



NORTH AMERICAN TRACKER

Leger

December 12th, 2022
E D I T I O N

METHODOLOGICAL APPROACH

METHODOLOGY



Leger, the largest Canadian-owned polling and marketing research firm, conducted this web survey with a representative sample of **1,006 Americans**, over the age of 18, selected from LEO's (Leger Opinion) representative panel. Data collection took place from **December 9th 2022, to December 11th 2022**, via Computer-Assisted Web Interviewing technology (CAWI).

Using 2020 U.S. Census reference variables, the American data was then analyzed and weighted by our statisticians according to gender, age, region, race/ethnicity, household size and education level in order to render a representative sample of the general population.

**BIDEN
HARRIS**



Leger

JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING

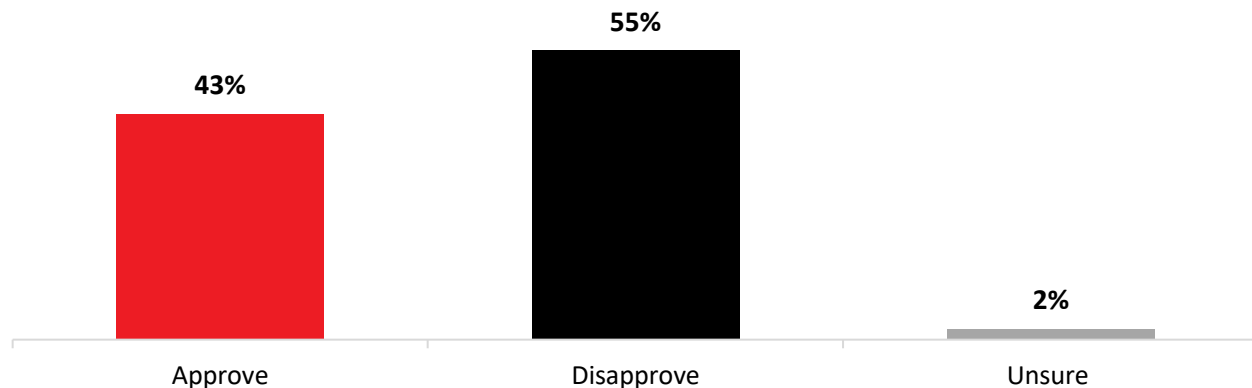


BIDEN'S APPROVAL RATING (1/2)

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=1,006)



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 Nov 28th	Gap
Weighted n=	1006	176	206	384	240	214	385	408	486	520	374	408	16	1003	
Unweighted n=	1006	218	216	328	244	124	381	501	477	529	349	455	35	1003	
Approve	43%	40%	42%	43%	46%	47%	45%	39%	43%	43%	11%	83%	24%	45%	-2%
Disapprove	55%	57%	56%	55%	52%	50%	54%	57%	56%	54%	89%	17%	76%	53%	+2%
Unsure	2%	3%	2%	2%	2%	3%	1%	4%	1%	4%	0%	0%	0%	2%	-

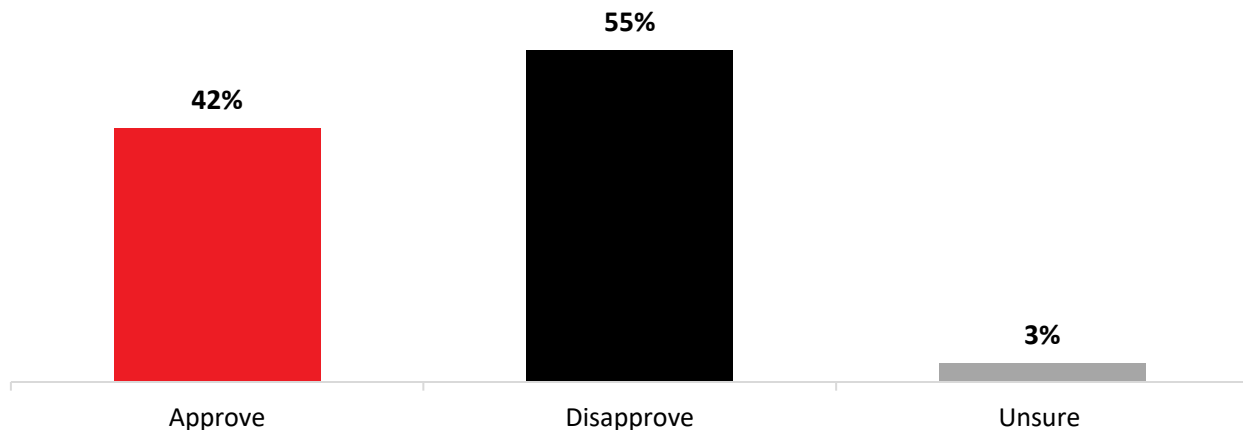
HARRIS' APPROVAL RATING (1/2)

American Survey

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=1,006)



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 Nov 28th	Gap
	Weighted n=	1006	176	206	384	240	214	385	408	486	520	374	408	16	1003	
	Unweighted n=	1006	218	216	328	244	124	381	501	477	529	349	455	35	1003	
Approve		42%	42%	40%	42%	44%	48%	44%	38%	43%	42%	11%	82%	19%	43%	-1%
Disapprove		55%	55%	57%	55%	54%	50%	54%	59%	56%	54%	89%	17%	81%	55%	-
Unsure		3%	3%	2%	3%	2%	2%	3%	4%	2%	4%	0%	1%	0%	2%	+1%

JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING - EVOLUTION

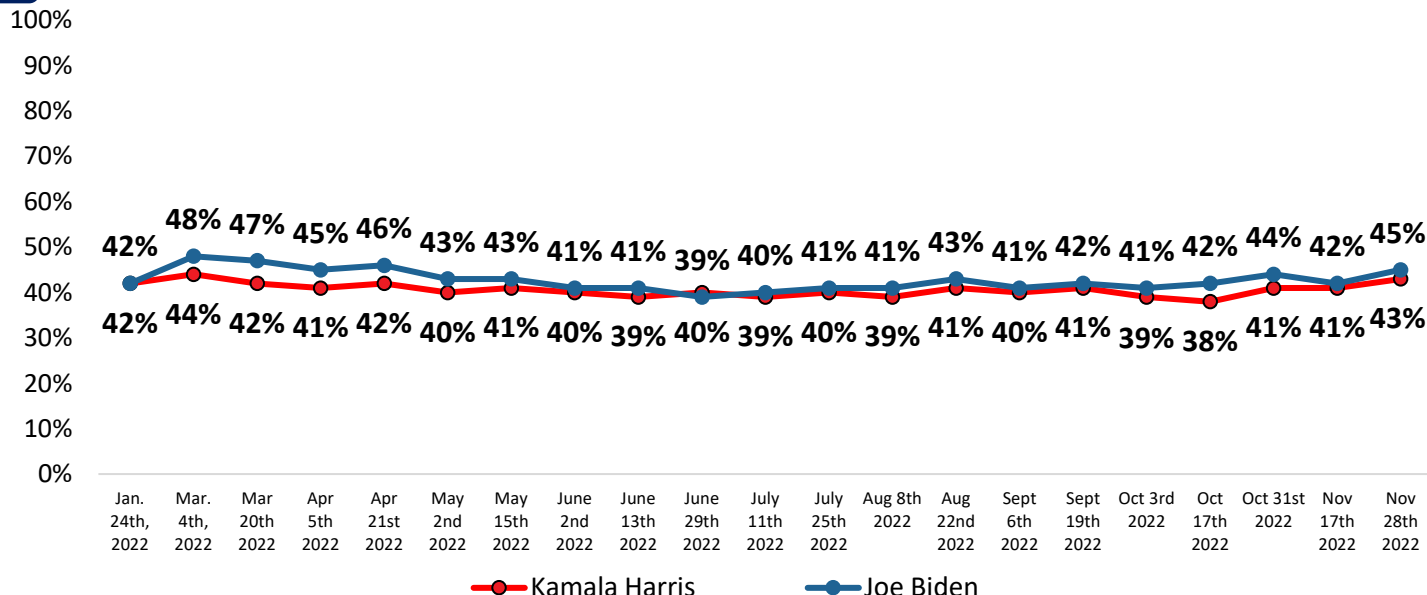
American Survey

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



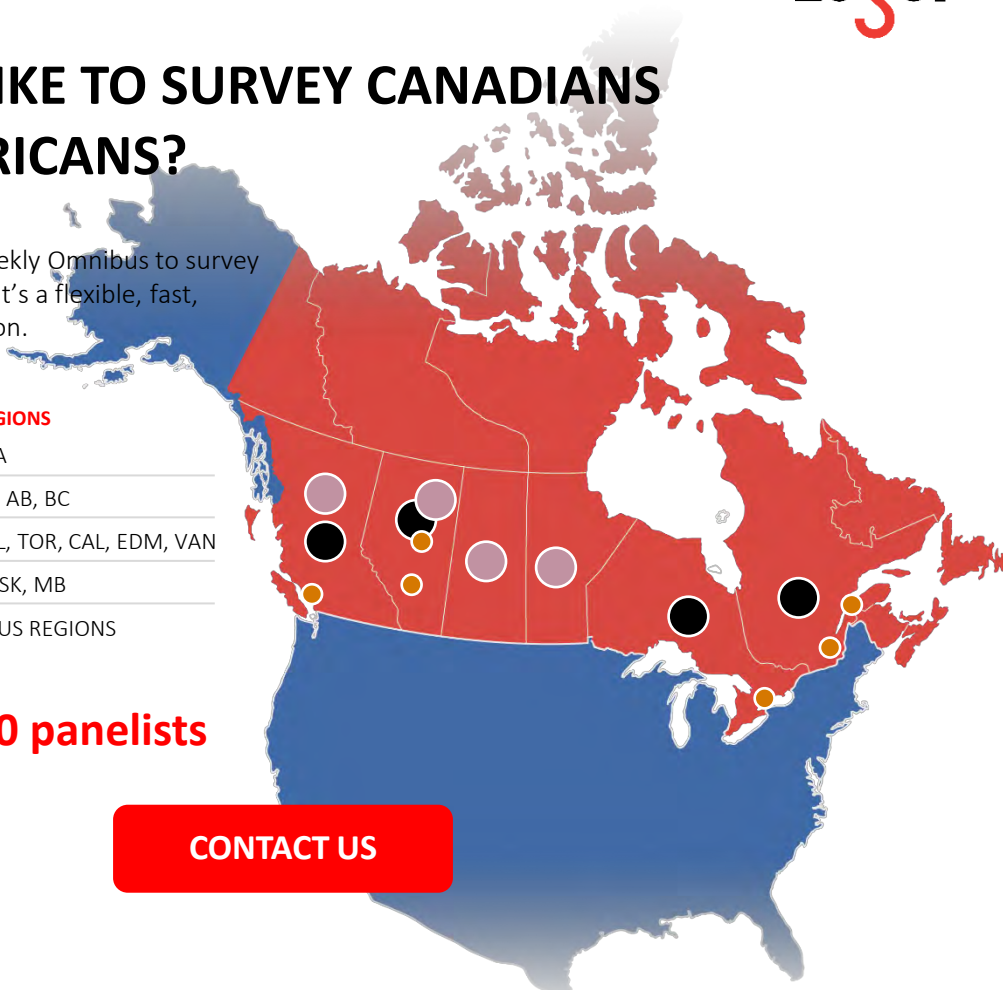
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Add your question(s) to our weekly Omnibus to survey the population of your choice! It's a flexible, fast, efficient and economical solution.

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

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APPENDIX

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE

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

US Region	Unweighted	Weighted
NorthEast	224	176
MidWest	209	206
South	321	383
West	249	237

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

GENDER	Unweighted	Weighted
Male	493	489
Female	510	514

AGE	Unweighted	Weighted
Between 18 and 34	148	237
Between 35 and 54	369	359
55 or over	486	408

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- **Leger Analytics (LEA)**
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- **Leger Opinion (LEO)**
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- **Leger Community**
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- **Leger Digital**
Digital strategy and user experience
- **International research**
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