
NORTH AMERICAN TRACKER

Leger

July 11th, 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 **July 8th 2022, to July 10th 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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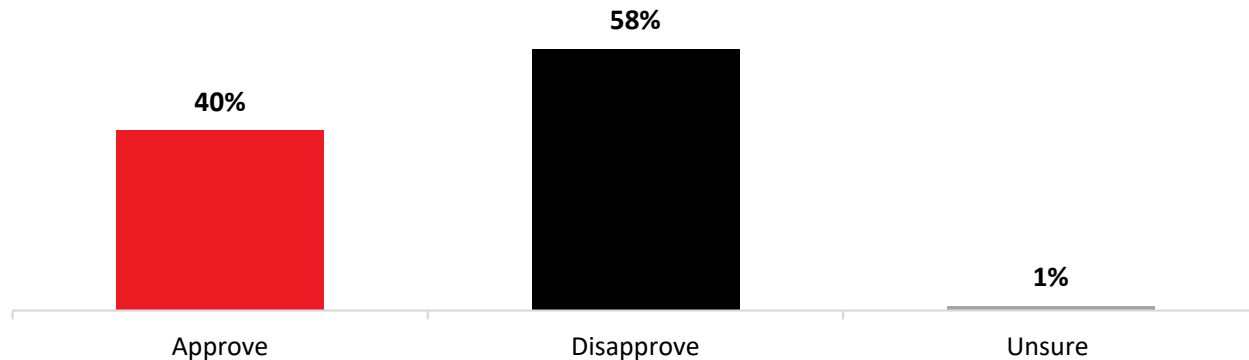
**JOE BIDEN AND KAMALA
HARRIS' APPROVAL RATING**

BIDEN'S APPROVAL RATING (1/2)

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

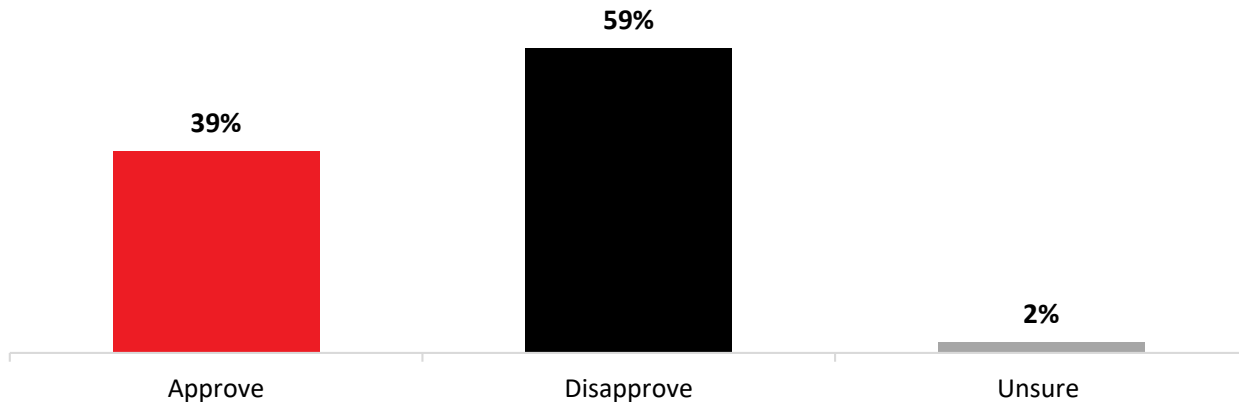
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL June 27 th	Gap
Weighted n=	1002	179	217	372	233	251	378	374	487	515	372	404	16	1003	
Unweighted n=	1002	203	239	308	252	145	369	488	490	512	353	442	37	1003	
Approve	40%	41%	35%	39%	47%	38%	45%	38%	41%	40%	11%	73%	17%	39%	+1
Disapprove	58%	58%	64%	60%	50%	61%	54%	60%	59%	58%	89%	26%	83%	60%	-2
Unsure	1%	1%	<1%	1%	2%	1%	1%	2%	1%	2%	0%	<1%	0%	1%	0

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 June 27 th	Gap
Weighted n =	1002	179	217	372	233	251	378	374	487	515	372	404	16	1003	
Unweighted n =	1002	203	239	308	252	145	369	488	490	512	353	442	37	1003	
Approve	39%	43%	38%	36%	43%	39%	41%	38%	38%	40%	10%	72%	12%	40%	-1
Disapprove	59%	55%	62%	62%	54%	60%	58%	60%	61%	57%	90%	27%	88%	58%	+1
Unsure	2%	2%	<1%	2%	2%	1%	2%	2%	1%	2%	<1%	1%	0%	2%	0

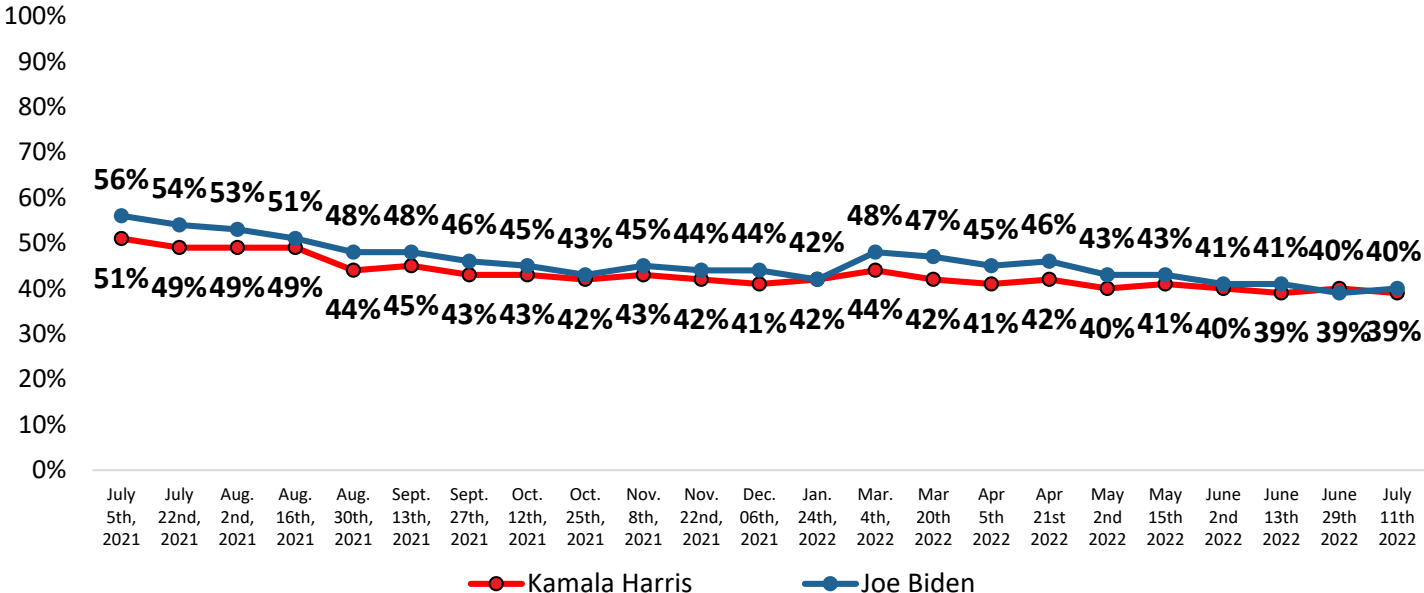
JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING - EVOLUTION

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



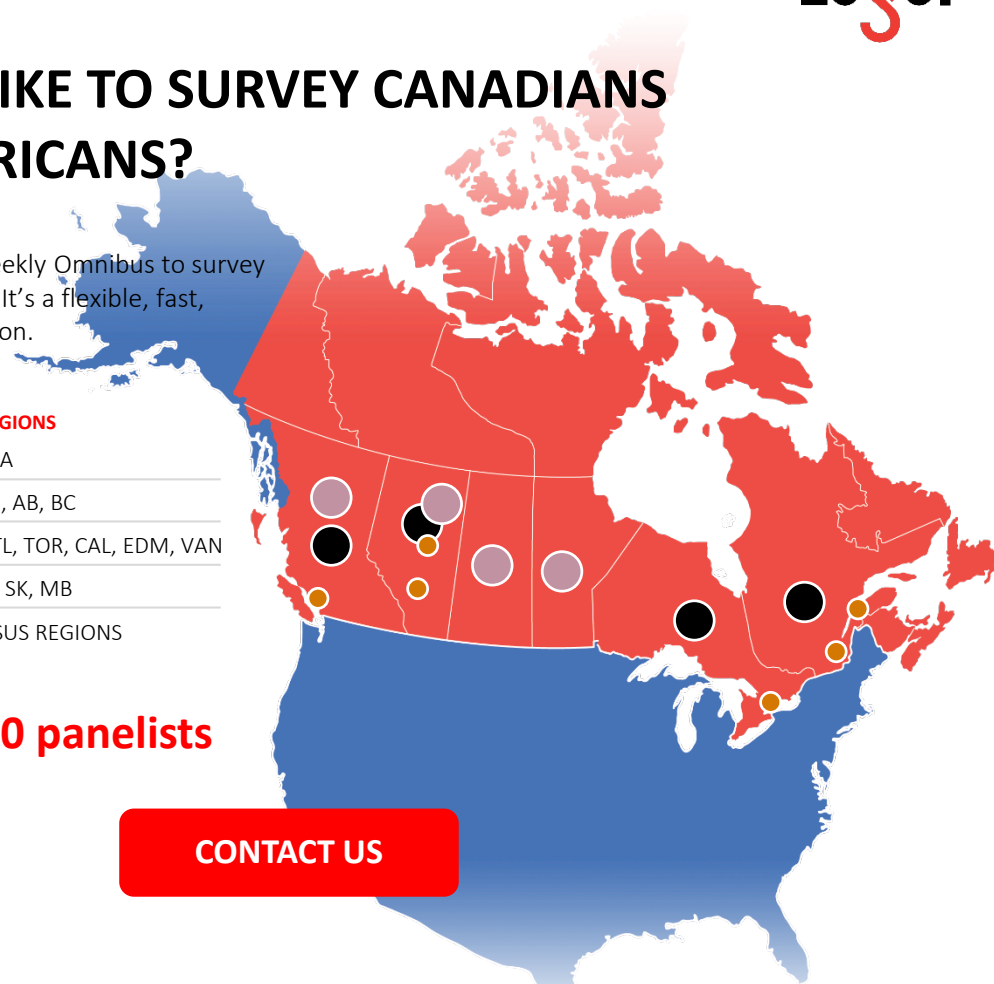
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OMNIBUS TYPE	n=	REGIONS
 NATIONAL	1,500	CANADA
 PROVINCIAL	1,000	QC, ON, AB, BC
 MUNICIPAL	500	QC, MTL, TOR, CAL, EDM, VAN
 WESTERN	1,500	BC, AB, SK, MB
 AMERICAN	1,000	4 CENSUS REGIONS

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	203	179
MidWest	239	217
South	308	372
West	252	233

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

GENDER	Unweighted	Weighted
Male	490	487
Female	512	515

AGE	Unweighted	Weighted
Between 18 and 34	145	251
Between 35 and 54	369	378
55 or over	488	374

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- **Leger Opinion (LEO)**
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- **Leger Community**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International research**
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8

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