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Report

North American
Tracker

January 27th, 2024
Edition

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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= 1,527**
American sample: **n= 1,002**).

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 **January 24 to January 26, 2025**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.51%**, (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

⊖ Notes

A more detailed methodology is presented in the Appendix.

The most accurate polling firm in Canada

CANADA 2021

	LEGER POLL Published on September 18, 2021	OFFICIALS RESULTS 2021 Canada Federal Election
(C)	33%	33.7%
(L)	32%	32.6%
NDP	19%	17.8%
(BQ)	7%	7.7%
PPC	6%	5.0%
(Green)	2%	2.3%

BRITISH COLUMBIA 2024

	LEGER POLL Published on October 18, 2024	OFFICIALS RESULTS 2024 British Columbia Provincial Election
BC NDP	46%	45%
(C)	42%	43%
greens	9%	8%
Others	3%	4%

UNITED STATES 2024

	LEGER POLL Published on November 4, 2024	OFFICIALS RESULTS 2024 United States Presidential Election
(Trump)	49%	50%
(Harris)	49%	48%
Others	2%	2%

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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 January 24th and January 26th, 2025.

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

1

Almost two-thirds of Canadians consider their household finances to be in good shape (64%), with 9% rating them as very good and 54% as good.

2

Fewer Canadians (36%) who are currently employed fear losing their job within the next 12 months. This represents a 7-point decrease 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 57% of respondents saying they do.

4

A lower proportion of Canadians (53%) believe the country is in an economic recession, a regression of 4 points since December. This proportion rises to 62% among Canadians aged 18 to 34.
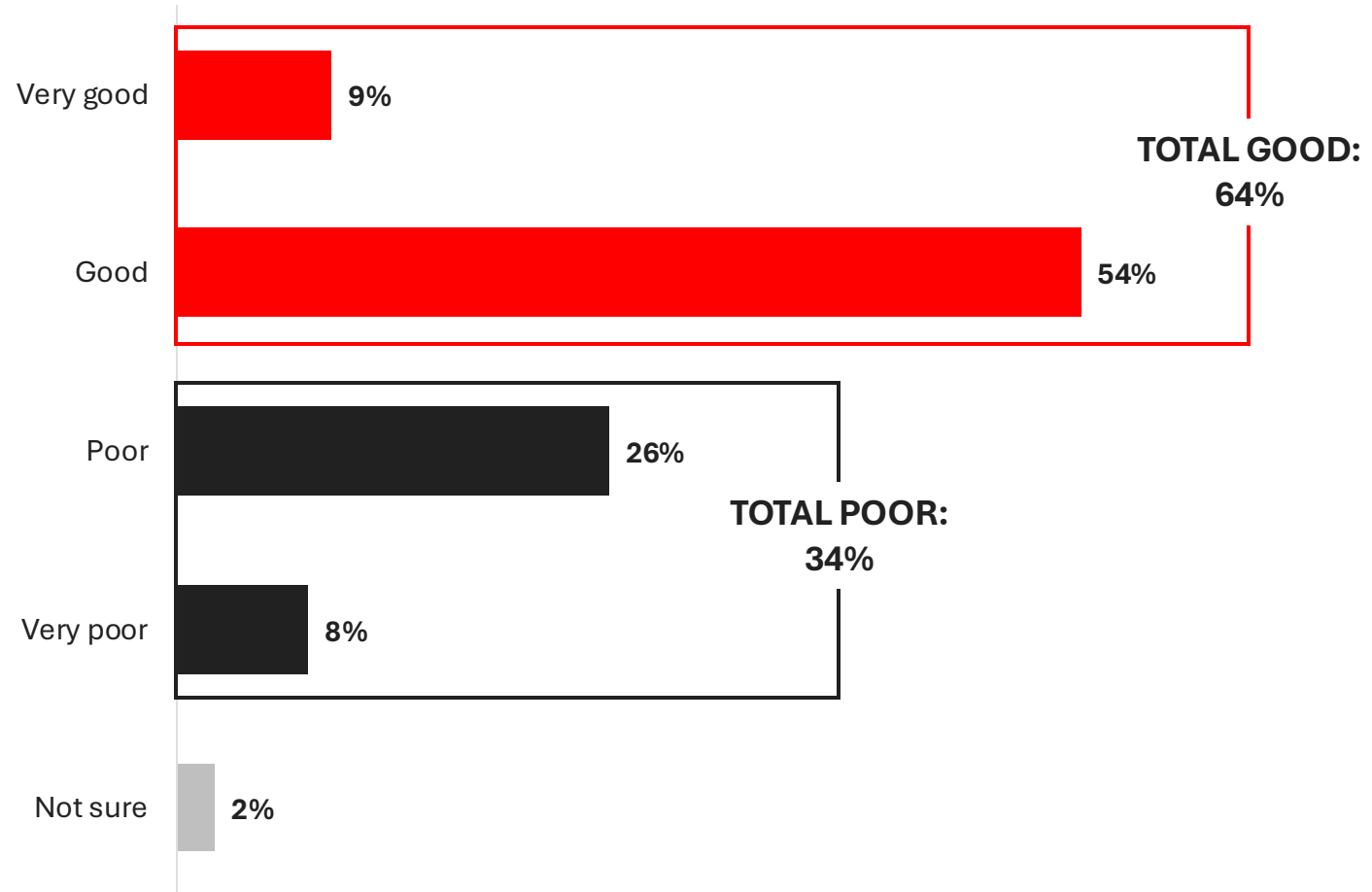
State of the Economy

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State of Household Finances (1/3)

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

Base: All respondents (n=1,527)

Very good — 9%

Good — 54%

TOTAL GOOD: 64%

Poor — 26%

Very poor — 8%

TOTAL POOR: 34%

Not sure — 2%

State of Household Finances (2/3)

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

Base: All respondents (n=1,527)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Dec. 2024	Gap
Weighted n=	*1,527*	*103*	*353*	*593*	*98*	*168*	*211*	*745*	*782*	*405*	*492*	*630*	*650*	*549*	*317*	*1,532*	-
Unweighted n=	*1,527*	*101*	*408*	*602*	*126*	*132*	*158*	*781*	*746*	*428*	*464*	*635*	*666*	*545*	*304*	*1,532*	-
TOTAL GOOD	**64%**	59%	**79%**	64%	**53%**	**52%**	**55%**	65%	63%	60%	**58%**	**71%**	**61%**	**70%**	60%	**61%**	**+3**
Very good	**9%**	**4%**	11%	11%	**3%**	6%	9%	**11%**	**8%**	**6%**	**7%**	**14%**	10%	9%	10%	**10%**	**-1**
Good	**54%**	55%	**68%**	53%	50%	46%	**46%**	54%	55%	54%	51%	57%	**51%**	**61%**	50%	**51%**	**+3**
TOTAL POOR	**34%**	38%	**20%**	34%	41%	**44%**	**43%**	33%	35%	37%	**39%**	**28%**	36%	**29%**	37%	**37%**	**-3**
Poor	**26%**	30%	**17%**	25%	28%	29%	**37%**	26%	26%	28%	30%	**22%**	27%	24%	27%	**26%**	**=**
Very poor	**8%**	9%	**3%**	9%	13%	14%	6%	7%	9%	9%	9%	**6%**	9%	**5%**	10%	**11%**	**-3**
Not sure	**2%**	3%	**1%**	2%	6%	4%	2%	2%	2%	3%	3%	**1%**	3%	1%	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=	*1,527*	*1,002*	-
Unweighted n=	*1,527*	*1,002*	-
TOTAL GOOD	**64%**	**53%**	*11*
Very good	9%	8%	*1*
Good	**54%**	**46%**	*8*
TOTAL POOR	**34%**	**41%**	*7*
Poor	26%	28%	*2*
Very poor	**8%**	**13%**	*5*
Not sure	**2%**	**5%**	*3*

State of Household Finances – *Evolution*

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

Base: All respondents

% Total Good Presented

━●━ Canada ━●━ U.S.

|	Nov. 27th, 2023	Dec. 19th, 2023	Jan. 31st, 2024	Feb. 28th, 2024	March. 27th, 2024	April 29th, 2024	May 28th, 2024	June 25th, 2024	July 29th, 2024	August 26th, 2024	September 30th, 2024	November 3rd, 2024	Dec. 3rd, 2024	Jan. 26th, 2025
Canada	62%	60%	63%	61%	62%	62%	61%	61%	59%	61%	61%	63%	61%	64%
U.S.	64%	67%	58%	55%	56%	55%	54%	57%	52%	56%	53%	53%	53%	53%
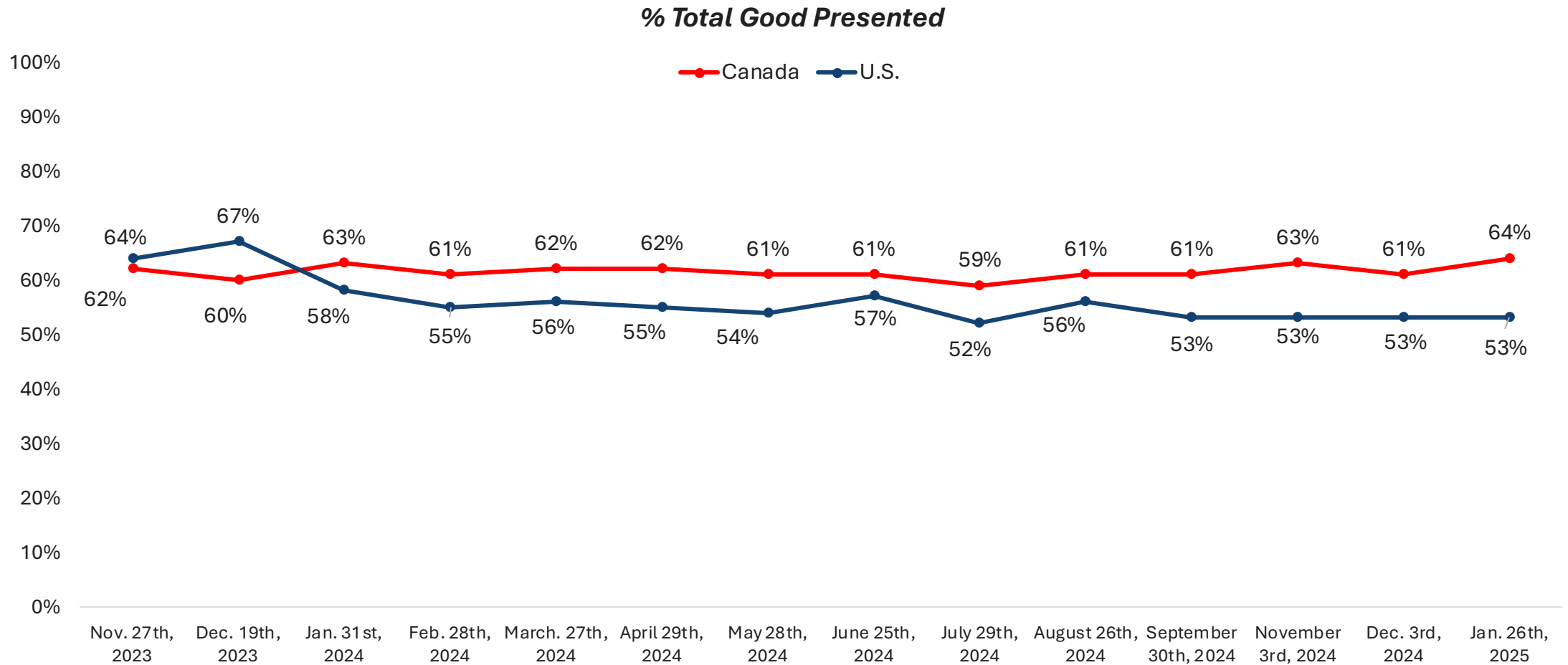
Living Paycheque to Paycheque (1/2)

Q5. Are you currently living paycheque to paycheque?
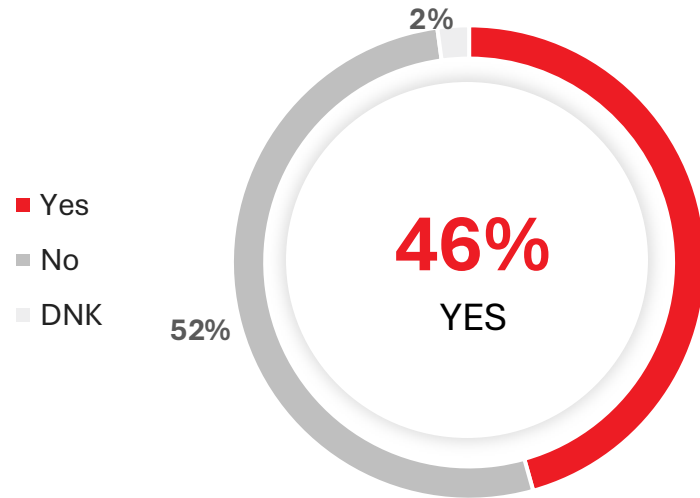
Base: All respondents (n=1,527)

46%
YES

- ■ Yes
- ■ No
- ■ DNK

2%

52%

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Dec. 2024	Gap
Weighted n=	*1,527*	*103*	*353*	*593*	*98*	*168*	*211*	*745*	*782*	*405*	*492*	*630*	*650*	*549*	*317*	*1,532*	*-*
Unweighted n=	*1,527*	*101*	*408*	*602*	*126*	*132*	*158*	*781*	*746*	*428*	*464*	*635*	*666*	*545*	*304*	*1,532*	*-*
Yes	**46%**	57%	34%	46%	59%	55%	46%	42%	49%	52%	55%	34%	48%	39%	51%	**44%**	+2
No	**52%**	42%	65%	51%	40%	44%	50%	56%	49%	44%	44%	64%	49%	60%	48%	**54%**	-2
I don't know	**2%**	1%	1%	3%	1%	1%	3%	2%	2%	5%	1%	1%	3%	2%	1%	**2%**	=

Living Paycheque to Paycheque (2/2)

Q5. Are you currently living paycheque to paycheque?

Base: All respondents

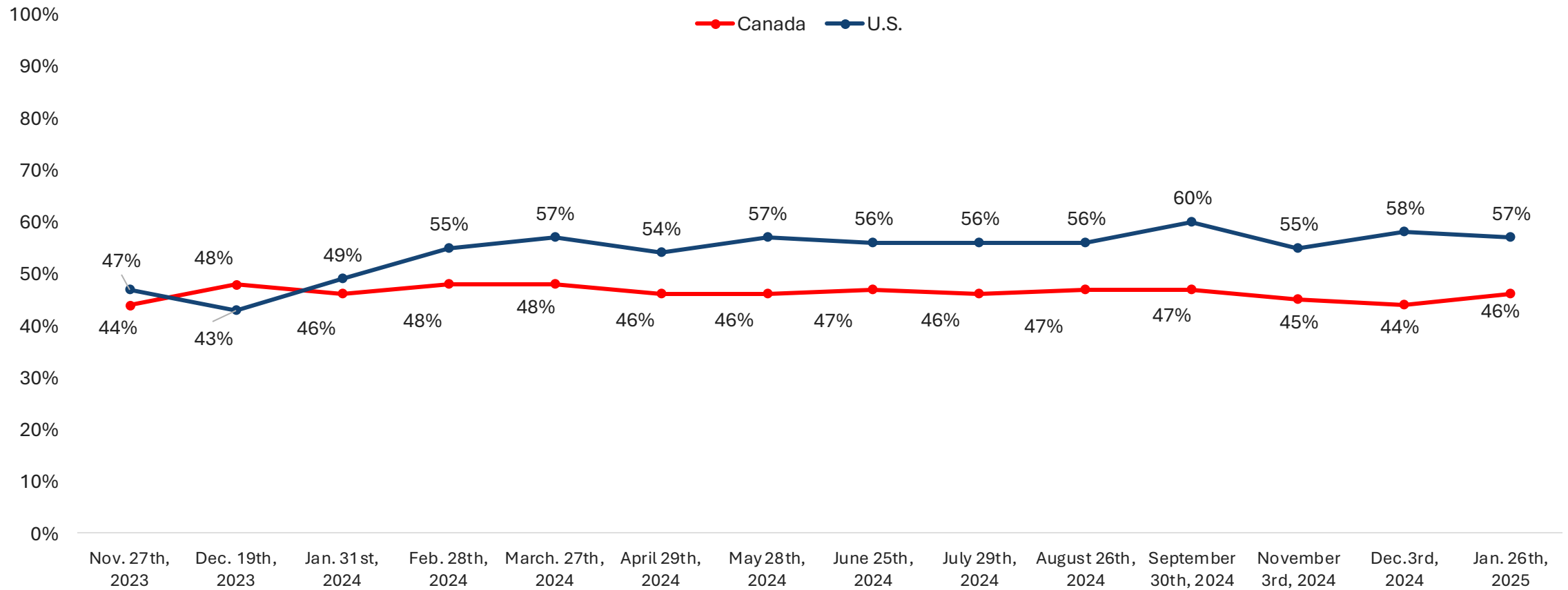|	Total CANADA	Total USA	Gap
Weighted n=	1,527	1,002	-
Unweighted n=	1,527	1,002	-
Yes	46%	57%	11
No	52%	37%	15
I don't know	2%	5%	3

Living Paycheque to Paycheque – *Evolution*

Q5. Are you currently living paycheque to paycheque?

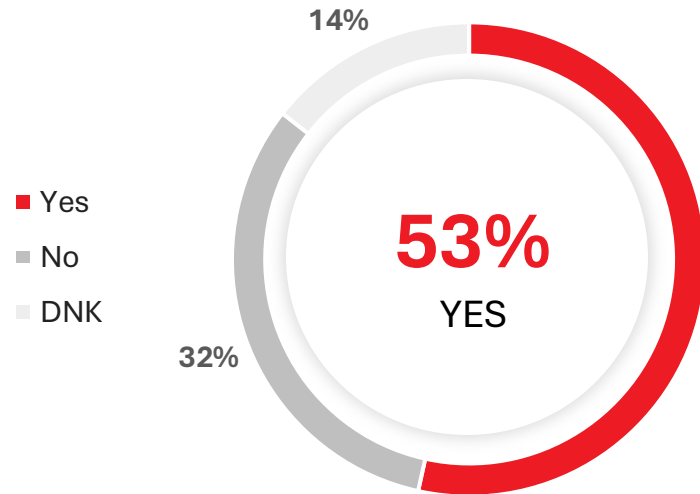Base: All respondents

% Yes Presented

Canada ■ U.S.

	Nov. 27th, 2023	Dec. 19th, 2023	Jan. 31st, 2024	Feb. 28th, 2024	March. 27th, 2024	April 29th, 2024	May 28th, 2024	June 25th, 2024	July 29th, 2024	August 26th, 2024	September 30th, 2024	November 3rd, 2024	Dec.3rd, 2024	Jan. 26th, 2025
Canada	44%	48%	46%	48%	48%	46%	46%	47%	46%	47%	47%	45%	44%	46%
U.S.	47%	43%	49%	55%	57%	54%	57%	56%	56%	56%	60%	55%	58%	57%

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Economic Recession in the Country (1/2)

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

Base: All respondents (n=1,527)

- Yes
- No
- DNK

53%
YES

14%

32%

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Dec. 2024	Gap
Weighted n=	*1,527*	*103*	*353*	*593*	*98*	*168*	*211*	*745*	*782*	*405*	*492*	*630*	*650*	*549*	*317*	*1,532*	*-*
Unweighted n=	*1,527*	*101*	*408*	*602*	*126*	*132*	*158*	*781*	*746*	*428*	*464*	*635*	*666*	*545*	*304*	*1,532*	*-*
Yes	**53%**	53%	48%	57%	56%	53%	54%	49%	58%	62%	58%	44%	54%	55%	51%	**57%**	*-4*
No	**32%**	27%	41%	32%	21%	31%	27%	40%	25%	17%	30%	43%	31%	31%	35%	**29%**	*+3*
I don't know	**14%**	20%	11%	12%	23%	17%	19%	11%	17%	21%	12%	12%	15%	14%	13%	**14%**	*=*

Economic Recession in the Country (2/2)

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

Base: All respondents

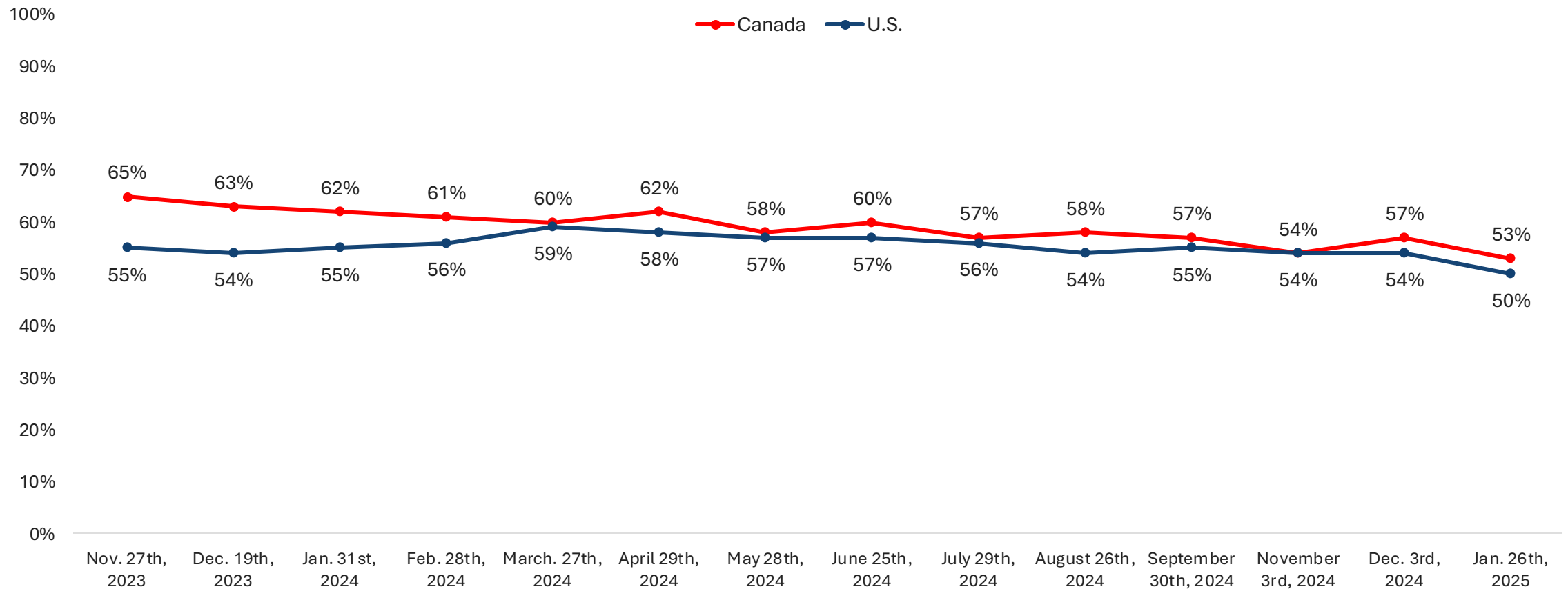|	Total CANADA	Total USA	Gap
Weighted n=	1,527	1,002	-
Unweighted n=	1,527	1,002	-
Yes	53%	50%	3
No	32%	29%	3
I don't know	**14%**	**21%**	7

Economic Recession in the Country – *Evolution*

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

Base: All respondents

% Yes Presented

Legend: ━●━ Canada   ━●━ U.S.

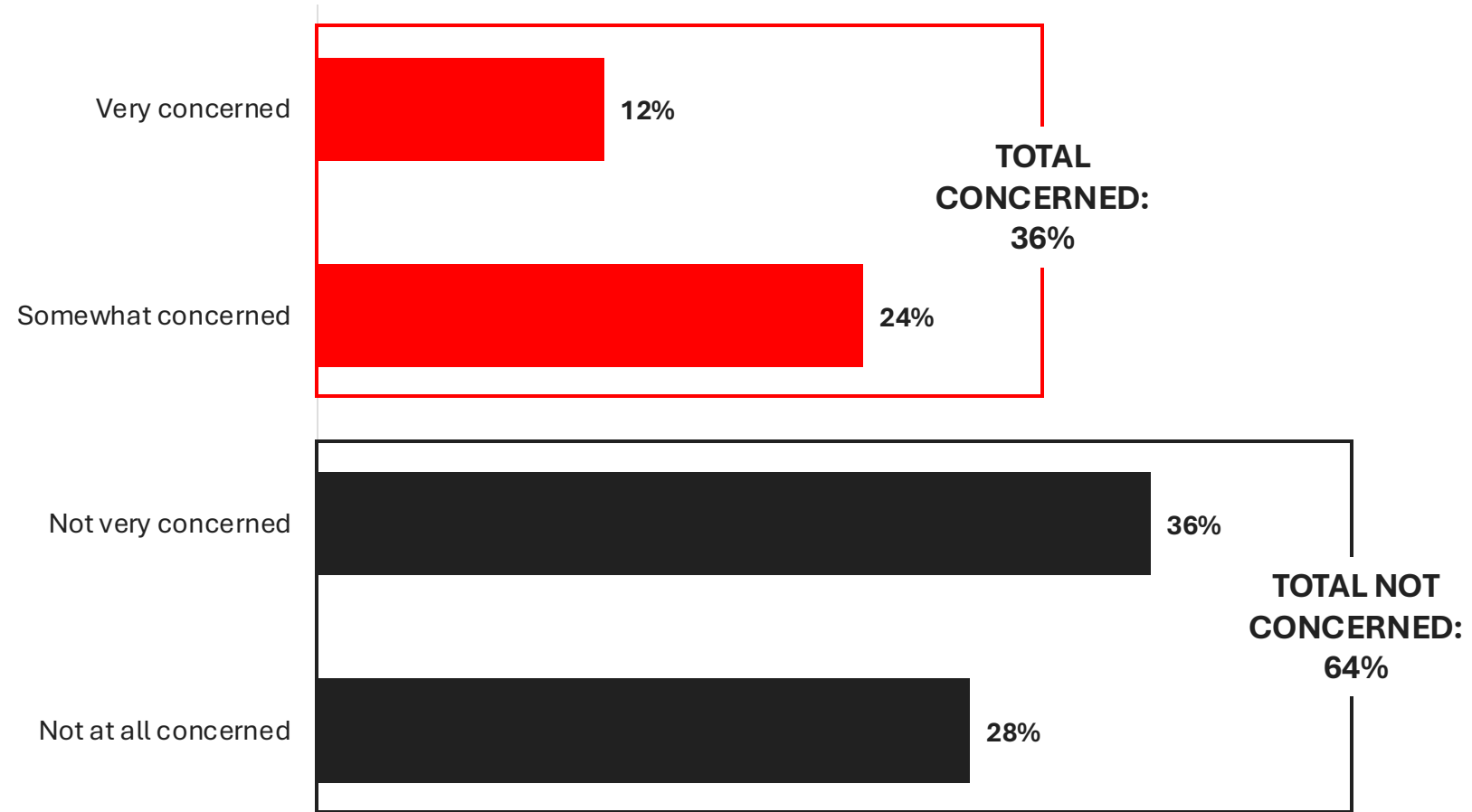| Date	Canada	U.S.
Nov. 27th, 2023	65%	55%
Dec. 19th, 2023	63%	54%
Jan. 31st, 2024	62%	55%
Feb. 28th, 2024	61%	56%
March. 27th, 2024	60%	59%
April 29th, 2024	62%	58%
May 28th, 2024	58%	57%
June 25th, 2024	60%	57%
July 29th, 2024	57%	56%
August 26th, 2024	58%	54%
September 30th, 2024	57%	55%
November 3rd, 2024	54%	54%
Dec. 3rd, 2024	57%	54%
Jan. 26th, 2025	53%	50%

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=789)

Very concerned — **12%**

Somewhat concerned — **24%**

TOTAL CONCERNED: 36%

Not very concerned — **36%**

Not at all concerned — **28%**

TOTAL NOT CONCERNED: 64%

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=789)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Dec. 2024	Gap
Weighted n=	*778*	*47*	*196*	*289*	*49*	*91*	*108*	*402*	*376*	*247*	*367*	*165*	*325*	*315*	*135*	*764*	*-*
Unweighted n=	*789*	*52*	*219*	*306*	*65*	*69*	*78*	*432*	*357*	*269*	*360*	*160*	*339*	*308*	*138*	*769*	*-*
TOTAL CONCERNED	**36%**	49%	**26%**	39%	43%	35%	37%	39%	33%	**43%**	37%	**24%**	**41%**	34%	30%	**43%**	*-7*
Very concerned	**12%**	17%	9%	12%	12%	18%	13%	14%	11%	14%	13%	**8%**	16%	**8%**	16%	**16%**	*-4*
Somewhat concerned	**24%**	31%	**17%**	28%	31%	17%	24%	25%	22%	**29%**	23%	**17%**	25%	26%	**14%**	**27%**	*-3*
TOTAL NOT CONCERNED	**64%**	51%	**74%**	61%	57%	65%	63%	61%	67%	**57%**	63%	**76%**	**59%**	66%	70%	**57%**	*+7*
Not very concerned	**36%**	28%	38%	34%	35%	36%	42%	35%	37%	38%	37%	29%	37%	34%	38%	**33%**	*+3*
Not at all concerned	**28%**	24%	**36%**	27%	22%	30%	22%	26%	31%	**19%**	26%	**47%**	**22%**	32%	32%	**24%**	*+4*

Concerns About Losing Job (3/3)

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

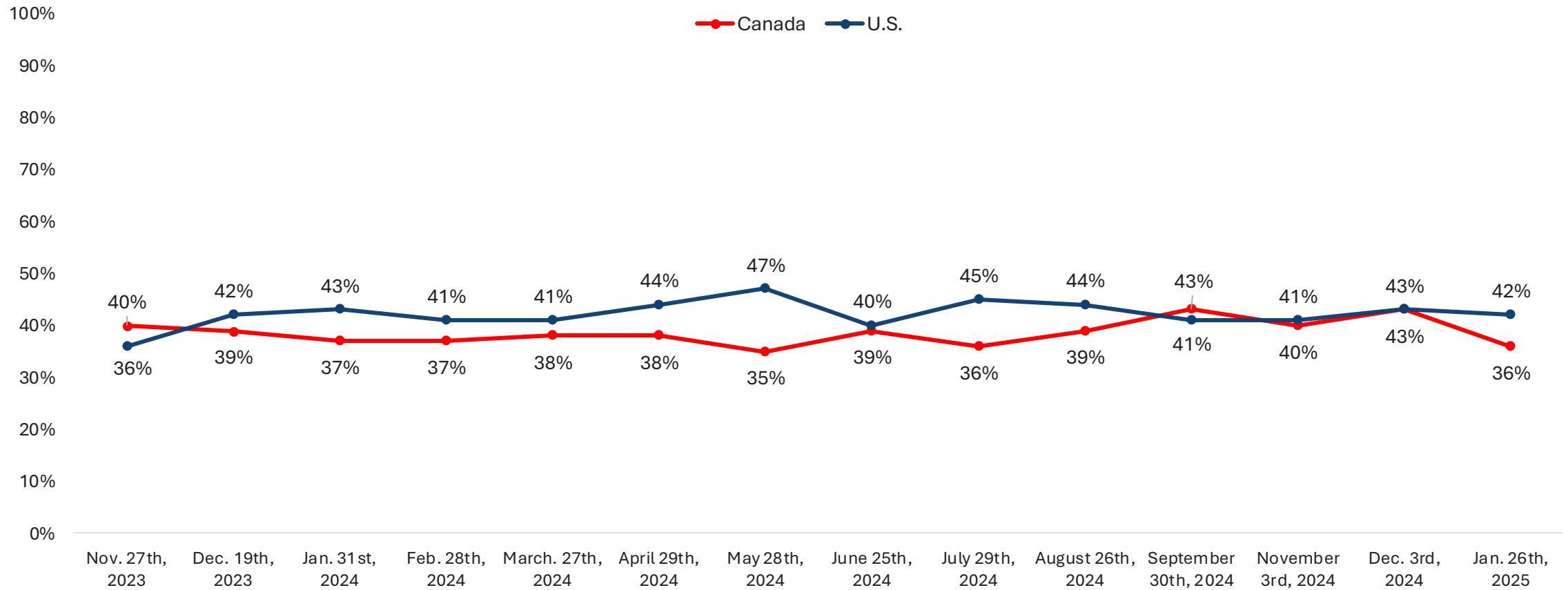Base: Respondents who are currently employed

	Total CANADA	Total USA	Gap
Weighted n=	778	472	-
Unweighted n=	789	476	-
TOTAL CONCERNED	36%	42%	**6**
Very concerned	12%	17%	**5**
Somewhat concerned	24%	25%	**1**
TOTAL NOT CONCERNED	64%	58%	**6**
Not very concerned	36%	33%	**3**
Not at all concerned	28%	24%	**4**

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

Legend: ●— Canada   ●— U.S.

	Nov. 27th, 2023	Dec. 19th, 2023	Jan. 31st, 2024	Feb. 28th, 2024	March. 27th, 2024	April 29th, 2024	May 28th, 2024	June 25th, 2024	July 29th, 2024	August 26th, 2024	September 30th, 2024	November 3rd, 2024	Dec. 3rd, 2024	Jan. 26th, 2025
Canada	40%	39%	37%	37%	38%	38%	35%	39%	36%	39%	43%	40%	43%	36%
U.S.	36%	42%	43%	41%	41%	44%	47%	40%	45%	44%	41%	41%	43%	42%

Respondent Profile

Respondent profiles – *Canadian Sample*

(Base n=1,527)

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

Gender

	Unweighted	Weighted
Male	781	745
Female	746	782

Language (Mother Tongue)

	Unweighted	Weighted
French	365	302
English	1,017	1,089
Other	144	136

Age

	Unweighted	Weighted
18 to 34	428	405
35 to 54	464	492
55+	635	630

Province

	Unweighted	Weighted
British Columbia	158	211
Alberta	132	168
Manitoba/Saskatchewan	126	98
Ontario	602	593
Quebec	408	353
Atlantic	101	103

Respondent profiles – *American Sample* 🇺🇸

(Base n=1,002)

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

Gender

	Unweighted	Weighted
Male	478	490
Female	524	512

Region

	Unweighted	Weighted
Northeast	188	177
Midwest	209	208
South	377	383
West	228	234

Age

	Unweighted	Weighted
Between 18 and 34	203	299
Between 35 and 54	375	331
55 and older	424	372

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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