NORTH AMERICAN TRACKER

Leǵer

September 19th, 2022

EDITION

METHODOLOGICAL APPROACH
METHODOLOGY

Leger, the largest Canadian-owned polling and marketing research firm, conducted this web survey with a representative sample of **1,010 Americans,** over the age of 18, selected from LEO's (Leger Opinion) representative panel. Data collection took place from **September 16th 2022, to September 18th 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.
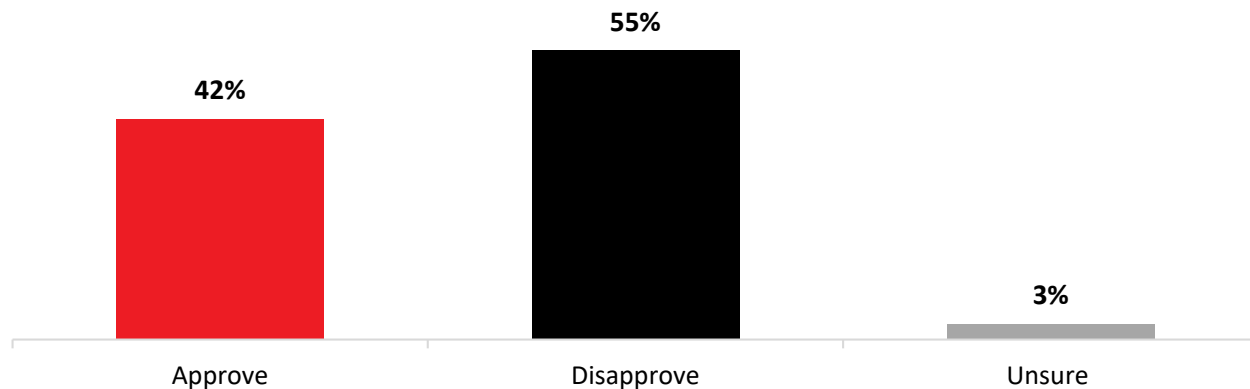
JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING

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=1,010)

Approve	Disapprove	Unsure
42%	55%	3%

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?**
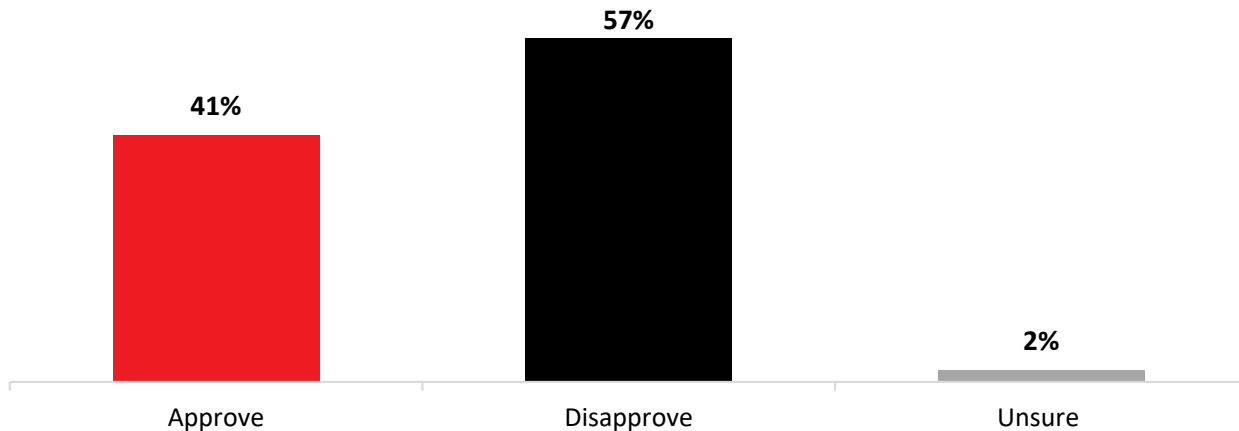
Base: All respondents

	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 Sept 6th	Gap
Weighted n=	1010	181	219	375	235	236	397	377	491	519	375	407	16	1011	
Unweighted n=	1010	217	217	347	229	130	338	542	480	530	356	447	31	1011	
Approve	42%	44%	42%	*35%*	**53%**	41%	**48%**	*37%*	43%	41%	*9%*	**80%**	*18%*	41%	+1%
Disapprove	55%	56%	56%	**61%**	*44%*	53%	*50%*	**62%**	54%	56%	**91%**	*19%*	**82%**	57%	-2%
Unsure	3%	*0%*	2%	**4%**	3%	7%	1%	1%	3%	2%	0%	2%	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 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=1,010)

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 Sept 6th	Gap
Weighted n=	1010	181	219	375	235	236	397	377	491	519	375	407	16	1011	
Unweighted n=	1010	217	217	347	229	130	338	542	480	530	356	447	31	1011	
Approve	**41%**	45%	38%	*35%*	49%	39%	46%	37%	42%	40%	*9%*	77%	*10%*	**40%**	**+1%**
Disapprove	**57%**	54%	61%	63%	*47%*	57%	53%	61%	57%	57%	**91%**	*23%*	**90%**	**58%**	**-1%**
Unsure	**2%**	1%	1%	2%	3%	4%	1%	1%	1%	2%	0%	1%	0%	**3%**	**-1%**

JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING - EVOLUTION

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

Kamala Harris ●——● Joe Biden ●——●
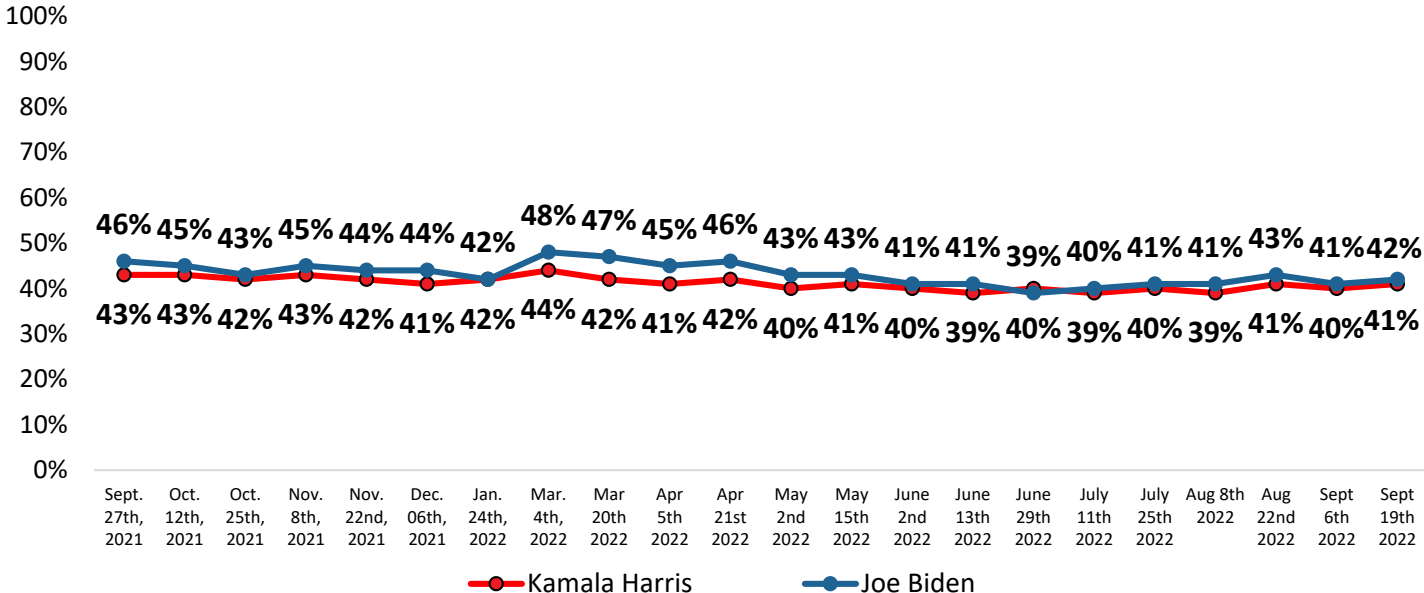
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NATIONAL	1,500	CANADA
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MUNICIPAL	500	QC, MTL, TOR, CAL, EDM, VAN
WESTERN	1,500	BC, AB, SK, MB
AMERICAN	1,000	4 CENSUS REGIONS

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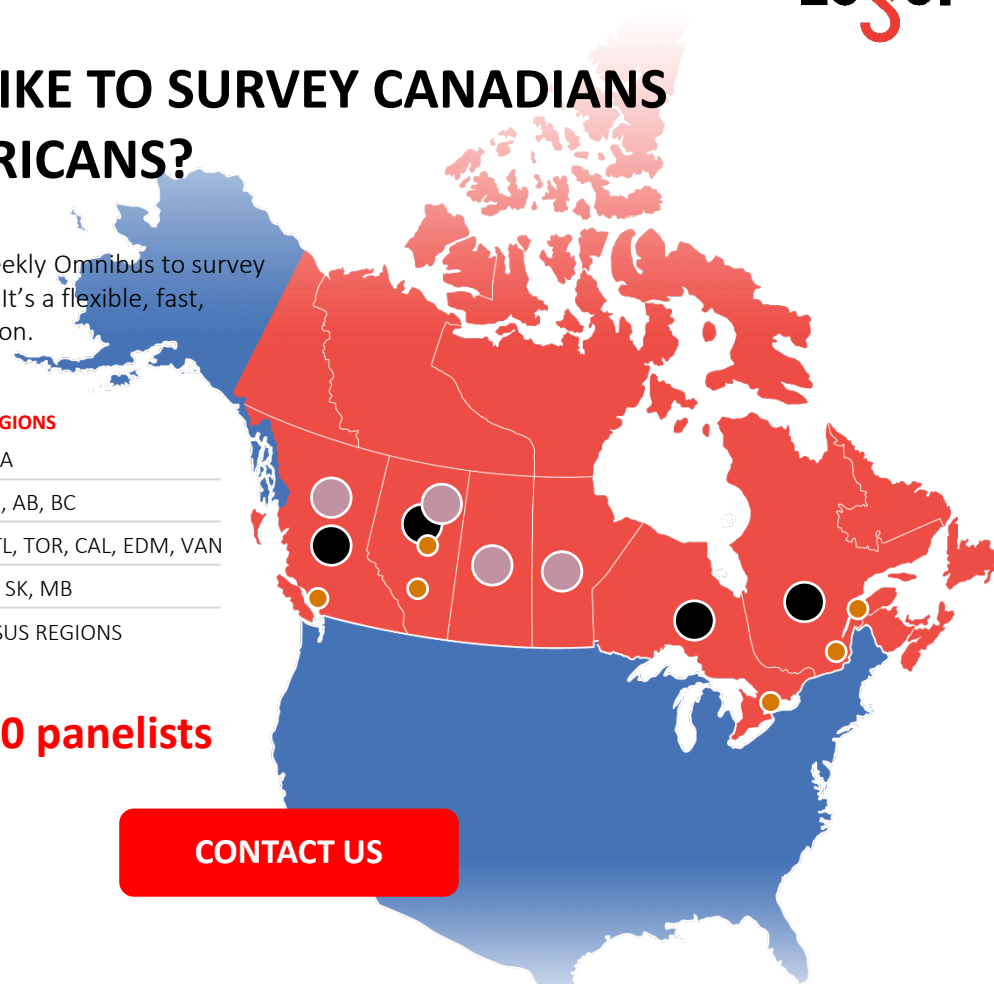
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APPENDIX

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE

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

US Region	Unweighted	Weighted
NorthEast	217	181
MidWest	217	219
South	347	375
West	229	235

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

GENDER	Unweighted	Weighted
Male	480	491
Female	530	519

AGE	Unweighted	Weighted
Between 18 and 34	130	236
Between 35 and 54	338	397
55 or over	542	377

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- **Leger Opinion (LEO)**
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- **Leger Community**
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  Digital strategy and user experience

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Leger is also a member of the Insights Association, the American Association of Marketing Research Analytics.

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