NORTH AMERICAN TRACKER

Leger

October 31st, 2023

EDITION

Methodology

Method

Online survey
among respondents 18 years
of age or older.
(American sample: n= 1,002).
Respondents were randomly recruited
using LEO's online panel.

When

October 27 to
October 29, 2023

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 Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: cbourque@leger360.com

A more detailed methodology is presented in the Appendix.

Key Highlights

Every month, we conduct a survey of Americans to explore their views on the economy, finances, and their respective governments. This month, our survey was conducted between October 27 and 29, 2023.

Some of the key highlights of our survey about the economy and American politics include…

Economic concerns continue

- More than half (55%) of Americans think the United States is currently in a recession.

- Three-in-ten (31%) Americans describe their household's finances as poor (22%) or very poor (9%).

- More than two-in-five (44%) Americans say they are living paycheck to paycheck.

- Nearly two-in-five (39%) Americans who are currently employed are concerned about losing their job in the next 12 months, which represents a 6-point increase from last month.

Trump continues to receive high support from Republican voters

- If the Presidential election were to be held today, there would be a small gap between Joe Biden (45%) and Donald Trump (42%). Biden is significantly more popular in the West (61%), while Trump is more popular in the South (47%).

- Donald Trump is the preferred Republican candidate for president in 2024, receiving the support of nearly two-thirds (62%) of Republican voters.

- Half of Americans disapprove of Joe Biden's job as president (51%), while a third approve (37%), a decrease of 6 points from our last tracker in August.

REPORT

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=1,002)

Category	Percentage
Very good	13%
Good	53%
Poor	22%
Very poor	9%
Not sure	3%

Total Good: 65%

Total Poor: 31%
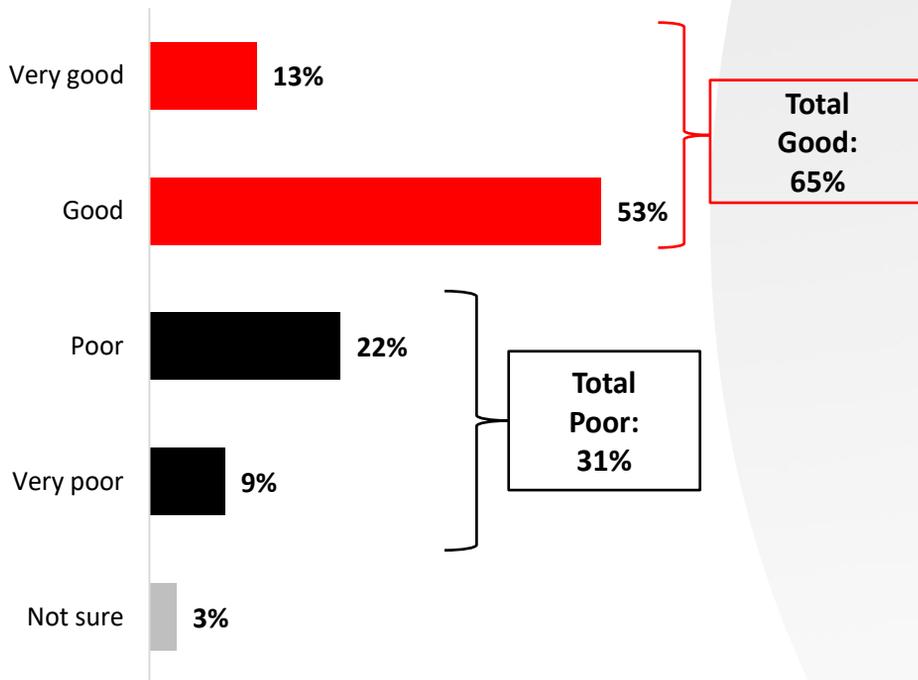
State of Household Finances (2/3)

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+
Weighted n=	*1,002*	*183*	*204*	*377*	*238*	*479*	*523*	*276*	*314*	*413*
Unweighted n=	*1,002*	*221*	*225*	*318*	*238*	*480*	*522*	*144*	*358*	*500*
Total Good	**65%**	67%	61%	63%	72%	**70%**	**61%**	69%	**57%**	69%
Very good	**13%**	12%	9%	12%	17%	**16%**	**9%**	14%	14%	10%
Good	**53%**	55%	52%	51%	55%	54%	52%	55%	**43%**	**59%**
Total Poor	**31%**	32%	37%	33%	**24%**	**27%**	**36%**	27%	**39%**	28%
Poor	**22%**	20%	26%	25%	17%	**19%**	**26%**	19%	25%	22%
Very poor	**9%**	12%	11%	8%	7%	8%	10%	8%	**14%**	**6%**
Not sure	**3%**	2%	2%	4%	4%	3%	3%	4%	4%	3%

State of Household Finances (3/3)

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

	Total Canada	Total U.S.	Gap
Weighted n=	1,632	1,002	
Unweighted n=	1,632	1,002	
Total Good	**58%**	**65%**	7
Very good	**7%**	**13%**	6
Good	51%	53%	2
Total Poor	**39%**	**31%**	8
Poor	**28%**	**22%**	6
Very poor	11%	9%	2
Not sure	3%	3%	-

State of Household Finances - *Evolution*

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

Base: All respondents

% Total Good Presented

Canada ——— U.S.

- Canada: 60% (08-31-2023), 61% (09-27-2023), 58% (10-31-2023)
- U.S.: 64% (08-31-2023), 67% (09-27-2023), 65% (10-31-2023)
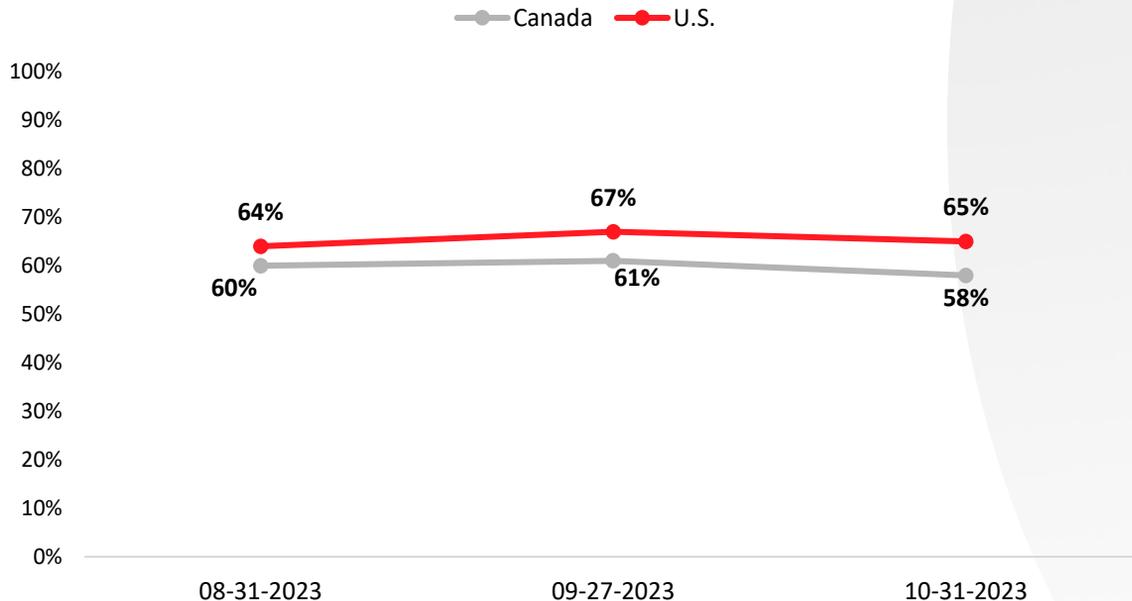
Living Paycheck to Paycheck (1/2)

Q4. Are you currently living paycheck to paycheck?
Base: All respondents (n=1,002)
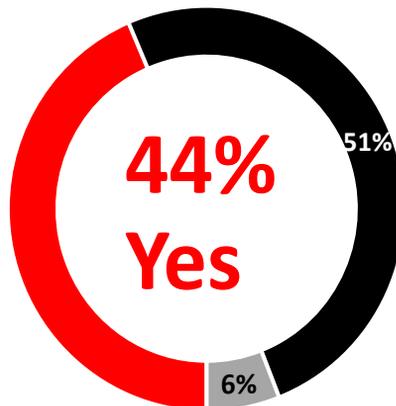
44% Yes · 51% · 6%

■ No ■ DNK/Refusal

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	*1,002*	*183*	*204*	*377*	*238*	*479*	*523*	*276*	*314*	*413*
Unweighted n=	*1,002*	*221*	*225*	*318*	*238*	*480*	*522*	*144*	*358*	*500*
Yes	**44%**	46%	45%	45%	37%	40%	46%	43%	53%	37%
No	**51%**	47%	46%	50%	58%	54%	48%	52%	40%	58%
Don't know / Refusal	**6%**	7%	8%	5%	5%	6%	6%	5%	7%	6%

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Living Paycheck to Paycheck (2/2)

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

	Total Canada	U.S.	Gap
Weighted n=	*1,632*	*1,002*	
Unweighted n=	*1,632*	*1,002*	
Yes	**50%**	**44%**	6
No	48%	51%	3
Don't know/Refusal	**2%**	**6%**	4

Living Paycheck to Paycheck - *Evolution*

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

% Yes Presented

Legend: Canada (gray), U.S. (red)

	08-31-2023	09-27-2023	10-31-2023
Canada	47%	46%	50%
U.S.	46%	42%	44%
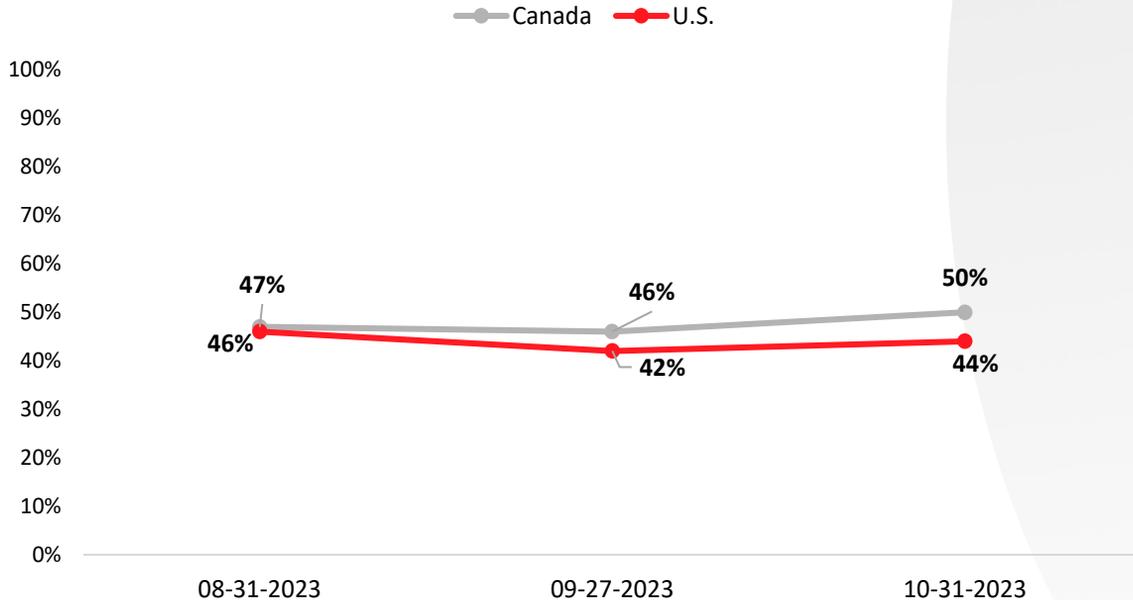
Economic Recession in the Country (1/2)

Q5. Do you believe the United States is currently in an economic recession?
Base: All respondents (n=1,002)
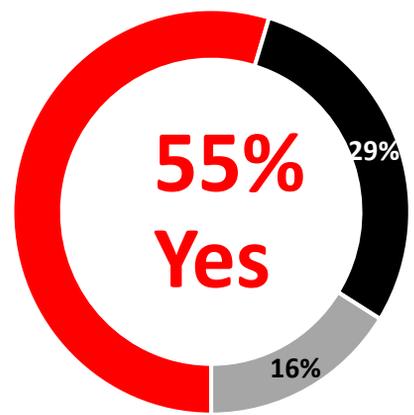
55% Yes

29%

16%

■ No   ■ DNK/Refusal

|	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	*1002*	*183*	*204*	*377*	*238*	*479*	*523*	*276*	*314*	*413*
Unweighted n=	*1002*	*221*	*225*	*318*	*238*	*480*	*522*	*144*	*358*	*500*
Yes	**55%**	54%	51%	59%	51%	51%	58%	61%	56%	**49%**
No	**29%**	30%	32%	**24%**	35%	**37%**	**22%**	**19%**	29%	**36%**
Don't know/Refusal	**16%**	16%	17%	17%	14%	**11%**	**20%**	19%	14%	15%

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Economic Recession in the Country (2/2)

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

	Total Canada	Total U.S.	Gap
Weighted n=	1,632	1,002	
Unweighted n=	1,632	1,002	
Yes	65%	55%	10
No	21%	29%	8
Don't know/Refusal	14%	16%	2

Economic Recession in the Country - *Evolution*

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

% Yes Presented

Legend: Canada — U.S.

	08-31-2023	09-27-2023	10-31-2023
Canada	61%	63%	65%
U.S.	51%	55%	55%
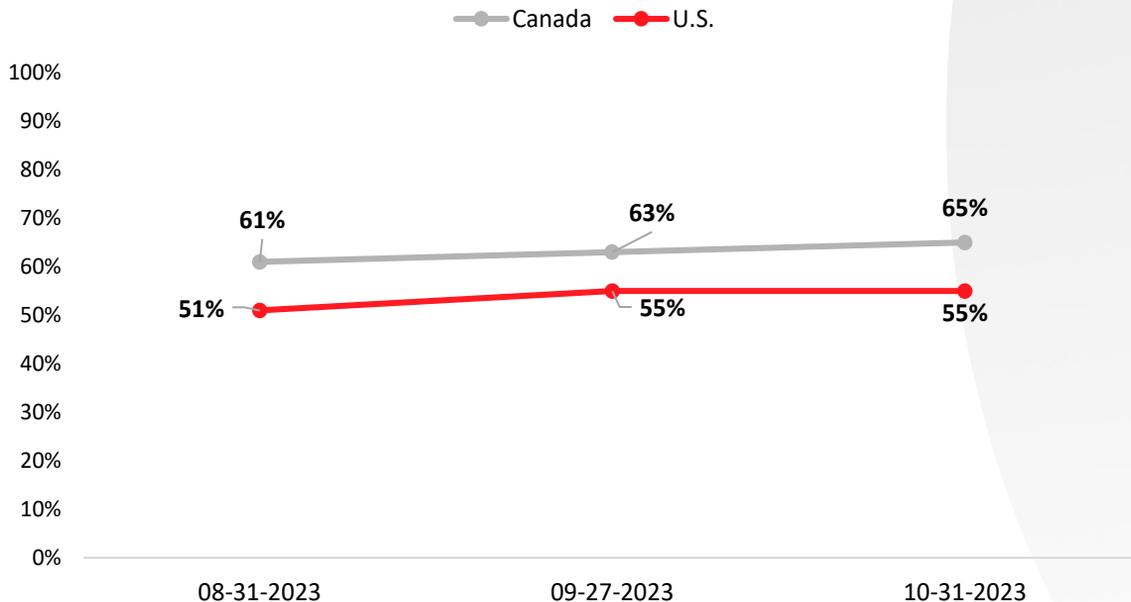
Concerns About Losing Job (1/3)

Q6. How concerned are you about losing your job in the next 12 months?
Base: Respondents who are currently employed (n=541)

Very concerned — 15%

Somewhat concerned — 24%

Total Concerned: 39%

Not very concerned — 30%

Not at all concerned — 31%

Total Not Concerned: 61%
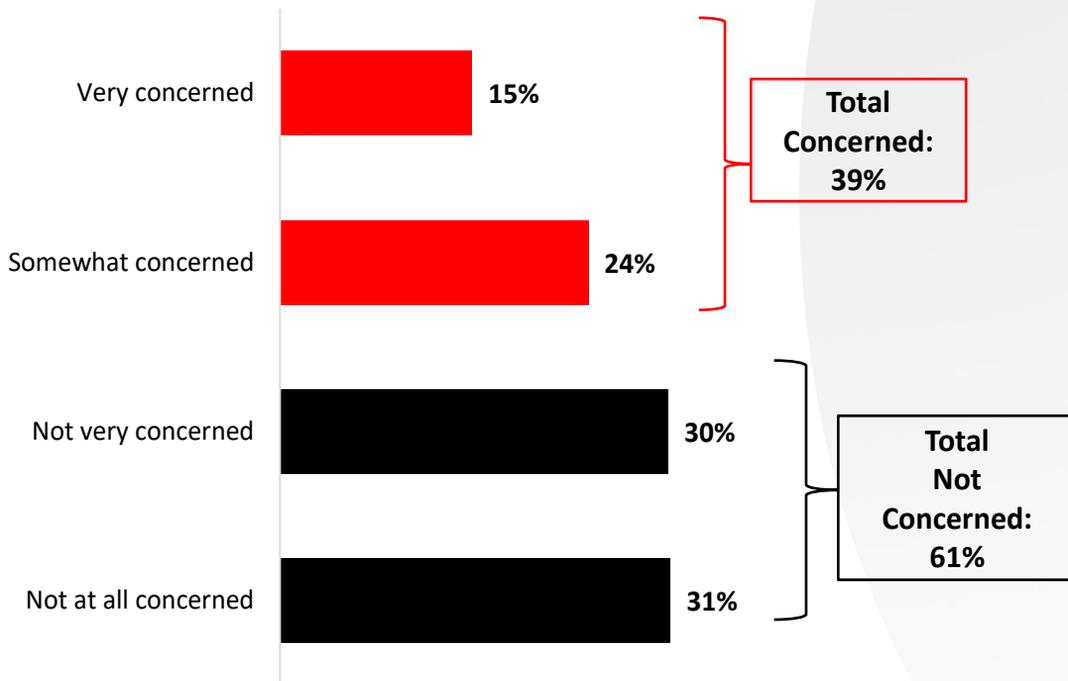
Concerns About Losing Job (2/3)

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+	Urban	Sub-urban	Rural
Weighted n=	*528*	*103*	*119*	*179*	*127*	*292*	*236*	*156*	*226*	*146*	*160*	*262*	*106*
Unweighted n=	*541*	*113*	*137*	*157*	*134*	*300*	*241*	*95*	*265*	*181*	*145*	*292*	*104*
Total Concerned	**39%**	37%	33%	44%	39%	36%	43%	**53%**	43%	**19%**	**49%**	35%	35%
Very concerned	**15%**	12%	11%	20%	13%	14%	16%	**25%**	14%	**5%**	**31%**	**9%**	**7%**
Somewhat concerned	**24%**	24%	21%	24%	26%	22%	27%	28%	28%	**14%**	18%	26%	28%
Total Not Concerned	**61%**	63%	67%	56%	61%	64%	57%	**47%**	57%	**81%**	**51%**	65%	65%
Not very concerned	**30%**	26%	31%	28%	36%	34%	26%	30%	27%	35%	27%	32%	32%
Not at all concerned	**31%**	38%	36%	27%	24%	30%	31%	**17%**	30%	**46%**	24%	34%	33%

Concerns About Losing Job (3/3)

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

Base: Respondents who are currently employed

	Total Canada	Total U.S.	Gap
Weighted n=	*821*	*528*	
Unweighted n=	*870*	*541*	
Total Concerned	40%	39%	1
Very concerned	14%	15%	1
Somewhat concerned	27%	24%	3
Total Not Concerned	60%	61%	1
Not very concerned	34%	30%	4
Not at all concerned	26%	31%	5

Concerns About Losing Job – *Evolution*

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

Base: Respondents who are currently employed

% Total Concerned Presented

Canada   U.S.

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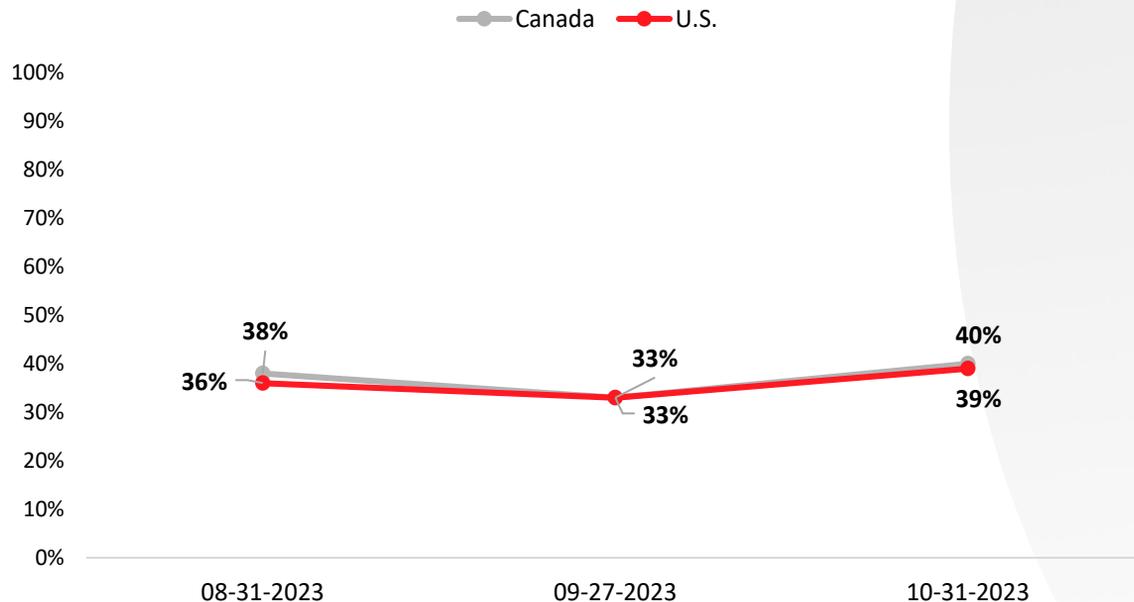
American Politics

Survey of Americans

Political Identity

Q7. Generally speaking, do you think of yourself as a Republican, a Democrat, or as an independent?
Base: All respondents (n=1,002)
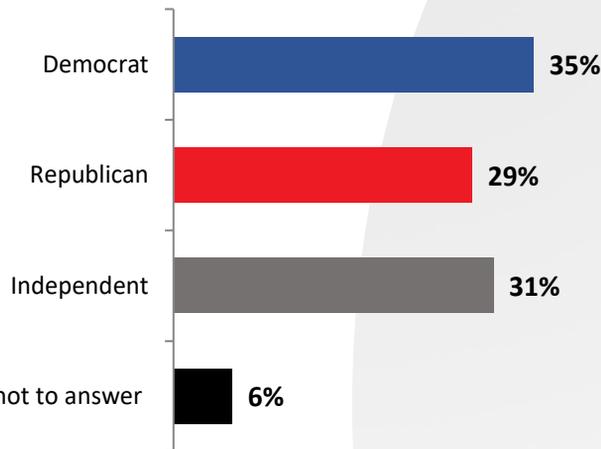
	TOTAL U.S.	North-east	Mid-west	South	West	18-34	35-54	55+	Male	Female
Weighted n=	*1,002*	*183*	*204*	*377*	*238*	*276*	*314*	*413*	*479*	*523*
Unweighted n=	*1,002*	*221*	*225*	*318*	*238*	*144*	*358*	*500*	*480*	*522*
Democrat	**35%**	34%	27%	36%	39%	35%	37%	33%	32%	37%
Republican	**29%**	34%	25%	30%	25%	25%	26%	33%	32%	26%
Independent	**31%**	31%	**40%**	27%	30%	30%	32%	31%	31%	32%
I don't know/prefer not to answer	**6%**	**2%**	7%	7%	5%	10%	5%	**3%**	6%	6%

US 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: All respondents (n=1,002)

The Democratic candidate Joe Biden	**45%**
The Republican candidate Donald Trump	**42%**
Someone else	**14%**
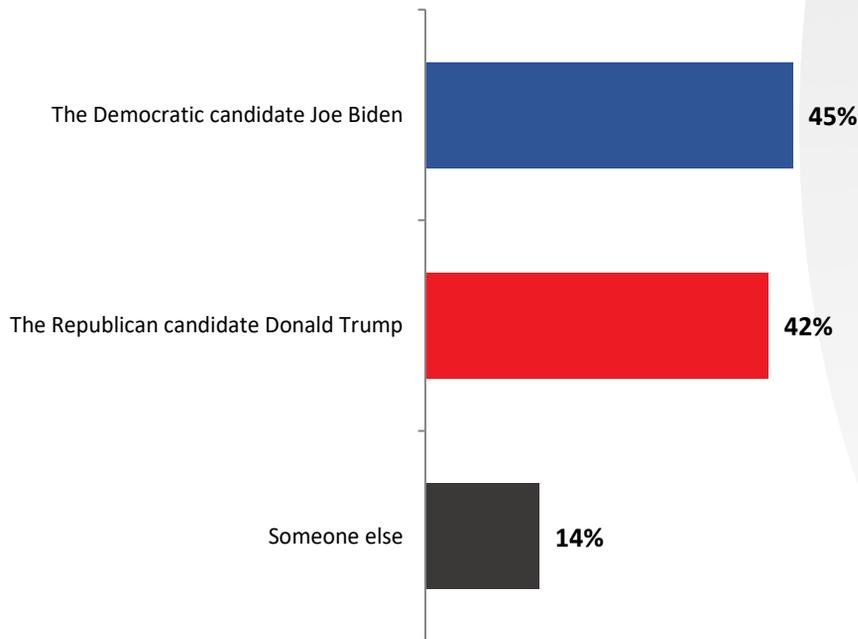
US Voting Intentions (2/2)

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 (n=1,002)

	Total U.S.	TOTAL DECIDED VOTERS	North-east	Mid-west	South	West	18-34	35-54	55+	Male	Female
Weighted n=	*1,002*	*865*	*167*	*173*	*330*	*195*	*218*	*274*	*372*	*428*	*437*
Unweighted n=	*1,002*	*877*	*198*	*193*	*280*	*206*	*113*	*313*	*451*	*434*	*443*
The Democratic candidate Joe Biden	**38%**	**45%**	41%	41%	**39%**	**61%**	48%	44%	43%	**40%**	**49%**
The Republican candidate Donald Trump	**36%**	**42%**	38%	49%	**47%**	**28%**	**33%**	43%	46%	**49%**	**35%**
Someone else	**12%**	**14%**	21%	10%	14%	11%	19%	13%	11%	12%	16%
Won't vote	**7%**	**-**	-	-	-	-	-	-	-	-	-
Don't know	**5%**	**-**	-	-	-	-	-	-	-	-	-
Can't vote	**2%**	**-**	-	-	-	-	-	-	-	-	-

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=1,002)

Candidate	Republican Voters (n=345)	Democrat Voters (n=410)
Donald Trump	62%	6%
Liz Cheney	2%	18%
Ron DeSantis	15%	3%
Nikki Haley	5%	7%
Mike Pence*	3%	4%
Chris Christie	1%	7%
Vivek Ramaswamy	2%	2%
Tim Scott	1%	2%
Asa Hutchinson	0%	1%
Someone else	1%	16%
I don't know	8%	34%
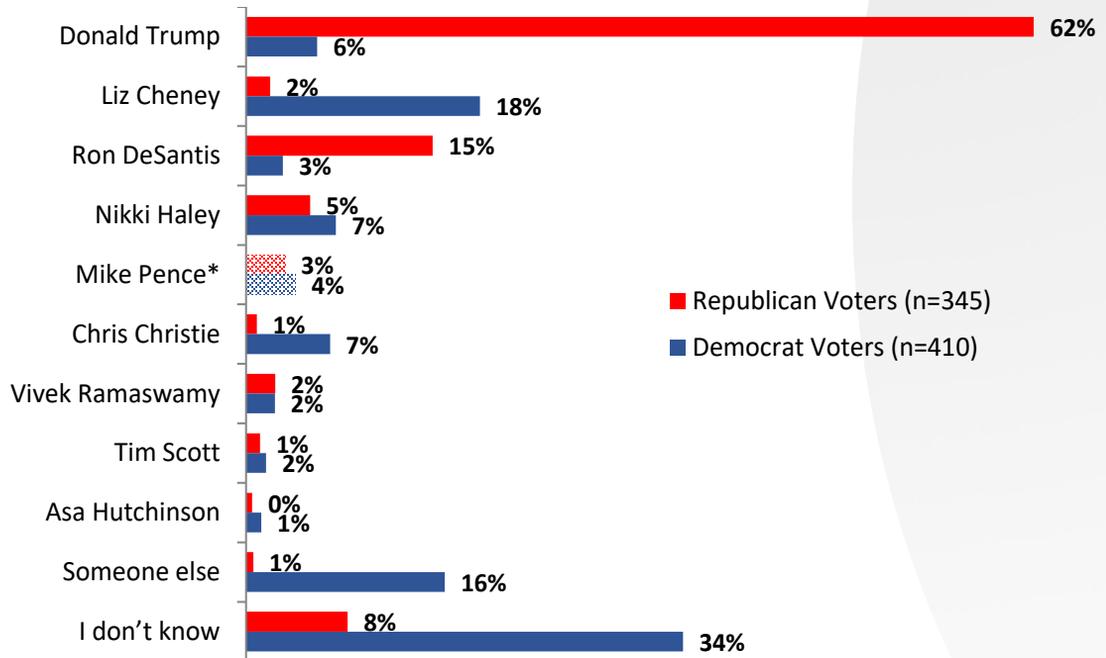
Note: Mike Pence withdrew from the presidential race on October 29th, 2023.

Preferred Republican Candidate
- Democrat Voters

Q9. Which candidate would you like to see as the Republican candidate for president in 2024?
Base: All respondents (n=1,002)

	Total U.S.	North-east	Mid-west	South	West	18-34	35-54	55+	Male	Female
Weighted n=	*1,002*	*183*	*204*	*377*	*238*	*276*	*314*	*413*	*479*	*523*
Unweighted n=	*1,002*	*221*	*225*	*318*	*238*	*144*	*358*	*500*	*480*	*522*
Donald Trump	**25%**	22%	25%	**34%**	**13%**	20%	**30%**	25%	**31%**	**19%**
Liz Cheney	**9%**	8%	9%	7%	13%	**5%**	7%	**13%**	**6%**	**11%**
Ron DeSantis	**8%**	7%	10%	7%	7%	5%	6%	**11%**	8%	7%
Nikki Haley	**6%**	9%	3%	4%	9%	5%	4%	8%	7%	4%
Mike Pence*	**4%**	6%	3%	4%	5%	1%	6%	5%	5%	4%
Chris Christie	**3%**	5%	2%	3%	4%	**1%**	4%	4%	4%	3%
Vivek Ramaswamy	**3%**	4%	3%	**1%**	7%	4%	2%	3%	4%	2%
Tim Scott	**1%**	0%	1%	2%	2%	1%	1%	2%	2%	1%
Asa Hutchinson	**1%**	0%	1%	1%	1%	1%	1%	0%	1%	1%
Someone else	**11%**	13%	10%	11%	13%	**18%**	12%	**7%**	**7%**	**15%**
I don't know	**28%**	25%	32%	28%	27%	**38%**	27%	**22%**	**23%**	**32%**

Note: Mike Pence withdrew from the presidential race on October 29th, 2023.

Biden's Approval Rating (1/2)

Q10. 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=1,002)

Approve	Disapprove	Unsure
37%	51%	12%
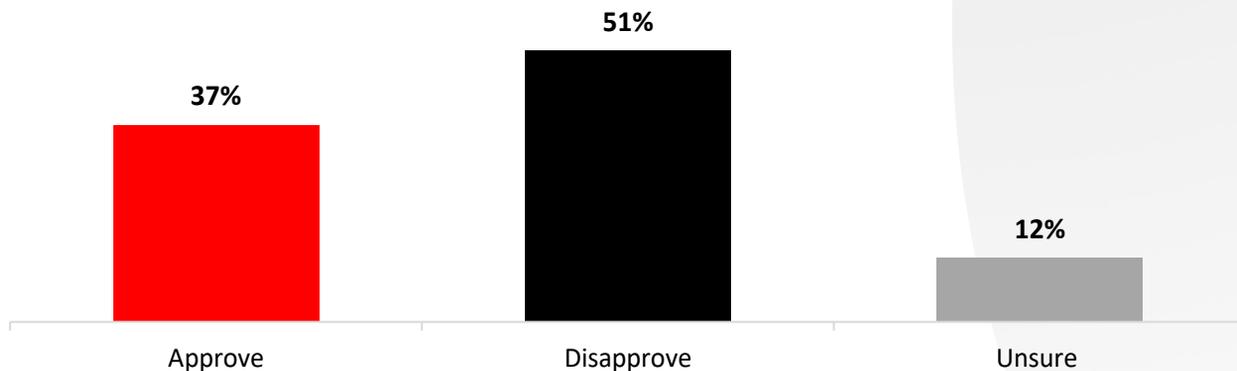
Biden's Approval Rating (2/2)

Q10. 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=1,002)

	Total U.S.	North-east	Mid-west	South	West	18-34	35-54	55+	Male	Female	Voted for Trump In 2020	Voted for Biden In 2020	TOTAL August 14th 2023	Gap
Weighted n=	*1,002*	*183*	*204*	*377*	*238*	*276*	*314*	*413*	*479*	*523*	*377*	*406*	*1,002*	
Unweighted n=	*1,002*	*221*	*225*	*318*	*238*	*144*	*358*	*500*	*480*	*522*	*346*	*438*	*1,002*	
Approve	**37%**	37%	32%	33%	**46%**	33%	40%	37%	38%	36%	**8%**	**73%**	**43%**	-6
Disapprove	**51%**	51%	58%	56%	**38%**	46%	50%	56%	**58%**	**46%**	**88%**	**18%**	**54%**	-3
Unsure	**12%**	12%	10%	11%	15%	**21%**	10%	**7%**	**4%**	**19%**	**4%**	9%	**3%**	+9

Biden's Approval Rating – Evolution

Q10. 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=1,002)

% Approve presented

41%	43%	41%	42%	41%	42%	44%	42%	45%	43%	42%	42%	42%	45%	43%	44%	41%	45%	40%	40%	42%	41%	44%	44%	43%	37%

| Aug. 8th 2022 | Aug. 22nd 2022 | Sept. 6th 2022 | Sept. 19th 2022 | Oct. 3rd 2022 | Oct. 17th 2022 | Oct. 31st 2022 | Nov. 17th 2022 | Nov. 28th 2022 | Dec. 12th, 2022 | Jan. 23rd, 2023 | Feb. 6th 2023 | 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 |
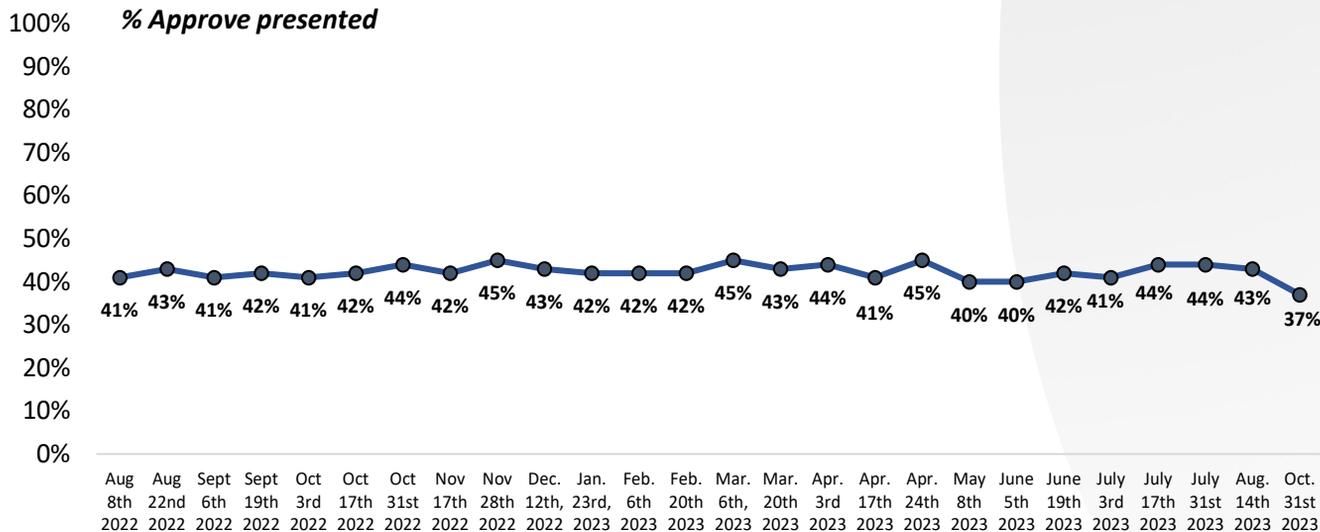
Respondent Profile

Le**g**er

Weighted and Unweighted Sample (1/2)

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

	Unweighted	Weighted
US Region		
Northeast	221	183
Midwest	225	204
South	318	377
West	238	238

Weighted and Unweighted Sample (2/2)

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

	Unweighted	Weighted
Gender		
Male	480	479
Female	522	523
Age		
Between 18 and 29	65	174
Between 30 and 39	152	182
Between 40 and 49	183	165
Between 50 and 64	342	255
65 or older	260	225

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