



NORTH AMERICAN TRACKER

Leger

July 25th, 2022

EDITION

METHODOLOGICAL APPROACH

METHODOLOGY



Leger, the largest Canadian-owned polling and marketing research firm, conducted this web survey with a representative sample of **1,005 Americans**, over the age of 18, selected from LEO's (Leger Opinion) representative panel. Data collection took place from **July 23rd 2022, to July 24th 2022**, via Computer-Assisted Web Interviewing technology (CAWI).

Using 2010 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**



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JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING



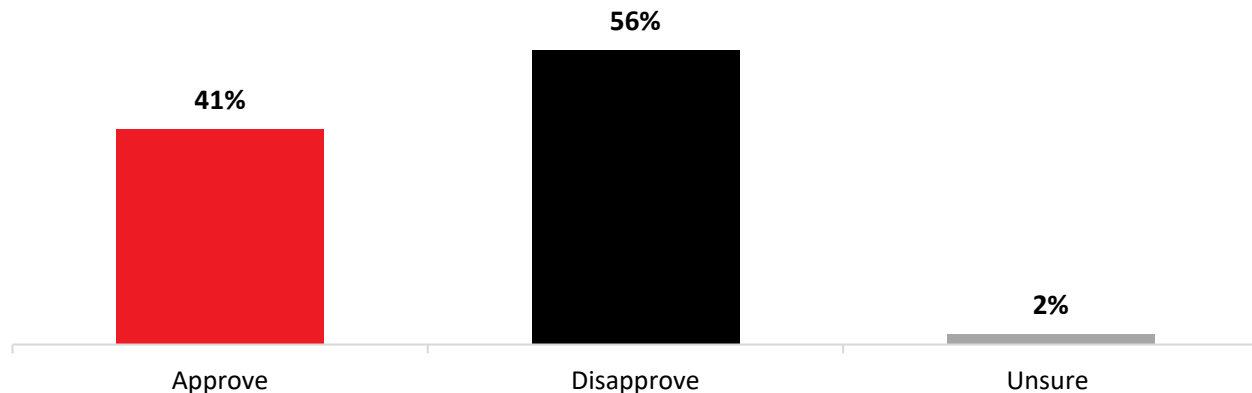
BIDEN'S APPROVAL RATING (1/2)

American Survey

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=1,005)



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

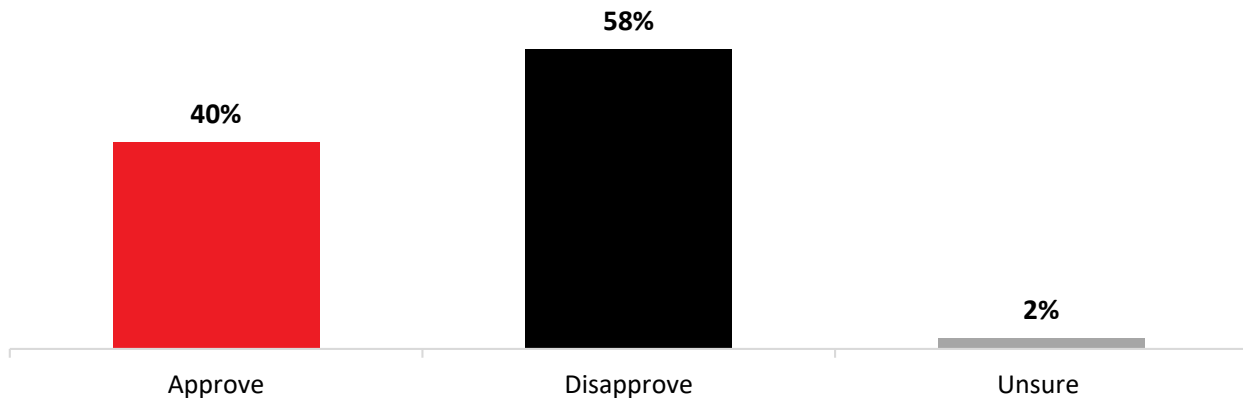
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL July 11 th	Gap
Weighted n=	1005	180	218	373	234	229	410	366	488	517	373	405	16	1002	
Unweighted n=	1005	194	225	320	266	138	377	490	490	515	366	424	44	1002	
Approve	41%	46%	38%	39%	45%	38%	46%	39%	39%	43%	6%	81%	15%	40%	+1
Disapprove	56%	51%	60%	58%	53%	57%	52%	60%	59%	54%	93%	18%	85%	58%	-2
Unsure	2%	3%	2%	3%	2%	5%	2%	1%	2%	3%	0%	0%	0%	1%	+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=1,005)



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 July 11 th	Gap
Weighted n =	1005	180	218	373	234	229	410	366	488	517	373	405	16	1002	
Unweighted n =	1005	194	225	320	266	138	377	490	490	515	366	424	44	1002	
Approve	40%	45%	38%	37%	42%	37%	43%	38%	37%	43%	6%	77%	17%	39%	+1
Disapprove	58%	50%	60%	61%	57%	61%	54%	61%	62%	54%	94%	22%	83%	59%	-1
Unsure	2%	5%	2%	2%	1%	3%	3%	2%	2%	3%	1%	1%	0%	2%	-

JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING - EVOLUTION

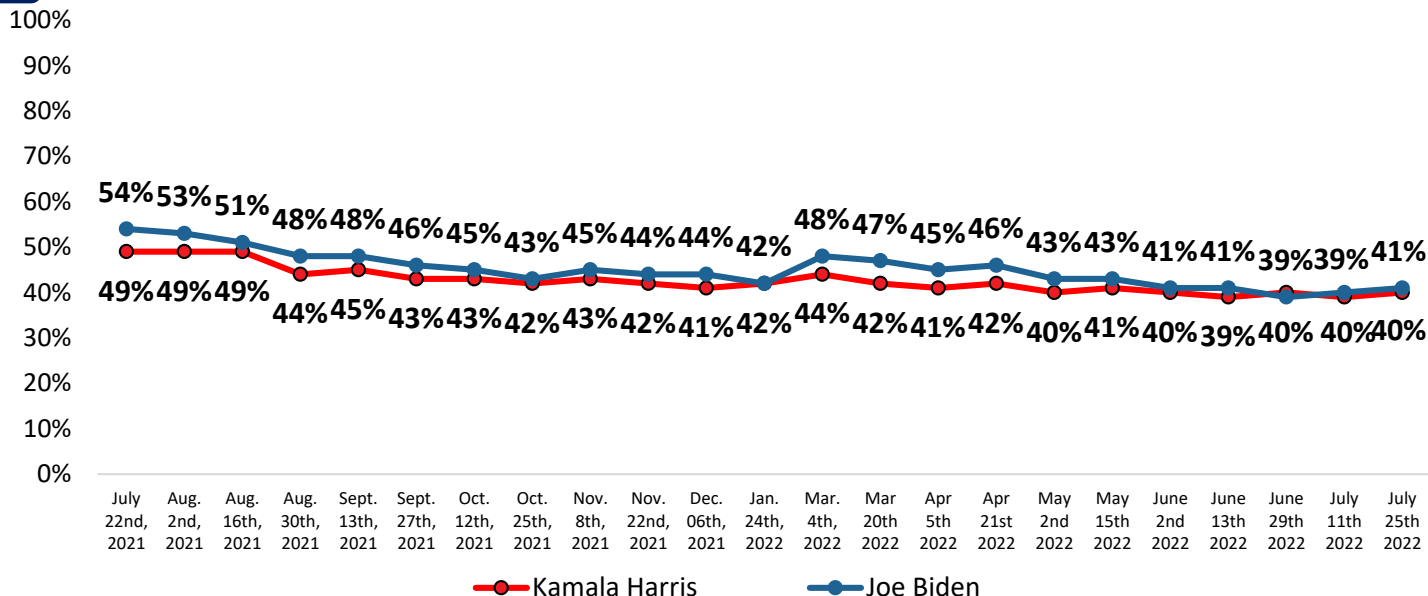
American Survey

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



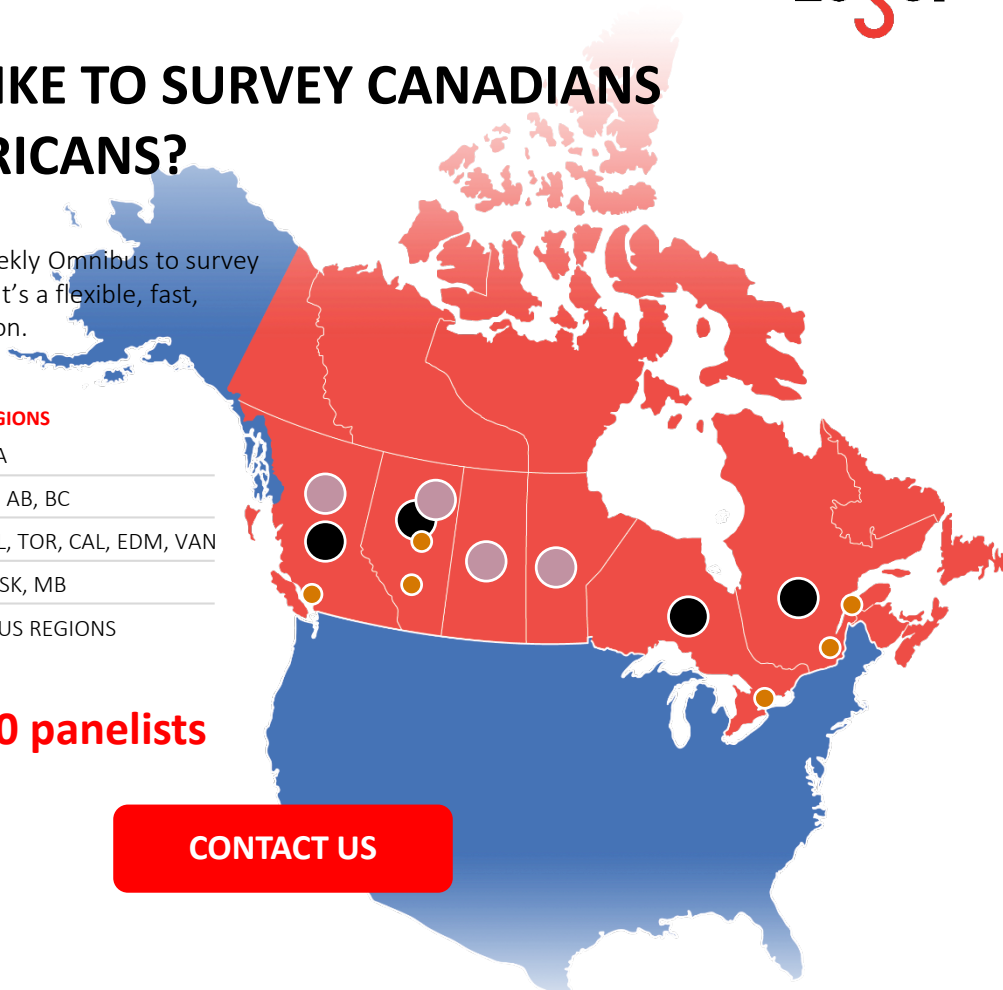
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Add your question(s) to our weekly Omnibus to survey the population of your choice! It's a flexible, fast, efficient and economical solution.

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	194	180
MidWest	225	218
South	320	373
West	266	234

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

GENDER	Unweighted	Weighted
Male	490	488
Female	515	517

AGE	Unweighted	Weighted
Between 18 and 34	138	229
Between 35 and 54	377	410
55 or over	490	366

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- **Leger Analytics (LEA)**
Data modelling and analysis
- **Leger Opinion (LEO)**
Panel management
- **Leger Community**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International research**
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600

EMPLOYEES



185

CONSULTANTS



8

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