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NORTH AMERICAN TRACKER

# Leger

October 31<sup>st</sup>, 2022

EDITION

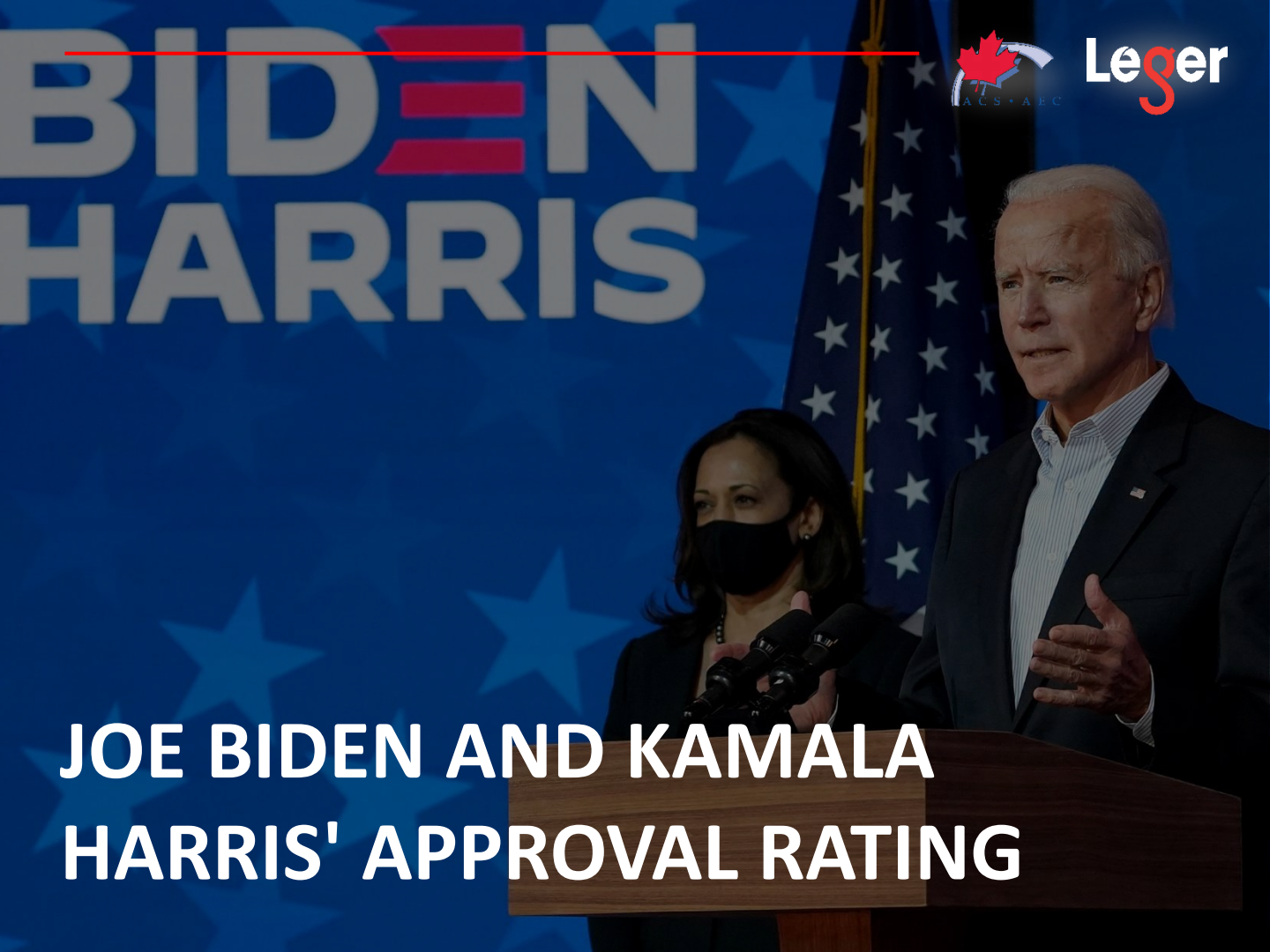
# METHODOLOGICAL APPROACH

## 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 **October 28<sup>th</sup> 2022, to October 30<sup>th</sup> 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.



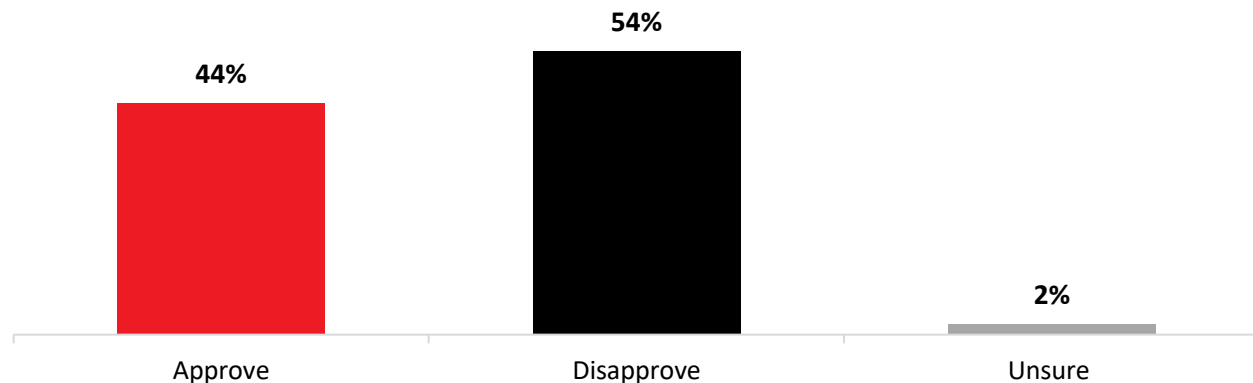
# JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING

# 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=1,005)



# 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

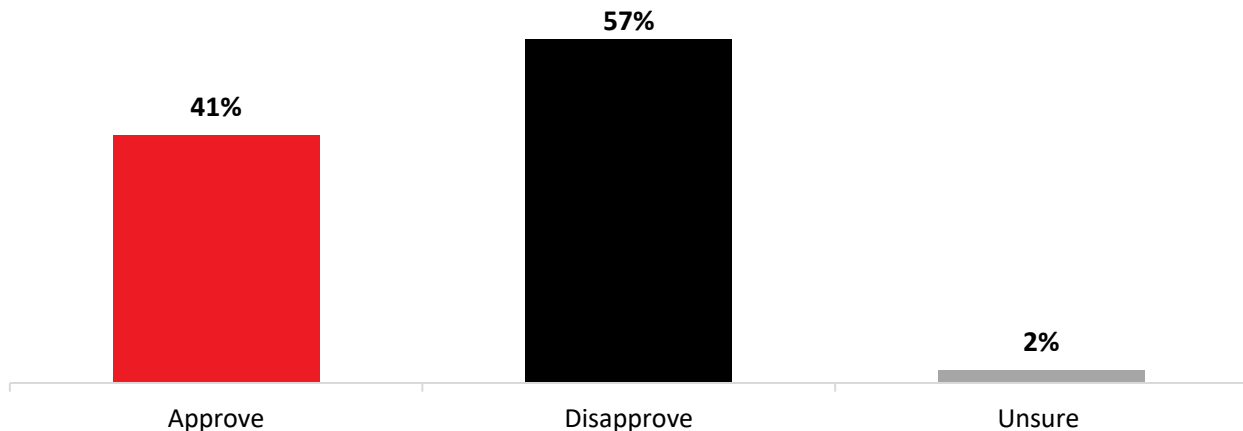
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL Oct 17th	Gap
Weighted n=	1005	180	218	373	234	488	517	210	423	372	373	405	16	1002	
Unweighted n=	1005	213	231	319	242	475	530	114	378	513	352	440	33	1002	
Approve	44%	46%	38%	41%	53%	44%	44%	47%	45%	40%	9%	82%	24%	42%	+2%
Disapprove	54%	52%	60%	59%	44%	55%	53%	50%	53%	58%	91%	18%	76%	56%	-2%
Unsure	2%	2%	2%	1%	3%	1%	3%	3%	2%	1%	0%	0%	0%	2%	-

# 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 Oct 17th	Gap
Weighted n=	1002	179	217	372	233	487	515	196	443	363	372	404	16	1002	
Unweighted n=	1002	226	203	324	249	439	563	124	386	492	366	434	39	1002	
Approve	<b>41%</b>	45%	35%	37%	48%	40%	42%	42%	42%	38%	7%	77%	11%	38%	+3%
Disapprove	<b>57%</b>	52%	63%	62%	48%	60%	55%	53%	56%	61%	93%	22%	89%	60%	-3%
Unsure	<b>2%</b>	3%	2%	1%	4%	1%	4%	5%	2%	1%	0%	0%	0%	2%	-

# JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING - EVOLUTION

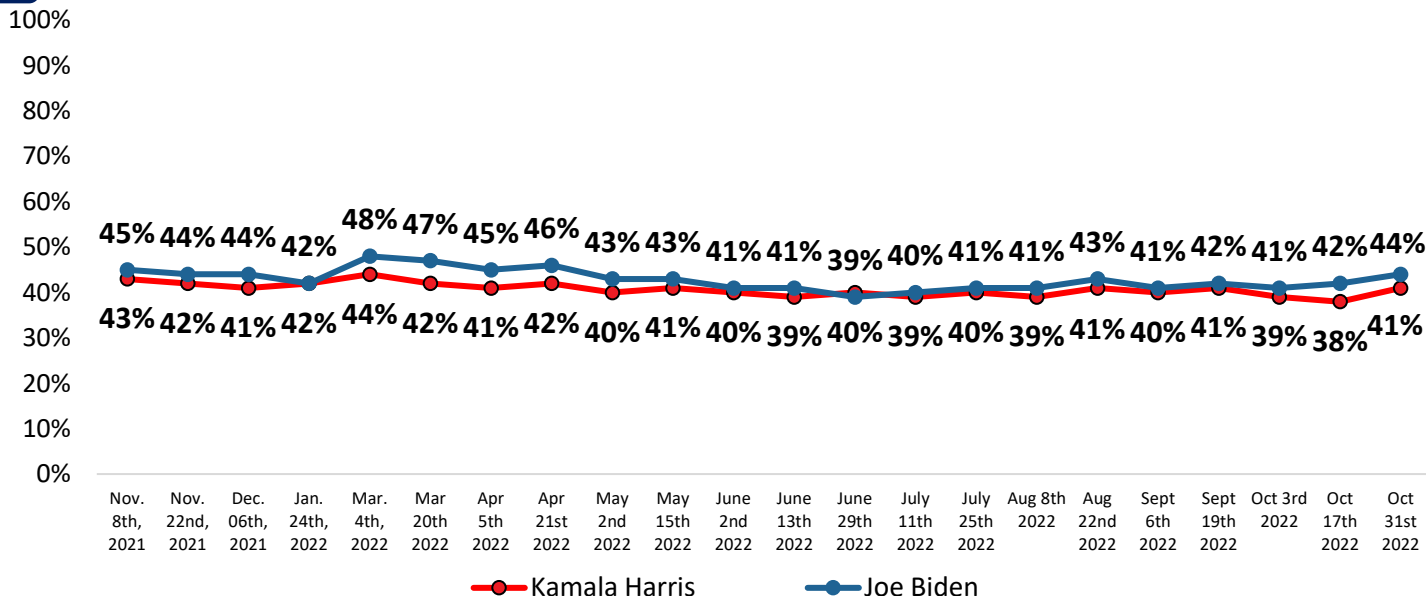
American Survey

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**



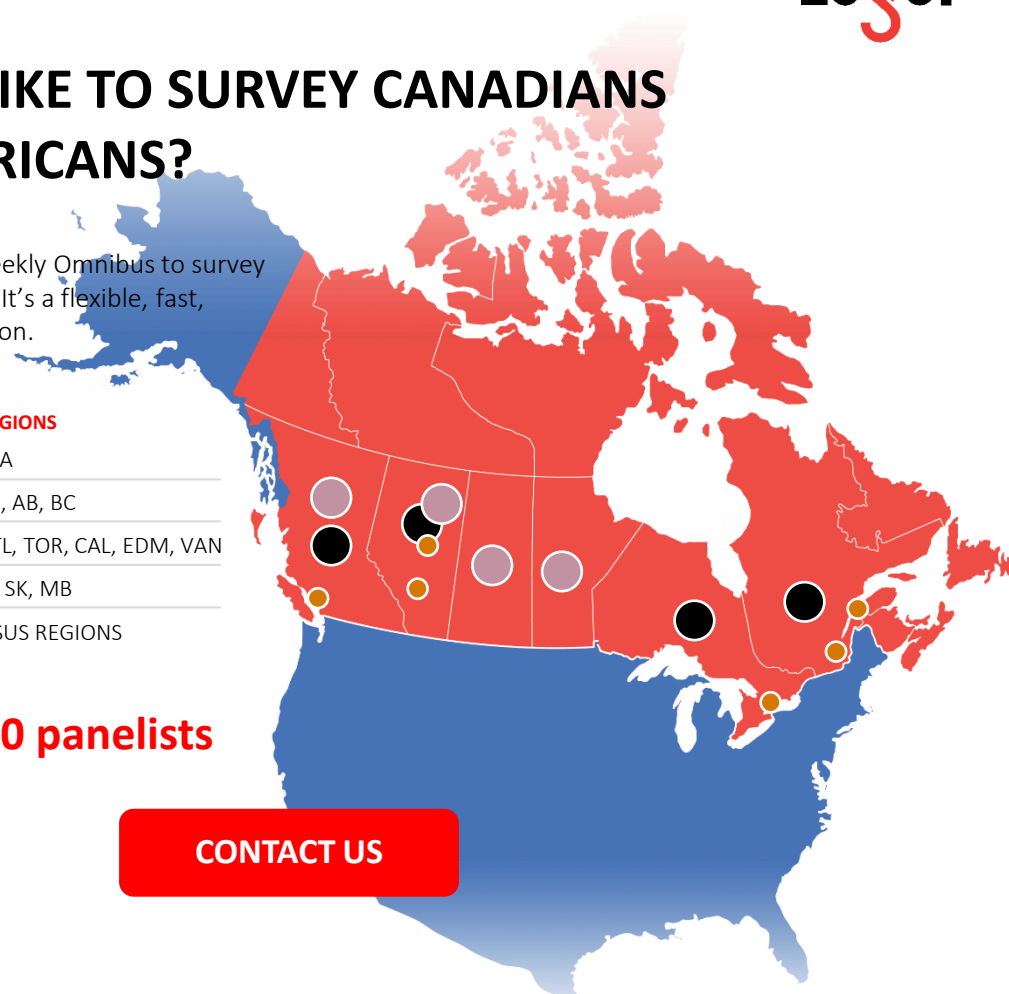
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Add your question(s) to our weekly Omnibus to survey the population of your choice! It's a flexible, fast, efficient and economical solution.

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	213	180
MidWest	231	218
South	319	373
West	242	234

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

GENDER	Unweighted	Weighted
Male	475	488
Female	530	517

AGE	Unweighted	Weighted
Between 18 and 34	114	210
Between 35 and 54	378	423
55 or over	513	372

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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**  
Worldwide Independent Network (WIN)

**600**

**EMPLOYEES**



**185**

**CONSULTANTS**



**8**

**OFFICES**

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# Leger

*We Know Canadians*

