NORTH AMERICAN TRACKER

Leger

June 25th, 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

June 22 to
June 24, 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 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 June 22 and 24, 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 is stable compared to last month.

- Four out of ten (39%) describe their household's finances as poor (26%) or very poor (13%), while more than half (57%) describe their household's finances as very good (12%) or good (45%). The proportion of U.S. residents describing their household's finances as good/very good experienced an increase of 3 points compared to May 2024.

- More than half (56%) say they are living paycheck to paycheck. This is stable compared to last month.

- Among those currently employed, four out of ten (40%) are concerned about losing their job in the next 12 months, a decrease of 7 points compared to May 2024.
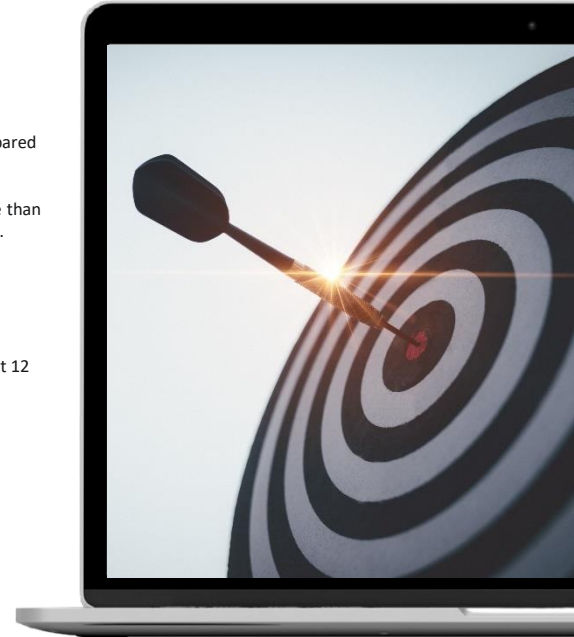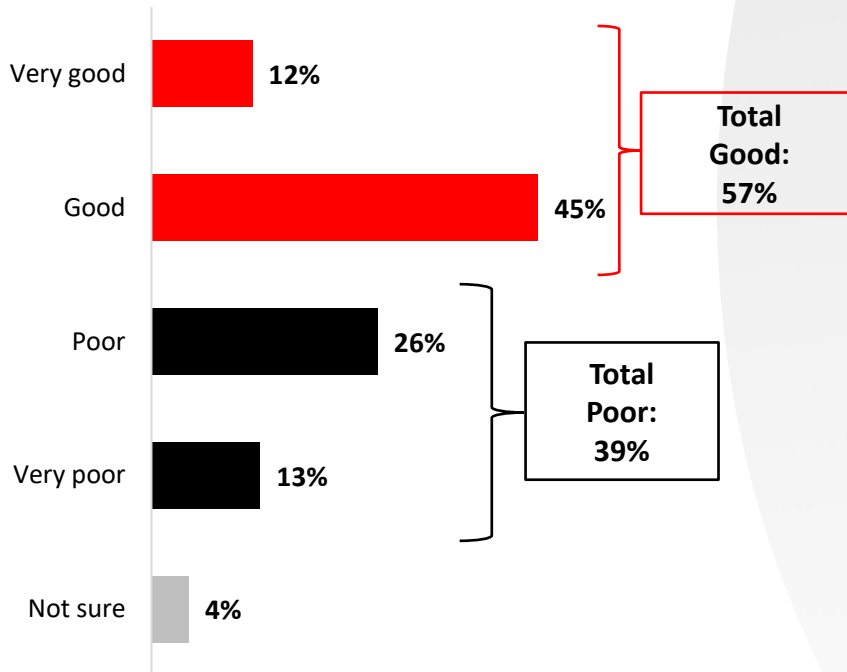
REPORT

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)

Very good	12%
Good	45%
Poor	26%
Very poor	13%
Not sure	4%

Total Good: 57%

Total Poor: 39%

State of Household Finances (2/3)

Q3. How would you describe your own household's finances today?
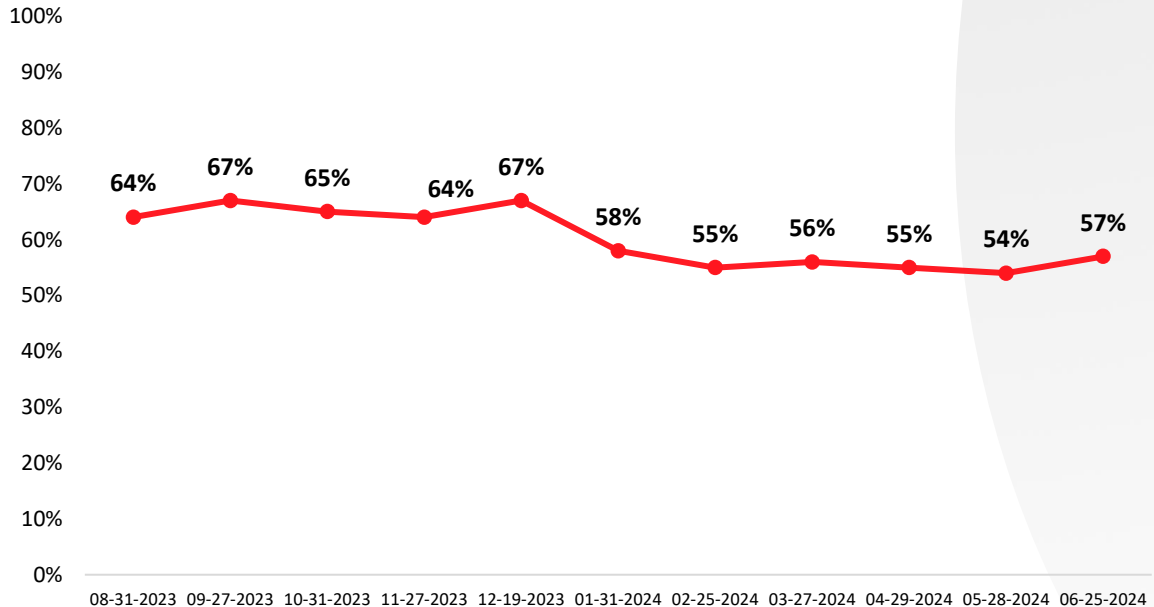Base: All respondents (n=1,003)

	TOTAL U.S.	North-East	Mid-West	South	West	Male	Female	18-34	35-54	55+	Total May 2024	Gap
Weighted n=	*1,003*	*176*	*207*	*382*	*237*	*492*	*511*	*311*	*314*	*378*	*1,003*	
Unweighted n=	*1,003*	*190*	*179*	*387*	*247*	*494*	*509*	*264*	*325*	*414*	*1,003*	
Total Good	**57%**	62%	53%	57%	56%	**64%**	**50%**	57%	**50%**	**62%**	**54%**	+3
Very good	**12%**	10%	11%	12%	13%	**16%**	**8%**	**18%**	11%	**8%**	**12%**	-
Good	**45%**	52%	42%	45%	43%	48%	42%	40%	**40%**	**54%**	**43%**	+2
Total Poor	**39%**	35%	42%	39%	39%	**32%**	**45%**	37%	**46%**	35%	**42%**	-3
Poor	**26%**	24%	29%	26%	27%	**22%**	**30%**	26%	28%	25%	**30%**	-4
Very poor	**13%**	11%	13%	13%	12%	**10%**	**15%**	11%	**18%**	10%	**12%**	+1
Not sure	**4%**	4%	5%	4%	5%	4%	5%	6%	4%	3%	**4%**	-

State of Household Finances - *Trended*

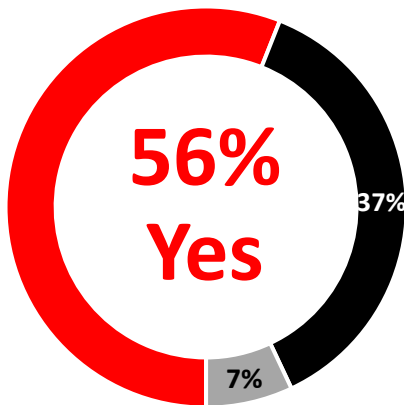**Q3.** How would you describe your own household's finances today?
Base: All respondents

% Total Good

08-31-2023	09-27-2023	10-31-2023	11-27-2023	12-19-2023	01-31-2024	02-25-2024	03-27-2024	04-29-2024	05-28-2024	06-25-2024
64%	67%	65%	64%	67%	58%	55%	56%	55%	54%	57%

Living Paycheck to Paycheck

Q4. Are you currently living paycheck to paycheck?
Base: All respondents (n=1,003)

56% Yes

37%

7%

■ No ■ DNK/Refusal

	TOTAL U.S.	North-East	Mid-West	South	West	Male	Female	18-34	35-54	55+	Total May 2024	Gap
Weighted n=	*1,003*	*176*	*207*	*382*	*237*	*492*	*511*	*311*	*314*	*378*	*1,003*	
Unweighted n=	*1,003*	*190*	*179*	*387*	*247*	*494*	*509*	*264*	*325*	*414*	*1,003*	
Yes	**56%**	51%	55%	62%	52%	54%	58%	60%	64%	47%	**57%**	-1
No	**37%**	45%	40%	32%	39%	41%	34%	30%	29%	50%	**38%**	-1
Don't know / Refusal	**7%**	4%	6%	7%	9%	5%	9%	10%	7%	4%	**5%**	+2

Living Paycheck to Paycheck - *Trended*

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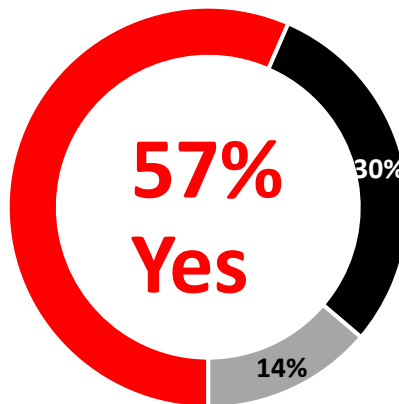Base: All respondents

% Yes
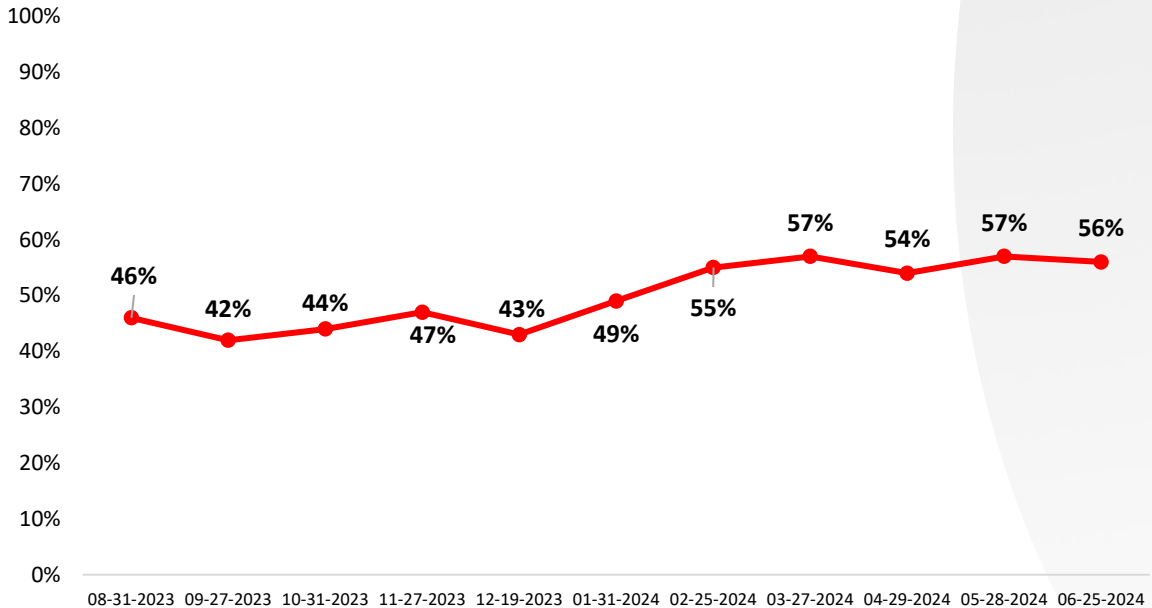
Economic Recession in the Country (1/2)

Q5. Do you believe the United States is currently in an economic recession?
Base: All respondents (n=1,003)

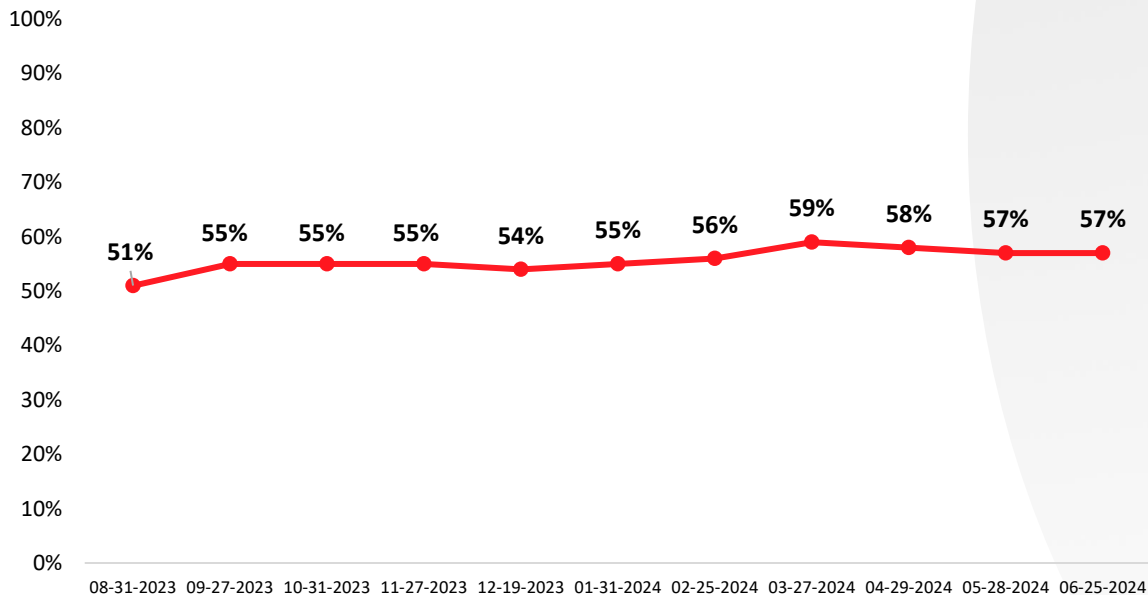57% Yes · 30% No · 14% DNK/Refusal

■ No ■ DNK/Refusal

	TOTAL U.S.	North-East	Mid-West	South	West	Male	Female	18-34	35-54	55+	Total May 2024	Gap
Weighted n=	*1,003*	*176*	*207*	*382*	*237*	*492*	*511*	*311*	*314*	*378*	*1,003*	
Unweighted n=	*1,003*	*190*	*179*	*387*	*247*	*494*	*509*	*264*	*325*	*414*	*1,003*	
Yes	**57%**	55%	57%	62%	49%	56%	57%	60%	61%	50%	**57%**	-
No	**30%**	34%	31%	23%	36%	35%	24%	24%	25%	39%	**27%**	+3
Don't know/Refusal	**14%**	11%	12%	15%	15%	9%	18%	16%	14%	12%	**16%**	-2

Economic Recession in the Country - *Trended*

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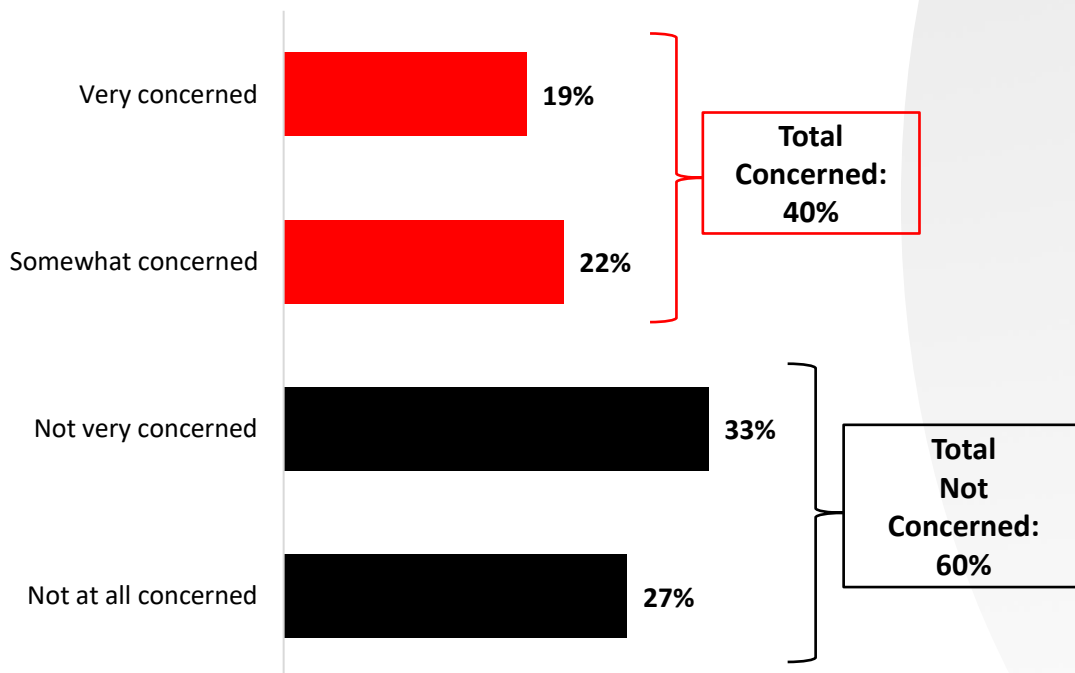
Base: All respondents

% 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=514)

Very concerned — **19%**

Somewhat concerned — **22%**

Total Concerned: 40%

Not very concerned — **33%**

Not at all concerned — **27%**

Total Not Concerned: 60%

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=514)

	TOTAL U.S.	North-East	Mid-West	South	West	Male	Female	18-34	35-54	55+	Total May 2024	Gap
Weighted n=	503	96	111	185	111	296	207	195	206	102	497	
Unweighted n=	514	110	97	192	115	297	217	175	214	125	503	
Total Concerned	**40%**	42%	38%	42%	40%	42%	38%	**52%**	37%	**26%**	**47%**	**-7**
Very concerned	**19%**	23%	**9%**	**25%**	16%	22%	15%	**29%**	16%	**5%**	**20%**	**-1**
Somewhat concerned	**22%**	19%	29%	17%	25%	21%	23%	23%	20%	21%	**27%**	**-5**
Total Not Concerned	**60%**	58%	62%	58%	60%	58%	62%	**48%**	63%	**74%**	**53%**	**+7**
Not very concerned	**33%**	35%	39%	31%	29%	30%	37%	27%	36%	38%	**28%**	**+5**
Not at all concerned	**27%**	23%	23%	28%	31%	27%	26%	**21%**	28%	**36%**	**25%**	**+2**

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
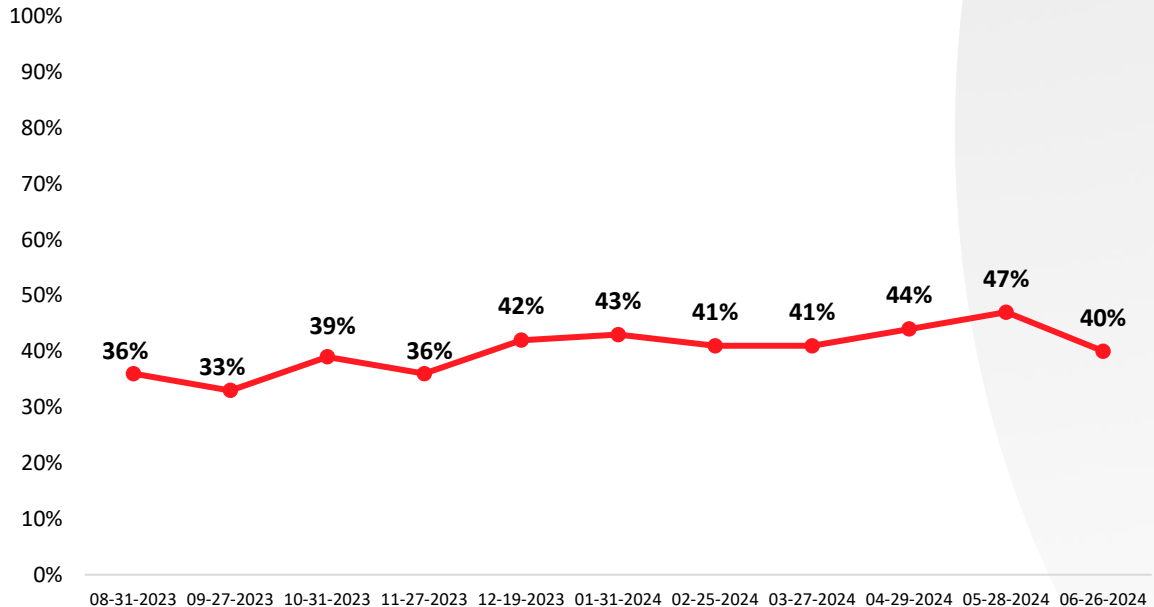
Respondent Profile

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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	190	176
Midwest	179	207
South	387	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	492
Female	509	511
Age	**1,003**	**1,003**
Between 18 and 34	264	311
Between 35 and 54	325	314
55 and older	414	378

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- **Leger Opinion (LEO)**
  Panel management

- **Leger Communities**
  Online community management

- **Leger Digital**
  Digital strategy and user experience

- **International Research**
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8
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