



Report

AI Data Centres

A survey of Canadians

July 13, 2026



Methodology

This week, we conducted a survey of Canadians to explore their views and experiences related to AI data centres in Canada.

Method

Online survey among Canadian respondents 18 years of age or older. (**n= 1,505**)

Respondents had the option of completing the survey in French and English and were randomly recruited using LEO's online panel.

Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

When

Data collection from **July 10 to 13, 2026**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.53%**, (19 times out of 20).

Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

Rounded data

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

Questions

Have questions about the data presented in this report? Please contact one of the following people:

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➔ Notes

A more detailed sample breakdown is presented in the Appendix.

The **Most Accurate** Polling Firm in Canada

CANADA 2025

	LEGER POLL Published on April 26, 2025	OFFICIALS RESULTS 2025 Canada Federal Election
	43%	43.7%
	39%	41.3%
	8%	6.3%
	6%	6.3%
	2%	1.2%

BRITISH COLUMBIA 2024

	LEGER POLL Published on October 18, 2024	OFFICIALS RESULTS 2024 British Columbia Provincial Election
	46%	45%
	42%	43%
	9%	8%
Others	3%	4%

UNITED STATES 2024

	LEGER POLL Published on November 4, 2024	OFFICIALS RESULTS 2024 United States Presidential Election
	49%	50%
	49%	48%
Others	2%	2%

Key Highlights

Some of **the key highlights** of our survey...

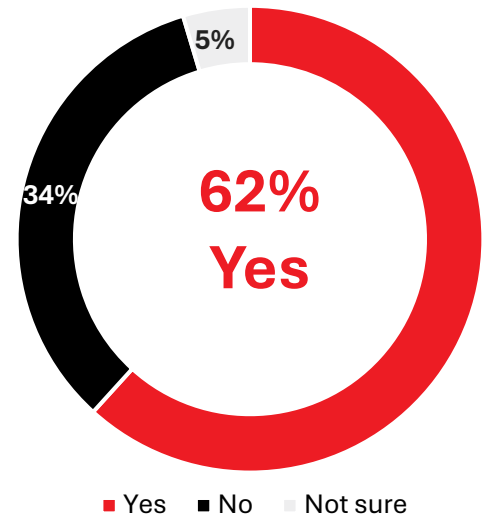
- **Awareness of AI data centres is relatively high: 62% of Canadians had heard about them before the survey.** Awareness is significantly higher in Alberta and British Columbia (72% each), as well as among men (68%). The higher awareness in Alberta comes as Meta announced on July 8 that it will build its first Canadian AI data centre in the province.
- **Canadians are more likely to view the development of AI data centres positively than negatively: 46% believe their development is a good thing, compared to 37% who believe it is a bad thing.** Positive perceptions are higher among Quebecers (54%), men (55%) and Canadians aged 55+ (50%), while Albertans (49%), Canadians aged 18-34 (46%) and women (42%) are more likely to view them negatively.
- **Canadians are divided on the development of AI data centres in their own province: 44% support it, while 42% oppose it.** Support is higher in Quebec (53%), among men (54%) and Canadians aged 55+ (49%). Opposition is higher in Manitoba and Saskatchewan (53%), among Canadians aged 18-34 (50%) and women (47%), while Albertans are the most likely to strongly oppose development (31%).
- **A majority of Canadians (58%) believe provincial governments or electricity providers should supply electricity to AI data centres, although most would attach conditions.** Nearly one-third (32%) say companies should pay the full cost of their electricity and required infrastructure, while 12% would require renewable or low-emission energy. Albertans are more likely to believe these companies should be responsible for their own energy needs (41%).
- **Concern about the potential impacts of AI data centres is widespread: 81% are concerned about potential increases in household electricity bills, and 79% are concerned about environmental impacts.**

Detailed results

Awareness of AI data centres in Canada

Q1. Before today, had you heard anything about data centres used for artificial intelligence in Canada?

Base: All respondents (n=1,505)

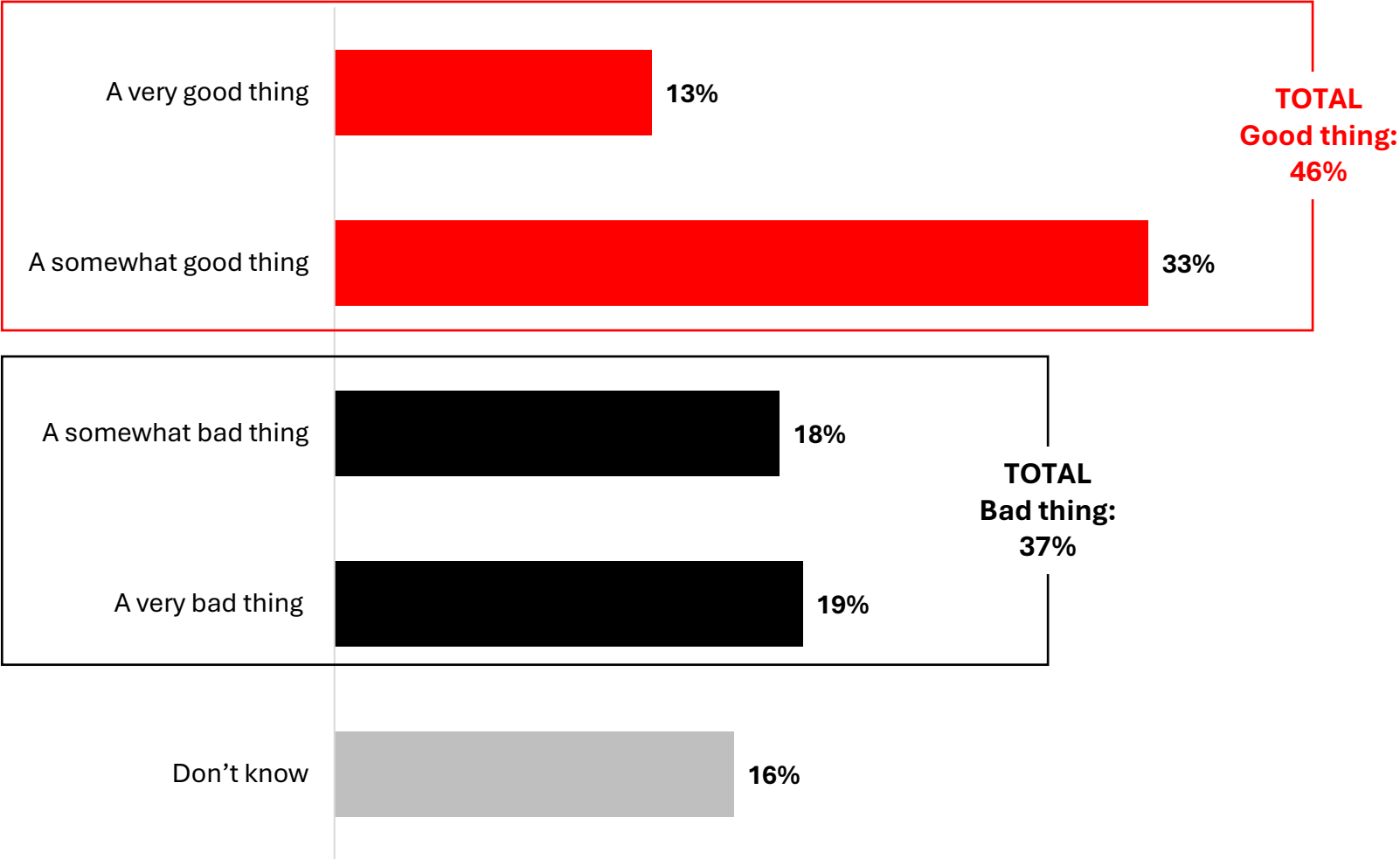


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,505	101	348	583	97	168	209	734	771	401	484	620
Unweighted n=	1,505	100	401	603	125	125	151	782	723	434	468	603
Yes	62%	56%	50%	63%	65%	72%	72%	68%	56%	60%	60%	64%
No	34%	35%	48%	32%	29%	24%	24%	29%	38%	36%	35%	31%
Not sure	5%	9%	2%	5%	6%	4%	4%	4%	5%	4%	4%	5%

Perceived impact of AI data centre development in Canada (1/2)

Q2. The government of Canada announced in its AI policy that it plans to have a fully Canadian-based AI service which will require new AI data centres. Do you think the development of data centres used for supporting AI in Canada is a good thing or a bad thing?

Base: All respondents (n=1,505)



Perceived impact of AI data centre development in Canada (2/2)

Q2. The government of Canada announced in its AI policy that it plans to have a fully Canadian-based AI service which will require new AI data centres. Do you think the development of data centres used for supporting AI in Canada is a good thing or a bad thing?

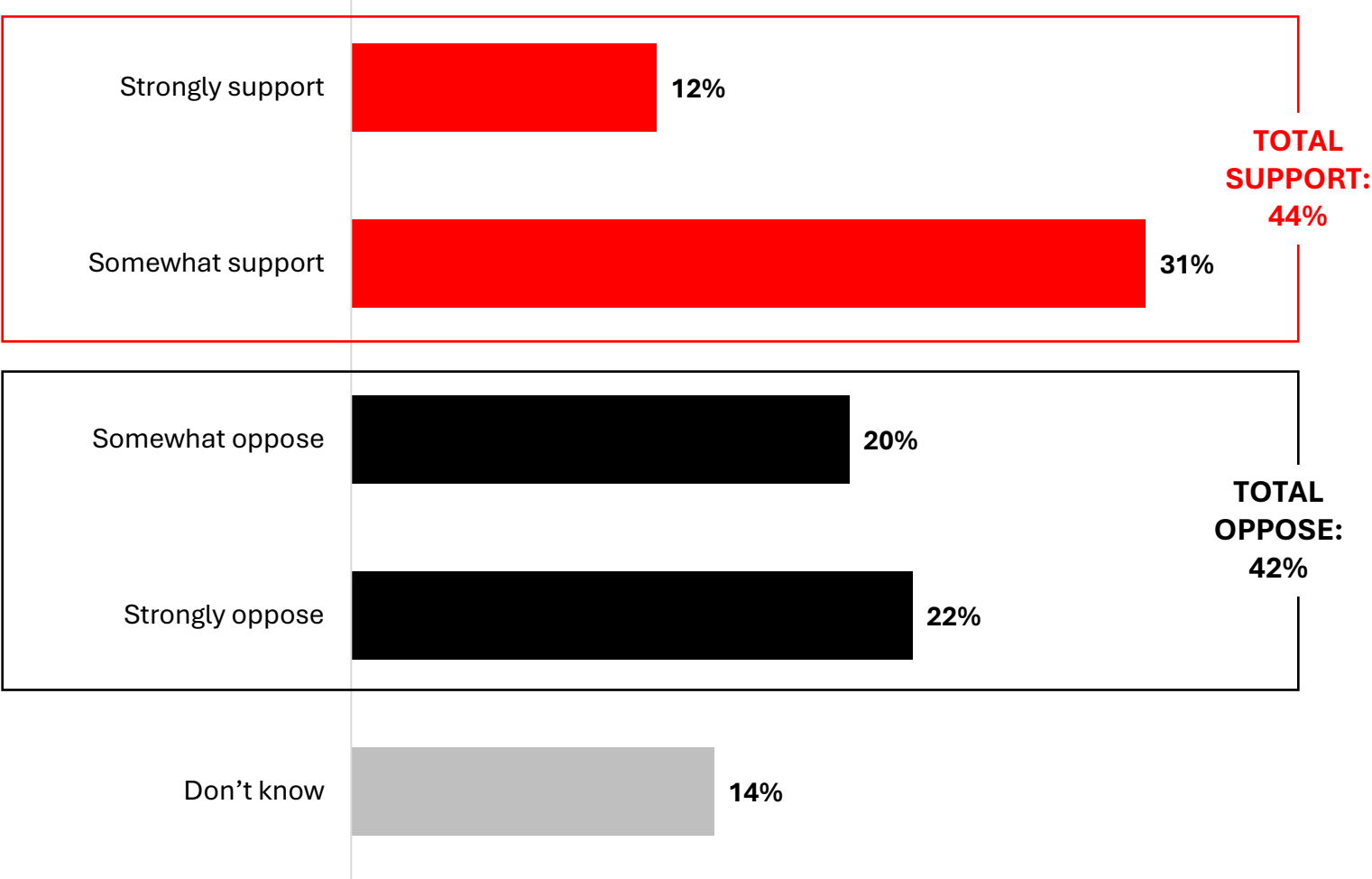
Base: All respondents (n=1,505)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,505	101	348	583	97	168	209	734	771	401	484	620
Unweighted n=	1,505	100	401	603	125	125	151	782	723	434	468	603
TOTAL GOOD THING	46%	43%	54%	47%	36%	40%	42%	55%	38%	41%	46%	50%
A very good thing	13%	4%	18%	13%	6%	14%	12%	18%	8%	11%	13%	14%
A somewhat good thing	33%	39%	36%	34%	29%	27%	30%	37%	30%	29%	33%	36%
TOTAL BAD THING	37%	33%	28%	37%	42%	49%	44%	33%	42%	46%	38%	31%
A somewhat bad thing	18%	17%	16%	17%	16%	24%	24%	16%	20%	24%	17%	15%
A very bad thing	19%	16%	13%	20%	26%	25%	21%	16%	22%	22%	21%	15%
Don't know / Prefer not to answer	16%	25%	18%	15%	22%	11%	14%	12%	20%	13%	16%	19%

Support for AI data centre development in the province (1/2)

Q3. Would you support or oppose the development of data centres used for AI in your province?

Base: All respondents (n=1,505)



Support for AI data centre development in the province (2/2)

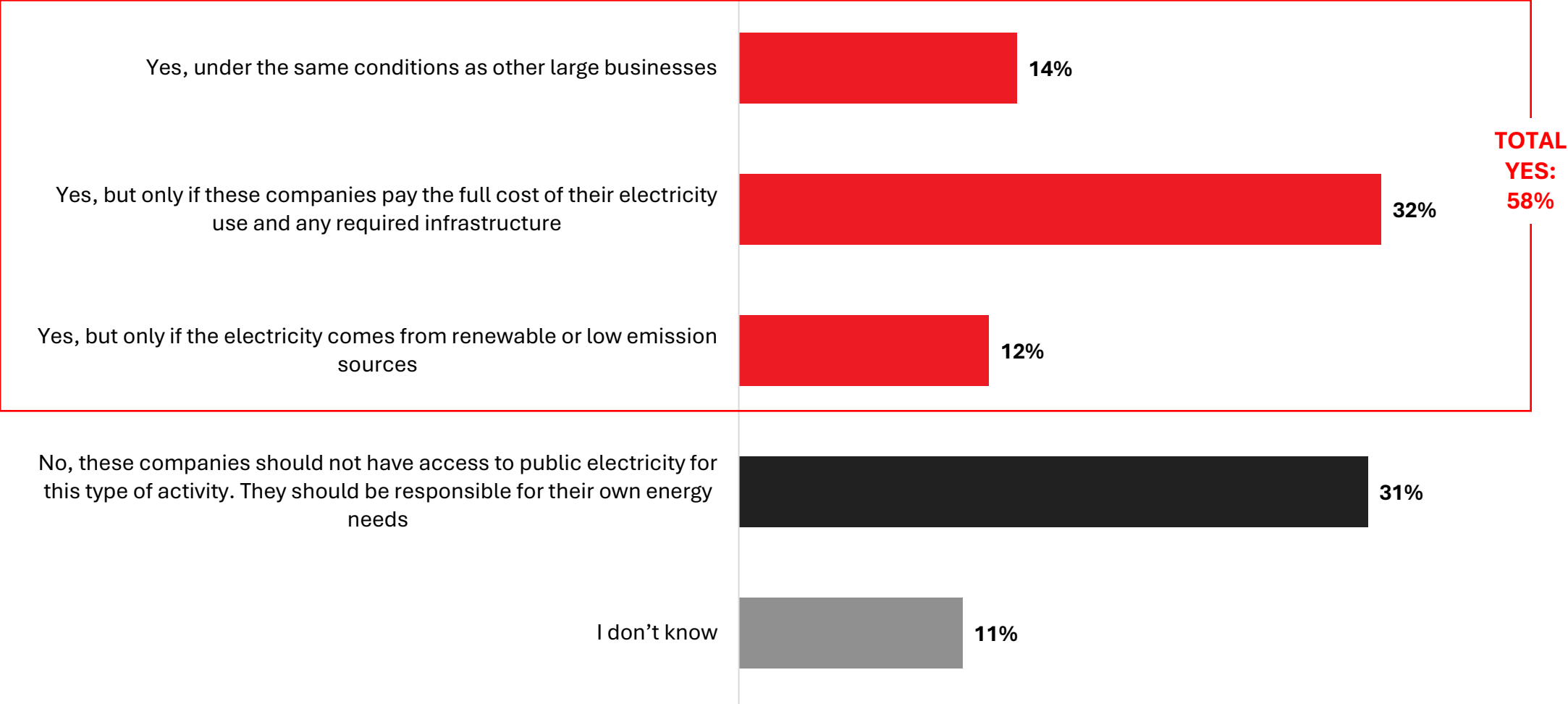
Q3. Would you support or oppose the development of data centres used for AI in your province?

Base: All respondents (n=1,505)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,505	101	348	583	97	168	209	734	771	401	484	620
Unweighted n=	1,505	100	401	603	125	125	151	782	723	434	468	603
TOTAL SUPPORT	44%	35%	53%	44%	32%	44%	37%	54%	33%	38%	41%	49%
Strongly support	12%	7%	16%	13%	5%	15%	7%	18%	7%	9%	12%	14%
Somewhat support	31%	29%	37%	31%	28%	29%	30%	37%	27%	29%	30%	34%
TOTAL OPPOSE	42%	37%	33%	43%	53%	46%	49%	36%	47%	50%	44%	36%
Somewhat oppose	20%	17%	20%	20%	25%	14%	21%	17%	23%	25%	21%	16%
Strongly oppose	22%	19%	13%	23%	28%	31%	28%	20%	25%	25%	23%	20%
Don't know / Prefer not to answer	14%	28%	15%	13%	14%	10%	14%	9%	19%	12%	15%	15%

Conditions for electricity supply to AI data centres (1/2)

Q4. In your view, should provincial governments or electricity providers supply electricity to companies that operate data centres used for AI?
 Base: All respondents (n=1,505)



Conditions for electricity supply to AI data centres (2/2)

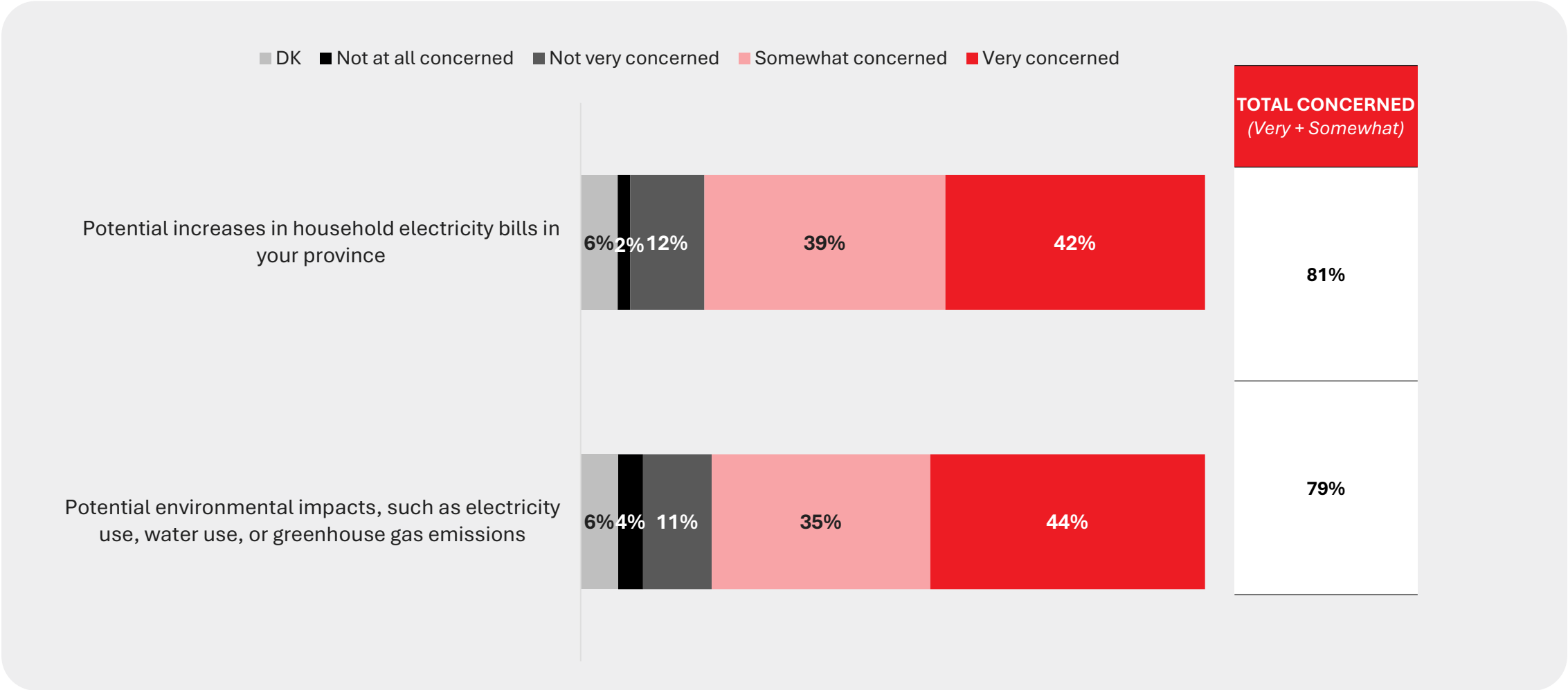
Q4. In your view, should provincial governments or electricity providers supply electricity to companies that operate data centres used for AI?
 Base: All respondents (n=1,505)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,505	101	348	583	97	168	209	734	771	401	484	620
Unweighted n=	1,505	100	401	603	125	125	151	782	723	434	468	603
TOTAL YES	58%	48%	66%	58%	47%	51%	58%	67%	49%	59%	57%	58%
Yes, under the same conditions as other large businesses	14%	9%	17%	14%	12%	10%	13%	16%	11%	15%	11%	15%
Yes, but only if these companies pay the full cost of their electricity use and any required infrastructure	32%	29%	39%	31%	26%	31%	27%	39%	25%	28%	32%	34%
Yes, but only if the electricity comes from renewable or low emission sources	12%	10%	10%	13%	9%	10%	19%	13%	12%	16%	14%	9%
No, these companies should not have access to public electricity for this type of activity. They should be responsible for their own energy needs	31%	35%	24%	29%	34%	41%	37%	25%	36%	29%	31%	32%
Don't know / Prefer not to answer	11%	17%	10%	12%	19%	8%	5%	7%	15%	12%	12%	10%

Concern about potential impacts of AI data centres (1/2)

Q5. Thinking about data centres used to support artificial intelligence (AI), how concerned, if at all, are you about each of the following potential impacts?

Base: All respondents (n=1,505)



Concern about potential impacts of AI data centres (2/2)

Q5. Thinking about data centres used to support artificial intelligence (AI), how concerned, if at all, are you about each of the following potential impacts?

Base: All respondents (n=1,505)

% Total Concerned Presented	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,505	101	348	583	97	168	209	734	771	401	484	620
Unweighted n=	1,505	100	401	603	125	125	151	782	723	434	468	603
Potential increases in household electricity bills in your province	81%	84%	77%	82%	80%	77%	88%	79%	82%	80%	81%	81%
Potential environmental impacts, such as electricity use, water use, or greenhouse gas emissions	79%	78%	78%	77%	80%	81%	85%	75%	83%	82%	78%	78%

Respondent Profile

Respondent profiles

(Base n=1,505)

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

Gender

	Unweighted	Weighted
Male	782	734
Female	723	771

Language (Mother Tongue)

	Unweighted	Weighted
French	345	297
English	1,031	1,092
Other	127	114

Age

	Unweighted	Weighted
18 to 34	434	401
35 to 54	468	484
55+	603	620

Province

	Unweighted	Weighted
British Columbia	151	209
Alberta	125	168
Manitoba/Saskatchewan	125	97
Ontario	603	583
Quebec	401	348
Atlantic	100	101

Our Credentials



Canada

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



Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



America

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



International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

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Online community management

Leger Digital

Digital strategy and user experience

International Research

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employees

185
consultants

8
offices

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