



Report

North American Tracker

United States

December 3rd, 2024
Edition



Methodology

Every month, we conduct a survey of U.S. residents to explore their views on the economy and their finances.

Method

Online survey among respondents 18 years of age or older. (American sample: **n= 1,000**).

Respondents had the option of completing the survey in English and were randomly recruited using LEO's online panel.

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.

➔ Notes

A more detailed methodology is presented in the Appendix.

When

Data collection from **November 29 to December 1st, 2024**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±3.10%**, (19 times out of 20) for the American sample.

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

Key highlights

Every month, we conduct a survey of U.S. residents to explore their views on the economy and their finances. This month, our survey was conducted between November 29 and December 1st, 2024.

Some of **the key highlights** of our survey **about the economy** include...

1

The proportion of U.S. residents living paycheck to paycheck is up again, rising from 55% to 58% this month. This is the second-highest measure recorded after reaching 60% in September this year.

2

The perception of household finances has remained the same since the last measure, showing that 53% of Americans rate their household finances as being in good condition. Americans from the Northeast are more likely to rate their household finances as being good than other groups (62%).

3

As in the last measure, more than one in two Americans (54%) believe the United States is currently in an economic recession.

4

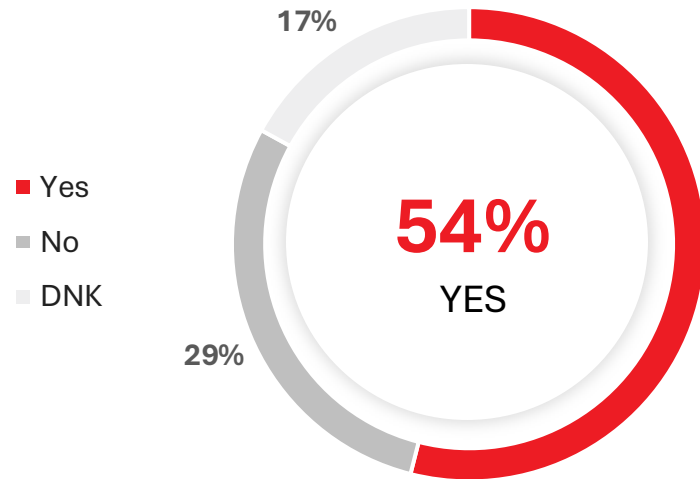
Four out of ten U.S. residents (43%) are worried about losing their jobs within the next twelve months, a proportion that reaches 54% among Americans aged 18 to 34.

State of the **Economy**

Economic Recession in the United States

Q4. Do you believe the United States is currently in an economic recession?

Base: All respondents (n=1,000)

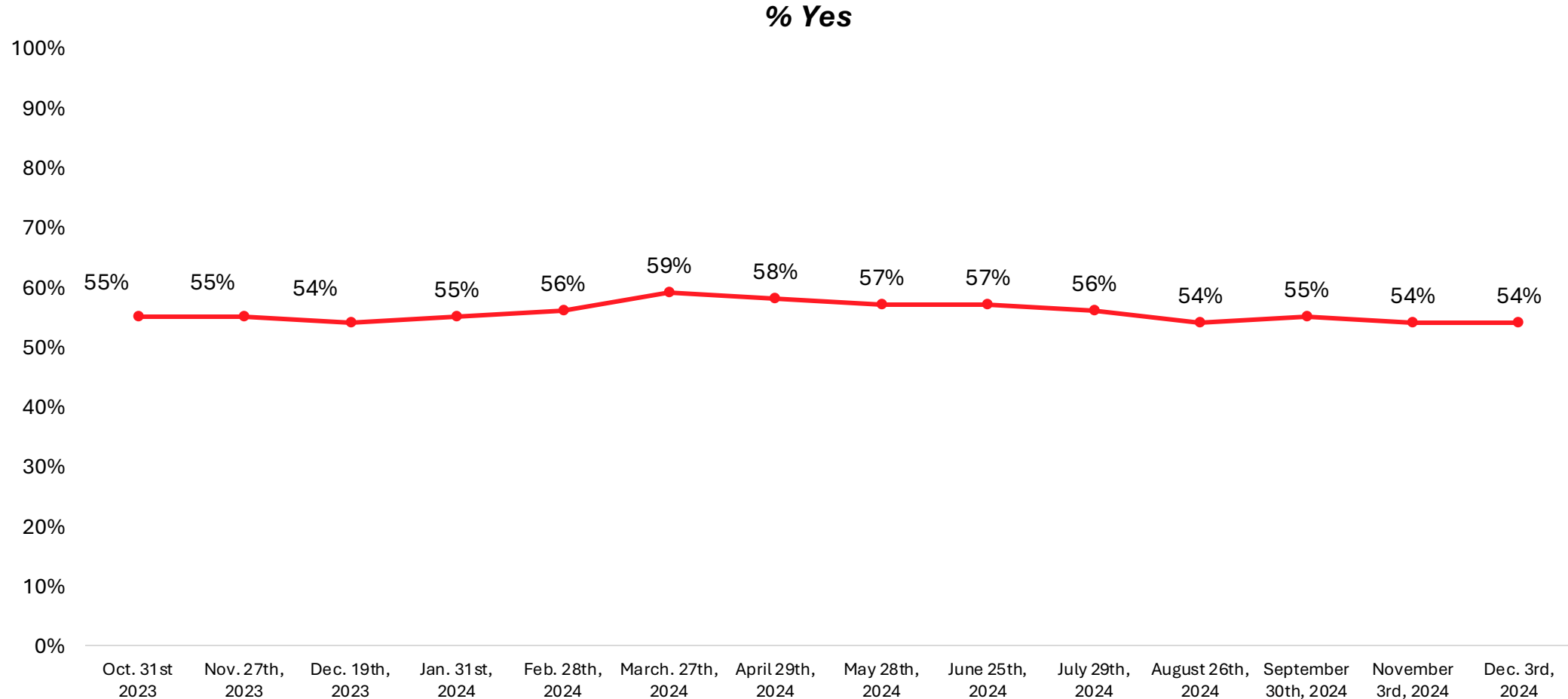


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Total Nov. 2024	Gap
Weighted n=	1,000	171	209	384	236	313	293	393	487	513	1,044	-
Unweighted n=	1,000	180	214	378	228	214	356	430	470	530	1,044	-
Yes	54%	57%	53%	53%	53%	59%	54%	50%	52%	55%	54%	-
No	29%	28%	27%	31%	29%	27%	27%	33%	35%	23%	30%	-1
Don't know	17%	15%	20%	16%	18%	15%	20%	17%	13%	21%	16%	+1

Economic Recession in the United States – Trended

Q4. Do you believe the United States is currently in an economic recession?

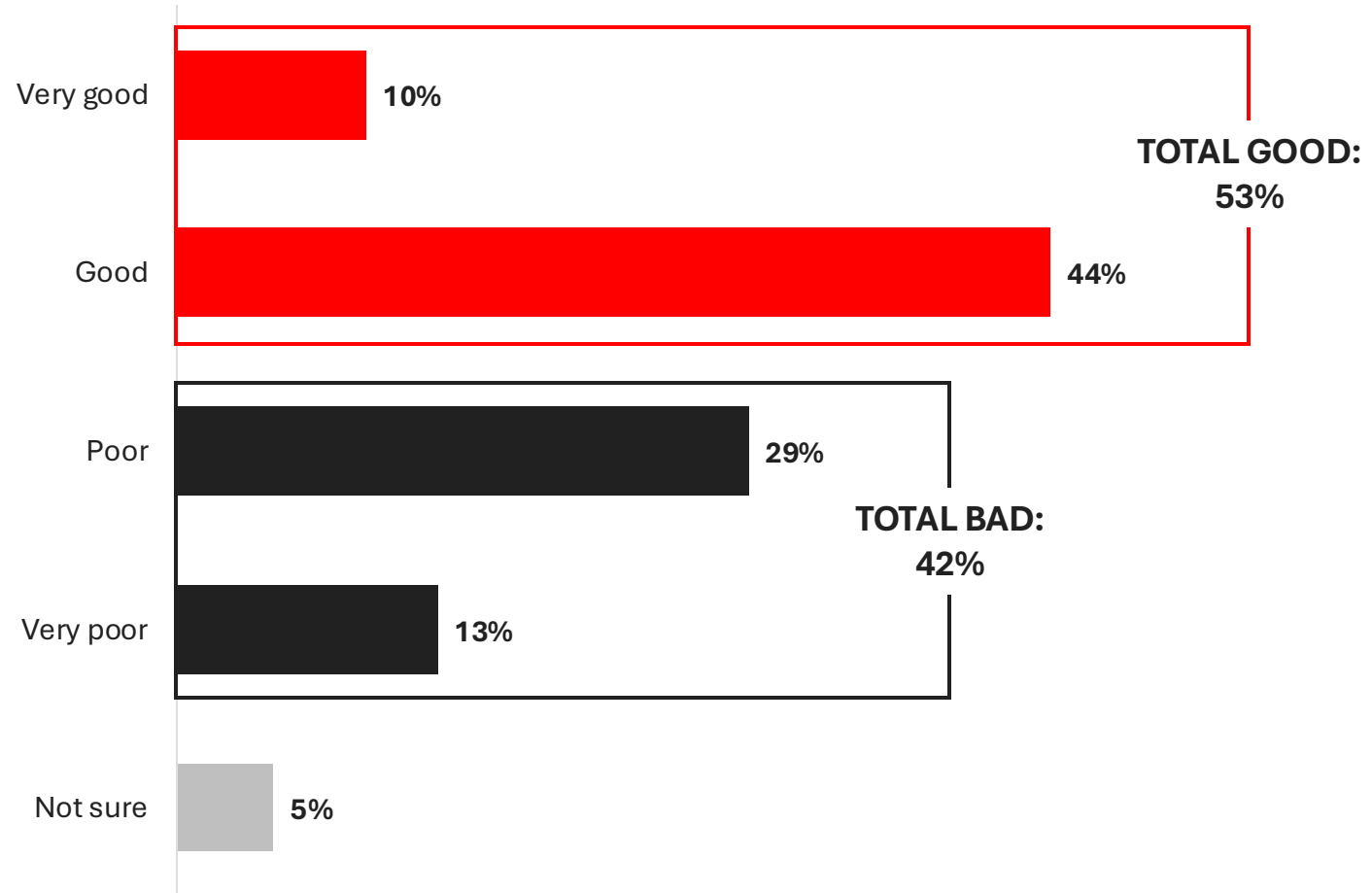
Base: All respondents



State of Household Finances (1/2)

Q5. How would you describe your own household's finances today?

Base: All respondents (n=1,000)



State of Household Finances (2/2)

Q5. How would you describe your own household's finances today?

Base: All respondents (n=1,000)

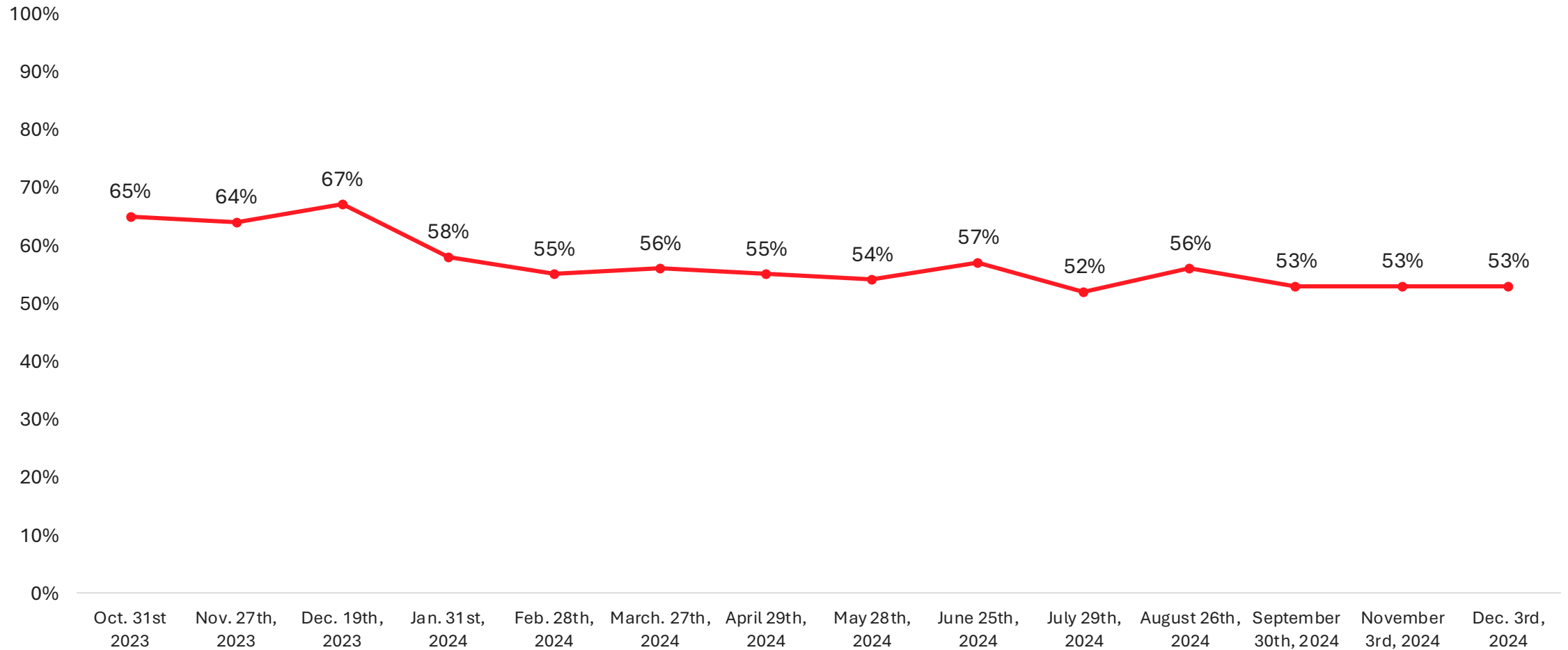
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Total Nov. 2024	Gap
Weighted n=	1,000	171	209	384	236	313	293	393	487	513	1,044	-
Unweighted n=	1,000	180	214	378	228	214	356	430	470	530	1,044	-
TOTAL GOOD	53%	62%	50%	50%	55%	54%	49%	56%	57%	50%	53%	-
Very good	10%	9%	6%	10%	12%	14%	7%	7%	13%	6%	11%	-1
Good	44%	53%	45%	40%	43%	40%	42%	48%	43%	45%	42%	+2
TOTAL BAD	42%	36%	45%	46%	36%	40%	46%	40%	39%	44%	43%	-1
Poor	29%	28%	29%	33%	22%	26%	32%	28%	29%	28%	27%	+2
Very poor	13%	8%	15%	13%	14%	13%	15%	12%	10%	16%	16%	-3
Not sure	5%	2%	5%	3%	9%	6%	5%	4%	4%	6%	4%	+1

State of Household Finances – Trended

Q5. How would you describe your own household’s finances today?

Base: All respondents

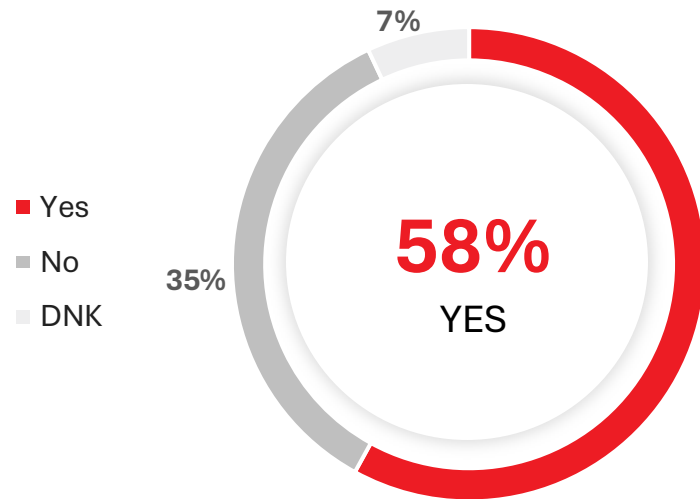
% Total Good



Living Paycheck to Paycheck

Q6. Are you currently living paycheck to paycheck?

Base: All respondents (n=1,000)

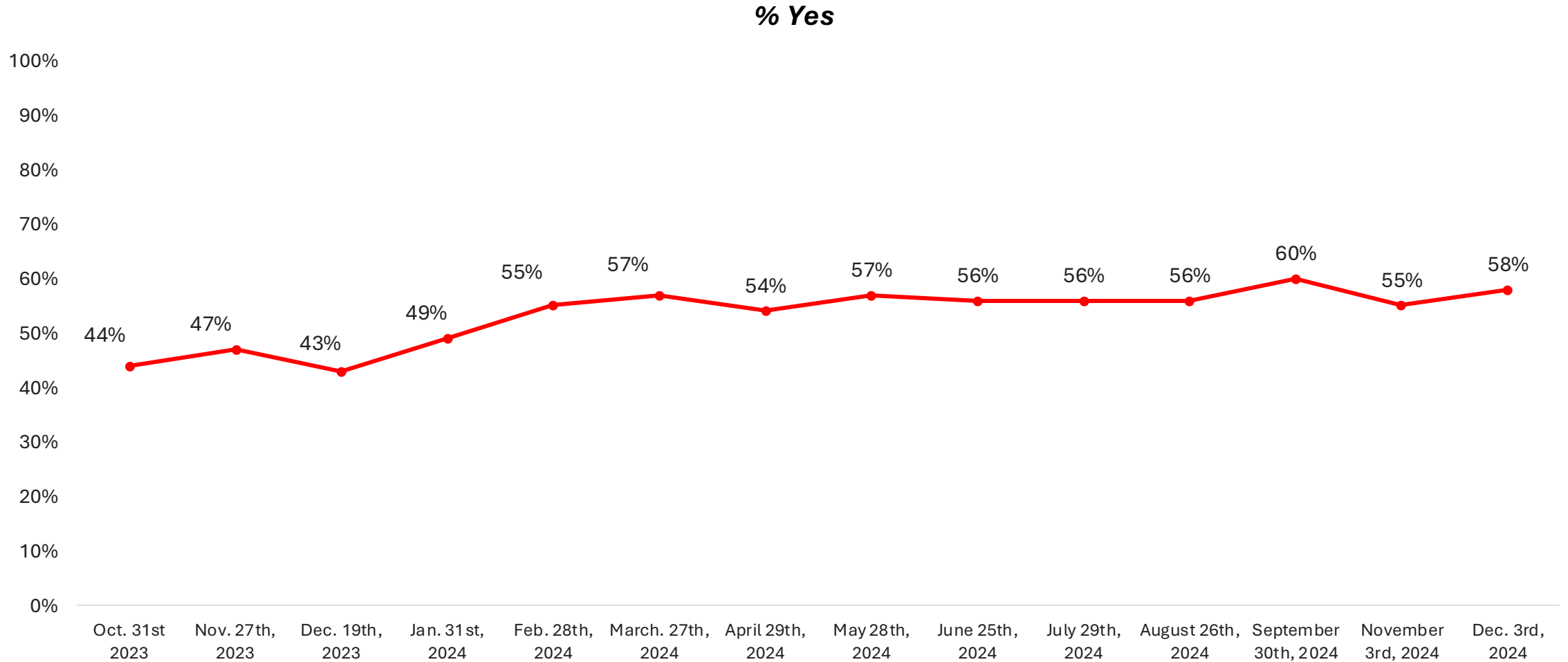


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Total Nov. 2024	Gap
<i>Weighted n=</i>	1,000	171	209	384	236	313	293	393	487	513	1,044	-
<i>Unweighted n=</i>	1,000	180	214	378	228	214	356	430	470	530	1,044	-
Yes	58%	50%	62%	65%	49%	60%	61%	55%	57%	59%	55%	+3
No	35%	45%	32%	28%	41%	30%	32%	40%	37%	32%	38%	-3
Don't know	7%	5%	6%	7%	10%	10%	7%	5%	6%	8%	7%	-

Living Paycheck to Paycheck – Trended

Q6. Are you currently living paycheck to paycheck?

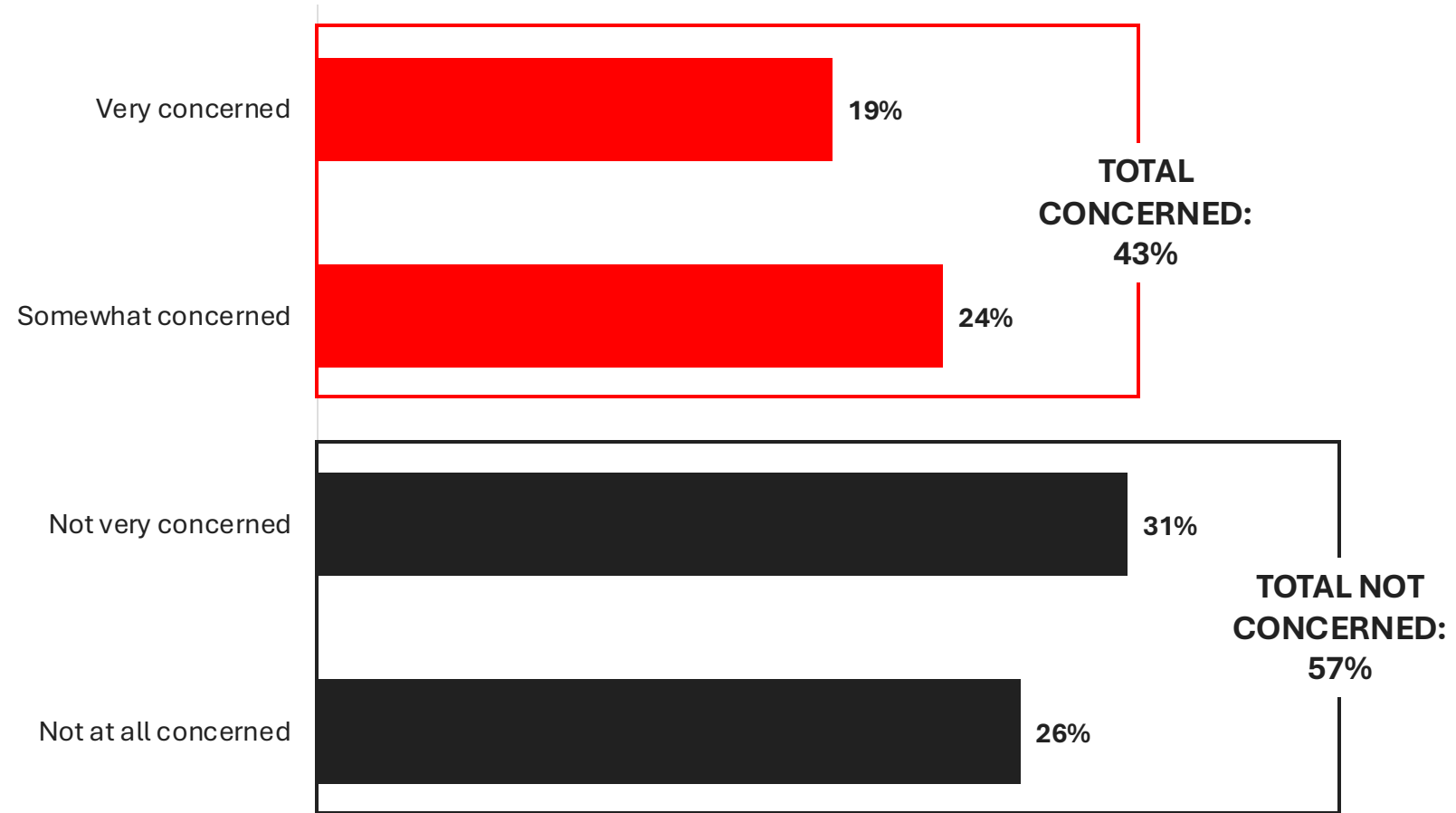
Base: All respondents



Concerns About Losing Job (1/2)

Q7. How concerned are you about losing your job in the next 12 months?

Base: Respondents who are currently employed (n=510)



Concerns About Losing Job (2/2)

Q7. How concerned are you about losing your job in the next 12 months?

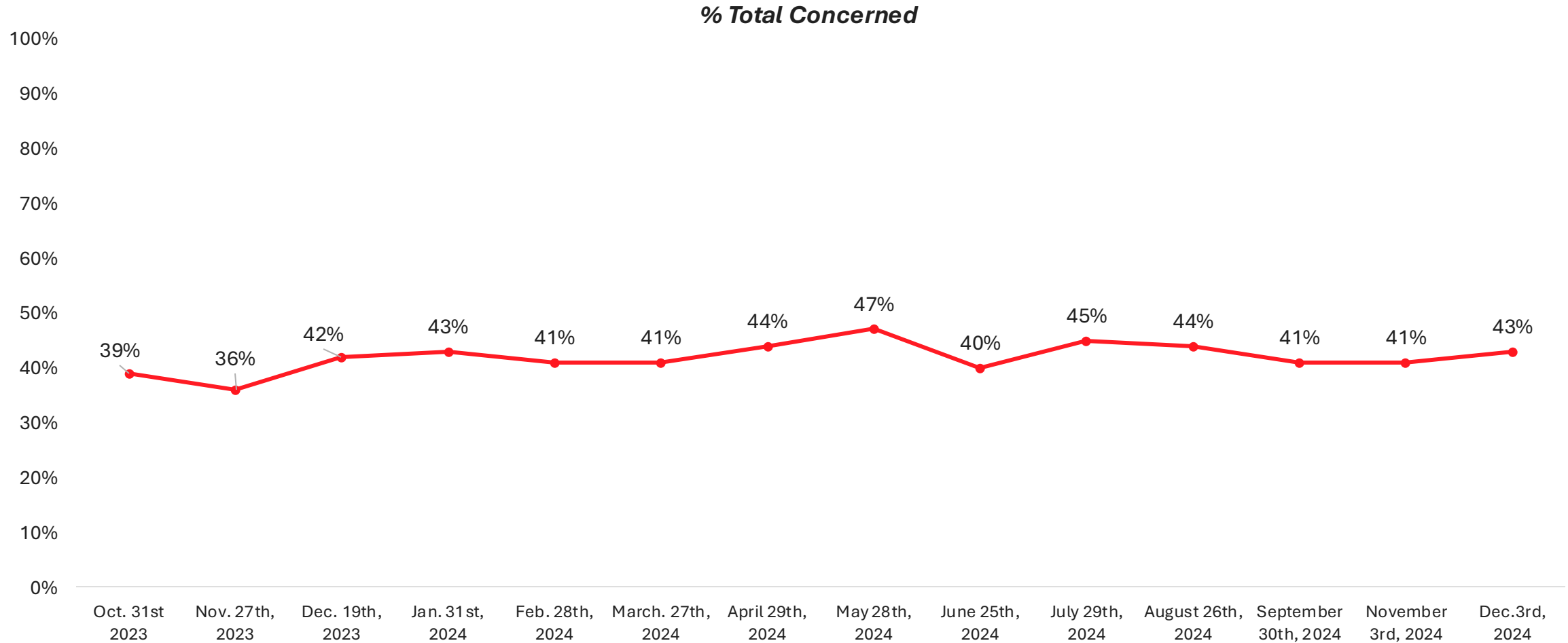
Base: Respondents who are currently employed (n=510)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Total Nov. 2024	Gap
<i>Weighted n=</i>	505	92	109	181	124	192	186	128	277	228	531	-
<i>Unweighted n=</i>	510	103	115	173	119	137	227	146	267	243	545	-
TOTAL CONCERNED	43%	48%	34%	47%	41%	54%	44%	26%	47%	38%	41%	+2
Very concerned	19%	17%	12%	23%	23%	28%	18%	8%	21%	17%	21%	-2
Somewhat concerned	24%	32%	23%	23%	18%	26%	25%	18%	26%	21%	21%	+3
TOTAL NOT CONCERNED	57%	52%	66%	53%	59%	46%	56%	74%	53%	62%	59%	-2
Not very concerned	31%	30%	32%	33%	25%	24%	32%	38%	29%	32%	28%	+3
Not at all concerned	26%	21%	33%	20%	34%	22%	24%	36%	24%	30%	31%	-5

Concerns About Losing Job – Trended

Q7. How concerned are you about losing your job in the next 12 months?

Base: Respondents who are currently employed (n=510)



Respondent Profile

Respondent profiles

(Base n=1,000)

The table below presents the American geographic distribution of respondents before weighting and the demographic distribution of respondents according to gender and age for the United States.

Gender

	Unweighted	Weighted
Male	470	487
Female	530	513

Age

	Unweighted	Weighted
Between 18 and 34	214	313
Between 35 and 54	356	293
55 and older	430	393

Region



	Unweighted	Weighted
Northeast	180	171
Midwest	214	209
South	378	384
West	228	236

Our Credentials



Canada

Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



America

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

Our services

Leger

Marketing research and polling

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Strategic and operational customer experience consulting services

Leger Analytics (LEA)

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Leger Opinion (LEO)

Panel management

Leger Communities

Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

300
employees

185
consultants

8
offices

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