



Report

# North American Tracker

December 3rd, 2024  
Edition



# 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= 1,532**  
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 **November 29 to December 1, 2024**.

## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.50%**, (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)

## 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.

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## Key highlights

Every month, we conduct a survey of Canadian and Americans to explore their views on the economy and their finances. This month, our survey was conducted between November 29 and December 1<sup>st</sup>, 2024.

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

**1**

The survey reveals that 61% of Canadians consider their household finances to be in good shape, with 10% rating them as very good and 51% as good. Once again, Quebecers (71%) and Canadians aged 55 and older (70%) are more likely to consider their finances to be in good shape. A slightly higher proportion of Canadians consider their household finances to be in poor shape since the last measure, rising from 34% in November to 37% in December.

**2**

Four in ten Canadians (43%) who are currently employed fear losing their job within the next 12 months. This represents a 3-point increase since last month.

**3**

Moreover, 44% of Canadians report living paycheck to paycheck. The proportion of Americans saying they are living paycheque to paycheque is much higher, with 58% of respondents saying they do.

**4**

Almost six out of ten Canadians (57%) believe the country is in an economic recession, an evolution of 3-points since November. This proportion rises to 66% among Canadians aged 18 to 34 and Albertans.

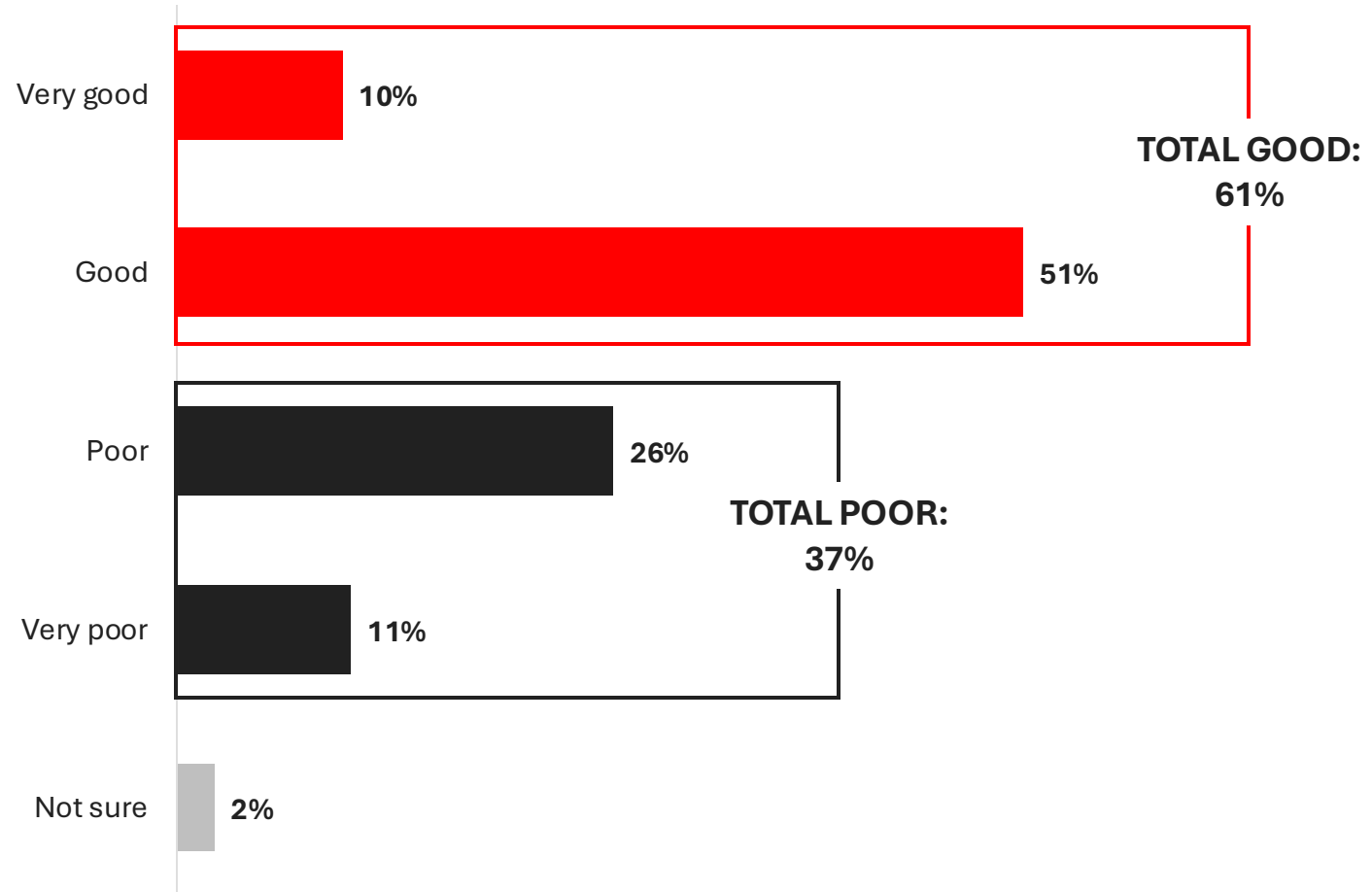
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State of the Economy

## State of Household Finances (1/3)

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

Base: All respondents (n=1,532)



## State of Household Finances (2/3)

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



Base: All respondents (n=1,532)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Nov. 2024	Gap
Weighted n=	1,532	103	354	594	99	170	212	747	785	409	492	631	661	559	297	1,549	-
Unweighted n=	1,532	101	418	612	126	125	150	749	783	362	481	689	650	574	297	1,549	-
<b>TOTAL GOOD</b>	<b>61%</b>	<b>45%</b>	<b>71%</b>	<b>57%</b>	58%	63%	63%	<b>64%</b>	<b>58%</b>	<b>55%</b>	<b>54%</b>	<b>70%</b>	61%	62%	60%	<b>63%</b>	<b>-2</b>
Very good	<b>10%</b>	5%	12%	<b>8%</b>	7%	10%	16%	11%	9%	8%	<b>7%</b>	<b>13%</b>	11%	10%	7%	<b>9%</b>	<b>+1</b>
Good	<b>51%</b>	<b>39%</b>	<b>59%</b>	49%	50%	54%	47%	53%	49%	46%	47%	<b>57%</b>	50%	52%	53%	<b>54%</b>	<b>-3</b>
<b>TOTAL POOR</b>	<b>37%</b>	<b>52%</b>	<b>28%</b>	<b>41%</b>	40%	35%	32%	<b>33%</b>	<b>40%</b>	<b>42%</b>	<b>43%</b>	<b>29%</b>	37%	35%	39%	<b>34%</b>	<b>+3</b>
Poor	<b>26%</b>	35%	<b>22%</b>	29%	29%	22%	25%	<b>23%</b>	<b>29%</b>	<b>32%</b>	28%	<b>21%</b>	25%	25%	31%	<b>25%</b>	<b>+1</b>
Very poor	<b>11%</b>	16%	<b>7%</b>	12%	11%	13%	7%	10%	11%	10%	<b>14%</b>	<b>8%</b>	12%	10%	8%	<b>9%</b>	<b>+2</b>
Not sure	<b>2%</b>	3%	<b>1%</b>	2%	2%	2%	5%	3%	2%	3%	4%	<b>1%</b>	2%	3%	<b>0%</b>	<b>3%</b>	<b>-1</b>

## State of Household Finances (3/3)

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

Base: All respondents

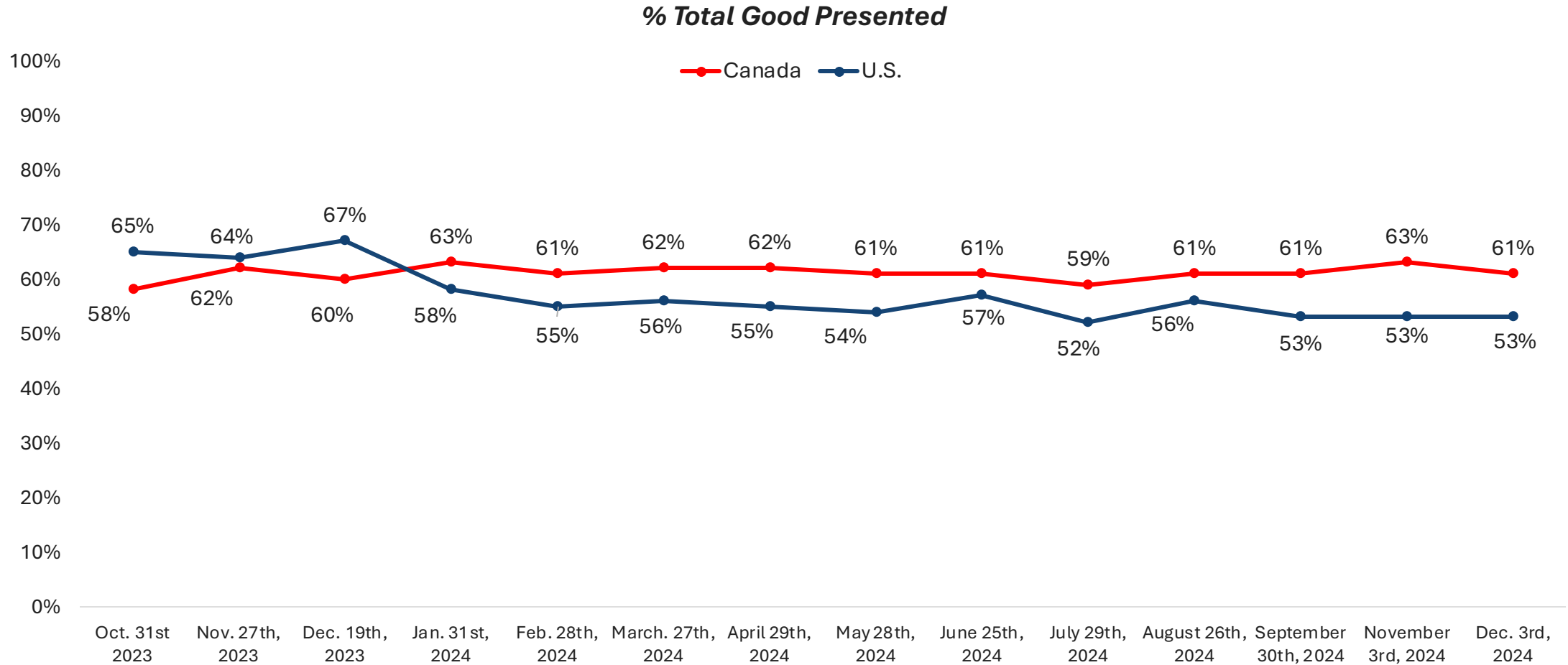
	 Total CANADA	 Total USA	Gap
Weighted n=	1,532	1,000	-
Unweighted n=	1,532	1,000	-
<b>TOTAL GOOD</b>	<b>61%</b>	<b>53%</b>	<b>8</b>
Very good	10%	10%	-
Good	<b>51%</b>	<b>44%</b>	<b>7</b>
<b>TOTAL POOR</b>	<b>37%</b>	<b>42%</b>	<b>5</b>
Poor	26%	29%	<b>3</b>
Very poor	11%	13%	<b>2</b>
Not sure	<b>2%</b>	<b>5%</b>	<b>3</b>



## State of Household Finances – Evolution

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

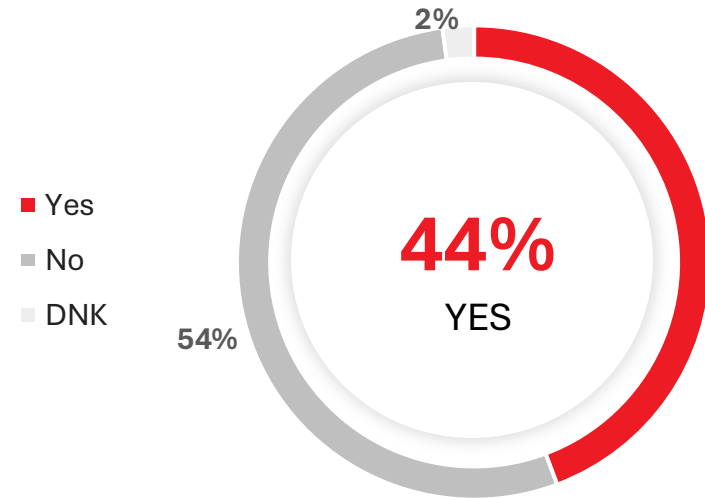
Base: All respondents



# Living Paycheque to Paycheque (1/2)

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

Base: All respondents (n=1,532)





	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Nov. 2024	Gap
Weighted n=	1,532	103	354	594	99	170	212	747	785	409	492	631	661	559	297	1,549	-
Unweighted n=	1,532	101	418	612	126	125	150	749	783	362	481	689	650	574	297	1,549	-
Yes	44%	64%	36%	46%	54%	42%	41%	38%	50%	52%	50%	35%	44%	41%	51%	45%	-1
No	54%	34%	62%	51%	43%	57%	58%	60%	47%	44%	48%	64%	54%	57%	48%	53%	+1
I don't know	2%	2%	2%	3%	3%	2%	0%	2%	2%	4%	2%	1%	3%	2%	1%	3%	-1

## Living Paycheque to Paycheque (2/2)

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

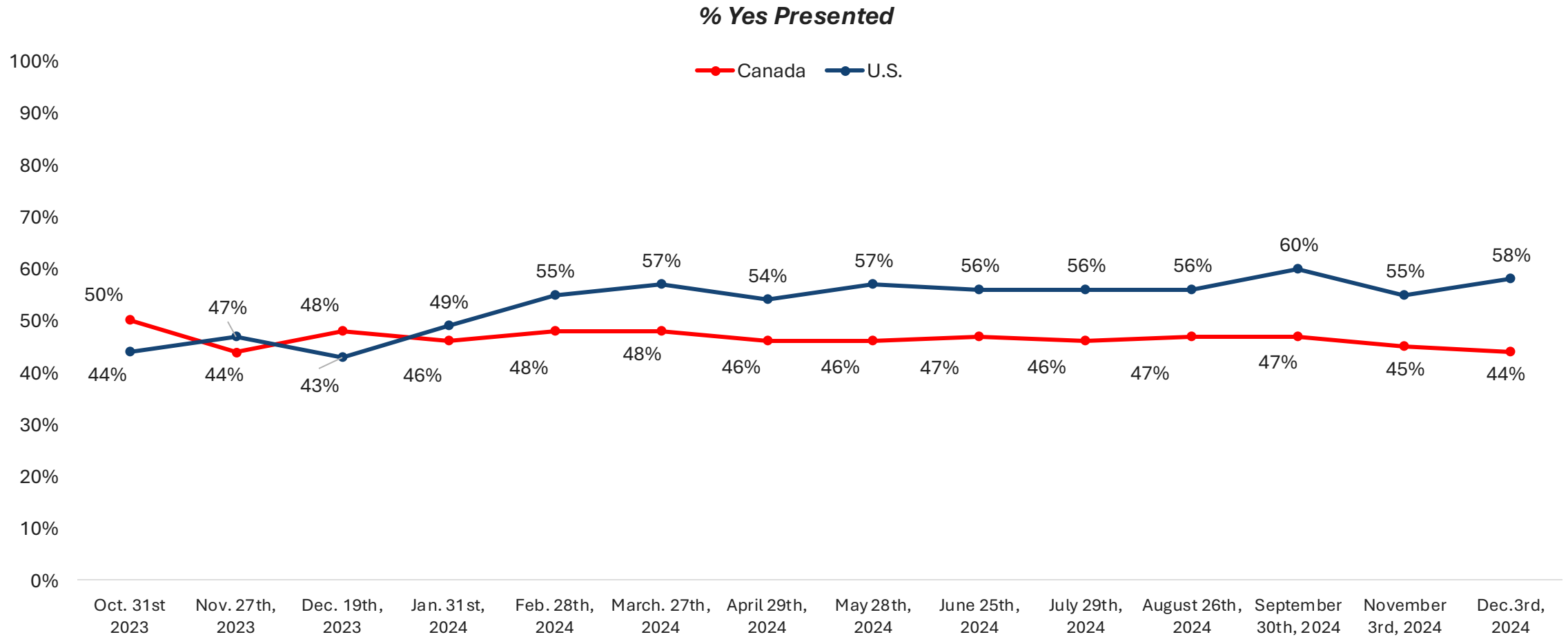
Base: All respondents

	 Total CANADA	 Total USA	Gap
Weighted n=	1,532	1,000	-
Unweighted n=	1,532	1,000	-
Yes	<b>44%</b>	<b>58%</b>	<b>14</b>
No	<b>54%</b>	<b>35%</b>	<b>19</b>
I don't know	<b>2%</b>	<b>7%</b>	<b>5</b>

# Living Paycheque to Paycheque – Evolution

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

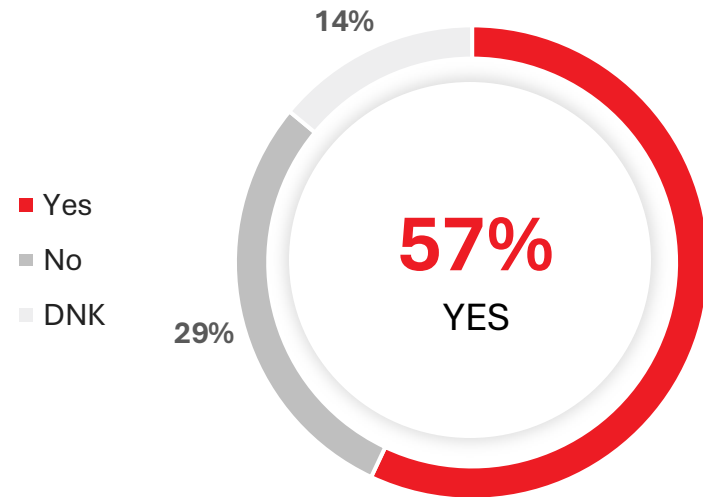
Base: All respondents



# Economic Recession in the Country (1/2)

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

Base: All respondents (n=1,532)





	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Nov. 2024	Gap
Weighted n=	1,532	103	354	594	99	170	212	747	785	409	492	631	661	559	297	1,549	-
Unweighted n=	1,532	101	418	612	126	125	150	749	783	362	481	689	650	574	297	1,549	-
Yes	<b>57%</b>	57%	<b>48%</b>	59%	62%	<b>66%</b>	56%	56%	58%	<b>66%</b>	<b>65%</b>	<b>44%</b>	59%	56%	53%	<b>54%</b>	<b>+3</b>
No	<b>29%</b>	22%	<b>41%</b>	<b>26%</b>	<b>21%</b>	22%	32%	<b>36%</b>	<b>23%</b>	<b>19%</b>	<b>22%</b>	<b>41%</b>	30%	30%	29%	<b>30%</b>	<b>-1</b>
I don't know	<b>14%</b>	21%	11%	15%	17%	12%	12%	<b>9%</b>	<b>18%</b>	14%	12%	14%	<b>11%</b>	14%	<b>18%</b>	<b>16%</b>	<b>-2</b>

## Economic Recession in the Country (2/2)

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

Base: All respondents (n=1,532)

	 Total CANADA	 Total USA	Gap
Weighted n=	1,532	1,000	-
Unweighted n=	1,532	1,000	-
Yes	57%	54%	<b>3</b>
No	29%	29%	-
I don't know	14%	17%	<b>3</b>

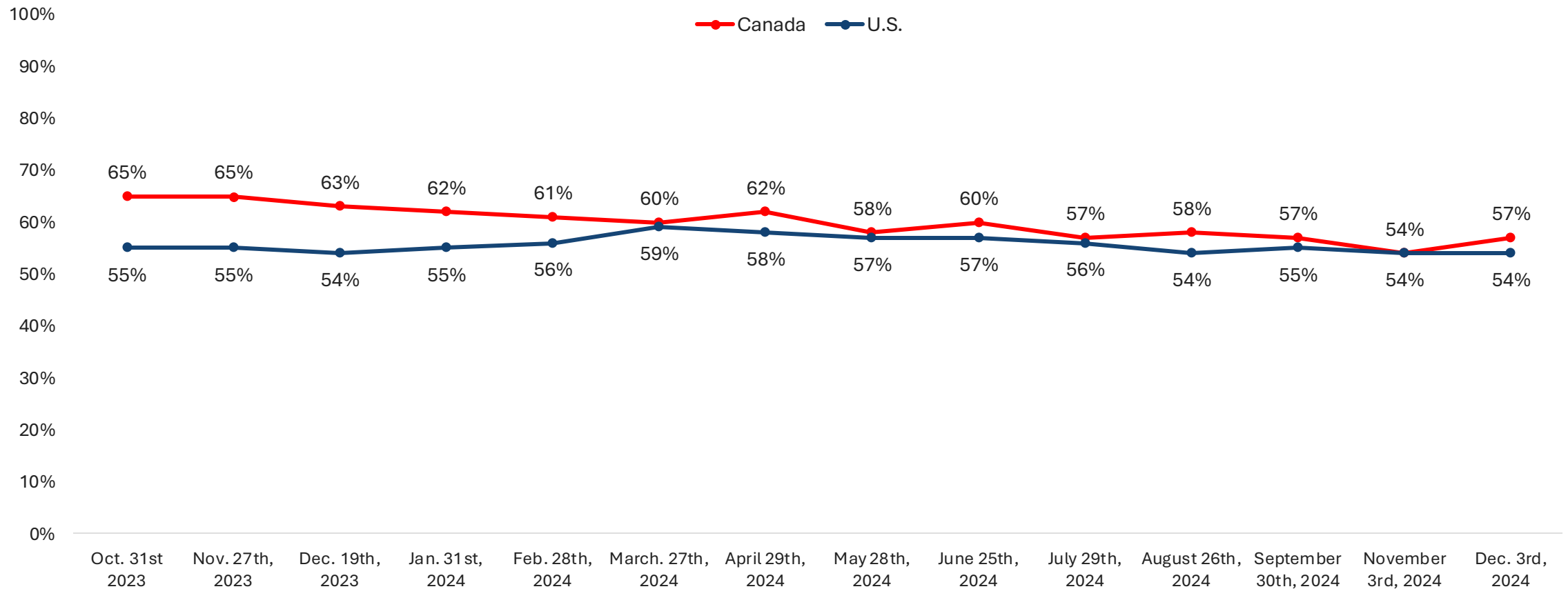
# Economic Recession in the Country – *Evolution*

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

Base: All respondents

**% Yes Presented**

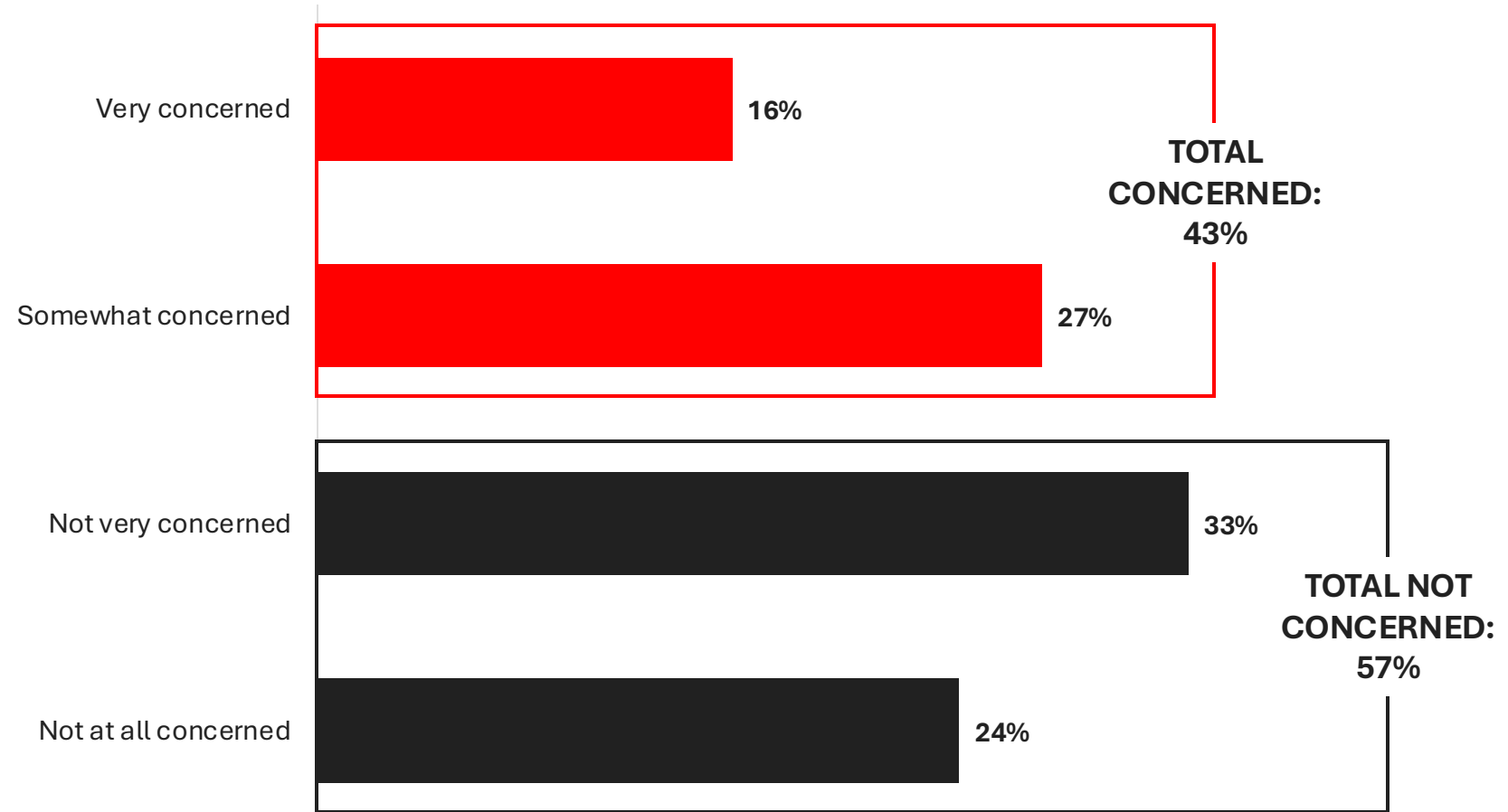
—●— Canada —●— U.S.



## 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=769)





## 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=769)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Nov. 2024	Gap
Weighted n=	764	52	172	302	52	81	104	391	373	271	359	134	359	280	118	808	-
Unweighted n=	769	46	217	324	63	54	65	402	367	252	364	153	346	296	121	846	-
<b>TOTAL CONCERNED</b>	<b>43%</b>	43%	<b>28%</b>	45%	35%	<b>61%</b>	52%	45%	41%	48%	43%	<b>33%</b>	<b>50%</b>	39%	<b>28%</b>	<b>40%</b>	<b>+3</b>
Very concerned	<b>16%</b>	24%	<b>9%</b>	13%	15%	<b>31%</b>	18%	18%	14%	19%	15%	12%	<b>22%</b>	<b>11%</b>	<b>8%</b>	<b>13%</b>	<b>+3</b>
Somewhat concerned	<b>27%</b>	19%	<b>20%</b>	31%	20%	29%	34%	28%	27%	29%	28%	21%	29%	28%	20%	<b>27%</b>	-
<b>TOTAL NOT CONCERNED</b>	<b>57%</b>	57%	<b>72%</b>	55%	65%	<b>39%</b>	48%	55%	59%	52%	57%	<b>67%</b>	<b>50%</b>	61%	<b>72%</b>	<b>60%</b>	<b>-3</b>
Not very concerned	<b>33%</b>	40%	37%	31%	41%	26%	27%	30%	36%	33%	34%	31%	30%	34%	40%	<b>35%</b>	<b>-2</b>
Not at all concerned	<b>24%</b>	16%	<b>35%</b>	24%	23%	<b>13%</b>	21%	25%	23%	<b>19%</b>	23%	<b>36%</b>	<b>20%</b>	27%	32%	<b>25%</b>	<b>-1</b>

## 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

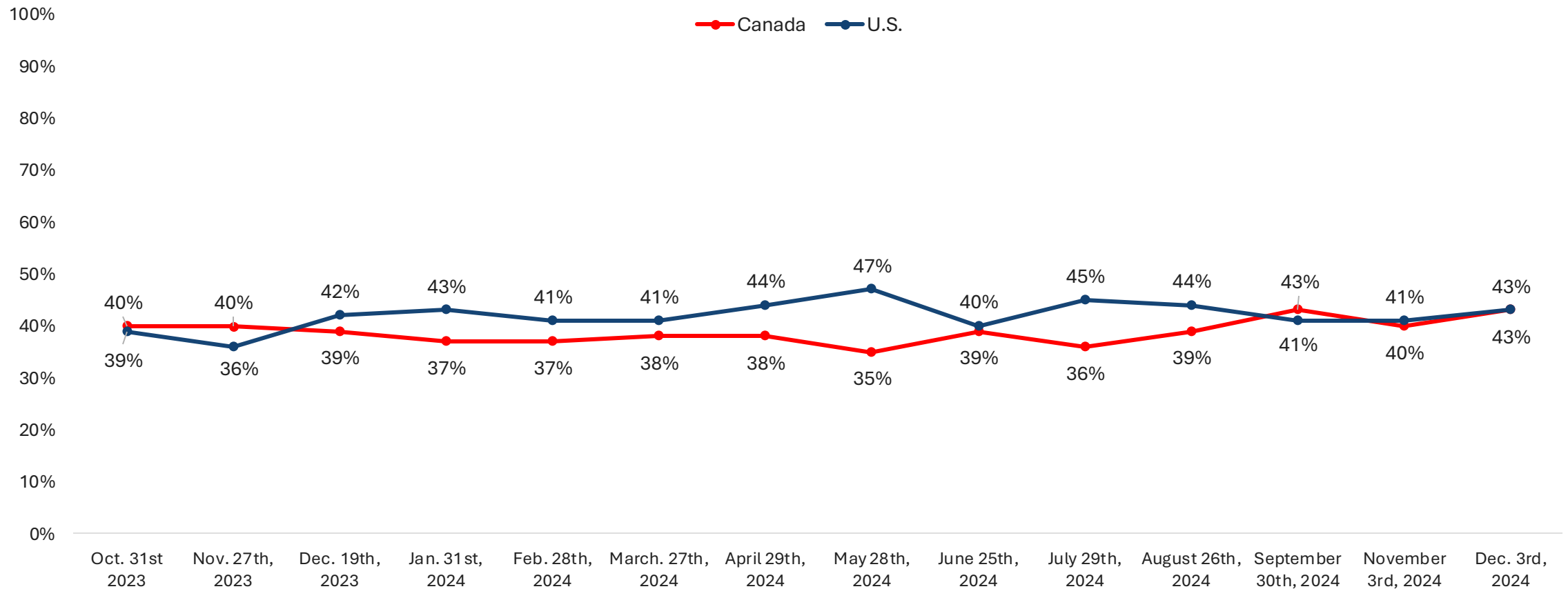
	 Total CANADA	 Total USA	Gap
<i>Weighted n=</i>	764	505	-
<i>Unweighted n=</i>	769	510	-
<b>TOTAL CONCERNED</b>	43%	43%	-
Very concerned	16%	19%	<b>3</b>
Somewhat concerned	27%	24%	<b>3</b>
<b>TOTAL NOT CONCERNED</b>	57%	57%	-
Not very concerned	33%	31%	<b>2</b>
Not at all concerned	24%	26%	<b>2</b>

## 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**



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# Respondent Profile

## Respondent profiles – *Canadian Sample*

(Base n=1,532)

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

### Gender

	Unweighted	Weighted
Male	749	747
Female	783	785

### Language (Mother Tongue)

	Unweighted	Weighted
French	374	303
English	1,015	1,088
Other	143	141

### Age

	Unweighted	Weighted
18 to 34	362	409
35 to 54	481	492
55+	689	631

### Province

	Unweighted	Weighted
British Columbia	150	212
Alberta	125	170
Manitoba/Saskatchewan	126	99
Ontario	612	594
Quebec	418	354
Atlantic	101	103

## 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	470	487
Female	530	513

### Region

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

### Age

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

## 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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TORONTO | WINNIPEG  
EDMONTON | CALGARY |  
VANCOUVER | NEW YORK



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