
NORTH AMERICAN TRACKER

Leger

May 15th, 2022

EDITION

METHODOLOGICAL APPROACH

METHODOLOGY



Leger, the largest Canadian-owned polling and marketing research firm, conducted this web survey with a representative sample of **1,000 Americans**, over the age of 18, selected from LEO's (Leger Opinion) representative panel. Data collection took place from **May 13th 2022, to May 15th 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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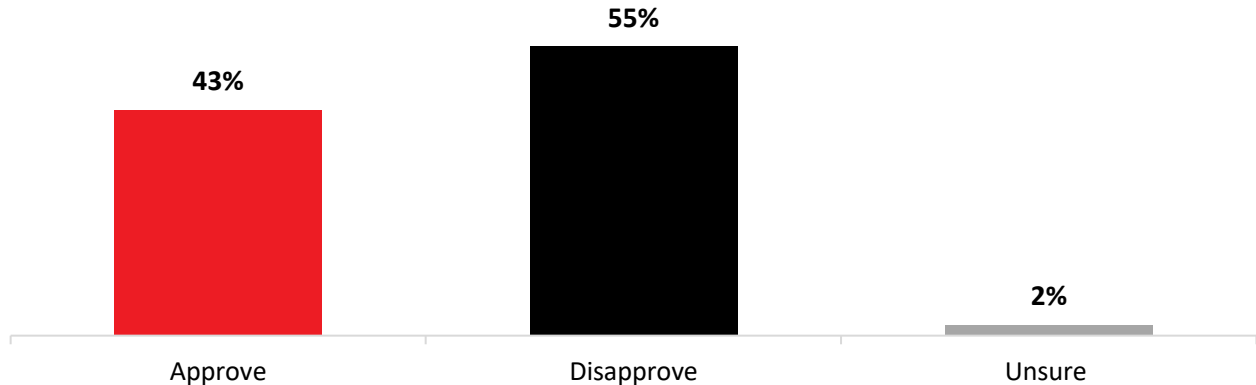
**JOE BIDEN AND KAMALA
HARRIS' APPROVAL RATING**

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=1,000)



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

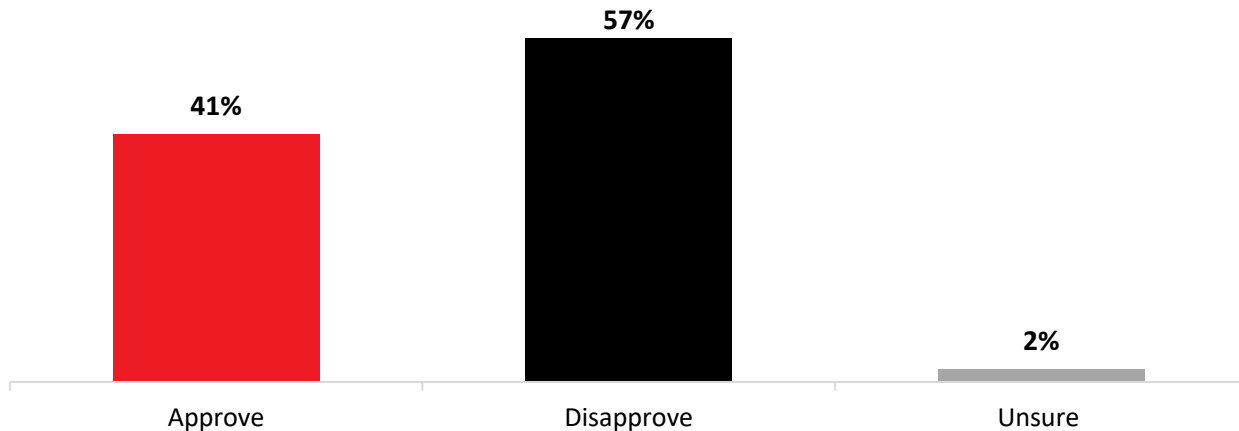
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL May 2 nd	Gap
Weighted n=	1000	179	217	371	233	243	406	352	486	514	371	403	16	1005	
Unweighted n=	1000	163	204	343	290	153	392	455	500	500	333	438	38	1005	
Approve	43%	42%	35%	43%	51%	44%	45%	40%	39%	46%	12%	79%	27%	43%	-
Disapprove	55%	56%	62%	56%	47%	54%	54%	58%	60%	51%	88%	21%	73%	55%	-
Unsure	2%	2%	3%	1%	1%	2%	1%	2%	1%	3%	0%	0%	0%	1%	+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=1,000)



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 2 nd	Gap
Weighted n =	1000	179	217	371	233	243	406	352	486	514	371	403	16	1005	
Unweighted n =	1000	163	204	343	290	153	392	455	500	500	333	438	38	1005	
Approve	41%	44%	36%	39%	47%	43%	43%	38%	37%	45%	10%	75%	17%	40%	+1
Disapprove	57%	54%	61%	60%	51%	54%	55%	61%	62%	52%	90%	25%	83%	58%	-1
Unsure	2%	2%	3%	1%	2%	3%	2%	1%	1%	3%	0%	1%	0%	2%	-

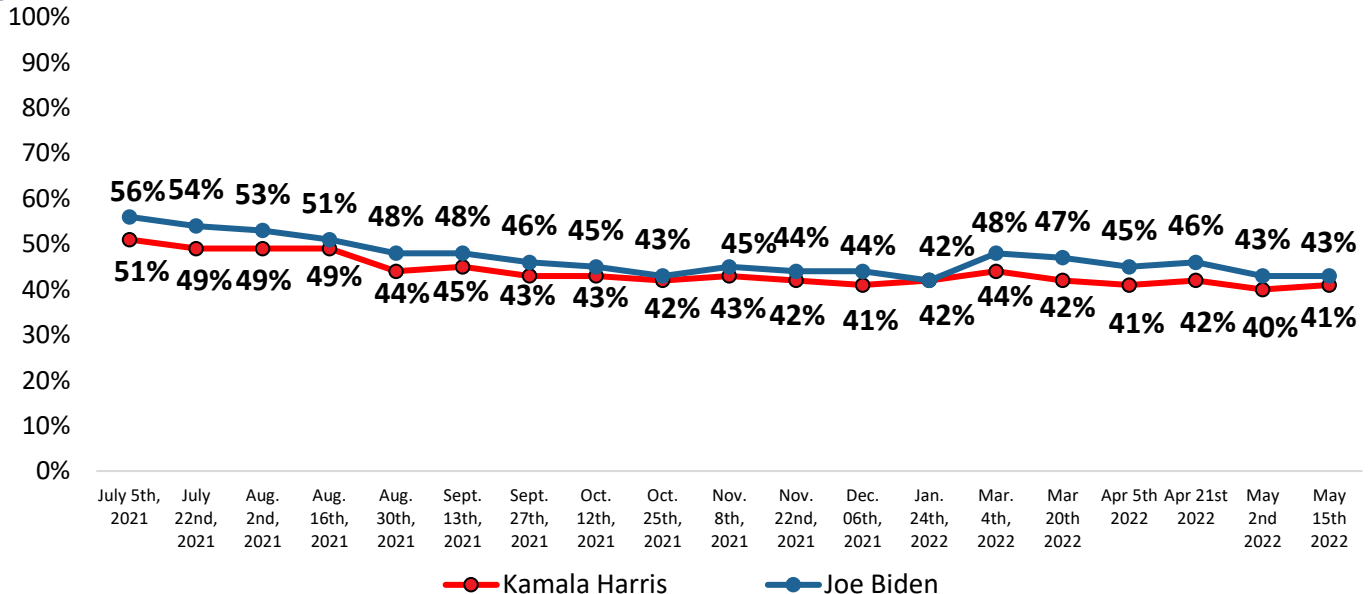
JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING - EVOLUTION

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



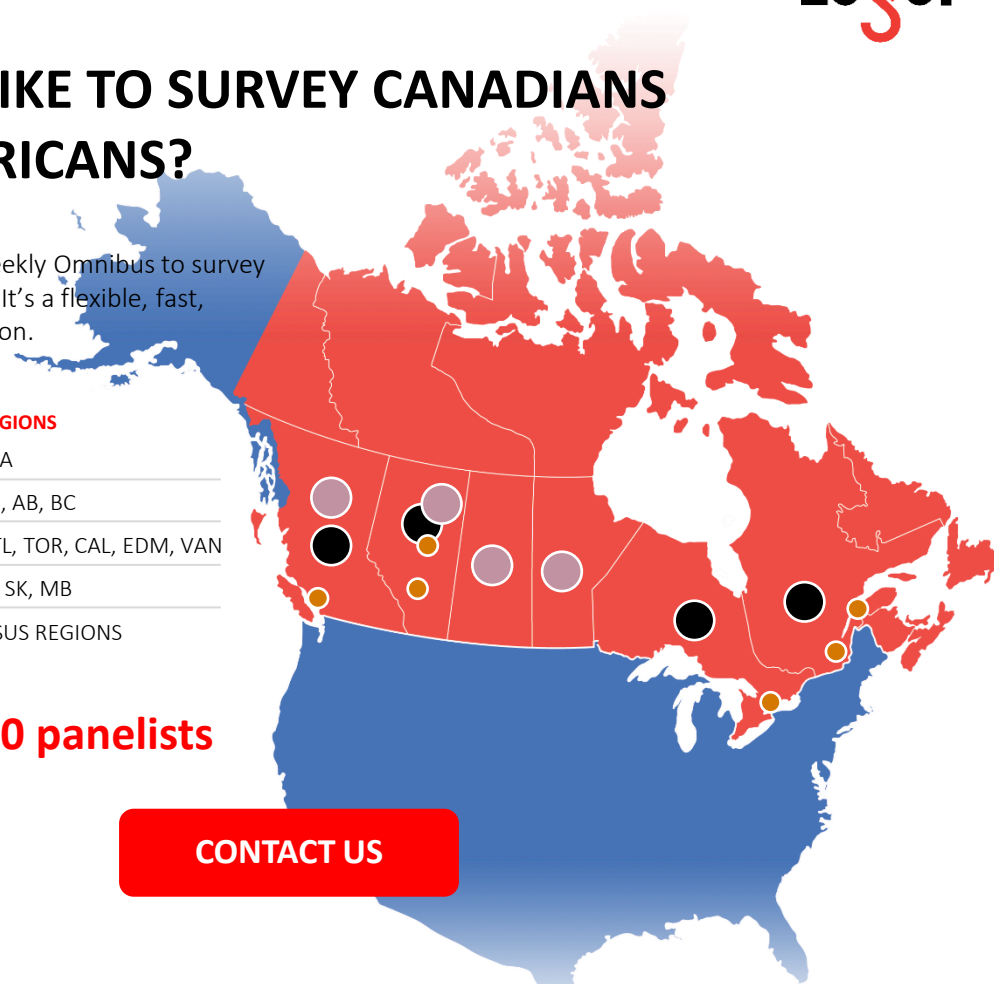
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OMNIBUS TYPE	n=	REGIONS
 NATIONAL	1,500	CANADA
 PROVINCIAL	1,000	QC, ON, AB, BC
 MUNICIPAL	500	QC, MTL, TOR, CAL, EDM, VAN
 WESTERN	1,500	BC, AB, SK, MB
 AMERICAN	1,000	4 CENSUS REGIONS

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	163	179
MidWest	204	217
South	343	371
West	290	233

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

GENDER	Unweighted	Weighted
Male	500	486
Female	500	514

AGE	Unweighted	Weighted
Between 18 and 34	153	243
Between 35 and 54	392	406
55 or over	455	352

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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**
Worldwide Independent Network (WIN)

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8

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We Know Canadians

