NORTH AMERICAN TRACKER

Leger

November 27th, 2023

EDITION

Methodology

Method

Online survey
among respondents 18 years
of age or older.
(U.S. sample: n= 1,001).

Respondents were randomly recruited using LEO's online panel.

When

November 24 to
November 27, 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 Alicia Ierardi, Executive Vice-President, at the following e-mail addresses: aierardi@leger360.com

A more detailed methodology is presented in the Appendix.

Leger

Key Highlights

Every month, we conduct a survey of Canadians and U.S. residents to explore their views on the economy, finances, and their respective governments. This month, our survey was conducted between November 24 and 26, 2023.

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

Economic concerns continue

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

- Three-in-ten (30%) U.S. residents describe their household's finances as poor (22%) or very poor (8%).

- Almost half of U.S. residents (47%) say they are living paycheck to paycheck.

- More than a third of U.S. residents (36%) who are currently employed are concerned about losing their job in the next 12 months.

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 (44%) and Donald Trump (42%).

- Donald Trump is the preferred Republican candidate for president in 2024, receiving the support of more than half (56%) of Republican voters.

- More than half of Americans disapprove of Joe Biden's job as president (55%), while a third approve (35%).
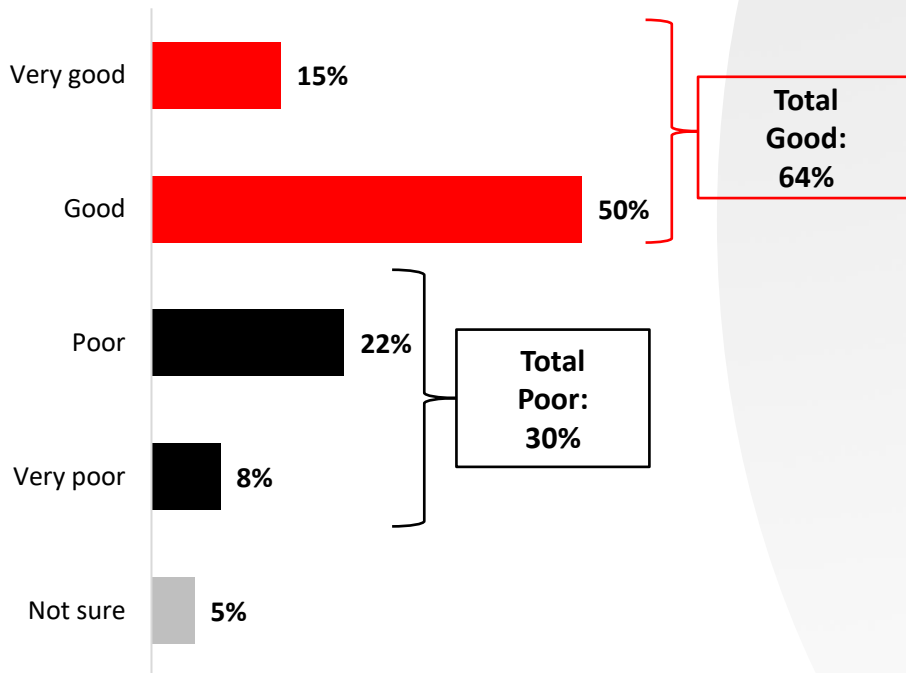
REPORT

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=1,001)

Category	Value
Very good	15%
Good	50%
Poor	22%
Very poor	8%
Not sure	5%

Total Good: 64%

Total Poor: 30%

State of Household Finances (2/2)

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

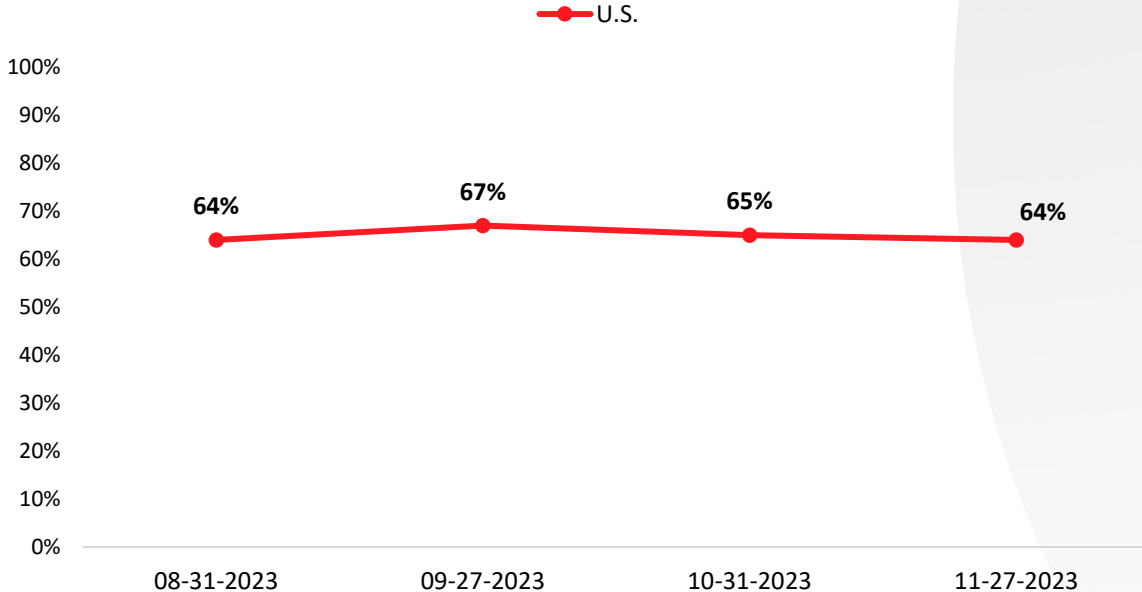|	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total Oct. 31st 2023	Gap
Weighted n=	1,001	181	210	376	234	485	516	229	368	404	1,002	
Unweighted n=	1,001	224	240	280	257	470	531	130	371	500	1,002	
Total Good	**64%**	66%	63%	61%	71%	68%	62%	66%	60%	67%	**65%**	-1
Very good	**15%**	18%	12%	14%	16%	**19%**	**10%**	14%	17%	13%	**13%**	+2
Good	**50%**	49%	50%	47%	55%	48%	51%	52%	**43%**	55%	**53%**	-3
Total Poor	**30%**	30%	32%	32%	27%	28%	32%	31%	31%	29%	**31%**	-1
Poor	**22%**	22%	25%	22%	21%	21%	23%	22%	21%	24%	**22%**	-
Very poor	**8%**	8%	7%	10%	5%	7%	9%	8%	11%	**5%**	**9%**	-1
Not sure	**5%**	3%	5%	8%	3%	4%	6%	3%	**8%**	4%	**3%**	+2

State of Household Finances - *Trended*

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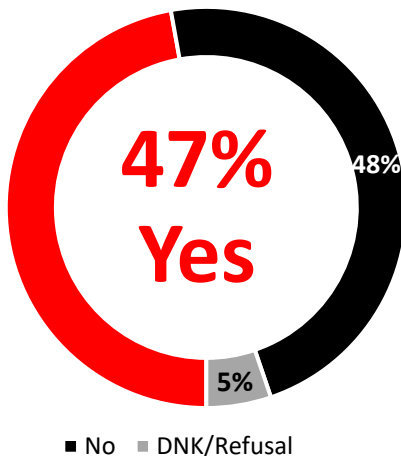Base: All respondents

% Total Good Presented

Living Paycheck to Paycheck (1/2)

Q4. Are you currently living paycheck to paycheck?
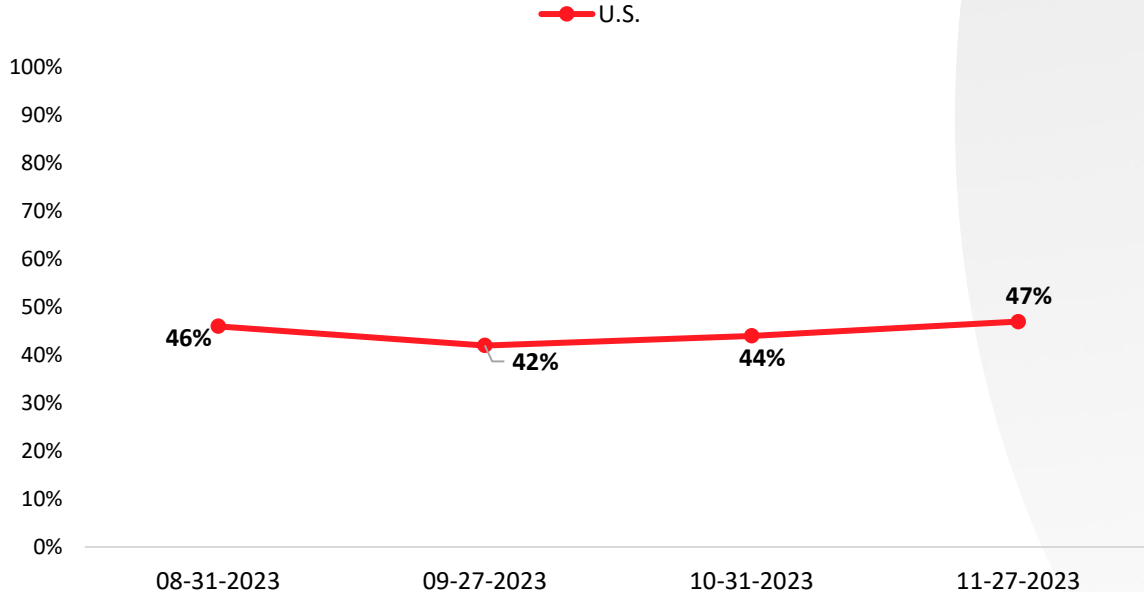
Base: All respondents (n=1,001)

47% Yes

48%

5%

■ No ■ DNK/Refusal

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total Oct. 31st 2023	Gap
Weighted n=	*1,001*	*181*	*210*	*376*	*234*	*485*	*516*	*229*	*368*	*404*	*1,002*	
Unweighted n=	*1,001*	*224*	*240*	*280*	*257*	*470*	*531*	*130*	*371*	*500*	*1,002*	
Yes	**47%**	45%	53%	49%	42%	44%	50%	47%	**54%**	**41%**	**44%**	+3
No	**48%**	48%	43%	45%	**55%**	51%	45%	48%	**39%**	**55%**	**51%**	-3
Don't know / Refusal	**5%**	7%	4%	7%	3%	5%	5%	4%	7%	4%	**6%**	-1

Leger

Living Paycheck to Paycheck - *Trended*

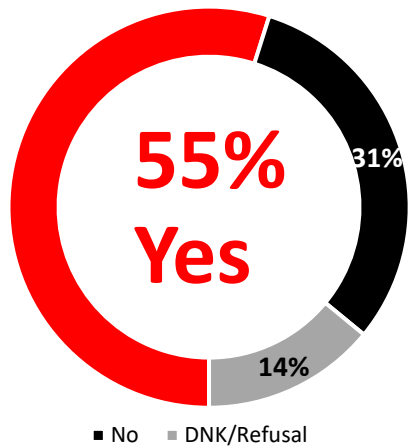**Q4.** Are you currently living paycheck to paycheck?
Base: All respondents

% Yes Presented

Economic Recession in the Country (1/2)

Q5. Do you believe the United States is currently in an economic recession?
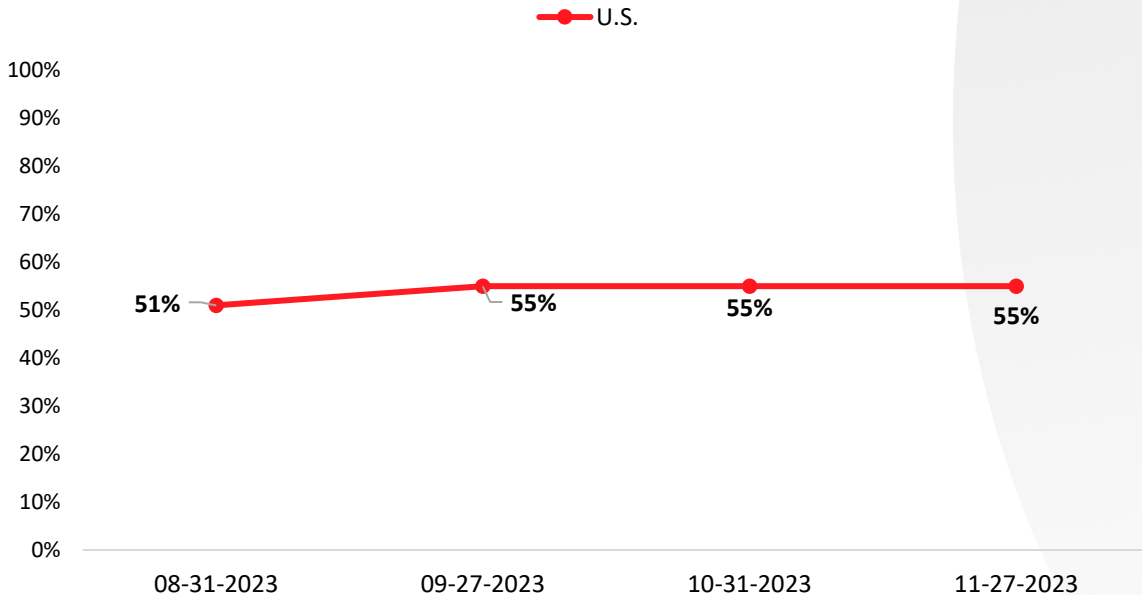Base: All respondents (n=1,001)

55% Yes ■ No ■ DNK/Refusal

31%

14%

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total Oct. 31st 2023	Gap
Weighted n=	*1,001*	*181*	*210*	*376*	*234*	*485*	*516*	*229*	*368*	*404*	*1,002*	
Unweighted n=	*1,001*	*224*	*240*	*280*	*257*	*470*	*531*	*130*	*371*	*500*	*1,002*	
Yes	**55%**	53%	53%	60%	50%	56%	54%	61%	57%	**50%**	**55%**	-
No	**31%**	30%	37%	**25%**	35%	35%	28%	27%	28%	**37%**	**29%**	+2
Don't know/Refusal	**14%**	18%	10%	15%	14%	**9%**	**19%**	12%	16%	14%	**16%**	-2

Economic Recession in the Country - *Trended*

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

% Yes Presented

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=567)

Category	Percentage
Very concerned	12%
Somewhat concerned	24%

Total Concerned: 36%

Category	Percentage
Not very concerned	33%
Not at all concerned	31%

Total Not Concerned: 64%
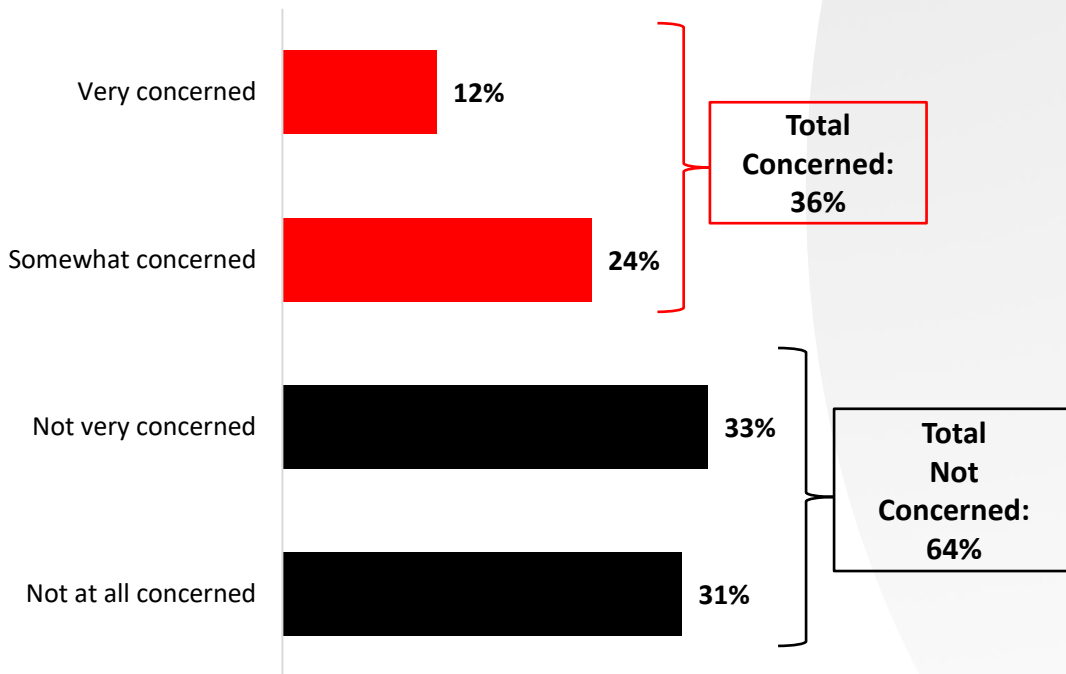
Concerns About Losing Job (2/3)

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

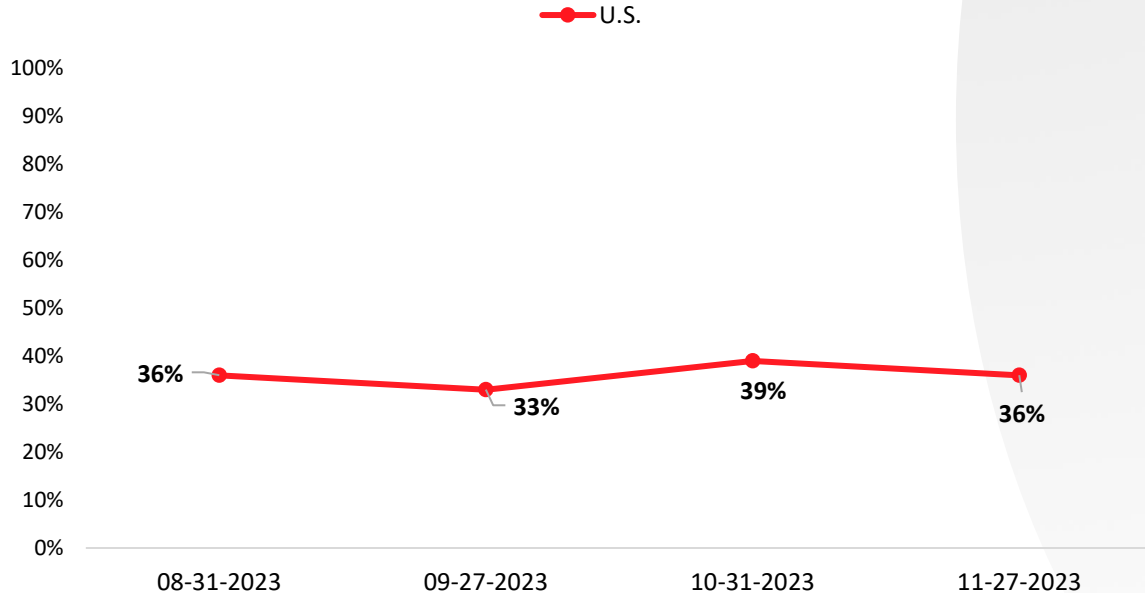Base: Respondents who are currently employed

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total Oct. 31st 2023	Gap
Weighted n=	570	98	127	221	124	306	264	166	260	145	528	
Unweighted n=	567	115	145	160	147	290	277	97	275	195	541	
Total Concerned	**36%**	32%	28%	39%	44%	37%	35%	45%	41%	**19%**	**39%**	-3
Very concerned	**12%**	16%	**6%**	13%	16%	15%	9%	15%	15%	**5%**	**15%**	-3
Somewhat concerned	**24%**	16%	22%	27%	28%	22%	26%	29%	26%	**14%**	**24%**	-
Total Not Concerned	**64%**	68%	72%	61%	56%	63%	65%	55%	59%	**81%**	**61%**	+3
Not very concerned	**33%**	35%	41%	30%	27%	35%	30%	26%	35%	36%	**30%**	+3
Not at all concerned	**31%**	33%	31%	31%	30%	28%	34%	30%	**24%**	**45%**	**31%**	-

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 Presented

REPORT

American Politics

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: Decided voters (n=869)

The Democratic candidate Joe Biden
- 44%
- 44%

The Republican candidate Donald Trump
- 41%
- 42%

Someone else
- 14%
- 13%

▨ Decided voters (n=869)
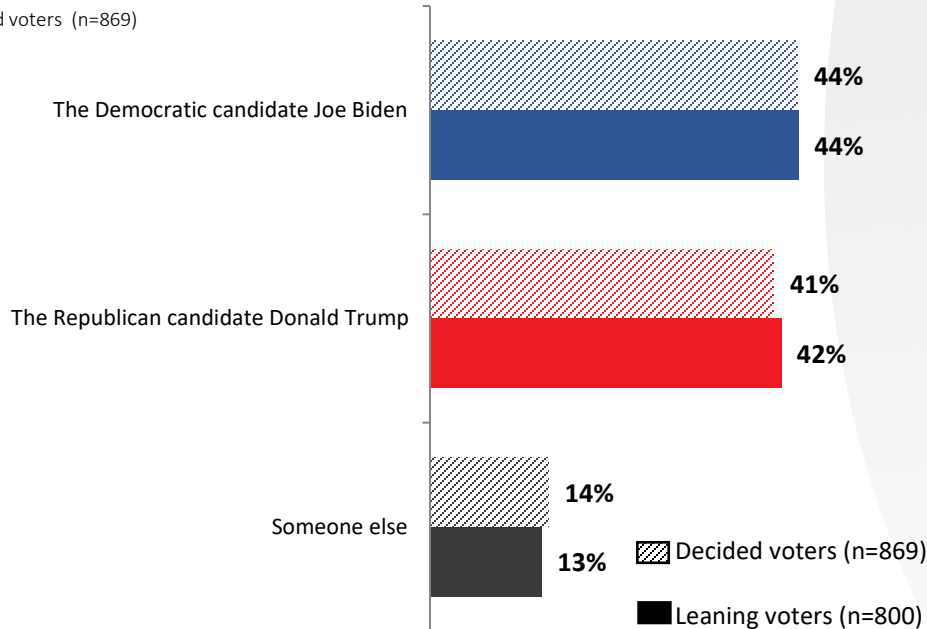
■ Leaning voters (n=800)

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...*
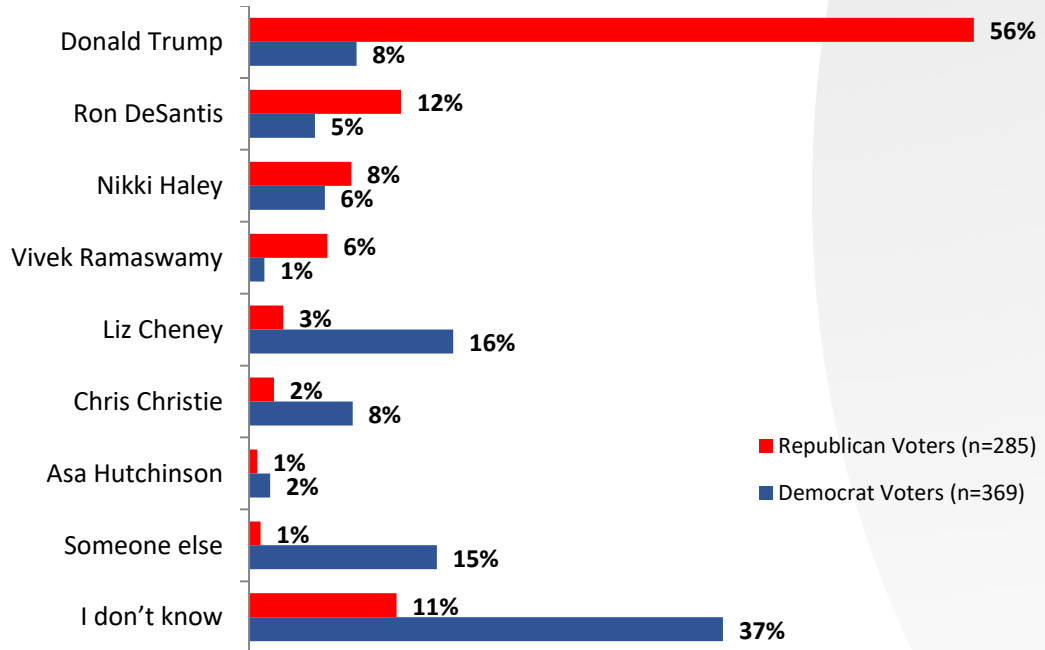Base: All respondents

	TOTAL U.S.	TOTAL DECIDED VOTERS	TOTAL LEANING VOTERS	North East	Mid West	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,001	846	766	142	163	286	176	141	274	352	387	380
Unweighted n=	1,001	869	800	180	195	219	206	85	283	432	396	404
The Democratic candidate Joe Biden	37%	44%	44%	45%	45%	40%	51%	53%	44%	41%	37%	52%
The Republican candidate Donald Trump	35%	41%	42%	36%	40%	50%	37%	36%	43%	44%	50%	35%
Someone else	12%	14%	13%	19%	15%	10%	12%	11%	14%	14%	13%	13%
Can't vote	2%	-	-	-	-	-	-	-	-	-	-	-
Won't vote	8%	-	-	-	-	-	-	-	-	-	-	-
Don't know	6%	-	-	-	-	-	-	-	-	-	-	-

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=1,001)

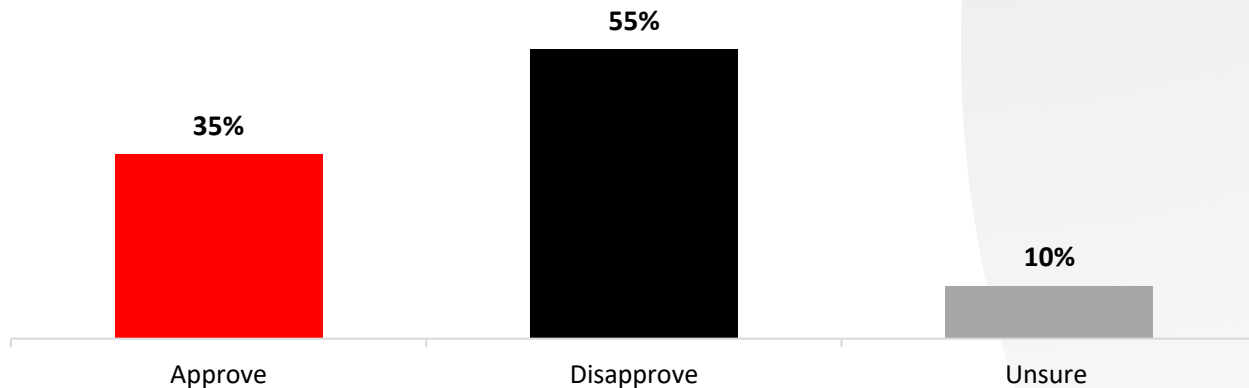| Candidate	Republican Voters (n=285)	Democrat Voters (n=369)
Donald Trump	56%	8%
Ron DeSantis	12%	5%
Nikki Haley	8%	6%
Vivek Ramaswamy	6%	1%
Liz Cheney	3%	16%
Chris Christie	2%	8%
Asa Hutchinson	1%	2%
Someone else	1%	15%
I don't know	11%	37%

■ Republican Voters (n=285)
■ Democrat Voters (n=369)

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=1,001)

Approve	Disapprove	Unsure
35%	55%	10%

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?
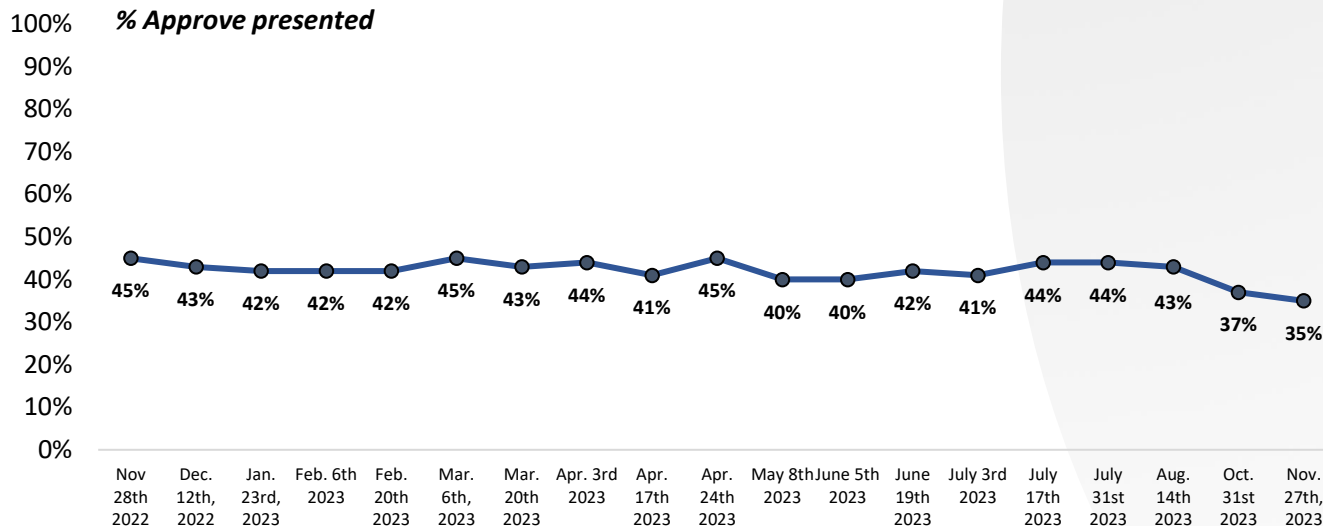Base: All respondents

	Total United States	North east	Mid west	South	West	18-34	35-54	55+	Male	Female	Voted for Trump In 2020	Voted for Biden In 2020	TOTAL Oct 31st 2023	Gap
Weighted n=	*1,001*	*181*	*210*	*376*	*234*	*229*	*368*	*404*	*485*	*516*	*350*	*374*	*1,002*	
Unweighted n=	*1,001*	*224*	*240*	*280*	*257*	*130*	*371*	*500*	*470*	*531*	*324*	*413*	*1,002*	
Approve	**35%**	36%	34%	33%	38%	33%	36%	35%	34%	36%	6%	80%	37%	-2
Disapprove	**55%**	55%	55%	59%	48%	53%	56%	55%	60%	50%	91%	8%	51%	+4
Unsure	**10%**	9%	10%	8%	14%	14%	8%	10%	6%	14%	3%	12%	12%	-2

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=1,001)

% Approve presented

45% 43% 42% 42% 42% 45% 43% 44% 41% 45% 40% 40% 42% 41% 44% 44% 43% 37% 35%

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 | Nov. 27th, 2023

Respondent Profile

Leger

Weighted and Unweighted Sample (1/2)

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

	Unweighted	Weighted
US Region	**1,001**	**1,001**
Northeast	224	181
Midwest	240	210
South	280	376
West	257	234

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	**1,001**	**1,001**
Male	470	485
Female	531	516
Age	**1,001**	**1,001**
Between 18 and 29	60	104
Between 30 and 39	153	271
Between 40 and 49	183	155
Between 50 and 64	345	247
65 or older	260	224

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

Leger

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.

Register for our newsletter to receive upcoming trackers and custom insights.

Register here