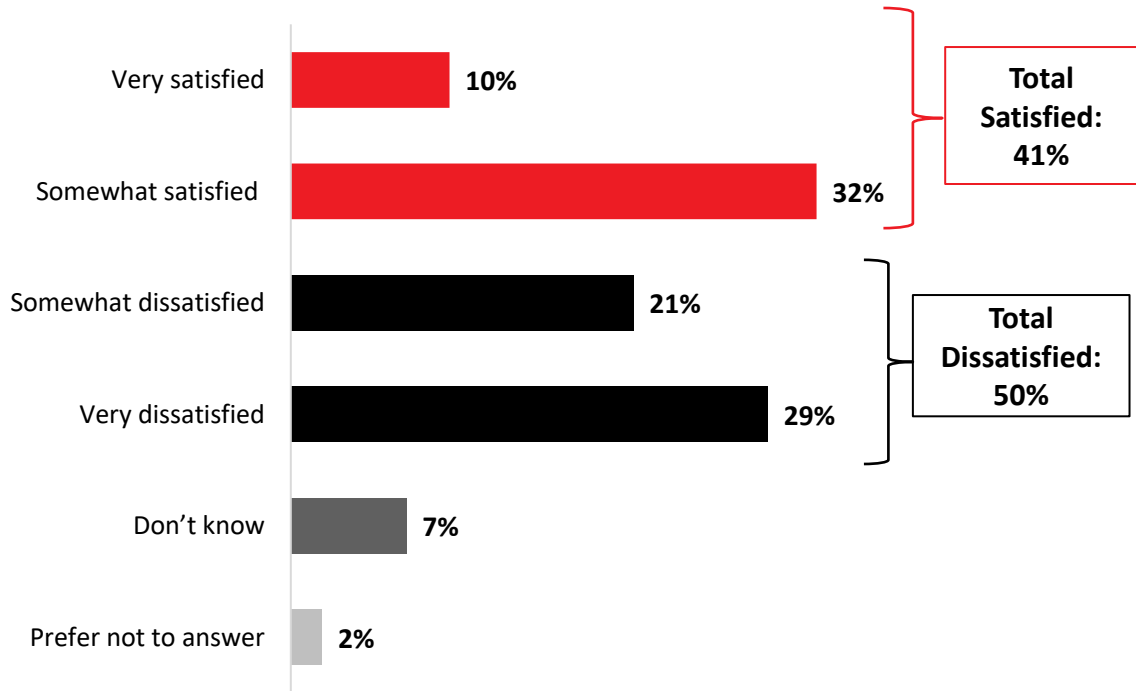
Base: All respondents (n=4,619*)

Leader	Percentage
Justin Trudeau	24%
Pierre Poilievre	21%
Jagmeet Singh	17%
Elizabeth May	3%
Maxime Bernier	2%
Another one	4%
None of the above	14%
I don't know	14%
I prefer not to answer	2%

Data collection took place over three weeks, from January 20 to February 12, 2023.
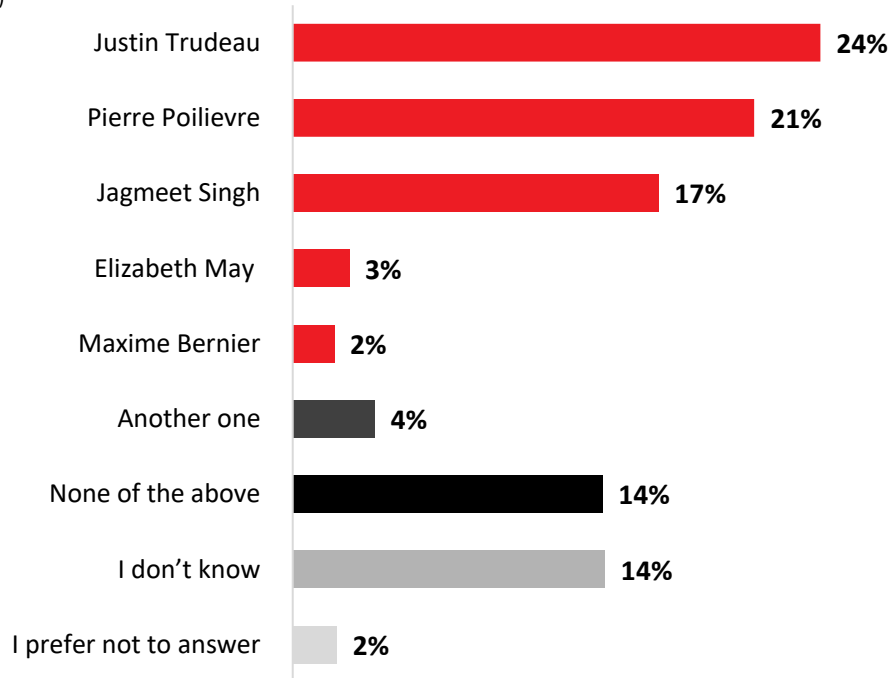
LEADER WHO WOULD MAKE THE BEST PRIME MINISTER (2/2)

CTC1072. In your opinion, which federal party leader would make the best Prime Minister of Canada?
Base: All respondents*

	TOTAL CANADA	ATL	QC	ON	MB	SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	4,619	311	1,066	1,788	162	135	514	643	1,235	1,491	1,893	2,228	2,391	1,927	1,748	887
Unweighted n=	4,619	303	1,248	1,825	202	174	393	474	1,151	1,731	1,737	2,292	2,327	1,962	1,723	884
Justin Trudeau	**24%**	26%	27%	25%	23%	14%	19%	21%	21%	22%	27%	25%	23%	27%	24%	18%
Pierre Poilievre	**21%**	18%	12%	21%	16%	39%	35%	23%	18%	23%	22%	25%	17%	19%	21%	26%
Jagmeet Singh	**17%**	15%	11%	18%	20%	11%	14%	27%	24%	18%	11%	16%	18%	17%	17%	16%
Elizabeth May	**3%**	2%	1%	3%	3%	2%	2%	4%	3%	2%	2%	3%	3%	3%	2%	2%
Maxime Bernier	**2%**	1%	1%	2%	2%	1%	3%	1%	2%	3%	1%	2%	2%	1%	2%	2%
Another one	**4%**	3%	11%	1%	2%	1%	3%	1%	2%	3%	5%	4%	3%	4%	4%	4%
None of the above	**14%**	15%	19%	12%	14%	12%	14%	12%	12%	13%	16%	15%	13%	14%	14%	14%
Don't know	**14%**	18%	16%	15%	16%	16%	10%	10%	16%	14%	14%	9%	19%	13%	14%	15%
Prefer not to answer	**2%**	4%	2%	2%	3%	3%	1%	1%	3%	2%	1%	1%	3%	2%	1%	3%

Data collection took place over three weeks, from January 20 to February 12, 2023.

SATISFACTION WITH THE PREMIER'S PERFORMANCE (1/3)

CTC1073. How satisfied or dissatisfied are you with your premier's performance as the leader of your province?
Base: All respondents (n=4,619*)

Response	Percentage
Very satisfied	10%
Somewhat satisfied	32%
Somewhat dissatisfied	21%
Very dissatisfied	29%
Don't know	7%
Prefer not to answer	2%

Total Satisfied: 41%

Total Dissatisfied: 50%

Data collection took place over three weeks, from January 20 to February 12, 2023.

SATISFACTION WITH THE PREMIER'S PERFORMANCE (2/3)

CTC1073. How satisfied or dissatisfied are you with your premier's performance as the leader of your province?
Base: All respondents*

		François Legault	Doug Ford	Heather Stefanson	Scott Moe	Danielle Smith	David Eby
	TOTAL CANADA	**ATL**	**QC**	**ON**	**MB**	**SK**	**AB**	**BC**
Weighted n=	4,619	311	1,066	1,788	162	135	514	643
Unweighted n=	4,619	303	1,248	1,825	202	174	393	474
Total Satisfied	**41%**	43%	52%	35%	24%	52%	36%	47%
Very satisfied	**10%**	10%	14%	7%	4%	14%	8%	12%
Somewhat satisfied	**32%**	33%	38%	28%	21%	38%	28%	35%
Total Dissatisfied	**50%**	48%	39%	58%	66%	42%	54%	40%
Somewhat dissatisfied	**21%**	23%	20%	23%	24%	15%	14%	21%
Very dissatisfied	**29%**	25%	19%	35%	42%	27%	40%	19%
Don't know	**7%**	7%	7%	5%	8%	3%	9%	11%
Prefer not to answer	**2%**	3%	2%	2%	1%	3%	0%	2%

Data collection took place over three weeks, from January 20 to February 12, 2023.

SATISFACTION WITH THE PREMIER'S PERFORMANCE (3/3)

CTC1073. How satisfied or dissatisfied are you with your premier's performance as the leader of your province?
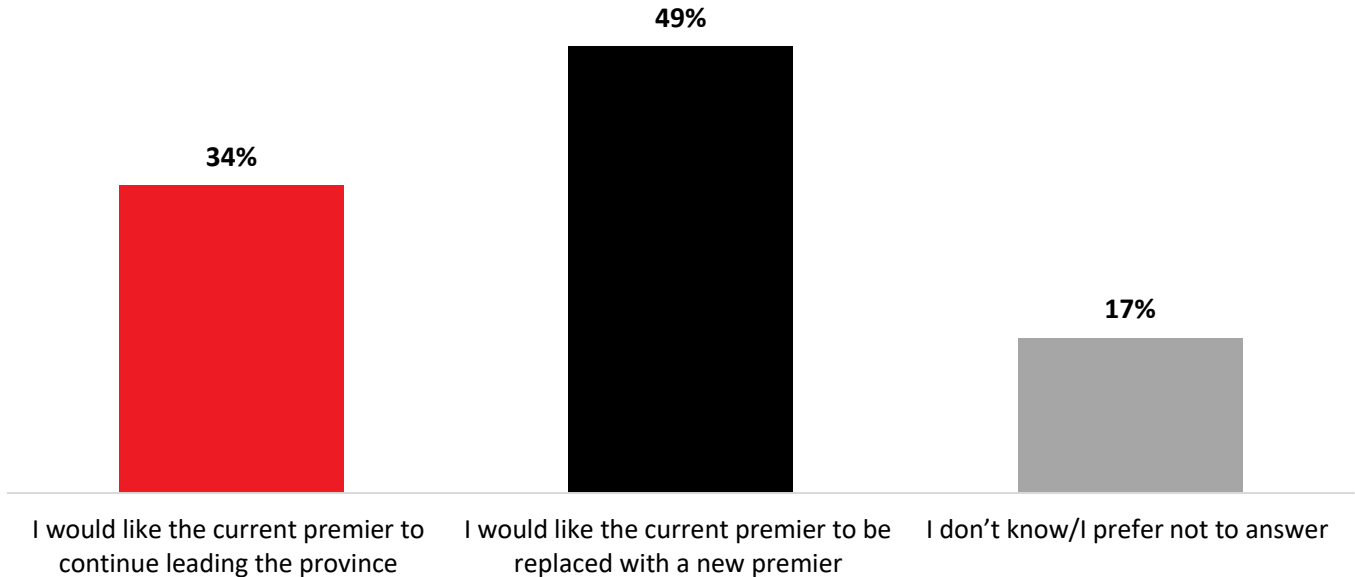Base: All respondents*

	TOTAL CANADA	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	4,619	2,228	2,391	1,235	1,491	1,893	1,927	1,748	887
Unweighted n=	4,619	2,292	2,327	1,151	1,731	1,737	1,962	1,723	884
Total Satisfied	**41%**	**45%**	**39%**	**35%**	40%	**47%**	41%	42%	41%
Very satisfied	**10%**	**11%**	**8%**	**6%**	9%	**13%**	10%	**8%**	11%
Somewhat satisfied	**32%**	**34%**	**30%**	**29%**	31%	**34%**	31%	34%	30%
Total Dissatisfied	**50%**	**48%**	**52%**	50%	51%	48%	51%	49%	50%
Somewhat dissatisfied	**21%**	20%	22%	22%	19%	21%	20%	21%	23%
Very dissatisfied	**29%**	28%	30%	28%	**32%**	27%	30%	28%	27%
Don't know	**7%**	6%	8%	**12%**	7%	**4%**	6%	7%	7%
Prefer not to answer	**2%**	2%	2%	3%	2%	**1%**	2%	2%	2%

Data collection took place over three weeks, from January 20 to February 12, 2023.

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DESIRE FOR CHANGE (1/2)

CTC1074. Thinking about your provincial government, which of the following statements best reflects your opinion?
Base: All respondents (n=4,619*)

34%	49%	17%
I would like the current premier to continue leading the province	I would like the current premier to be replaced with a new premier	I don't know/I prefer not to answer

Data collection took place over three weeks, from January 20 to February 12, 2023.

DESIRE FOR CHANGE (2/2)

CTC1074. Thinking about your provincial government, which of the following statements best reflects your opinion?
Base: All respondents*

	TOTAL CANADA	ATL	QC	ON	MB	SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	4,619	311	1,066	1,788	162	135	514	643	1,235	1,491	1,893	2,228	2,391	1,927	1,748	887
Unweighted n=	4,619	303	1,248	1,825	202	174	393	474	1,151	1,731	1,737	2,292	2,327	1,962	1,723	884
I would like the current premier to continue leading the province	34%	33%	49%	26%	16%	44%	33%	40%	25%	32%	43%	39%	30%	34%	34%	37%
I would like the current premier to be replaced with a new premier	49%	45%	37%	58%	64%	36%	53%	39%	53%	51%	44%	47%	50%	50%	49%	46%
I don't know/I prefer not to answer	17%	22%	15%	16%	20%	20%	14%	21%	23%	17%	13%	14%	20%	15%	17%	18%

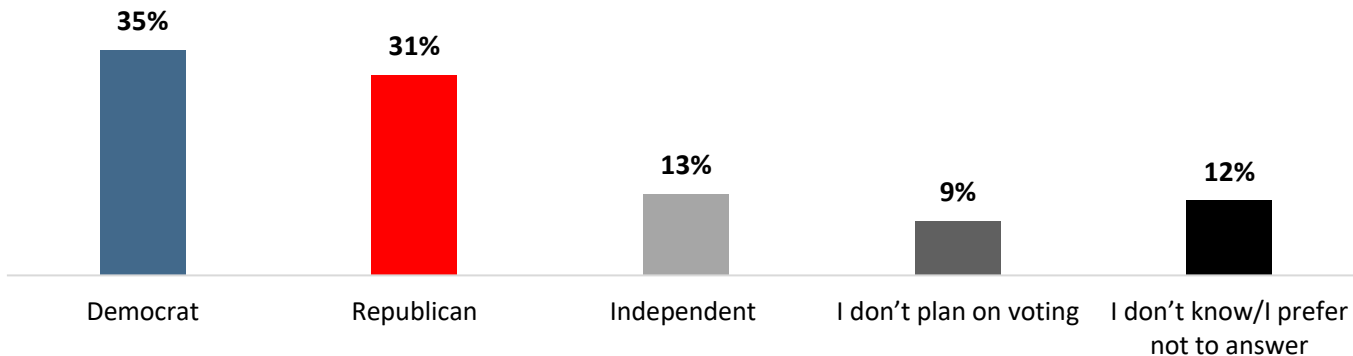*Data collection took place over three weeks, from January 20 to February 12, 2023.*

AMERICAN POLITICS AND ISSUES

POLITICAL IDENTITY

POL9. How do you plan on voting in the 2024 presidential election?
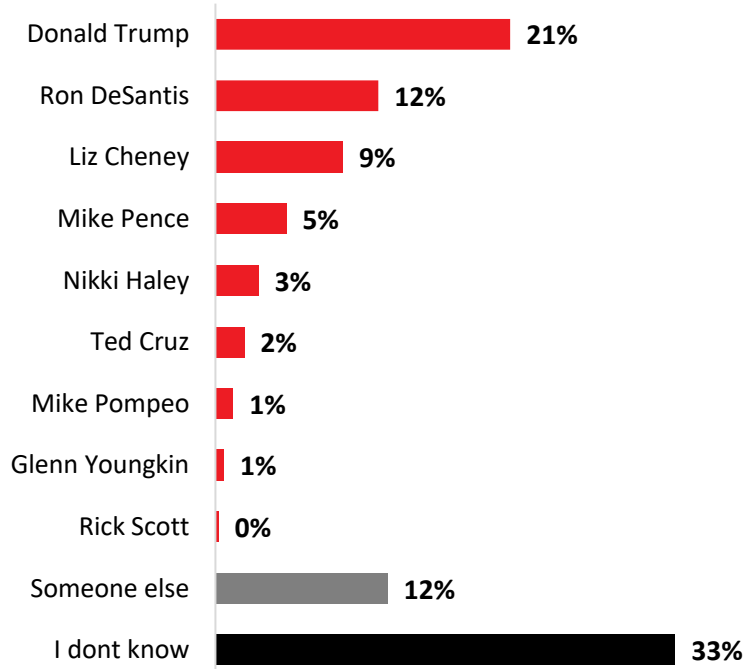Base: All respondents (n=1,000)

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	TOTAL Jan. 23rd, 2023	Gap
Weighted n=	1,000	172	206	386	236	266	312	422	477	523	1,005	
Unweighted n=	1,000	216	216	307	261	158	341	501	489	511	1,005	
Democrat	**35%**	35%	34%	34%	39%	39%	38%	31%	34%	36%	**36%**	-1
Republican	**31%**	32%	34%	34%	26%	23%	30%	38%	34%	29%	**31%**	-
Independent	**13%**	15%	12%	10%	16%	16%	11%	13%	16%	10%	**13%**	-
I don't plan on voting	**9%**	6%	7%	10%	9%	11%	9%	7%	5%	12%	**10%**	-1
I don't know/I prefer not to answer	**12%**	13%	13%	12%	10%	11%	12%	12%	11%	13%	**10%**	+2

PREFFERED REPUBLICAN CANDIDATE FOR 2024 (1/2)

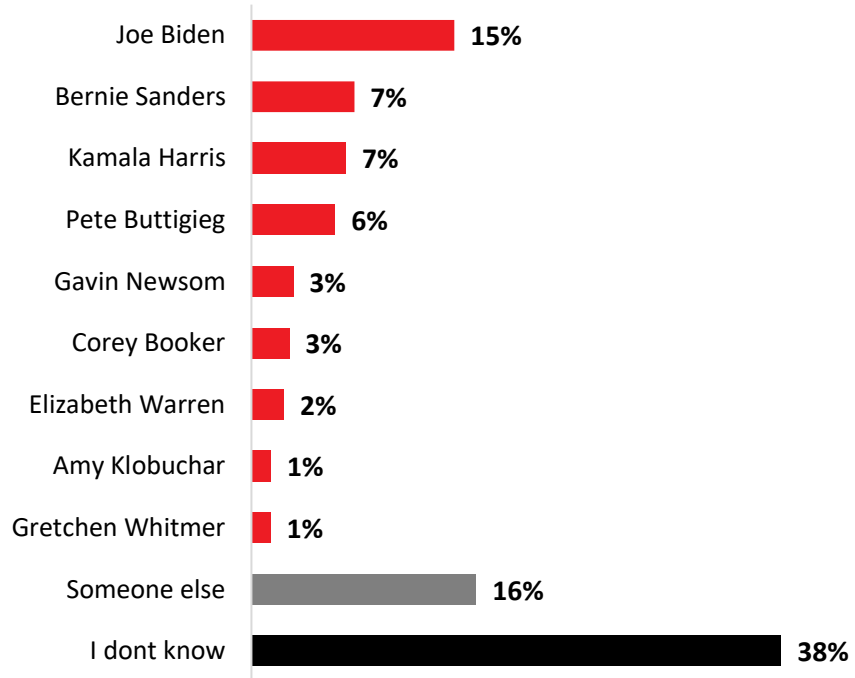**POL10. Which candidate would you like to see as the Republican candidate for president in 2024?**
Base: All respondents (n=1,000)

American Survey

Candidate	Percentage
Donald Trump	21%
Ron DeSantis	12%
Liz Cheney	9%
Mike Pence	5%
Nikki Haley	3%
Ted Cruz	2%
Mike Pompeo	1%
Glenn Youngkin	1%
Rick Scott	0%
Someone else	12%
I dont know	33%

American Survey

PREFFERED REPUBLICAN CANDIDATE FOR 2024 (2/2)

POL10. Which candidate would you like to see as the Republican candidate for president in 2024?
Base: All respondents

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Democrat	Republican	Independent
Weighted n=	1,000	172	206	386	236	266	312	422	477	523	354	315	128
Unweighted n=	1,000	216	216	307	261	158	341	501	489	511	342	308	146
Donald Trump	21%	19%	17%	25%	20%	19%	23%	22%	22%	20%	5%	48%	17%
Ron DeSantis	12%	18%	15%	10%	8%	7%	9%	17%	15%	9%	3%	27%	9%
Liz Cheney	9%	9%	8%	9%	12%	2%	9%	14%	10%	9%	19%	0%	11%
Mike Pence	5%	6%	5%	5%	5%	4%	5%	6%	5%	5%	5%	6%	2%
Nikki Haley	3%	4%	3%	3%	2%	1%	5%	4%	3%	3%	3%	3%	4%
Ted Cruz	2%	1%	4%	1%	3%	3%	1%	2%	2%	2%	2%	2%	3%
Mike Pompeo	1%	1%	1%	2%	2%	0%	3%	1%	1%	1%	1%	1%	1%
Glenn Youngkin	1%	0%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%
Rick Scott	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%
Someone else	12%	11%	9%	15%	13%	15%	11%	11%	16%	9%	22%	2%	20%
I dont know	33%	30%	37%	30%	36%	48%	33%	24%	24%	41%	39%	9%	32%

American Survey

PREFFERED DEMOCRAT CANDIDATE FOR 2024 (1/2)

POL11. Which candidate would you like to see as the Democratic candidate for president in 2024?
Base: All respondents (n=1,000)

Candidate	%
Joe Biden	15%
Bernie Sanders	7%
Kamala Harris	7%
Pete Buttigieg	6%
Gavin Newsom	3%
Corey Booker	3%
Elizabeth Warren	2%
Amy Klobuchar	1%
Gretchen Whitmer	1%
Someone else	16%
I dont know	38%

PREFFERED DEMOCRAT CANDIDATE FOR 2024 (2/2)

POL11. Which candidate would you like to see as the Democratic candidate for president in 2024?
Base: All respondents

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Democrat	Republican	Independent
Weighted n=	1,000	172	206	386	236	266	312	422	477	523	354	315	128
Unweighted n=	1,000	216	216	307	261	158	341	501	489	511	342	308	146
Joe Biden	15%	17%	11%	15%	15%	13%	17%	14%	20%	9%	25%	9%	16%
Bernie Sanders	7%	5%	9%	6%	11%	14%	5%	5%	9%	6%	14%	2%	5%
Kamala Harris	7%	6%	9%	7%	5%	8%	8%	6%	5%	8%	10%	4%	5%
Pete Buttigieg	6%	5%	7%	6%	6%	5%	5%	8%	6%	6%	10%	2%	9%
Gavin Newsom	3%	3%	2%	2%	6%	3%	4%	3%	5%	1%	6%	2%	2%
Corey Booker	3%	5%	1%	1%	5%	2%	3%	3%	3%	3%	6%	0%	3%
Elizabeth Warren	2%	4%	1%	2%	2%	0%	4%	3%	1%	3%	4%	1%	3%
Amy Klobuchar	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%
Gretchen Whitmer	1%	1%	2%	1%	2%	1%	3%	1%	2%	1%	2%	1%	1%
Someone else	16%	14%	22%	15%	14%	17%	14%	17%	20%	13%	7%	23%	27%
I dont know	38%	37%	35%	43%	33%	38%	38%	39%	28%	47%	14%	53%	28%

BIDEN'S APPROVAL RATING (1/2)

CTC631T. Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?

In the event a respondent had no opinion, the following prompting question was asked: **Even if you have not yet made up your mind, do you tend to approve or disapprove the way Joe Biden is handling his job as president?**

Base: All respondents (n=1,000)

Approve	Disapprove	Unsure
43%	54%	3%
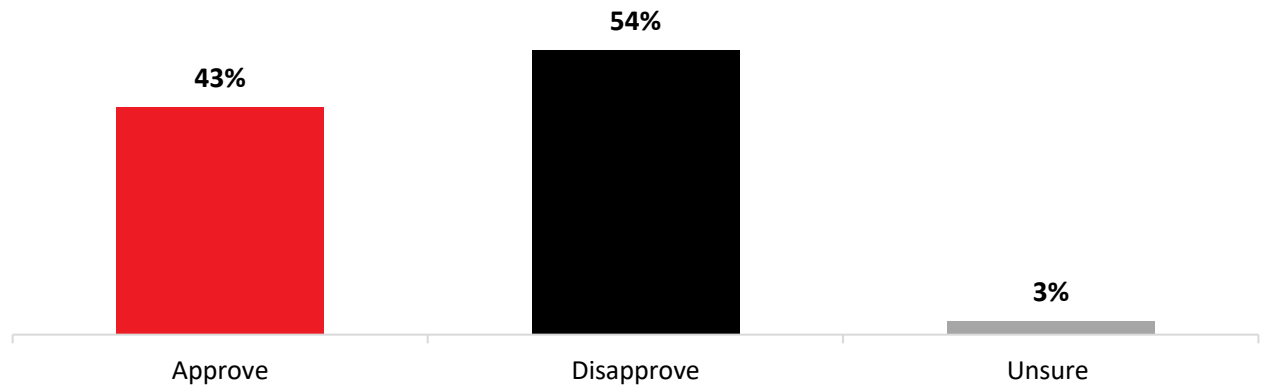
BIDEN'S APPROVAL RATING (2/2)

CTC631T. Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?

In the event a respondent had no opinion, the following prompting question was asked: **Even if you have not yet made up your mind, do you tend to approve or disapprove the way Joe Biden is handling his job as president?**

Base: All respondents

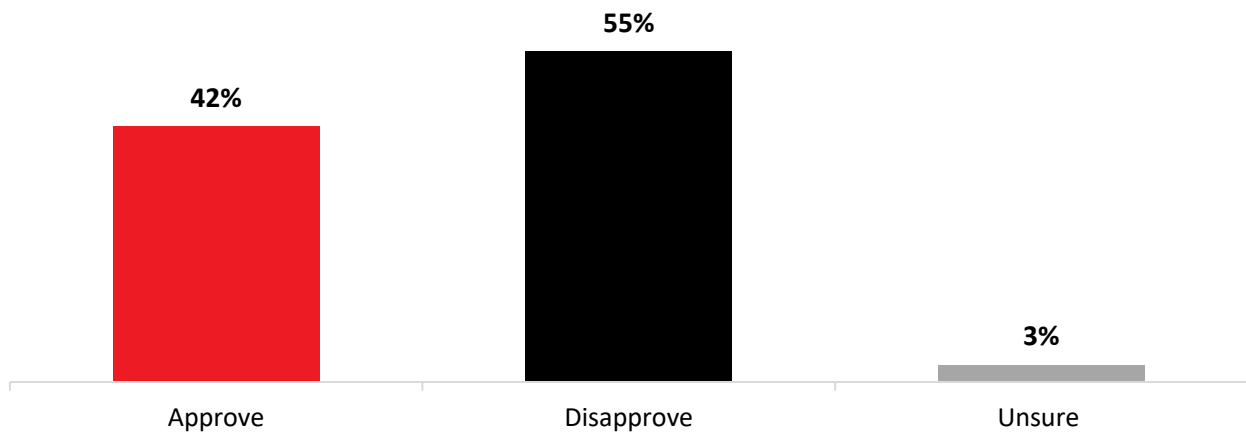|	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL Jan. 23rd, 2023	Gap
Weighted n=	1,000	172	206	386	236	266	312	422	477	523	375	408	16	1,005	
Unweighted n=	1,000	216	216	307	261	158	341	501	489	511	353	419	32	1,005	
Approve	43%	39%	44%	41%	49%	46%	48%	38%	45%	42%	11%	80%	32%	42%	+1
Disapprove	54%	58%	54%	57%	46%	50%	50%	59%	54%	54%	89%	18%	68%	55%	-1
Unsure	3%	3%	1%	2%	4%	3%	2%	2%	1%	4%	0%	2%	0%	2%	+1

HARRIS' APPROVAL RATING (1/2)

CTC632T. Overall, do you approve or disapprove of the way Kamala Harris is handling her job as vice president?

In the event a respondent had no opinion, the following prompting question was asked: **Even if you have not yet made up your mind, do you tend to approve or disapprove the way Kamala Harris is handling her job as vice president?**

Base: All respondents (n=1,000)

Approve: 42%
Disapprove: 55%
Unsure: 3%

HARRIS' APPROVAL RATING (2/2)

CTC632T. Overall, do you approve or disapprove of the way Kamala Harris is handling her job as vice president?

In the event a respondent had no opinion, the following prompting question was asked: **Even if you have not yet made up your mind, do you tend to approve or disapprove the way Kamala Harris is handling her job as vice president?**

Base: All respondents

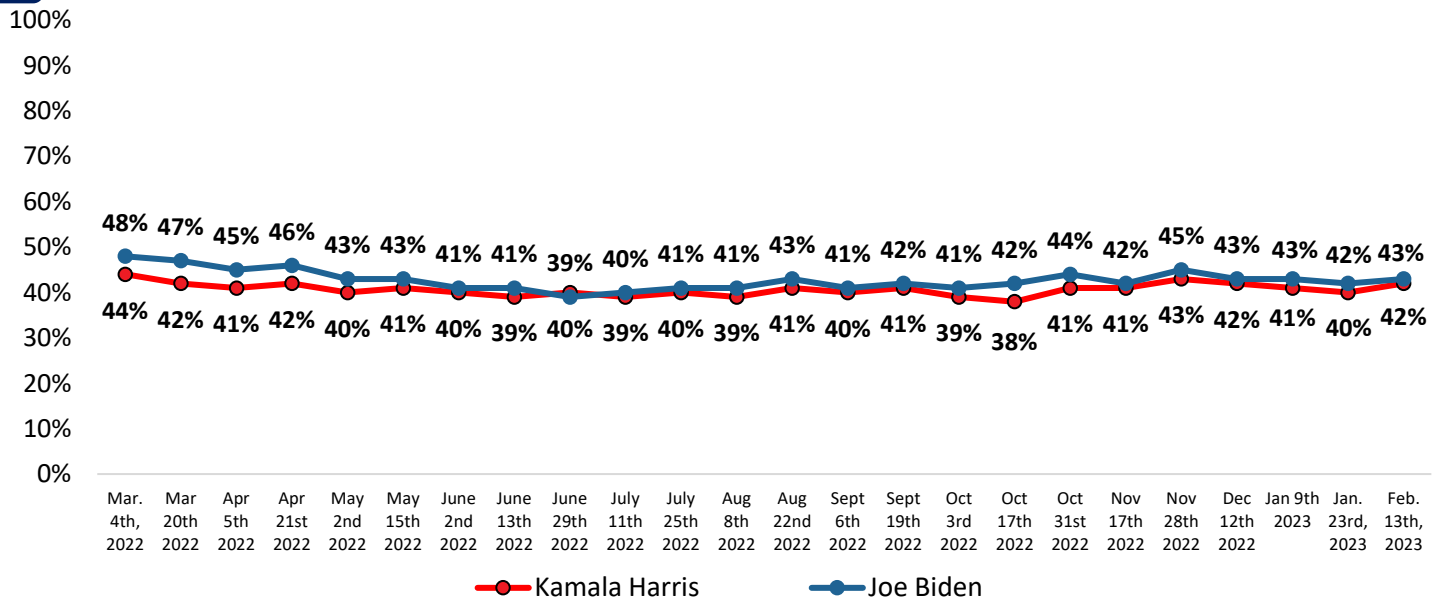|	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL Jan. 09th, 2023	Gap
Weighted n=	1,000	172	206	386	236	266	312	422	477	523	375	408	16	1,005	
Unweighted n=	1,000	216	216	307	261	158	341	501	489	511	353	419	32	1,005	
Approve	42%	35%	43%	41%	49%	47%	44%	38%	41%	43%	11%	80%	8%	40%	+2
Disapprove	55%	61%	56%	56%	48%	50%	53%	59%	58%	52%	89%	18%	92%	57%	-2
Unsure	3%	4%	1%	3%	3%	2%	3%	3%	1%	4%	0%	1%	0%	3%	-

JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING - EVOLUTION

CTC631 and CTC632. Overall, do you approve or disapprove of the way Joe Biden/Kamala Harris is handling his job as president/vice president?

In the event a respondent had no opinion, the following prompting question was asked: **Even if you have not yet made up your mind, do you tend to approve or disapprove the way Joe Biden/Kamala Harris is handling his job as president/vice president?**

Base: All respondents

% Approve presented

Date	Kamala Harris	Joe Biden
Mar. 4th, 2022	44%	48%
Mar 20th, 2022	42%	47%
Apr 5th, 2022	41%	45%
Apr 21st, 2022	42%	46%
May 2nd, 2022	40%	43%
May 15th, 2022	41%	43%
June 2nd, 2022	40%	41%
June 13th, 2022	39%	41%
June 29th, 2022	40%	39%
July 11th, 2022	39%	40%
July 25th, 2022	40%	41%
Aug 8th, 2022	39%	41%
Aug 22nd, 2022	41%	43%
Sept 6th, 2022	40%	41%
Sept 19th, 2022	41%	42%
Oct 3rd, 2022	39%	41%
Oct 17th, 2022	38%	42%
Oct 31st, 2022	41%	44%
Nov 17th, 2022	41%	42%
Nov 28th, 2022	43%	45%
Dec 12th, 2022	42%	43%
Jan 9th 2023	41%	43%
Jan. 23rd, 2023	40%	42%
Feb. 13th, 2023	42%	43%

Kamala Harris ● Joe Biden

MAIN CONCERNS AT THE MOMENT (1/2)

CTC1099. What are the top three things that most concern you right now? Please rank a maximum of three with 1 being your biggest concern, 2 being the second biggest, and 3 being the third.

Base: All respondents (n=1,000)

American Survey

Concern	%
Inflation	65%
The U.S. economy	59%
Rising gas prices	31%
A third world war	28%
The 2024 presidential election	24%
The world economy	24%
Supreme Court rulings	20%
COVID-19	18%
The U.S. involvement in the Ukraine-Russian conflict	17%
Traveling internationally	6%
Traveling domestically	5%

MAIN CONCERNS AT THE MOMENT (2/2)

American Survey

CTC1099. What are the top three things that most concern you right now? Please rank a maximum of three with 1 being your biggest concern, 2 being the second biggest, and 3 being the third.

Base: All respondents

|	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Democrat	Republican	Independent
Weighted n=	1,000	172	206	386	236	266	312	422	477	523	354	315	128
Unweighted n=	1,000	216	216	307	261	158	341	501	489	511	342	308	146
Inflation	65%	65%	71%	64%	62%	63%	62%	69%	63%	67%	55%	74%	68%
The U.S. economy	59%	54%	58%	64%	57%	54%	58%	64%	62%	57%	49%	69%	59%
Rising gas prices	31%	30%	35%	29%	32%	31%	31%	31%	32%	30%	23%	44%	26%
A third world war	28%	34%	28%	28%	24%	33%	26%	27%	27%	29%	27%	28%	26%
The 2024 presidential election	24%	18%	27%	24%	27%	18%	23%	29%	22%	26%	33%	23%	22%
The world economy	24%	34%	14%	25%	25%	25%	27%	21%	25%	24%	24%	15%	28%
Supreme Court rulings	20%	16%	21%	20%	21%	21%	19%	20%	20%	20%	36%	8%	20%
COVID-19	18%	18%	18%	18%	19%	21%	22%	14%	17%	19%	22%	10%	28%
The U.S. involvement in the Ukraine-Russian conflict	17%	17%	20%	18%	14%	14%	17%	19%	20%	15%	19%	18%	14%
Traveling internationally	6%	10%	2%	4%	9%	13%	7%	1%	7%	5%	6%	4%	7%
Traveling domestically	5%	4%	6%	5%	6%	6%	9%	2%	6%	5%	5%	6%	1%

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WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

Add your question(s) to our weekly Omnibus to survey the population of your choice! It's a flexible, fast, efficient and economical solution.

OMNIBUS TYPE	n=	REGIONS
NATIONAL	1,500	CANADA
PROVINCIAL	1,000	QC, ON, AB, BC
MUNICIPAL	500	QC, MTL, TOR, CAL, EDM, VAN
WESTERN	1,500	BC, AB, SK, MB
AMERICAN	1,000	4 CENSUS REGIONS

More than **400,000 panelists** at your disposal

CONTACT US
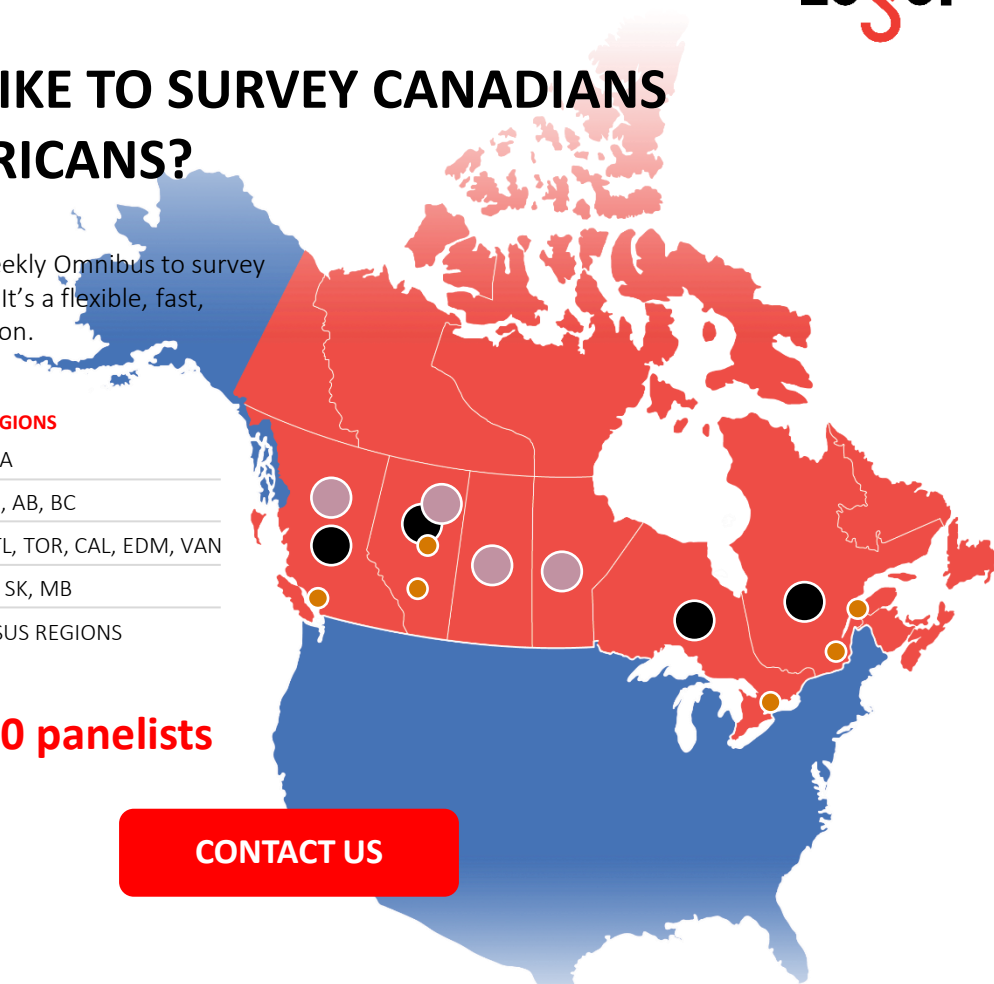
Leger

APPENDIX

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE

The table below presents the Canadian geographic distribution of respondents before weighting.

Province	Unweighted	Weighted
British Columbia	158	214
Alberta	137	171
Manitoba/Saskatchewan	126	99
Ontario	604	596
Quebec	414	355
Atlantic	100	104

DETAILED METHODOLOGY
WEIGHTED AND UNWEIGHTED SAMPLE FOR CANADA

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

GENDER	Unweighted	Weighted
Male	734	750
Female	805	789

AGE	Unweighted	Weighted
Between 18 and 34	376	410
Between 35 and 54	576	495
55 or over	587	633

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	956	1,046
French	390	304
Other	192	189

The sample thus collected has a minimum weighting factor of 0.1725 and a maximum weighting factor of 4.9145. The weighted variance is 0.3059.

DETAILED METHODOLOGY
WEIGHTED AND UNWEIGHTED SAMPLE FOR THE UNITED STATES

The following tables present the demographic distribution of respondents according to gender and age for the United States.

GENDER	Unweighted	Weighted
Male	490	492
Female	517	515

AGE	Unweighted	Weighted
Between 18 and 29	72	175
Between 30 and 39	180	182
Between 40 and 49	174	165
Between 50 and 64	291	253
65 or older	283	225

The sample thus collected has a minimum weighting factor of 0.1659 and a maximum weighting factor of 4.9834. The weighted variance is 0.6616.

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- **Leger Analytics (LEA)**
  Data modelling and analysis

- **Leger Opinion (LEO)**
  Panel management

- **Leger Community**
  Online community management

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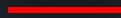Leger is also a member of the Insights Association, the American Association of Marketing Research Analytics.

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