
NORTH AMERICAN TRACKER

Leger

June 29th, 2022
E D I T I O N

METHODOLOGICAL APPROACH

METHODOLOGY



Leger, the largest Canadian-owned polling and marketing research firm, conducted this web survey with a representative sample of **1,006 Americans**, over the age of 18, selected from LEO's (Leger Opinion) representative panel. Data collection took place from **June 24th 2022, to June 26th 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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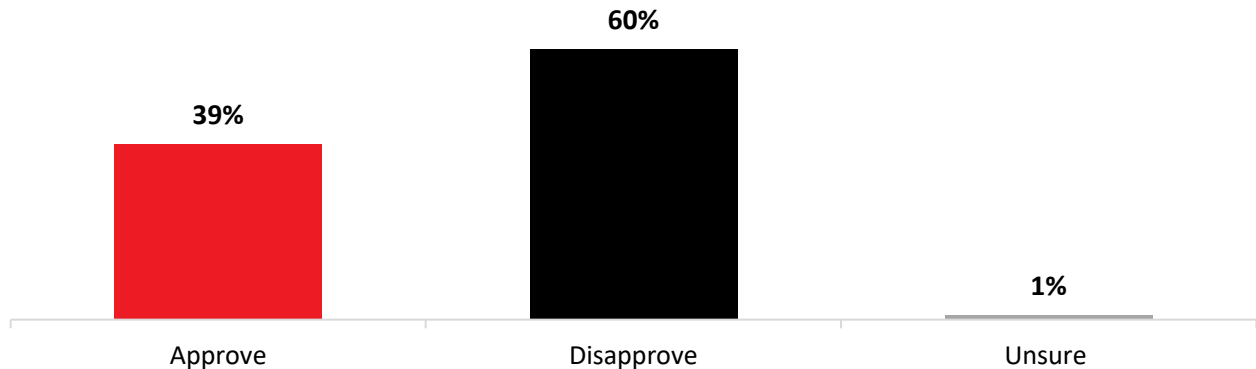
**JOE BIDEN AND KAMALA
HARRIS' APPROVAL RATING**

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 of the way Joe Biden is handling his job as president?

Base: All respondents (n=1,003)



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

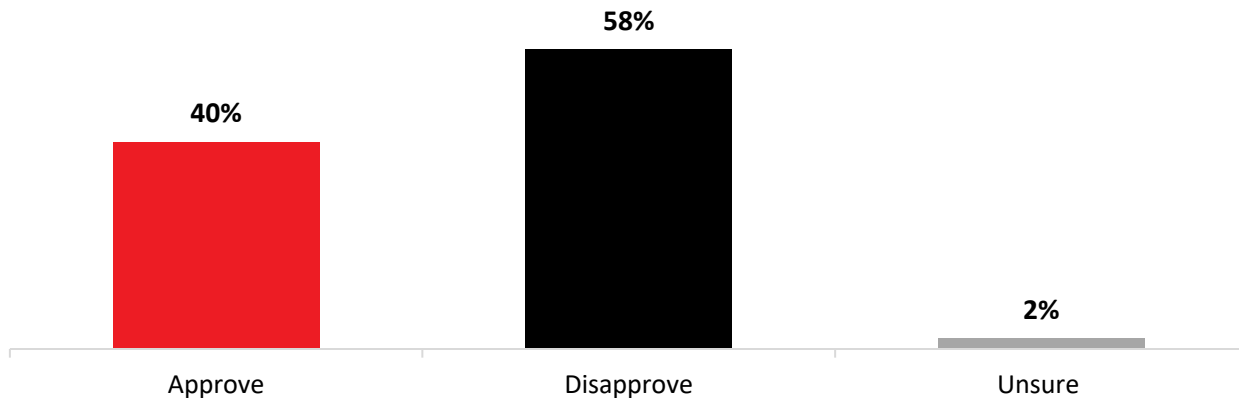
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL June 13 th	Gap
Weighted n=	1003	180	218	372	234	262	407	333	487	516	372	404	16	1006	
Unweighted n=	1003	182	234	330	257	151	451	401	493	510	364	423	38	1006	
Approve	39%	37%	39%	35%	46%	33%	44%	37%	40%	38%	8%	73%	22%	41%	-2%
Disapprove	60%	61%	59%	64%	52%	66%	54%	62%	59%	60%	92%	26%	78%	57%	+3%
Unsure	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	0%	0%	0%	2%	-1%

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 your mind, do you tend to approve or disapprove the way Kamala Harris is handling her job as vice president?

Base: All respondents (n=1,003)



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 13 th	Gap
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Unweighted n =	1003	182	234	330	257	151	451	401	493	510	364	423	38	1006	
Approve	40%	42%	41%	34%	47%	37%	44%	37%	38%	42%	8%	74%	19%	39%	+1
Disapprove	58%	56%	57%	64%	50%	61%	53%	61%	61%	55%	91%	25%	81%	59%	-1
Unsure	2%	2%	2%	2%	4%	2%	3%	2%	1%	4%	1%	1%	0%	3%	-1



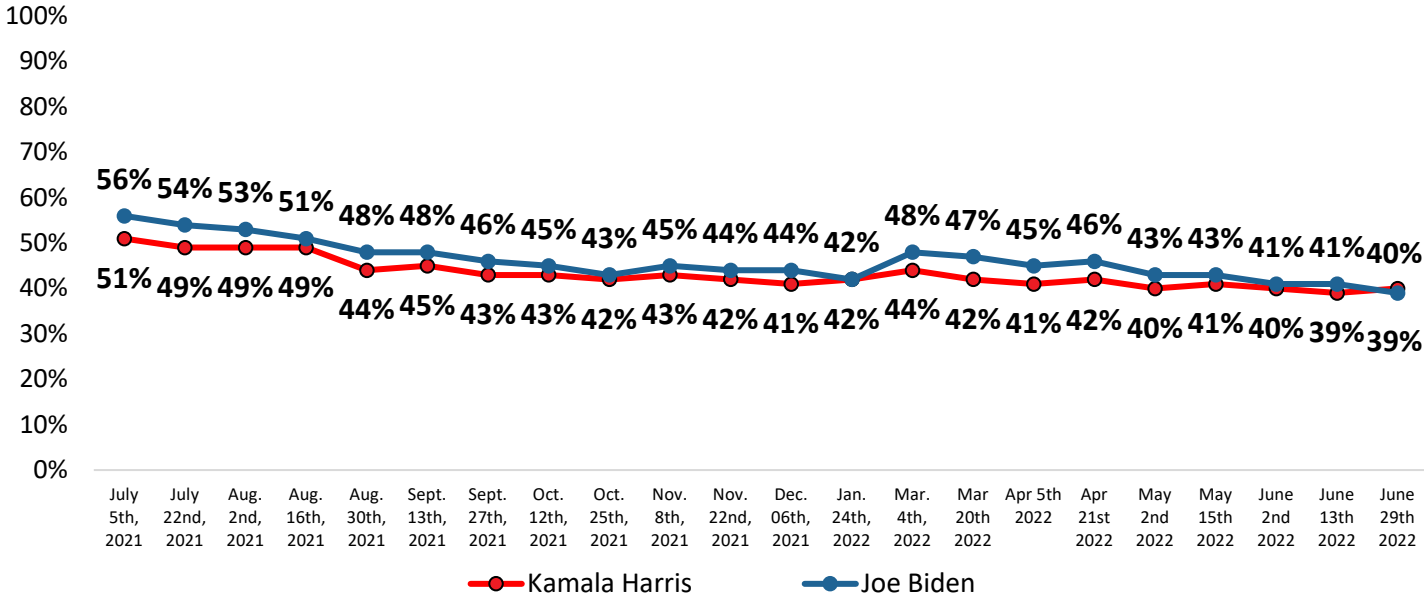
JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING - EVOLUTION

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



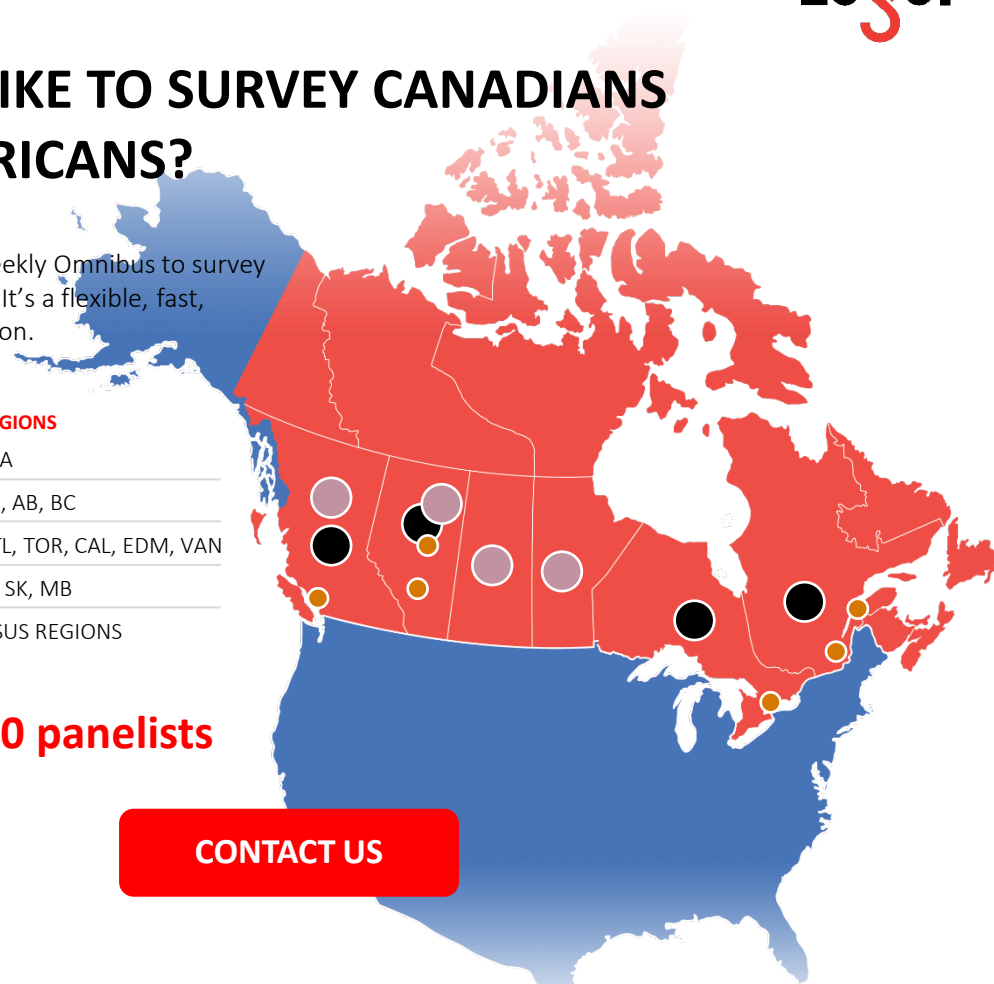
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 NATIONAL	1,500	CANADA
 PROVINCIAL	1,000	QC, ON, AB, BC
 MUNICIPAL	500	QC, MTL, TOR, CAL, EDM, VAN
 WESTERN	1,500	BC, AB, SK, MB
 AMERICAN	1,000	4 CENSUS REGIONS

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	182	180
MidWest	234	218
South	330	372
West	257	234

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

GENDER	Unweighted	Weighted
Male	493	487
Female	510	516

AGE	Unweighted	Weighted
Between 18 and 34	151	262
Between 35 and 54	451	407
55 or over	401	333

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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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