

NORTH AMERICAN TRACKER

Ledger

May 28th, 2024

EDITION

Methodology



Method

Online survey among respondents 18 years of age or older.

(U.S. sample: n= 1,003).

Respondents were randomly recruited using LEO's online panel.



When

May 24 to
May 26, 2024



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 3.09\%$ (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 than 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 address:
aierardi@leger360.com

A more detailed methodology is presented in the Appendix.

Key Highlights

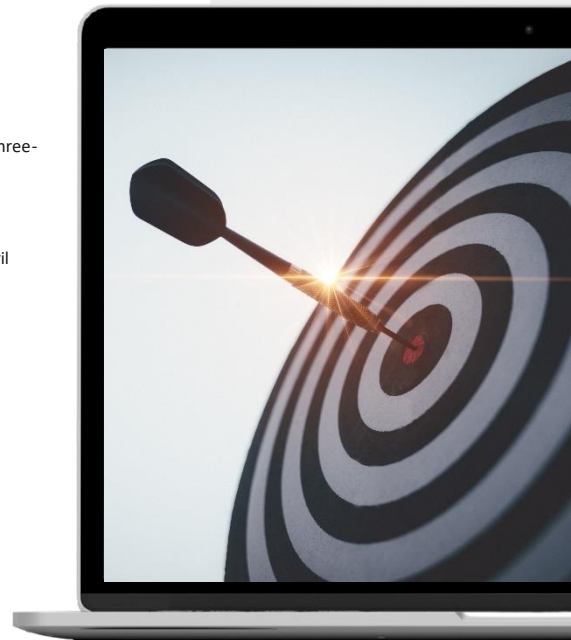
Every month, we conduct a survey of U.S. residents to explore their views on the economy, finances, and the government. This month, our survey was conducted between May 24 and 26, 2024.

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

- More than half (57%) of residents think the United States is currently in a recession. This represents a three-point increase since last month (54%).
- Four out of ten (42%) describe their household's finances as poor (30%) or very poor (12%).
- More than half (57%) say they are living paycheck to paycheck, an increase of 3 points compared to April 2024 (54%).
- Among those currently employed, nearly half (47%) are concerned about losing their job in the next 12 months, an increase of 3 points compared to April 2024 (44%).

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 U.S. residents (41%) think that Trump will win the 2024 presidential election, while a third (33%) think Joe Biden will win.
- More than half of U.S. residents (55%) think that things were better under Trump's presidency, while 45% think that things are better under Joe Biden's presidency.
- Six out of ten (58%) Democratic voters would have preferred the Democratic Party to choose a candidate other than Joe Biden. This proportion is higher (72%) among Democratic voters aged 18 to 34 years old.



Key Highlights (2/2)

- One-third of Republican voters (33%) would have preferred the Republican Party to choose a candidate other than Donald Trump. This proportion is higher (47%) among Republican voters aged 18 to 34 years old.
- Eight out of ten (81%) Republican voters mentioned that their vote is more for Donald Trump, while 19% suggested it's more a vote against Joe Biden. On the other hand, 69% of the Democratic voters mentioned their vote was more of a vote for Biden, and 31% mentioned it was more of a vote against Donald Trump. Democratic voters aged 55 or older (38%) are more likely to say their vote is a vote against Donald Trump, rather than for Joe Biden.



REPORT

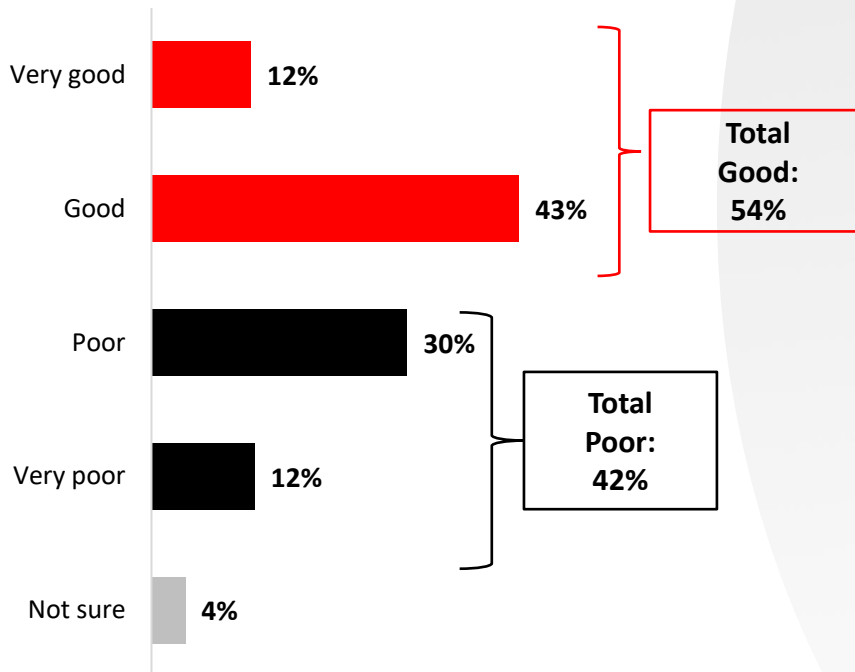
State of the Economy



State of Household Finances (1/3)

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

Base: All respondents (n=1,003)



State of Household Finances (2/3)

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

Base: All respondents (n=1,003)

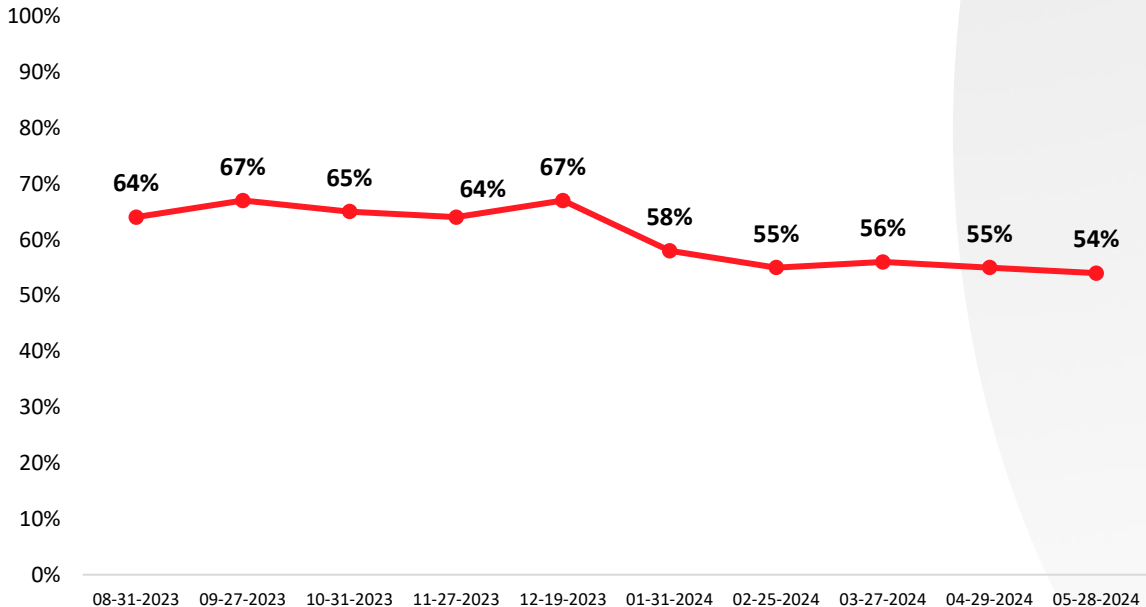
	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total April 2024	Gap
Weighted n=	1,003	177	208	382	237	491	512	308	309	385	1,008	
Unweighted n=	1,003	197	189	370	247	494	509	243	353	407	1,008	
Total Good	54%	63%	46%	54%	55%	59%	50%	51%	50%	60%	55%	-1
Very good	12%	13%	8%	12%	13%	17%	6%	17%	9%	9%	11%	+1
Good	43%	50%	38%	42%	42%	42%	43%	34%	41%	52%	44%	-1
Total Poor	42%	35%	49%	41%	42%	36%	47%	44%	46%	37%	42%	-
Poor	30%	26%	36%	31%	25%	26%	33%	33%	30%	27%	31%	-1
Very poor	12%	9%	12%	10%	17%	10%	14%	11%	16%	10%	11%	+1
Not sure	4%	2%	5%	5%	3%	5%	3%	5%	4%	3%	4%	-

State of Household Finances - *Trended*

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

Base: All respondents

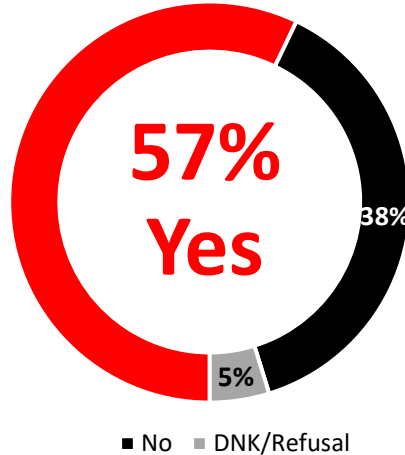
% Total Good



Living Paycheck to Paycheck

Q4. Are you currently living paycheck to paycheck?

Base: All respondents (n=1,003)



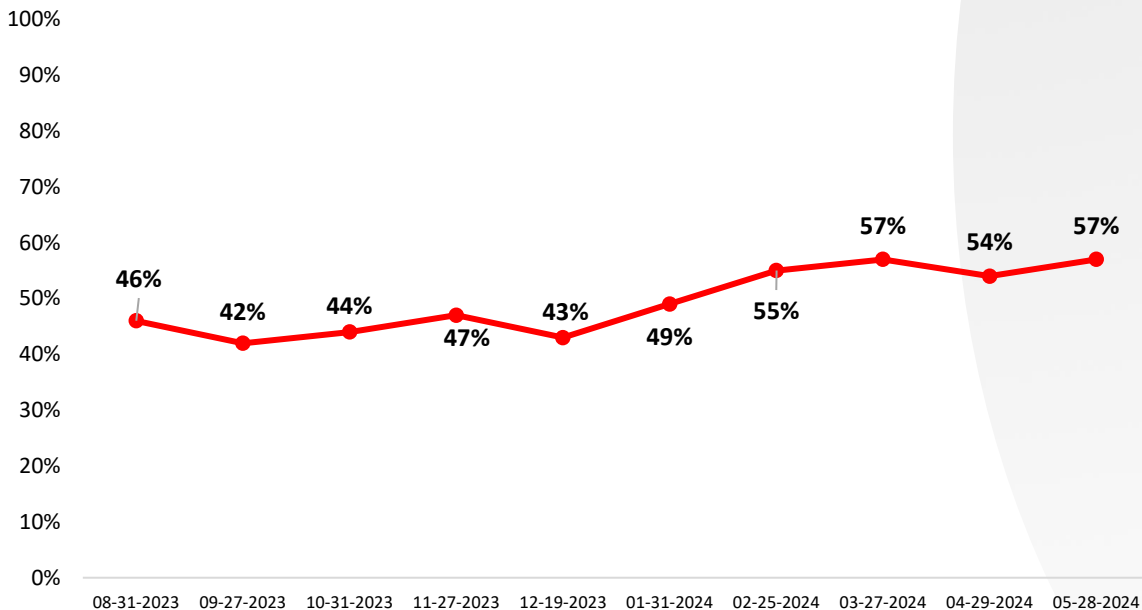
	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total April 2024	Gap
Weighted n=	1,003	177	208	382	237	491	512	308	309	385	1,008	
Unweighted n=	1,003	197	189	370	247	494	509	243	353	407	1,008	
Yes	57%	57%	60%	57%	56%	53%	61%	67%	60%	48%	54%	+3
No	38%	40%	37%	38%	37%	42%	34%	28%	35%	49%	41%	-3
Don't know / Refusal	5%	4%	3%	5%	6%	4%	5%	5%	5%	4%	5%	-

Living Paycheck to Paycheck - Trended

Q4. Are you currently living paycheck to paycheck?

Base: All respondents

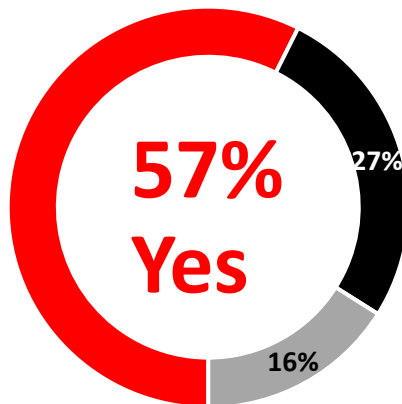
% Yes



Economic Recession in the Country (1/2)

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

Base: All respondents (n=1,003)



■ No ■ DNK/Refusal

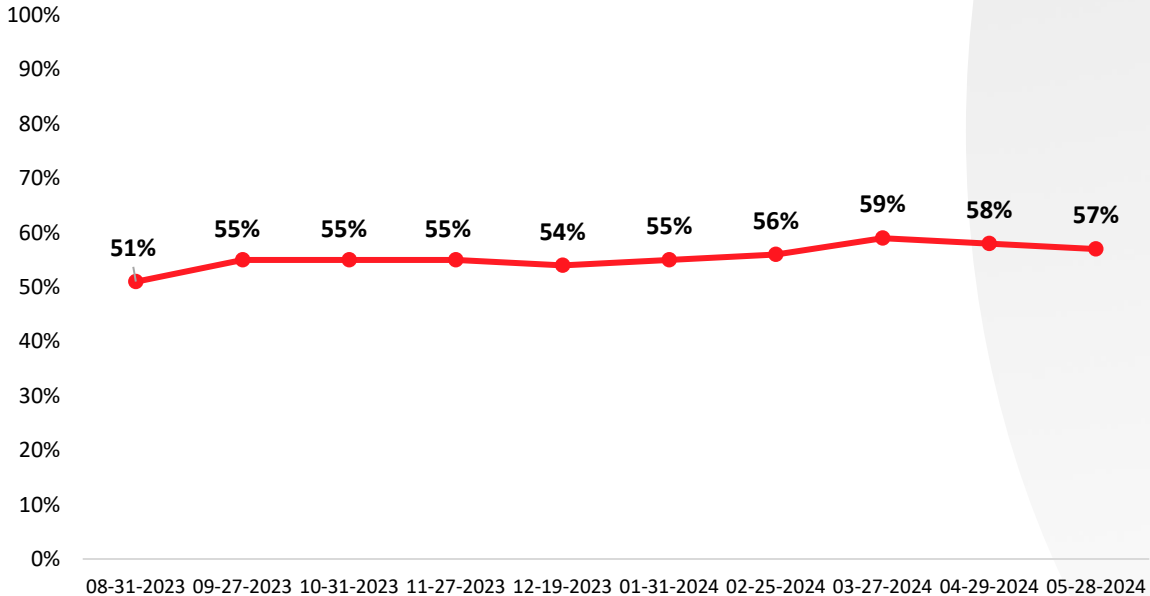
	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total April 2024	Gap
Weighted n=	1,003	177	208	382	237	491	512	308	309	385	1,008	
Unweighted n=	1,003	197	189	370	247	494	509	243	353	407	1,008	
Yes	57%	58%	49%	62%	57%	55%	59%	70%	57%	48%	58%	-1
No	27%	27%	34%	23%	26%	32%	22%	17%	23%	36%	25%	+2
Don't know/Refusal	16%	15%	17%	15%	17%	13%	19%	12%	20%	16%	17%	-1

Economic Recession in the Country - Trended

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

Base: All respondents

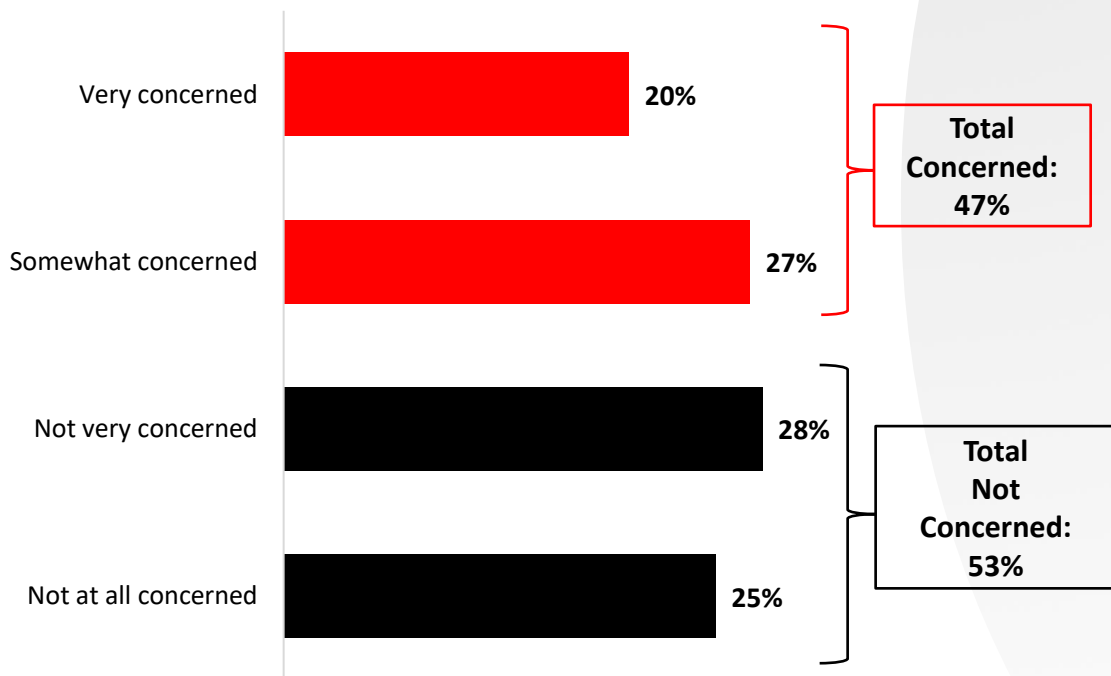
% Yes



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=503)



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=503)

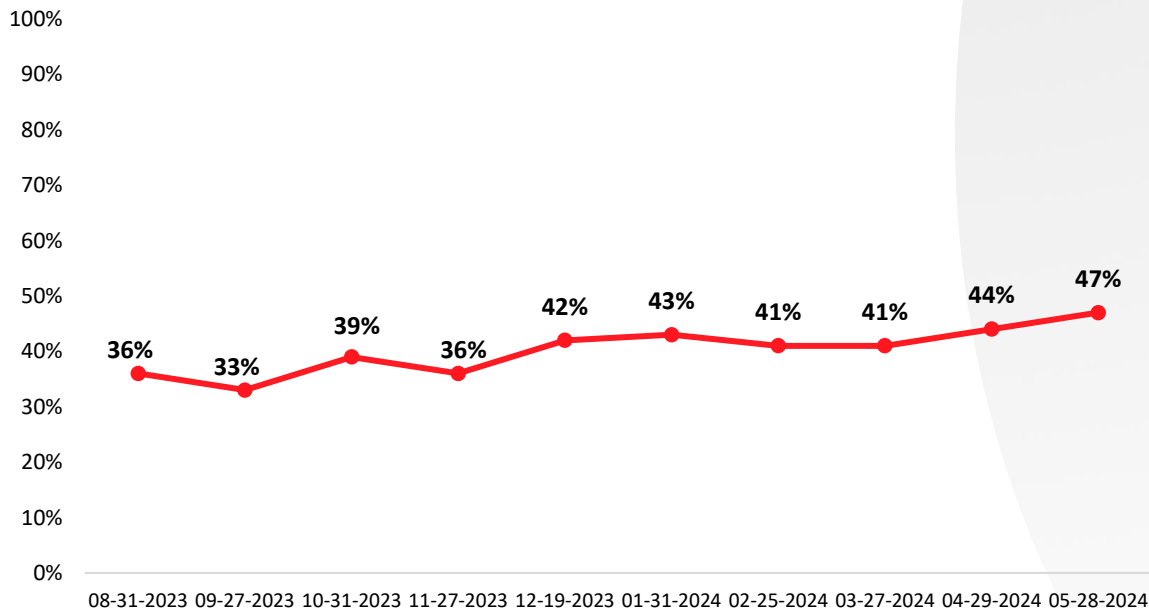
	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Total April 2024	Gap
Weighted n=	497	90	93	197	117	282	216	200	199	98	509	
Unweighted n=	503	108	84	186	125	288	215	161	238	104	501	
Total Concerned	47%	40%	53%	44%	53%	50%	44%	57%	48%	26%	44%	+3
Very concerned	20%	22%	24%	15%	25%	24%	15%	31%	17%	4%	20%	-
Somewhat concerned	27%	19%	29%	29%	29%	26%	29%	26%	30%	23%	24%	+3
Total Not Concerned	53%	60%	47%	56%	47%	50%	56%	43%	52%	74%	56%	-3
Not very concerned	28%	33%	25%	31%	21%	24%	33%	24%	27%	36%	30%	-2
Not at all concerned	25%	27%	22%	26%	25%	27%	23%	19%	25%	37%	26%	-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



REPORT

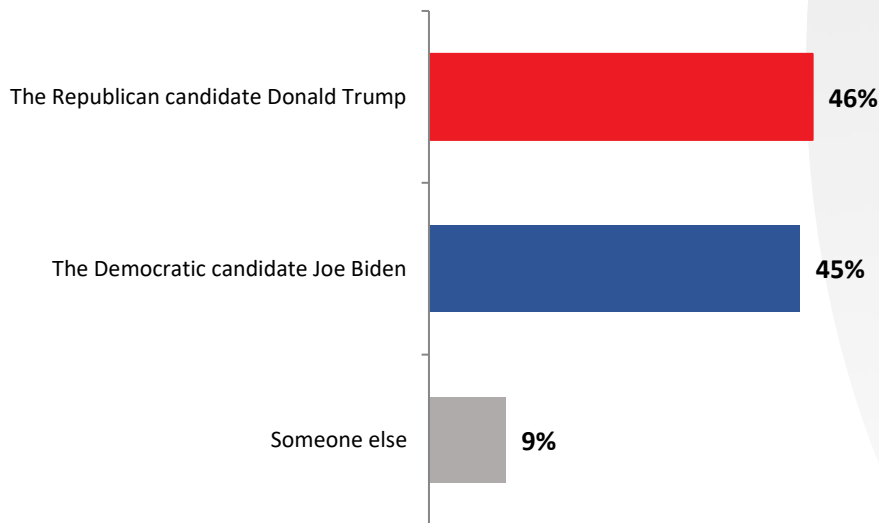
U.S. Politics



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=819)



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, probably vote, or not sure in the next election (n=869)

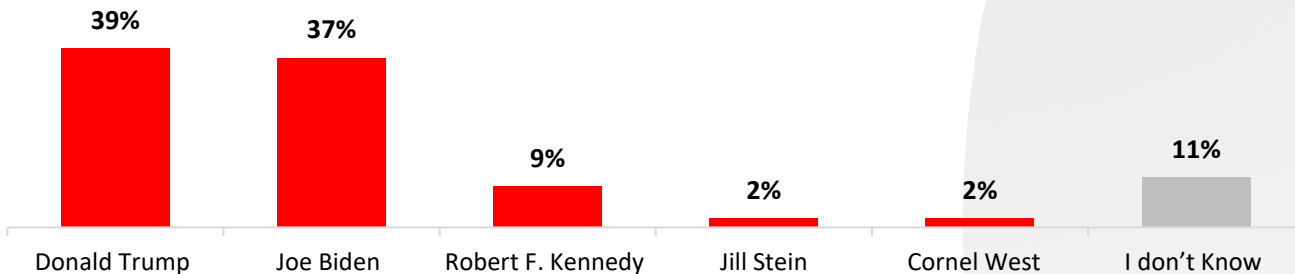
	TOTAL VOTERS WHO ARE LIKELY TO VOTE	TOTAL DECIDED VOTERS*	North-east	Mid-west	South	West	18-34	35-54	55+	Male	Female	TOTAL Decided Voters April 2024	Gap
Weighted n=	883	825	158	159	312	195	227	249	348	413	411	829	
Unweighted n=	869	819	174	144	293	208	179	277	363	423	396	831	
The Republican candidate Donald Trump	43%	46%	40%	46%	47%	50%	43%	46%	49%	49%	44%	46%	-
The Democratic candidate Joe Biden	42%	45%	53%	43%	42%	43%	46%	45%	43%	43%	46%	45%	-
Someone else	9%	9%	7%	10%	11%	8%	11%	8%	8%	8%	11%	9%	-
Can't vote	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't vote	2%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	4%	-	-	-	-	-	-	-	-	-	-	-	-

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

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, probably vote, or not sure in the next election (n=869)

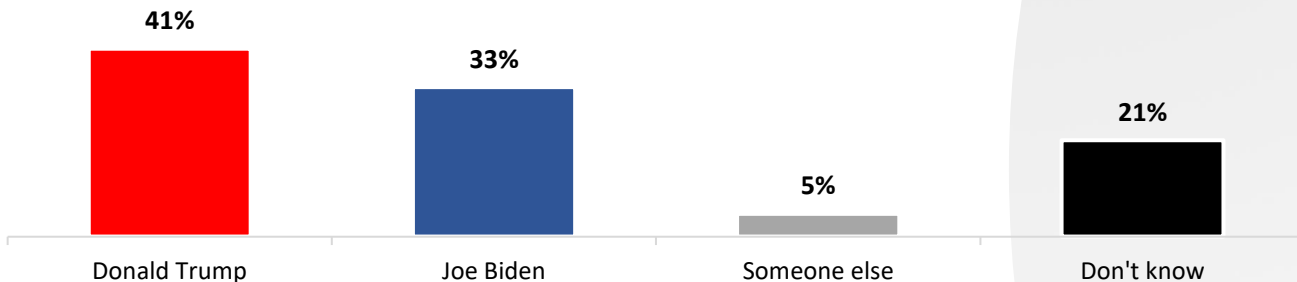


	TOTAL VOTERS WHO ARE LIKELY TO VOTE	North-east	Mid-west	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independ	TOTAL April 2024	Gap
Weighted n=	883	163	178	329	213	258	265	360	434	449	284	298	258	887	
Unweighted n=	869	181	158	308	222	198	293	378	439	430	276	290	269	887	
Donald Trump	39%	33%	38%	39%	43%	29%	39%	46%	44%	34%	80%	5%	35%	41%	-2
Joe Biden	37%	45%	36%	35%	34%	33%	39%	39%	38%	36%	7%	77%	29%	38%	-1
Robert F. Kennedy	9%	7%	7%	12%	7%	15%	8%	6%	9%	9%	8%	8%	13%	7%	+2
Jill Stein	2%	1%	2%	1%	3%	3%	2%	1%	1%	3%	0%	2%	3%	2%	-
Cornel West	2%	4%	2%	1%	1%	3%	2%	1%	2%	2%	1%	2%	3%	1%	+1
I don't Know	11%	10%	15%	10%	11%	18%	10%	8%	7%	16%	5%	6%	18%	11%	-

Predicted Winner of the Next Election

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

Base: All respondents (n=1,003)

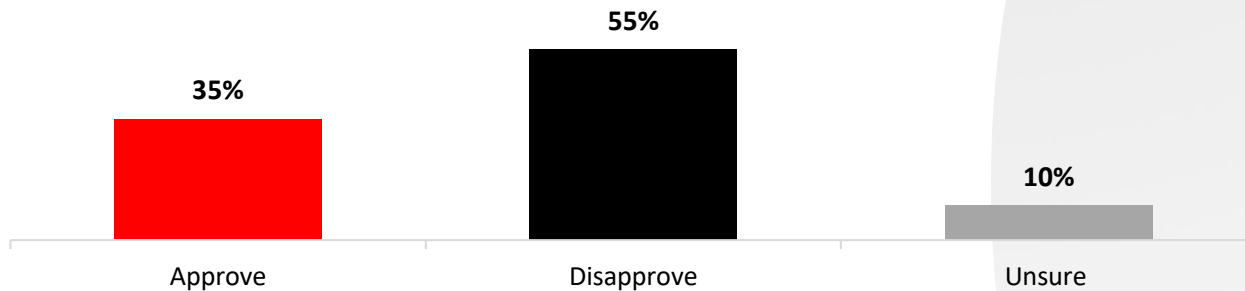


	TOTAL U.S.	North-east	Mid-west	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indepe ndent	TOTAL April 2024	Gap
Weighted n=	1,003	177	208	382	237	308	309	385	491	512	295	327	299	1,008	
Unweighted n=	1,003	197	189	370	247	243	353	407	494	509	290	318	321	1,008	
Donald Trump	41%	38%	39%	41%	45%	43%	36%	43%	45%	37%	78%	14%	39%	39%	+2
Joe Biden	33%	37%	33%	33%	29%	32%	34%	32%	35%	30%	8%	67%	26%	33%	-
Someone else	5%	4%	8%	5%	5%	11%	5%	1%	4%	7%	4%	3%	8%	8%	-3
Don't know	21%	20%	20%	22%	21%	14%	24%	24%	16%	26%	10%	16%	27%	20%	+1

Biden's Approval Rating

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

Base: All respondents (n=1,003)



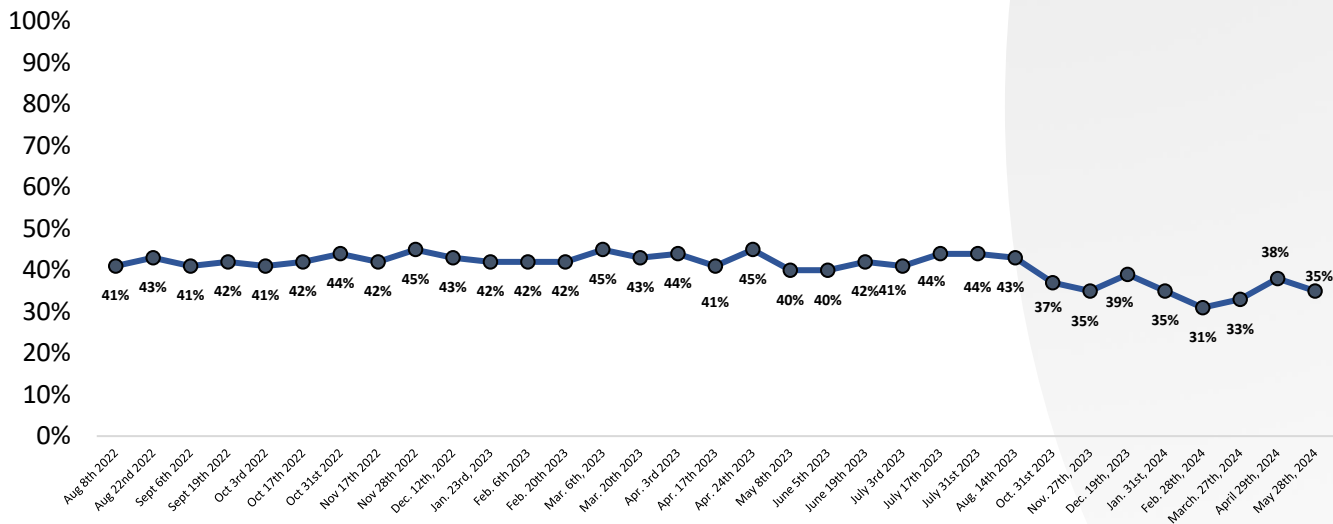
	Total United States	North-east	Mid-west	South	West	18-34	35-54	55+	Male	Female	Voted for Biden In 2020	Voted for Trump In 2020	TOTAL April 2024	Gap
Weighted n=	1,003	177	208	382	237	308	309	385	491	512	404	372	1,008	
Unweighted n=	1,003	197	189	370	247	243	353	407	494	509	399	352	1,008	
Approve	35%	43%	31%	32%	39%	32%	37%	36%	39%	32%	69%	8%	38%	-3
Disapprove	55%	48%	59%	57%	53%	55%	52%	57%	54%	55%	20%	89%	51%	+4
Unsure	10%	8%	10%	12%	9%	13%	11%	7%	7%	13%	11%	3%	11%	-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

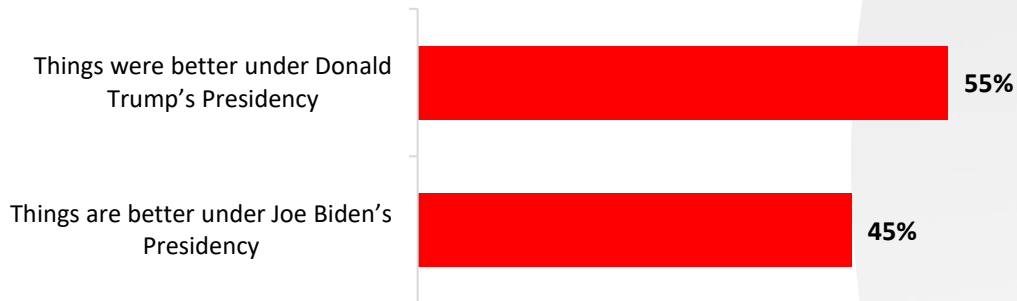
% Approve



Comparison Trump and Biden Presidencies

Q4. Do you believe that things were better under Donald Trump's Presidency, that is between 2017 and 2021 or do you believe that things are better under Joe Biden's Presidency since 2021?

Base: All respondents (n=1,003)

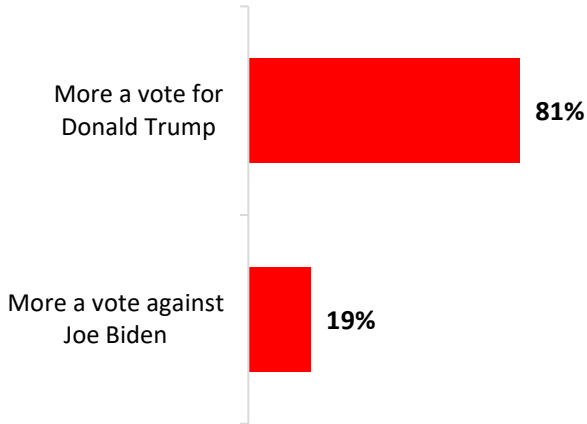


	TOTAL U.S.	North-east	Mid-west	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,003	177	208	382	237	308	309	385	491	512	295	327	299
Unweighted n=	1,003	197	189	370	247	243	353	407	494	509	290	318	321
Things were better under Donald Trump's Presidency	55%	50%	57%	57%	53%	56%	55%	55%	56%	54%	92%	14%	57%
Things are better under Joe Biden's Presidency	45%	50%	43%	43%	47%	44%	45%	45%	44%	46%	8%	86%	43%

Motivation for Voting Choices (1/2)

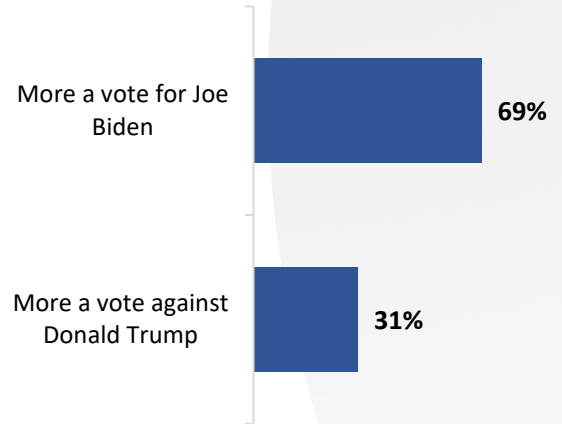
Q1A. Is your choice more a vote for Donald Trump or more a vote against Joe Biden?

Base: Republican voters (n=367)



Q1B. Is your choice more a vote for Joe Biden or more a vote against Donald Trump?

Base: Democrat voters (n=364)



Motivation for Voting Choices (2/2)

Q1A. Is your choice more a vote for Donald Trump or more a vote against Joe Biden?

Base: Republican voters (n=367)

	TOTAL U.S.	North-east	Mid-west	South	West	18-34	35-54	55+	Male	Female
Weighted n=	382	63	73	148	97	97	115	170	202	180
Unweighted n=	367	71	62	137	97	74	124	169	199	168
More a vote for Donald Trump	81%	76%	81%	85%	79%	86%	82%	78%	84%	79%
More a vote against Joe Biden	19%	24%	19%	15%	21%	14%	18%	22%	16%	21%

Q1B. Is your choice more a vote for Joe Biden or more a vote against Donald Trump?

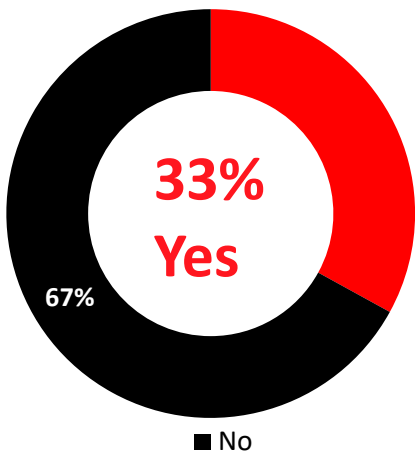
Base: Democrat voters (n=364)

	TOTAL U.S.	North-east	Mid-west	South	West	18-34	35-54	55+	Male	Female
Weighted n=	367	83	69	131	84	105	113	149	180	187
Unweighted n=	364	90	64	118	92	83	121	160	186	178
More a vote for Joe Biden	69%	69%	61%	71%	70%	71%	75%	62%	68%	69%
More a vote against Donald Trump	31%	31%	39%	29%	30%	29%	25%	38%	32%	31%

Preference for Alternative Presidential Candidates (1/2)

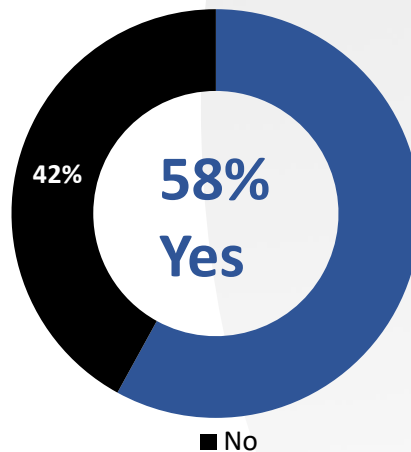
Q2A. Would you have preferred the Republican Party to choose a candidate other than Donald Trump?

Base: Republican voters (n=367)



Q2B. Would you have preferred the Democratic Party to choose a candidate other than Joe Biden?

Base: Democrat voters (n=364)



Preference for Alternative Presidential Candidates (2/2)

Q2A. Would you have preferred the Republican Party to choose a candidate other than Donald Trump?

Base: Republican voters (n=367)

	TOTAL U.S.	North-east	Mid-west	South	West	18-34	35-54	55+	Male	Female
Weighted n=	382	63	73	148	97	97	115	170	202	180
Unweighted n=	367	71	62	137	97	74	124	169	199	168
Yes	33%	34%	26%	35%	35%	47%	36%	23%	31%	36%
No	67%	66%	74%	65%	65%	53%	64%	77%	69%	64%

Q2B. Would you have preferred the Democratic Party to choose a candidate other than Joe Biden?

Base: Democrat voters (n=364)

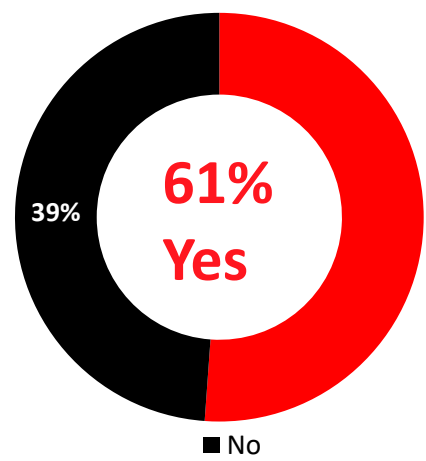
	TOTAL U.S.	North-east	Mid-west	South	West	18-34	35-54	55+	Male	Female
Weighted n=	367	83	69	131	84	105	113	149	180	187
Unweighted n=	364	90	64	118	92	83	121	160	186	178
Yes	58%	55%	58%	58%	63%	72%	56%	51%	57%	60%
No	42%	45%	42%	42%	37%	28%	44%	49%	43%	40%

Identification with the MAGA Movement

- Among Republican Voters

Q3. Donald Trump has created the Make America Great Again (MAGA) movement. Do you consider yourself part of the MAGA movement?

Base: Republican voters (n=367)



	TOTAL U.S.	North-east	Mid-west	South	West	18-34	35-54	55+	Male	Female
Weighted n=	382	63	73	148	97	97	115	170	202	180
Unweighted n=	367	71	62	137	97	74	124	169	199	168
Yes	61%	55%	57%	64%	62%	65%	60%	58%	63%	58%
No	39%	45%	43%	36%	38%	35%	40%	42%	37%	42%

REPORT

Respondent Profile



Weighted and Unweighted Sample

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

	Unweighted	Weighted
US Region	1,003	1,003
Northeast	197	177
Midwest	189	208
South	370	382
West	247	237

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

	Unweighted	Weighted
Gender	1,003	1,003
Male	494	491
Female	509	512
Age	1,003	1,003
Between 18 and 29	110	202
Between 30 and 39	221	176
Between 40 and 49	180	160
Between 50 and 64	268	248
65 or older	224	217

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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
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