



NORTH AMERICAN TRACKER

LeGER

June 25th, 2024

EDITION

THE CANADIAN PRESS 

Methodology



Method

Online survey among respondents 18 years of age or older.
(Canadian sample: n= 1,607/
American Samples: n= 1,003).
Respondents had the option of completing the survey in English or in French and 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 $\pm 2.45\%$, (19 times out of 20) for the Canadian sample and $\pm 3.01\%$, (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

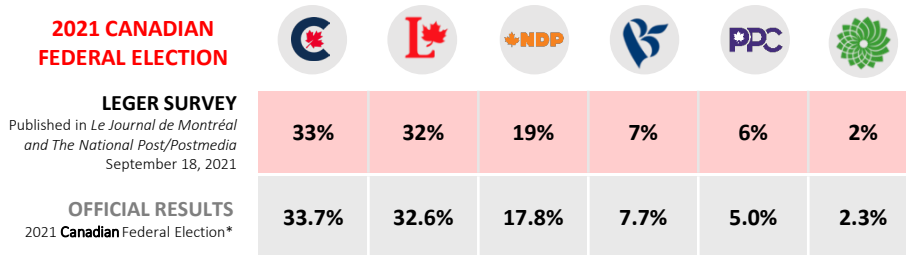
Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at the following e-mail addresses: aenns@leger360.com

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>

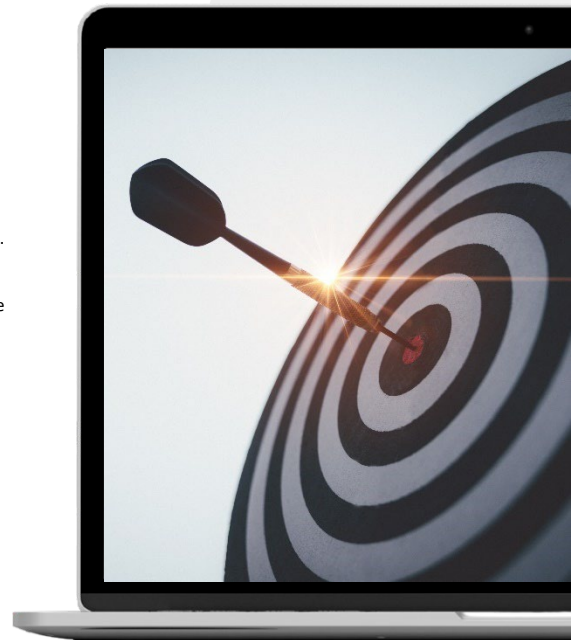


Key Highlights

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 June 22 and 24, 2024.

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

- 61% of Canadians consider their household finances to be good, while 57% of Americans feel the same way. Canadian data remains stable, while the United States has a three-point increase.
- Six out of ten Canadians (60%) and 57% of Americans believe their respective country is in recession. This is stable compared to May 2024.
- Nearly four in ten employed Canadians (39%) are concerned about losing their job in the next twelve months, while 40% of employed Americans share the same concern. Canada has seen a 4-point increase, while the United States has experienced a 7-point decrease in this measure compared to May 2024.



REPORT

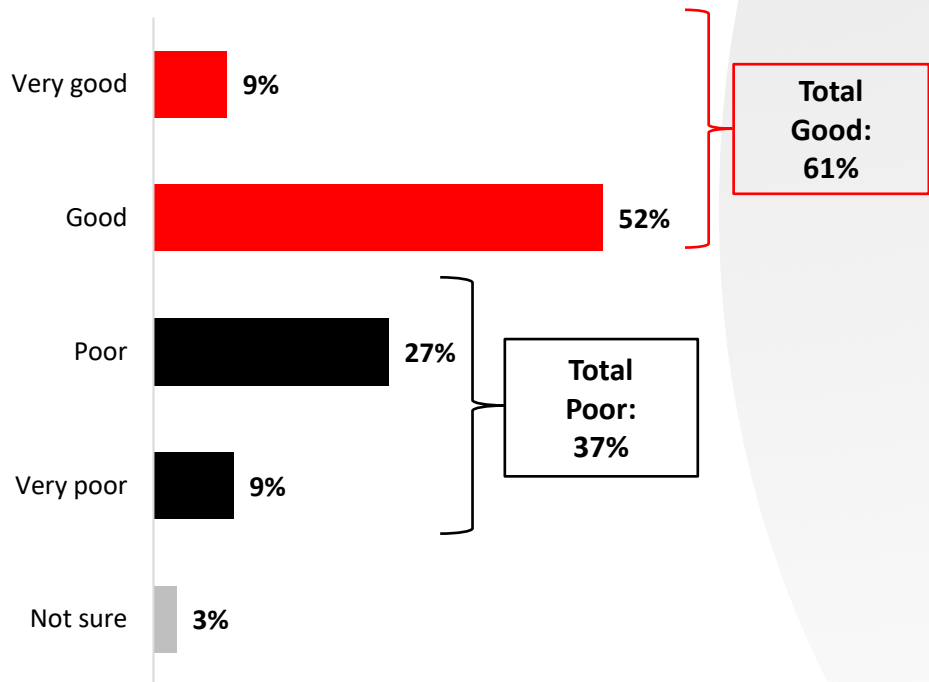
State of the Economy



State of Household Finances (1/3)

Q3. How would you describe your own household's finances today?

Base: All respondents (n=1,607)



State of Household Finances (2/3)

Q3. How would you describe your own household's finances today?



Base: All respondents

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL May 2024	Gap
Weighted n=	1,607	108	371	622	103	179	223	784	823	428	517	662	681	615	295	1,620	
Unweighted n=	1,607	106	427	631	133	139	171	823	784	443	466	698	702	605	286	1,620	
Total Good	61%	62%	69%	58%	59%	55%	58%	63%	59%	53%	55%	70%	59%	64%	61%	61%	-
Very good	9%	14%	10%	8%	6%	5%	8%	12%	6%	7%	6%	11%	8%	9%	10%	9%	-
Good	52%	48%	59%	50%	52%	50%	50%	51%	53%	46%	49%	58%	51%	55%	51%	52%	-
Total Poor	37%	38%	29%	37%	39%	44%	40%	35%	38%	42%	43%	28%	37%	35%	38%	37%	-
Poor	27%	30%	24%	28%	25%	29%	29%	27%	28%	32%	29%	23%	28%	24%	32%	28%	-1
Very poor	9%	8%	5%	9%	14%	15%	11%	9%	10%	11%	13%	5%	9%	11%	6%	9%	-
Not sure	3%	0%	1%	4%	3%	2%	2%	2%	3%	4%	2%	2%	4%	1%	1%	2%	+1

State of Household Finances (3/3)

Q3. How would you describe your own household's finances today?

Base: All respondents

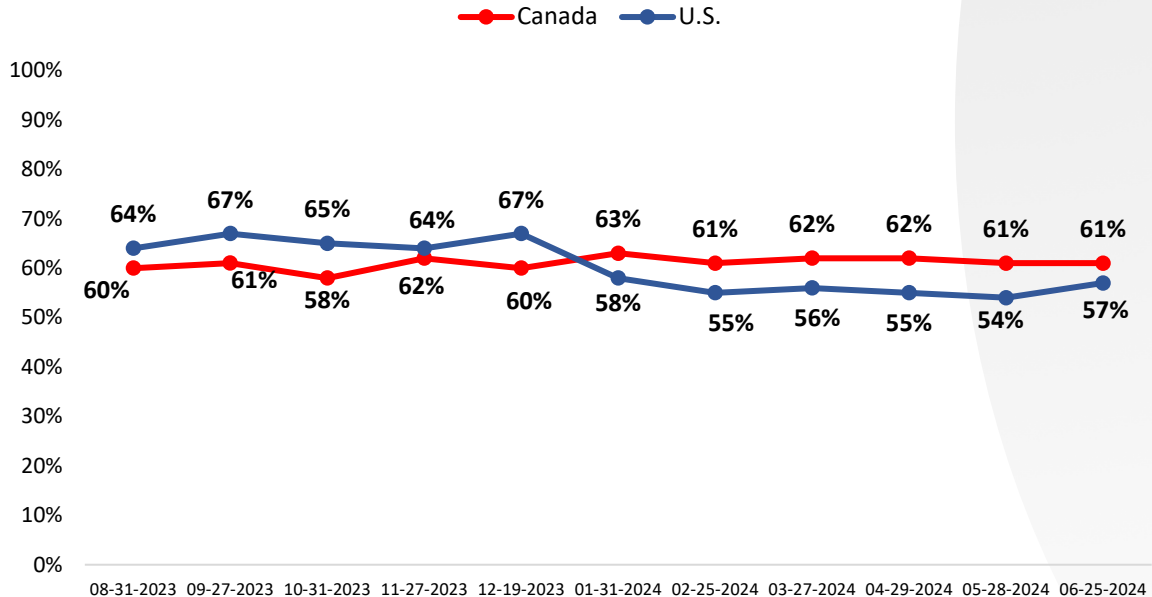
	 Total Canada	 Total USA	Gap
Weighted n=	1,607	1,003	
Unweighted n=	1,607	1,003	
Total Good	61%	57%	4
Very good	9%	12%	3
Good	52%	45%	7
Total Poor	37%	39%	2
Poor	27%	26%	1
Very poor	9%	13%	4
Not sure	3%	4%	1

State of Household Finances - Evolution

Q3. How would you describe your own household's finances today?

Base: All respondents

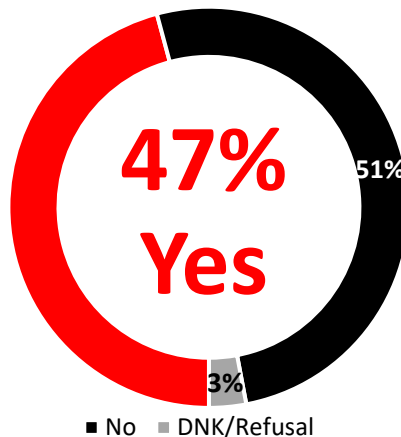
% Total Good Presented



Living Paycheque to Paycheque (1/2)

Q4. Are you currently living paycheque to paycheque?

Base: All respondents (n=1,607)





	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL May 2024	Gap
Weighted n=	1,607	108	371	622	103	179	223	784	823	428	517	662	681	615	295	1,620	
Unweighted n=	1,607	106	427	631	133	139	171	823	784	443	466	698	702	605	286	1,620	
Yes	47%	54%	42%	45%	51%	55%	49%	42%	52%	49%	59%	36%	48%	45%	49%	46%	+1
No	51%	46%	57%	51%	44%	45%	51%	56%	46%	46%	40%	63%	50%	53%	50%	51%	-
Don't know/Refusal	2%	1%	1%	4%	5%	1%	0%	2%	2%	5%	1%	1%	2%	2%	1%	3%	-1

Living Paycheque to Paycheque (2/2)

Q4. Are you currently living paycheque to paycheque?

Base: All respondents

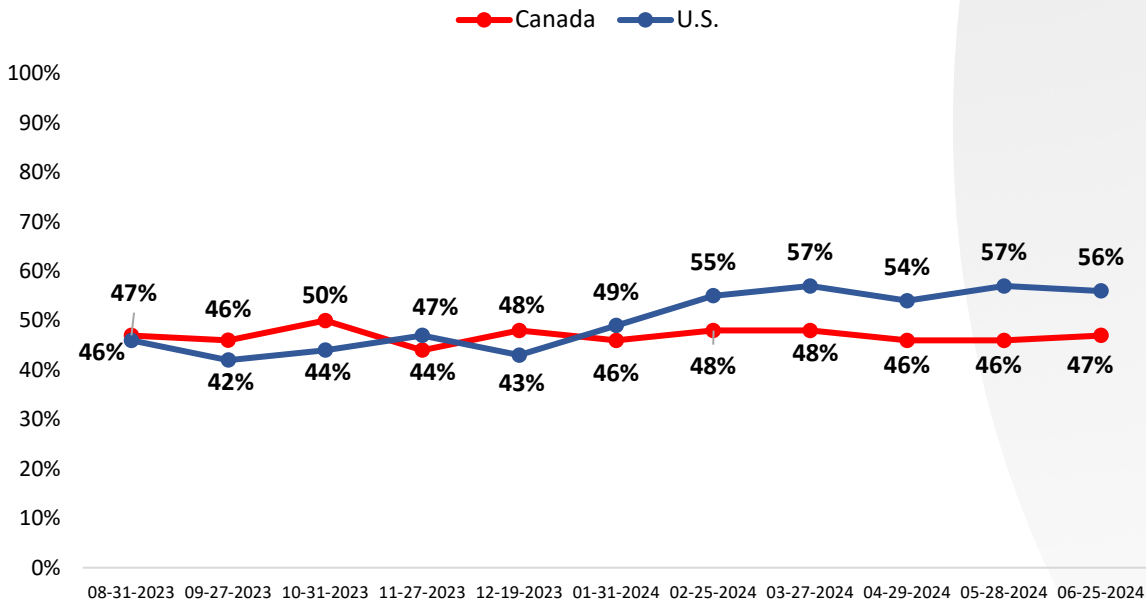
	 Total Canada	 Total USA	Gap
Weighted n=	1,607	1,003	
Unweighted n=	1,607	1,003	
Yes	47%	56%	9
No	51%	37%	14
Don't know/Refusal	2%	7%	5

Living Paycheque to Paycheque - Evolution

Q4. Are you currently living paycheque to paycheque?

Base: All respondents

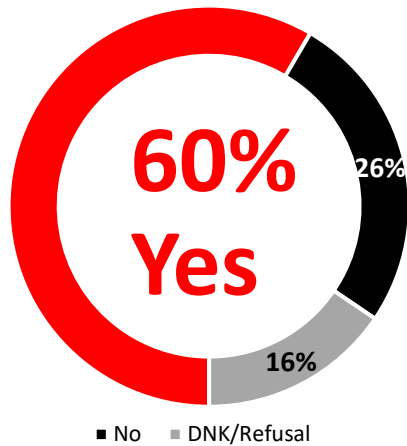
% Yes Presented



Economic Recession in the Country (1/2)

Q5. Do you believe Canada is currently in an economic recession?

Base: All respondents (n=1,607)





	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL May 2024	Gap
Weighted n=	1,607	108	371	622	103	179	223	784	823	428	517	662	681	615	295	1,620	
Unweighted n=	1,607	106	427	631	133	139	171	823	784	443	466	698	702	605	286	1,620	
Yes	60%	62%	54%	59%	68%	66%	59%	59%	61%	66%	68%	49%	60%	59%	61%	58%	+2
No	26%	24%	30%	26%	20%	22%	24%	31%	21%	20%	19%	34%	24%	27%	26%	26%	-
Don't know/Refusal	15%	14%	16%	15%	12%	12%	17%	11%	19%	14%	13%	17%	16%	14%	13%	16%	-1

Economic Recession in the Country (2/2)

Q5. Do you believe Canada/the United States is currently in an economic recession?

Base: All respondents

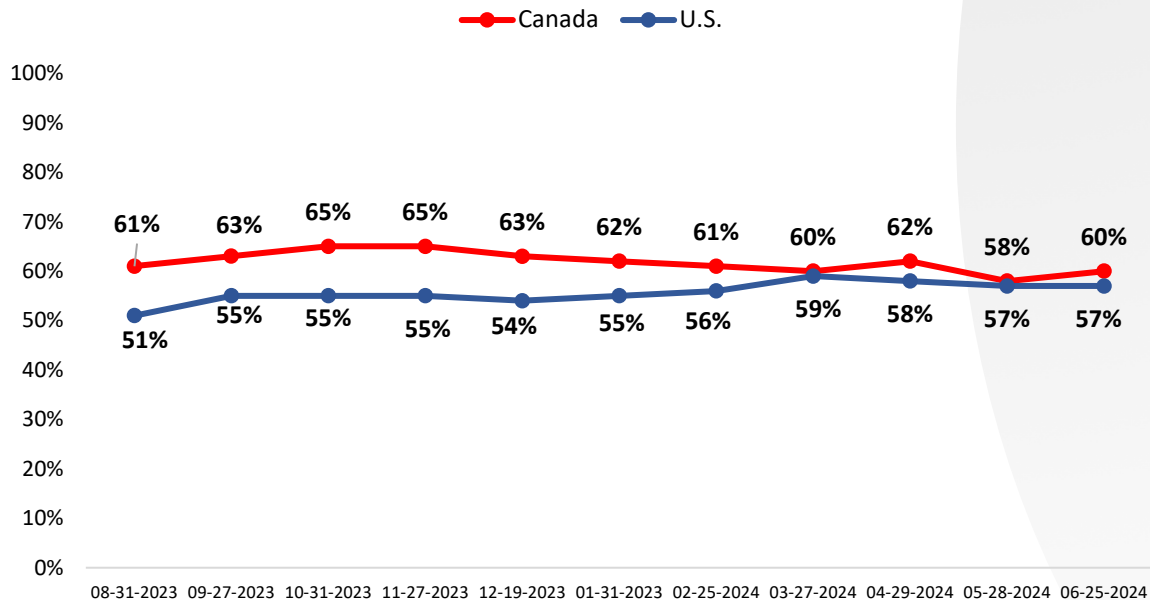
	 Total Canada	 Total USA	Gap
Weighted n=	1,607	1,003	
Unweighted n=	1,607	1,003	
Yes	60%	57%	3
No	26%	30%	4
Don't know/Refusal	15%	14%	1

Economic Recession in the Country - Evolution

Q5. Do you believe Canada/the United States is currently in an economic recession?

Base: All respondents

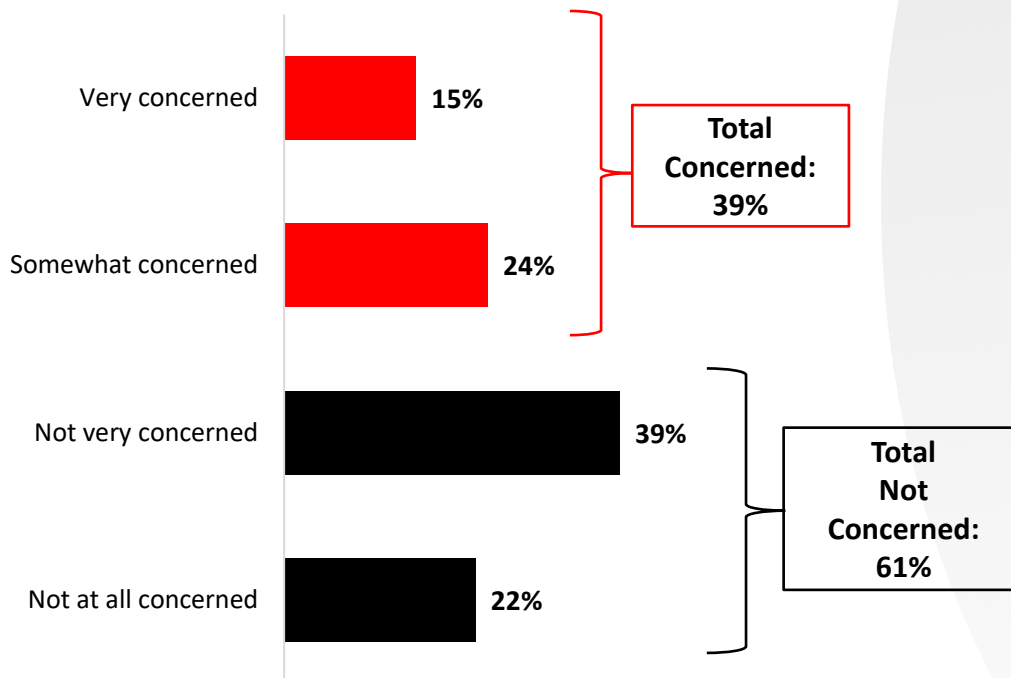
% Yes Presented



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=864)



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

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL May 2024	Gap
Weighted n=	852	49	187	338	50	98	129	433	419	298	401	153	387	330	125	849	
Unweighted n=	864	44	239	349	70	68	94	478	386	333	373	158	412	324	120	853	
Total Concerned	39%	34%	28%	43%	40%	44%	42%	43%	35%	46%	39%	24%	42%	35%	35%	35%	+4
Very concerned	15%	15%	8%	15%	17%	16%	25%	15%	15%	18%	17%	7%	15%	17%	9%	12%	+3
Somewhat concerned	24%	18%	20%	28%	24%	28%	17%	28%	19%	28%	23%	17%	27%	18%	26%	24%	-
Total Not Concerned	61%	66%	72%	57%	60%	56%	58%	57%	65%	54%	61%	76%	58%	65%	65%	65%	-4
Not very concerned	39%	35%	38%	37%	41%	47%	40%	38%	40%	35%	40%	45%	39%	39%	42%	38%	+1
Not at all concerned	22%	31%	34%	21%	19%	9%	17%	19%	25%	19%	21%	32%	19%	26%	23%	26%	-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

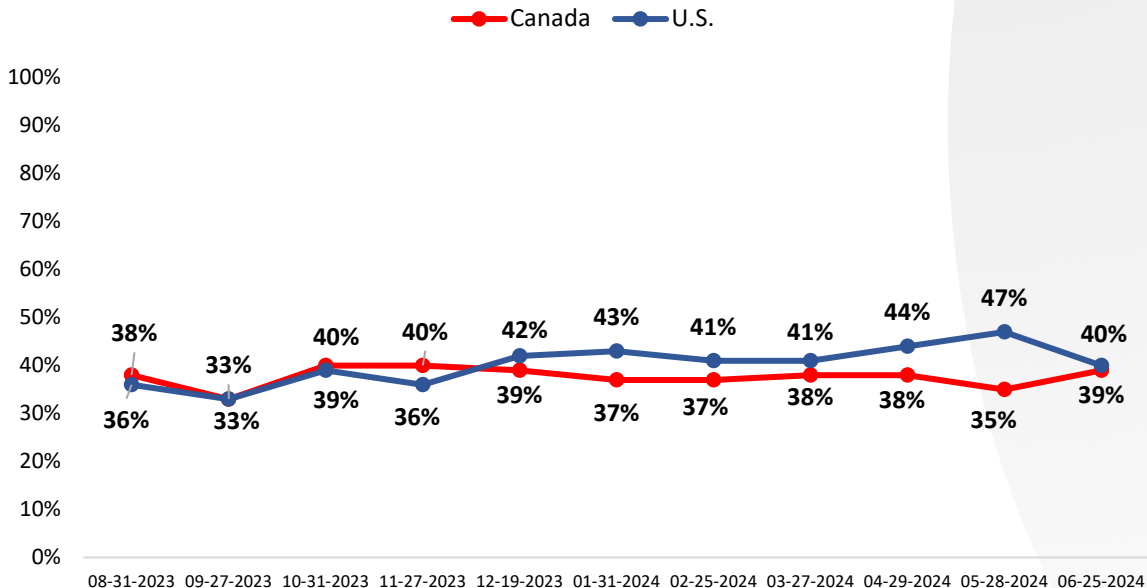
	 Total Canada	 Total USA	Gap
Weighted n=	852	503	
Unweighted n=	864	514	
Total Concerned	39%	40%	1
Very concerned	15%	19%	4
Somewhat concerned	24%	22%	2
Total Not Concerned	61%	60%	1
Not very concerned	39%	33%	6
Not at all concerned	22%	27%	5

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

Respondent Profile

Subtitle



Weighted and Unweighted Sample (1/3)

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

	Unweighted	Weighted
Province	1,607	1,607
British Columbia	171	223
Alberta	139	179
Manitoba/Saskatchewan	133	103
Ontario	631	622
Quebec	427	371
Atlantic	106	108

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

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	1,607	1,607
Male	823	784
Female	784	823
Age	1,607	1,607
18 to 34	443	428
35 to 54	466	517
55+	698	662
Language (Mother tongue)	1,607	1,607
English	1,000	1,070
French	377	317
Other	228	218

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	1,003	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 or older	414	378

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