
NORTH AMERICAN TRACKER

Leger

November 28th, 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 **1,003 Americans**, over the age of 18, selected from LEO's (Leger Opinion) representative panel. Data collection took place from **November 25th 2022, to November 27th 2022**, 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
HARRIS**



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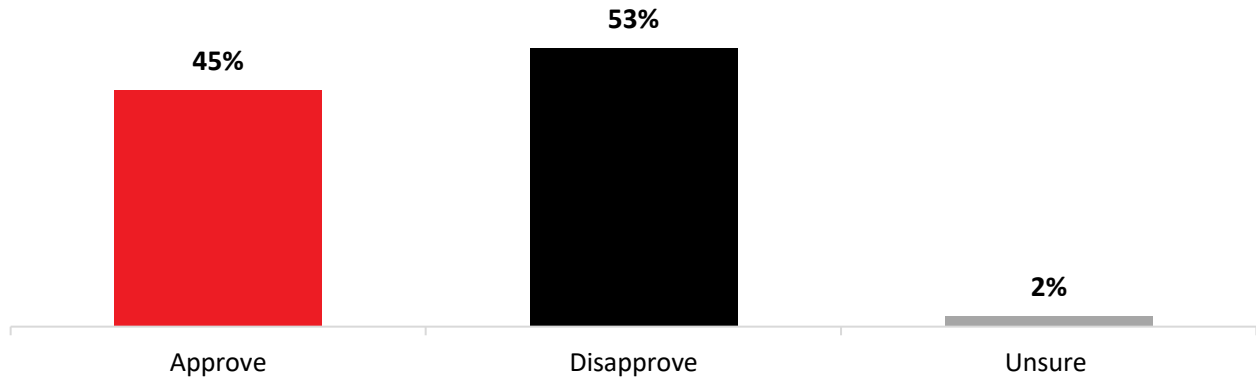
**JOE BIDEN AND KAMALA
HARRIS' APPROVAL RATING**

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=1,003)



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

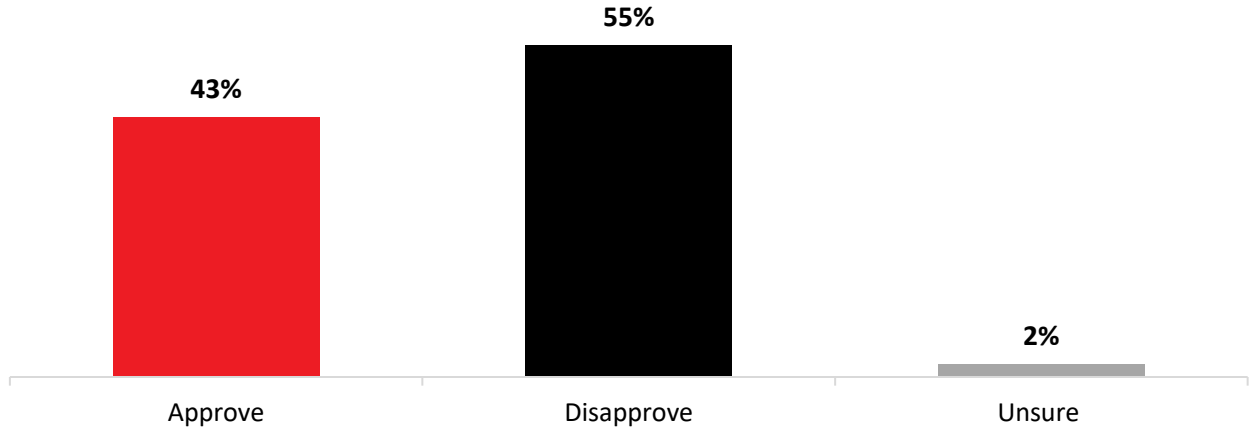
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL Nov 14th	Gap
Weighted n=	1003	176	206	383	237	237	359	408	489	514	370	406	16	1007	
Unweighted n=	1003	224	209	321	249	148	369	486	493	510	360	441	33	1007	
Approve	45%	43%	43%	46%	46%	46%	48%	42%	43%	47%	16%	82%	14%	42%	+3%
Disapprove	53%	55%	53%	53%	53%	51%	50%	57%	56%	51%	84%	18%	86%	55%	-2%
Unsure	2%	2%	4%	1%	1%	2%	2%	2%	1%	2%	0%	0%	0%	3%	-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 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=1,003)



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 Nov 14th	Gap
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Approve	43%	42%	43%	43%	43%	48%	45%	38%	42%	44%	13%	79%	15%	41%	+2%
Disapprove	55%	55%	55%	55%	55%	50%	53%	60%	56%	54%	87%	20%	85%	57%	-2%
Unsure	2%	3%	3%	2%	1%	1%	2%	2%	1%	3%	0%	0%	0%	2%	-

JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING - EVOLUTION

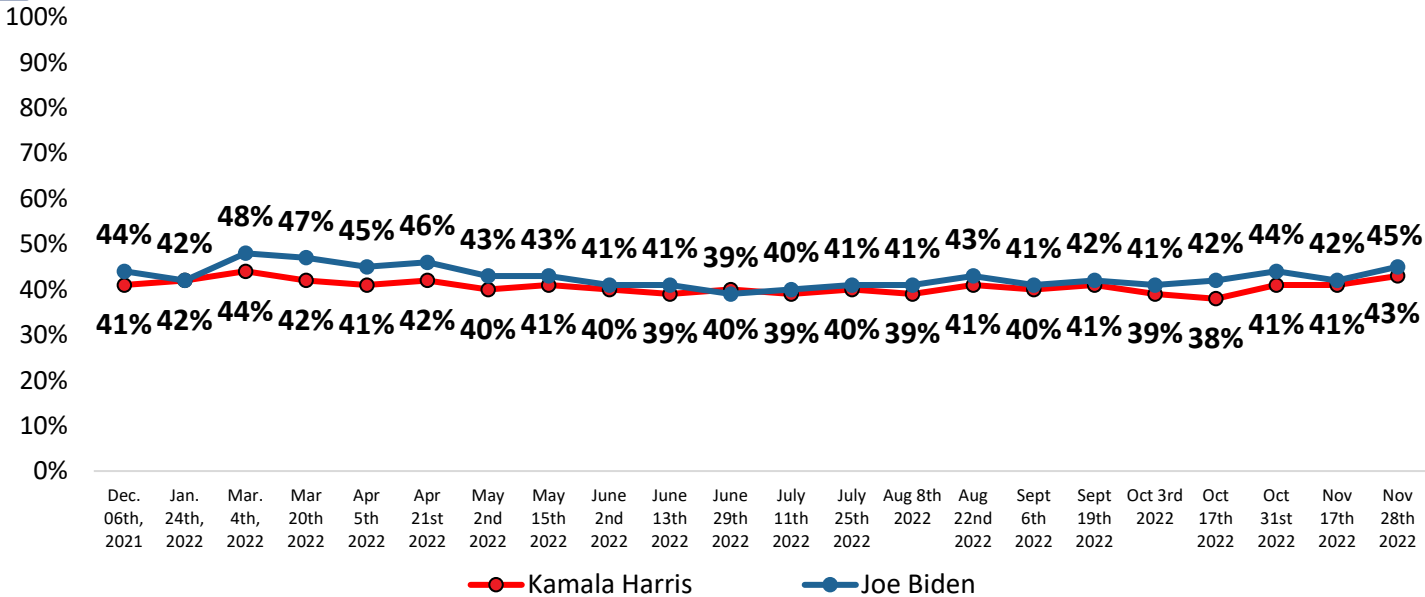
American Survey

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



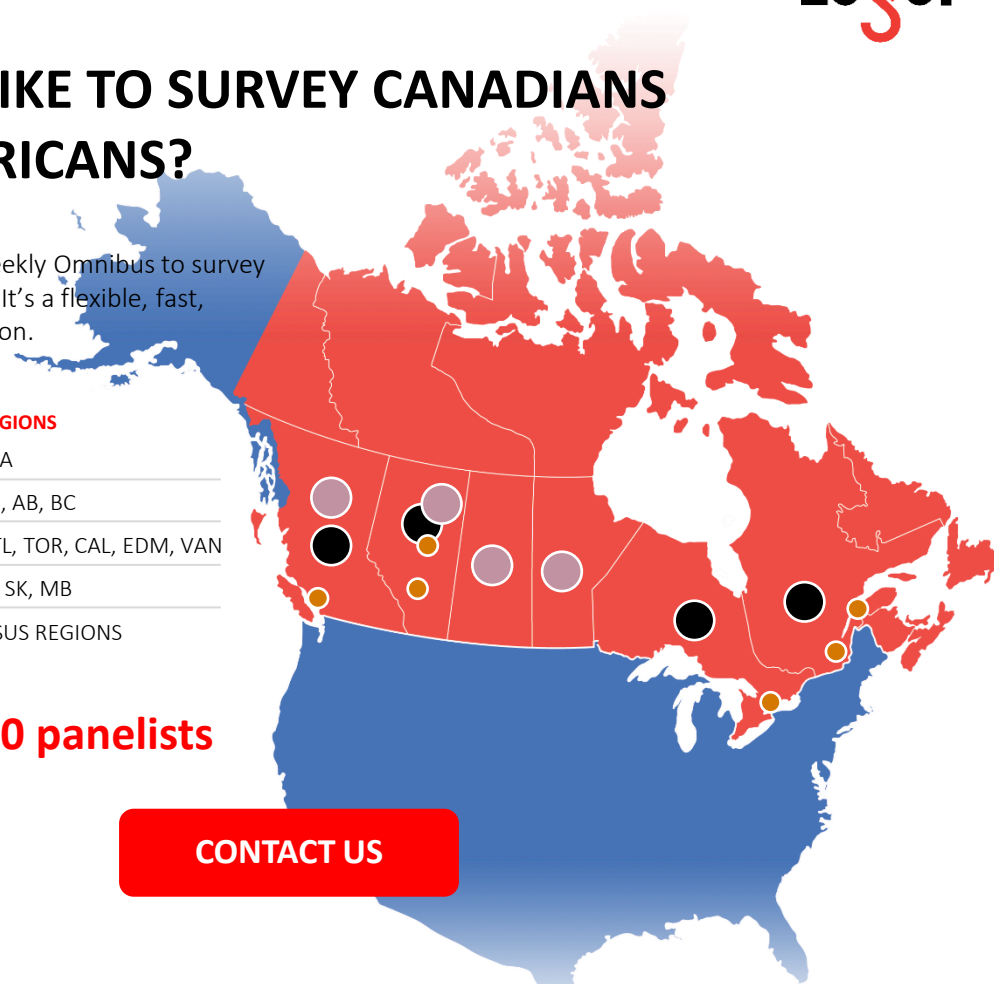
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 NATIONAL	1,500	CANADA
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 MUNICIPAL	500	QC, MTL, TOR, CAL, EDM, VAN
 WESTERN	1,500	BC, AB, SK, MB
 AMERICAN	1,000	4 CENSUS REGIONS

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

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APPENDIX

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE

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

US Region	Unweighted	Weighted
NorthEast	224	176
MidWest	209	206
South	321	383
West	249	237

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

GENDER	Unweighted	Weighted
Male	493	489
Female	510	514

AGE	Unweighted	Weighted
Between 18 and 34	148	237
Between 35 and 54	369	359
55 or over	486	408

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Online community management
- **Leger Digital**
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