

NORTH AMERICAN TRACKER

LeSer

January 31st, 2024

EDITION

Methodology



Method

Online survey among respondents 18 years of age or older.

(U.S. sample: n= 1,004).

Respondents were randomly recruited using LEO's online panel.



When

January 26 to
January 28, 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



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

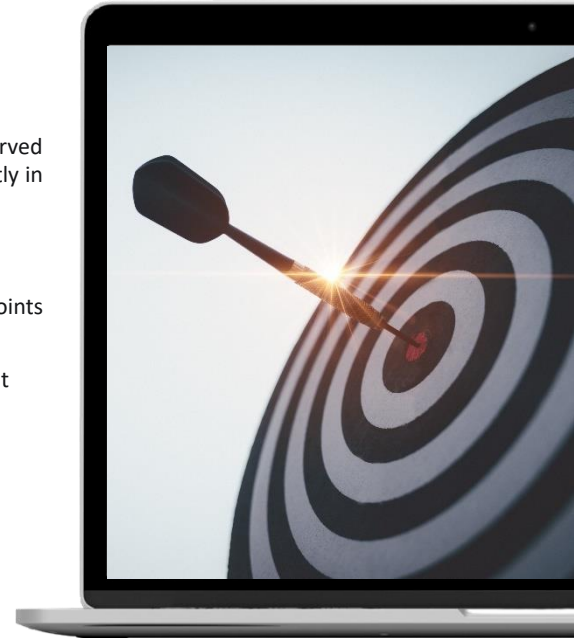
A more detailed methodology is presented in the Appendix.

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 January 26 and 28, 2024.

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

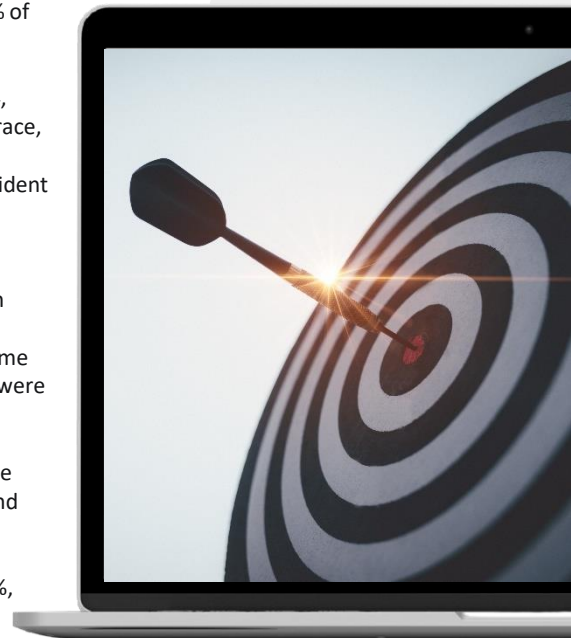
- Concerns surrounding the U.S. being in a recession is consistent with levels observed over the past few months, with more than half (55%) agreeing the U.S. is currently in a recession.
- While concerns surrounding financial stability are increasing:
 - Half (49%) say they are living paycheck to paycheck, an increase of 6 points compared to last month (43%).
 - 43% 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...

- Donald Trump and Joe Biden are virtually tied in voting intentions. If the Presidential election were to be held today, decided voters indicate Trump would secure 45% of the votes and Biden would secure 44% of the votes.
- Donald Trump remains the preferred Republican candidate for president in 2024, receiving 73% of support from Republican voters, while his only rival still in the race, Nikki Haley, is preferred by 13% of the Republican voters.
 - Additionally, Republican voters would prefer Donald Trump's vice president running mate to be Vivek Ramaswamy (20%), followed closely by Ron DeSantis (17%).
- A third of U.S. residents (34%) think that Donald Trump should be the Republican candidate even if he is convicted and imprisoned.
 - This sentiment is driven by Republican voters (63%), and almost the same proportion (64%) of Republican voters would still vote for Trump if he were found guilty and imprisoned following one of his trials.
- A third of U.S. residents (34%) think the 2024 presidential elections will take place peacefully, while the majority (66%) think there will be disturbances, protests, and civil disobedience.
 - Those who voted for Trump in 2020 are more likely to think that the election will be peaceful vs those who voted Biden in 2020 (39% vs 29%, respectfully).
 - In turn, those who voted for Biden in 2020 are more likely to think that there will be disturbances than those who voted Trump in 2020 (71% vs 61%, respectfully).



REPORT

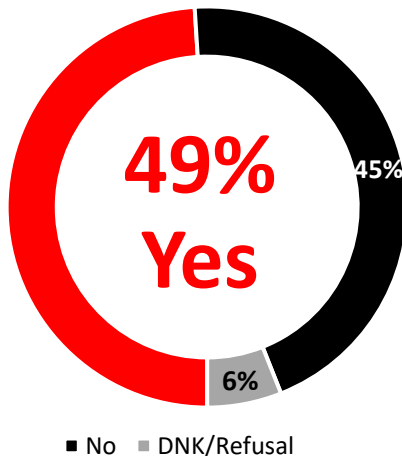
U.S. Economy



Living Paycheck to Paycheck

Q4. Are you currently living paycheck to paycheck?

Base: All respondents (n=1,004)

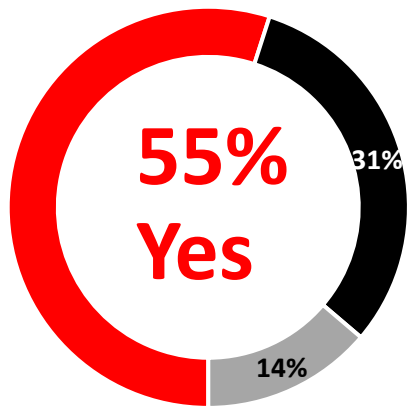


	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total Dec. 20 th 2023	Gap
Weighted n=	1,004	180	210	381	233	489	515	299	314	391	1,000	
Unweighted n=	1,004	195	204	390	215	483	521	215	370	419	1,000	
Yes	49%	47%	51%	55%	39%	46%	52%	56%	54%	39%	43%	+6
No	45%	48%	44%	38%	56%	49%	42%	36%	40%	57%	52%	-7
Don't know / Refusal	6%	5%	5%	7%	5%	6%	6%	9%	6%	4%	5%	+1

Economic Recession in the Country (1/2)

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

Base: All respondents (n=1,004)



■ No ■ DNK/Refusal

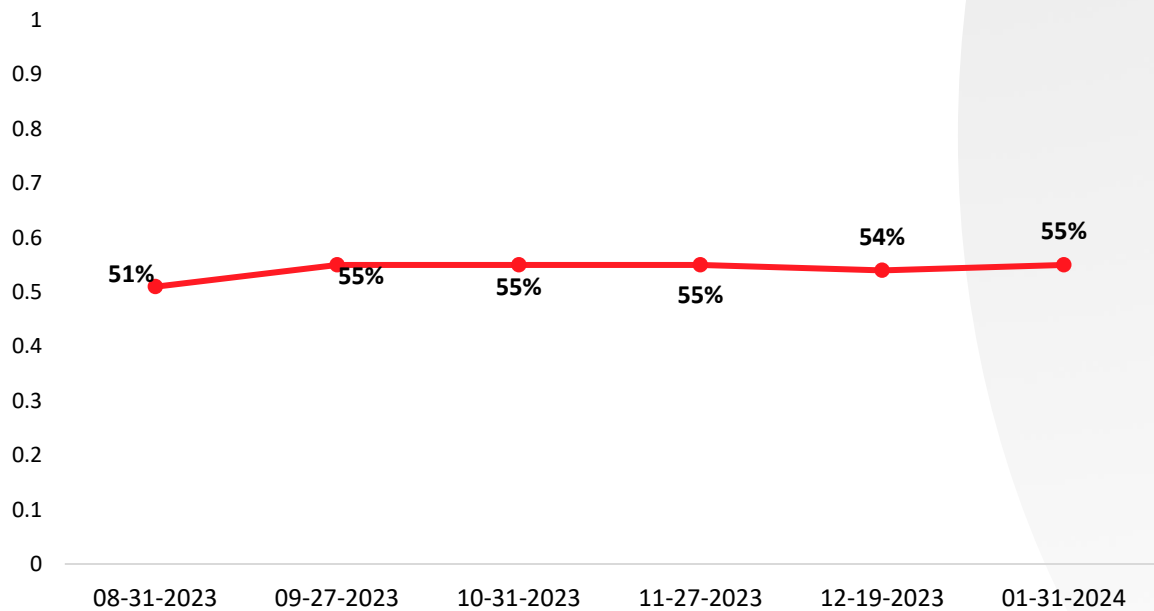
	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total Dec. 20 th 2023	Gap
Weighted n=	1,004	180	210	381	233	489	515	299	314	391	1,000	
Unweighted n=	1,004	195	204	390	215	483	521	215	370	419	1,000	
Yes	55%	55%	50%	59%	52%	54%	56%	63%	57%	47%	54%	+1
No	31%	32%	34%	27%	35%	37%	25%	20%	32%	39%	30%	+1
Don't know/Refusal	14%	13%	16%	13%	13%	8%	19%	16%	11%	14%	16%	-2

Economic Recession in the Country – Trended (2/2)

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

Base: All respondents

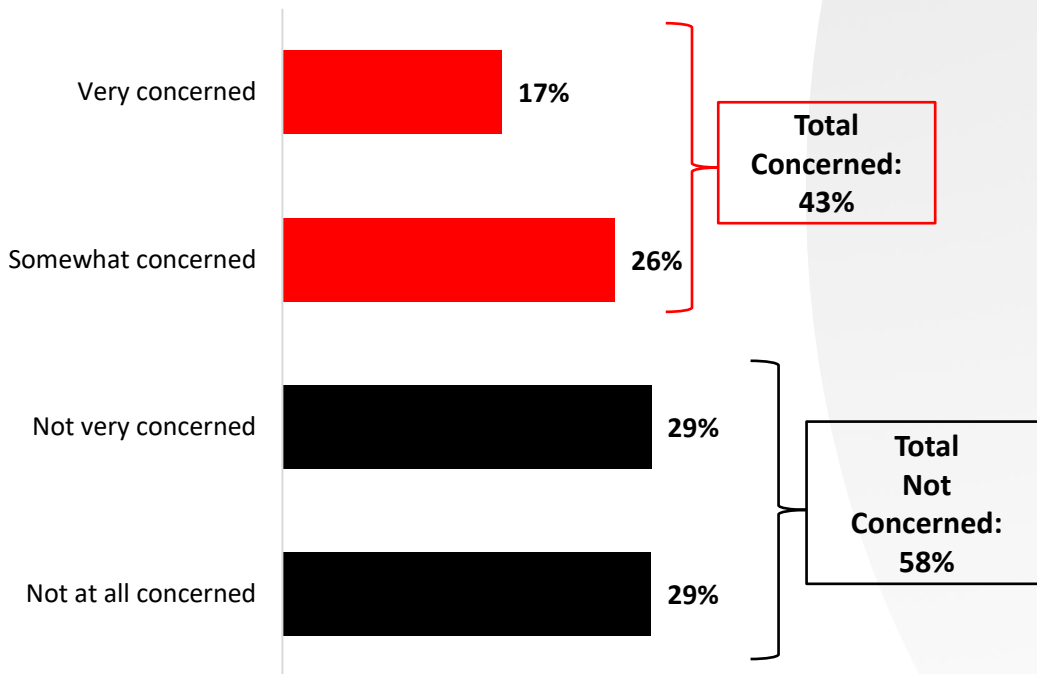
% Yes



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=542)



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

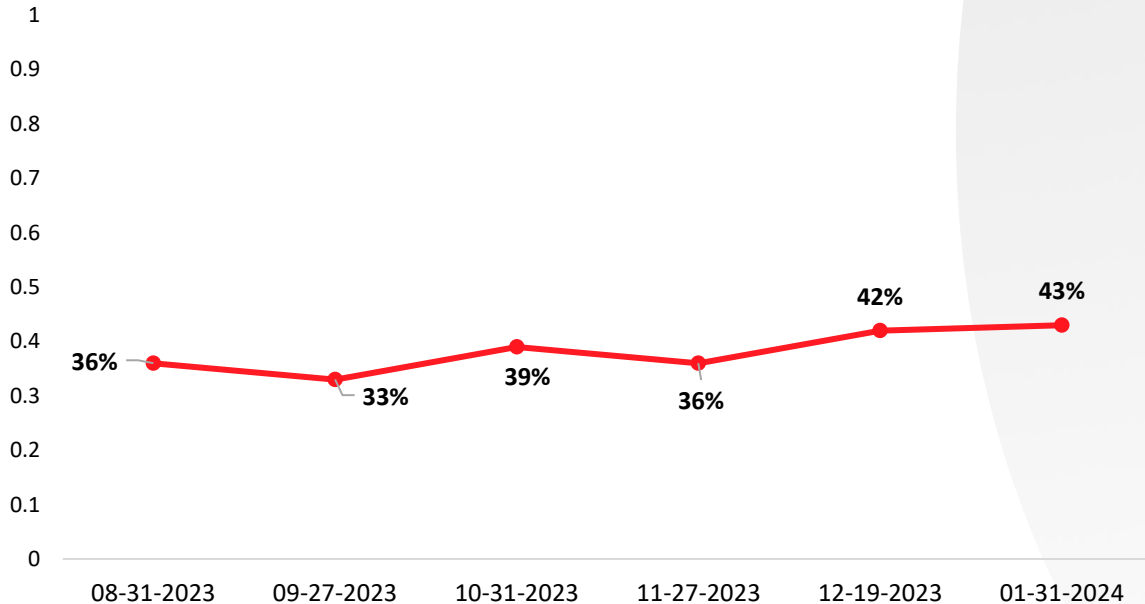
	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total Dec. 20 th 2023	Gap
Weighted n=	516	80	100	212	124	281	235	160	220	136	536	
Unweighted n=	542	103	105	210	124	302	240	129	268	145	526	
Total Concerned	43%	39%	37%	46%	44%	46%	39%	52%	48%	24%	42%	+1
Very concerned	17%	19%	8%	22%	15%	20%	14%	24%	18%	6%	19%	-2
Somewhat concerned	26%	20%	29%	24%	29%	27%	25%	28%	30%	18%	22%	+4
Total Not Concerned	57%	61%	63%	54%	56%	54%	61%	48%	52%	76%	58%	-1
Not very concerned	29%	34%	26%	26%	31%	27%	30%	23%	29%	34%	31%	-2
Not at all concerned	29%	27%	37%	27%	25%	26%	31%	25%	23%	42%	28%	+1

Concerns About Losing Job – Trended (3/3)

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

Base: Respondents who are currently employed

% Total Concerned



REPORT

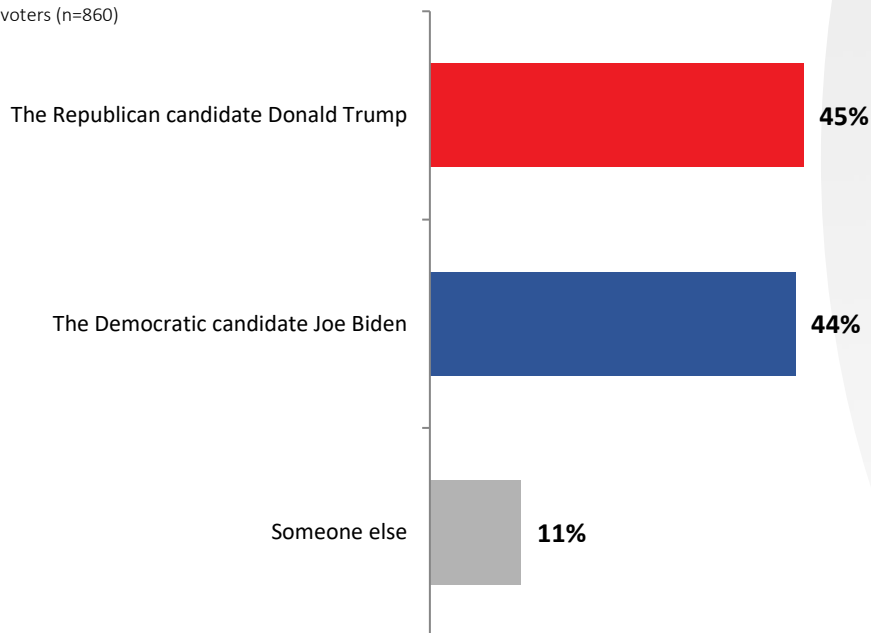
U.S. Politics



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=860)



U.S. Voting Intentions (2/2)

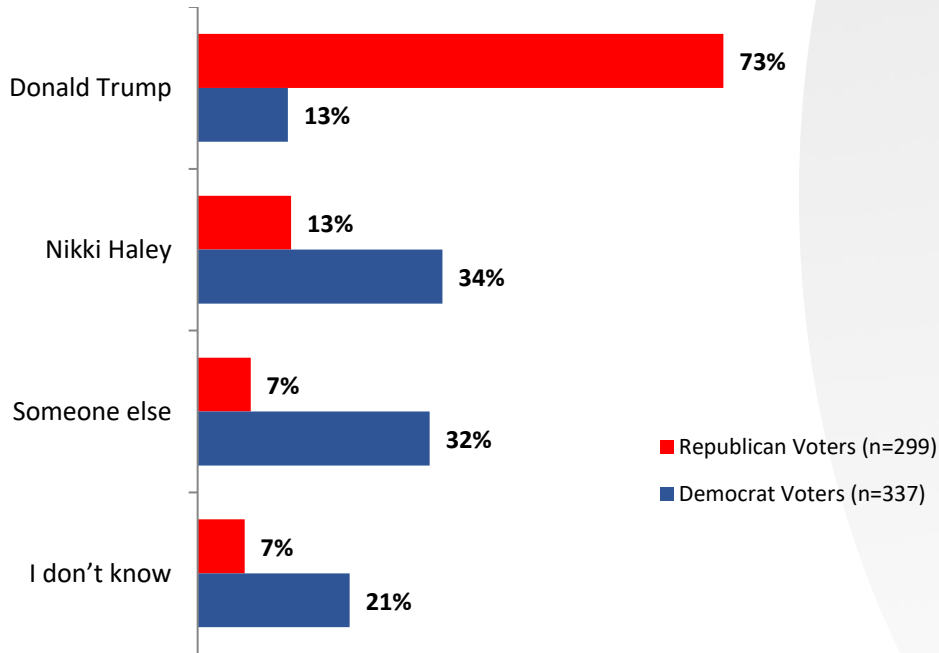
Q8. If the 2024 presidential election were held today, would you vote for the Republican candidate Donald Trump or the democratic Candidate Joe Biden? *Even if your choice is not made yet, if you had the obligation, who would you most likely vote for at the 2024 presidential election between...*

Base: All respondents

	TOTAL U.S. DECIDED VOTERS	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL Dec. 20 th 2023	Gap
Weighted n=	831	136	173	329	193	214	263	353	425	405	861	
Unweighted n=	860	164	172	334	190	170	313	377	441	419	879	
The Republican candidate Donald Trump	45%	43%	49%	48%	39%	35%	47%	49%	47%	43%	42%	+3
The Democratic candidate Joe Biden	44%	46%	39%	42%	50%	49%	42%	42%	41%	46%	46%	-2
Someone else	11%	12%	13%	11%	11%	16%	11%	9%	12%	10%	12%	-1
Can't vote	-	-	-	-	-	-	-	-	-	-	-	-
Won't vote	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-

Preferred Republican Candidate – *Republican vs Democrat Voters*

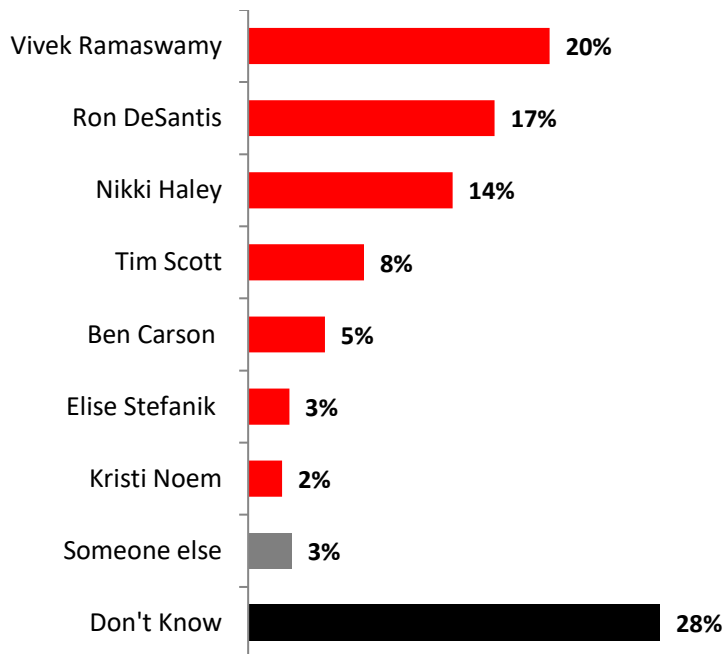
Q9. Which candidate would you like to see as the Republican candidate for president in 2024?



Preferred 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?

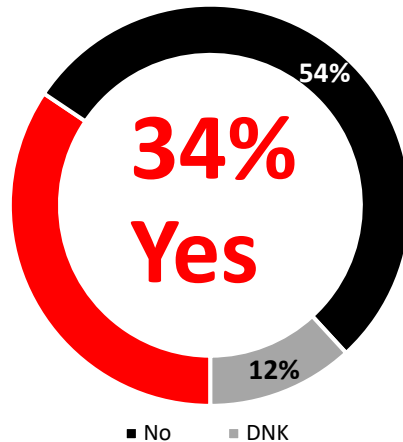
Base: Republican voters (n=299)



Impact of Trump's Imprisonment to be Republican Candidate

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

Base: All respondents (n=1,004)

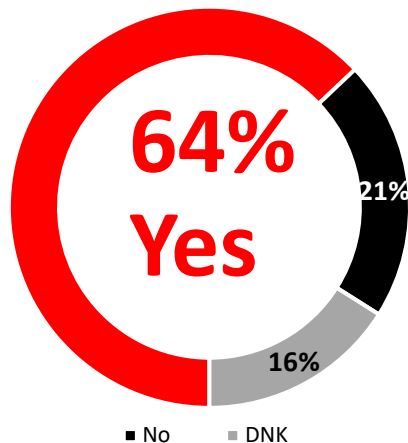


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,004	180	210	381	233	299	314	391	489	515	299	334	306
Unweighted n=	1,004	195	204	390	215	215	370	419	483	521	299	337	312
Yes	34%	29%	28%	40%	36%	35%	39%	30%	41%	28%	63%	14%	29%
No	54%	55%	55%	51%	57%	50%	52%	58%	49%	58%	24%	80%	57%
Don't know	12%	16%	18%	9%	7%	15%	10%	11%	10%	13%	13%	5%	14%

Impact of Trump's Imprisonment on Republican Voters

Q17. If Trump were found guilty and imprisoned following one of his trials, would you still vote for him?

Base: Republican voters (n=299)

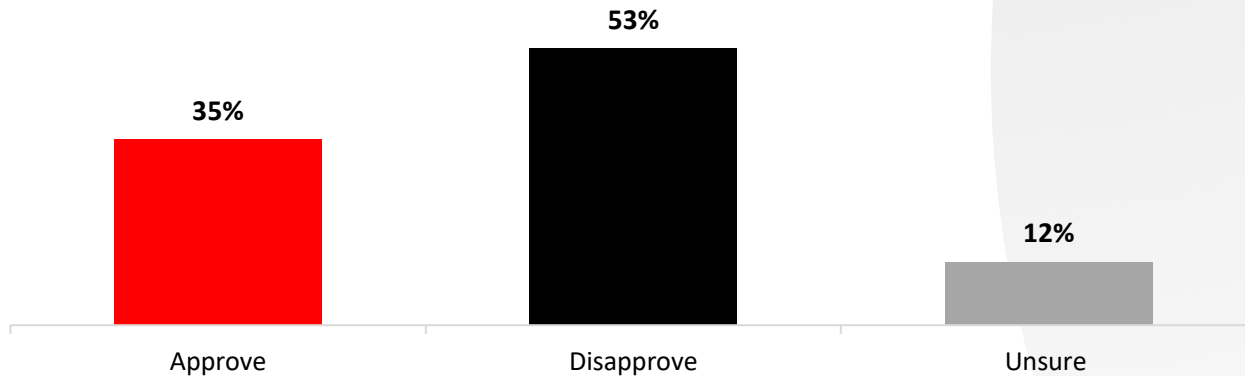


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female
Weighted n=	299	66	56	126	51	79	96	124	151	147
Unweighted n=	299	66	57	131	45	46	108	145	152	147
Yes	64%	61%	63%	65%	65%	74%	70%	53%	72%	55%
No	21%	24%	15%	25%	13%	12%	22%	25%	17%	24%
Don't know	16%	15%	22%	10%	22%	14%	8%	22%	10%	21%

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=1,004)



Biden's Approval Rating (2/2)

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

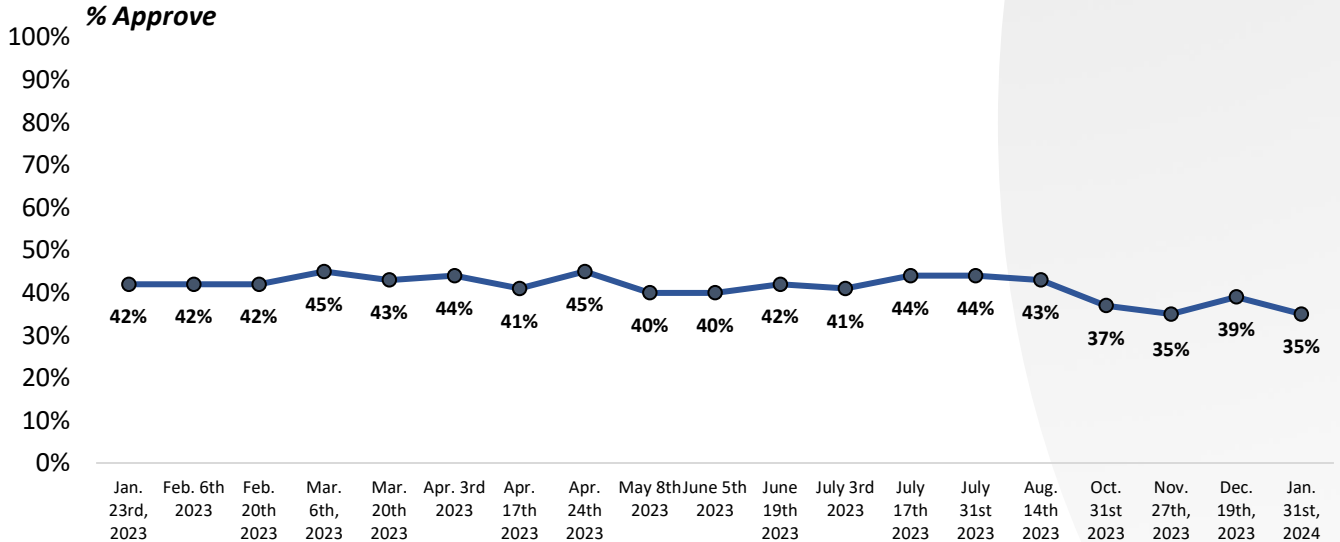
Base: All respondents (n=1,004)

	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 Dec 20 th 2023	Gap
Weighted n=	1,004	180	210	381	233	299	314	391	489	515	404	376	1,000	
Unweighted n=	1,004	195	204	390	215	215	370	419	483	521	400	366	1,000	
Approve	35%	33%	30%	36%	42%	32%	38%	36%	38%	33%	69%	8%	39%	-4
Disapprove	53%	54%	59%	52%	47%	50%	51%	55%	55%	51%	17%	91%	50%	+3
Unsure	12%	14%	12%	12%	12%	17%	11%	9%	7%	17%	14%	1%	11%	+1

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



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=1,004)



	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
Weighted n=	1,004	180	210	381	233	299	314	391	489	515	404	376
Unweighted n=	1,004	195	204	390	215	215	370	419	483	521	400	366
I believe that it will be peaceful	34%	39%	27%	36%	33%	36%	44%	25%	38%	31%	29%	39%
I believe that there will be disturbances, protests, and civil disobedience	66%	61%	73%	64%	67%	64%	56%	75%	62%	69%	71%	61%

REPORT

Respondent Profile



Weighted and Unweighted Sample

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

	Unweighted	Weighted
US Region	1,004	1,004
Northeast	195	180
Midwest	204	210
South	390	381
West	215	233

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

	Unweighted	Weighted
Gender	1,004	1,004
Male	483	489
Female	521	515
Age	1,004	1,004
Between 18 and 29	88	191
Between 30 and 39	218	178
Between 40 and 49	186	164
Between 50 and 64	281	252
65 or older	231	219

Our Services

- **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



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.



Leger is a sponsor of [CAIP Canada](#), Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.