
NORTH AMERICAN TRACKER

Leger

May 2nd, 2022

EDITION

METHODOLOGICAL APPROACH

METHODOLOGY



Leger, the largest Canadian-owned polling and marketing research firm, conducted this web survey with a representative sample of **1,005 Americans**, over the age of 18, selected from LEO's (Leger Opinion) representative panel. Data collection took place from **April 29th 2022, to May 1st 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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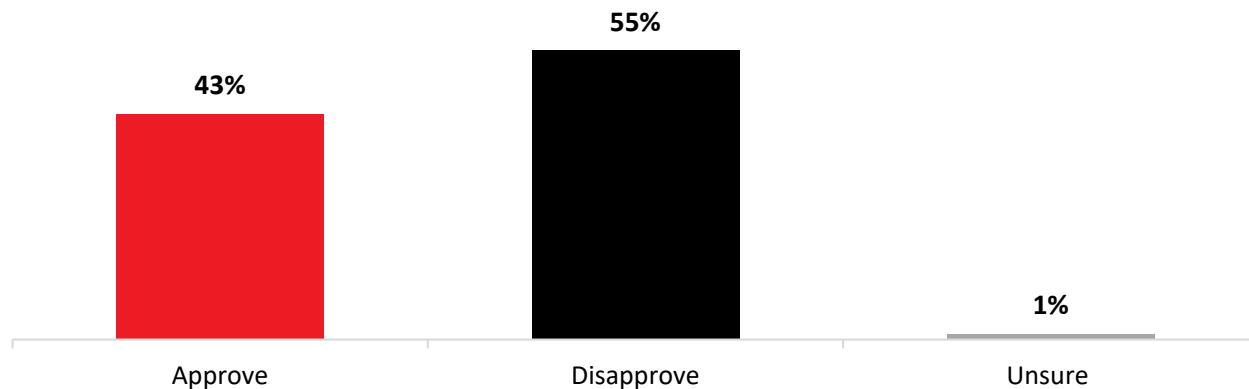
**JOE BIDEN AND KAMALA
HARRIS' APPROVAL RATING**

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=1,005)



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

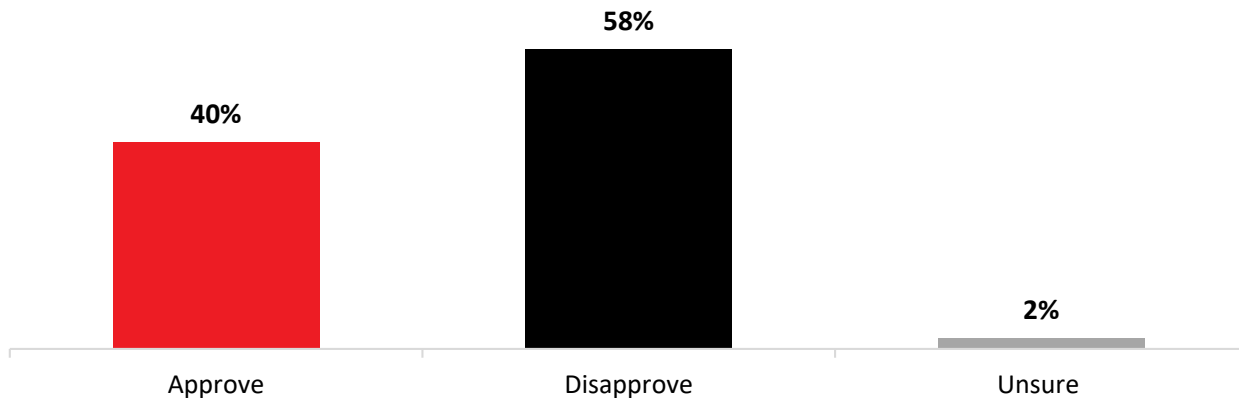
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL Apr. 21 st	Gap
Weighted n=	1005	180	218	373	234	277	375	353	488	517	373	405	211	1005	
Unweighted n=	1005	185	249	357	214	155	380	470	500	505	343	449	178	1005	
Approve	43%	48%	35%	44%	47%	46%	49%	36%	39%	47%	10%	80%	33%	46%	-3
Disapprove	55%	51%	60%	56%	52%	52%	49%	64%	59%	52%	90%	19%	61%	52%	+3
Unsure	1%	1%	4%	1%	1%	2%	2%	0%	2%	1%	0%	0%	6%	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 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=1,005)



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 Apr. 21 st	Gap
Weighted n =	1005	180	218	373	234	277	375	353	488	517	373	405	211	1005	
Unweighted n =	1005	185	249	357	214	155	380	470	500	505	343	449	178	1005	
Approve	40%	46%	30%	40%	45%	42%	44%	35%	36%	44%	8%	76%	29%	42%	-2
Disapprove	58%	53%	65%	59%	54%	55%	54%	64%	62%	54%	91%	23%	64%	56%	+2
Unsure	2%	1%	5%	1%	0%	3%	2%	1%	2%	2%	1%	0%	7%	2%	-

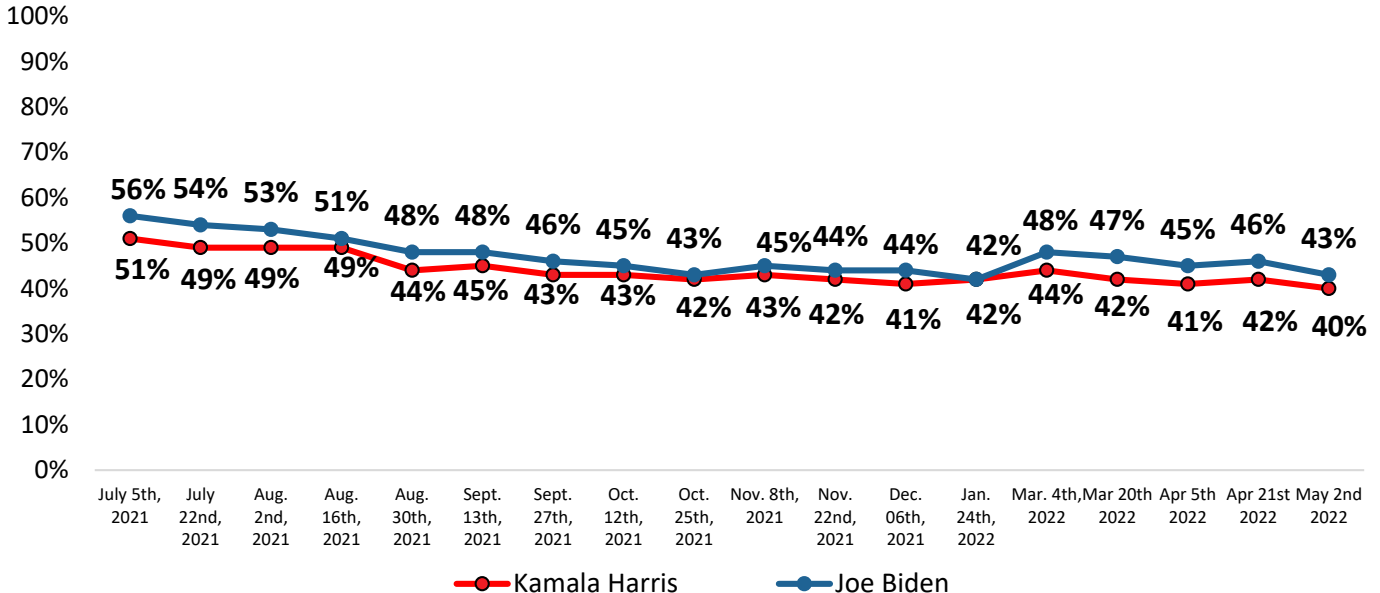
JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING - EVOLUTION

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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APPENDIX

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE

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

US Region	Unweighted	Weighted
NorthEast	185	180
MidWest	249	218
South	357	373
West	214	234

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

GENDER	Unweighted	Weighted
Male	500	488
Female	505	517

AGE	Unweighted	Weighted
Between 18 and 34	155	277
Between 35 and 54	380	375
55 or over	470	353

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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)

600

EMPLOYEES



185

CONSULTANTS



8

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We Know Canadians

