

NORTH AMERICAN TRACKER

LeSer

August 26th, 2024

EDITION

Methodology



Method

Online survey among respondents 18 years of age or older.

(U.S. sample: n= 1,032).

Respondents 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 $\pm 3.05\%$ (19 times out of 20).



Weighting

Results were weighted 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 Alicia Ierardi, Executive Vice-President, at the following e-mail address:
aierardi@leger360.com

A more detailed methodology is presented in the Appendix.

Key Highlights

Every month, we conduct a survey of U.S. residents to explore their views on the economy and their finances. This month, our survey was conducted between August 23 and 25, 2024.

Some of the key highlights on the U.S. economy include...

- The survey reveals that **56%** of U.S. residents consider their household finances to be in good condition, with **13%** describing them as very good and **43%** describing them as good. Americans aged 55 years or older (**64%**) are more likely to consider their household finances to be in good condition.
- More than four out of ten U.S. residents (**44%**) are worried about losing their jobs within the next twelve months. This proportion is higher among Americans aged 18 to 34 (**52%**).
- Moreover, **56%** of U.S. residents report living paycheck to paycheck. This proportion increases to 67% among Americans aged 18 to 34.
- More than half of U.S. Residents (**54%**) believe the country is in an economic recession.



REPORT

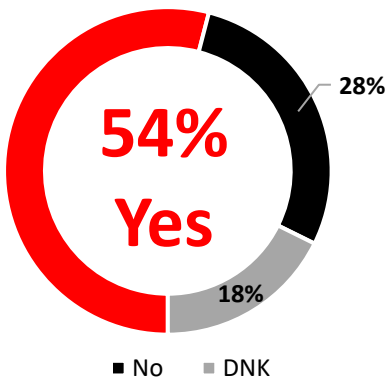
State of the Economy



Economic Recession in the United States

Q4. Do you believe the United States is currently in an economic recession?

Base: All respondents (n=1,032)

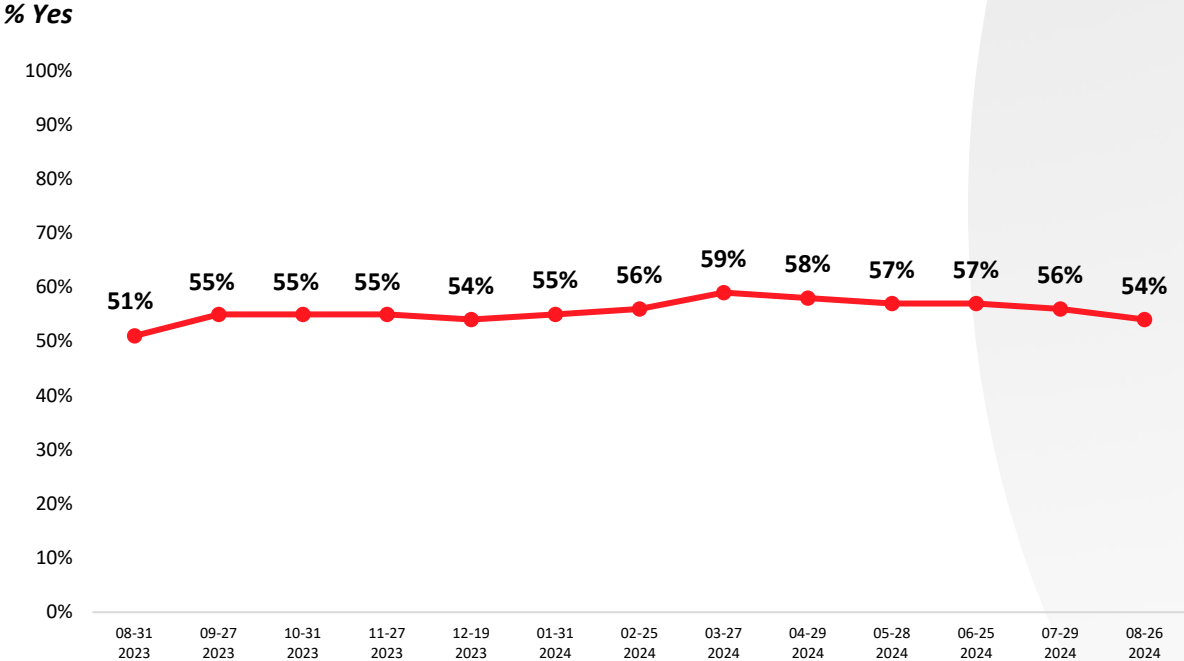


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL July 2024	Gap
Weighted n=	1,032	181	213	393	244	339	282	412	506	526	1,002	
Unweighted n=	1,032	200	210	380	242	306	298	428	509	523	1,002	
Yes	54%	48%	56%	55%	55%	63%	56%	45%	53%	55%	56%	-2
No	28%	33%	28%	27%	28%	17%	27%	38%	35%	22%	28%	-
Don't know	18%	19%	16%	19%	17%	20%	16%	17%	12%	23%	16%	+2

Economic Recession in the United States - Trended

Q4. Do you believe the United States is currently in an economic recession?

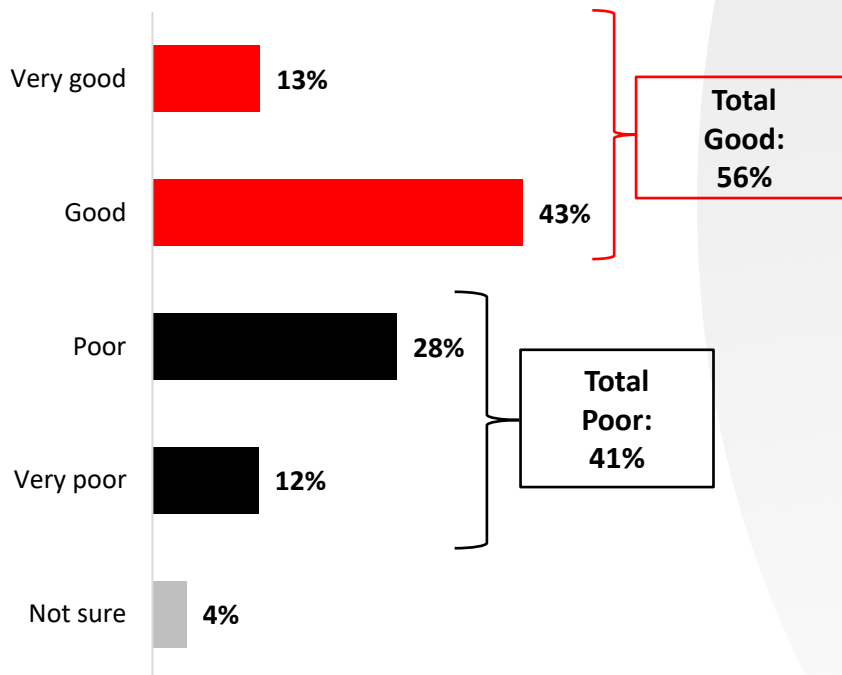
Base: All respondents



State of Household Finances (1/3)

Q5. How would you describe your own household's finances today?

Base: All respondents (n=1,032)



State of Household Finances (2/3)

Q5. How would you describe your own household's finances today?

Base: All respondents (n=1.032)

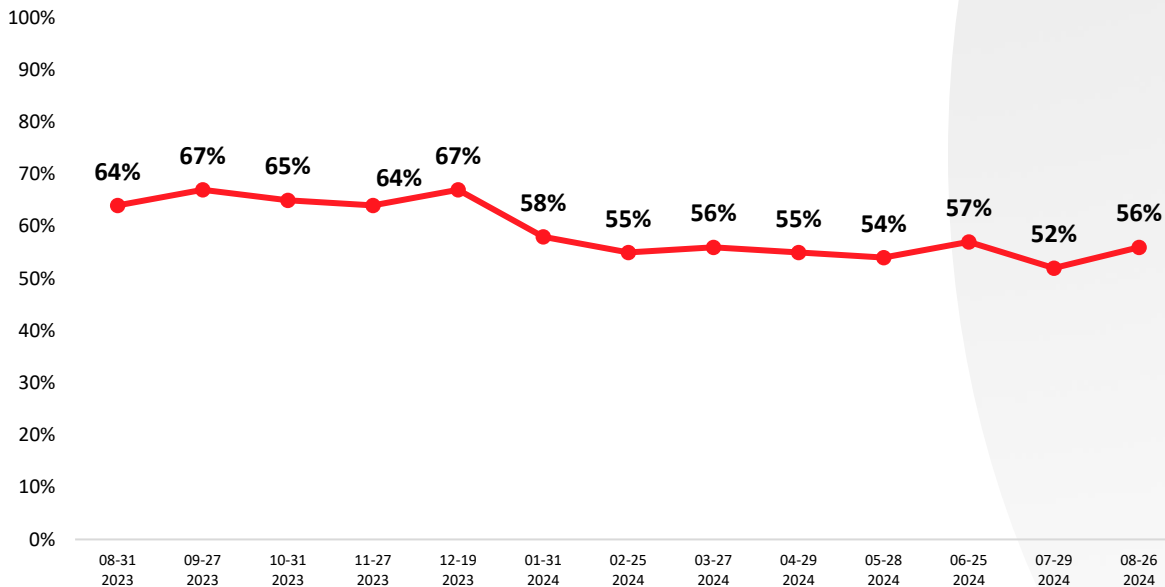
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL July 2024	Gap
Weighted n=	1,032	181	213	393	244	339	282	412	506	526	1,002	
Unweighted n=	1,032	200	210	380	242	306	298	428	509	523	1,002	
Total Good	56%	57%	56%	54%	57%	51%	49%	64%	62%	49%	52%	+4
Very good	13%	16%	11%	14%	9%	18%	12%	9%	17%	8%	11%	+2
Good	43%	41%	46%	40%	48%	34%	36%	55%	45%	41%	41%	+2
Total Poor	41%	40%	42%	41%	40%	44%	46%	35%	35%	47%	44%	-3
Poor	28%	31%	27%	29%	26%	30%	30%	26%	25%	31%	29%	-1
Very poor	12%	9%	14%	11%	15%	14%	16%	9%	9%	15%	15%	-3
Not sure	4%	3%	2%	5%	3%	4%	6%	1%	3%	4%	4%	-

State of Household Finances – Trended (3/3)

Q5. How would you describe your own household’s finances today?

Base: All respondents

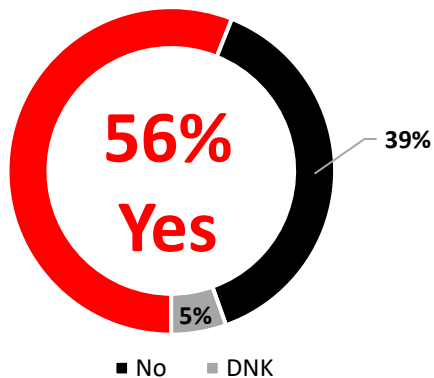
% Total Good



Living Paycheck to Paycheck (1/2)

Q6. Are you currently living paycheck to paycheck?

Base: All respondents (n=1,032)



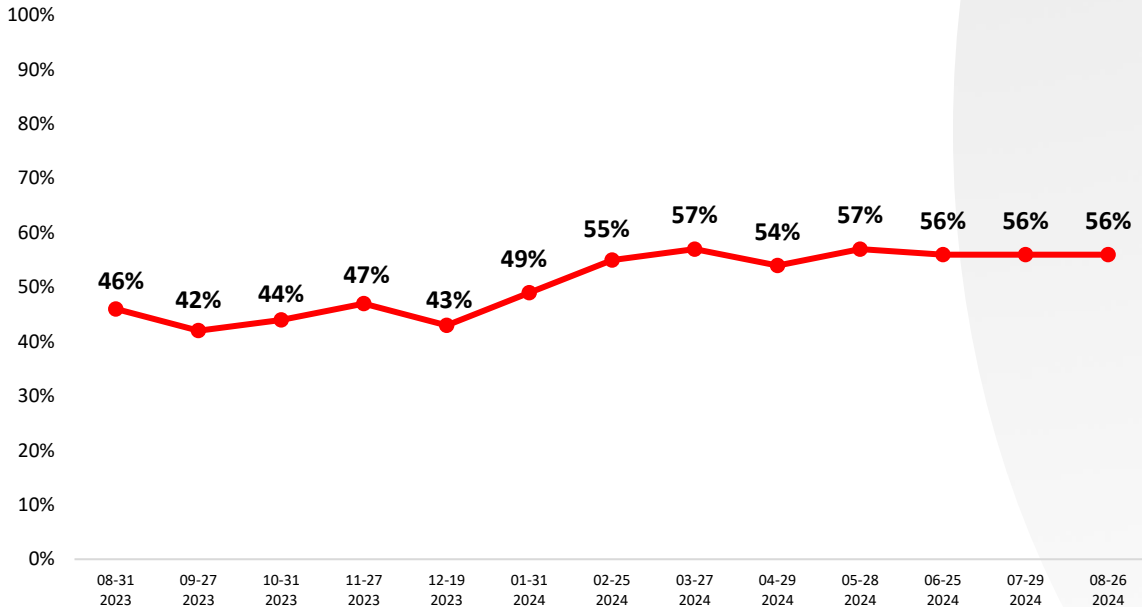
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL July 2024	Gap
Weighted n=	1,032	181	213	393	244	339	282	412	506	526	1,002	
Unweighted n=	1,032	200	210	380	242	306	298	428	509	523	1,002	
Yes	56%	51%	55%	58%	57%	67%	58%	45%	52%	60%	56%	-
No	39%	43%	40%	35%	40%	26%	35%	51%	43%	34%	37%	+2
Don't know	5%	6%	5%	7%	3%	7%	7%	3%	5%	6%	7%	-2

Living Paycheck to Paycheck - Trended (2/2)

Q6. Are you currently living paycheck to paycheck?

Base: All respondents

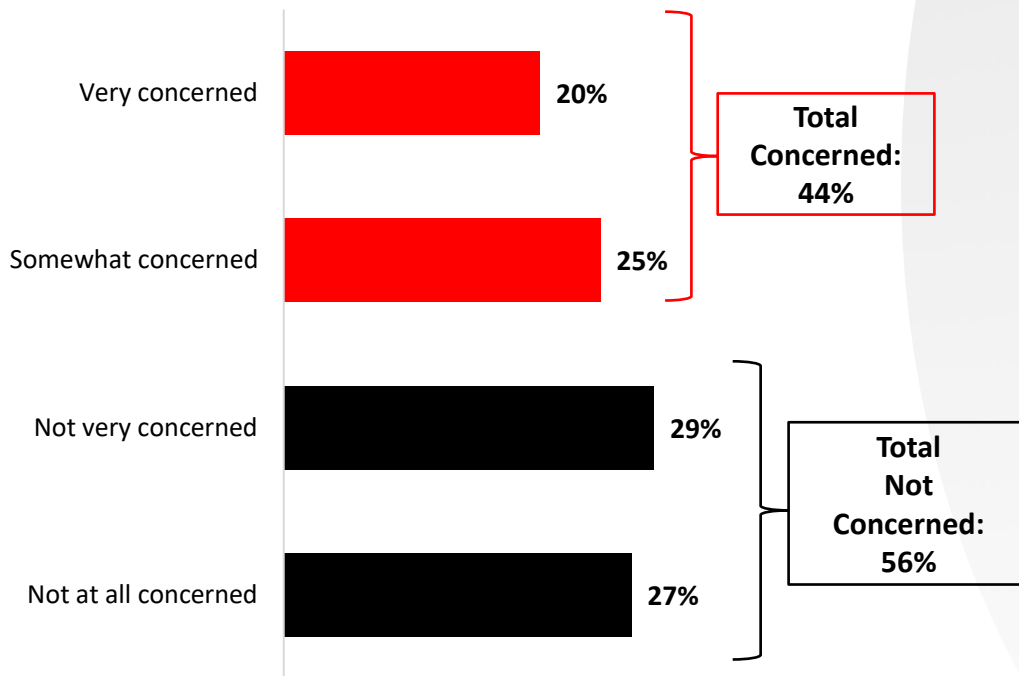
% Yes



Concerns About Losing Job (1/3)

Q7. How concerned are you about losing your job in the next 12 months?

Base: Respondents who are currently employed (n=525)



Concerns About Losing Job (2/3)

Q7. How concerned are you about losing your job in the next 12 months?

Base: Respondents who are currently employed (n=522)

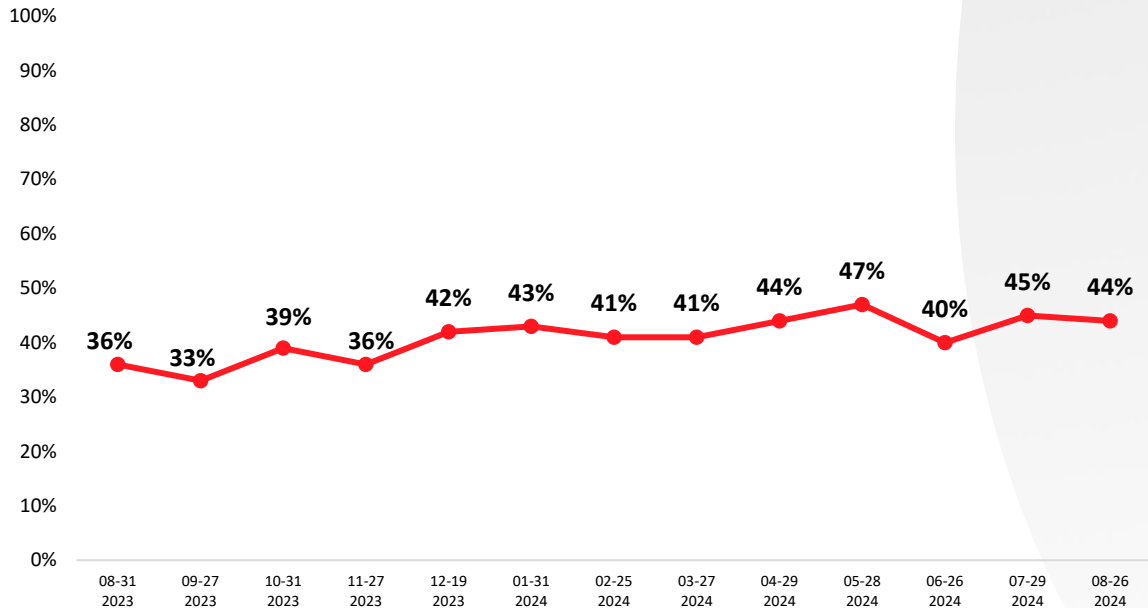
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL July 2024	Gap
Weighted n=	522	97	109	190	126	205	184	134	315	207	511	
Unweighted n=	525	109	114	179	123	189	200	136	313	212	522	
Total Concerned	44%	40%	41%	40%	57%	52%	44%	33%	44%	46%	45%	-1
Very concerned	20%	16%	22%	20%	21%	29%	18%	8%	24%	13%	21%	-1
Somewhat concerned	25%	24%	19%	20%	37%	23%	26%	25%	19%	32%	25%	-
Total Not Concerned	56%	60%	59%	60%	43%	48%	56%	67%	56%	54%	55%	+1
Not very concerned	29%	35%	32%	30%	19%	27%	28%	32%	28%	30%	31%	-2
Not at all concerned	27%	25%	27%	30%	23%	21%	28%	35%	28%	25%	24%	+3

Concerns About Losing Job – Trended (3/3)

Q7. How concerned are you about losing your job in the next 12 months?

Base: Respondents who are currently employed

% Total Concerned



REPORT

Respondent Profile



Weighted and Unweighted Sample

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

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 and older	428	412

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