NORTH AMERICAN TRACKER

Leger

April 29th, 2024

EDITION

THE CANADIAN PRESS

Methodology

Method

Online survey among respondents 18 years of age or older. (Canadian sample: n= 1,610/ American Samples: n= 1,008).

Respondents had the option of completing the survey in English or in French and 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 ±2.44%, (19 times out of 20) for the Canadian sample and ±3.09%, (19 times out of 20) for the American sample

Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population and 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.

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See https://338canada.com/pollster-ratings.htm

2021 CANADIAN FEDERAL ELECTION						
LEGER SURVEY Published in *Le Journal de Montréal and The National Post/Postmedia* September 18, 2021	33%	32%	19%	7%	6%	2%
OFFICIAL RESULTS 2021 **Canadian** Federal Election*	33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

*The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

Key Highlights

Every month, we conduct a survey of Canadians and Americans to explore their views on the economy, finances, and politics. This month, our survey was conducted between April 26 and 29, 2024.

Some of the key highlights of our survey about the economy include…

- 62% of Canadians consider their household finances to be good, while 55% of Americans feel the same way.

- Six out of ten Canadians (62%) and 58% of Americans believe their respective country is in recession.

- Almost half of Canadians (46%) say they live paycheque to paycheque, while 55% of Americans say the same thing.

Some of the key highlights of our survey about American politics…

- 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%) are not following 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.
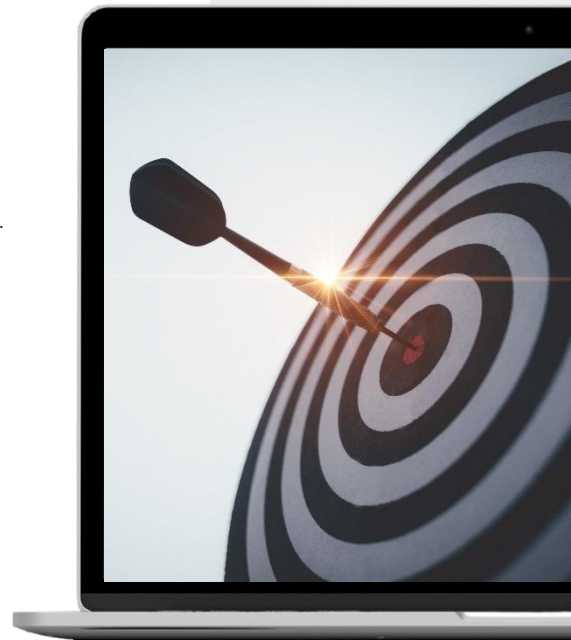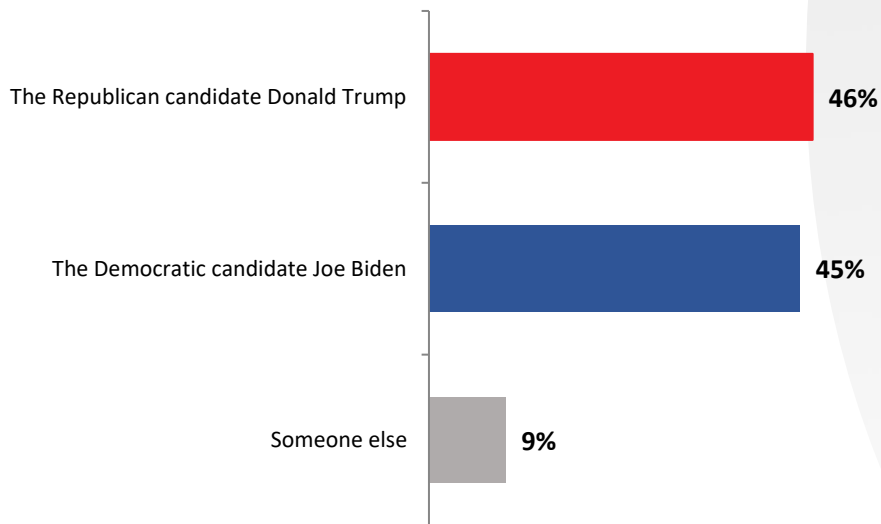
REPORT

American Politics

Survey of Americans

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 who will vote or probably vote in the next election (n=831)

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

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: Respondents who will vote or probably vote in the next election

	TOTAL 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%**	-	-	-	-	-	-	-	-	-	-

Impact of Trump 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

ALL RESPONDENTS	…Guilty <u>and</u> Imprisonment	…Guilty <u>without</u> 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 <u>and</u> Imprisonment	…Guilty <u>without</u> 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?

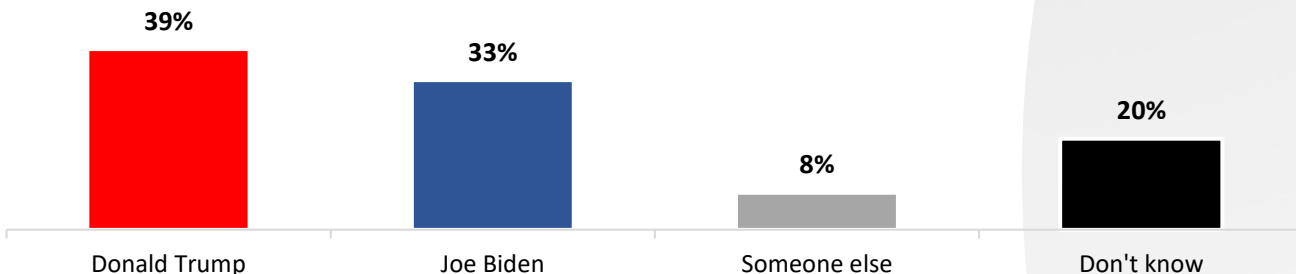Base: Respondents who will vote or probably vote in the next election (n=887)
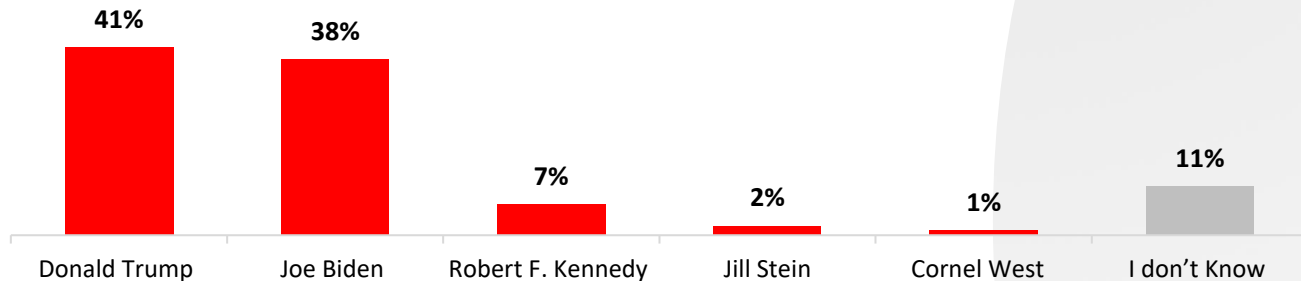
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	887	169	175	333	210	241	269	377	448	439	276	323	257
Unweighted n=	887	179	179	345	184	183	289	415	450	437	261	322	273
Donald Trump	41%	31%	41%	51%	32%	33%	45%	43%	43%	39%	85%	7%	38%
Joe Biden	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?
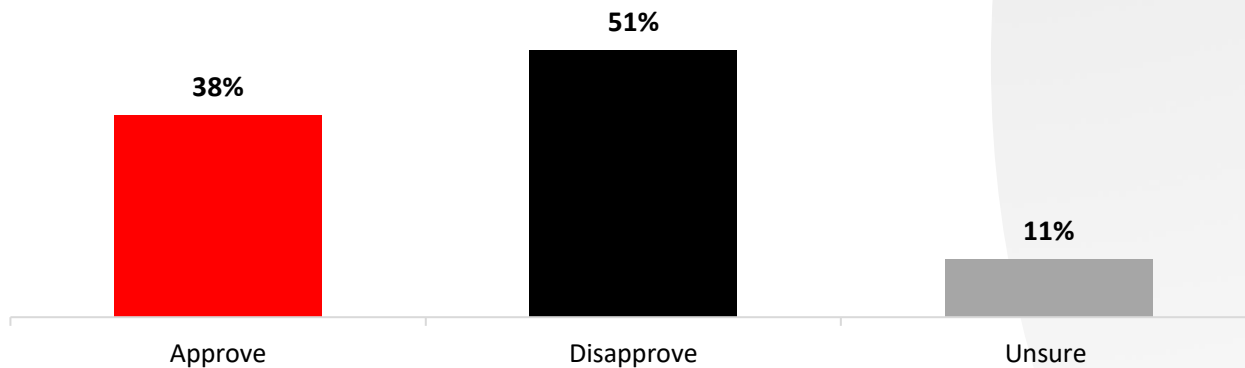Base: All respondents (n=1,008)

	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)

38%	51%	11%
Approve	Disapprove	Unsure

Biden's Approval Rating (2/2)

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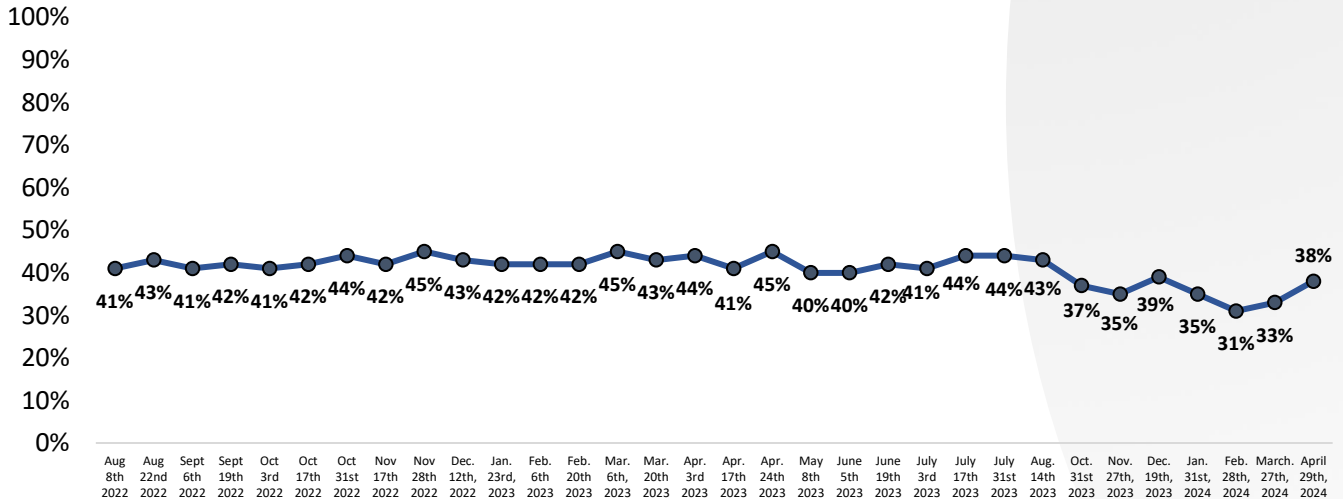Base: All respondents

	Total 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

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

Line chart showing Biden's approval rating from Aug 8th 2022 to April 29th 2024. Values: 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%, 35%, 39%, 35%, 31%, 33%, 38%.

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)
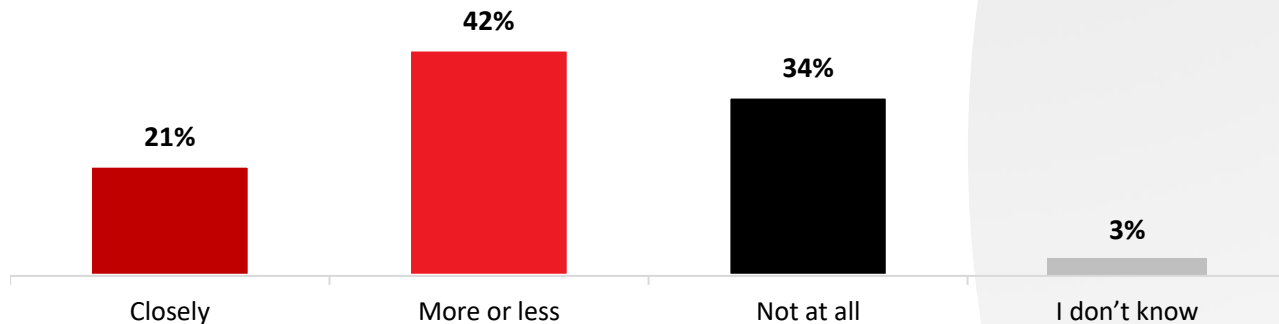
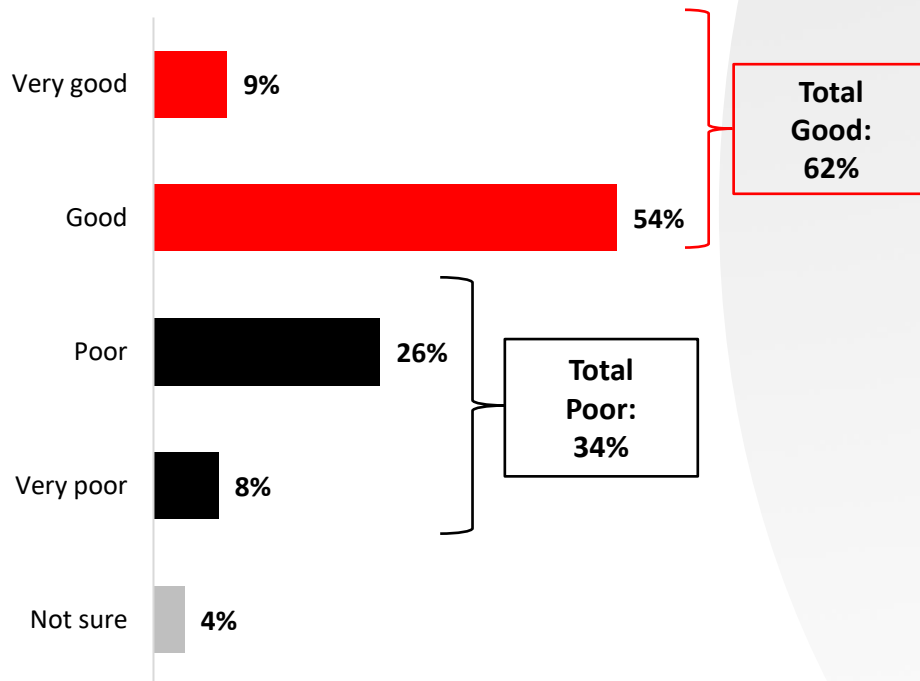|	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	*1,008*	*177*	*209*	*383*	*238*	*311*	*300*	*397*	*493*	*515*	*285*	*342*	*323*
Unweighted n=	*1,008*	*190*	*210*	*401*	*207*	*241*	*328*	*439*	*500*	*508*	*273*	*342*	*335*
Closely	**21%**	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%

REPORT

State of the Economy

Leǥer

State of Household Finances (1/3)

Q3. How would you describe your own household's finances today?
Base: All respondents (n=1,610)

Category	%
Very good	9%
Good	54%
Poor	26%
Very poor	8%
Not sure	4%

Total Good: 62%

Total Poor: 34%

State of Household Finances (2/3)

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

Base: All respondents

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL March 2024	Gap
Weighted n=	*1,610*	*108*	*372*	*623*	*104*	*179*	*224*	*785*	*825*	*429*	*518*	*662*	*672*	*616*	*310*	*1,605*	
Unweighted n=	*1,610*	*105*	*430*	*642*	*130*	*140*	*163*	*780*	*830*	*412*	*531*	*667*	*685*	*606*	*309*	*1,605*	
Total Good	**62%**	59%	**71%**	61%	65%	56%	57%	64%	61%	**56%**	**53%**	**74%**	64%	63%	59%	**62%**	**-**
Very good	**9%**	8%	**13%**	9%	**4%**	6%	6%	9%	8%	**6%**	**5%**	**13%**	7%	**11%**	7%	**8%**	**+1**
Good	**54%**	51%	**59%**	52%	61%	50%	52%	55%	53%	51%	**48%**	**61%**	56%	52%	52%	**54%**	**-**
Total Poor	**34%**	37%	**24%**	36%	31%	40%	39%	33%	35%	38%	**43%**	**24%**	33%	34%	38%	**36%**	**-2**
Poor	**26%**	33%	**21%**	26%	23%	32%	31%	25%	27%	30%	**31%**	**20%**	25%	25%	31%	**26%**	**-**
Very poor	**8%**	4%	**3%**	**10%**	8%	8%	8%	8%	8%	7%	**12%**	**4%**	7%	9%	7%	**9%**	**-1**
Not sure	**4%**	4%	5%	3%	4%	4%	4%	3%	5%	**6%**	3%	**2%**	4%	3%	4%	**3%**	**+1**

State of Household Finances (3/3)

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

	Total Canada	Total USA	Gap
Weighted n=	1,610	1,008	
Unweighted n=	1,610	1,008	
Total Good	**62%**	**55%**	7
Very good	9%	11%	2
Good	**54%**	**44%**	10
Total Poor	**34%**	**42%**	6
Poor	**26%**	**31%**	5
Very poor	**8%**	**11%**	3
Not sure	4%	4%	-

State of Household Finances - *Evolution*

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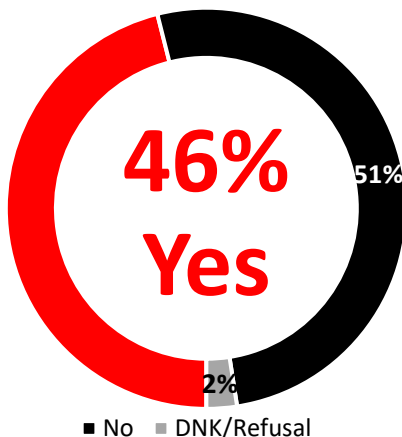
Base: All respondents

% Total Good Presented
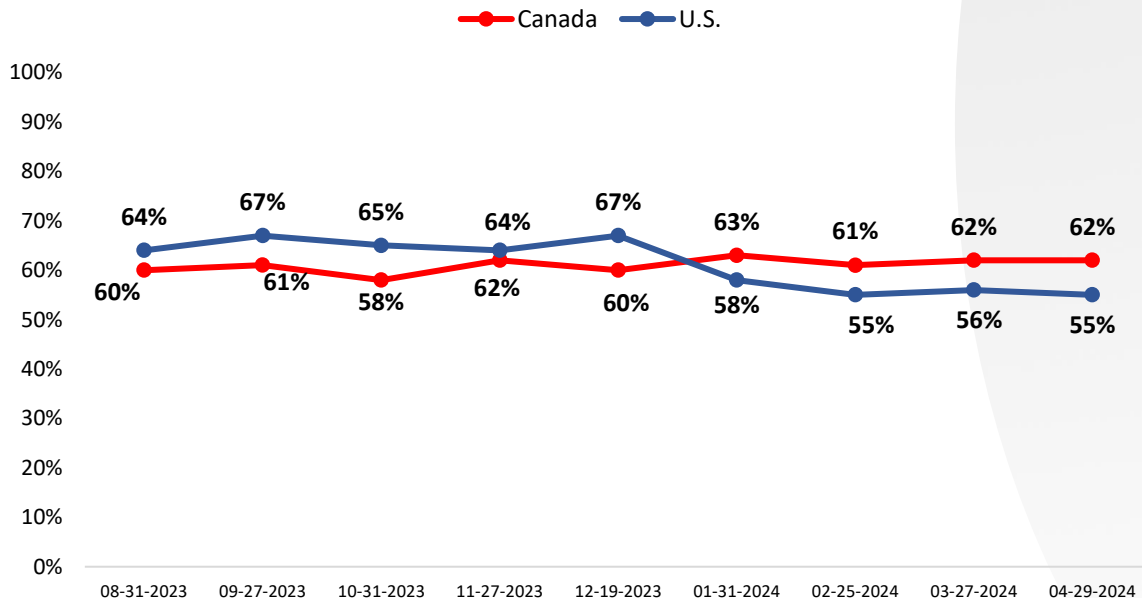
Living Paycheque to Paycheque (1/2)

Q4. Are you currently living paycheque to paycheque?
Base: All respondents (n=1,610)

46% Yes
51%
2%

■ No   ■ DNK/Refusal

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL March 2024	Gap
Weighted n=	*1,610*	*108*	*372*	*623*	*104*	*179*	*224*	*785*	*825*	*429*	*518*	*662*	*672*	*616*	*310*	*1,605*	
Unweighted n=	*1,610*	*105*	*430*	*642*	*130*	*140*	*163*	*780*	*830*	*412*	*531*	*667*	*685*	*606*	*309*	*1,605*	
Yes	**46%**	52%	35%	49%	46%	51%	51%	41%	50%	51%	58%	33%	47%	44%	48%	**48%**	-2
No	**51%**	46%	64%	48%	49%	49%	47%	55%	48%	43%	40%	66%	51%	53%	49%	**49%**	+2
Don't know/Refusal	**2%**	1%	2%	3%	5%	0%	2%	3%	2%	5%	2%	1%	2%	3%	3%	**3%**	-1

Living Paycheque to Paycheque (2/2)

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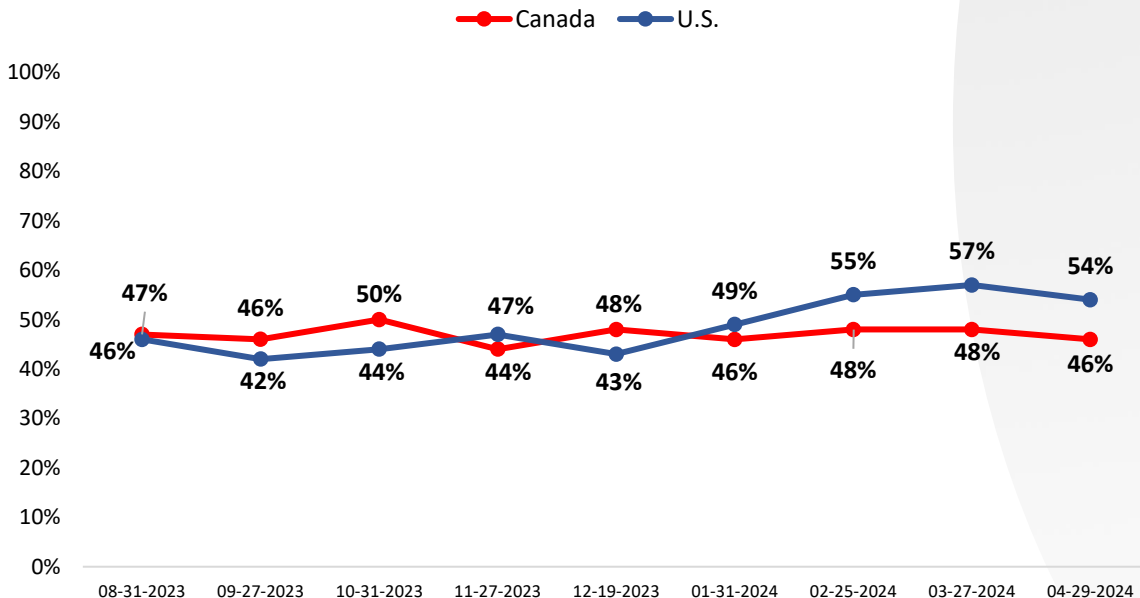Base: All respondents

	Total Canada	Total USA	Gap
Weighted n=	*1,610*	*1,008*	
Unweighted n=	*1,610*	*1,008*	
Yes	**46%**	**54%**	8
No	**51%**	**41%**	10
Don't know/Refusal	**2%**	**5%**	3

Living Paycheque to Paycheque - *Evolution*

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

% Yes Presented

Legend: Canada, U.S.

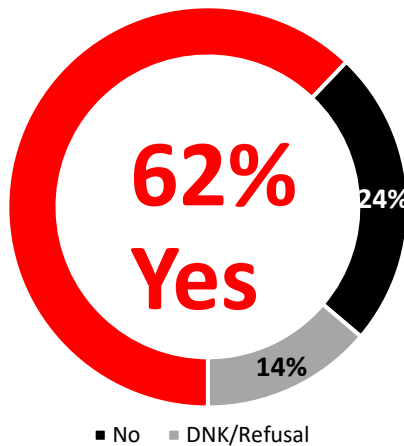| Date	Canada	U.S.
08-31-2023	47%	46%
09-27-2023	46%	42%
10-31-2023	50%	44%
11-27-2023	44%	47%
12-19-2023	48%	43%
01-31-2024	46%	49%
02-25-2024	48%	55%
03-27-2024	48%	57%
04-29-2024	46%	54%

Economic Recession in the Country (1/2)

Q5. Do you believe Canada is currently in an economic recession?

Base: All respondents (n=1,610)

62% Yes
24% No
14% DNK/Refusal

■ No ■ DNK/Refusal

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL March 2024	Gap
Weighted n=	*1,610*	*108*	*372*	*623*	*104*	*179*	*224*	*785*	*825*	*429*	*518*	*662*	*672*	*616*	*310*	*1,605*	
Unweighted n=	*1,610*	*105*	*430*	*642*	*130*	*140*	*163*	*780*	*830*	*412*	*531*	*667*	*685*	*606*	*309*	*1,605*	
Yes	**62%**	65%	64%	59%	61%	68%	63%	60%	64%	**74%**	65%	**53%**	59%	65%	65%	**60%**	+2
No	**24%**	18%	25%	26%	20%	**16%**	25%	**29%**	**19%**	**14%**	20%	**32%**	25%	22%	23%	**26%**	-2
Don't know/Refusal	**14%**	16%	**11%**	15%	19%	16%	13%	**11%**	**17%**	12%	15%	15%	15%	13%	12%	**14%**	-

Economic Recession in the Country (2/2)

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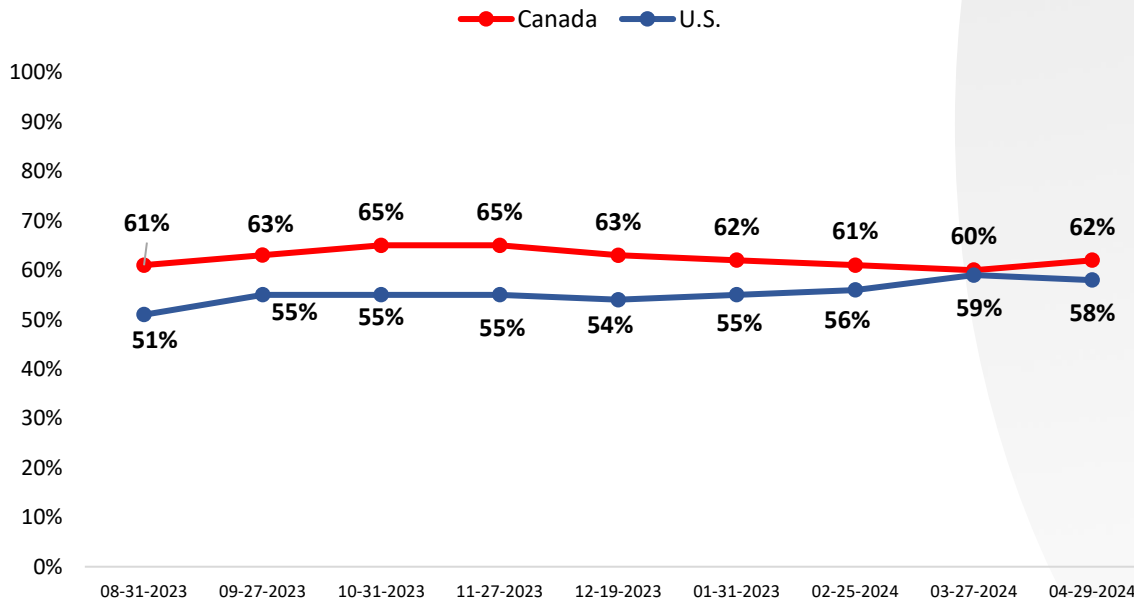Base: All respondents

	Total Canada	Total USA	Gap
Weighted n=	1,610	1,008	
Unweighted n=	1,610	1,008	
Yes	62%	58%	4
No	24%	25%	1
Don't know/Refusal	14%	17%	3

Economic Recession in the Country - *Evolution*

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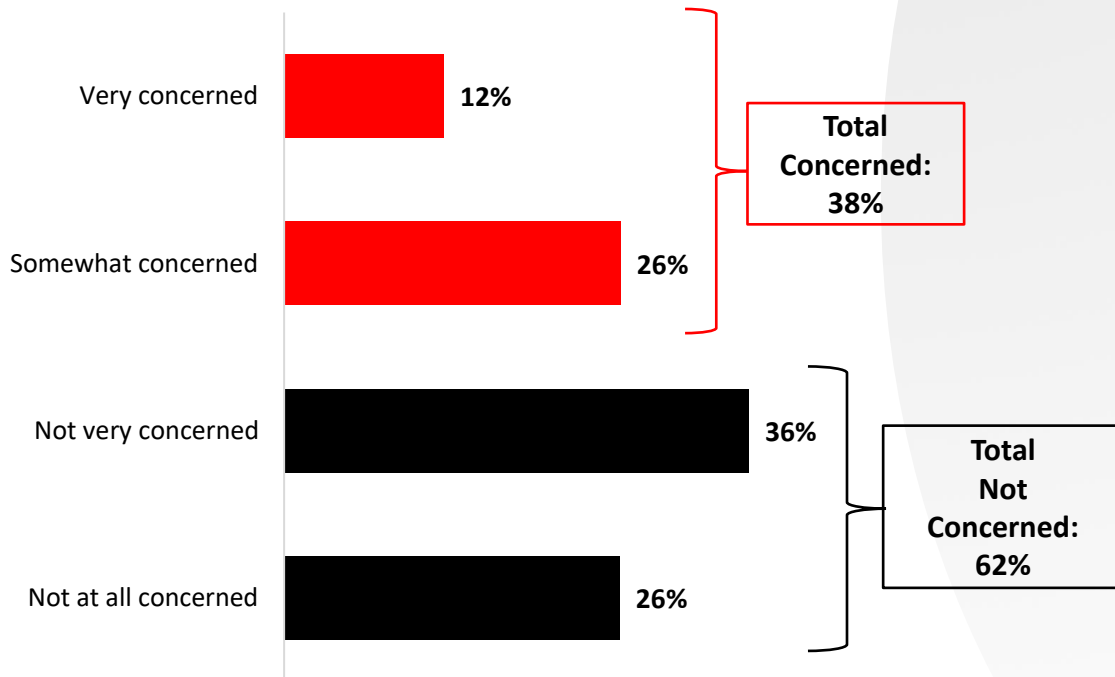
Base: All respondents

% Yes Presented

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=881)

Category	Value
Very concerned	12%
Somewhat concerned	26%
Not very concerned	36%
Not at all concerned	26%

Total Concerned: 38%

Total Not Concerned: 62%

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 Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL March 2024	Gap
Weighted n=	849	53	199	328	64	89	116	422	428	288	394	168	374	322	146	818	
Unweighted n=	881	58	241	344	77	73	88	442	439	296	413	172	395	331	150	900	
Total Concerned	**38%**	**55%**	**23%**	41%	29%	45%	45%	**43%**	**32%**	**44%**	38%	**27%**	40%	36%	36%	**38%**	-
Very concerned	**12%**	15%	**8%**	14%	8%	13%	11%	13%	10%	**15%**	12%	**5%**	14%	11%	10%	**12%**	-
Somewhat concerned	**26%**	40%	**15%**	27%	21%	33%	34%	**30%**	**22%**	28%	26%	22%	26%	25%	27%	**26%**	-
Total Not Concerned	**62%**	**45%**	**77%**	59%	71%	55%	55%	**57%**	**68%**	**56%**	62%	**73%**	60%	64%	64%	**62%**	-
Not very concerned	**36%**	26%	40%	35%	40%	39%	32%	**32%**	**40%**	36%	34%	40%	39%	32%	36%	**37%**	-1
Not at all concerned	**26%**	19%	**36%**	24%	30%	**15%**	23%	25%	27%	**20%**	27%	33%	**20%**	**32%**	27%	**24%**	+2

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 USA	Gap
Weighted n=	*849*	*509*	
Unweighted n=	*881*	*501*	
Total Concerned	**38%**	**44%**	6
Very concerned	**12%**	**20%**	8
Somewhat concerned	26%	24%	2
Total Not Concerned	**62%**	**56%**	6
Not very concerned	**36%**	**30%**	6
Not at all concerned	26%	26%	-

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
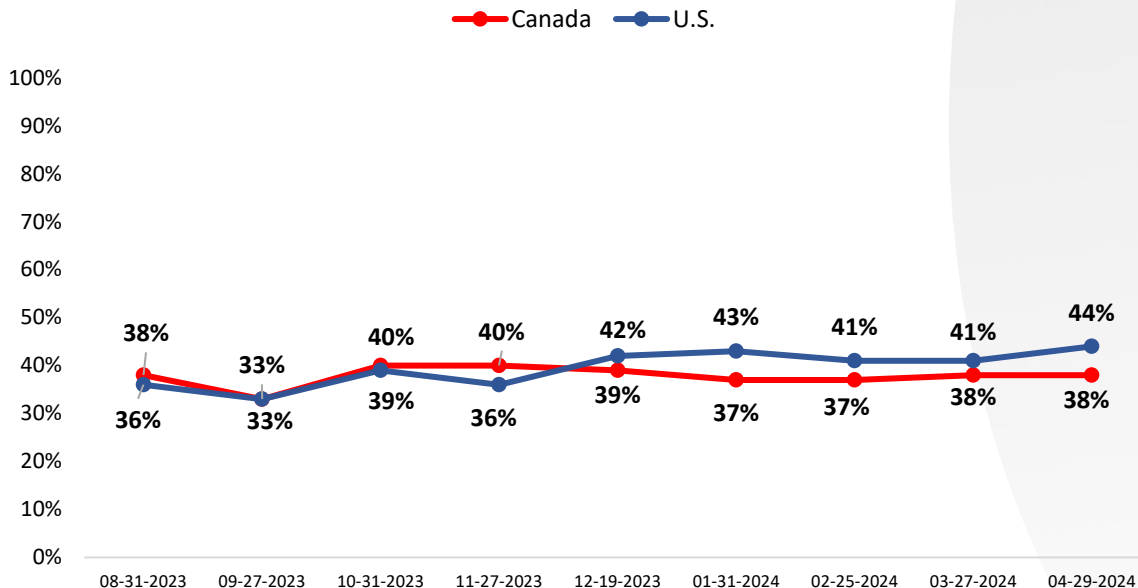
REPORT

Respondent Profile

Subtitle

Weighted and Unweighted Sample (1/3)

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

	Unweighted	Weighted
Province	**1,610**	**1,610**
British Columbia	163	224
Alberta	140	179
Manitoba/Saskatchewan	130	104
Ontario	642	623
Quebec	430	372
Atlantic	105	108

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

	Unweighted	Weighted
US Region	**1,008**	**1,008**
NorthEast	190	177
MidWest	210	209
South	401	383
West	207	238

Weighted and Unweighted Sample (2/3)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

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

	Unweighted	Weighted
Gender	**1,610**	**1,610**
Male	780	785
Female	830	825
Age	**1,610**	**1,610**
18 to 34	412	429
35 to 54	531	518
55+	667	662
Language (Mother tongue)	**1,610**	**1,610**
English	1,031	1,099
French	376	318
Other	199	188

Weighted and Unweighted Sample (3/3)

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	508
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

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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
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