NORTH AMERICAN TRACKER

Leger

February 28th, 2024

E D I T I O N

Methodology

Method

Online survey
among respondents 18 years
of age or older.
(U.S. sample: n= 1,005).

Respondents were randomly recruited
using LEO's online panel.

When

February 23 to
February 25, 2024

Margin of error

For comparison purposes,
a probability sample of this
size yields a margin of error
no greater than ±3.1% (19
times out of 20).

Weighting

Results were weighted according to **age**, **gender, region, education, ethnicity, and number of people in the household** in order to ensure a representative sample of the American population.

Methodology

Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion that that of other respondents.

Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

Questions

Have questions about the data presented in this report? Please contact Alicia Ierardi, Executive Vice-President, at the following e-mail addresses: aierardi@leger360.com

A more detailed methodology is presented in the Appendix.

Key Highlights (1/2)

Every month, we conduct a survey of U.S. residents to explore their views on the economy, finances, and the government. This month, our survey was conducted between February 23 and 25, 2024.

Some of the key highlights on the U.S. economy include…

- Concerns that the U.S. is in a recession have remained steady in recent months, with more than half (56%) believing that the U.S. is currently experiencing a recession.

- There is a downward shift in U.S. residents reporting their household finances as good, with only 55% indicating their household finances are good, a decrease of 3 points compared to January 2024 (58%).

- More than half of U.S. residents (55%) say they are living paycheck to paycheck, an increase of 6 points compared to January 2024 (49%).

- 41% of U.S. residents who are currently employed are concerned about losing their job in the next 12 months.
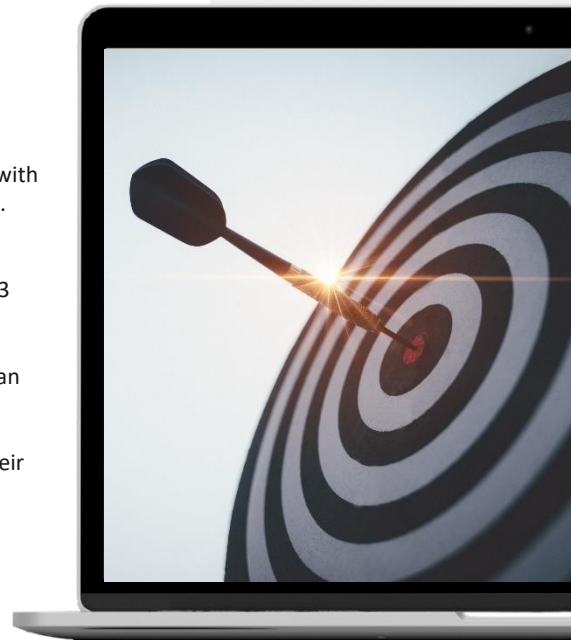
Key Highlights (2/2)

Some of the key highlights on U.S. politics include...

- Trump is taking the lead in voting intentions. If the Presidential election were to be held today, Trump would secure 46% of the votes, while Biden would secure 42%.

- Donald Trump is still the preferred Republican candidate for president in 2024, receiving 75% of support from Republican voters, while his only rival still in the race, Nikki Haley, is preferred by 10% of the Republican voters.

- Ron DeSantis (21%) would be the preferred candidate to be Donald Trump's vice president running mate if he receives his party's nomination, followed closely by Vivek Ramaswamy (16%).

- Nearly one-third (32%) think that Donald Trump should be the Republican candidate, even if he is convicted and imprisoned. This number is significantly higher among republican voters (64%).

- Seven out of ten Republicans (70%) would vote for Donald Trump even if he were found guilty and imprisoned. This marks a 6-point increase since January.

- Almost one-third (30%) think the 2024 presidential elections will take place peacefully, while 70% think there will be disturbances, protests, and civil disobedience. Republicans are more likely to think the election will be peaceful (36%).

- More than half of Americans disapprove of Joe Biden's job as president (54%), while less than one-third approve (31%).
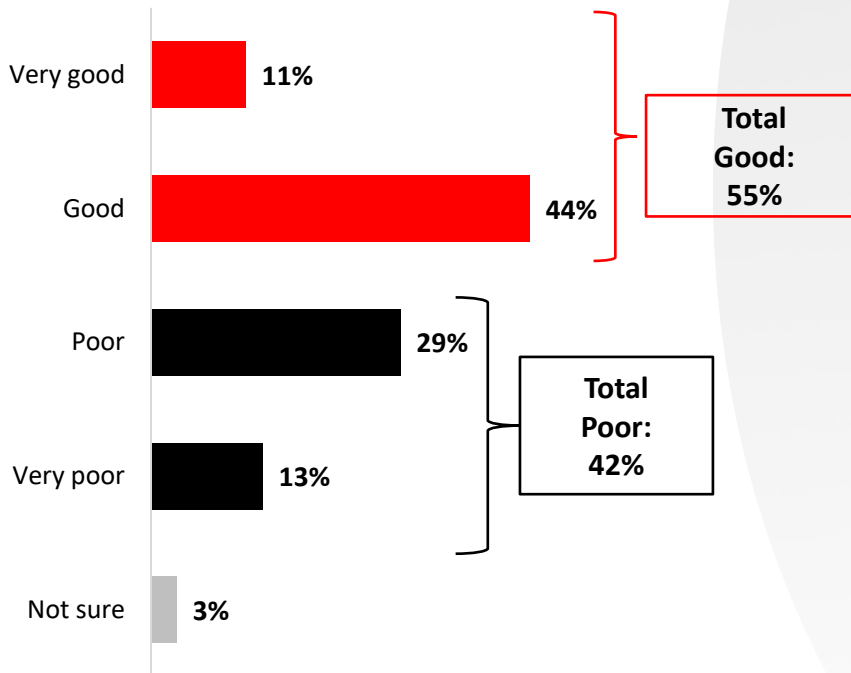
REPORT

U.S.
Economy

State of Household Finances (1/3)

Q3. How would you describe your own household's finances today?
Base: All respondents (n=1,005)

Category	Percentage
Very good	11%
Good	44%
Poor	29%
Very poor	13%
Not sure	3%

Total Good: 55%

Total Poor: 42%

State of Household Finances (2/3)

Q3. How would you describe your own household's finances today?
Base: All respondents

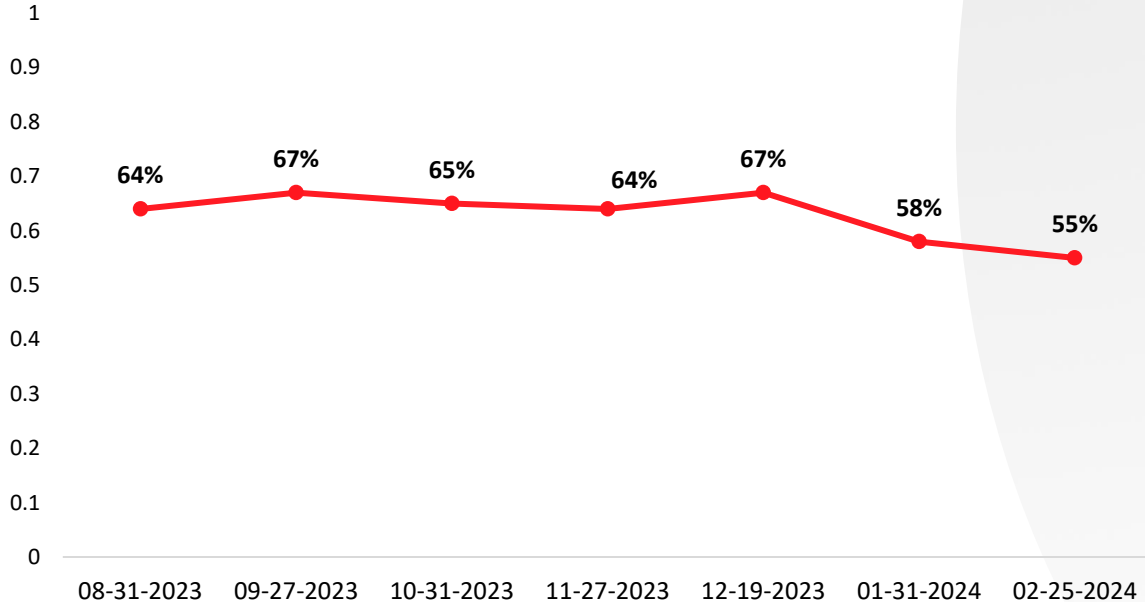|	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total Jan. 31st 2024	Gap
Weighted n=	*1,005*	*177*	*208*	*387*	*233*	*489*	*516*	*297*	*330*	*378*	*1,004*	
Unweighted n=	*1,005*	*196*	*205*	*399*	*205*	*520*	*485*	*213*	*363*	*429*	*1,004*	
Total Good	**55%**	**65%**	50%	53%	57%	58%	53%	**46%**	**49%**	**68%**	**58%**	-3
Very good	**11%**	13%	10%	11%	12%	**14%**	**8%**	13%	12%	9%	**14%**	-3
Good	**44%**	51%	40%	42%	46%	43%	44%	**33%**	**36%**	**59%**	**44%**	-
Total Poor	**42%**	35%	45%	46%	40%	39%	45%	**50%**	47%	**31%**	**37%**	+5
Poor	**29%**	26%	35%	30%	25%	27%	31%	35%	30%	**23%**	**27%**	+2
Very poor	**13%**	8%	10%	16%	15%	13%	14%	15%	**17%**	**8%**	**10%**	+3
Not sure	**3%**	1%	5%	2%	3%	3%	2%	3%	4%	**1%**	**5%**	-2

State of Household Finances - *Trended*

Q3. How would you describe your own household's finances today?
Base: All respondents

% Total Good
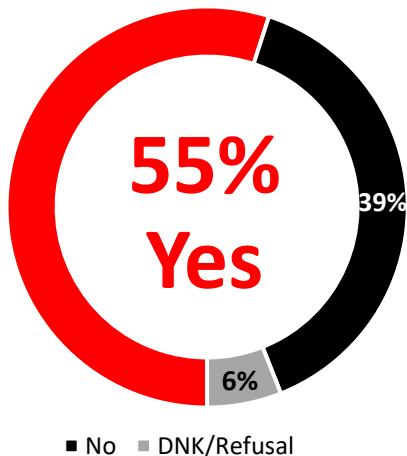
Living Paycheck to Paycheck

Q4. Are you currently living paycheck to paycheck?
Base: All respondents (n=1,005)

55% Yes

39%

6%

■ No   ■ DNK/Refusal

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total Jan. 31st 2024	Gap
Weighted n=	*1,005*	*177*	*208*	*387*	*233*	*489*	*516*	*297*	*330*	*378*	*1,004*	
Unweighted n=	*1,005*	*196*	*205*	*399*	*205*	*520*	*485*	*213*	*363*	*429*	*1,004*	
Yes	**55%**	55%	56%	58%	51%	54%	56%	62%	61%	44%	**49%**	+6
No	**39%**	38%	40%	36%	44%	41%	36%	31%	33%	51%	**45%**	-6
Don't know / Refusal	**6%**	7%	5%	7%	5%	4%	8%	7%	6%	5%	**6%**	-

Living Paycheck to Paycheck - *Trended*

Q4. Are you currently living paycheck to paycheck?
Base: All respondents

% Yes

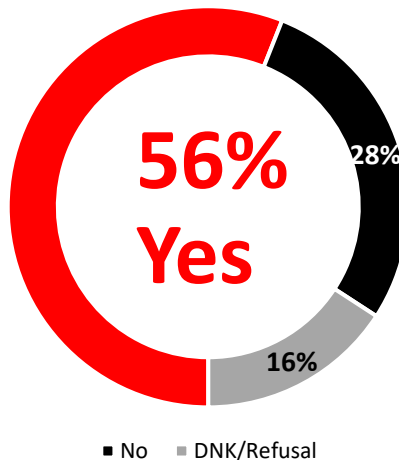|	08-31-2023	09-27-2023	10-31-2023	11-27-2023	12-19-2023	01-31-2024	02-25-2024
% Yes	46%	42%	44%	47%	43%	49%	55%
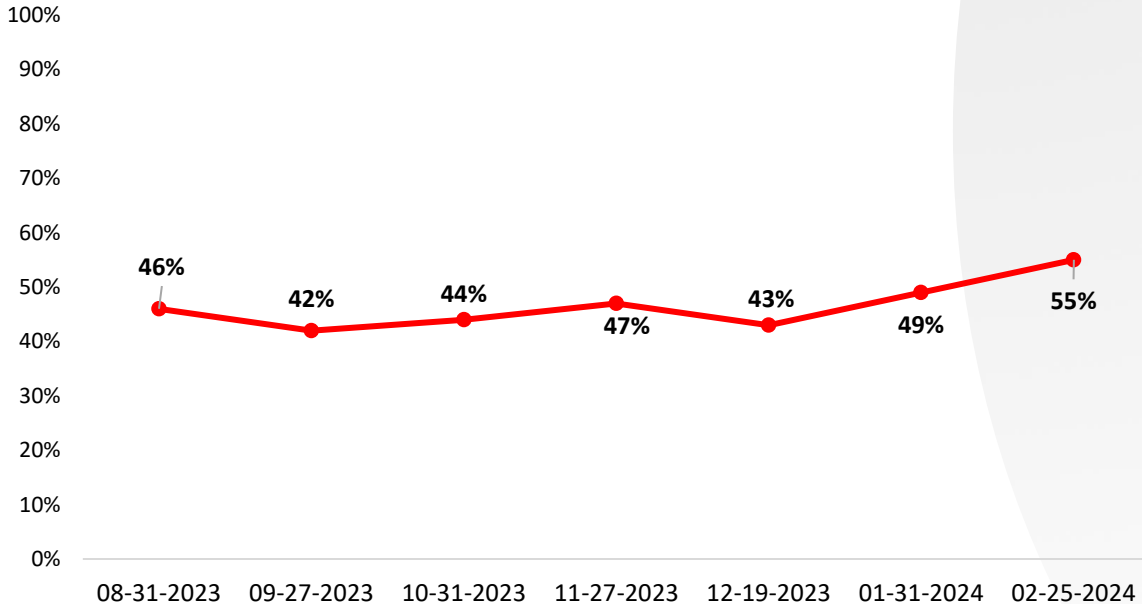
Economic Recession (1/2)

Q5. Do you believe the United States is currently in an economic recession?
Base: All respondents (n=1,005)

56% Yes · 28% · 16%

■ No ■ DNK/Refusal

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total Jan. 31st 2024	Gap
Weighted n=	*1,005*	*177*	*208*	*387*	*233*	*489*	*516*	*297*	*330*	*378*	*1,004*	
Unweighted n=	*1,005*	*196*	*205*	*399*	*205*	*520*	*485*	*213*	*363*	*429*	*1,004*	
Yes	**56%**	55%	50%	61%	54%	54%	58%	60%	63%	47%	**55%**	+1
No	**28%**	26%	33%	23%	33%	35%	22%	22%	21%	39%	**31%**	-3
Don't know/Refusal	**16%**	18%	17%	16%	13%	11%	21%	18%	16%	13%	**14%**	+2

Economic Recession - *Trended*

Q5. Do you believe the United States is currently in an economic recession?
Base: All respondents

% Yes
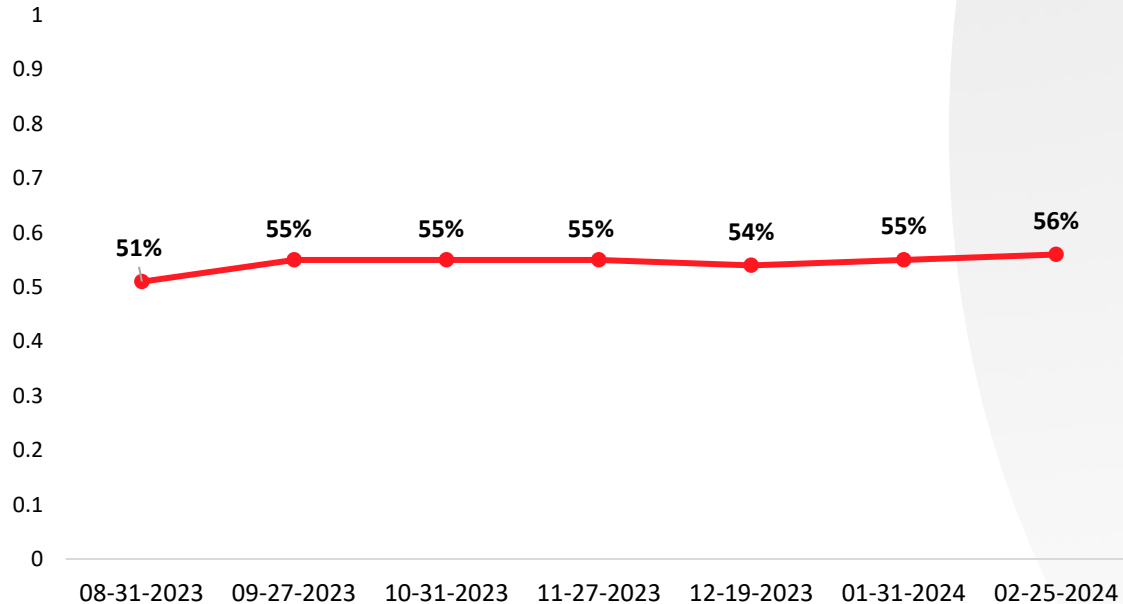
Concerns About Losing Job (1/3)

Q6. How concerned are you about losing your job in the next 12 months?

Base: Respondents who are currently employed (n=491)

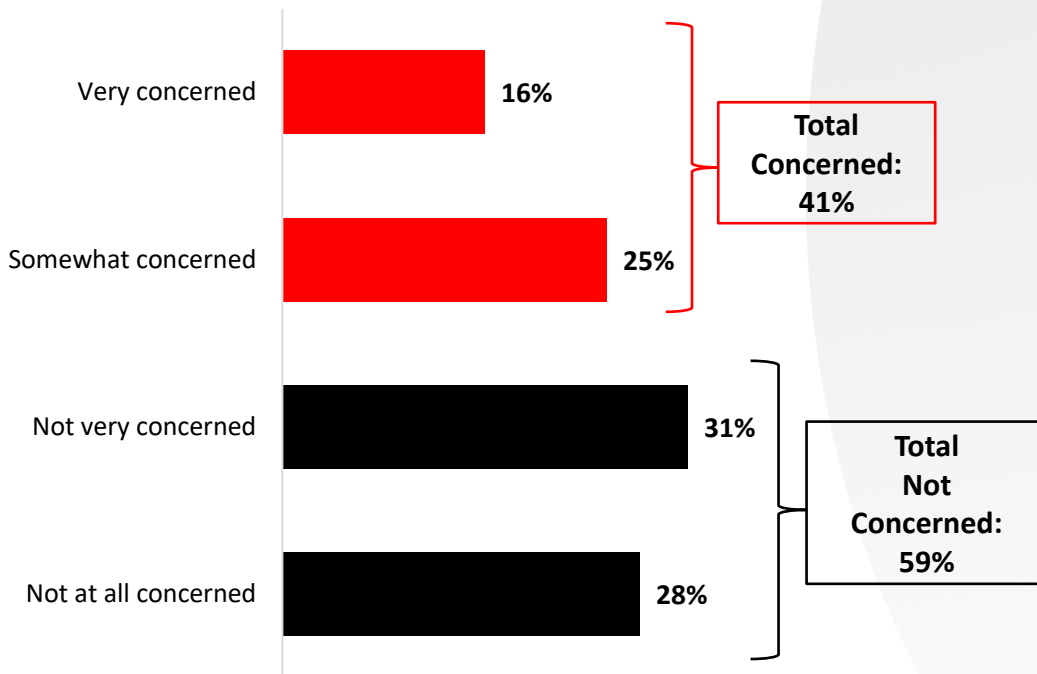| Category	Percentage
Very concerned	16%
Somewhat concerned	25%
Not very concerned	31%
Not at all concerned	28%

Total Concerned: 41%

Total Not Concerned: 59%

Concerns About Losing Job (2/3)

Q6. How concerned are you about losing your job in the next 12 months?

Base: Respondents who are currently employed

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total Jan. 31st 2024	Gap
Weighted n=	473	88	107	170	108	281	192	160	195	118	516	
Unweighted n=	491	102	108	179	102	302	189	120	226	145	542	
Total Concerned	**41%**	45%	45%	40%	35%	45%	35%	**53%**	40%	**27%**	**43%**	-2
Very concerned	**16%**	14%	11%	20%	15%	19%	11%	22%	15%	**8%**	**17%**	-1
Somewhat concerned	**25%**	31%	34%	19%	21%	26%	23%	31%	24%	19%	**26%**	-1
Total Not Concerned	**59%**	55%	55%	60%	65%	55%	65%	**47%**	60%	**73%**	**57%**	+2
Not very concerned	**31%**	33%	23%	34%	35%	29%	35%	29%	33%	33%	**29%**	+2
Not at all concerned	**28%**	22%	33%	26%	29%	26%	31%	**19%**	27%	**41%**	**29%**	-1

Concerns About Losing Job – *Trended*

Q6. How concerned are you about losing your job in the next 12 months?
Base: Respondents who are currently employed

% Total Concerned
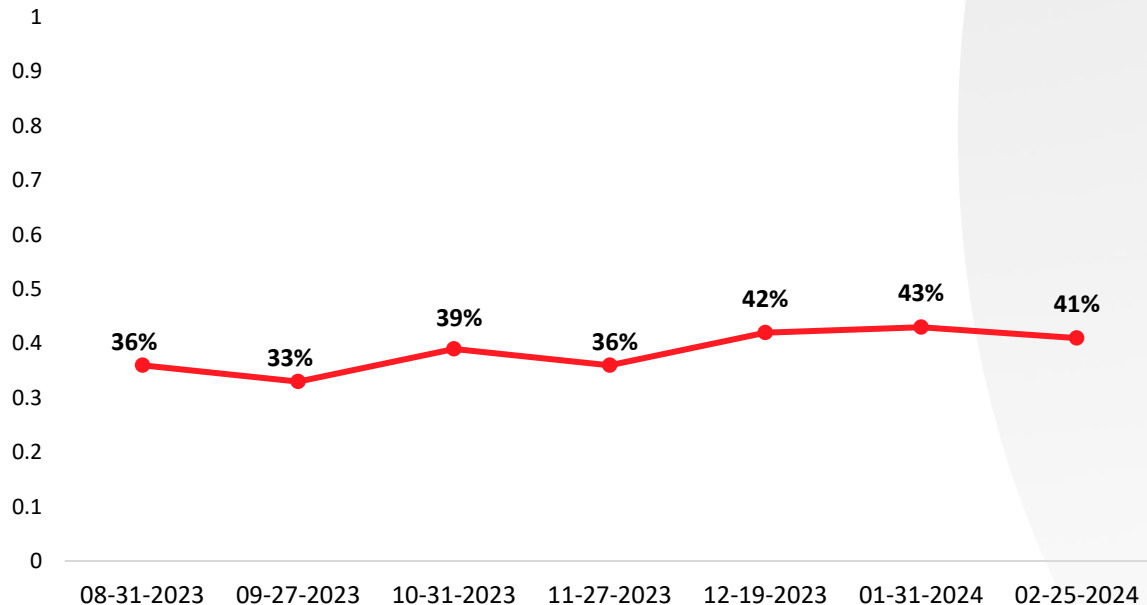
REPORT

U.S. Politics

U.S. Voting Intentions (1/2)

Q8. If the 2024 presidential election were held today, would you vote for the Republican candidate Donald Trump or the democratic Candidate Joe Biden? *Even if your choice is not made yet, if you had the obligation, who would you most likely vote for at the 2024 presidential election between…*

Base: Decided voters (n=864)

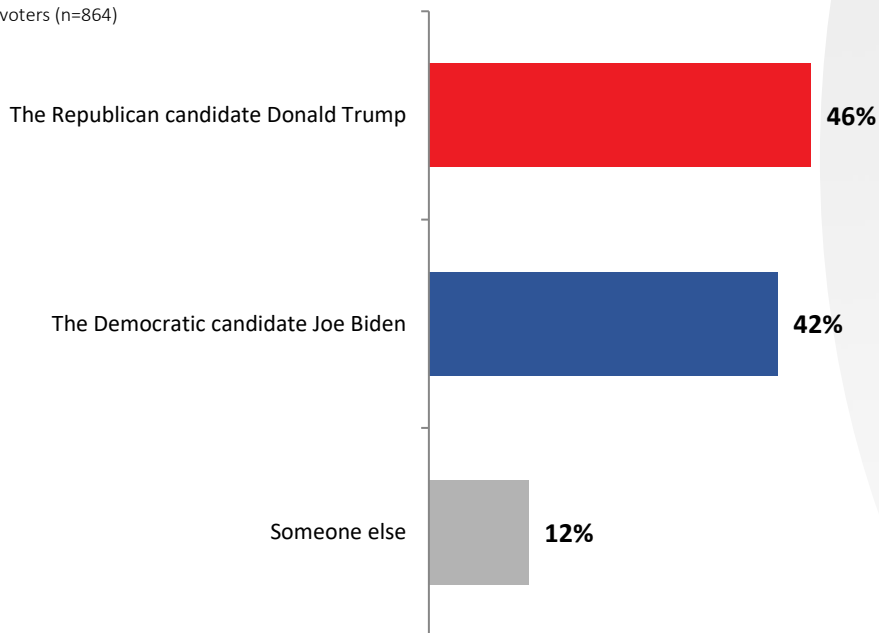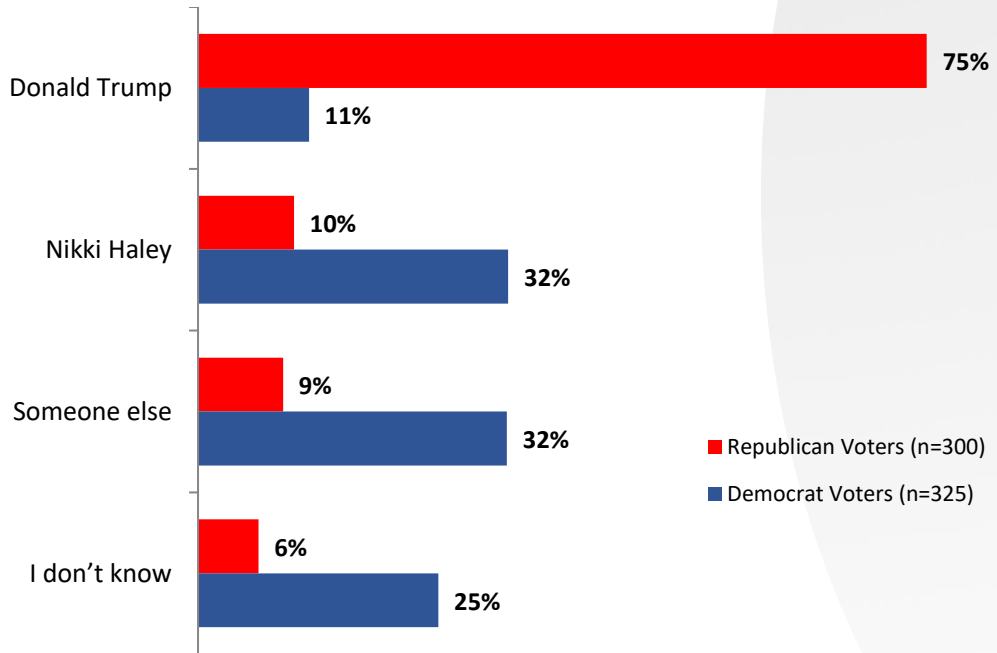|	
The Republican candidate Donald Trump	**46%**
The Democratic candidate Joe Biden	**42%**
Someone else	**12%**

U.S. Voting Intentions (2/2)

Q8. If the 2024 presidential election were held today, would you vote for the Republican candidate Donald Trump or the democratic Candidate Joe Biden? *Even if your choice is not made yet, if you had the obligation, who would you most likely vote for at the 2024 presidential election between…*
Base: All respondents

	TOTAL U.S.	TOTAL DECIDED VOTERS	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL Decided Voters Jan. 31st 2024	Gap
Weighted n=	1,005	856	157	170	330	199	227	280	348	426	430	831	
Unweighted n=	1,005	864	175	172	342	175	168	306	390	464	400	860	
The Republican candidate Donald Trump	39%	46%	36%	48%	48%	47%	41%	51%	45%	46%	46%	45%	+1
The Democratic candidate Joe Biden	36%	42%	47%	38%	40%	46%	41%	39%	45%	45%	39%	44%	-2
Someone else	10%	12%	16%	14%	12%	7%	18%	10%	10%	9%	15%	11%	+1
Can't vote	2%	-	-	-	-	-	-	-	-	-	-	-	-
Won't vote	8%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	4%	-	-	-	-	-	-	-	-	-	-	-	-

Preferred Republican Candidate
– *Republican vs Democrat Voters*

Q9. Which candidate would you like to see as the Republican candidate for president in 2024?

Donald Trump
- Republican Voters: 75%
- Democrat Voters: 11%

Nikki Haley
- Republican Voters: 10%
- Democrat Voters: 32%

Someone else
- Republican Voters: 9%
- Democrat Voters: 32%

I don't know
- Republican Voters: 6%
- Democrat Voters: 25%

■ Republican Voters (n=300)
■ Democrat Voters (n=325)

Choice of Running Mate for Donald Trump

Q15. If Donald Trump secures the Republican nomination, who would be your preferred choice for his vice-presidential running mate?

Base: Republican voters (n=300)

Candidate	Percentage
Ron DeSantis	21%
Vivek Ramaswamy	16%
Tim Scott	9%
Nikki Haley	7%
Ben Carson	5%
Elise Stefanik	4%
Kristi Noem	4%
Doug Burgum	2%
Someone else	7%
I don't know	26%
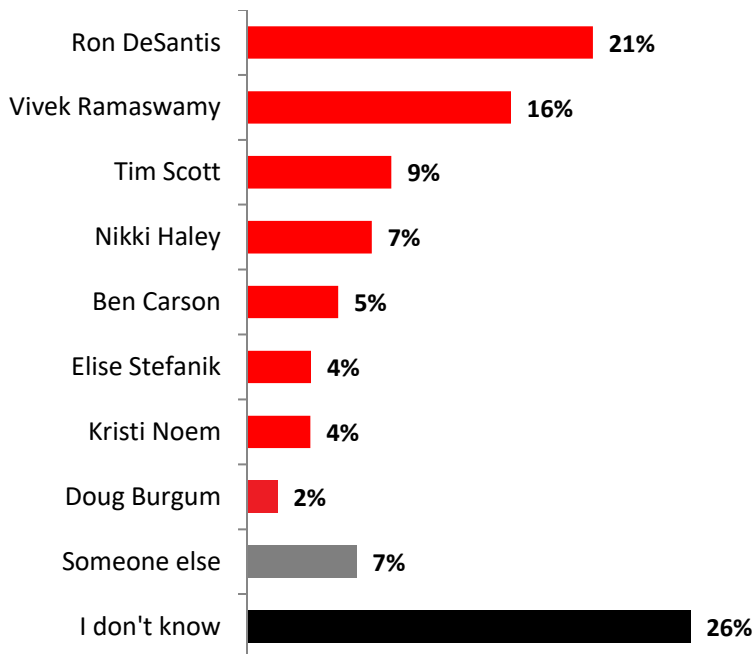
Imprisonment of Donald Trump

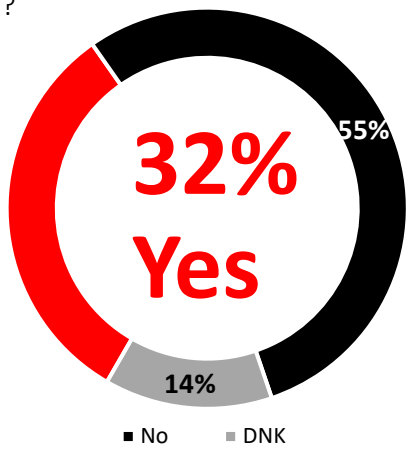**Q16.** Do you think that Donald Trump should be the Republican candidate if he is convicted and imprisoned?
Base: All respondents (n=1,005)

Leger

32% Yes

55%

14%

■ No   ■ DNK

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	TOTAL Jan. 31st 2024	Gap
Weighted n=	*1,005*	*177*	*208*	*387*	*233*	*297*	*330*	*378*	*489*	*516*	*291*	*332*	*283*	*1,004*	
Unweighted n=	*1,005*	*196*	*205*	*399*	*205*	*213*	*363*	*429*	*520*	*485*	*300*	*325*	*304*	*1,004*	
Yes	**32%**	33%	29%	35%	29%	31%	33%	32%	35%	29%	**64%**	**11%**	31%	**34%**	-2
No	**55%**	53%	54%	55%	56%	51%	53%	59%	54%	55%	**22%**	**82%**	54%	**54%**	+1
Don't know	**14%**	13%	18%	10%	15%	18%	14%	**9%**	11%	16%	13%	**7%**	15%	**12%**	+2

Impact of Trump's Imprisonment on Republican Voters

Q17. If Trump were found guilty and imprisoned following one of his trials, would you vote still vote for him?
Base: Republican voters (n=300)

70% Yes

17%

12%

■ No ■ DNK
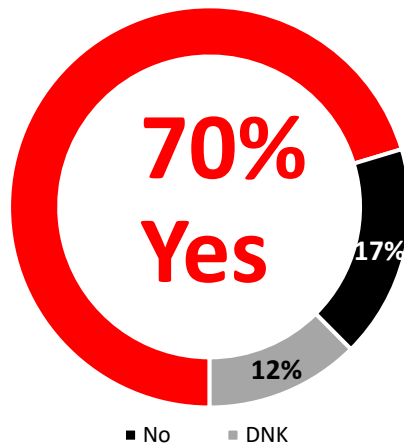
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL Jan. 31st 2024	
Weighted n=	*291*	*48*	*64*	*120*	*60*	*63*	*88*	*140*	*138*	*153*	*299*	
Unweighted n=	*300*	*58*	*65*	*122*	*55*	*45*	*98*	*157*	*158*	*142*	*299*	
Yes	**70%**	70%	69%	73%	67%	74%	80%	62%	71%	69%	**64%**	+6
No	**17%**	18%	17%	16%	19%	10%	10%	25%	21%	14%	**21%**	-4
Don't know	**12%**	12%	14%	11%	14%	16%	10%	13%	7%	17%	**16%**	-4

Climate in Which the Elections Will Take Place

Q18. Do you believe that the 2024 presidential elections will take place peacefully, or do you expect there to be disturbances, protests, and civil disobedience either during or in the aftermath of the elections?
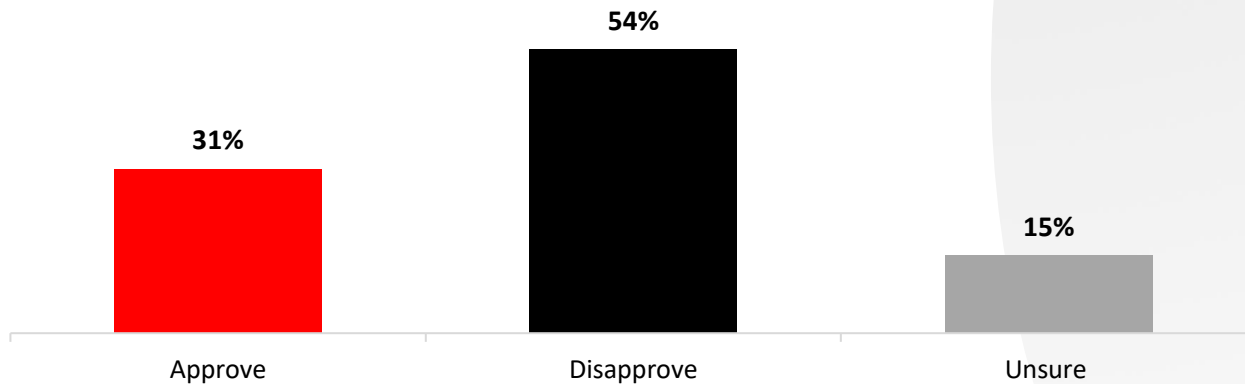
Base: All respondents (n=1,005)

30%
I believe that it will be peaceful

70%
I believe that there will be disturbances, protests, and civil disobedience

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	TOTAL Jan. 31st 2024	
Weighted n=	*1,005*	*177*	*208*	*387*	*233*	*297*	*330*	*378*	*489*	*516*	*291*	*332*	*283*	*1,004*	
Unweighted n=	*1,005*	*196*	*205*	*399*	*205*	*213*	*363*	*429*	*520*	*485*	*300*	*325*	*304*	*1,004*	
I believe that it will be peaceful	**30%**	37%	26%	30%	30%	31%	36%	24%	36%	24%	36%	32%	22%	**34%**	-4
I believe that there will be disturbances, protests, and civil disobedience	**70%**	63%	74%	70%	70%	69%	64%	76%	64%	76%	64%	68%	78%	**66%**	+4

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Biden's Approval Rating (1/2)

Q10. Overall, do you 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)

Q10. Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?
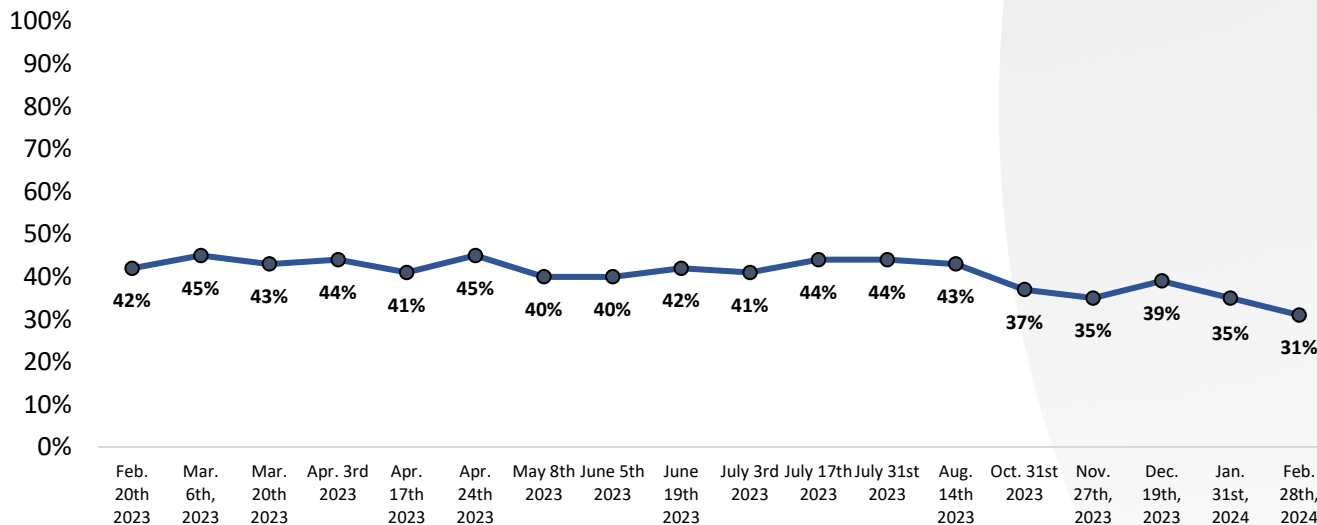Base: All respondents

	Total United States	North east	Mid west	South	West	18-34	35-54	55+	Male	Female	Voted for Biden In 2020	Voted for Trump In 2020	TOTAL Jan. 31st 2024	Gap
Weighted n=	*1,005*	*177*	*208*	*387*	*233*	*297*	*330*	*378*	*489*	*516*	*404*	*377*	*1,004*	
Unweighted n=	*1 005*	*196*	*205*	*399*	*205*	*213*	*363*	*429*	*520*	*485*	*371*	*368*	*1,004*	
Approve	**31%**	38%	28%	30%	32%	26%	29%	38%	37%	26%	64%	8%	**35%**	-4
Disapprove	**54%**	44%	59%	56%	53%	49%	57%	56%	52%	56%	21%	89%	**53%**	+1
Unsure	**15%**	18%	14%	14%	15%	26%	15%	6%	11%	18%	15%	4%	**12%**	+3

Biden's Approval Rating – Trended

Q10. Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?
Base: All respondents

% Approve

	Feb. 20th 2023	Mar. 6th, 2023	Mar. 20th 2023	Apr. 3rd 2023	Apr. 17th 2023	Apr. 24th 2023	May 8th 2023	June 5th 2023	June 19th 2023	July 3rd 2023	July 17th 2023	July 31st 2023	Aug. 14th 2023	Oct. 31st 2023	Nov. 27th, 2023	Dec. 19th, 2023	Jan. 31st, 2024	Feb. 28th, 2024
% Approve	42%	45%	43%	44%	41%	45%	40%	40%	42%	41%	44%	44%	43%	37%	35%	39%	35%	31%

Respondent Profile

Weighted and Unweighted Sample

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

	Unweighted	Weighted
U.S. Region	**1,005**	**1,005**
Northeast	196	177
Midwest	205	208
South	399	387
West	205	233

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

	Unweighted	Weighted
Gender	**1,005**	**1,005**
Male	520	489
Female	485	516
Age	**1,005**	**1,005**
Between 18 and 29	97	197
Between 30 and 39	203	177
Between 40 and 49	168	162
Between 50 and 64	292	250
65 or older	245	219

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- **Leger**
  Marketing research and polling

- **Customer Experience (CX)**
  Strategic and operational customer experience consulting services

- **Leger Analytics (LEA)**
  Data modelling and analysis

- **Leger Opinion (LEO)**
  Panel management

- **Leger Communities**
  Online community management

- **Leger Digital**
  Digital strategy and user experience

- **International Research**
  Worldwide Independent Network (WIN)

600
EMPLOYEES

185
CONSULTANTS

8
OFFICES

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