



Report

# North American Tracker

February 18<sup>th</sup>, 2025



# Methodology

Every month, we conduct a survey of Canadian and Americans to explore their views on the economy and their finances.

## Method

Online survey among respondents 18 years of age or older.  
(Canadian sample: **n= 1,550**  
American sample: **n= 1,000**).

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

## 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.

## When

Data collection from **February 14 to Feb 17, 2025**.

## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.49%**, (19 times out of 20) for the Canadian sample and **±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 Andrew Enns, Executive Vice-President, Central Canada at the following e-mail address: [aenns@leger360.com](mailto:aenns@leger360.com) or Sébastien Dallaire, Executive Vice-President, Eastern Canada, at [sdallaire@leger360.com](mailto:sdallaire@leger360.com).

## Notes

A more detailed methodology is presented in the Appendix.

## Methodology







### Most accurate polling firm

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 Poll Published on September 18, 2021	Official Results 2021 Canadian Federal Election
	33%	33.7%
	32%	32.6%
	19%	17.8%
	7%	7.7%
	6%	5.0%
	2%	2.3%



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

## Key highlights

Some of **the key highlights** of our survey ...

**1**

**Almost two-thirds of Canadians consider their household finances to be in good shape (62%), with 9% rating them as very good and 54% as good.** In contrast, 51% of Americans consider their finances to be good.

**2**

**39% of Canadians who are currently employed fear losing their job within the next 12 months.** This represents a 3-point increase since last month.

**3**

**Moreover, 46% of Canadians report living paycheck to paycheck.** The proportion of Americans saying they are living paycheque to paycheque is still much higher, with 59% of respondents saying they do.

**4**

**Half of Canadians (50%) believe the country is in an economic recession.** This proportion is virtually the same in the United States (51%).

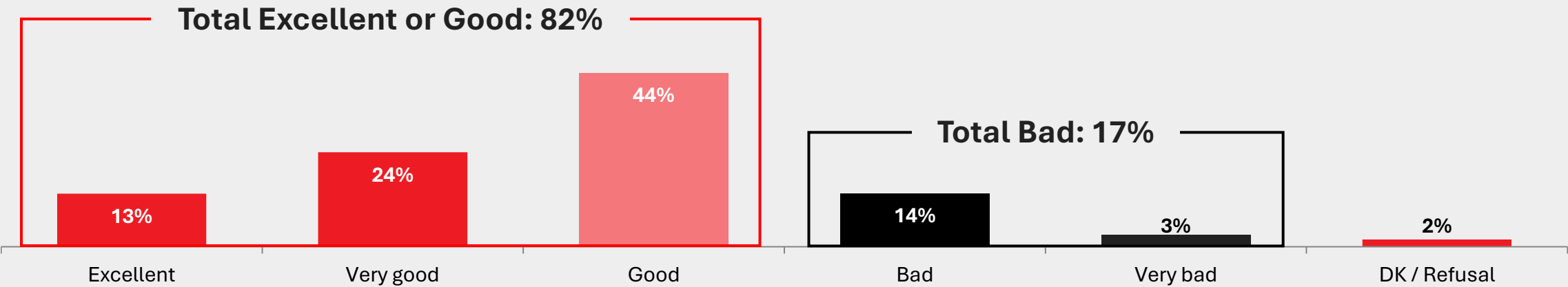
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State of the Economy

# Self-Assessment of Current Mental Health (1/4)

**Q1Z.** Currently, how would you rate your mental health?

Base: All respondents (n=1,550)



# Self-Assessment of Current Mental Health (2/4)

## Q1Z. Currently, how would you rate your mental health?







Base: All respondents (n=1,550)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	1,550	104	358	600	100	173	215	756	794	413	499	638	657	596	285
Unweighted n=	1,550	100	409	620	133	130	158	773	777	384	455	711	694	566	281
<b>TOTAL EXCELLENT OR GOOD</b>	<b>82%</b>	81%	88%	78%	80%	81%	84%	81%	82%	73%	80%	89%	77%	85%	86%
Excellent	13%	13%	18%	11%	11%	15%	13%	17%	10%	10%	13%	17%	12%	15%	14%
Very good	24%	22%	29%	23%	26%	23%	19%	27%	21%	20%	19%	31%	22%	26%	24%
Good	44%	45%	41%	43%	43%	43%	52%	37%	51%	43%	49%	42%	43%	44%	48%
<b>TOTAL BAD</b>	<b>17%</b>	18%	11%	20%	16%	17%	16%	18%	16%	24%	19%	10%	21%	13%	13%
Bad	14%	10%	9%	16%	14%	14%	14%	15%	13%	18%	16%	9%	16%	11%	11%
Very bad	3%	8%	2%	3%	2%	4%	2%	3%	3%	6%	3%	1%	5%	2%	2%
DK / Refusal	2%	1%	1%	3%	3%	2%	0%	2%	2%	4%	1%	1%	2%	2%	1%

# Self-Assessment of Current Mental Health (3/4)

**Q1Z.** Currently, how would you rate your mental health?

Base: All respondents (n=1,550)



							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,550	520	420	141	81	520	38
Unweighted n=	1,550	479	445	164	107	479	42
<b>TOTAL EXCELLENT OR GOOD</b>	<b>82%</b>	82%	83%	78%	96%	82%	69%
Excellent	13%	13%	14%	8%	24%	13%	7%
Very good	24%	28%	26%	20%	25%	28%	24%
Good	44%	42%	42%	49%	48%	42%	39%
<b>TOTAL BAD</b>	<b>17%</b>	17%	16%	22%	4%	17%	31%
Bad	14%	15%	11%	18%	4%	15%	29%
Very bad	3%	2%	5%	4%	0%	2%	2%
DK / Refusal	2%	1%	1%	0%	0%	1%	0%



# Self-Assessment of Current Mental Health (4/4)

**Q1Z.** Currently, how would you rate your mental health?

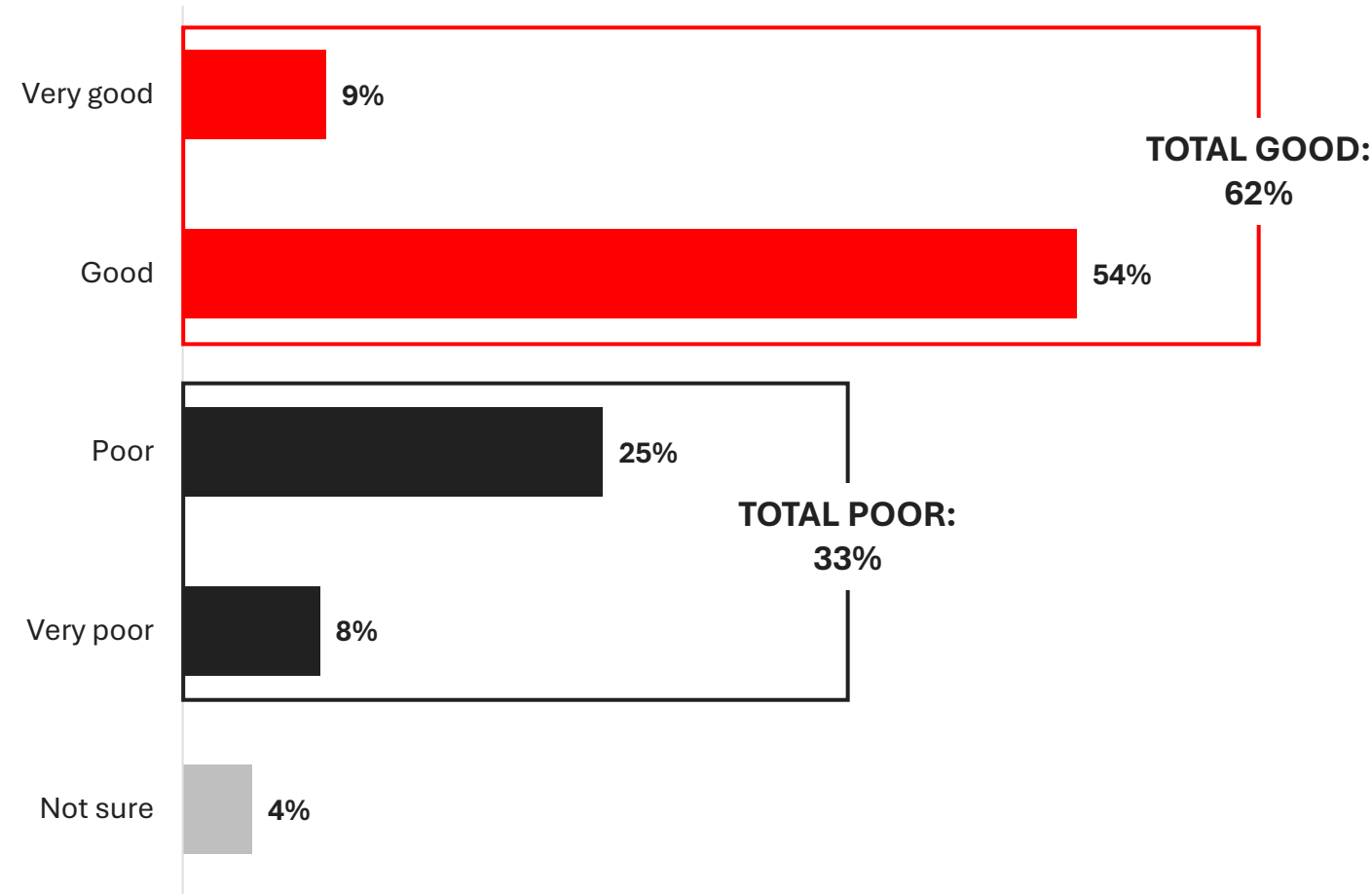
Base: All respondents

	 <b>Total CANADA</b>	 <b>Total USA</b>	Gap
<i>Weighted n=</i>	<b>1,550</b>	<b>1,000</b>	
<i>Unweighted n=</i>	<b>1,550</b>	<b>1,000</b>	
<b>TOTAL EXCELLENT OR GOOD</b>	82%	80%	<b>2</b>
Excellent	<b>13%</b>	<b>16%</b>	<b>3</b>
Very good	24%	24%	-
Good	<b>44%</b>	<b>39%</b>	<b>5</b>
<b>TOTAL BAD</b>	17%	16%	<b>1</b>
Bad	<b>14%</b>	<b>11%</b>	<b>3</b>
Very bad	<b>3%</b>	<b>5%</b>	<b>2</b>
DK / Refusal	<b>2%</b>	<b>5%</b>	<b>3</b>

# State of Household Finances (1/3)

**Q4.** How would you describe your own household’s finances today?

Base: All respondents (n=1,550)



# State of Household Finances (2/3)

## Q4. How would you describe your own household's finances today?



Base: All respondents (n=1,550)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural	Total Jan. 27 <sup>th</sup> 2025	Gap
Weighted n=	1,550	104	358	600	100	173	215	756	794	413	499	638	657	596	285	1,527	
Unweighted n=	1,550	100	409	620	133	130	158	773	777	384	455	711	694	566	281	1,527	
<b>TOTAL GOOD</b>	<b>62%</b>	58%	73%	59%	60%	53%	66%	62%	62%	64%	53%	69%	56%	67%	68%	64%	-2
Very good	9%	5%	11%	8%	9%	6%	10%	10%	7%	10%	6%	10%	7%	10%	8%	9%	-
Good	54%	53%	61%	51%	51%	47%	55%	53%	55%	53%	47%	59%	49%	56%	60%	54%	-
<b>TOTAL POOR</b>	<b>33%</b>	39%	24%	36%	34%	42%	32%	34%	33%	31%	42%	29%	38%	30%	29%	34%	-1
Poor	25%	29%	19%	28%	25%	31%	22%	25%	26%	25%	29%	22%	27%	25%	22%	26%	-1
Very poor	8%	10%	5%	8%	8%	12%	10%	9%	8%	5%	13%	6%	11%	6%	7%	8%	-
Not sure	4%	3%	3%	5%	6%	5%	2%	4%	5%	6%	5%	3%	6%	3%	3%	2%	+2

# State of Household Finances (3/3)

**Q4.** How would you describe your own household’s finances today?

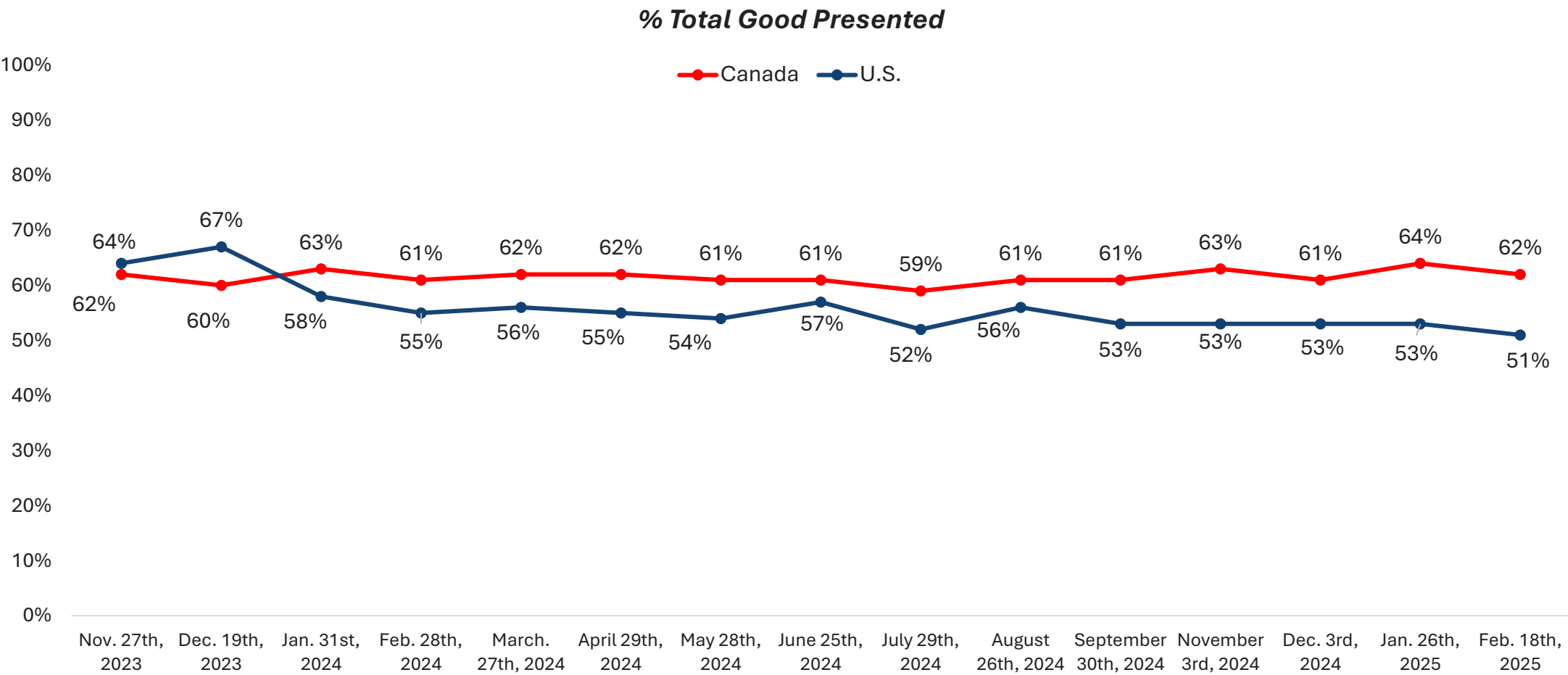
Base: All respondents

	 Total CANADA	 Total USA	Gap
Weighted n=	1,550	1,000	
Unweighted n=	1,550	1,000	
<b>TOTAL GOOD</b>	<b>62%</b>	<b>51%</b>	<b>11</b>
Very good	9%	9%	-
Good	<b>54%</b>	<b>42%</b>	<b>12</b>
<b>TOTAL POOR</b>	<b>33%</b>	<b>43%</b>	<b>10</b>
Poor	<b>25%</b>	<b>31%</b>	<b>6</b>
Very poor	<b>8%</b>	<b>12%</b>	<b>4</b>
Not sure	<b>4%</b>	<b>6%</b>	<b>2</b>

# State of Household Finances – *Evolution*

**Q4.** How would you describe your own household’s finances today?

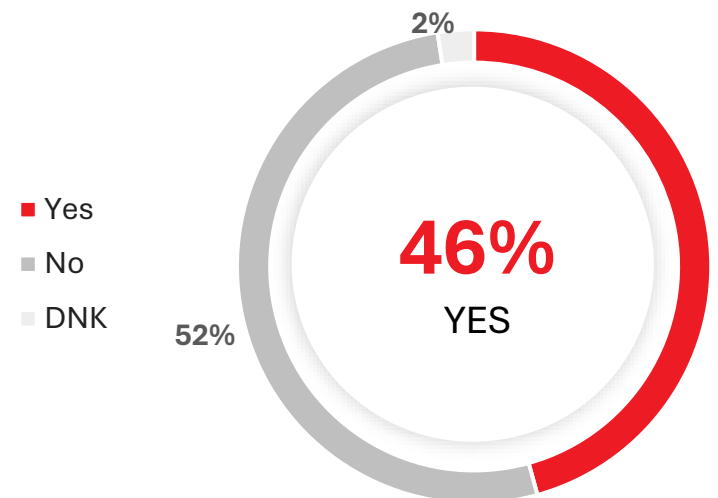
Base: All respondents



# Living Paycheque to Paycheque (1/2)

**Q5.** Are you currently living paycheque to paycheque?

Base: All respondents (n=1,550)





	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural	Total Jan. 27 <sup>th</sup> 2025	Gap
Weighted n=	1,550	104	358	600	100	173	215	756	794	413	499	638	657	596	285	1,527	
Unweighted n=	1,550	100	409	620	133	130	158	773	777	384	455	711	694	566	281	1,527	
Yes	46%	59%	35%	48%	43%	57%	41%	45%	46%	47%	57%	36%	50%	41%	46%	46%	-
No	52%	40%	64%	49%	51%	40%	56%	52%	52%	47%	41%	63%	47%	56%	53%	52%	-
I don't know	2%	1%	1%	3%	6%	3%	3%	3%	2%	6%	2%	1%	3%	2%	1%	2%	-

# Living Paycheque to Paycheque (2/2)

**Q5.** Are you currently living paycheque to paycheque?

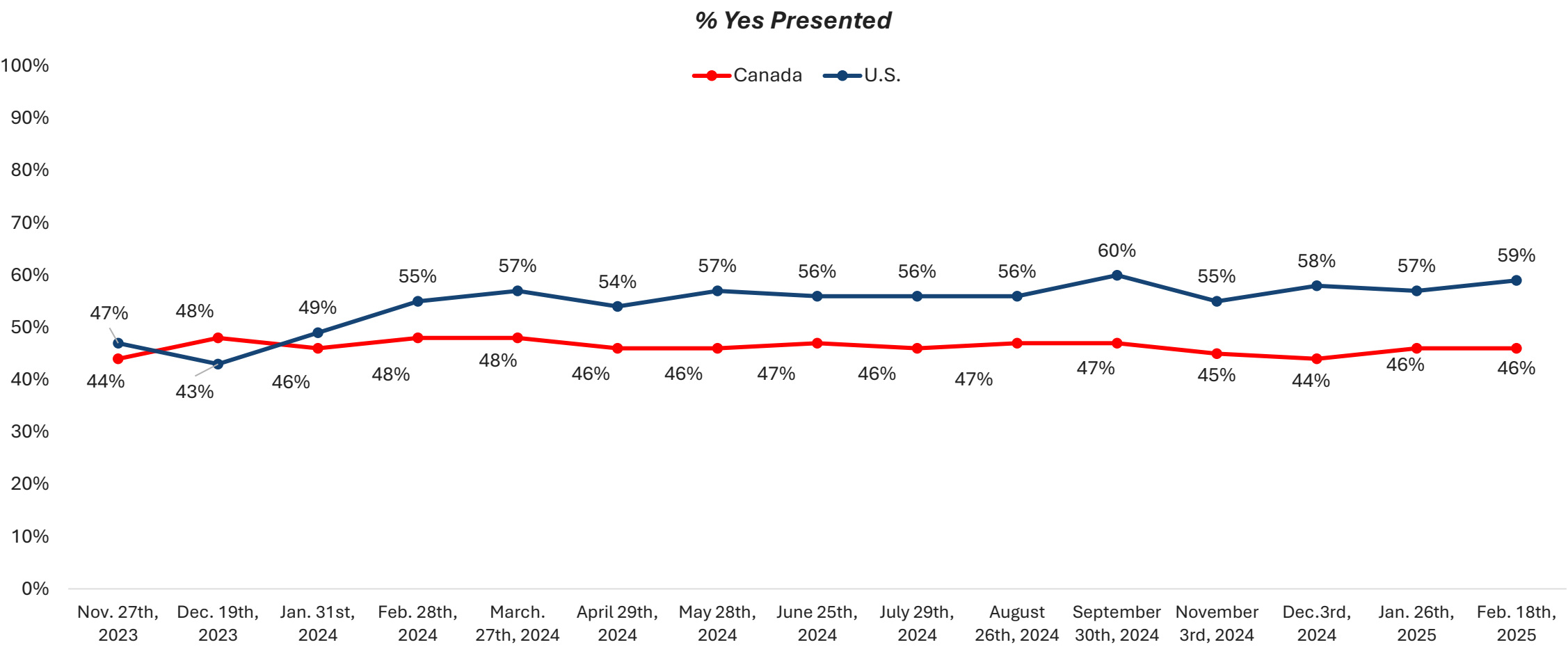
Base: All respondents

	 Total CANADA	 Total USA	Gap
Weighted n=	1,550	1,000	
Unweighted n=	1,550	1,000	
Yes	46%	59%	13
No	52%	35%	17
I don't know	2%	5%	3

# Living Paycheque to Paycheque – Evolution

**Q5.** Are you currently living paycheck to paycheck?

Base: All respondents

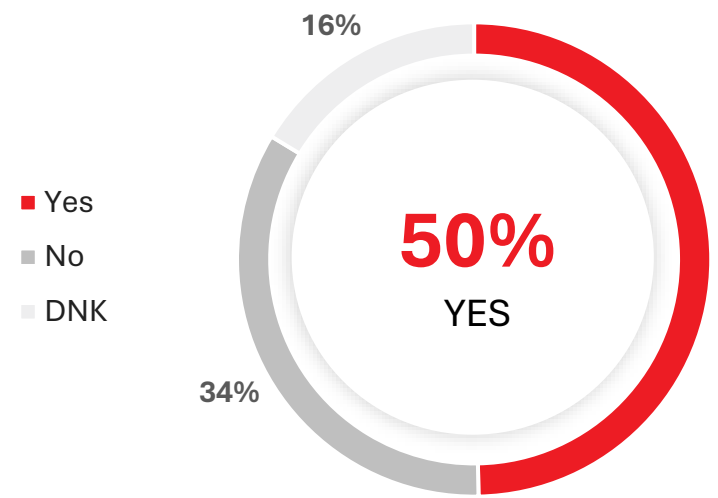




# Economic Recession in the Country (1/2)

**Q1.** Do you believe Canada is currently in an economic recession?

Base: All respondents (n=1,550)





	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural	Total Jan. 27 <sup>th</sup> 2025	Gap
Weighted n=	1,550	104	358	600	100	173	215	756	794	413	499	638	657	596	285	1,527	
Unweighted n=	1,550	100	409	620	133	130	158	773	777	384	455	711	694	566	281	1,527	
Yes	50%	48%	42%	48%	47%	65%	56%	50%	50%	62%	54%	38%	50%	50%	47%	53%	-3
No	34%	29%	44%	34%	29%	24%	30%	39%	30%	22%	32%	44%	33%	33%	39%	32%	+2
I don't know	16%	23%	13%	18%	24%	11%	14%	12%	21%	16%	14%	18%	17%	17%	14%	14%	+2

# Economic Recession in the Country (2/2)

**Q1.** Do you believe Canada is currently in an economic recession?

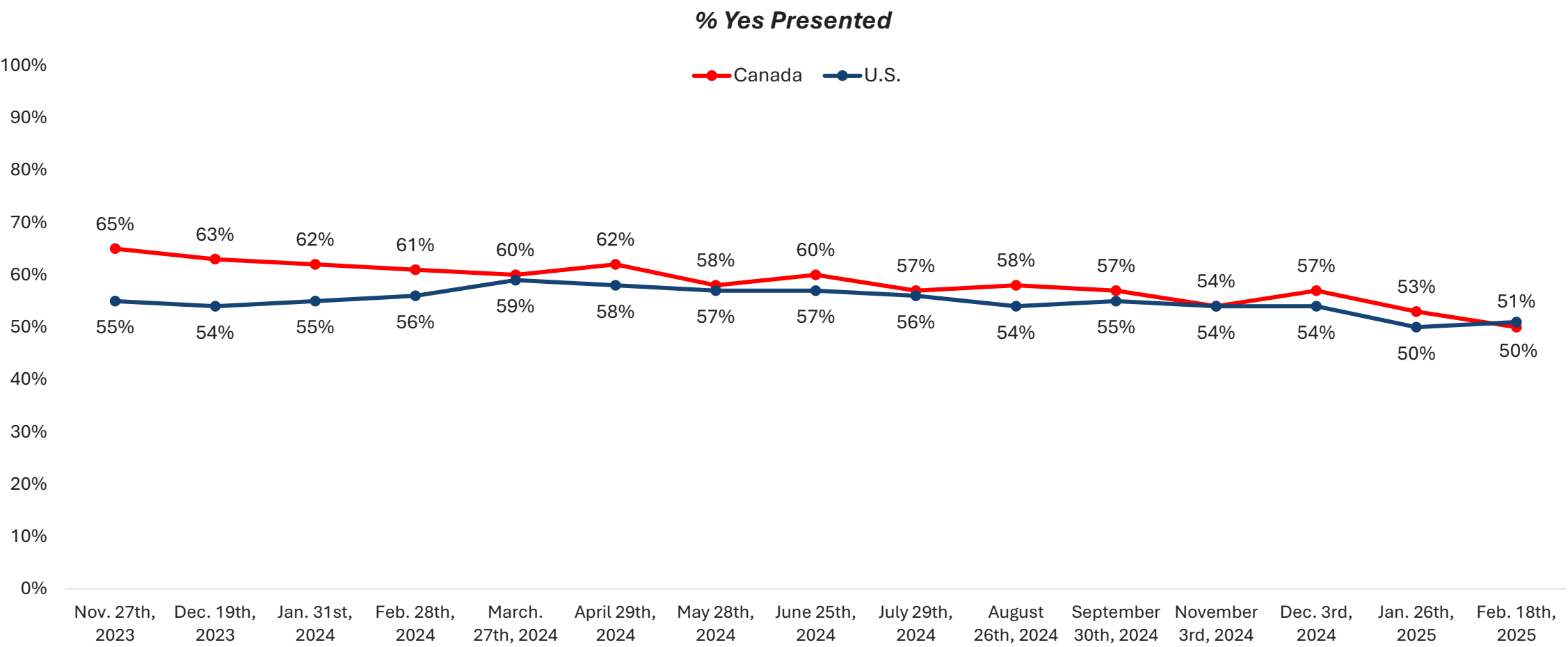
Base: All respondents

	 Total CANADA	 Total USA	Gap
Weighted n=	1,550	1,000	
Unweighted n=	1,550	1,000	
Yes	50%	51%	1
No	34%	26%	8
I don't know	16%	22%	6

# Economic Recession in the Country – *Evolution*

**Q1.** Do you believe Canada is currently in an economic recession?

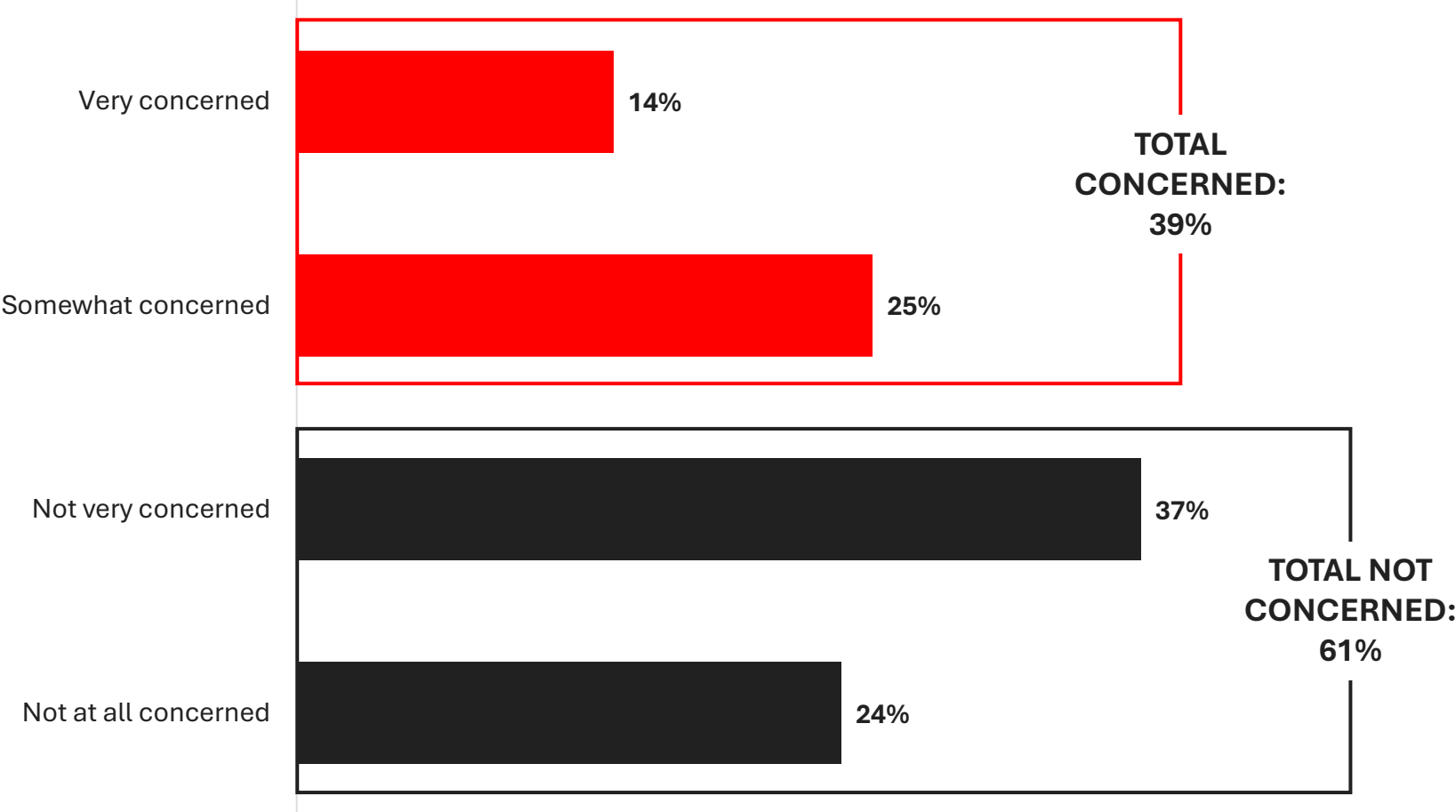
Base: All respondents



# 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=781)



# 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=781)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural	Total Jan. 27 <sup>th</sup> 2025	Gap
Weighted n=	789	55	181	296	50	99	107	383	406	258	373	159	338	309	138	778	
Unweighted n=	781	59	211	309	67	65	70	405	376	245	348	188	349	300	128	789	
<b>TOTAL CONCERNED</b>	<b>39%</b>	33%	27%	48%	32%	55%	27%	44%	35%	49%	37%	26%	47%	37%	24%	36%	+3
Very concerned	14%	5%	7%	18%	18%	23%	9%	17%	11%	18%	12%	10%	18%	12%	8%	12%	+2
Somewhat concerned	25%	28%	20%	30%	14%	32%	19%	27%	24%	31%	25%	16%	29%	24%	16%	24%	+1
<b>TOTAL NOT CONCERNED</b>	<b>61%</b>	67%	73%	52%	68%	45%	73%	56%	65%	51%	63%	74%	53%	63%	76%	64%	-3
Not very concerned	37%	37%	43%	30%	48%	29%	48%	37%	37%	31%	40%	40%	34%	37%	45%	36%	+1
Not at all concerned	24%	30%	30%	22%	20%	16%	25%	19%	28%	20%	23%	34%	19%	26%	31%	28%	-4

# Concerns About Losing Job (3/3)

**Q6.** How concerned are you about losing your job in the next 12 months?

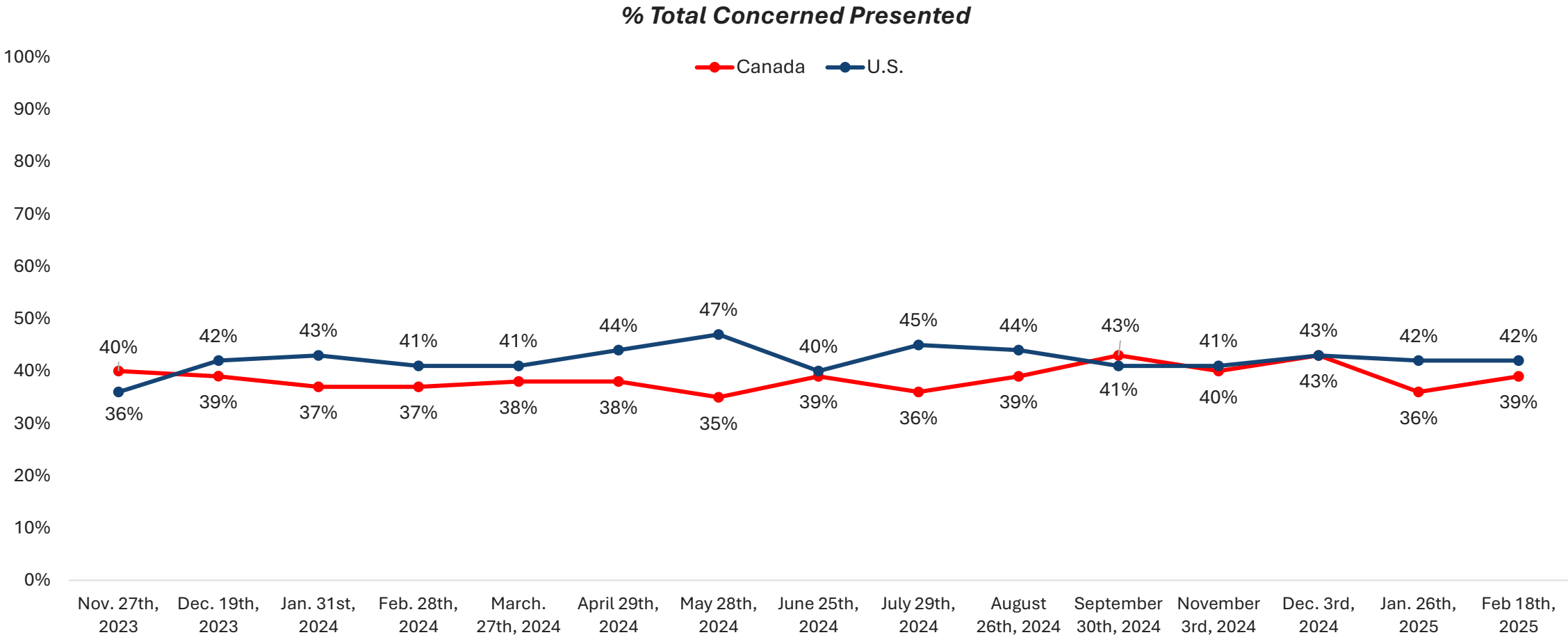
Base: Respondents who are currently employed

	 Total CANADA	 Total USA	Gap
Weighted n=	789	1,000	
Unweighted n=	781	1,000	
<b>TOTAL CONCERNED</b>	39%	42%	<b>3</b>
Very concerned	14%	17%	<b>3</b>
Somewhat concerned	25%	24%	<b>1</b>
<b>TOTAL NOT CONCERNED</b>	61%	58%	<b>3</b>
Not very concerned	37%	35%	<b>2</b>
Not at all concerned	24%	24%	-

# 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



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# Respondent Profile



# Respondent profiles – Canadian Sample

(Base n=1,550)

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

## Gender

	Unweighted	Weighted
Male	773	756
Female	777	794

## Language (Mother Tongue)

	Unweighted	Weighted
French	356	306
English	1,075	1,141
Other	119	104

## Age

	Unweighted	Weighted
18 to 34	384	413
35 to 54	455	499
55+	711	638

## Province

	Unweighted	Weighted
British Columbia	158	215
Alberta	130	173
Manitoba/Saskatchewan	133	100
Ontario	620	600
Quebec	409	358
Atlantic	100	104

# Respondent profiles – *American Sample*

(Base n=1,000)

The following tables present the demographic distribution of respondents for the United States.

## Gender

	Unweighted	Weighted
Male	489	488
Female	511	512

## Region

	Unweighted	Weighted
Northeast	193	177
Midwest	208	206
South	369	382
West	230	235

## Age

	Unweighted	Weighted
Between 18 and 34	192	292
Between 35 and 54	375	326
55 and older	433	382

## 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

**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)

300  
employees

185  
consultants

8  
offices

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