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NORTH AMERICAN TRACKER

# Leger

June 5th, 2023

EDITION



# METHODOLOGICAL APPROACH

## METHODOLOGY

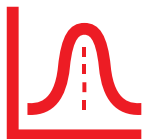


Leger, the largest Canadian-owned polling and marketing research firm, conducted this web survey with a representative sample of **1,002 Americans** over the age of 18, selected from LEO's (Leger Opinion) representative panel. The questionnaire consisted of 25 questions and was completed in 10 minutes on average. Data collection took place from **June 2nd, 2023, to June 5th, 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.

## METHODOLOGICAL APPROACH

### METHODOLOGY



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 THIS REPORT

## METHODOLOGY



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](mailto:cbourque@leger360.com) or Jack Jedwab, President & CEO of the Association for Canadian Studies: [jack.jedwab@acs-aec.ca](mailto:jack.jedwab@acs-aec.ca).

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

**BIDEN  
HARRIS**



**Leger**

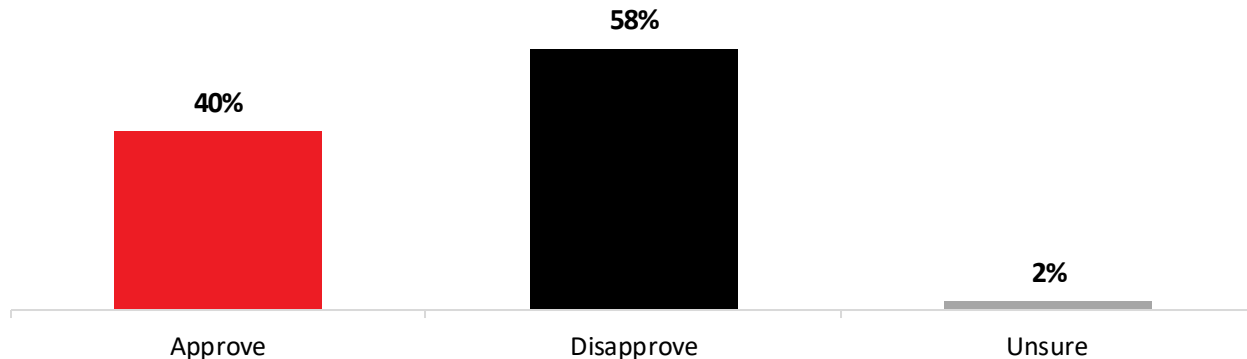
**JOE BIDEN AND KAMALA  
HARRIS' APPROVAL RATING**

# 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

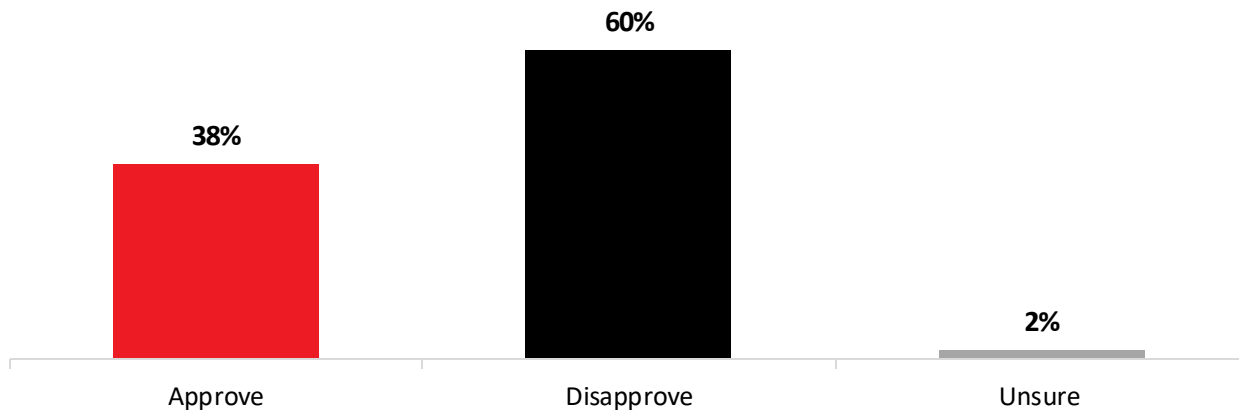
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL May 8 <sup>th</sup> , 2023	Gap
Weighted n=	1002	182	195	387	238	276	323	403	484	518	377	404	16	1002	
Unweighted n=	1002	229	195	322	256	166	397	439	500	502	355	410	41	1002	
Approve	<b>40%</b>	45%	38%	<b>34%</b>	47%	38%	44%	39%	40%	40%	<b>11%</b>	<b>75%</b>	57%	<b>40%</b>	-
Disapprove	<b>58%</b>	53%	59%	<b>65%</b>	51%	62%	54%	59%	59%	57%	<b>89%</b>	<b>24%</b>	43%	<b>57%</b>	<b>+1%</b>
Unsure	<b>2%</b>	2%	2%	1%	2%	0%	3%	2%	0%	3%	0%	1%	0%	<b>3%</b>	<b>-1%</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 May 8 <sup>th</sup> , 2023	Gap
Weighted n=	1002	182	195	387	238	276	323	403	484	518	377	404	16	1002	
Unweighted n=	1002	229	195	322	256	166	397	439	500	502	355	410	41	1002	
Approve	<b>38%</b>	43%	39%	33%	40%	37%	39%	37%	36%	39%	<b>9%</b>	<b>72%</b>	42%	<b>39%</b>	<b>-1%</b>
Disapprove	<b>60%</b>	56%	59%	<b>66%</b>	56%	62%	58%	61%	63%	58%	<b>91%</b>	<b>28%</b>	58%	<b>59%</b>	<b>+1%</b>
Unsure	<b>2%</b>	2%	2%	1%	4%	1%	3%	2%	1%	3%	1%	0%	0%	<b>3%</b>	<b>-1%</b>

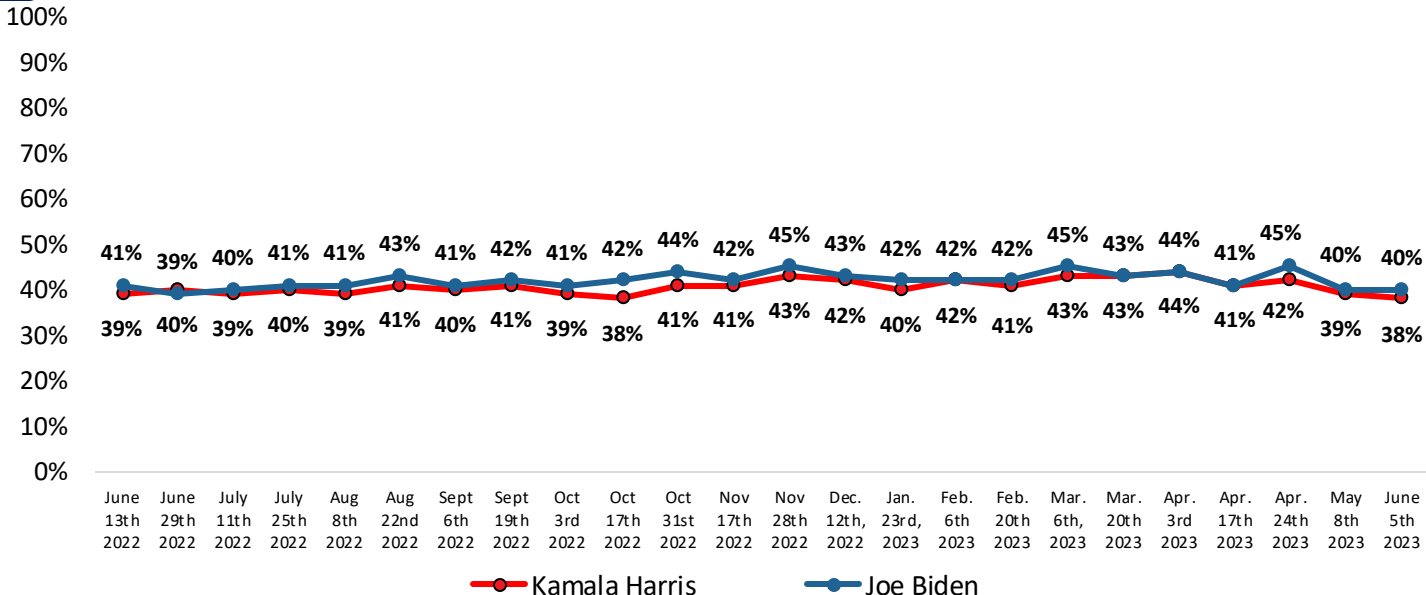
# JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING - EVOLUTION

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**



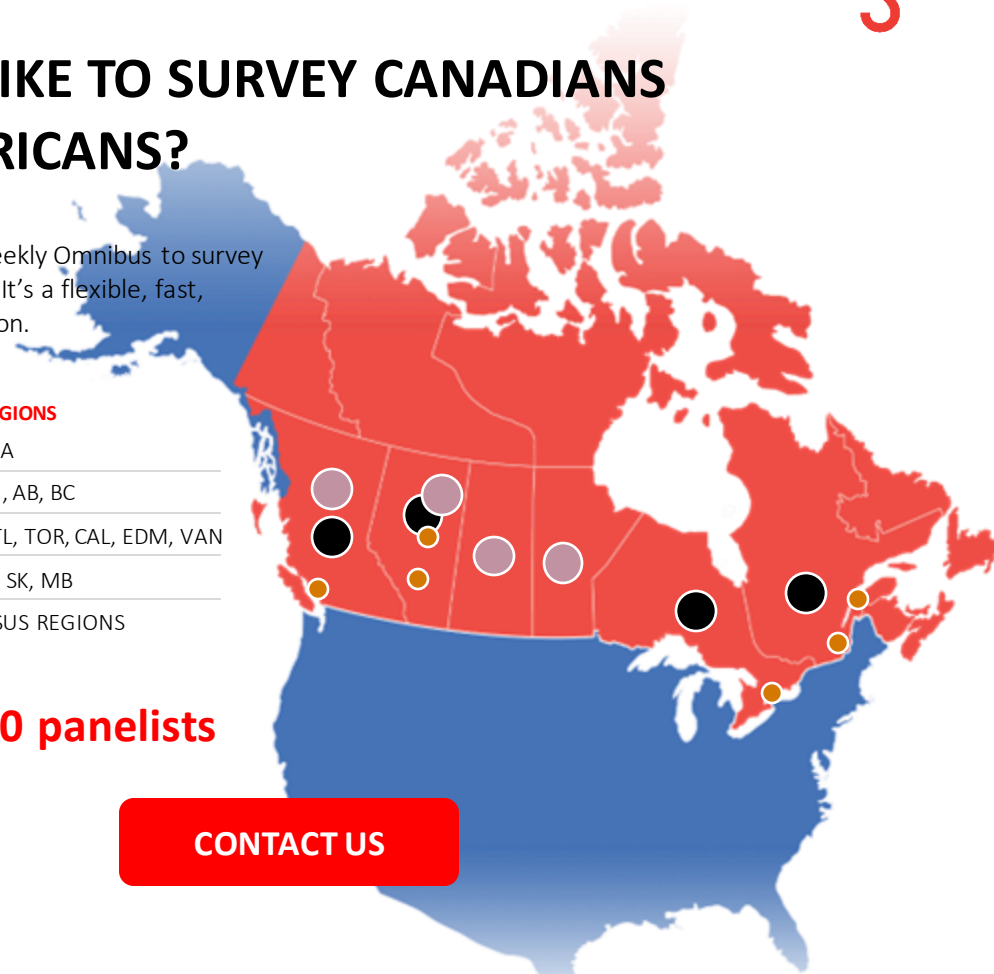
# WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

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 FOR THE UNITED STATES

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

US Region	Unweighted	Weighted
NorthEast	182	229
MidWest	195	195
South	387	322
West	238	256

GENDER	Unweighted	Weighted
Male	484	500
Female	518	502

AGE	Unweighted	Weighted
18-34	276	166
35-54	323	397
55+	403	439

The sample thus collected has a minimum weighting factor of 0.1629 and a maximum weighting factor of 4.9326. The weighted variance is 0.5594.

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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.



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