

NORTH AMERICAN TRACKER

LeSer

March 27th, 2024

EDITION

THE CANADIAN PRESS 

Methodology



Method

Online survey among respondents 18 years of age or older.
(Canadian sample: n= 1,605/
American Samples: n= 1,000).
Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



When

March 23 to
March 25, 2024



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.45\%$, (19 times out of 20) for the Canadian sample and $\pm 3.1\%$, (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

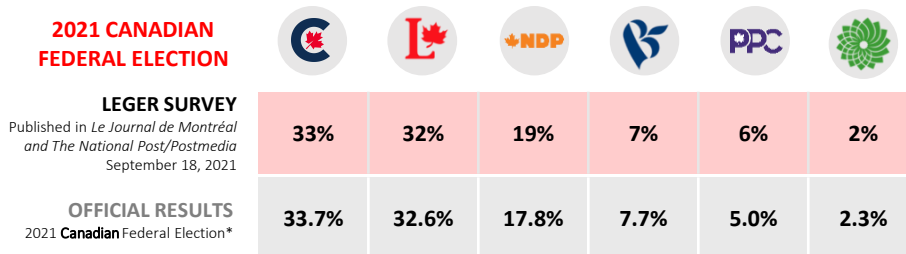
Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: cbourque@leger360.com

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>



Key Highlights (1/2)

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 March 23 and 25, 2024.

Some of the key highlights of our survey about the economy and American Politics include...

- 62% of Canadians consider their household finances to be good, while 56% of Americans feel the same way.
- Six out of ten Canadians (60%) and nearly the same proportion of Americans (59%) believe their respective country is in recession.
- Almost half of Canadians (48%) say they live paycheque to paycheque, while 57% of Americans say the same thing.

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

- Trump is taking the lead in voting intentions. If the Presidential election were to be held today, Trump would secure 48% of the votes, while Biden would secure 43%.
- Ron DeSantis (22%) would be the preferred candidate to be Donald Trump's vice president running mate if he receives his party's nomination.
- Nearly one-third of Americans (31%) think that Donald Trump should be the Republican candidate, even if he is convicted and imprisoned. This number is significantly higher among republican voters (60%).



Key Highlights (2/2)

- Seven out of ten Republicans (70%) would vote for Donald Trump even if he were found guilty and imprisoned.
- One-third of Americans (33%) think the 2024 presidential elections will take place peacefully, while 67% think there will be disturbances, protests, and civil disobedience. Republicans are more likely to think the election will be peaceful (46%).
- More than half of Americans disapprove of Joe Biden's job as president (53%), while one-third approves (31%).



REPORT

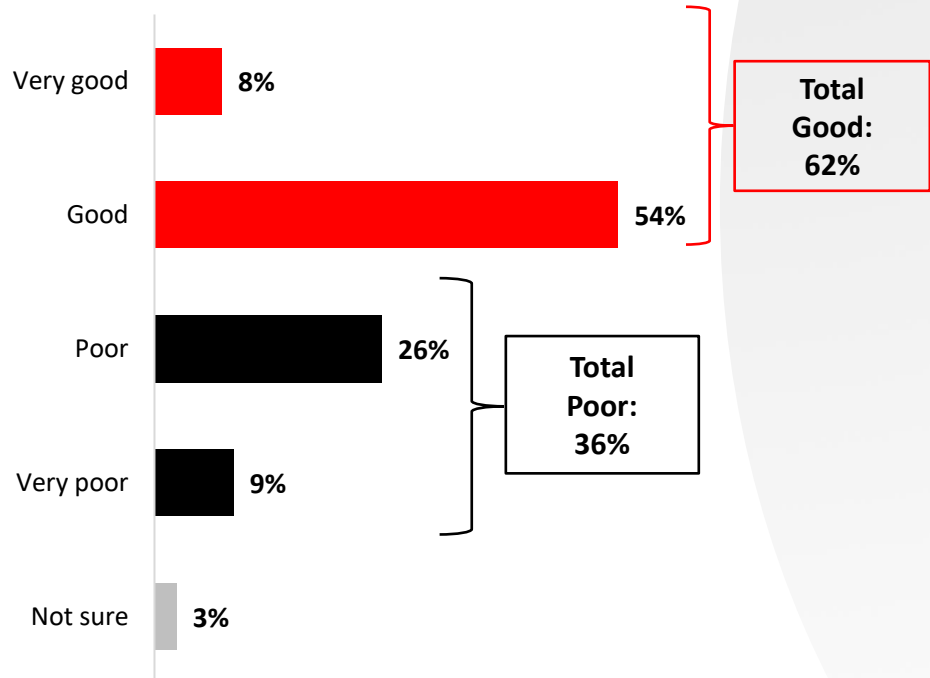
State of the Economy



State of Household Finances (1/3)

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

Base: All respondents (n=1,605)



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 Feb. 28 th 2024	Gap
Weighted n=	1,605	108	370	621	103	179	223	783	822	428	516	660	640	663	294	1,590	
Unweighted n=	1,605	105	430	621	130	149	170	798	807	473	570	562	651	649	296	1,590	
Total Good	62%	51%	74%	58%	59%	53%	65%	62%	61%	55%	59%	68%	60%	66%	57%	61%	+1
Very good	8%	4%	11%	8%	7%	5%	6%	9%	7%	7%	6%	9%	9%	9%	5%	7%	+1
Good	54%	47%	63%	50%	52%	48%	59%	53%	55%	48%	52%	59%	51%	58%	52%	54%	-
Total Poor	36%	48%	25%	39%	37%	42%	34%	37%	35%	42%	39%	29%	38%	31%	39%	36%	-
Poor	26%	29%	19%	29%	29%	33%	25%	28%	25%	32%	28%	21%	28%	25%	26%	27%	-1
Very poor	9%	19%	6%	10%	7%	9%	9%	9%	10%	10%	11%	8%	10%	7%	13%	9%	-
Not sure	3%	1%	1%	3%	4%	5%	1%	1%	4%	3%	2%	3%	3%	2%	3%	2%	+1

State of Household Finances (3/3)

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

Base: All respondents

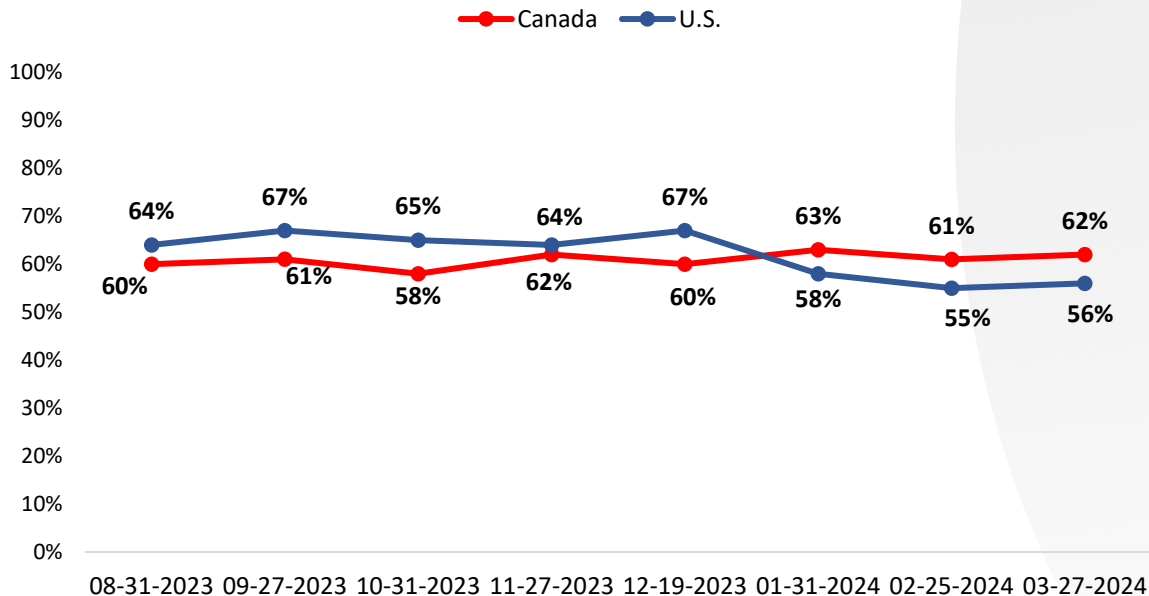
	 Total Canada	 Total USA	Gap
Weighted n=	1,605	1,000	
Unweighted n=	1,605	1,000	
Total Good	62%	56%	6
Very good	8%	13%	5
Good	54%	43%	11
Total Poor	36%	40%	4
Poor	26%	28%	2
Very poor	9%	12%	3
Not sure	3%	5%	2

State of Household Finances - Evolution

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

Base: All respondents

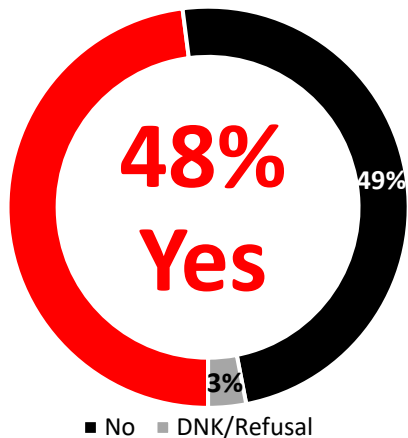
% Total Good Presented



Living Paycheque to Paycheque (1/2)

Q4. Are you currently living paycheque to paycheque?

Base: All respondents (n=1,605)





	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Feb. 28 th 2024	Gap
Weighted n=	1,605	108	370	621	103	179	223	783	822	428	516	660	640	663	294	1,590	
Unweighted n=	1,605	105	430	621	130	149	170	798	807	473	570	562	651	649	296	1,590	
Yes	48%	56%	38%	49%	53%	60%	45%	47%	48%	54%	54%	39%	50%	43%	54%	48%	-
No	49%	42%	60%	47%	45%	36%	51%	50%	48%	40%	43%	60%	47%	54%	44%	50%	-1
Don't know/Refusal	3%	2%	2%	4%	2%	3%	4%	2%	4%	6%	3%	1%	3%	3%	2%	2%	+1

Living Paycheque to Paycheque (2/2)

Q4. Are you currently living paycheque to paycheque?

Base: All respondents

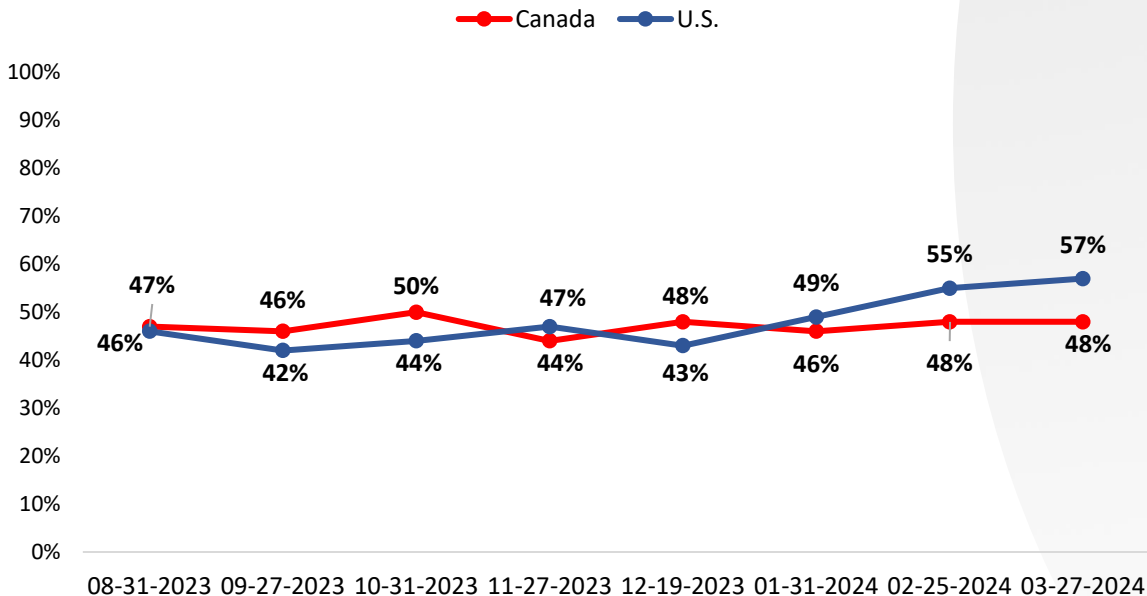
	 Total Canada	 Total USA	Gap
Weighted n=	1,605	1,000	
Unweighted n=	1,605	1,000	
Yes	48%	57%	9
No	49%	37%	12
Don't know/Refusal	3%	5%	2

Living Paycheque to Paycheque - Evolution

Q4. Are you currently living paycheque to paycheque?

Base: All respondents

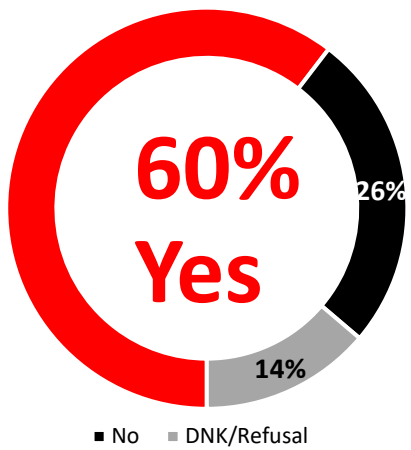
% Yes Presented



Economic Recession in the Country (1/2)

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

Base: All respondents (n=1,605)





	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Feb.28 th 2024	Gap
Weighted n=	1,605	108	370	621	103	179	223	783	822	428	516	660	640	663	294	1,590	
Unweighted n=	1,605	105	430	621	130	149	170	798	807	473	570	562	651	649	296	1,590	
Yes	60%	56%	57%	65%	57%	67%	51%	60%	61%	62%	69%	53%	59%	58%	68%	61%	-1
No	26%	31%	30%	23%	25%	21%	30%	30%	22%	20%	19%	34%	28%	27%	19%	24%	+2
Don't know/Refusal	14%	14%	13%	12%	18%	13%	19%	10%	17%	18%	12%	13%	13%	15%	14%	15%	-1

Economic Recession in the Country (2/2)

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

Base: All respondents

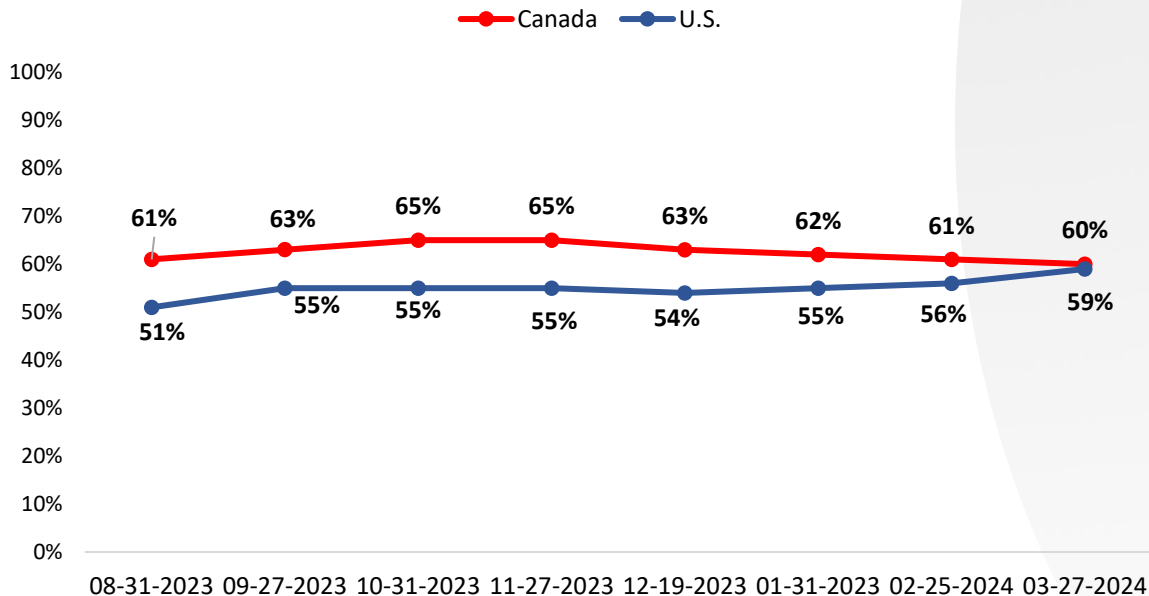
	 Total Canada	 Total USA	Gap
Weighted n=	1,605	1,000	
Unweighted n=	1,605	1,000	
Yes	60%	59%	1
No	26%	27%	1
Don't know/Refusal	14%	14%	-

Economic Recession in the Country - Evolution

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

Base: All respondents

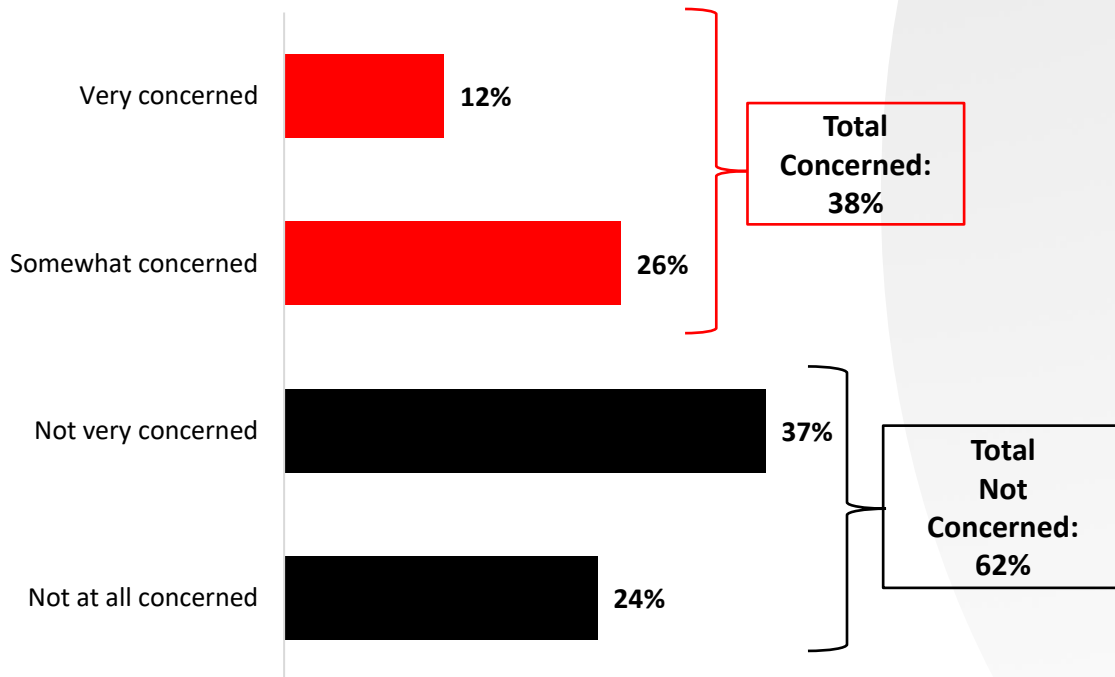
% Yes Presented



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=900)



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 Feb. 28 th 2024	Gap
Weighted n=	818	50	184	325	49	98	110	435	383	279	379	159	324	356	136	824	
Unweighted n=	900	55	271	339	61	82	92	495	405	324	434	142	364	381	152	880	
Total Concerned	38%	42%	22%	41%	29%	55%	44%	44%	33%	45%	37%	30%	46%	35%	31%	37%	+1
Very concerned	12%	13%	7%	13%	8%	19%	14%	15%	10%	14%	12%	10%	17%	9%	10%	12%	-
Somewhat concerned	26%	29%	15%	28%	21%	36%	31%	29%	23%	31%	25%	20%	29%	25%	21%	25%	+1
Total Not Concerned	62%	58%	78%	59%	71%	45%	56%	56%	67%	55%	63%	70%	54%	65%	69%	63%	-1
Not very concerned	37%	34%	42%	35%	52%	31%	36%	32%	43%	37%	39%	34%	34%	38%	44%	39%	-2
Not at all concerned	24%	24%	36%	23%	19%	14%	20%	24%	25%	18%	24%	36%	20%	27%	26%	24%	-

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

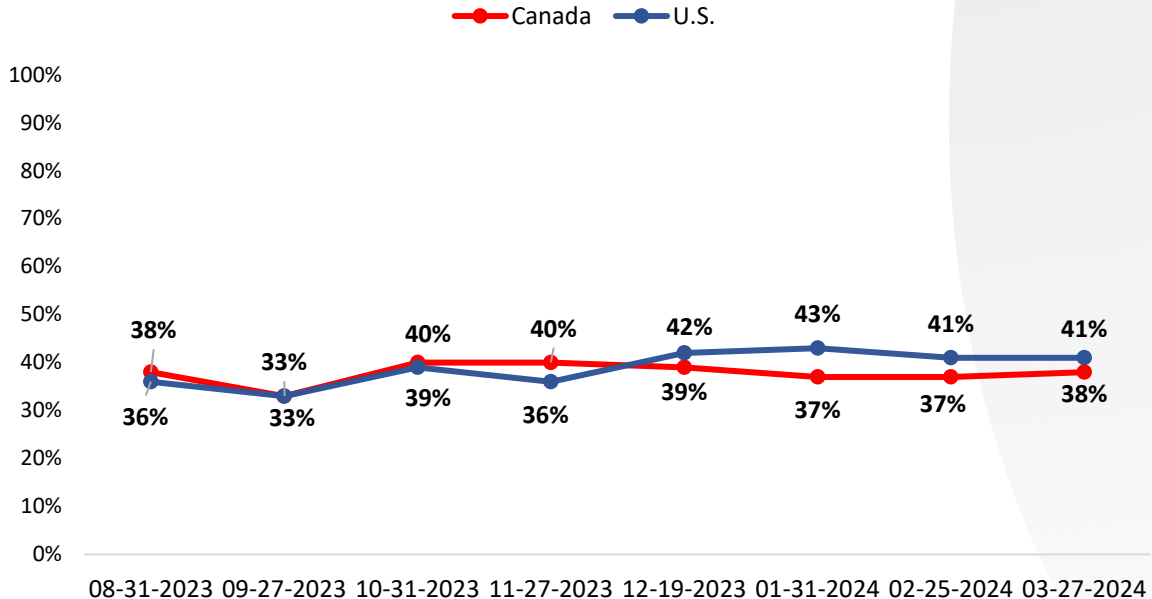
	 Total Canada	 Total USA	Gap
Weighted n=	818	503	
Unweighted n=	900	506	
Total Concerned	38%	41%	3
Very concerned	12%	19%	7
Somewhat concerned	26%	22%	4
Total Not Concerned	62%	59%	3
Not very concerned	37%	32%	5
Not at all concerned	24%	27%	3

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

American Politics

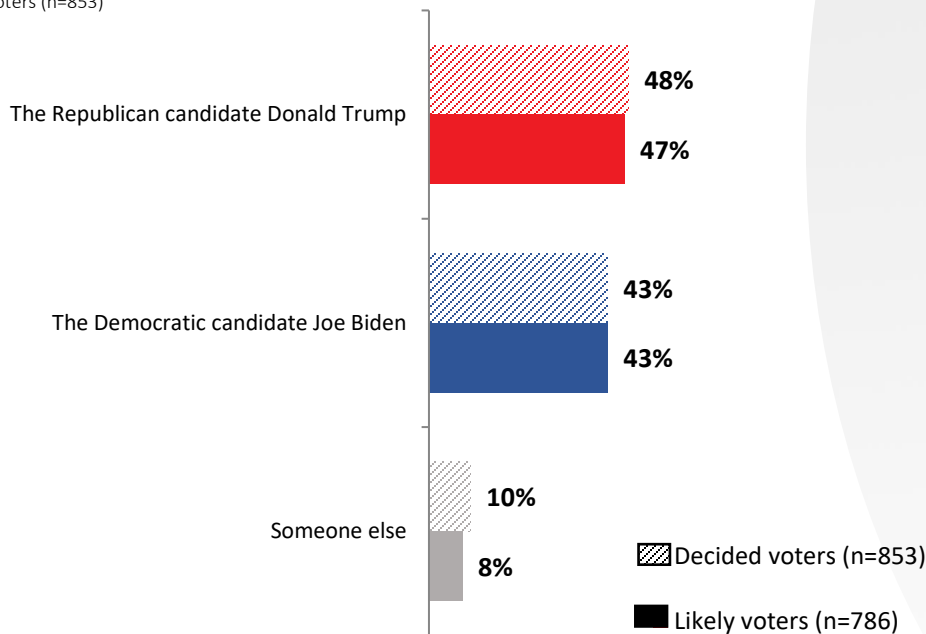
Survey of Americans



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 (n=853)



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

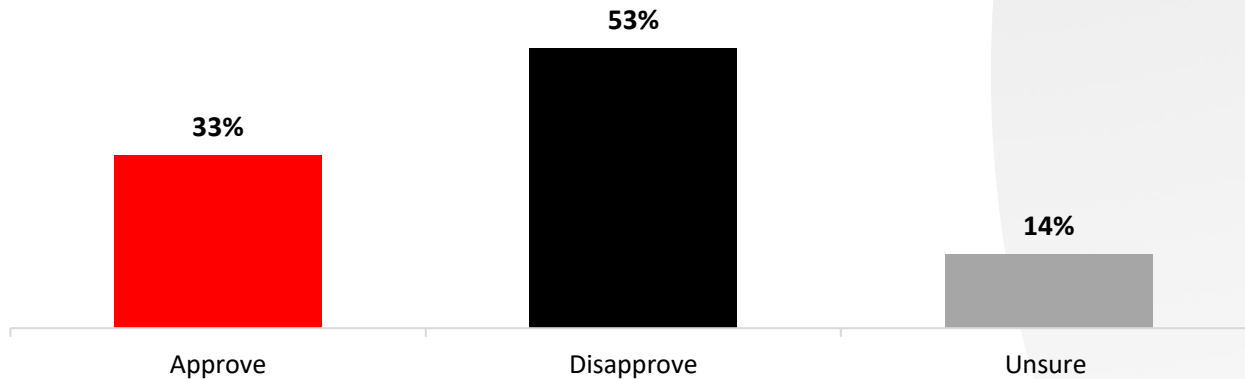
	TOTAL U.S.	TOTAL DECIDED VOTERS	TOTAL LIKELY VOTERS*	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL Decided Voters Feb. 28 th 2024	Gap
Weighted n=	1,000	863	792	155	174	331	204	248	252	363	437	426	856	
Unweighted n=	1,000	853	786	164	164	333	192	198	271	384	436	417	864	
The Republican candidate Donald Trump	41%	48%	47%	42%	50%	51%	45%	40%	46%	54%	49%	46%	46%	+2
The Democratic candidate Joe Biden	37%	43%	43%	48%	41%	44%	38%	49%	41%	39%	41%	44%	42%	+1
Someone else	8%	10%	8%	11%	9%	5%	17%	11%	13%	7%	9%	10%	12%	-2
Can't vote	2%	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't vote	7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	4%	-	-	-	-	-	-	-	-	-	-	-	-	-

*Likely voters refer to individuals who have made a decision on who to vote for and are expected to cast their vote on election day.

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=1,000)



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

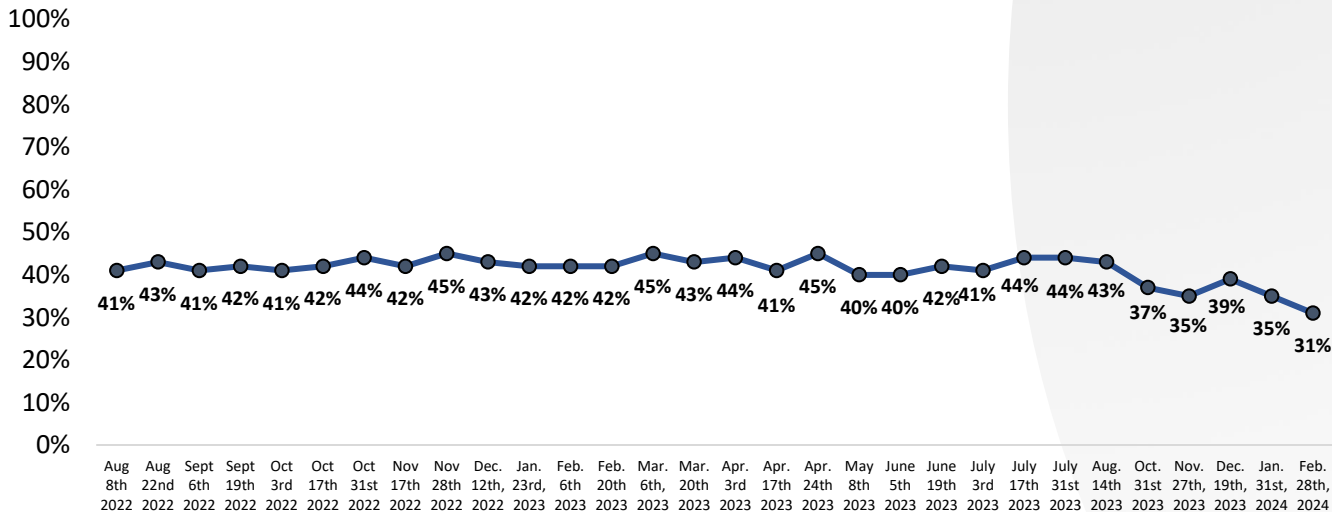
	Total United States	North east	Mid west	South	West	18-34	35-54	55+	Male	Female	Voted for Biden In 2020	Voted for Trump In 2020	TOTAL Feb. 28 th 2024	Gap
Weighted n=	1,000	178	206	381	235	302	302	395	487	513	402	372	1,005	
Unweighted n=	1,000	187	191	399	223	247	331	422	489	511	391	346	1 005	
Approve	33%	40%	27%	33%	32%	33%	32%	34%	36%	30%	65%	9%	31%	+2
Disapprove	53%	44%	57%	53%	57%	49%	51%	58%	51%	55%	20%	89%	54%	-1
Unsure	14%	16%	17%	13%	11%	18%	18%	8%	13%	15%	15%	2%	15%	-1

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

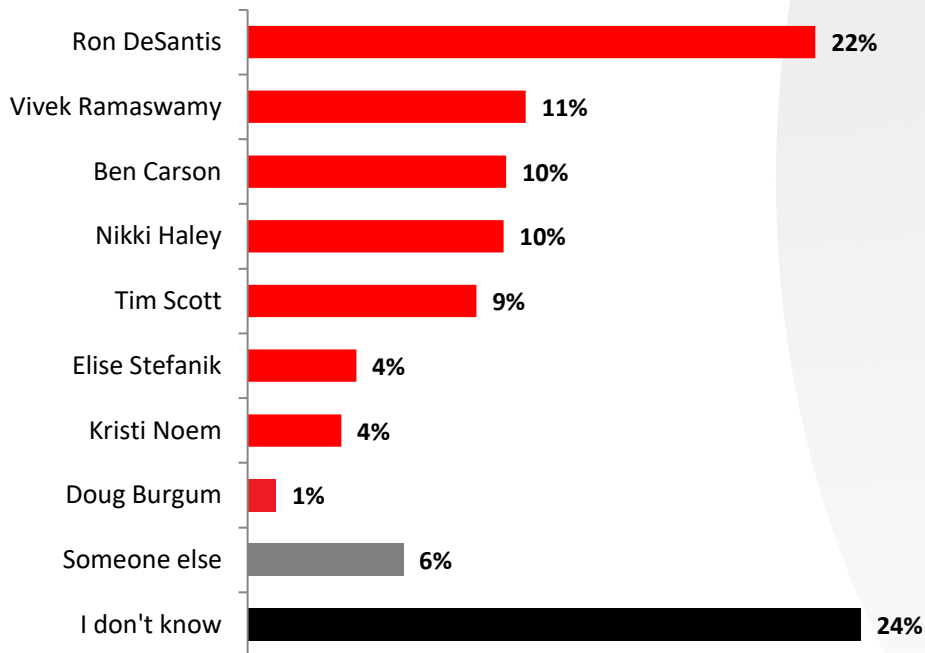
% Approve presented



Choice of 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?

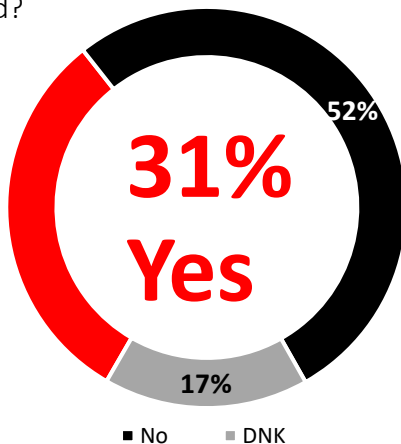
Base: Republican voters (n=285)



Imprisonment of Donald Trump

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

Base: All respondents (n=1,000)

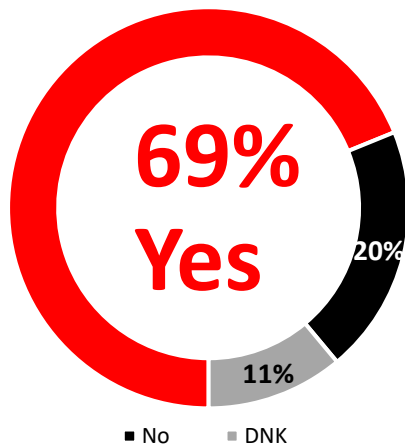


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	TOTAL Feb. 28 th 2024	Gap
Weighted n=	1,000	178	206	381	235	302	302	395	487	513	287	328	300	1,005	
Unweighted n=	1,000	187	191	399	223	247	331	422	489	511	285	314	312	1,005	
Yes	31%	25%	24%	38%	30%	26%	34%	33%	36%	27%	60%	10%	27%	32%	-1
No	52%	58%	58%	45%	55%	51%	52%	54%	49%	55%	24%	83%	51%	55%	-3
Don't know	17%	17%	18%	16%	15%	24%	14%	13%	15%	18%	16%	7%	21%	14%	+3

Impact of Trump's Imprisonment on Republican Voters

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

Base: Republican voters (n=285)

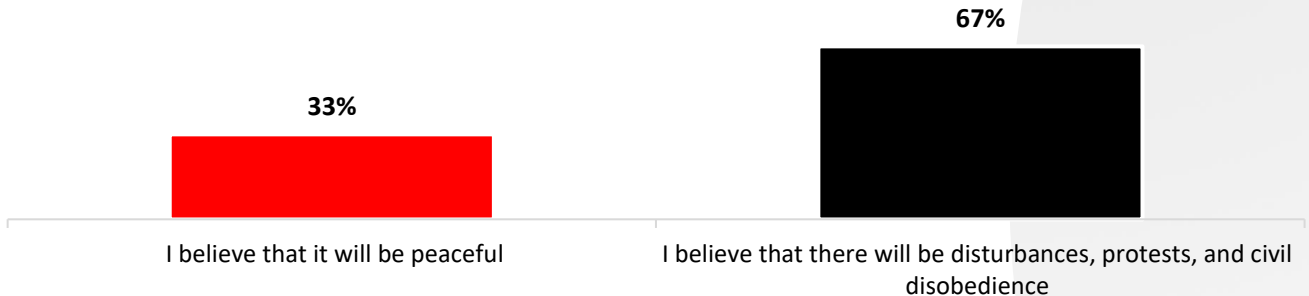


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL Feb. 28 th 2024	
Weighted n=	287	45	55	129	58	59	74	154	151	136	291	
Unweighted n=	285	46	47	135	57	44	91	150	154	131	300	
Yes	69%	67%	59%	81%	51%	58%	77%	69%	71%	66%	70%	-1
No	20%	19%	25%	13%	31%	28%	16%	19%	20%	20%	17%	+3
Don't know	11%	14%	16%	5%	18%	14%	8%	11%	9%	13%	12%	-1

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=1,000)

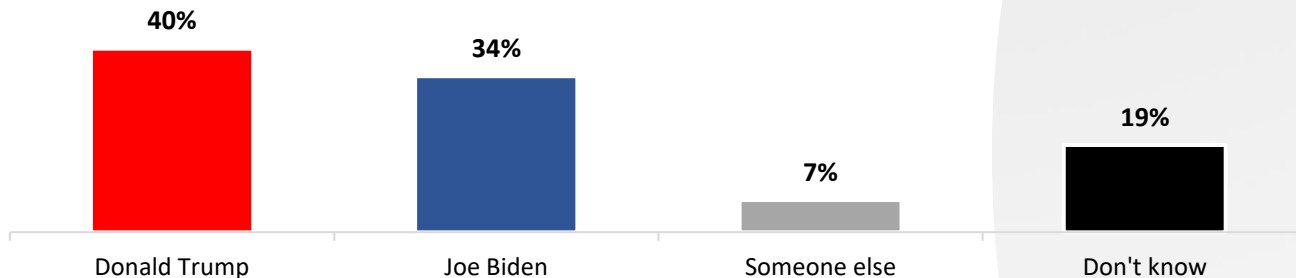


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	TOTAL Feb. 28 th 2024	
Weighted n=	1,000	178	206	381	235	302	302	395	487	513	287	328	300	1,005	
Unweighted n=	1,000	187	191	399	223	247	331	422	489	511	285	314	312	1,005	
I believe that it will be peaceful	33%	38%	27%	35%	33%	37%	34%	30%	42%	25%	46%	30%	28%	30%	+3
I believe that there will be disturbances, protests, and civil disobedience	67%	62%	73%	65%	67%	63%	66%	70%	58%	75%	54%	70%	72%	70%	-3

Predicted Winner of the Next Election

Q19. In your opinion, who will win the 2024 presidential election?

Base: All respondents (n=1,000)



	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,000	178	206	381	235	302	302	395	487	513	287	328	300
Unweighted n=	1,000	187	191	399	223	247	331	422	489	511	285	314	312
Donald Trump	40%	37%	37%	43%	40%	37%	38%	44%	45%	35%	77%	10%	40%
Joe Biden	34%	41%	31%	34%	32%	39%	29%	34%	36%	32%	10%	69%	24%
Someone else	7%	5%	8%	7%	8%	6%	10%	5%	5%	9%	2%	8%	11%
Don't know	19%	16%	24%	17%	21%	18%	23%	17%	14%	24%	11%	14%	25%

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	1,605	1,605
British Columbia	170	223
Alberta	149	179
Manitoba/Saskatchewan	130	103
Ontario	621	621
Quebec	430	370
Atlantic	105	108

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

	Unweighted	Weighted
US Region	1,000	1,000
NorthEast	187	178
MidWest	191	206
South	399	381
West	223	235

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	1,605	1,605
Male	798	783
Female	807	822
Age	1,605	1,605
18 to 34	473	428
35 to 54	570	516
55+	562	660
Language (Mother tongue)	1,605	1,605
English	1,007	1,073
French	382	317
Other	215	214

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	1,000	1,000
Male	436	437
Female	417	426
Age	1,000	1,000
Between 18 and 29	95	155
Between 30 and 39	173	152
Between 40 and 49	141	129
Between 50 and 64	222	222
65 or older	222	206

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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Our Commitments to Quality



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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.

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