

Report

**Premiers: Leadership &
Performance**
December 2020

DATE 2020-12-29 PROJECT NUMBER 45882-006

Leger

We know Canadians



CONTEXT & METHODOLOGY

Methodology

Study Population

- Canadians, aged 18 and older.

Data Collection

- A total of n=3801 online surveys were conducted via Leger's online panel, LEO and partner panels.
- Interviews were conducted from Dec 4 to Dec 20, 2020.

Statistical Analysis

- As a non-probability internet survey, a margin of error is technically not to be reported.
- If the data were collected through a random sample, the margin of error would be Canadians (n=3801) $\pm 1.6\%$, 19 times out of 20.
- Using data from the 2016 Census, results were weighted according to age, gender, and region in order to ensure a representative sample of the population.
- The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.

Reporting Scores

- Leadership score is a cumulative mean on the 10 point scale calculated from the sum of scores on six attributes : Trustworthy (Trustworthiness), Transparent/Open (Transparency), Decisive (Decisiveness), Good Communicator (Communication), Understands people like you (Compassion), Team player (Collaboration)
- Performance is calculated as percentage of satisfaction (very + somewhat) of residents on six aspects of provincial affairs: Managing pandemic, Healthcare services, Environmental sustainability, Economic recovery, supporting vulnerable population and managing financial situation of the province.

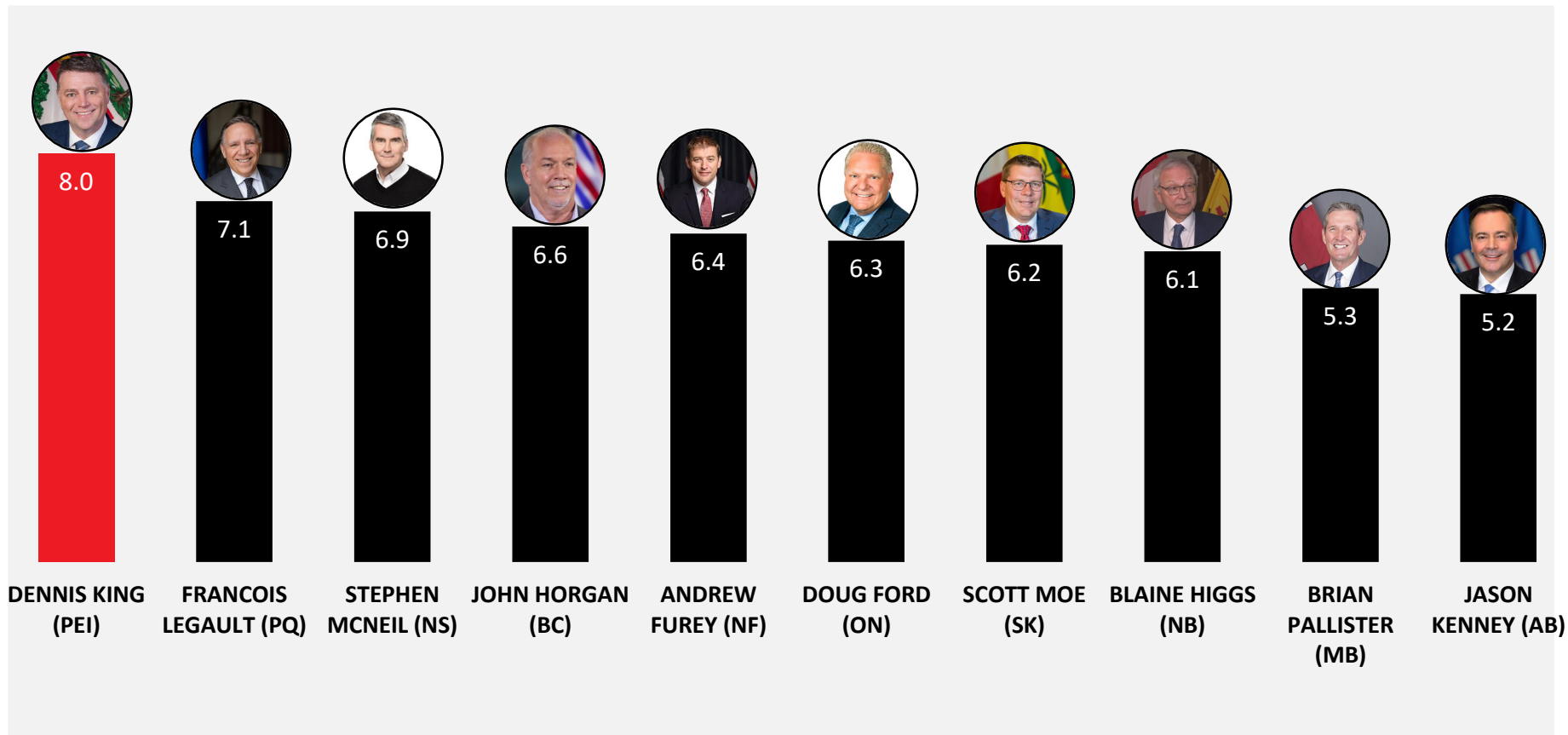
Respondent Sample - *Canada*

	Weighted
n=	3801
Province	
British Columbia	303
Alberta	257
Saskatchewan	217
Manitoba	214
Ontario	1207
Quebec	820
New Brunswick	217
Nova Scotia	215
Prince Edward Island	159
Newfoundland and Labrador	192

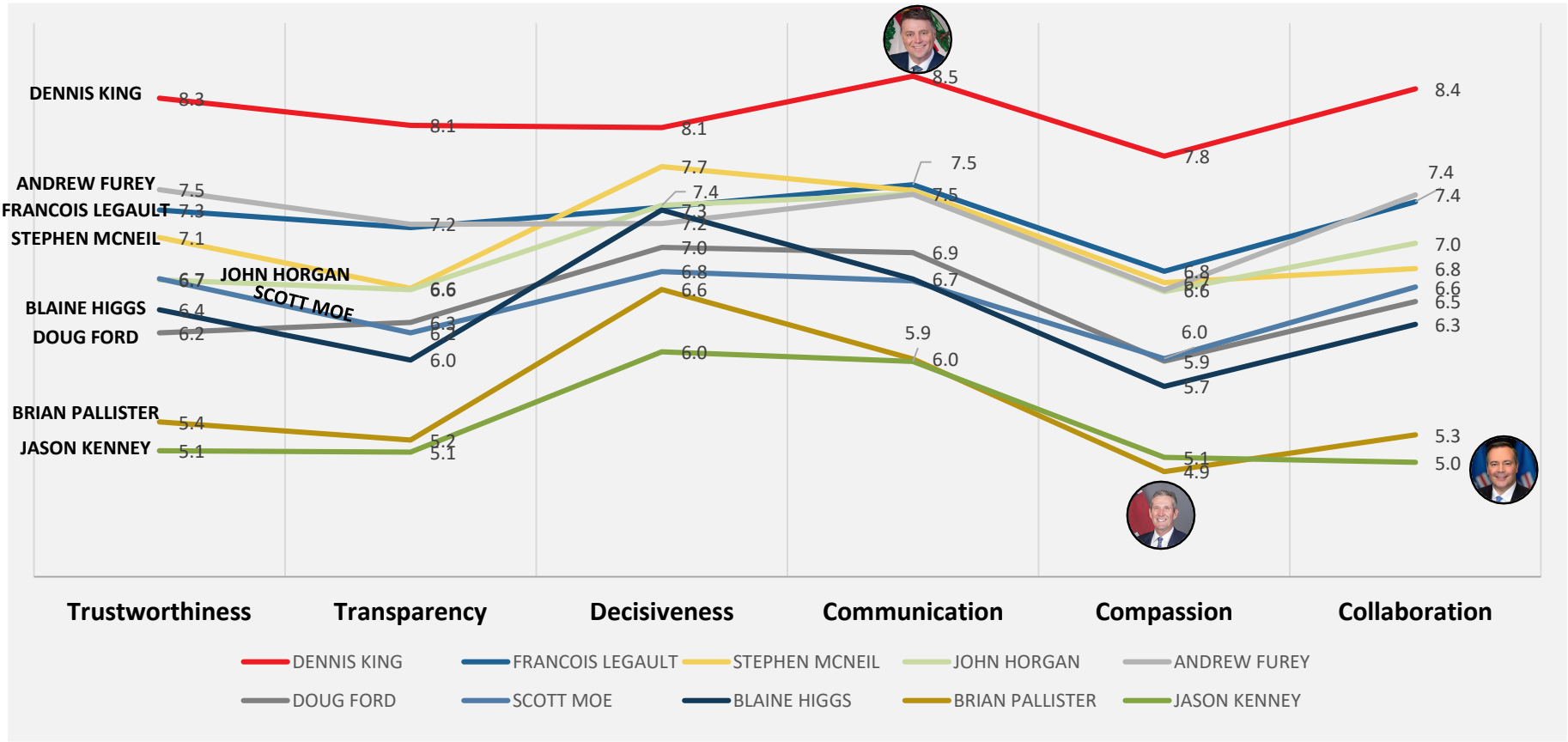


Detailed Results Cross-Country Comparison

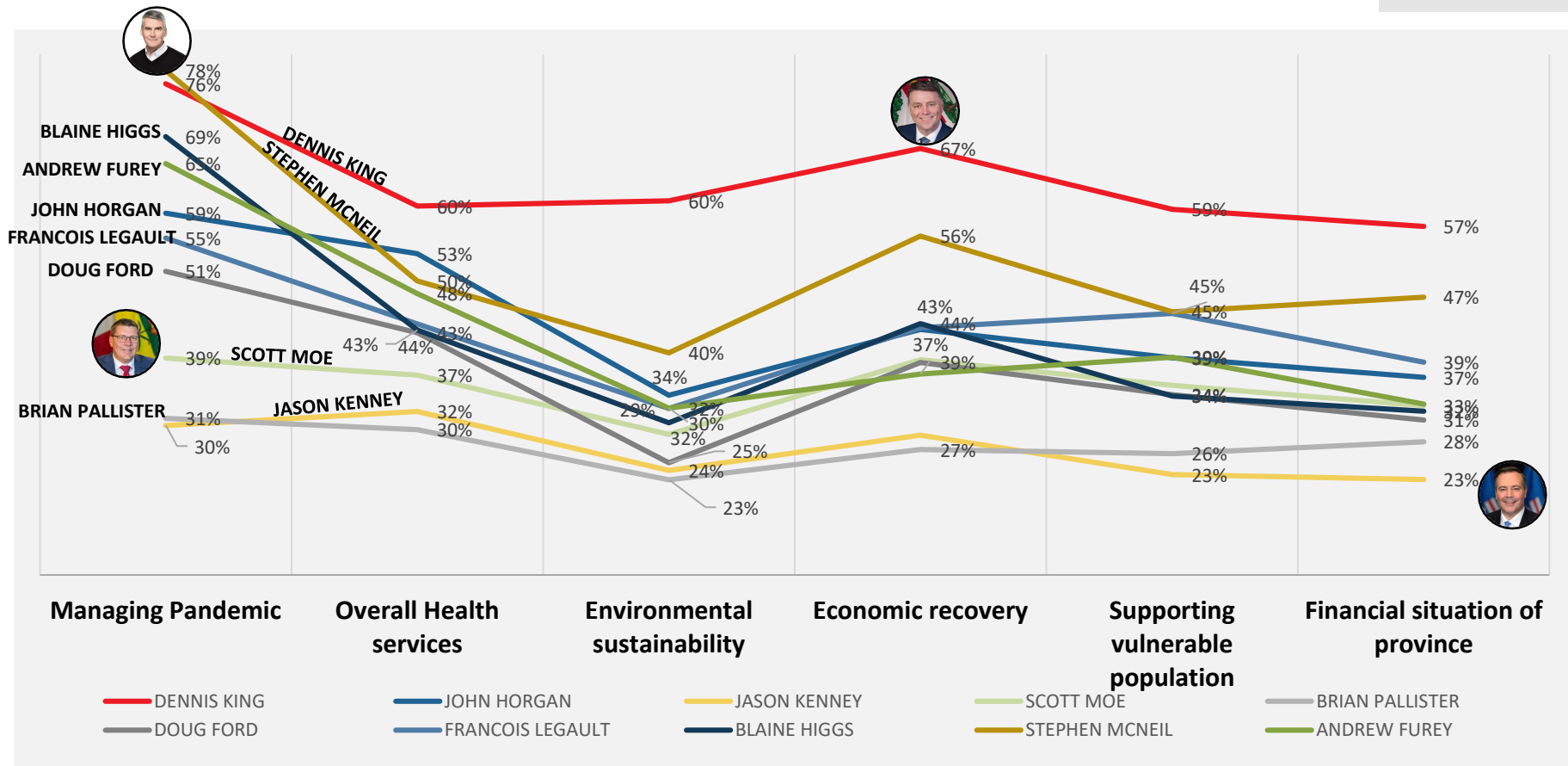
LEADERSHIP SCORE



INDIVIDUAL LEADERSHIP ATTRIBUTES



INDIVIDUAL PERFORMANCE (% very/somewhat satisfied)





Detailed Results Leader by Leader Scorecard

PRINCE EDWARD ISLAND

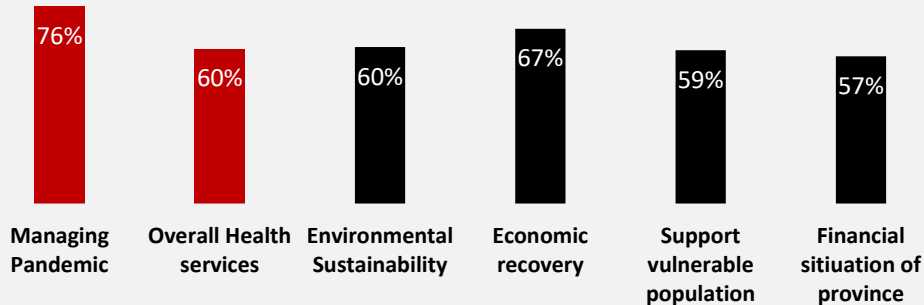


DENNIS KING

8.0

LEADERSHIP SCORE

PERFORMANCE (%Satisfaction)

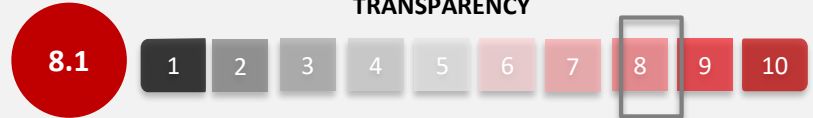


COMPONENTS OF LEADERSHIP SCORE

TRUSTWORTHINESS



TRANSPARENCY



DECISIVENESS



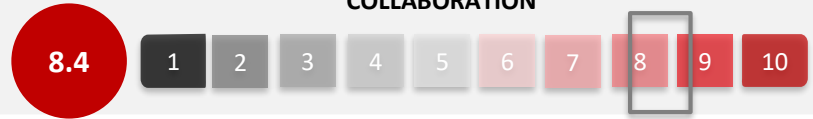
COMMUNICATION



COMPASSION



COLLABORATION



QUEBEC



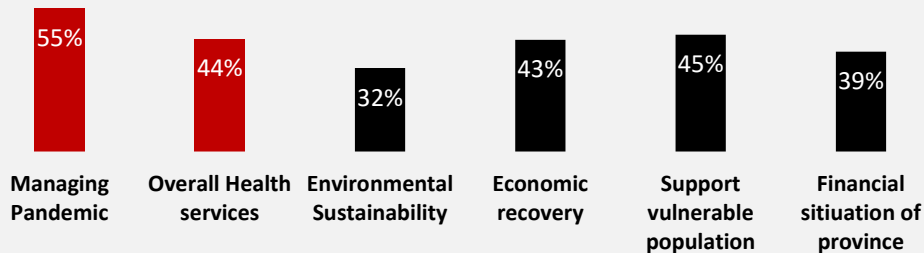
FRANCOIS LEGAULT

7.1

LEADERSHIP SCORE

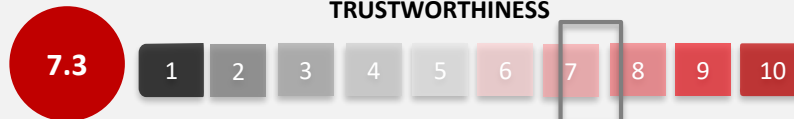
PERFORMANCE

(%Satisfaction)



COMPONENTS OF LEADERSHIP SCORE

TRUSTWORTHINESS



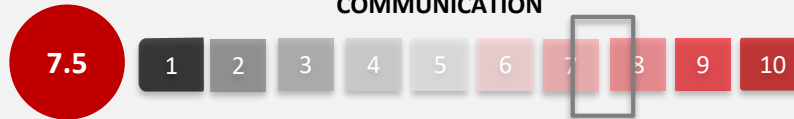
TRANSPARENCY



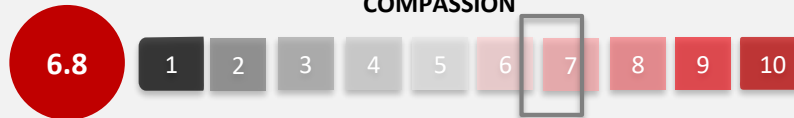
DECISIVENESS



COMMUNICATION



COMPASSION



COLLABORATION



NOVA SCOTIA

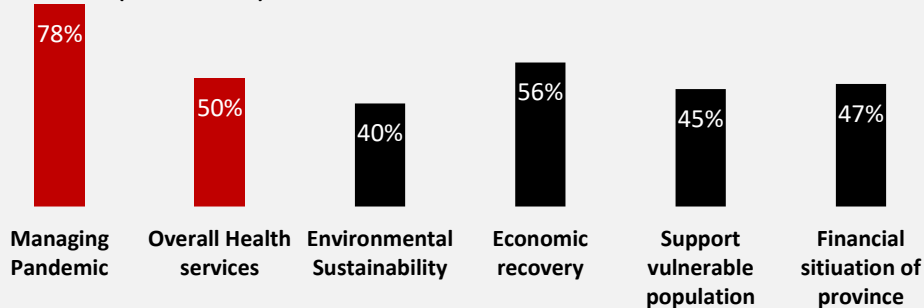


STEPHEN MCNEIL

6.9

LEADERSHIP SCORE

PERFORMANCE (%Satisfaction)

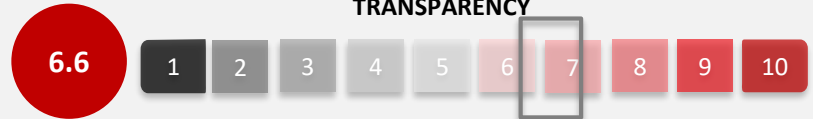


COMPONENTS OF LEADERSHIP SCORE

TRUSTWORTHINESS



TRANSPARENCY



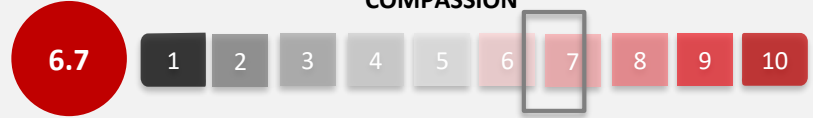
DECISIVENESS



COMMUNICATION



COMPASSION



COLLABORATION



BRITISH COLUMBIA



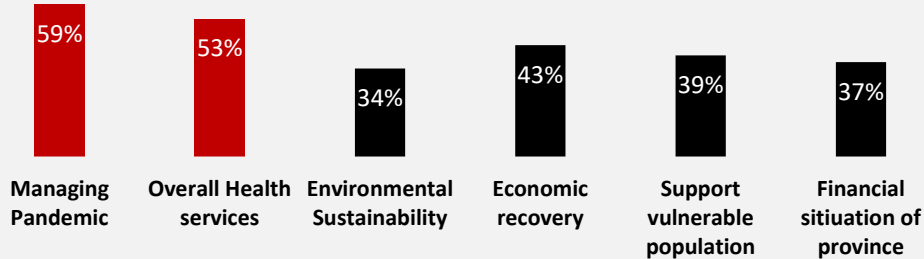
JOHN HORGAN

6.6

LEADERSHIP SCORE

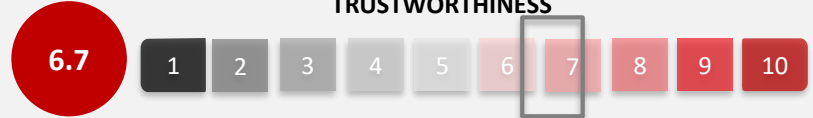
PERFORMANCE

(%Satisfaction)

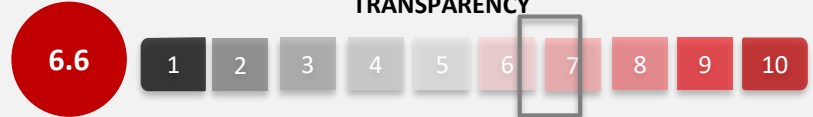


COMPONENTS OF LEADERSHIP SCORE

TRUSTWORTHINESS



TRANSPARENCY



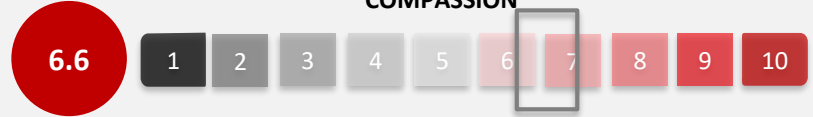
DECISIVENESS



COMMUNICATION



COMPASSION



COLLABORATION



NEWFOUNDLAND AND LABRADOR



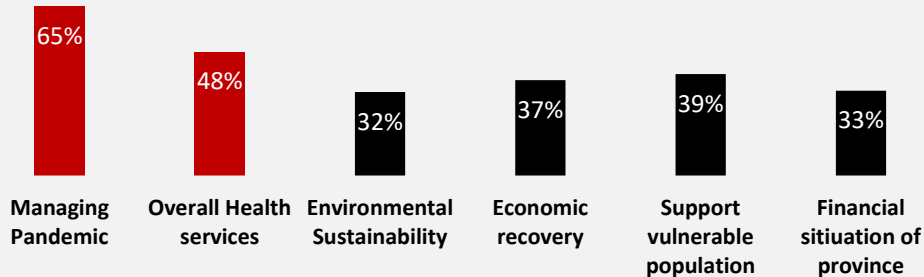
ANDREW FUREY

6.4

LEADERSHIP SCORE

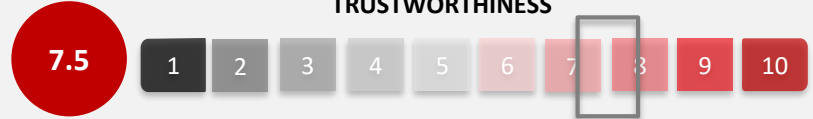
PERFORMANCE

(%Satisfaction)

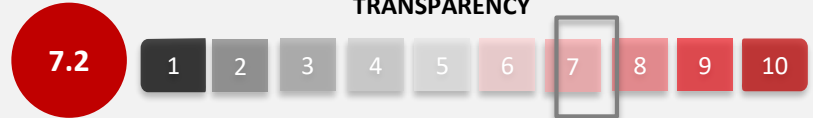


COMPONENTS OF LEADERSHIP SCORE

TRUSTWORTHINESS



TRANSPARENCY



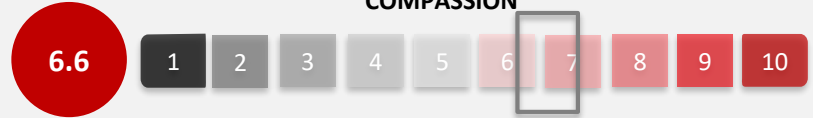
DECISIVENESS



COMMUNICATION



COMPASSION



COLLABORATION



ONTARIO



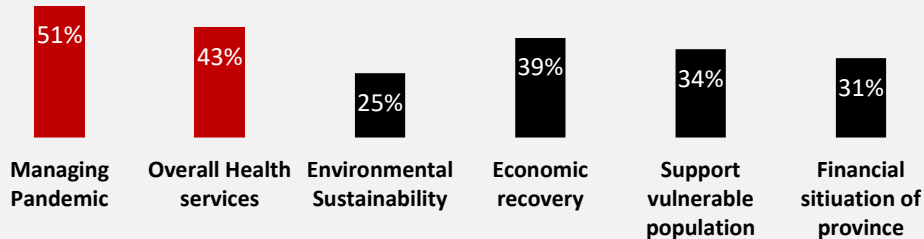
DOUG FORD

6.3

LEADERSHIP SCORE

PERFORMANCE

(%Satisfaction)

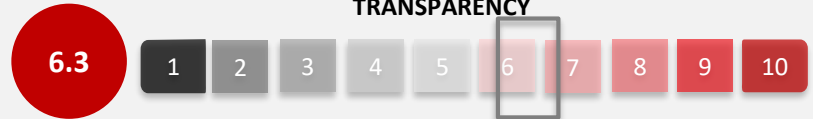


COMPONENTS OF LEADERSHIP SCORE

TRUSTWORTHINESS



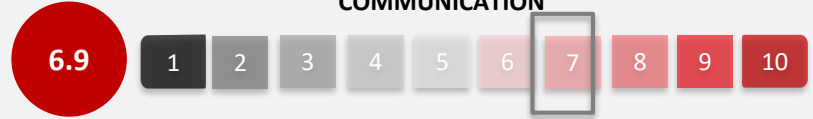
TRANSPARENCY



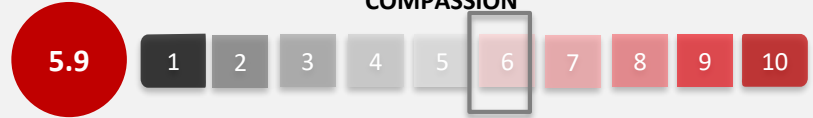
DECISIVENESS



COMMUNICATION



COMPASSION



COLLABORATION



SASKATCHEWAN



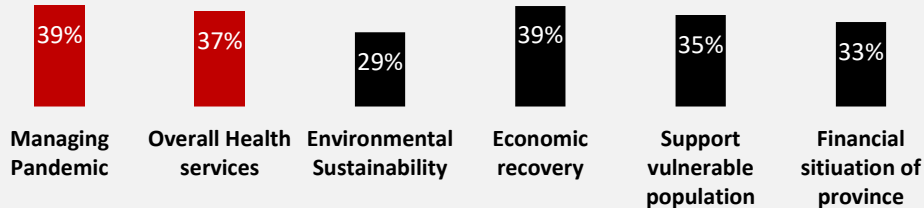
SCOTT MOE

6.2

LEADERSHIP SCORE

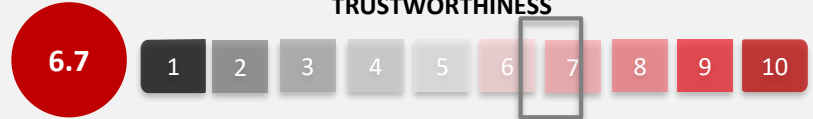
PERFORMANCE

(%Satisfaction)

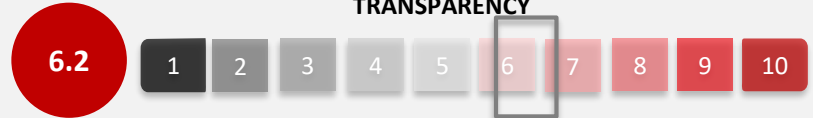


COMPONENTS OF LEADERSHIP SCORE

TRUSTWORTHINESS



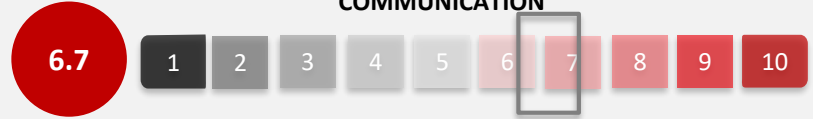
TRANSPARENCY



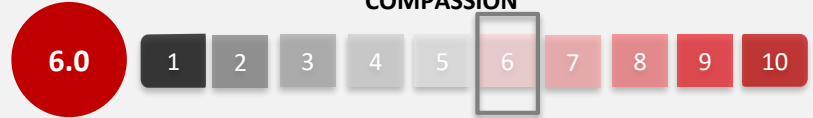
DECISIVENESS



COMMUNICATION



COMPASSION



COLLABORATION



NEW BRUNSWICK

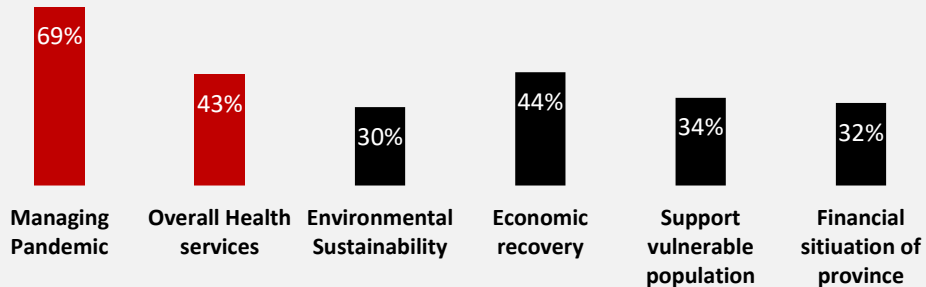


BLAINE HIGGS

6.1

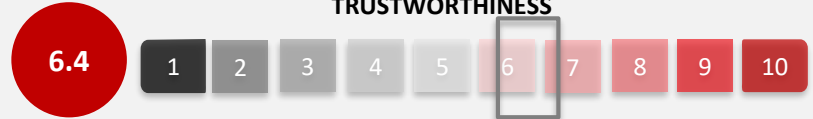
LEADERSHIP SCORE

PERFORMANCE (%Satisfaction)

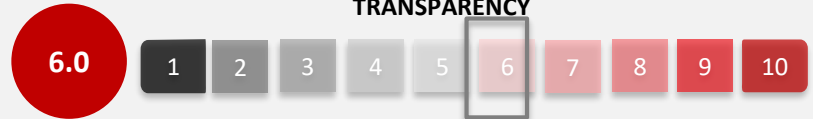


COMPONENTS OF LEADERSHIP SCORE

TRUSTWORTHINESS



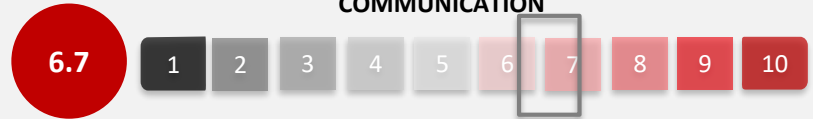
TRANSPARENCY



DECISIVENESS



COMMUNICATION



COMPASSION



COLLABORATION



MANITOBA

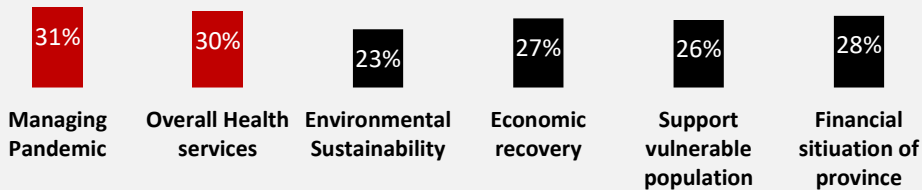


BRIAN PALLISTER

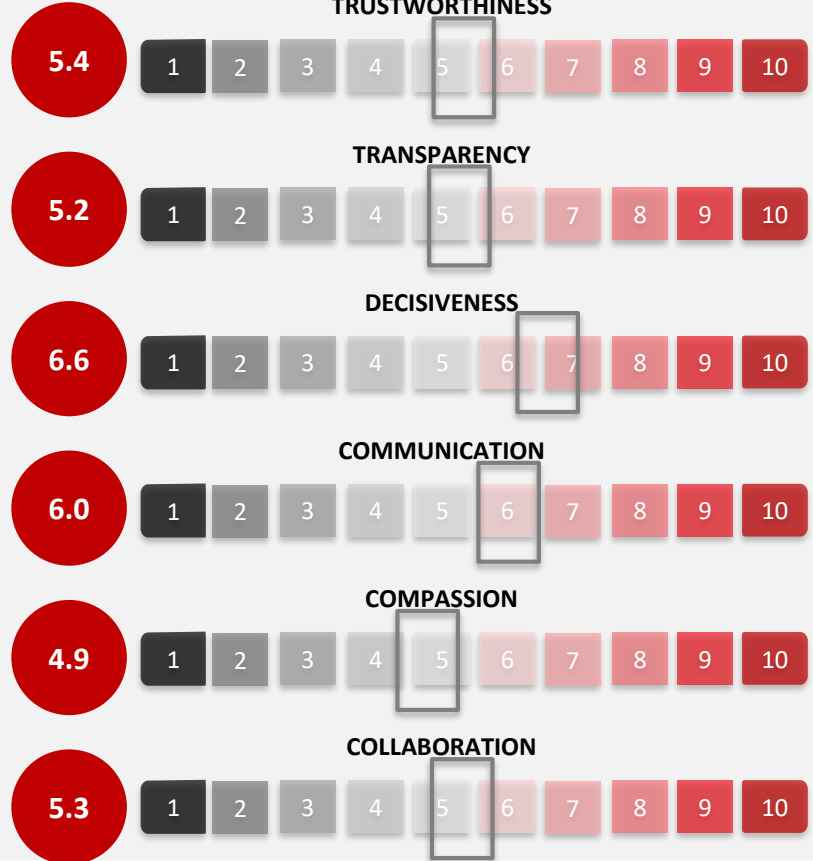
5.3

LEADERSHIP SCORE

PERFORMANCE (%Satisfaction)



COMPONENTS OF LEADERSHIP SCORE



ALBERTA

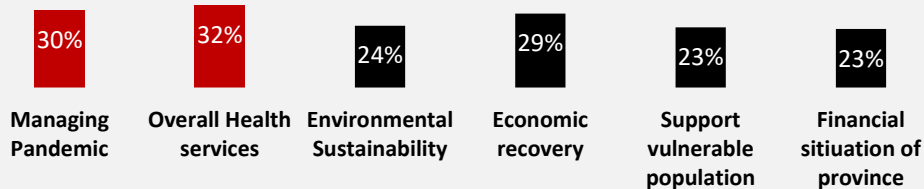


JASON KENNEY

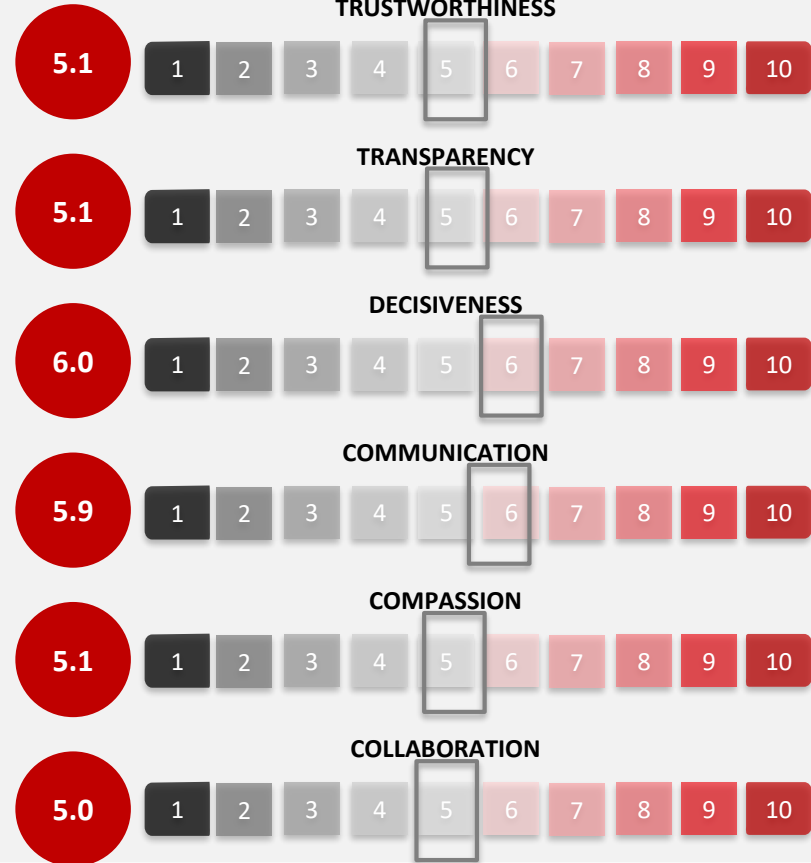
5.2

LEADERSHIP SCORE

PERFORMANCE (%Satisfaction)



COMPONENTS OF LEADERSHIP SCORE



OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger Metrics**
Real-time VOC satisfaction measurement
- **Leger Analytics**
Data modeling and analysis
- **Legerweb**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
OFFICES

CALGARY | EDMONTON | MONTREAL | PHILADELPHIA
QUEBEC CITY | TORONTO | VANCOUVER | WINNIPEG

OUR CREDENTIALS



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

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