



Leger

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August 14th, 2023

EDITION

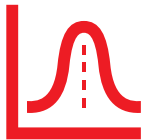
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Methodology



Leger, the largest Canadian-owned polling and marketing research firm, conducted this web survey with a representative sample of **1,002 Americans** over the age of 18, selected from LEO's (Leger Opinion) representative panel. The questionnaire consisted of 25 questions and was completed in 10 minutes on average. Data collection took place from **August 11th, 2023, to August 14th, 2023**, 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.



A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of error of **±3.09%, 19 times out of 20** for the American sample. The results presented in this study comply with the public opinion research standards and disclosure requirements of CRIC (the Canadian Research and Insights Council) and the global ESOMAR network. Leger is a founding member of CRIC and is actively involved in raising quality standards in the survey industry. President Jean-Marc Léger is a member of the CRIC's Board of Directors and the Canadian representative of ESOMAR.

Notes On Reading The Report



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

In this report, data in bold **red** characters indicates a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicates a significantly higher proportion than that of other respondents.

A more detailed methodology is presented in the appendix.

If you have questions about the data presented in this report, please contact Christian Bourque, Associate and Executive Vice-President at the following e-mail address: cbourque@leger360.com or Jack Jedwab, President & CEO of the Association for Canadian Studies: jack.jedwab@acs-aec.ca.

For any questions related to our services, or to request an interview, please contact us [by clicking here](#).

REPORT

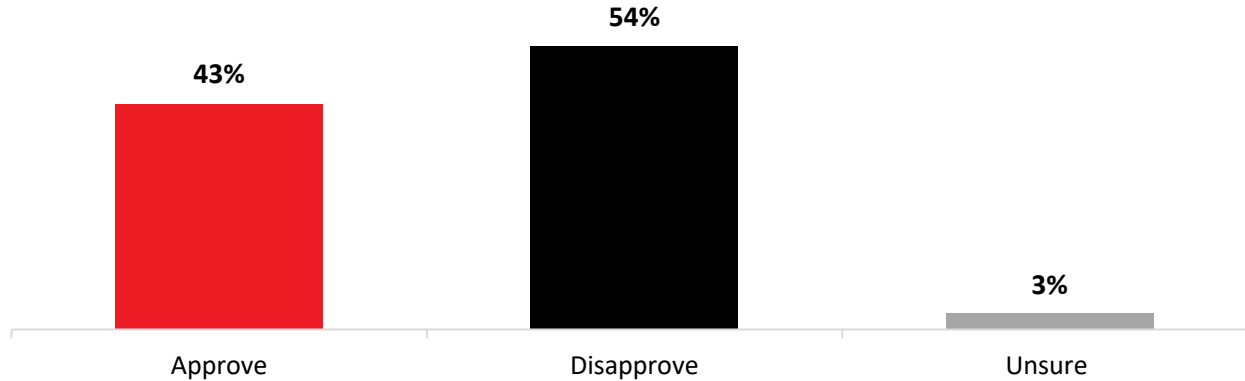
**JOE BIDEN
AND KAMALA
HARRIS'
APPROVAL
RATING**



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=1,002)



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 (n=1,002)

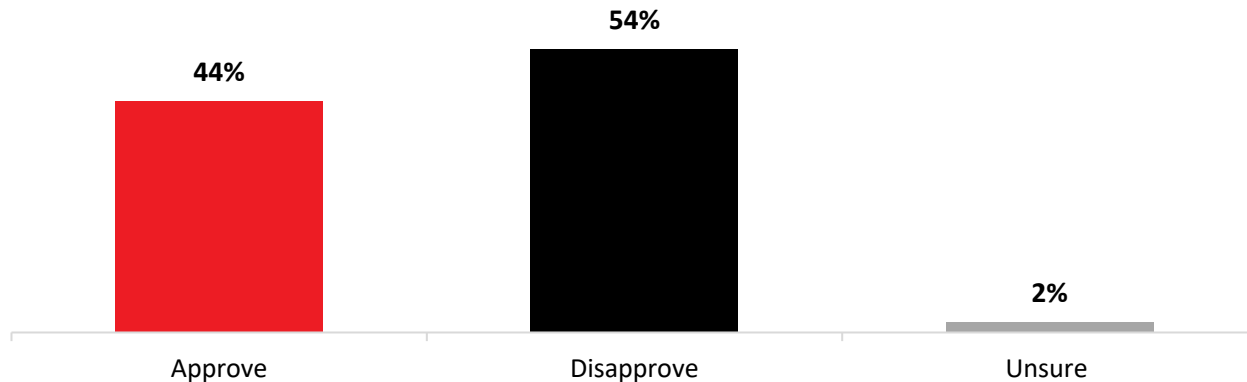
	Total USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL July 31st, 2023	Gap
Weighted n=	1002	176	207	382	237	290	316	396	491	511	372	404	16	1000	
Unweighted n=	1002	197	242	312	251	223	404	375	487	515	318	472	49	1000	
Approve	43%	45%	45%	39%	47%	47%	46%	38%	43%	43%	13%	78%	31%	44%	-1%
Disapprove	54%	53%	54%	60%	47%	51%	50%	61%	56%	53%	87%	22%	69%	54%	--
Unsure	3%	2%	0%	1%	6%	3%	4%	1%	1%	4%	0%	0%	0%	3%	--

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=1,002)



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?

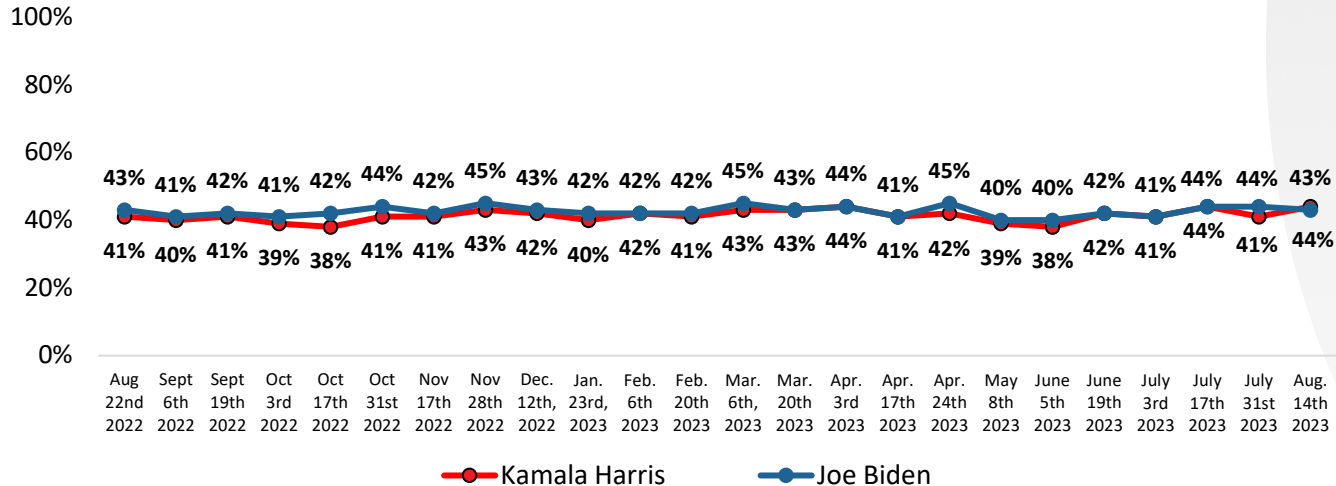
Base: All respondents (n=1,002)

	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 31st, 2023	Gap
Weighted n=	1002	176	207	382	237	290	316	396	491	511	372	404	16	1000	
Unweighted n=	1002	197	242	312	251	223	404	375	487	515	318	472	49	1000	
Approve	44%	47%	44%	43%	44%	52%	44%	39%	42%	46%	12%	78%	17%	41%	+3%
Disapprove	54%	51%	55%	56%	50%	45%	53%	60%	57%	50%	88%	22%	83%	56%	-2%
Unsure	2%	1%	0%	1%	7%	3%	3%	1%	1%	4%	0%	0%	0%	3%	-1%

JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING - EVOLUTION






CTC631 and CTC632. Overall, do you approve or disapprove of the way Joe Biden/Kamala Harris is handling his job as president/vice president?

Base: All respondents (n=1,002)



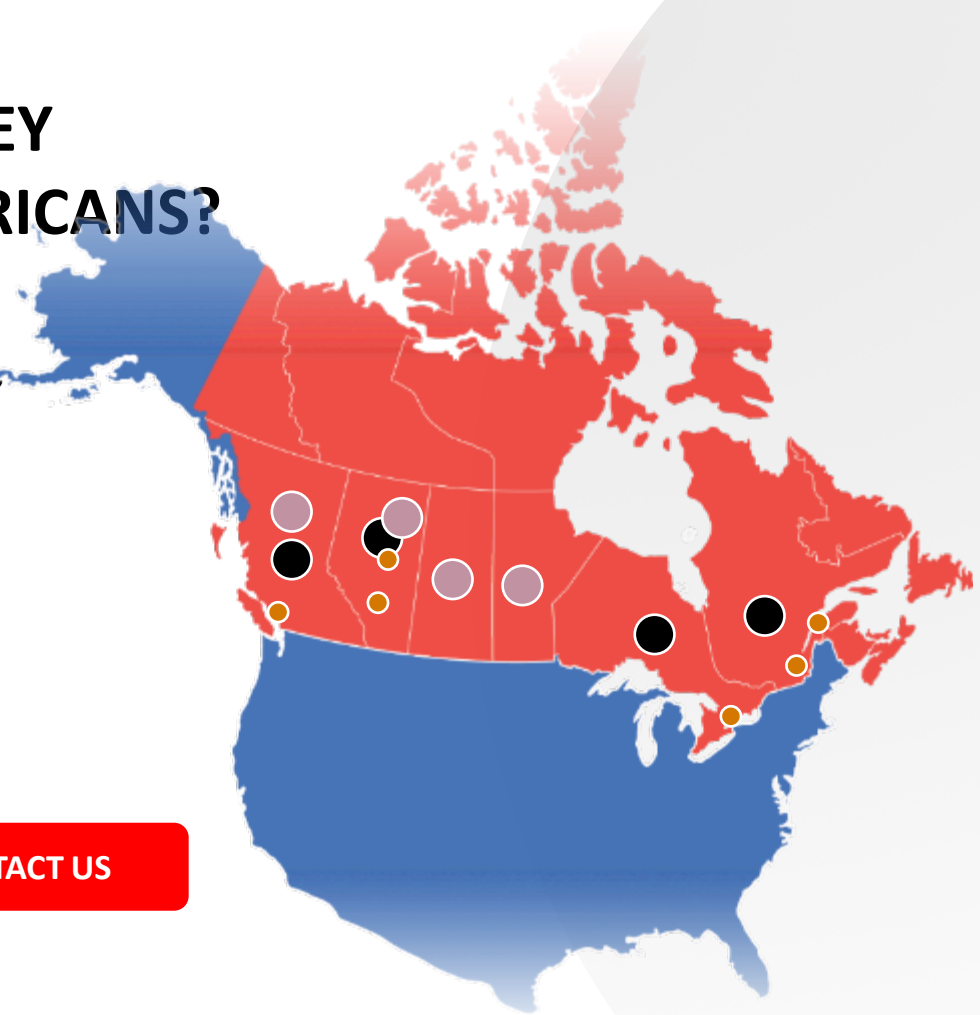
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 MUNICIPAL	500	QC, MTL, TOR, CAL, EDM, VAN
 WESTERN	1,500	BC, AB, SK, MB
 AMERICAN	1,000	4 CENSUS REGIONS

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Appendix



DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE FOR THE UNITED STATES

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

	Unweighted	Weighted
US Region		
NorthEast	197	176
MidWest	242	207
South	312	382
West	251	237
Gender		
Male	487	491
Female	515	511
Age		
18-34	223	290
35-54	404	316
55+	375	396

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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.



Leger is a sponsor of [CAIP Canada](#), Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.



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