NORTH AMERICAN TRACKER

Leger

January 9th, 2023

EDITION

METHODOLOGICAL APPROACH
METHODOLOGY

Leger, the largest Canadian-owned polling and marketing research firm, conducted this web survey with a representative sample of **1,000 Americans,** over the age of 18, selected from LEO's (Leger Opinion) representative panel. Data collection took place from **January 6th 2023, to January 9th 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.

BIDEN'S APPROVAL RATING (1/2)
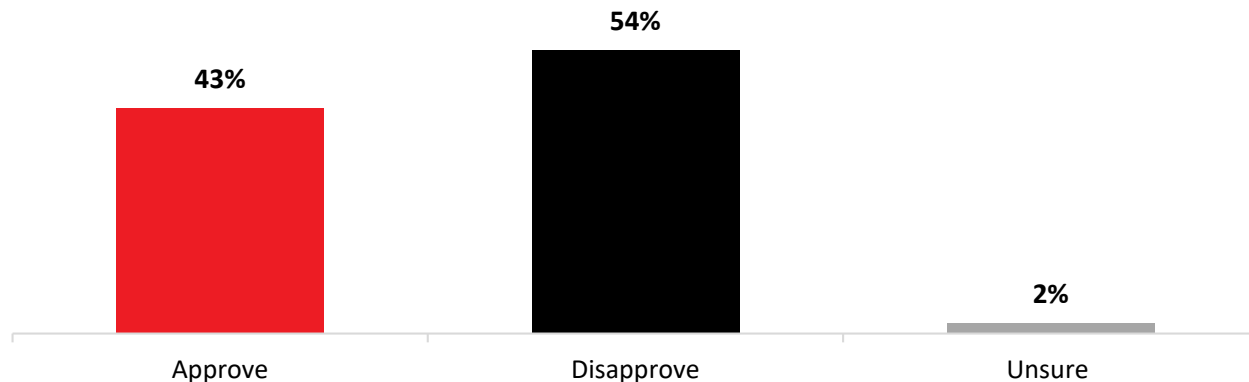
CTC631T. Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?

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=1,000)

Approve	Disapprove	Unsure
43%	54%	2%

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?**
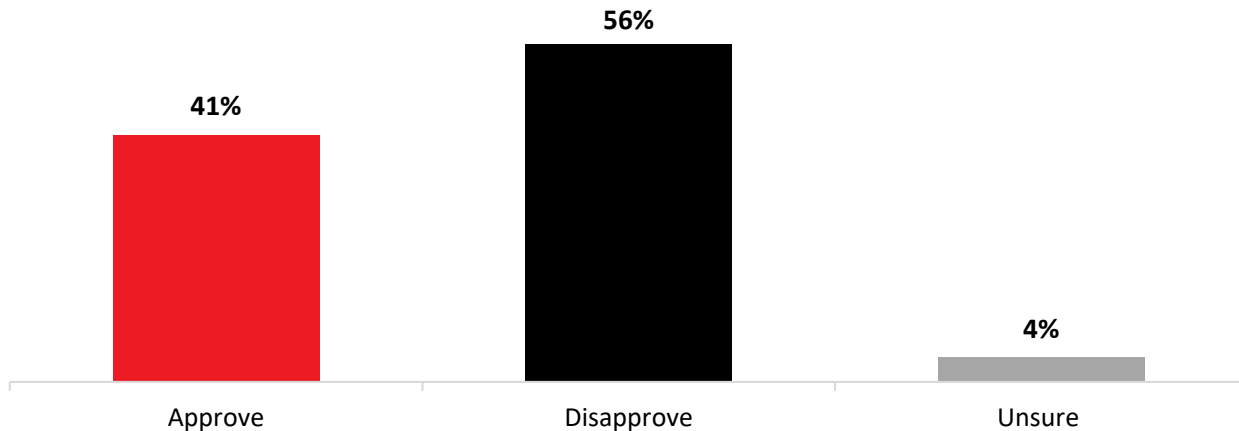Base: All respondents

	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 Dec 12th	Gap
Weighted n=	1000	176	208	379	237	236	374	389	491	509	372	404	16	1006	
Unweighted n=	1000	215	226	308	251	150	380	470	484	516	365	429	37	1006	
Approve	43%	42%	44%	40%	49%	48%	47%	37%	42%	45%	9%	81%	32%	43%	-
Disapprove	54%	55%	53%	58%	49%	49%	51%	60%	57%	52%	91%	18%	68%	55%	-1%
Unsure	2%	3%	4%	2%	2%	3%	2%	3%	1%	4%	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=1,000)

Approve	Disapprove	Unsure
41%	56%	4%

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

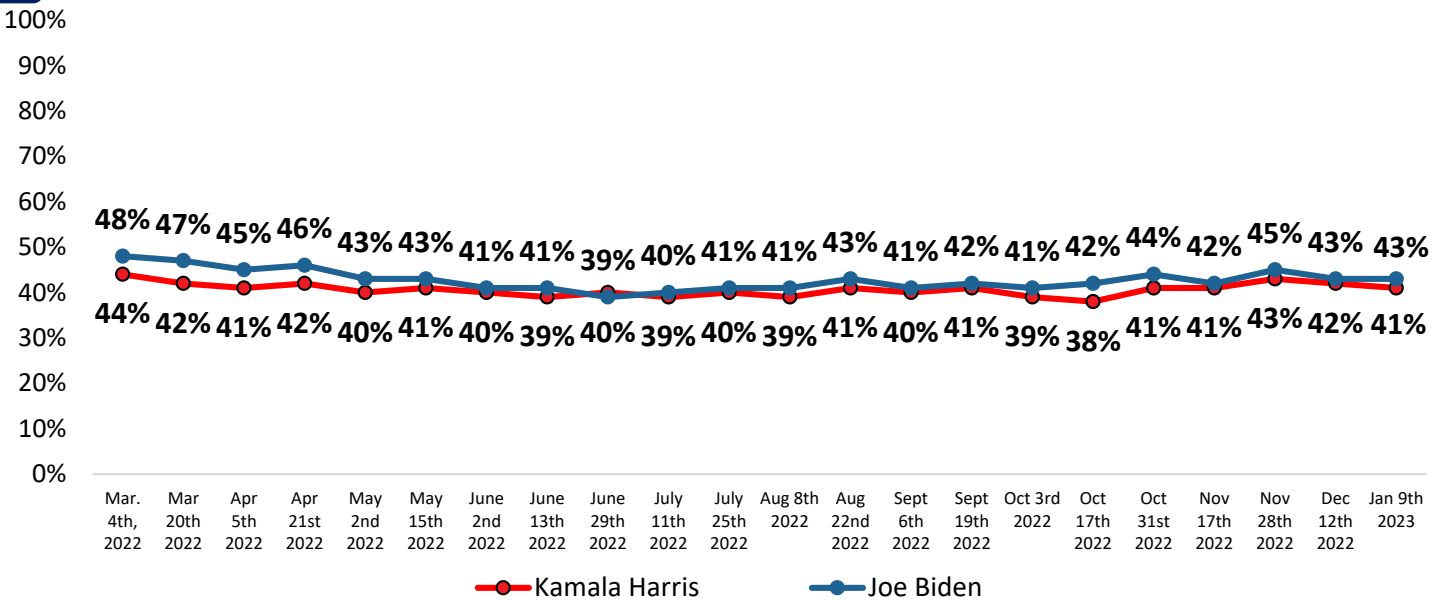|	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL Dec 12th	Gap
Weighted n=	1000	176	208	379	237	236	374	389	491	509	372	404	16	1006	
Unweighted n=	1000	215	226	308	251	150	380	470	484	516	365	429	37	1006	
Approve	**41%**	36%	41%	38%	48%	47%	43%	34%	40%	42%	*9%*	*77%*	*19%*	**42%**	-1%
Disapprove	**56%**	56%	56%	59%	50%	*49%*	*52%*	63%	58%	53%	91%	*23%*	81%	**55%**	-
Unsure	**4%**	8%	4%	3%	2%	4%	4%	3%	2%	5%	0%	1%	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?
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

Joe Biden (blue): 48%, 47%, 45%, 46%, 43%, 43%, 41%, 41%, 39%, 40%, 41%, 41%, 43%, 41%, 42%, 41%, 42%, 44%, 42%, 45%, 43%, 43%

Kamala Harris (red): 44%, 42%, 41%, 42%, 40%, 41%, 40%, 39%, 40%, 39%, 40%, 39%, 41%, 40%, 41%, 39%, 38%, 41%, 41%, 43%, 42%, 41%

Dates: Mar. 4th 2022, Mar. 20th 2022, Apr 5th 2022, Apr 21st 2022, May 2nd 2022, May 15th 2022, June 2nd 2022, June 13th 2022, June 29th 2022, July 11th 2022, July 25th 2022, Aug 8th 2022, Aug 22nd 2022, Sept 6th 2022, Sept 19th 2022, Oct 3rd 2022, Oct 17th 2022, Oct 31st 2022, Nov 17th 2022, Nov 28th 2022, Dec 12th 2022, Jan 9th 2023

Kamala Harris ● **Joe Biden**

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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
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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

More than **400,000 panelists** at your disposal

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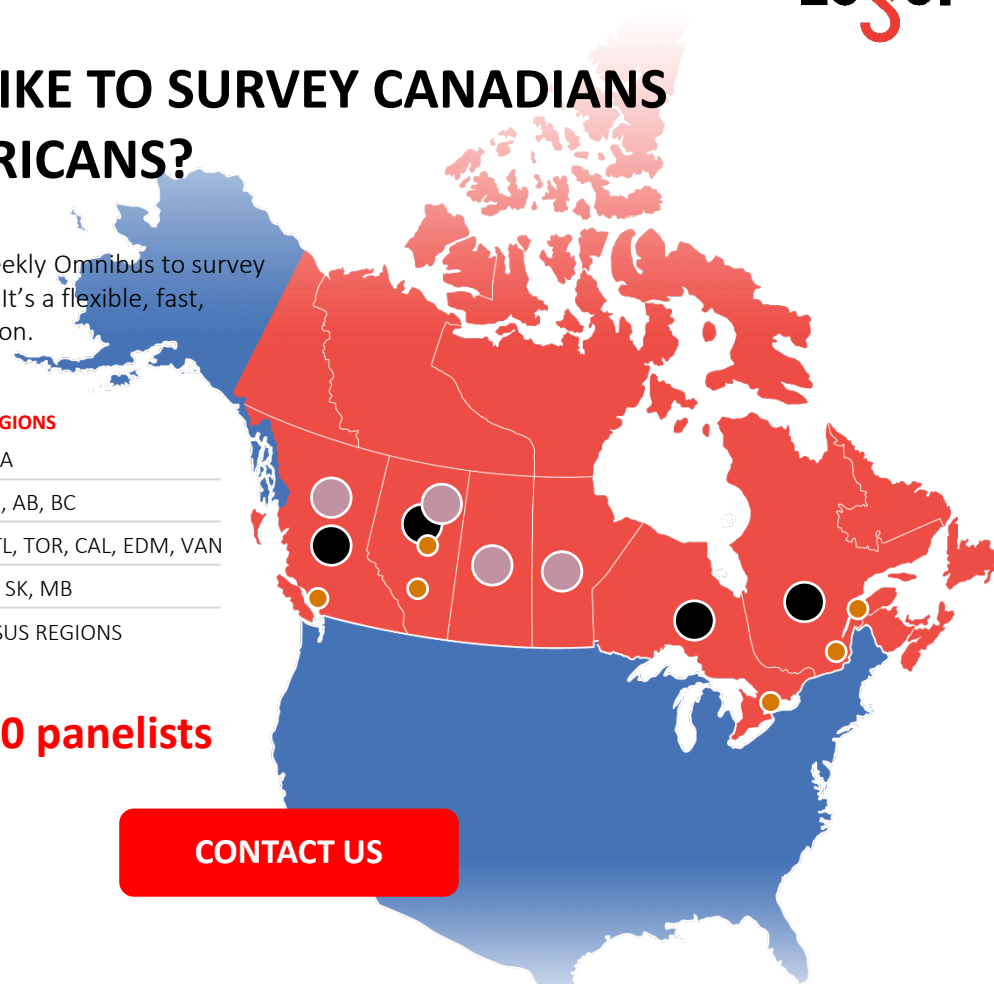
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APPENDIX

DETAILED METHODOLOGY
WEIGHTED AND UNWEIGHTED SAMPLE

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

US Region	Unweighted	Weighted
NorthEast	215	176
MidWest	226	208
South	308	379
West	251	237

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

GENDER	Unweighted	Weighted
Male	484	491
Female	516	509

AGE	Unweighted	Weighted
Between 18 and 34	150	236
Between 35 and 54	380	374
55 or over	470	389

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- **Leger MetriCX**
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  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)

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