NORTH AMERICAN TRACKER

Leger

April 29th, 2024

E D I T I O N

Methodology

Method

Online survey
among respondents 18 years
of age or older.
(U.S. sample: n= 1,008).

Respondents were randomly recruited
using LEO's online panel.

When

April 26 to
April 28, 2024

Margin of error

For comparison purposes,
a probability sample of this
size yields a margin of error
no greater than ±3.09% (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

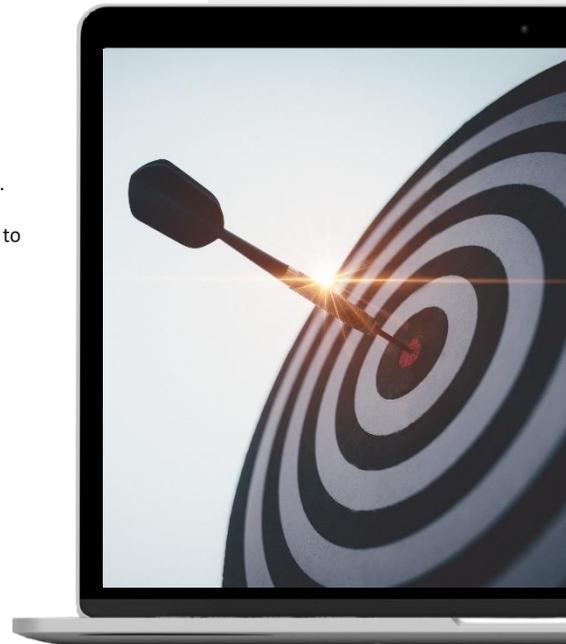*A more detailed methodology is presented in the Appendix.*

Key Highlights

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 April 26 and 28, 2024.

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

- More than half of residents (58%) think the United States is currently in a recession.

- Four out of ten (42%) describe their household's finances as poor (31%) or very poor (11%).

- More than half (54%) say they live paycheck to paycheck, a decrease of 3 points compared to March 2024 (57%).

- Among those currently employed, 44% are concerned about losing their job in the next 12 months, an increase of 3 points compared to March 2024 (41%).

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

- If the Presidential election were to be held today, Trump would secure 46% of the votes, while Biden would secure 45%, making them statistically head-to-head.

- A larger proportion of Americans (39%) think that Trump will win the 2024 presidential election, while one-third (33%) think Joe Biden will win.

- One-third of Americans (34%) do not follow Trump's trial at all, while 21% follow it closely and 42% follow it more or less. Democrat voters (25%) are more likely to follow the trial closely.

- If Trump is found guilty and imprisoned in his trial, 79% of Republican voters would still vote for him. If he is found guilty without imprisonment, 86% of Republicans would still vote for him.
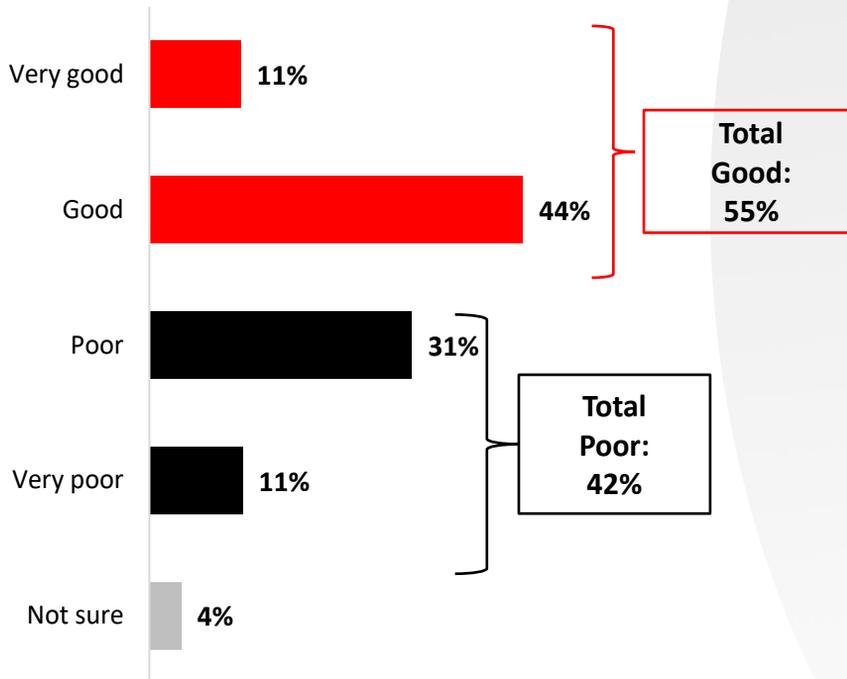
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State of the Economy

State of Household Finances (1/3)

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

Base: All respondents (n=1,008)

Very good	11%
Good	44%
Poor	31%
Very poor	11%
Not sure	4%

Total Good: 55%

Total Poor: 42%

State of Household Finances (2/3)

Q3. How would you describe your own household's finances today?
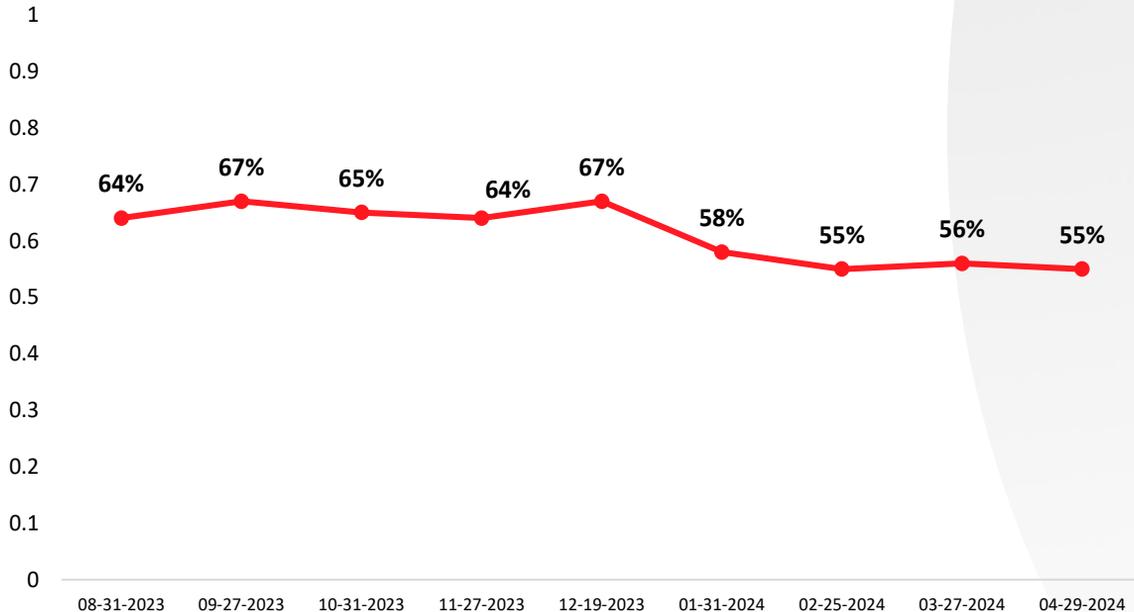Base: All respondents (n=1,008)

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total March 2024	Gap
Weighted n=	1,008	177	209	383	238	493	515	311	300	397	1,000	
Unweighted n=	1,008	190	210	401	207	500	508	241	328	439	1,000	
Total Good	**55%**	**66%**	56%	50%	52%	**61%**	**48%**	53%	**49%**	**60%**	**56%**	-1
Very good	**11%**	12%	9%	10%	12%	**14%**	**7%**	**16%**	9%	**8%**	**13%**	-2
Good	**44%**	**54%**	47%	40%	40%	47%	41%	**37%**	40%	**52%**	**43%**	+1
Total Poor	**42%**	**31%**	40%	45%	46%	**36%**	**47%**	42%	47%	38%	**40%**	+2
Poor	**31%**	**20%**	32%	32%	36%	**27%**	**34%**	32%	31%	29%	**28%**	+3
Very poor	**11%**	11%	9%	13%	9%	9%	13%	9%	**16%**	9%	**12%**	-1
Not sure	**4%**	4%	3%	5%	2%	3%	5%	5%	4%	3%	**5%**	-1

State of Household Finances - *Trended*

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

Base: All respondents

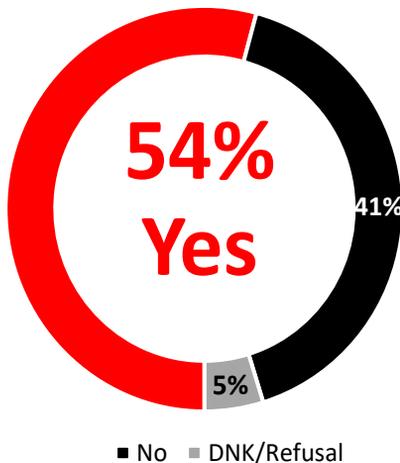*% Total Good*

Living Paycheck to Paycheck

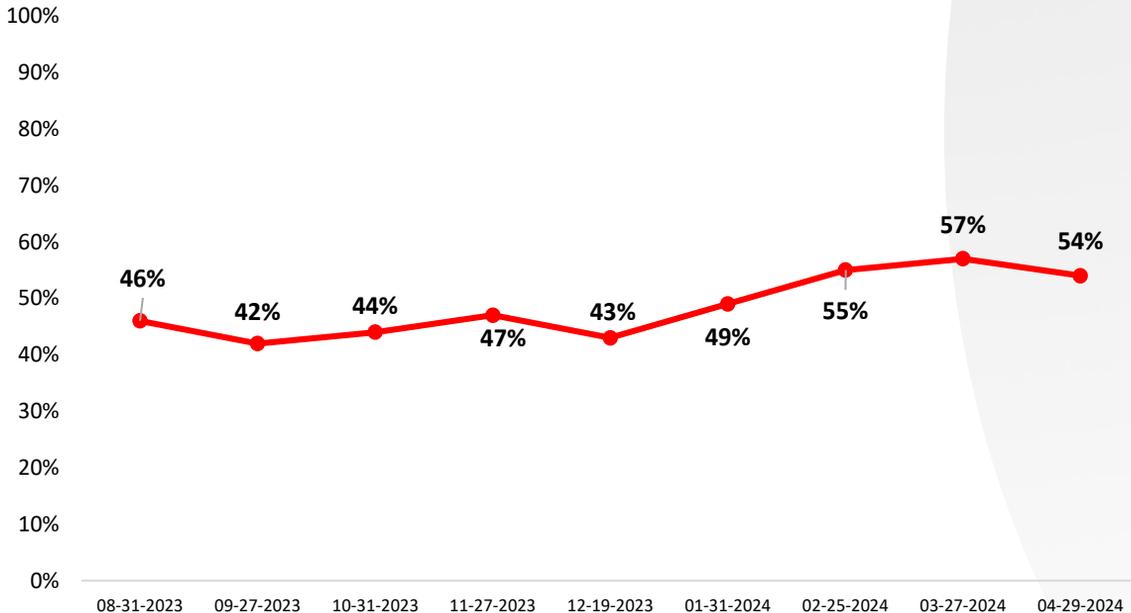**Q4.** Are you currently living paycheck to paycheck?
Base: All respondents (n=1,008)

54% Yes

41%

5%

■ No ■ DNK/Refusal

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total March 2024	Gap
Weighted n=	*1,008*	*177*	*209*	*383*	*238*	*493*	*515*	*311*	*300*	*397*	*1,000*	
Unweighted n=	*1,008*	*190*	*210*	*401*	*207*	*500*	*508*	*241*	*328*	*439*	*1,000*	
Yes	**54%**	52%	**46%**	**59%**	55%	**49%**	**59%**	**62%**	**61%**	**43%**	**57%**	-3
No	**41%**	46%	45%	**36%**	41%	**46%**	**37%**	**33%**	**35%**	**52%**	**37%**	+4
Don't know / Refusal	**5%**	2%	**9%**	5%	3%	5%	5%	5%	4%	5%	**5%**	-

Living Paycheck to Paycheck - *Trended*

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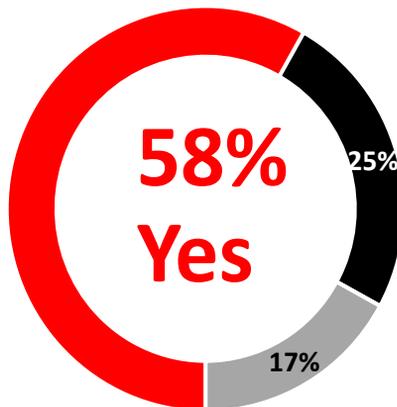Base: All respondents

% 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=1,008)

58% Yes
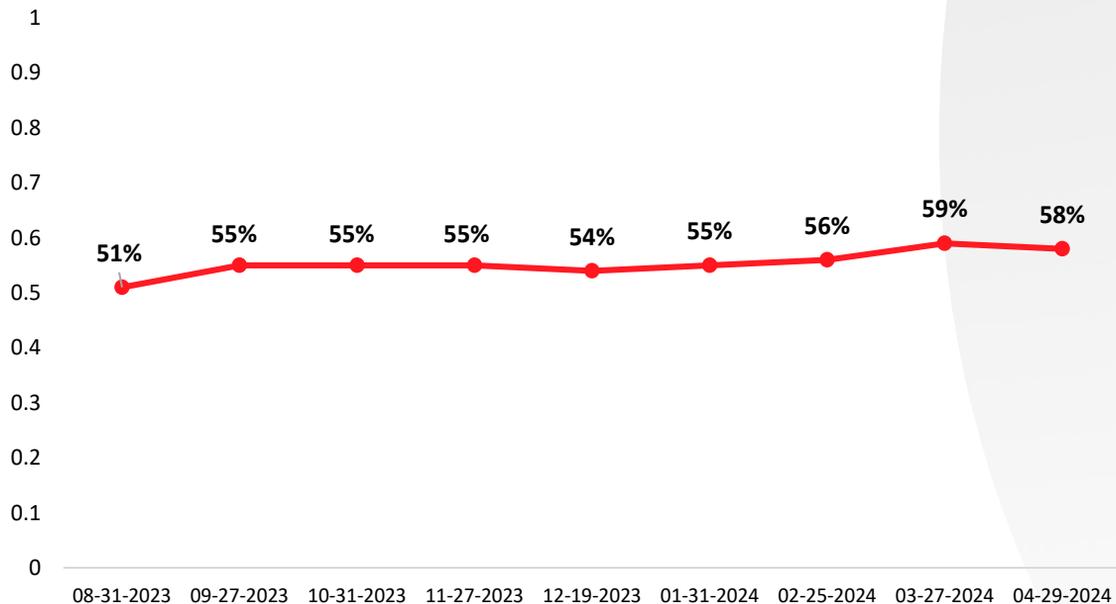
25%

17%

■ No   ■ DNK/Refusal

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total March 2024	Gap
Weighted n=	*1,008*	*177*	*209*	*383*	*238*	*493*	*515*	*311*	*300*	*397*	*1,000*	
Unweighted n=	*1,008*	*190*	*210*	*401*	*207*	*500*	*508*	*241*	*328*	*439*	*1,000*	
Yes	**58%**	52%	52%	**64%**	58%	59%	58%	63%	**65%**	**50%**	**59%**	-1
No	**25%**	29%	29%	**20%**	26%	**28%**	**21%**	**13%**	22%	**36%**	**27%**	-2
Don't know/Refusal	**17%**	19%	19%	16%	16%	**13%**	**21%**	**24%**	**13%**	14%	**14%**	+3

Economic Recession in the Country - *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=501)

- Very concerned — 20%
- Somewhat concerned — 24%

Total Concerned: 44%

- Not very concerned — 30%
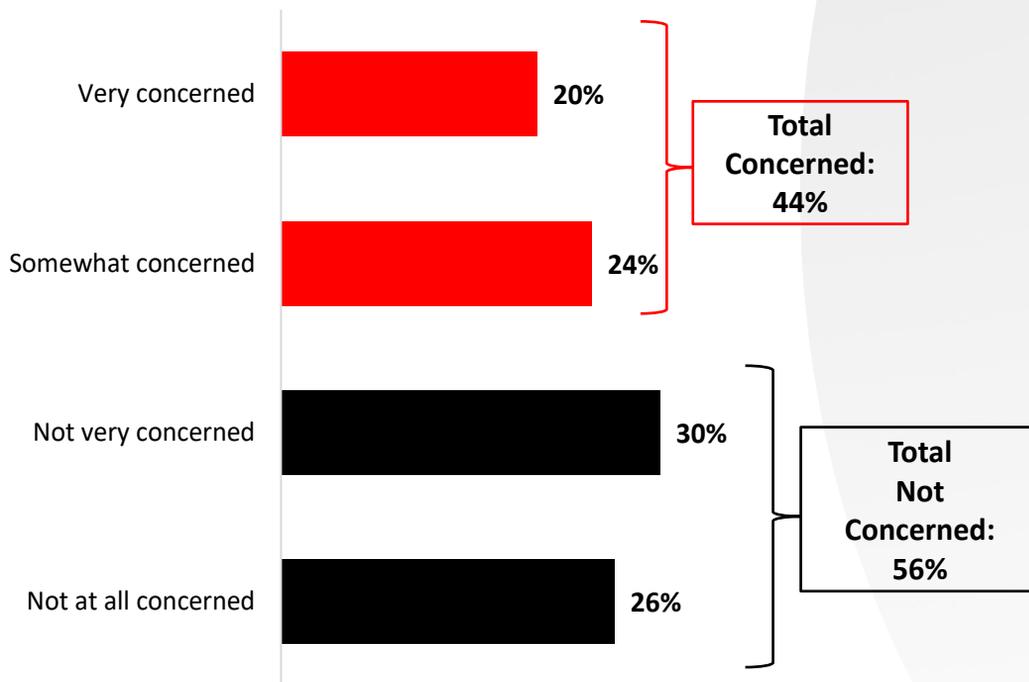- Not at all concerned — 26%

Total Not Concerned: 56%

Concerns About Losing Job (2/3)

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

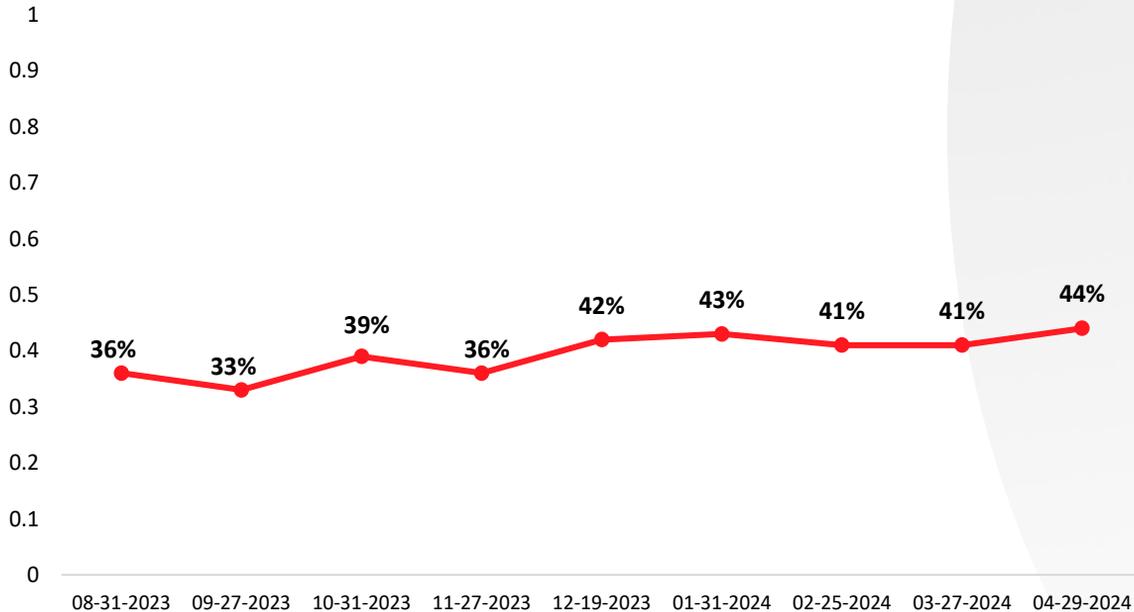Base: Respondents who are currently employed (n=501)

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total March 2024	Gap
Weighted n=	509	93	113	181	122	285	224	196	194	118	503	
Unweighted n=	501	103	115	176	107	285	216	155	212	134	506	
Total Concerned	**44%**	46%	41%	49%	39%	43%	45%	**55%**	43%	**30%**	**41%**	**+3**
Very concerned	**20%**	17%	20%	22%	20%	19%	22%	**29%**	16%	**11%**	19%	+1
Somewhat concerned	**24%**	30%	21%	28%	18%	25%	24%	25%	26%	19%	22%	+2
Total Not Concerned	**56%**	54%	59%	51%	61%	57%	55%	**45%**	57%	**70%**	59%	**-3**
Not very concerned	30%	31%	34%	25%	31%	30%	30%	**22%**	35%	32%	**32%**	-2
Not at all concerned	26%	23%	26%	25%	30%	27%	25%	23%	22%	**38%**	27%	-1

Concerns About Losing Job – *Trended*

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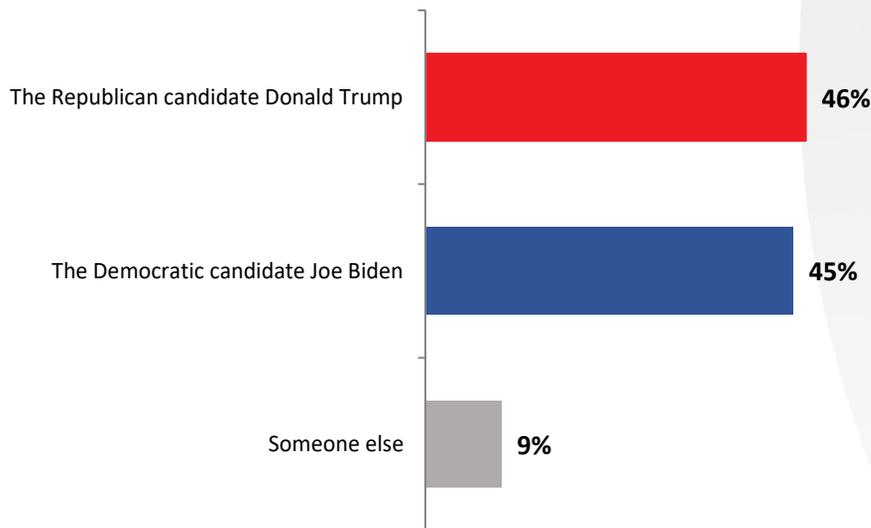Base: Respondents who are currently employed

% Total Concerned

U.S. Politics

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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=831)

Candidate	Percentage
The Republican candidate Donald Trump	46%
The Democratic candidate Joe Biden	45%
Someone else	9%

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

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: Respondents who will vote or probably vote in the next election (n=887)

	TOTAL LIKELY VOTERS WHO ARE LIKELY TO VOTE	TOTAL DECIDED VOTERS*	North East	Mid West	South	West	18-34	35-54	55+	Male	Female
Weighted n=	887	829	164	165	313	188	217	256	357	422	407
Unweighted n=	887	831	174	168	319	170	167	268	396	428	403
The Republican candidate Donald Trump	**43%**	**46%**	**37%**	44%	**56%**	41%	44%	47%	47%	49%	43%
The Democratic candidate Joe Biden	**42%**	**45%**	52%	47%	**37%**	49%	42%	45%	46%	43%	47%
Someone else	**9%**	**9%**	12%	9%	7%	10%	14%	8%	7%	8%	10%
Can't vote	**0%**	-	-	-	-	-	-	-	-	-	-
Won't vote	**2%**	-	-	-	-	-	-	-	-	-	-
Don't know	**5%**	-	-	-	-	-	-	-	-	-	-

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

Impact of Trump NYC Trial Verdict on Voting Intentions

Q21-22-23. Would you vote for the Republican candidate Donald Trump or the democratic candidate Joe Biden, if Donald Trump was found...?
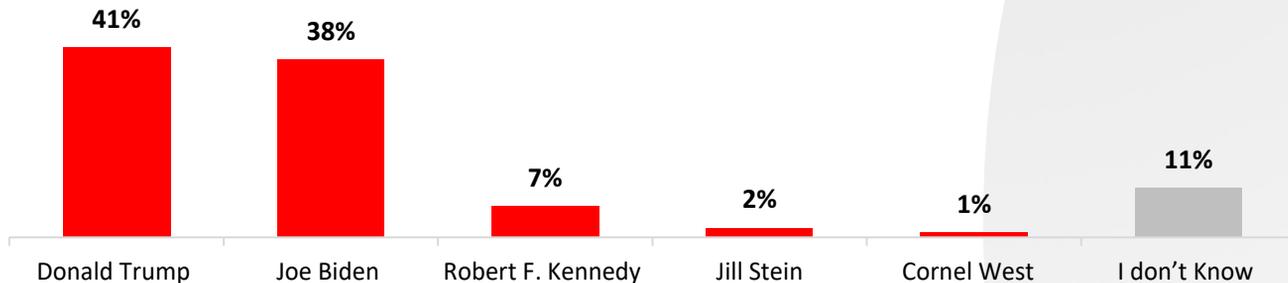Base: All respondents (n=1,008)

ALL RESPONDENTS	...Guilty with Imprisonment	...Guilty without Imprisonment	... Not Guilty
Republican candidate Donald Trump	37%	39%	46%
Democratic candidate Joe Biden	45%	44%	44%
I don't know	18%	18%	10%

AMONG REPUBLICAN VOTERS	...Guilty with Imprisonment	...Guilty without Imprisonment	... Not Guilty
Republican candidate Donald Trump	79%	86%	93%
Democratic candidate Joe Biden	6%	4%	5%
I don't know	15%	9%	2%

Voter Preferences for 2024 Presidential Candidates

Q24. If the 2024 presidential election were held today, which candidate would you vote for?
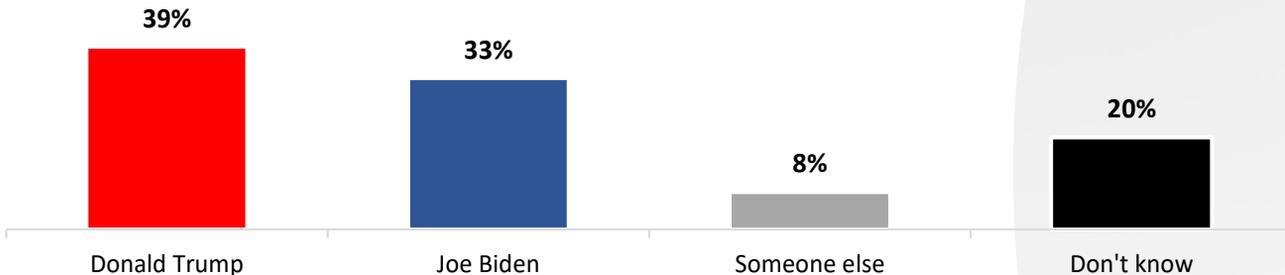Base: Respondents who will vote or probably vote in the next election (n=887)

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	887	169	175	333	210	241	269	377	448	439	276	323	257
Unweighted n=	887	179	179	345	184	183	289	415	450	437	261	322	273
Donald Trump	41%	31%	41%	51%	32%	33%	45%	43%	43%	39%	85%	7%	38%
Joe Biden	38%	48%	42%	29%	41%	37%	37%	40%	38%	38%	6%	79%	27%
Robert F. Kennedy	7%	11%	5%	7%	4%	7%	7%	6%	6%	8%	2%	7%	11%
Jill Stein	2%	1%	1%	3%	3%	3%	2%	2%	2%	2%	1%	2%	4%
Cornel West	1%	1%	3%	1%	2%	2%	2%	0%	2%	0%	1%	1%	2%
I don't Know	11%	8%	8%	8%	18%	17%	7%	9%	9%	13%	5%	4%	19%

Predicted Winner of the Next Election

Q19. In your opinion, who will win the 2024 presidential election?
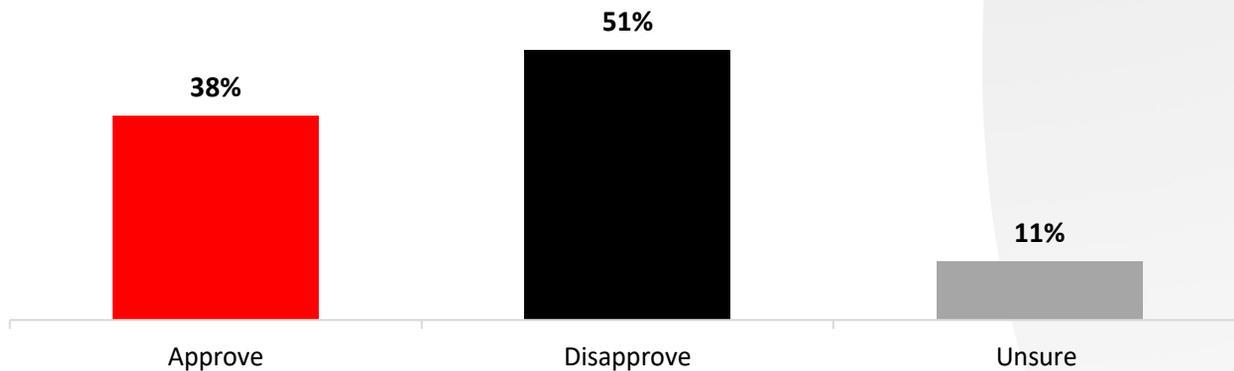Base: All respondents (n=1,008)

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	TOTAL March 2024	Gap
Weighted n=	*1,008*	*177*	*209*	*383*	*238*	*311*	*300*	*397*	*493*	*515*	*285*	*342*	*323*	*1,000*	
Unweighted n=	*1,008*	*190*	*210*	*401*	*207*	*241*	*328*	*439*	*500*	*508*	*273*	*342*	*335*	*1,000*	
Donald Trump	**39%**	**32%**	36%	**44%**	41%	38%	42%	38%	**44%**	**35%**	**77%**	**11%**	38%	**40%**	-1
Joe Biden	**33%**	**41%**	32%	29%	32%	32%	30%	35%	34%	32%	**7%**	**68%**	**23%**	**34%**	-1
Someone else	**8%**	7%	10%	7%	9%	11%	9%	**5%**	6%	10%	**2%**	**6%**	**13%**	**7%**	+1
Don't know	**20%**	20%	22%	20%	18%	18%	19%	22%	**16%**	**23%**	**14%**	16%	**25%**	**19%**	+1

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=1,008)

Approve	Disapprove	Unsure
38%	51%	11%

Biden's Approval Rating (2/2)

Q10. Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?
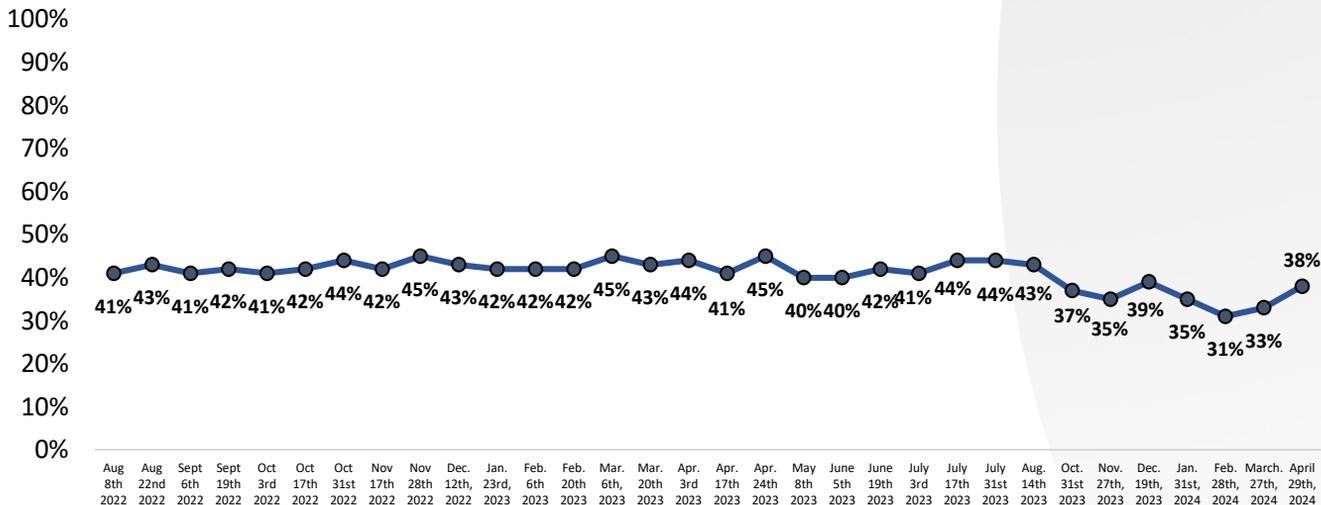Base: All respondents (n=1,008)

	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 March 2024	Gap
Weighted n=	*1,008*	*177*	*209*	*383*	*238*	*311*	*300*	*397*	*493*	*515*	*407*	*372*	*1,000*	
Unweighted n=	*1,008*	*190*	*210*	*401*	*207*	*241*	*328*	*439*	*500*	*508*	*419*	*329*	*1,000*	
Approve	**38%**	**48%**	38%	**32%**	43%	39%	38%	38%	41%	36%	**72%**	**11%**	**33%**	+5
Disapprove	**51%**	**40%**	53%	**58%**	45%	45%	50%	**56%**	50%	51%	**17%**	**86%**	**53%**	-2
Unsure	**11%**	12%	9%	11%	12%	**16%**	12%	**6%**	9%	13%	12%	**2%**	**14%**	-3

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Biden's Approval Rating – *Trended*

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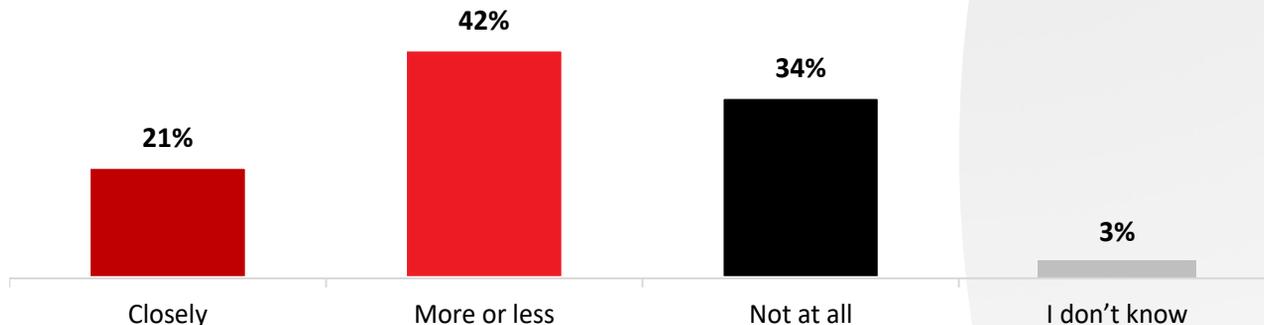Base: All respondents

% Approve

Public Attention to Donald Trump's Trial

Q20. Are you following Donald Trump's hush-money trial in New York city closely, more or less or not at all?
Base: All respondents (n=1,008)

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	*1,008*	*177*	*209*	*383*	*238*	*311*	*300*	*397*	*493*	*515*	*285*	*342*	*323*
Unweighted n=	*1,008*	*190*	*210*	*401*	*207*	*241*	*328*	*439*	*500*	*508*	*273*	*342*	*335*
Closely	**21%**	21%	21%	23%	17%	21%	20%	21%	28%	14%	25%	25%	14%
More or less	**42%**	49%	40%	38%	47%	33%	41%	51%	42%	43%	46%	43%	42%
Not at all	**34%**	26%	34%	37%	33%	39%	37%	27%	28%	39%	27%	30%	41%
I don't know	**3%**	4%	4%	3%	2%	7%	2%	1%	2%	4%	2%	2%	3%

Respondent Profile

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Weighted and Unweighted Sample

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

	Unweighted	Weighted
U.S. Region	**1,008**	**1,008**
Northeast	190	177
Midwest	210	209
South	401	383
West	207	238

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

	Unweighted	Weighted
Gender	**1,008**	**1,008**
Male	500	493
Female	508	515
Age	**1,008**	**1,008**
Between 18 and 29	105	201
Between 30 and 39	224	177
Between 40 and 49	160	161
Between 50 and 64	268	249
65 or older	251	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

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