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NORTH AMERICAN TRACKER

# Leger

August 8<sup>th</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 **1,002 Americans**, over the age of 18, selected from LEO's (Leger Opinion) representative panel. Data collection took place from **August 5<sup>th</sup> 2022, to August 7<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.

**BIDEN  
HARRIS**



**Leger**

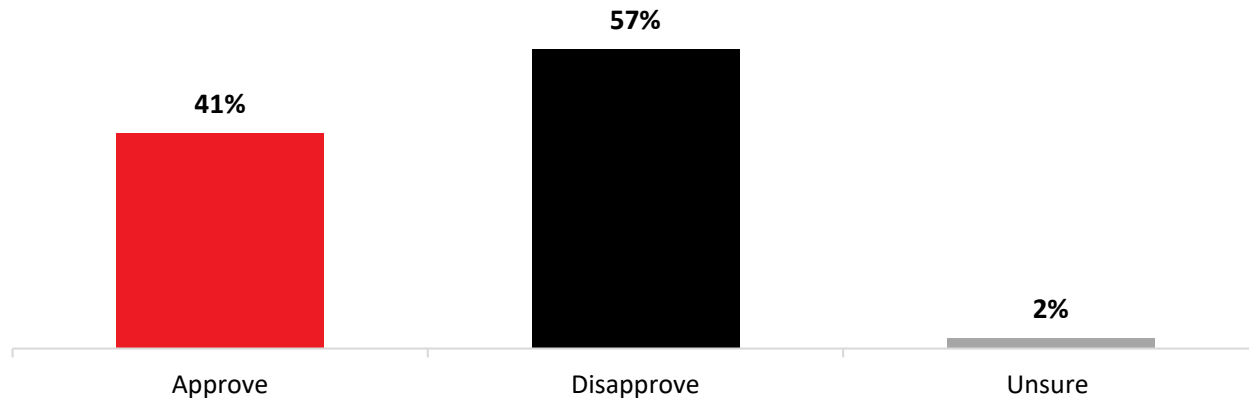
**JOE BIDEN AND KAMALA  
HARRIS' APPROVAL RATING**

# 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=1,002)



# 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

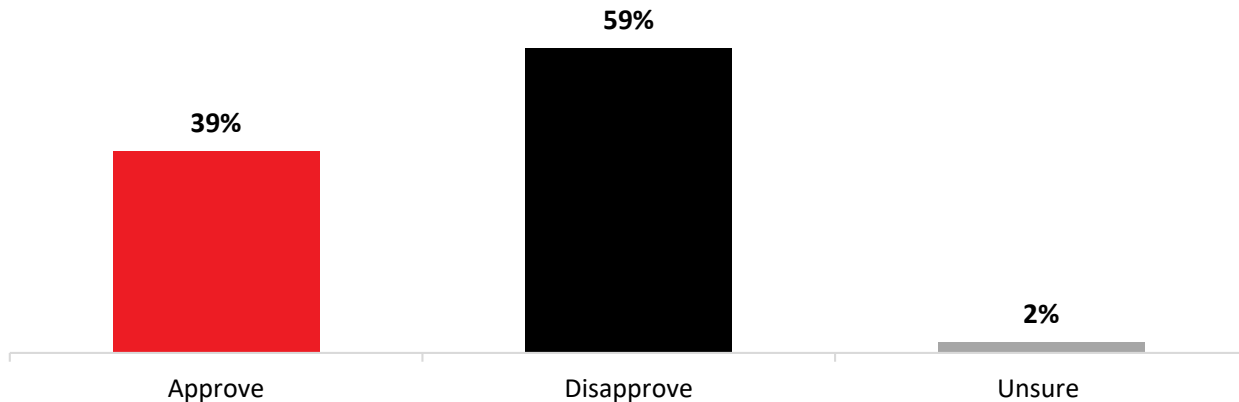
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL July 25 <sup>th</sup>	Gap
Weighted n=	1002	179	217	372	233	226	408	368	487	515	372	404	16	1005	
Unweighted n=	1002	211	208	316	267	144	354	504	476	526	339	456	38	1005	
Approve	<b>41%</b>	44%	36%	40%	45%	38%	<b>48%</b>	<b>35%</b>	42%	40%	<b>9%</b>	<b>77%</b>	<b>29%</b>	<b>41%</b>	-
Disapprove	<b>57%</b>	54%	63%	59%	49%	56%	<b>51%</b>	<b>64%</b>	56%	57%	<b>91%</b>	<b>23%</b>	<b>71%</b>	<b>56%</b>	<b>+1%</b>
Unsure	<b>2%</b>	2%	2%	1%	6%	7%	2%	1%	2%	3%	0%	0%	0%	<b>2%</b>	-

# 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

	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 25 <sup>th</sup>	Gap
Weighted n=	1002	179	217	372	233	226	408	368	487	515	372	404	16	1005	
Unweighted n=	1002	211	208	316	267	144	354	504	476	526	339	456	38	1005	
Approve	<b>39%</b>	45%	33%	39%	39%	35%	<b>45%</b>	<b>33%</b>	41%	37%	<b>9%</b>	<b>73%</b>	<b>28%</b>	<b>40%</b>	-1
Disapprove	<b>59%</b>	53%	65%	60%	57%	60%	<b>53%</b>	<b>66%</b>	59%	60%	<b>91%</b>	<b>27%</b>	<b>70%</b>	<b>58%</b>	+1
Unsure	<b>2%</b>	2%	1%	2%	4%	4%	2%	1%	1%	4%	0%	0%	2%	<b>2%</b>	-

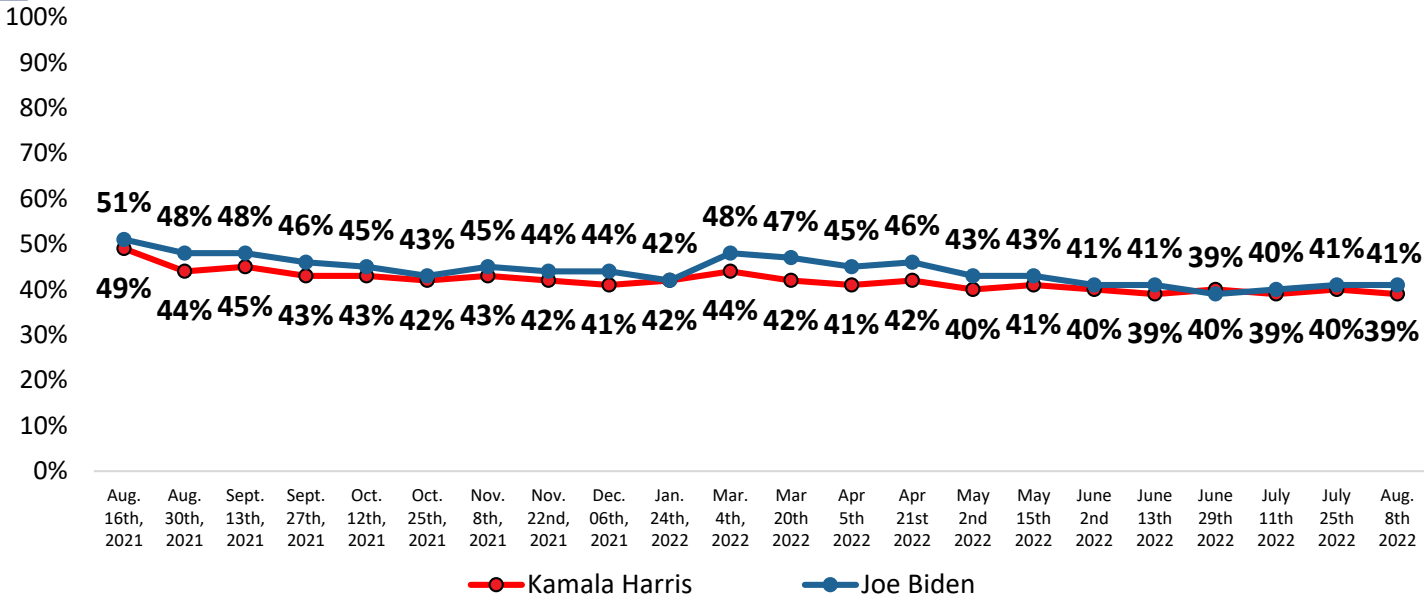
# JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING - EVOLUTION

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**





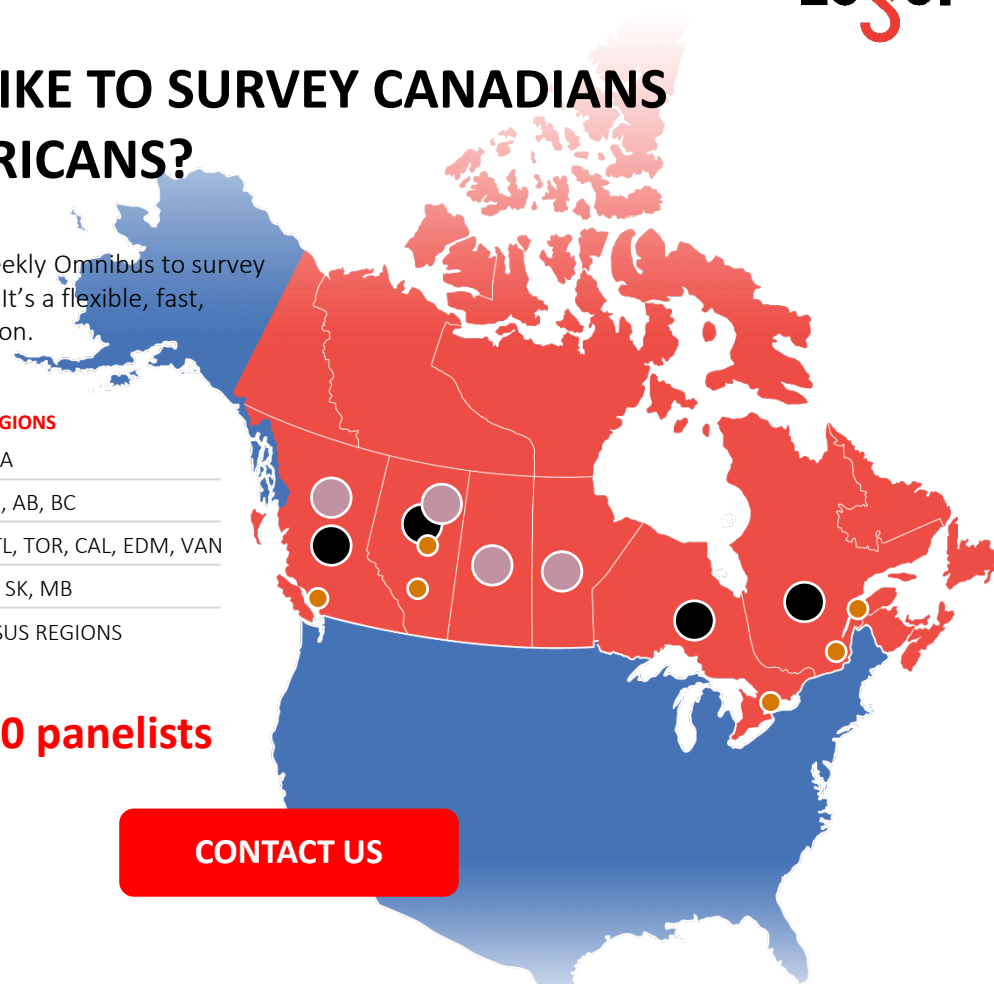
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Add your question(s) to our weekly Omnibus to survey the population of your choice! It's a flexible, fast, efficient and economical solution.

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	211	179
MidWest	208	217
South	316	372
West	267	233

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

GENDER	Unweighted	Weighted
Male	476	487
Female	526	515

AGE	Unweighted	Weighted
Between 18 and 34	144	226
Between 35 and 54	354	408
55 or over	504	368

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- **Leger Digital**  
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**185**

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**8**

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*We Know Canadians*

