NORTH AMERICAN TRACKER

Leger

August 26th, 2024

EDITION

THE CANADIAN PRESS

Methodology

Method

Online survey
among respondents 18 years of age or older.
(Canadian sample: n= 1,602/ American Samples: n= 1,032).

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

When

August 23 to
August 25, 2024

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than ±2.45%, (19 times out of 20) for the Canadian sample and ±3.05%, (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 that 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.

Leger

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	C	L	NDP	BQ	PPC	Green
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%

*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 Canadians and Americans to explore their views on the economy and finances. This month, our survey was conducted between August 23 and 25, 2024.

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

- The survey reveals that **61%** of Canadians consider their household finances to be in good condition, with **8%** describing them as very good and **52%** describing them as good. Quebecers (**70%**) and Canadians aged 55 years or older (**69%**) are more likely to consider their household finances to be in good condition.

- More than one third of employed Canadians (**36%**) are worried about losing their job within the next twelve months. This proportion is higher among Canadians aged 18 to 34 (**46%**).

- Moreover, **47%** of Canadians report living paycheque to paycheque. This proportion increases to 58% among Canadians aged 35 to 54. In the United States, more than half of Americans (56%) live paycheck to paycheck.

- Nearly six out of ten Canadians (58%) believe the country is in an economic recession.
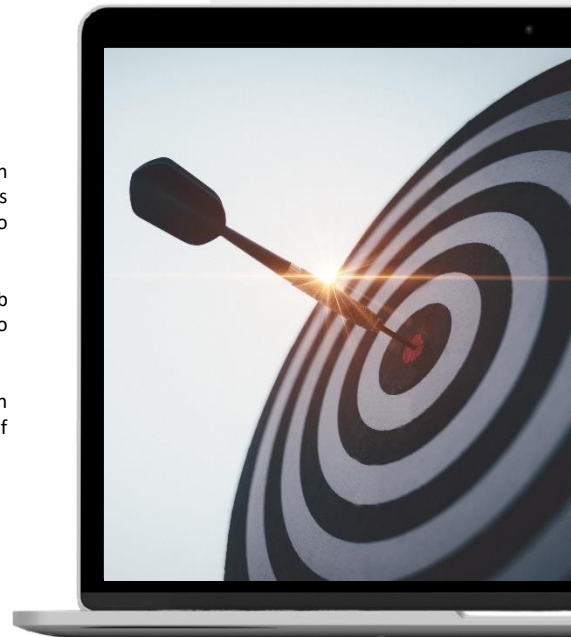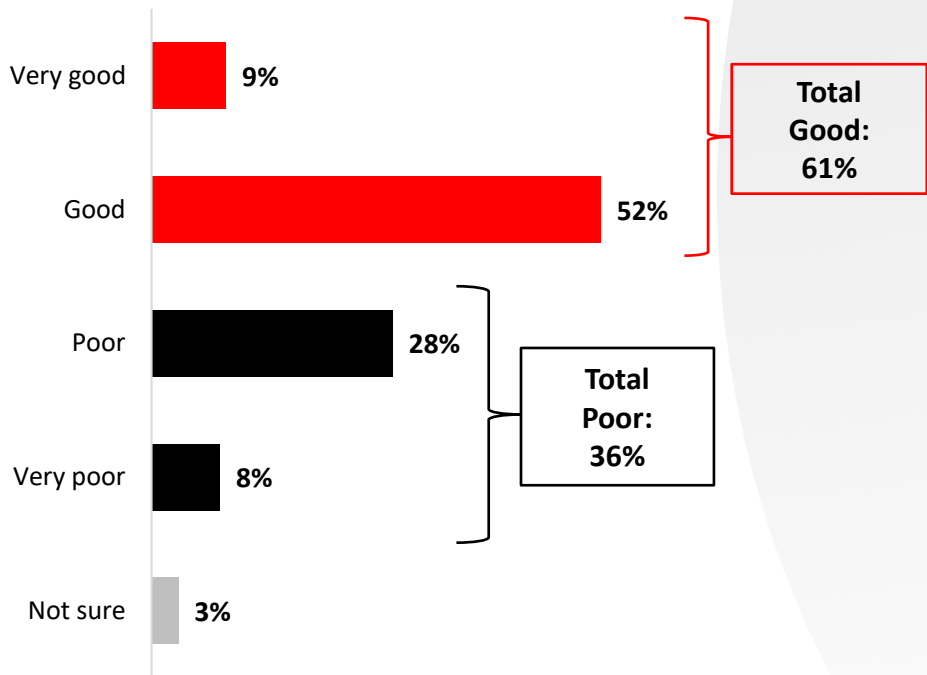
REPORT

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=1,602)

Response	Percentage
Very good	9%
Good	52%
Poor	28%
Very poor	8%
Not sure	3%

Total Good: 61%

Total Poor: 36%

State of Household Finances (2/3)

Q4. 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 July 2024	Gap
Weighted n=	*1,602*	*108*	*370*	*621*	*103*	*177*	*223*	*781*	*821*	*428*	*515*	*660*	*680*	*618*	*296*	*1,601*	
Unweighted n=	*1,602*	*105*	*430*	*621*	*134*	*142*	*170*	*781*	*821*	*424*	*435*	*743*	*712*	*583*	*299*	*1,601*	
Total Good	**61%**	57%	70%	57%	58%	52%	68%	61%	60%	62%	49%	69%	60%	63%	61%	**59%**	**+2**
Very good	**9%**	7%	12%	8%	4%	4%	13%	10%	8%	8%	6%	11%	9%	9%	8%	**8%**	**+1**
Good	**52%**	50%	58%	49%	55%	48%	55%	51%	53%	54%	43%	59%	51%	53%	53%	**52%**	**-**
Total Poor	**36%**	39%	27%	40%	39%	45%	29%	36%	36%	33%	48%	28%	35%	35%	39%	**37%**	**-1**
Poor	**28%**	32%	20%	30%	31%	38%	24%	27%	29%	25%	38%	23%	25%	29%	32%	**28%**	**-**
Very poor	**8%**	8%	7%	10%	8%	7%	5%	9%	7%	9%	11%	6%	10%	6%	6%	**9%**	**-1**
Not sure	**3%**	3%	3%	3%	2%	3%	3%	2%	4%	5%	3%	2%	5%	2%	1%	**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=	*1,602*	*1,032*	
Unweighted n=	*1,602*	*1,032*	
Total Good	**61%**	**56%**	**5**
Very good	**9%**	**13%**	**4**
Good	**52%**	**43%**	**9**
Total Poor	**36%**	**41%**	**5**
Poor	28%	28%	-
Very poor	**8%**	**12%**	**4**
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

Legend: ● Canada ● U.S.

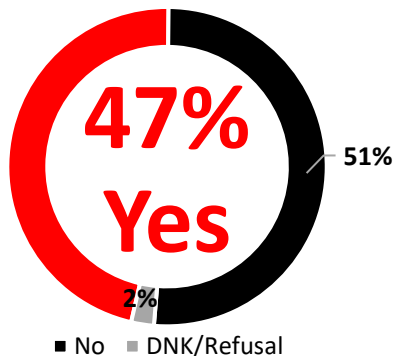| Date	Canada	U.S.
08-31 2023	60%	64%
09-27 2023	61%	67%
10-31 2023	58%	65%
11-27 2023	62%	64%
12-19 2023	60%	67%
01-31 2024	63%	58%
02-25 2024	61%	55%
03-27 2024	62%	56%
04-29 2024	62%	55%
05-28 2024	61%	54%
06-25 2024	61%	57%
07-29 2024	59%	52%
08-26-2024	61%	56%
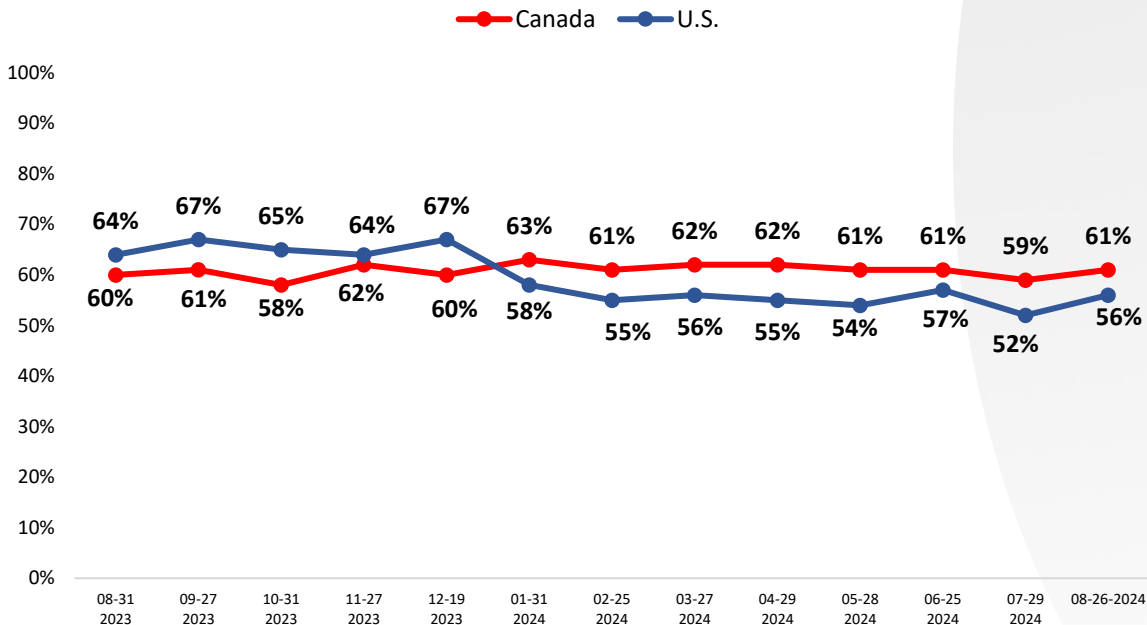
Living Paycheque to Paycheque (1/2)

Q5. Are you currently living paycheque to paycheque?
Base: All respondents (n=1,602)

■ No ■ DNK/Refusal

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL July 2024	Gap
Weighted n=	*1,602*	*108*	*370*	*621*	*103*	*177*	*223*	*781*	*821*	*428*	*515*	*660*	*680*	*618*	*296*	*1,601*	
Unweighted n=	*1,602*	*105*	*430*	*621*	*134*	*142*	*170*	*781*	*821*	*424*	*435*	*743*	*712*	*583*	*299*	*1,601*	
Yes	**47%**	63%	35%	51%	45%	56%	38%	45%	48%	47%	58%	37%	45%	47%	49%	**46%**	**+1**
No	**51%**	36%	62%	46%	53%	41%	61%	53%	50%	49%	39%	62%	52%	51%	50%	**52%**	**-1**
Don't know/Refusal	2%	1%	2%	3%	2%	4%	1%	2%	2%	4%	2%	1%	3%	2%	1%	**2%**	**-**

Living Paycheque to Paycheque (2/2)

Q5. Are you currently living paycheque to paycheque?
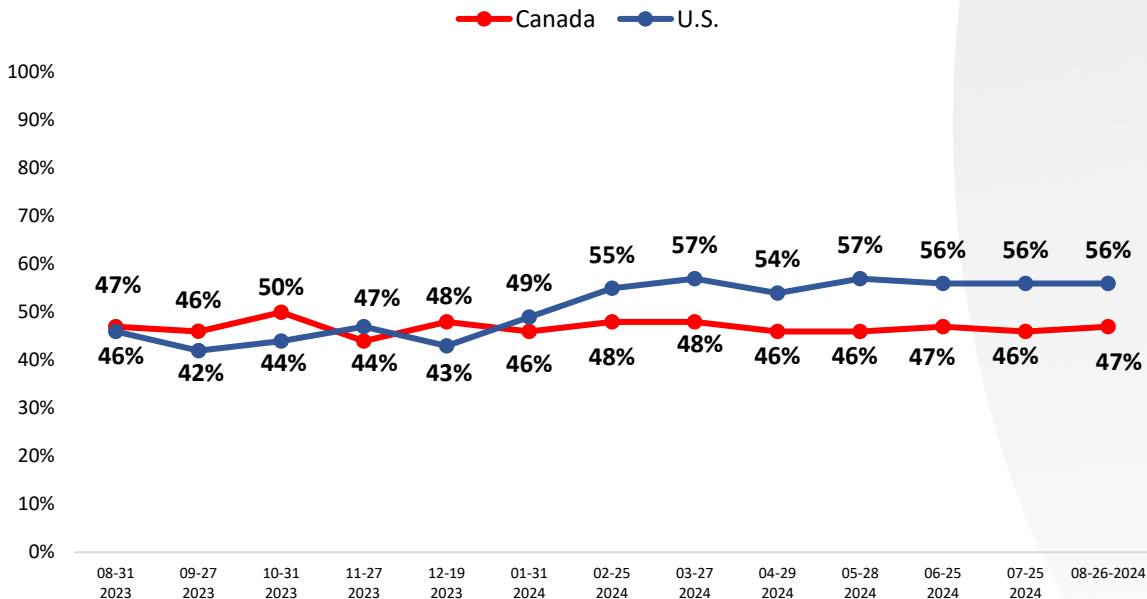Base: All respondents

	Total Canada	Total USA	Gap
Weighted n=	1,602	1,032	
Unweighted n=	1,602	1,032	
Yes	47%	56%	9
No	51%	39%	12
Don't know/Refusal	2%	5%	3

Living Paycheque to Paycheque - *Evolution*

Q5. Are you currently living paycheque to paycheque?
Base: All respondents

% Yes Presented

Legend: ● Canada ● U.S.

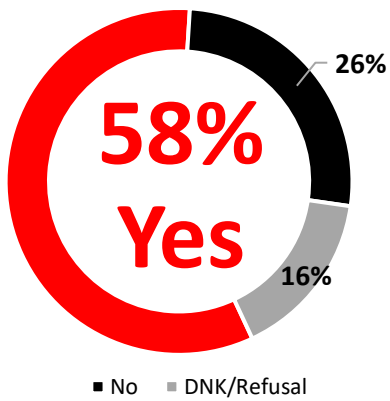|	08-31 2023	09-27 2023	10-31 2023	11-27 2023	12-19 2023	01-31 2024	02-25 2024	03-27 2024	04-29 2024	05-28 2024	06-25 2024	07-25 2024	08-26-2024
U.S.	47%	46%	50%	47%	48%	49%	55%	57%	54%	57%	56%	56%	56%
Canada	46%	42%	44%	44%	43%	46%	48%	48%	46%	46%	47%	46%	47%

Economic Recession in the Country (1/2)

Q1. Do you believe Canada is currently in an economic recession?
Base: All respondents (n=1,602)

58% Yes

26%

16%

■ No   ■ DNK/Refusal

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL July 2024	Gap
Weighted n=	*1,602*	*108*	*370*	*621*	*103*	*177*	*223*	*781*	*821*	*428*	*515*	*660*	*680*	*618*	*296*	*1,601*	
Unweighted n=	*1,602*	*105*	*430*	*621*	*134*	*142*	*170*	*781*	*821*	*424*	*435*	*743*	*712*	*583*	*299*	*1,601*	
Yes	**58%**	66%	51%	61%	59%	62%	55%	57%	59%	64%	64%	49%	56%	59%	60%	**57%**	+1
No	**26%**	22%	31%	26%	23%	22%	25%	31%	22%	17%	22%	36%	27%	27%	25%	**28%**	-2
Don't know/Refusal	**16%**	12%	18%	13%	18%	16%	20%	12%	19%	19%	14%	15%	17%	15%	15%	**16%**	-

Economic Recession in the Country (2/2)

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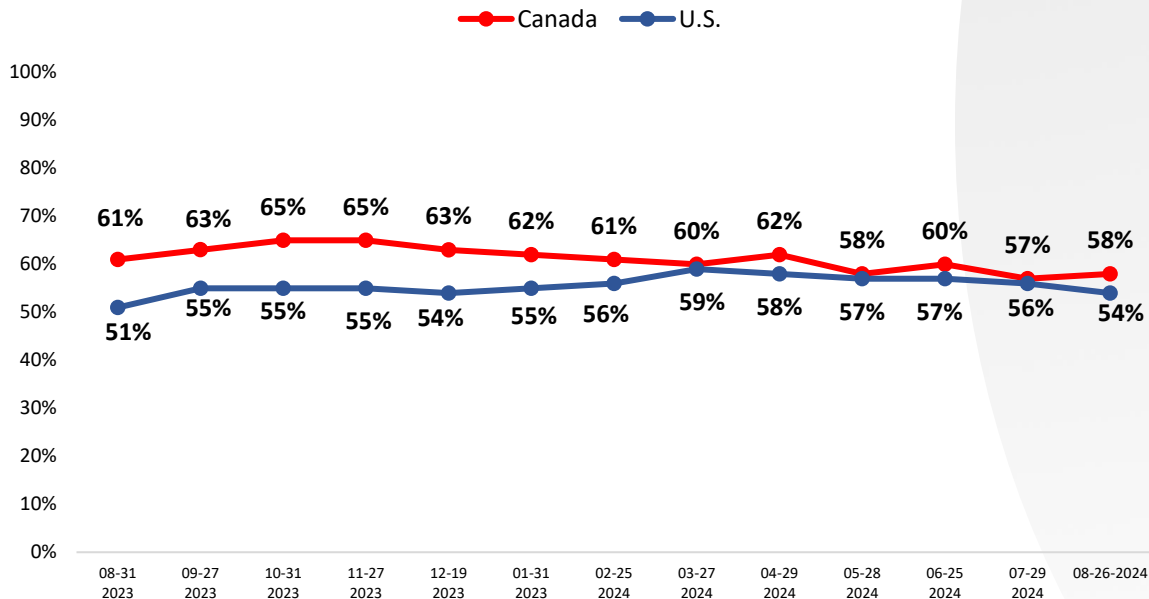Base: All respondents

	Total Canada	Total USA	Gap
Weighted n=	1,602	1,032	
Unweighted n=	1,602	1,032	
Yes	58%	54%	4
No	26%	28%	2
Don't know/Refusal	15%	18%	3

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

Legend: Canada (red), U.S. (blue)

	08-31 2023	09-27 2023	10-31 2023	11-27 2023	12-19 2023	01-31 2024	02-25 2024	03-27 2024	04-29 2024	05-28 2024	06-25 2024	07-29 2024	08-26-2024
Canada	61%	63%	65%	65%	63%	62%	61%	60%	62%	58%	60%	57%	58%
U.S.	51%	55%	55%	55%	54%	55%	56%	59%	58%	57%	57%	56%	54%

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=813)

Very concerned — 13%

Somewhat concerned — 26%

Total Concerned: 39%

Not very concerned — 37%

Not at all concerned — 24%

Total Not Concerned: 61%
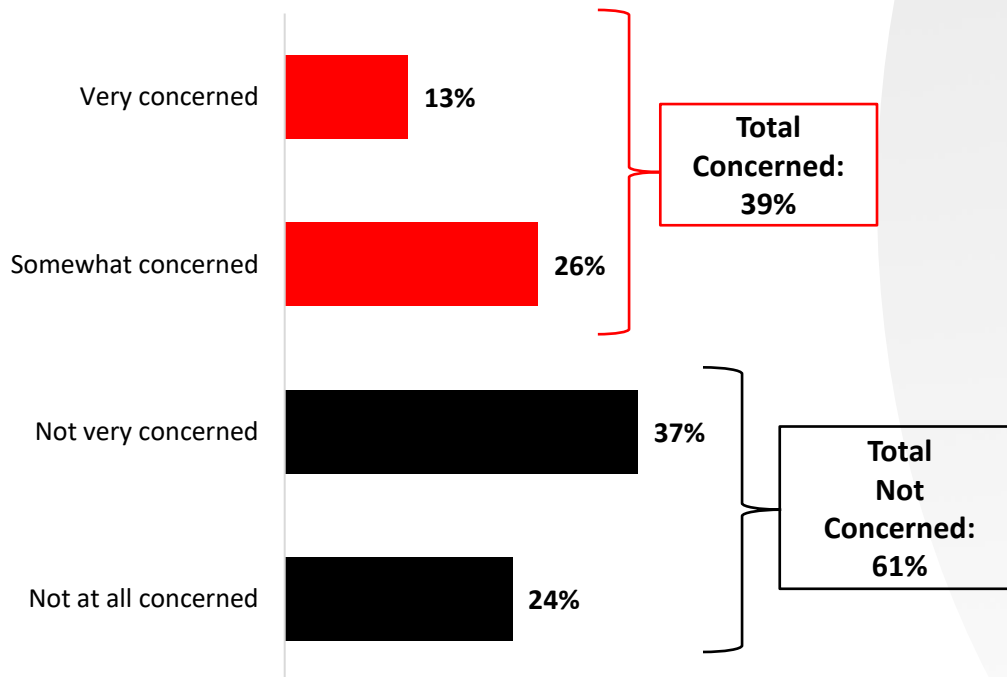
Concerns About Losing Job (2/3)

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 July 2024	Gap
Weighted n=	849	54	194	333	51	102	116	438	411	319	377	154	379	320	146	839	
Unweighted n=	813	57	237	316	70	63	70	430	383	315	332	166	379	290	140	852	
Total Concerned	**39%**	51%	22%	46%	37%	46%	37%	42%	36%	46%	38%	30%	41%	39%	35%	**36%**	+3
Very concerned	**13%**	14%	7%	18%	10%	17%	6%	13%	13%	12%	15%	8%	15%	13%	6%	**11%**	+2
Somewhat concerned	**26%**	37%	16%	28%	26%	29%	32%	29%	24%	33%	23%	21%	26%	26%	28%	**24%**	+2
Total Not Concerned	**61%**	49%	78%	54%	63%	54%	63%	58%	64%	54%	62%	70%	59%	61%	65%	**64%**	-3
Not very concerned	**37%**	22%	40%	36%	32%	44%	38%	38%	36%	37%	36%	39%	39%	34%	38%	**38%**	-1
Not at all concerned	**24%**	27%	38%	18%	31%	10%	25%	20%	28%	17%	26%	32%	20%	27%	27%	**27%**	-3

Concerns About Losing Job (3/3)

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

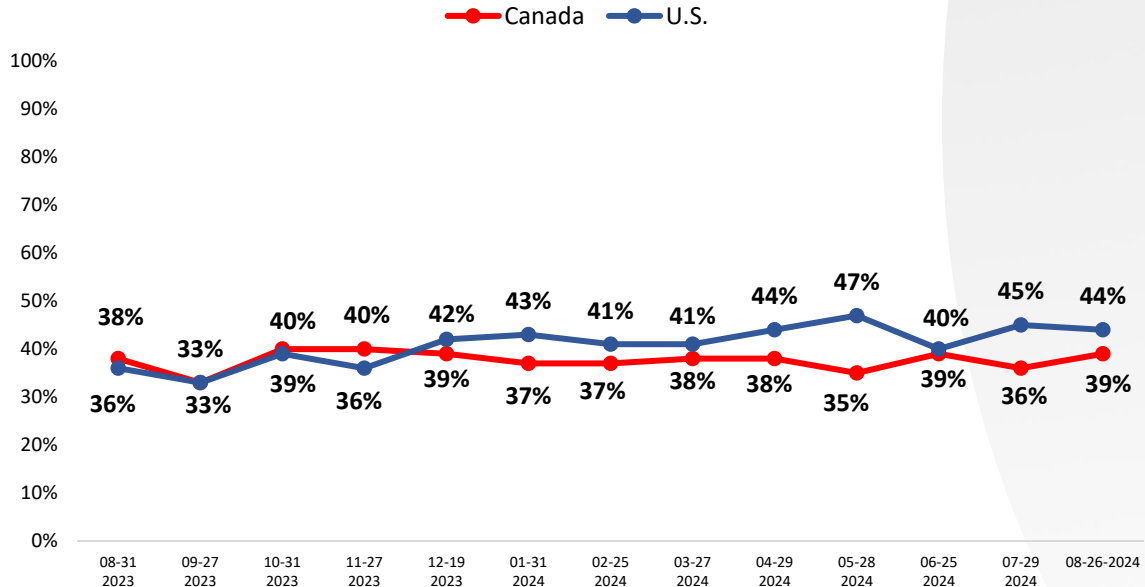Base: Respondents who are currently employed

	Total Canada	Total USA	Gap
Weighted n=	*847*	*522*	
Unweighted n=	*813*	*525*	
Total Concerned	39%	44%	5
Very concerned	**13%**	**20%**	7
Somewhat concerned	27%	25%	2
Total Not Concerned	61%	56%	5
Not very concerned	**37%**	**29%**	8
Not at all concerned	24%	27%	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

	08-31 2023	09-27 2023	10-31 2023	11-27 2023	12-19 2023	01-31 2024	02-25 2024	03-27 2024	04-29 2024	05-28 2024	06-25 2024	07-29 2024	08-26-2024
Canada	38%	33%	40%	40%	39%	37%	37%	38%	38%	35%	39%	36%	39%
U.S.	36%	33%	39%	36%	42%	43%	41%	41%	44%	47%	40%	45%	44%

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	**1,602**	**1,602**
British Columbia	170	223
Alberta	142	177
Manitoba/Saskatchewan	134	103
Ontario	621	621
Quebec	430	370
Atlantic	105	108

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

	Unweighted	Weighted
US Region	**1,032**	**1,032**
NorthEast	200	181
MidWest	210	213
South	380	393
West	242	244

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	**1,602**	**1,602**
Male	781	781
Female	821	821
Age	**1,602**	**1,602**
18 to 34	424	428
35 to 54	435	515
55+	743	660
Language (Mother tongue)	**1,602**	**1,602**
English	1,033	1,133
French	417	316
Other	152	152

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	**1,032**	**1,032**
Male	509	506
Female	523	526
Age	**1,032**	**1,032**
Between 18 and 34	306	339
Between 35 and 54	298	282
55 or older	428	412

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- **Leger Opinion (LEO)**
  Panel management

- **Leger Communities**
  Online community management

- **Leger Digital**
  Digital strategy and user experience

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