

NORTH AMERICAN TRACKER

# LeSer

March 27<sup>th</sup>, 2024

EDITION

# Methodology

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## Method

Online survey among respondents 18 years of age or older.

(U.S. sample: n= 1,000).

Respondents were randomly recruited using LEO's online panel.



## When

March 23 to  
March 25, 2024



## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than  $\pm 3.1\%$  (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

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## 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 than 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](mailto:aierardi@leger360.com)

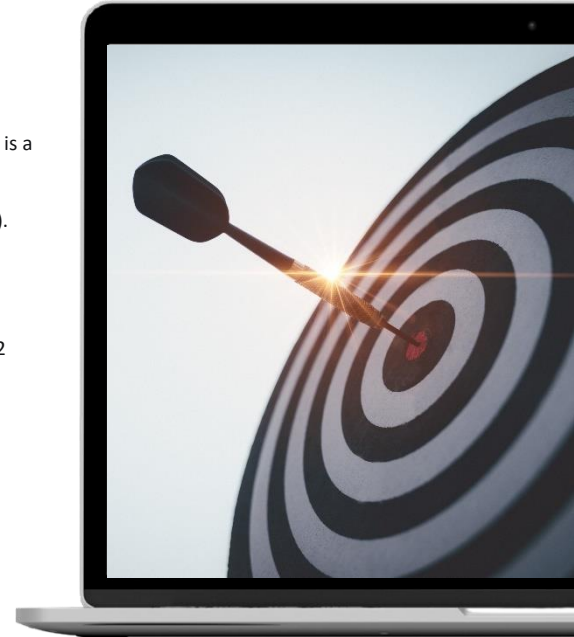
*A more detailed methodology is presented in the Appendix.*

## 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 March 23 and 25, 2024.*

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

- More than half (59%) of residents think the United States is currently in a recession, which is a three-point increase since last month.
- Four out of ten (40%) describe their household's finances as poor (28%) or very poor (12%).
- More than half (57%) say they are living paycheck to paycheck, an increase of 2 points compared to February 2024 (55%).
- Among those currently employed (41%) 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 48% of the votes, while Biden would secure 43%.
  - This is consistent with declining approval ratings for Biden, with greater than half of U.S residents disapproving of Joe Biden's job as president (53%), and only a third approving (31%).
- Donald Trump is still the preferred Republican candidate for president in 2024, receiving 79% of support from Republican voters, while his only rival still in the race, Nikki Haley, is preferred by 10% of the Republican voters.
  - Support for Trump has seen an increase of 4 points since February 2024.
- While only one-third of U.S. residents (31%) think that Donald Trump should be the Republican candidate if he is convicted and imprisoned, this rating is significantly stronger among republican voters (60%).
  - In fact, 69% of Republicans would vote for Donald Trump even if he were found guilty and imprisoned.
- One-third of U.S residents (33%) think the 2024 presidential elections will take place peacefully, while 67% think there will be disturbances, protests, and civil disobedience. Republicans are more likely to think the election will be peaceful (46%).



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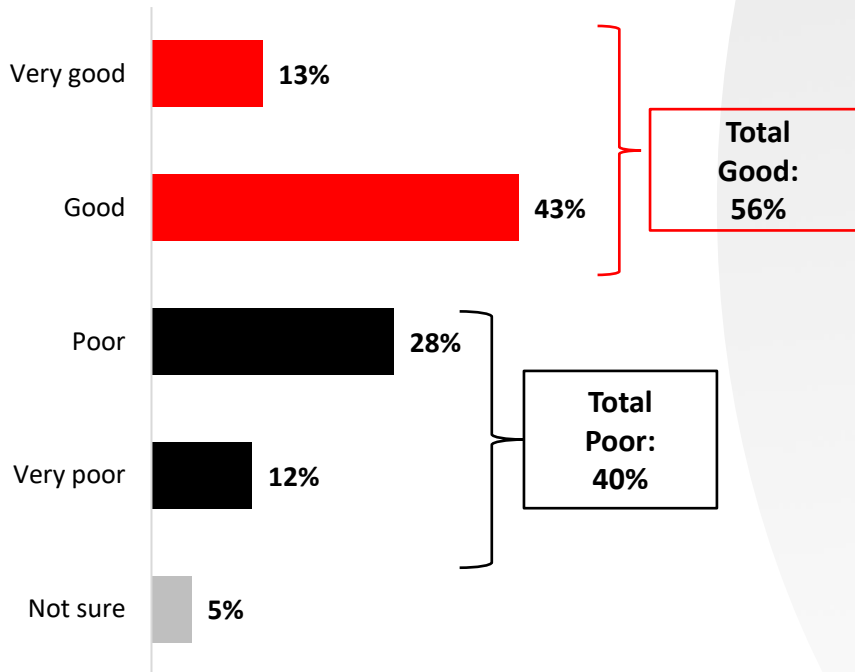
# State of the Economy



# State of Household Finances (1/3)

**Q3.** How would you describe your own household's finances today?

Base: All respondents (n=1,000)



# 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 Feb. 28 <sup>th</sup> 2024	Gap
Weighted n=	1,000	178	206	381	235	487	513	302	302	395	1,005	
Unweighted n=	1,000	187	191	399	223	489	511	247	331	422	1,005	
<b>Total Good</b>	<b>56%</b>	59%	56%	51%	60%	<b>62%</b>	<b>50%</b>	53%	54%	59%	<b>55%</b>	+1
Very good	<b>13%</b>	11%	11%	14%	14%	<b>17%</b>	<b>9%</b>	17%	12%	11%	<b>11%</b>	+2
Good	<b>43%</b>	48%	45%	<b>37%</b>	46%	45%	41%	<b>36%</b>	42%	<b>48%</b>	<b>44%</b>	-1
<b>Total Poor</b>	<b>40%</b>	39%	41%	42%	36%	<b>34%</b>	<b>45%</b>	43%	41%	36%	<b>42%</b>	-2
Poor	<b>28%</b>	28%	30%	29%	25%	25%	31%	34%	28%	24%	<b>29%</b>	-1
Very poor	<b>12%</b>	11%	11%	12%	12%	9%	14%	9%	13%	12%	<b>13%</b>	-1
Not sure	<b>5%</b>	2%	3%	<b>7%</b>	4%	4%	5%	4%	5%	5%	<b>3%</b>	+2

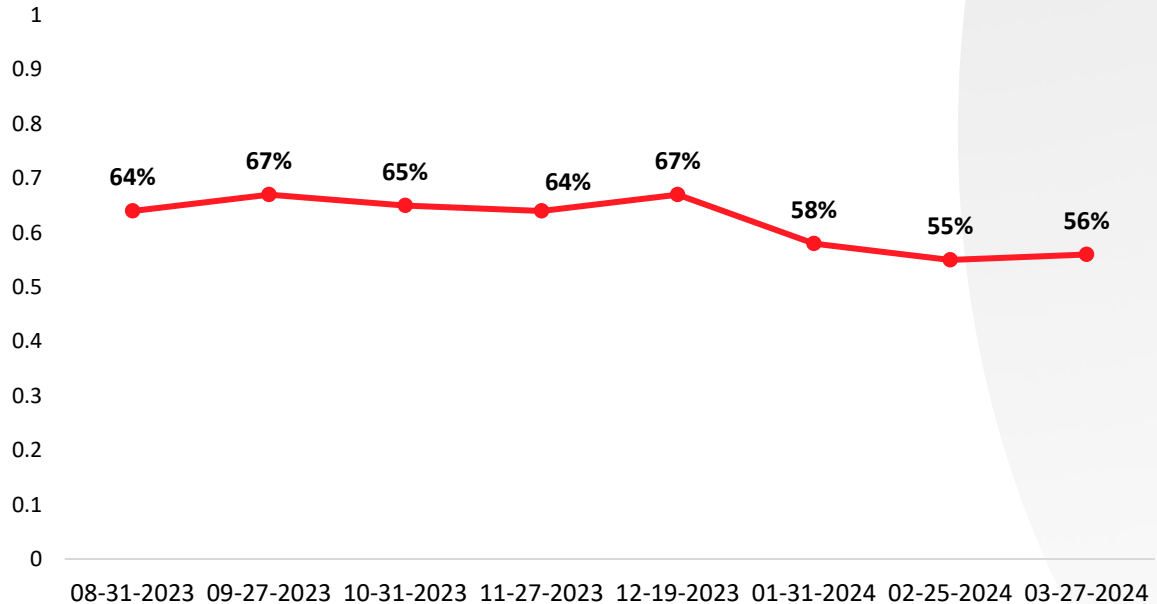


# State of Household Finances - Trended

**Q3.** How would you describe your own household's finances today?

Base: All respondents

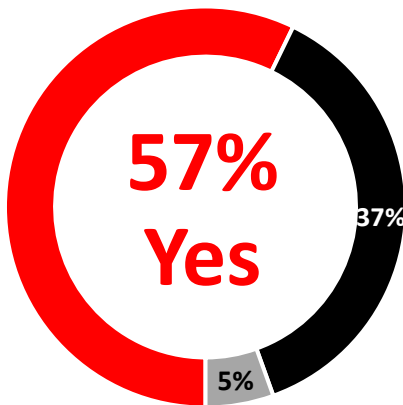
## % Total Good



# Living Paycheck to Paycheck

**Q4.** Are you currently living paycheck to paycheck?

Base: All respondents (n=1,000)



■ No ■ DNK/Refusal

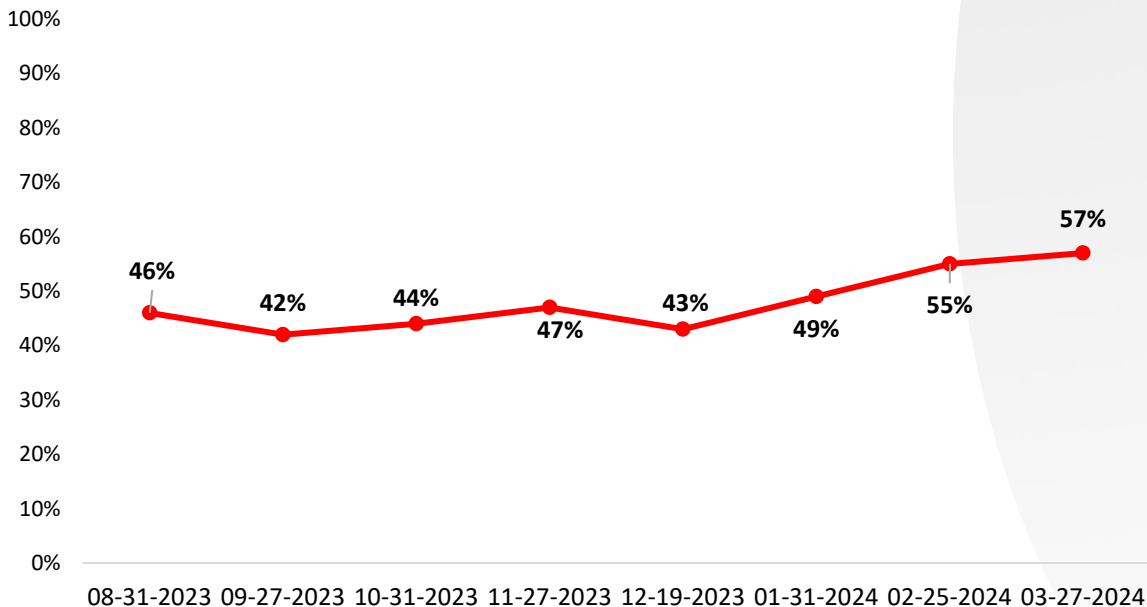
	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total Feb. 28 <sup>th</sup> 2024	Gap
Weighted n=	1,000	178	206	381	235	487	513	302	302	395	1,005	
Unweighted n=	1,000	187	191	399	223	489	511	247	331	422	1,005	
Yes	<b>57%</b>	61%	51%	60%	54%	54%	60%	<b>64%</b>	62%	<b>48%</b>	<b>55%</b>	+2
No	<b>37%</b>	34%	43%	33%	42%	<b>41%</b>	<b>33%</b>	<b>30%</b>	33%	<b>47%</b>	<b>39%</b>	-2
Don't know / Refusal	<b>5%</b>	5%	6%	6%	4%	4%	7%	6%	5%	5%	<b>6%</b>	-1

# Living Paycheck to Paycheck - Trended

**Q4.** Are you currently living paycheck to paycheck?

Base: All respondents

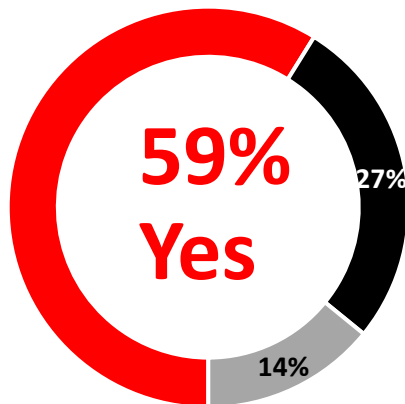
**% Yes**



# Economic Recession in the Country (1/2)

**Q5.** Do you believe the United States is currently in an economic recession?

Base: All respondents (n=1,000)



■ No ■ DNK/Refusal

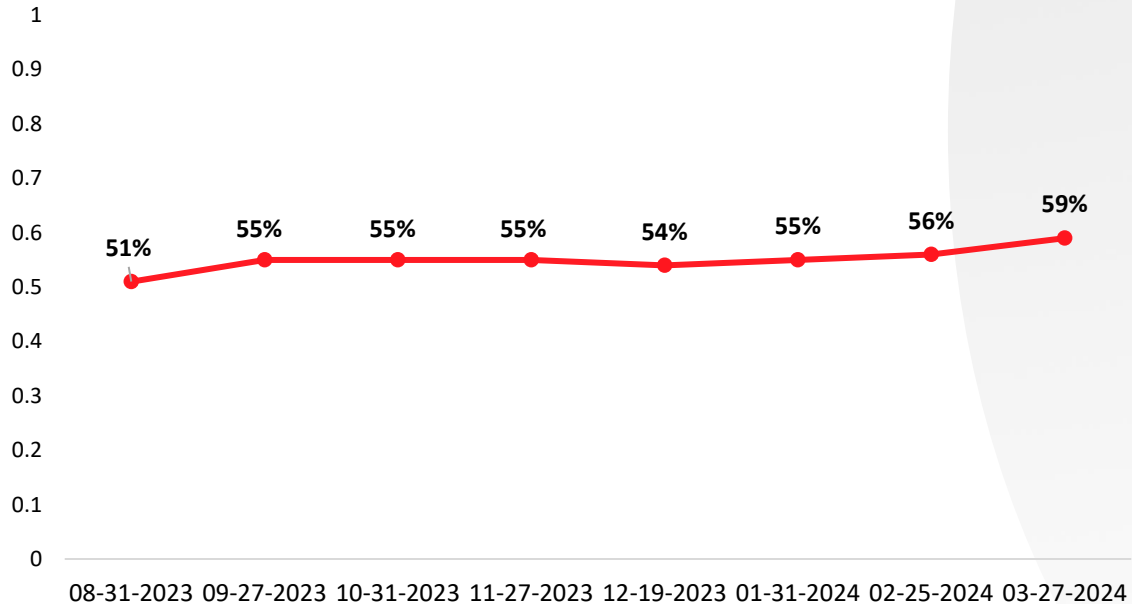
	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total Feb. 28 <sup>th</sup> 2024	Gap
Weighted n=	1,000	178	206	381	235	487	513	302	302	395	1,005	
Unweighted n=	1,000	187	191	399	223	489	511	247	331	422	1,005	
Yes	<b>59%</b>	63%	58%	60%	54%	<b>54%</b>	<b>63%</b>	64%	60%	<b>53%</b>	<b>56%</b>	+3
No	<b>27%</b>	27%	27%	24%	31%	<b>36%</b>	<b>18%</b>	<b>21%</b>	23%	<b>35%</b>	<b>28%</b>	-1
Don't know/Refusal	<b>14%</b>	10%	15%	16%	14%	<b>9%</b>	<b>19%</b>	15%	17%	12%	<b>16%</b>	-2

# Economic Recession in the Country - Trended

**Q5.** Do you believe the United States is currently in an economic recession?

Base: All respondents (n=1,000)

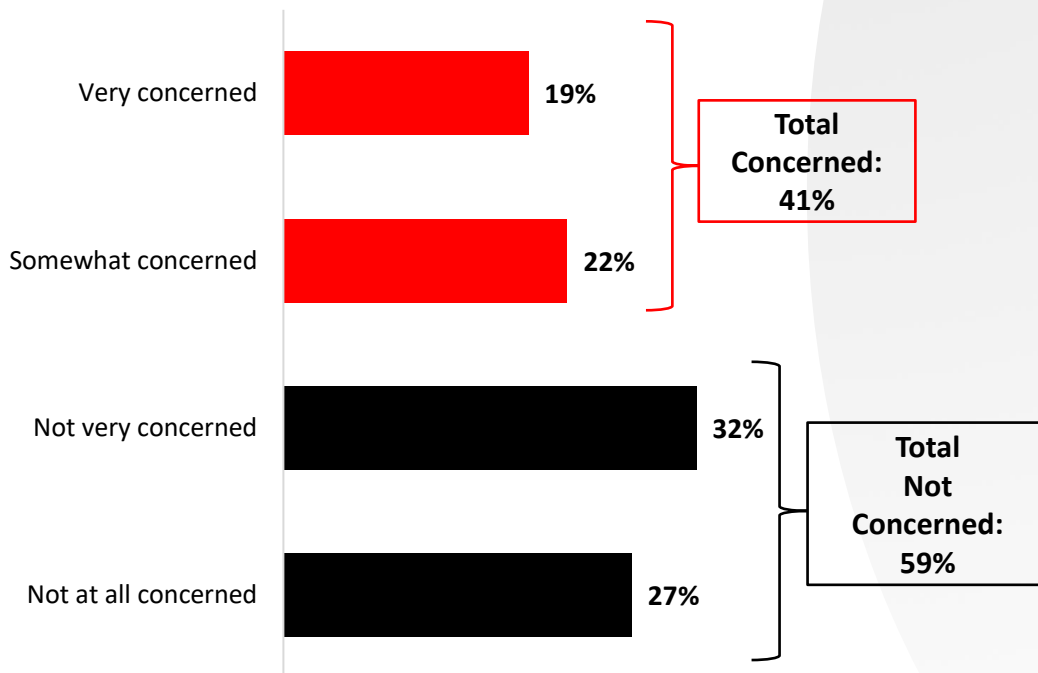
**% Yes**



# 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=506)



# 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

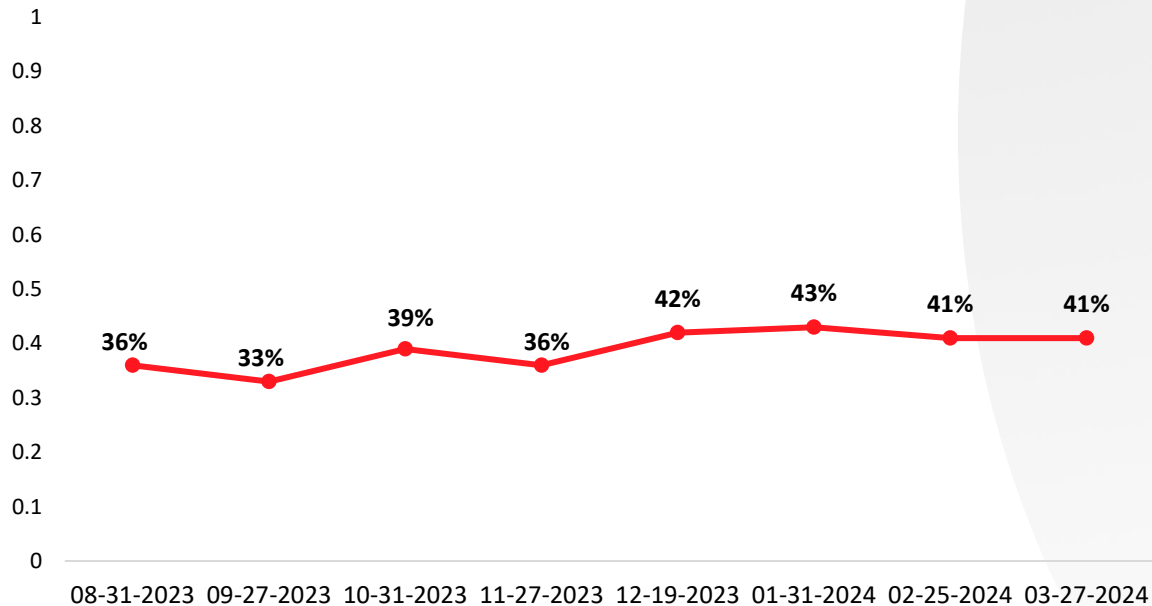
	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total Feb. 28 <sup>th</sup> 2024	Gap
Weighted n=	503	99	107	165	132	285	219	176	204	124	473	
Unweighted n=	506	111	105	172	118	287	219	152	226	128	491	
<b>Total Concerned</b>	<b>41%</b>	35%	<b>28%</b>	<b>51%</b>	44%	41%	42%	<b>50%</b>	42%	<b>27%</b>	<b>41%</b>	-
Very concerned	<b>19%</b>	20%	<b>9%</b>	<b>30%</b>	14%	<b>24%</b>	<b>13%</b>	<b>26%</b>	17%	13%	<b>16%</b>	<b>+3</b>
Somewhat concerned	<b>22%</b>	15%	19%	21%	30%	<b>17%</b>	<b>29%</b>	24%	25%	<b>15%</b>	<b>25%</b>	<b>-3</b>
<b>Total Not Concerned</b>	<b>59%</b>	65%	<b>72%</b>	<b>49%</b>	56%	59%	58%	<b>50%</b>	58%	<b>73%</b>	<b>59%</b>	-
Not very concerned	<b>32%</b>	34%	36%	25%	34%	33%	30%	28%	36%	30%	<b>31%</b>	<b>+1</b>
Not at all concerned	<b>27%</b>	31%	35%	24%	22%	26%	29%	22%	23%	<b>42%</b>	<b>28%</b>	<b>-1</b>

# 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





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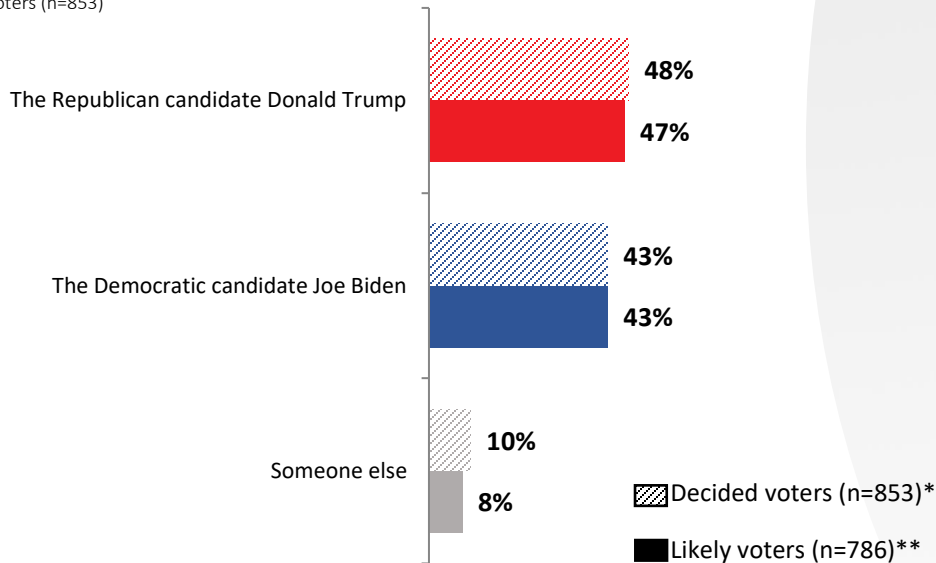
# U.S. Politics



# 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=853)



\*Decided Voters: Individuals who have decided on the candidate they will vote for

\*\*Likely Voters: Individuals who have decided on the candidate they will vote for AND are expected to cast their vote on election day

# 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*	TOTAL LIKELY VOTERS**	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL Decided Voters Feb. 28 <sup>th</sup> 2024	Gap
Weighted n=	1,000	863	792	155	174	331	204	248	252	363	437	426	856	
Unweighted n=	1,000	853	786	164	164	333	192	198	271	384	436	417	864	
The Republican candidate Donald Trump	<b>41%</b>	<b>48%</b>	<b>47%</b>	42%	50%	51%	45%	<b>40%</b>	46%	<b>54%</b>	49%	46%	<b>46%</b>	+2
The Democratic candidate Joe Biden	<b>37%</b>	<b>43%</b>	<b>43%</b>	48%	41%	44%	38%	49%	41%	39%	41%	44%	<b>42%</b>	+1
Someone else	<b>8%</b>	<b>10%</b>	<b>8%</b>	11%	9%	<b>5%</b>	<b>17%</b>	11%	13%	7%	9%	10%	<b>12%</b>	-2
Can't vote	<b>2%</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't vote	<b>7%</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	<b>4%</b>	-	-	-	-	-	-	-	-	-	-	-	-	-

\*Decided Voters: Individuals who have decided on the candidate they will vote for

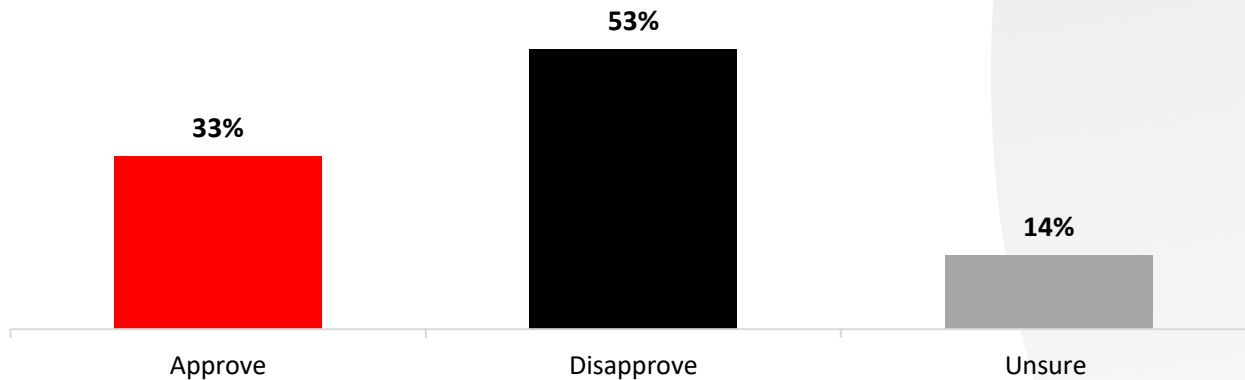
\*\*Likely Voters: Individuals who have decided on the candidate they will vote for AND are expected to cast their vote on election day

## Biden's Approval Rating (1/2)

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

Base: All respondents (n=1,000)



# 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

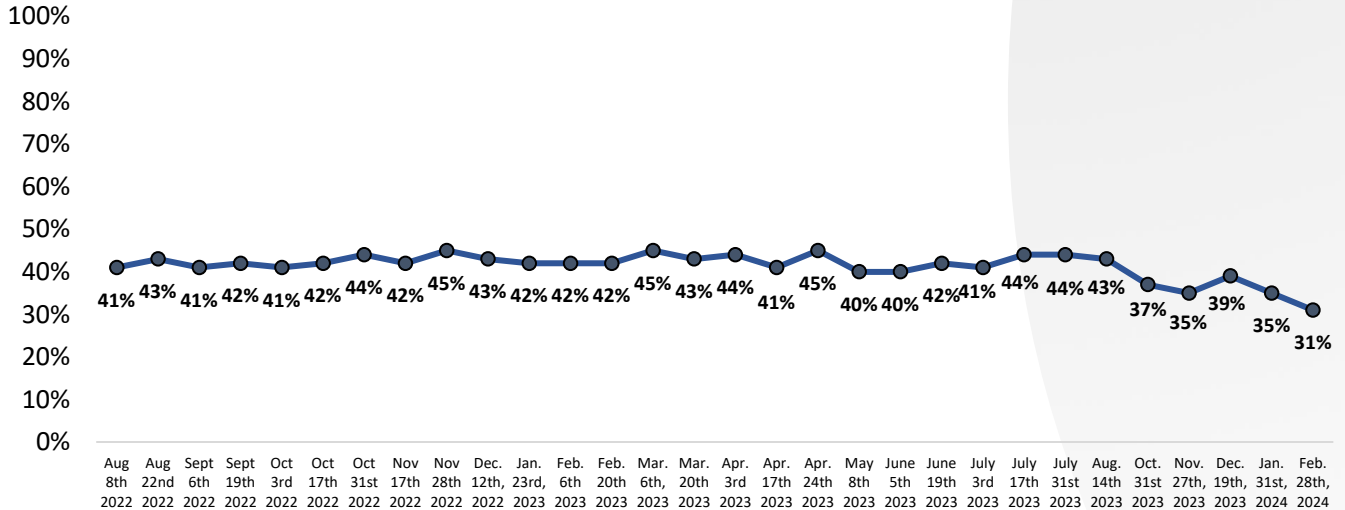
	Total U.S.	North east	Mid west	South	West	18-34	35-54	55+	Male	Female	Voted for Biden In 2020	Voted for Trump In 2020	TOTAL Feb. 28 <sup>th</sup> 2024	Gap
Weighted n=	1,000	178	206	381	235	302	302	395	487	513	402	372	1,005	
Unweighted n=	1,000	187	191	399	223	247	331	422	489	511	391	346	1,005	
Approve	<b>33%</b>	40%	27%	33%	32%	33%	32%	34%	36%	30%	<b>65%</b>	<b>9%</b>	<b>31%</b>	+2
Disapprove	<b>53%</b>	<b>44%</b>	57%	53%	57%	49%	51%	<b>58%</b>	51%	55%	<b>20%</b>	<b>89%</b>	<b>54%</b>	-1
Unsure	<b>14%</b>	16%	17%	13%	11%	18%	18%	<b>8%</b>	13%	15%	15%	<b>2%</b>	<b>15%</b>	-1

# Biden's Approval Rating – Evolution

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

Base: All respondents

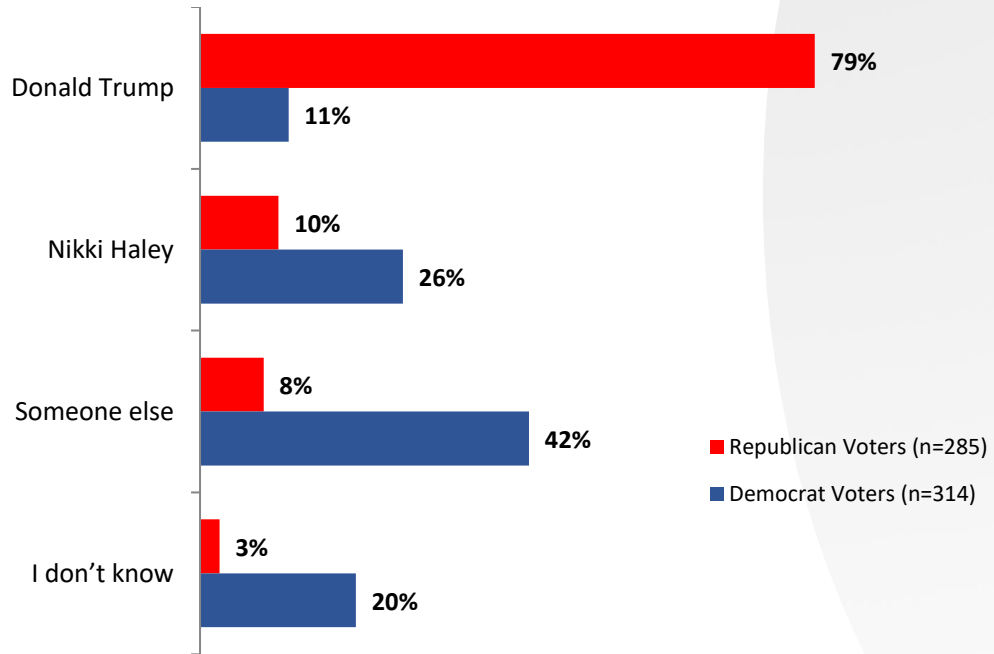
*% Approve presented*



# Preferred Republican Candidate – *Republican vs Democrat Voters*

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

Base: All respondents (n=1,000)

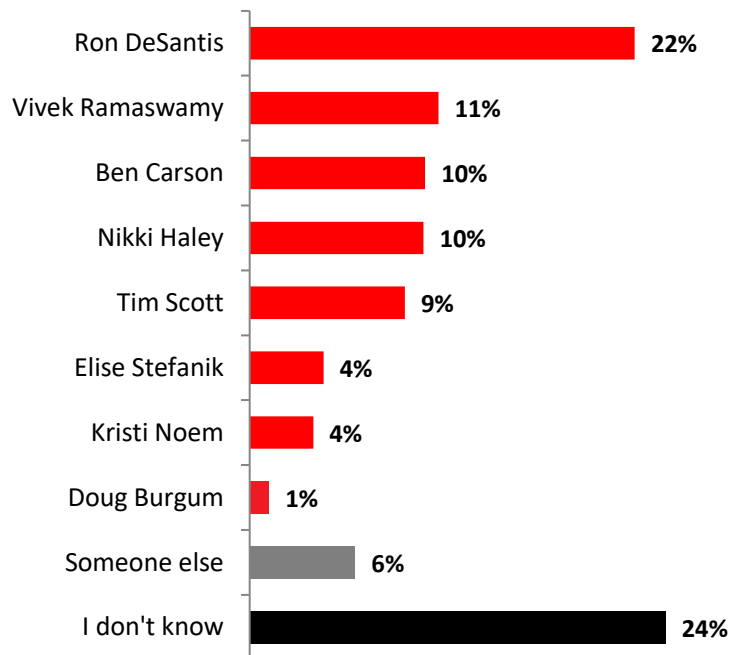


# Choice of Running Mate for Donald Trump

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

Base: Republican voters (n=285)

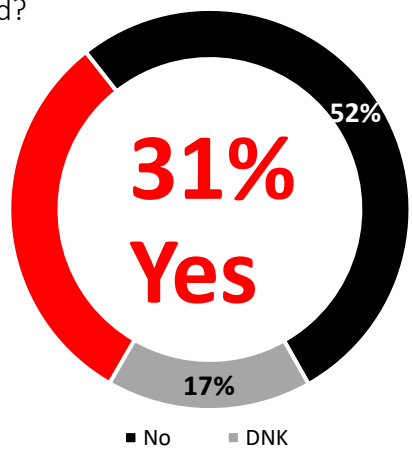




# Imprisonment of Donald Trump

**Q16.** Do you think that Donald Trump should be the Republican candidate if he is convicted and imprisoned?

Base: All respondents (n=1,000)

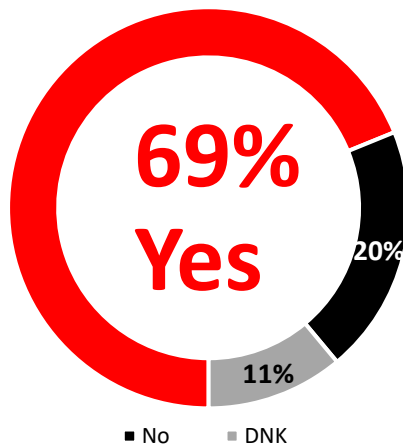


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	TOTAL Feb. 28 <sup>th</sup> 2024	Gap
Weighted n=	1,000	178	206	381	235	302	302	395	487	513	287	328	300	1,005	
Unweighted n=	1,000	187	191	399	223	247	331	422	489	511	285	314	312	1,005	
Yes	31%	25%	24%	38%	30%	26%	34%	33%	36%	27%	60%	10%	27%	32%	-1
No	52%	58%	58%	45%	55%	51%	52%	54%	49%	55%	24%	83%	51%	55%	-3
Don't know	17%	17%	18%	16%	15%	24%	14%	13%	15%	18%	16%	7%	21%	14%	+3

# 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=285)

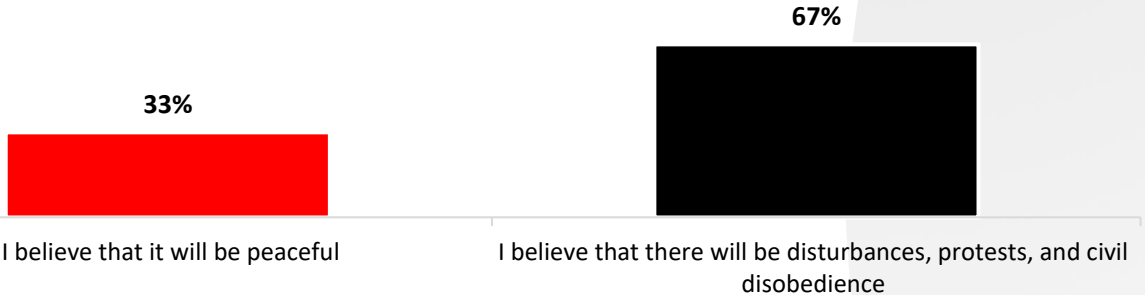


	TOTAL U.S. Republican Voters	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL Feb. 28 <sup>th</sup> 2024	Gap
Weighted n=	287	45	55	129	58	59	74	154	151	136	291	
Unweighted n=	285	46	47	135	57	44	91	150	154	131	300	
Yes	<b>69%</b>	67%	59%	<b>81%</b>	<b>51%</b>	58%	77%	69%	71%	66%	<b>70%</b>	-1
No	<b>20%</b>	19%	25%	<b>13%</b>	31%	28%	16%	19%	20%	20%	<b>17%</b>	+3
Don't know	<b>11%</b>	14%	16%	<b>5%</b>	18%	14%	8%	11%	9%	13%	<b>12%</b>	-1

# 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=1,000)

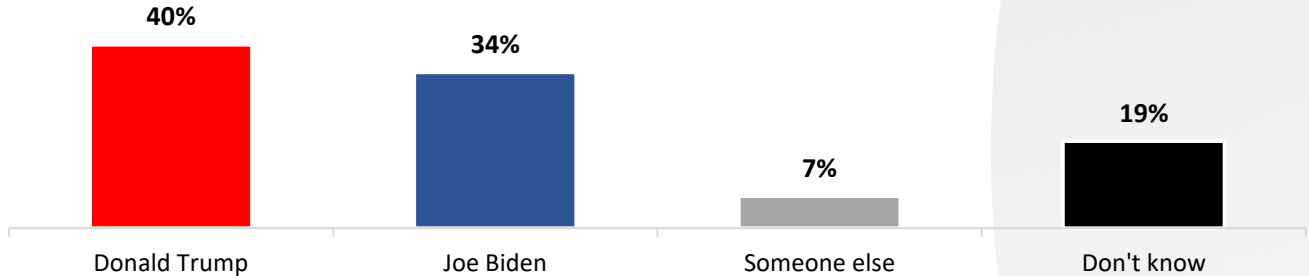


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	TOTAL Feb. 28 <sup>th</sup> 2024	Gap
Weighted n=	1,000	178	206	381	235	302	302	395	487	513	287	328	300	1,005	
Unweighted n=	1,000	187	191	399	223	247	331	422	489	511	285	314	312	1,005	
I believe that it will be peaceful	<b>33%</b>	38%	27%	35%	33%	37%	34%	30%	42%	25%	46%	30%	28%	<b>30%</b>	+3
I believe that there will be disturbances, protests, and civil disobedience	<b>67%</b>	62%	73%	65%	67%	63%	66%	70%	58%	75%	54%	70%	72%	<b>70%</b>	-3

# Predicted Winner of the Next Election

**Q19.** In your opinion, who will win the 2024 presidential election?

Base: All respondents (n=1,000)



	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,000	178	206	381	235	302	302	395	487	513	287	328	300
Unweighted n=	1,000	187	191	399	223	247	331	422	489	511	285	314	312
Donald Trump	40%	37%	37%	43%	40%	37%	38%	44%	45%	35%	77%	10%	40%
Joe Biden	34%	41%	31%	34%	32%	39%	29%	34%	36%	32%	10%	69%	24%
Someone else	7%	5%	8%	7%	8%	6%	10%	5%	5%	9%	2%	8%	11%
Don't know	19%	16%	24%	17%	21%	18%	23%	17%	14%	24%	11%	14%	25%

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# Respondent Profile



# Weighted and Unweighted Sample

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

	Unweighted	Weighted
<b>US Region</b>	<b>1,000</b>	<b>1,000</b>
Northeast	187	178
Midwest	191	206
South	399	381
West	223	235

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

	Unweighted	Weighted
<b>Gender</b>	<b>1,000</b>	<b>1,000</b>
Male	436	437
Female	417	426
<b>Age</b>	<b>1,000</b>	<b>1,000</b>
Between 18 and 29	95	155
Between 30 and 39	173	152
Between 40 and 49	141	129
Between 50 and 64	222	222
65 or older	222	206

# Our services

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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

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG  
EDMONTON | CALGARY | VANCOUVER | NEW YORK

# Our Commitments to Quality

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Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



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