



NORTH AMERICAN TRACKER

LeSger

July 29th, 2024

EDITION

THE CANADIAN PRESS 

Methodology



Method

Online survey among respondents 18 years of age or older.
(Canadian sample: n= 1,601/
American Samples: n= 1,002).
Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



When

July 26 to
July 28, 2024



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.45\%$, (19 times out of 20) for the Canadian sample and $\pm 3.1\%$, (19 times out of 20) for the American sample



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.

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 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 addresses: aenns@leger360.com

A more detailed methodology is presented in the Appendix.

Methodology

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 SURVEY

Published in *Le Journal de Montréal*
and *The National Post/Postmedia*
September 18, 2021

33%

32%

19%

7%

6%

2%

OFFICIAL RESULTS

2021 Canadian Federal Election*

33.7%

32.6%

17.8%

7.7%

5.0%

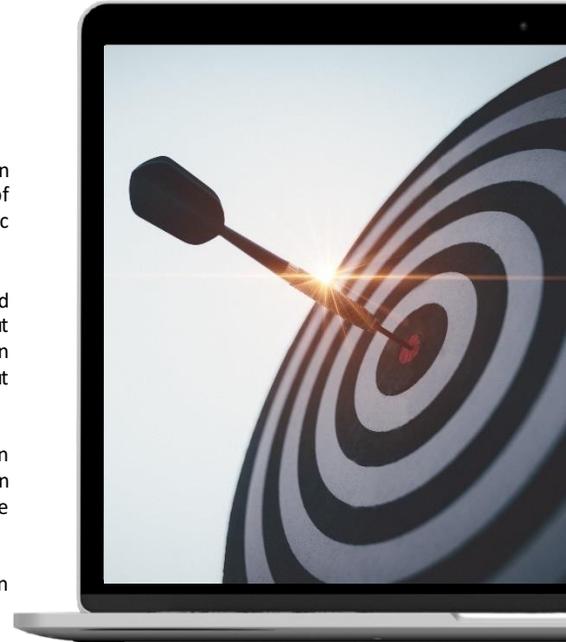
2.3%

Key Highlights

Every month, we conduct a survey of Canadians and Americans to explore their views on the economy, finances, and politics. This month, our survey was conducted between July 26 and 28, 2024.

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

- The survey reveals that **59%** of Canadians consider their household finances to be in good condition, with **8%** describing them as very good. This indicates a majority of Canadians hold a positive view of their personal financial health, despite economic uncertainties.
- However, job security is a notable concern, with **36%** of employed Canadians worried about losing their job within the next twelve months, revealing significant anxiety about employment stability, even as many Canadians view their current financial situation positively. It's a 9-point gap with employed Americans, who are more concerned about this issue.
- Moreover, **46%** of Canadians report living paycheck to paycheck. This financial strain underscores the economic pressures many face, despite a general sense of stability in household finances. It highlights the challenges that a substantial portion of the population encounters in managing their day-to-day expenses.
- The survey indicates that **57%** of Canadians believe the country is currently in an economic recession, reflecting widespread concern about the national economy.

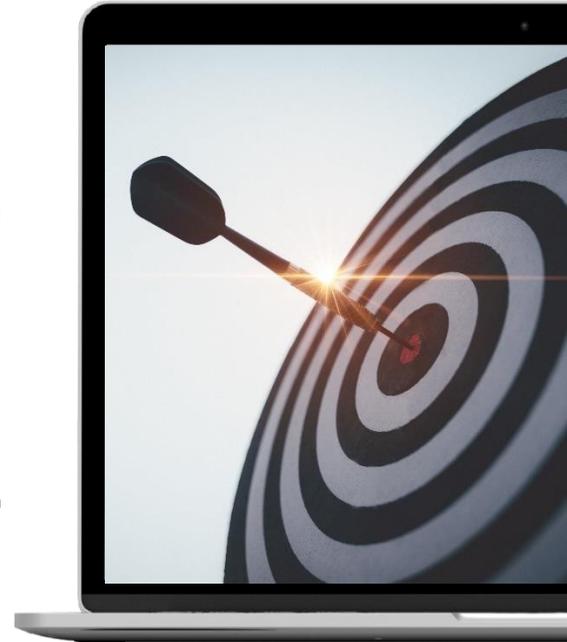


Key Highlights

Every month, we conduct a survey of Canadians and Americans to explore their views on the economy, finances, and politics. This month, our survey was conducted between July 26 and 28, 2024.

Some of the key highlights of our survey about the impressions of Canadians on U.S Politics include...

- There is a mixed level of awareness regarding the U.S. Vice President's background and policy positions among Canadians as **44%** of Canadians feel they know Kamala Harris well, while **56%** do not know much about her.
- When it comes to which U.S. President would be better for Canada's economic growth, **59%** of Canadians believe Kamala Harris would be more beneficial, compared to **20%** who favor Donald Trump, with many likely perceiving Harris as more aligned with policies that support economic stability and growth for Canada.
- In terms of predictions for the upcoming U.S. Presidential election, **38%** of Canadians think Kamala Harris is most likely to win, while **34%** believe Donald Trump will win, and **27%** remain unsure. This reflects a divided opinion among Canadians about the election outcome, with no clear consensus on which candidate will emerge victorious.



REPORT

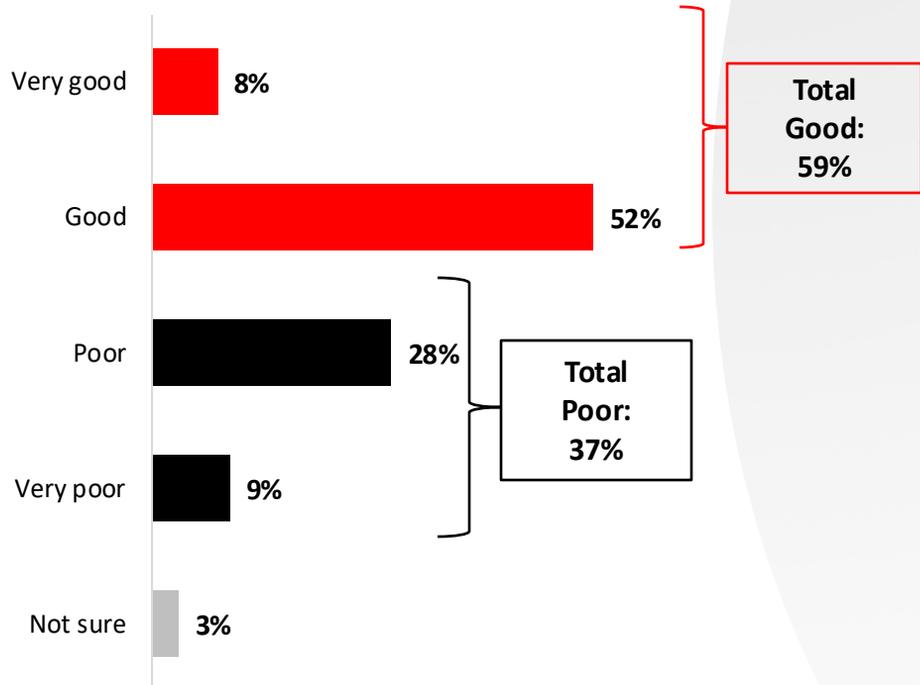
State of the Economy



State of Household Finances (1/3)

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

Base: All respondents (n=1,601)



State of Household Finances (2/3)

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

Base: All respondents (n=1,601)

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL June 2024	Gap
Weighted n=	1,601	108	370	620	103	178	222	780	821	426	516	659	676	593	319	1,607	
Unweighted n=	1,601	101	432	626	132	136	174	796	805	443	448	710	708	572	309	1,607	
Total Good	59%	45%	70%	60%	59%	51%	54%	61%	58%	56%	49%	70%	60%	63%	51%	61%	-2
Very good	8%	9%	10%	7%	7%	4%	8%	10%	6%	6%	4%	11%	8%	7%	7%	9%	-1
Good	52%	37%	59%	53%	52%	47%	46%	51%	52%	50%	45%	58%	52%	55%	44%	52%	-
Total Poor	37%	53%	27%	37%	37%	48%	40%	36%	38%	40%	48%	27%	36%	35%	46%	37%	-
Poor	28%	45%	23%	24%	31%	36%	32%	27%	29%	31%	33%	22%	27%	26%	35%	27%	+1
Very poor	9%	8%	4%	13%	6%	12%	7%	9%	9%	9%	15%	5%	9%	9%	11%	9%	-
Not sure	3%	1%	3%	3%	5%	2%	7%	3%	4%	4%	3%	3%	4%	2%	3%	3%	-

State of Household Finances (3/3)

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

Base: All respondents

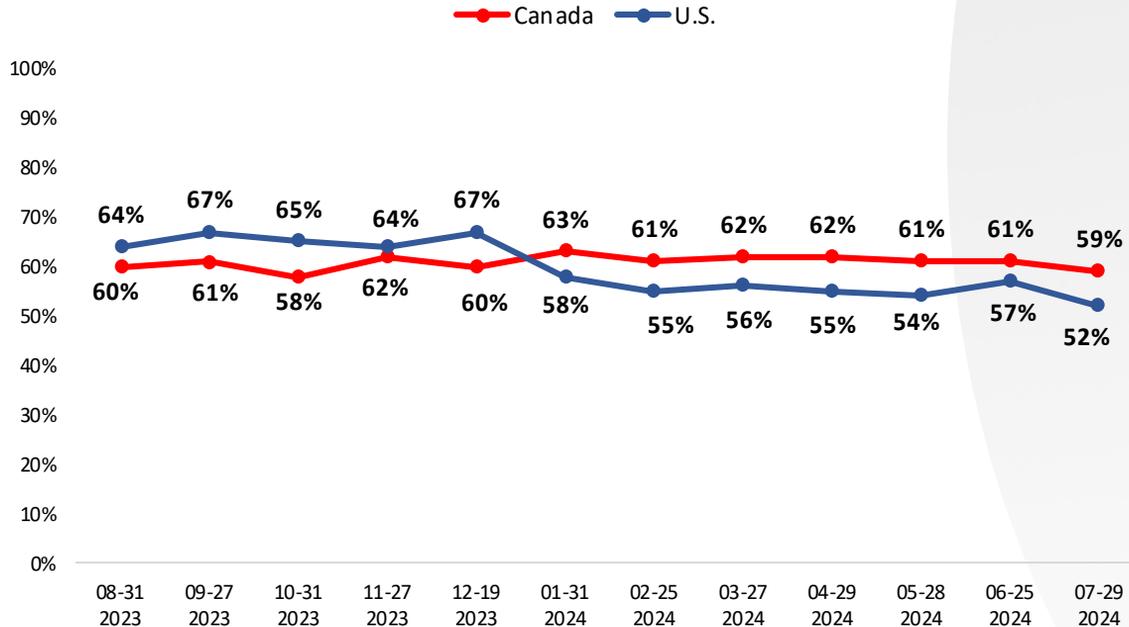
	 Total Canada	 Total USA	Gap
Weighted n=	1,601	1,002	
Unweighted n=	1,601	1,002	
Total Good	59%	52%	7
Very good	8%	11%	3
Good	52%	41%	11
Total Poor	37%	44%	7
Poor	28%	29%	1
Very poor	9%	15%	6
Not sure	3%	4%	1

State of Household Finances - Evolution

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

Base: All respondents

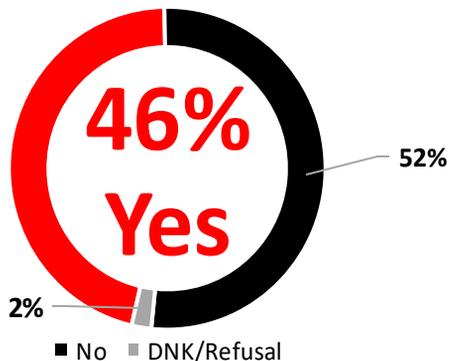
% Total Good Presented



Living Paycheque to Paycheque (1/2)

Q5. Are you currently living paycheque to paycheque?

Base: All respondents (n=1,601)



	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL June 2024	Gap
Weighted n=	1,601	108	370	620	103	178	222	780	821	426	516	659	676	593	319	1,607	
Unweighted n=	1,601	101	432	626	132	136	174	796	805	443	448	710	708	572	309	1,607	
Yes	46%	62%	39%	46%	55%	48%	45%	44%	48%	51%	58%	34%	44%	44%	56%	47%	-1
No	52%	37%	60%	51%	42%	50%	54%	55%	49%	45%	40%	65%	54%	53%	43%	51%	+1
Don't know/Refusal	2%	1%	1%	3%	2%	2%	1%	1%	3%	3%	2%	1%	1%	3%	1%	2%	-

Living Paycheque to Paycheque (2/2)

Q5. Are you currently living paycheque to paycheque?

Base: All respondents

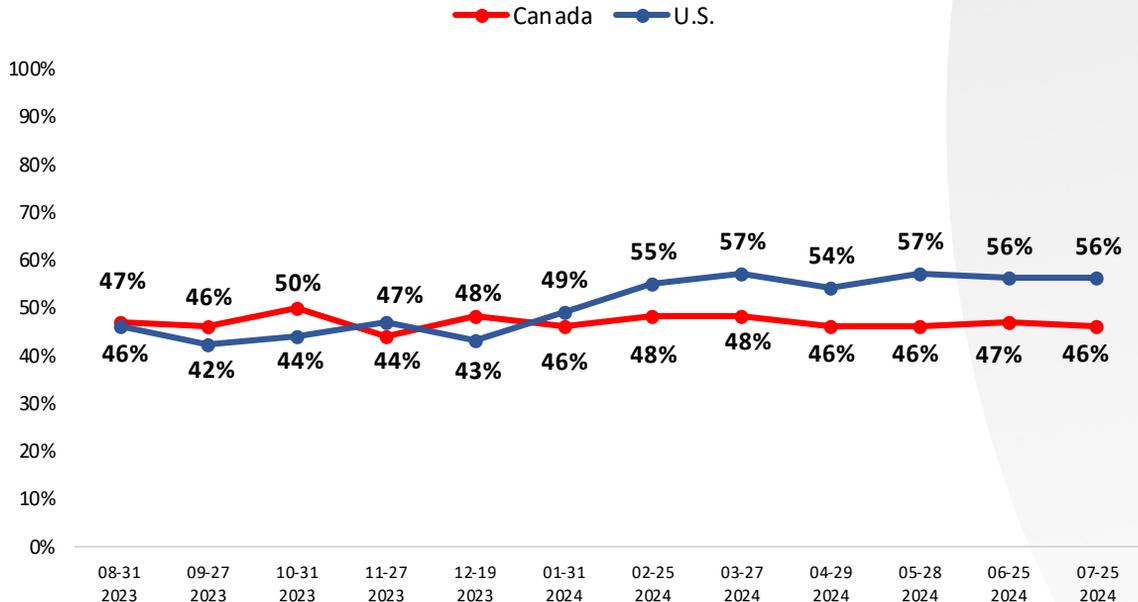
	 Total Canada	 Total USA	Gap
Weighted n=	1,601	1,002	
Unweighted n=	1,601	1,002	
Yes	46%	56%	10
No	52%	37%	15
Don't know/Refusal	2%	7%	5

Living Paycheque to Paycheque - Evolution

Q5. Are you currently living paycheque to paycheque?

Base: All respondents

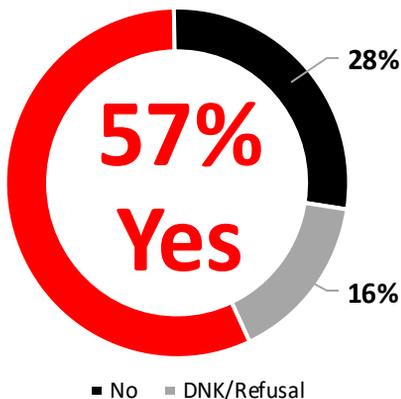
% Yes Presented



Economic Recession in the Country (1/2)

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

Base: All respondents (n=1,601)



	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL June 2024	Gap
Weighted n=	1,601	108	370	620	103	178	222	780	821	426	516	659	676	593	319	1,607	
Unweighted n=	1,601	101	432	626	132	136	174	796	805	443	448	710	708	572	309	1,607	
Yes	57%	50%	54%	57%	64%	59%	57%	56%	58%	62%	65%	47%	53%	58%	61%	60%	-3
No	28%	29%	31%	27%	20%	25%	30%	33%	22%	18%	22%	38%	29%	27%	26%	26%	+2
Don't know/Refusal	16%	21%	15%	16%	16%	16%	13%	11%	20%	20%	13%	15%	18%	15%	12%	15%	+1

Economic Recession in the Country (2/2)

Q1. Do you believe Canada/the United States is currently in an economic recession?

Base: All respondents

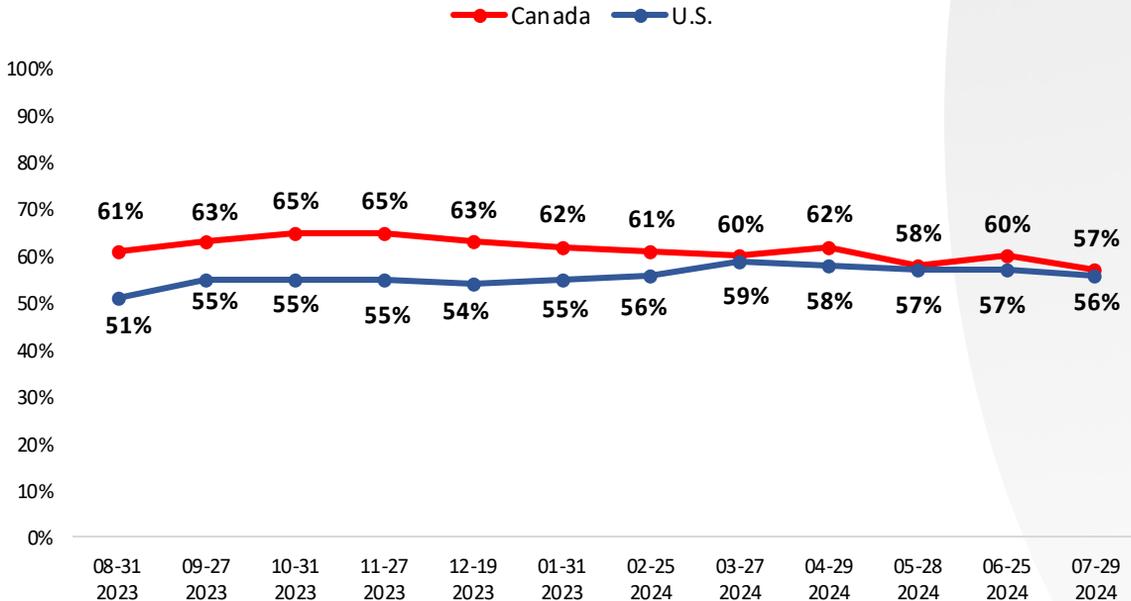
	 Total Canada	 Total USA	Gap
Weighted n=	1,601	1,002	
Unweighted n=	1,601	1,002	
Yes	57%	56%	1
No	28%	28%	-
Don't know/Refusal	16%	16%	-

Economic Recession in the Country - Evolution

Q1. Do you believe Canada/the United States is currently in an economic recession?

Base: All respondents

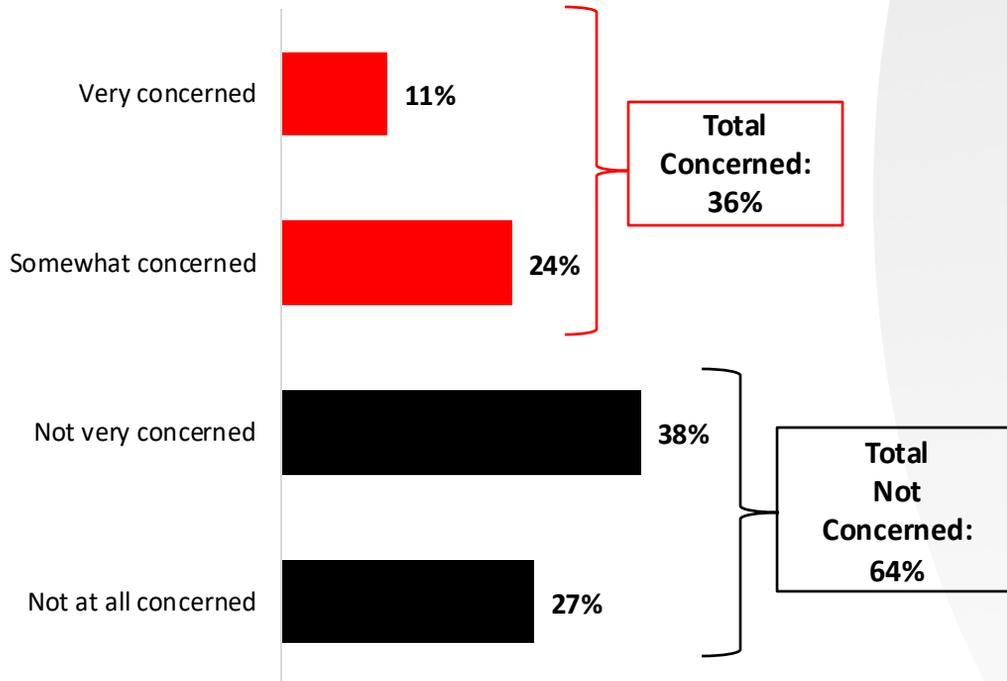
% Yes Presented



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=852)



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=852)

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL June 2024	Gap
Weighted n=	839	60	212	290	54	97	127	453	386	272	380	188	362	319	148	852	
Unweighted n=	852	53	254	297	72	74	102	466	386	322	342	188	396	306	141	864	
Total Concerned	36%	45%	19%	37%	41%	48%	42%	40%	30%	42%	35%	26%	39%	34%	34%	39%	-3
Very concerned	11%	18%	4%	14%	18%	8%	14%	15%	7%	16%	11%	5%	10%	13%	12%	15%	-4
Somewhat concerned	24%	27%	15%	24%	22%	40%	28%	25%	23%	26%	25%	21%	29%	21%	21%	24%	-
Total Not Concerned	64%	55%	81%	63%	59%	52%	58%	60%	70%	58%	65%	74%	61%	66%	66%	61%	+3
Not very concerned	38%	30%	49%	39%	27%	26%	34%	37%	38%	38%	36%	41%	38%	39%	32%	39%	-1
Not at all concerned	27%	25%	32%	23%	32%	26%	24%	22%	32%	19%	29%	33%	23%	27%	34%	22%	+5

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

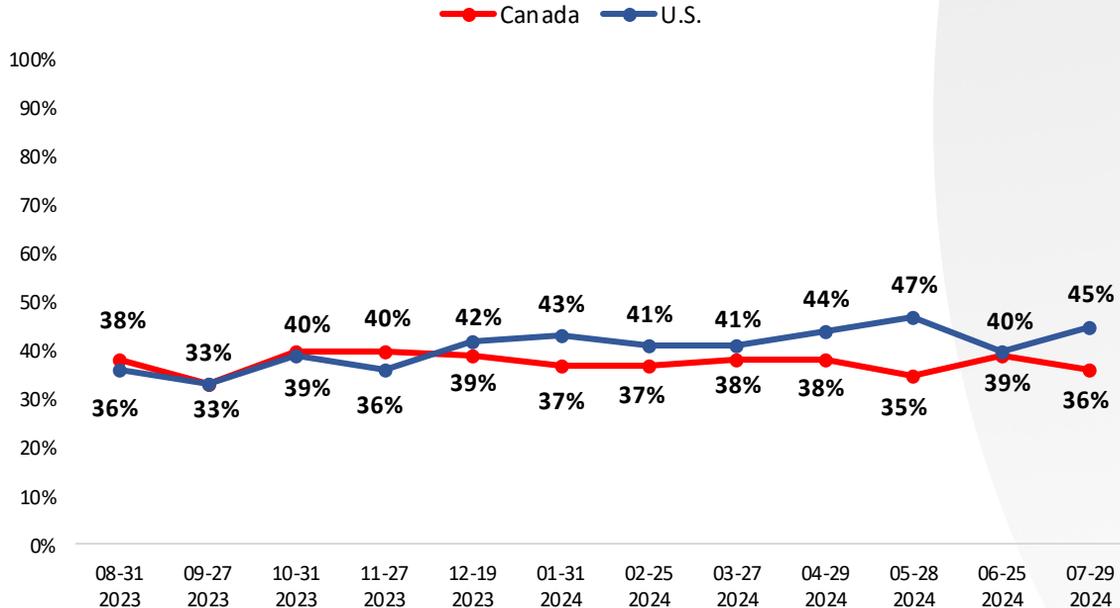
	 Total Canada	 Total USA	Gap
Weighted n=	839	511	
Unweighted n=	852	522	
Total Concerned	36%	45%	9
Very concerned	11%	21%	10
Somewhat concerned	24%	25%	1
Total Not Concerned	64%	55%	9
Not very concerned	38%	31%	7
Not at all concerned	27%	24%	3

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





REPORT

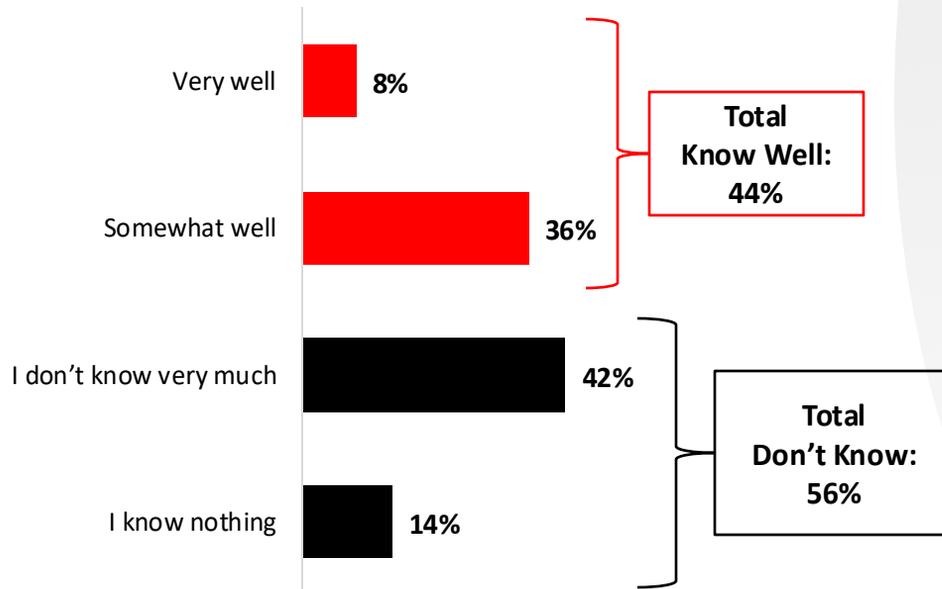
Impressions on U.S. Politics



Awareness of Kamala Harris (1/2)

Q111. The current US President, Joe Biden, recently announced he is not seeking re-election. His Vice-President, Kamala Harris, is widely expected to be the Democratic Party nominee and will face Donald Trump in the election. How well do you know Kamala Harris, in terms of background and policy positions?

Base: All respondents (n=1,601)



Awareness of Kamala Harris (2/2)

Q111. The current US President, Joe Biden, recently announced he is not seeking re-election. His Vice-President, Kamala Harris, is widely expected to be the Democratic Party nominee and will face Donald Trump in the election. How well do you know Kamala Harris, in terms of background and policy positions?

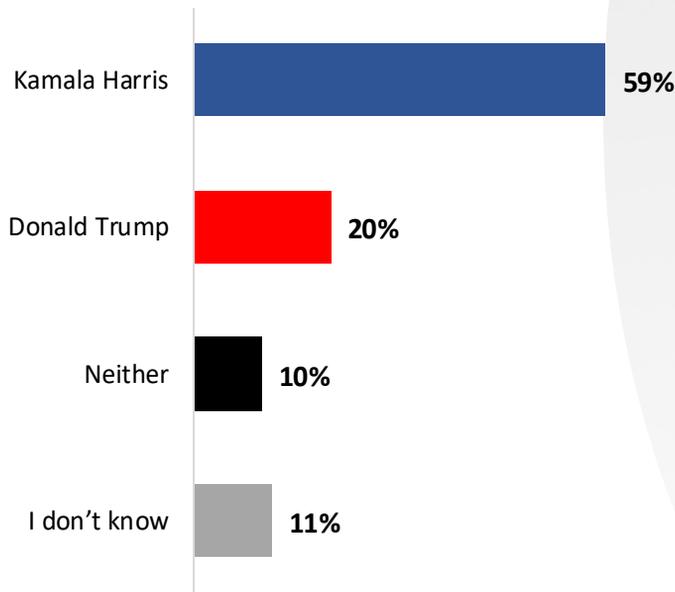
Base: All respondents (n=1,601)

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,601	108	370	620	103	178	222	780	821	426	516	659	676	593	319
Unweighted n=	1,601	101	432	626	132	136	174	796	805	443	448	710	708	572	309
Total Know Well	44%	41%	39%	44%	38%	44%	57%	53%	36%	44%	40%	48%	46%	45%	39%
Very well	8%	8%	9%	8%	7%	6%	11%	12%	5%	8%	10%	8%	9%	9%	8%
Somewhat well	36%	32%	30%	36%	32%	38%	46%	41%	31%	35%	30%	40%	37%	37%	31%
Total Don't Know	56%	59%	61%	56%	62%	56%	43%	47%	64%	56%	60%	52%	54%	55%	61%
I don't know very much	42%	42%	42%	44%	46%	44%	31%	37%	46%	39%	46%	40%	42%	41%	43%
I know nothing	14%	17%	19%	12%	16%	13%	11%	11%	18%	17%	14%	12%	12%	14%	18%

Best US President for Canada's Economic Growth (1/2)

Q112. Based on what you know or have heard about Kamala Harris and Donald Trump, which one would be a better US President for Canada, in terms of maintaining a strong, growing economy in our country?

Base: All respondents (n=1,601)



Best US President for Canada's Economic Growth (2/2)

Q112. Based on what you know or have heard about Kamala Harris and Donald Trump, which one would be a better US President for Canada, in terms of maintaining a strong, growing economy in our country?

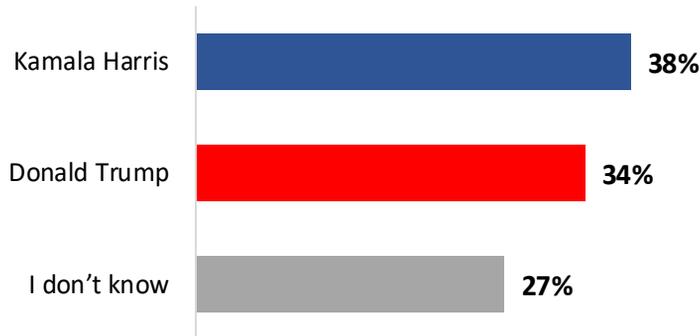
Base: All respondents (n=1,601)

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,601	108	370	620	103	178	222	780	821	426	516	659	676	593	319
Unweighted n=	1,601	101	432	626	132	136	174	796	805	443	448	710	708	572	309
Kamala Harris	59%	59%	68%	57%	42%	50%	69%	58%	61%	49%	54%	71%	61%	62%	50%
Donald Trump	20%	18%	15%	22%	31%	24%	14%	26%	14%	28%	23%	12%	17%	21%	23%
Neither	10%	7%	7%	11%	9%	13%	9%	10%	9%	9%	11%	9%	10%	9%	12%
I don't know	11%	16%	10%	10%	18%	13%	8%	6%	16%	14%	12%	9%	11%	9%	15%

2024 US Election Outcome: Harris vs Trump

Q113. Which of the two candidates below is most likely to win the US Presidential election?

Base: All respondents (n=1,601)



	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,601	108	370	620	103	178	222	780	821	426	516	659	676	593	319
Unweighted n=	1,601	101	432	626	132	136	174	796	805	443	448	710	708	572	309
Kamala Harris	38%	35%	45%	35%	30%	34%	47%	37%	40%	29%	32%	49%	39%	39%	35%
Donald Trump	34%	27%	32%	38%	39%	36%	29%	41%	28%	43%	40%	24%	31%	36%	37%
I don't know	27%	38%	23%	28%	31%	30%	24%	23%	32%	27%	28%	27%	30%	24%	27%

REPORT

Respondent Profile

Subtitle



Weighted and Unweighted Sample (1/3)

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

	Unweighted	Weighted
Province	1,601	1,601
British Columbia	174	222
Alberta	136	178
Manitoba/Saskatchewan	132	103
Ontario	626	620
Quebec	432	370
Atlantic	101	108

The table below presents the American geographic distribution of respondents before weighting.

	Unweighted	Weighted
US Region	1,002	1,002
NorthEast	192	176
MidWest	213	207
South	373	382
West	224	236

Weighted and Unweighted Sample (2/3)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

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

	Unweighted	Weighted
Gender	1,601	1,601
Male	796	780
Female	805	821
Age	1,601	1,601
18 to 34	443	426
35 to 54	448	516
55+	710	659
Language (Mother tongue)	1,601	1,601
English	1,030	1,115
French	402	316
Other	165	165

Weighted and Unweighted Sample (3/3)

The following tables present the demographic distribution of respondents according to gender and age for the United States.

	Unweighted	Weighted
Gender	1,002	1,002
Male	502	492
Female	500	510
Age	1,002	1,002
Between 18 and 34	308	323
Between 35 and 54	310	320
55 or older	384	358

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- **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**
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