

NORTH AMERICAN TRACKER

# LeSer

July 29<sup>th</sup>, 2024

EDITION

# Methodology

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## Method

Online survey among respondents 18 years of age or older.

(U.S. sample: n= 1,002).

Respondents 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  $\pm 3.1\%$  (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

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## 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](mailto: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, finances, and the government. This month, our survey was conducted between July 26 and 28, 2024.*

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

**Drop of Financial Perception:** 52% of Americans now report having a good or very good perception of their own household's finances, marking a significant 5-point drop since June 2024.

**Rising Job Loss Concerns:** Among employed individuals, 45% are now worried about losing their job within the next 12 months, an increase of 5 points compared to June 2024.

**Stable Recession Perception:** 56% of residents believe that the United States is currently in a recession, a figure that has remained stable since last month.

**Persistent Paycheck-to-Paycheck Living:** 56% of Americans continue to live paycheck to paycheck, a statistic that has not changed compared to the previous month.



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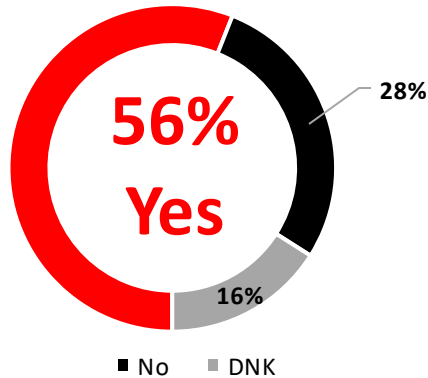
# State of the Economy



# Economic Recession in the United States

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

Base: All respondents (n=1,002)



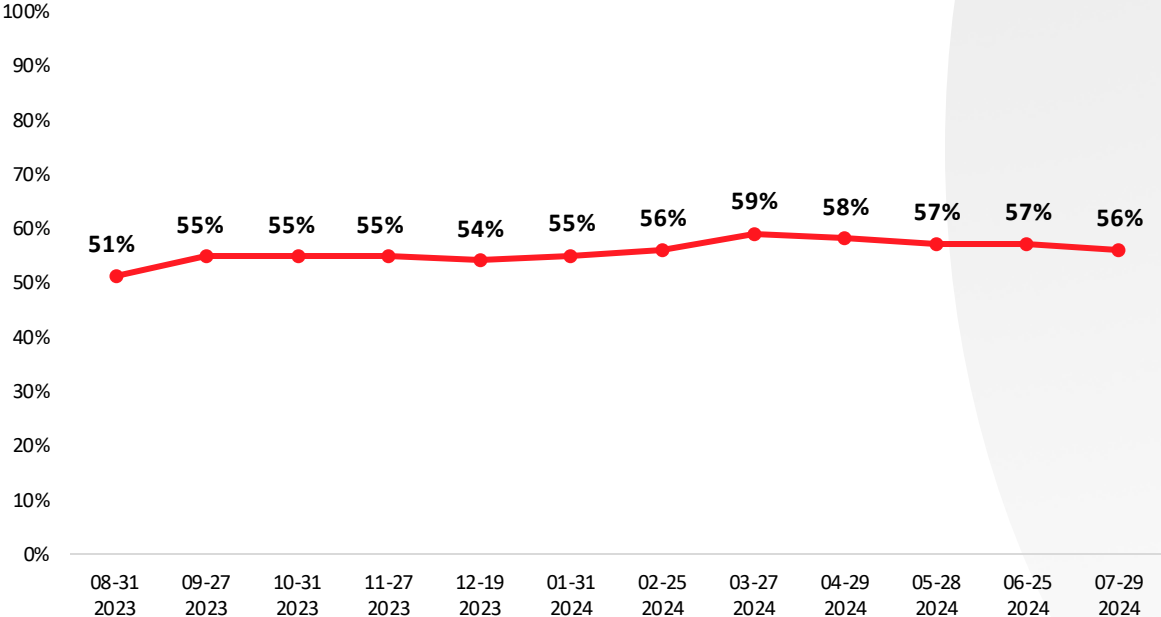
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL June 2024	Gap
Weighted n=	1,002	176	207	382	236	323	320	358	492	510	1,003	
Unweighted n=	1,002	192	213	373	224	308	310	384	502	500	1,003	
Yes	<b>56%</b>	61%	55%	57%	50%	59%	<b>61%</b>	<b>47%</b>	54%	58%	<b>57%</b>	-1
No	<b>28%</b>	24%	29%	25%	<b>35%</b>	<b>18%</b>	25%	<b>40%</b>	<b>34%</b>	<b>23%</b>	<b>30%</b>	-2
Don't know	<b>16%</b>	15%	15%	18%	15%	<b>23%</b>	13%	<b>13%</b>	<b>13%</b>	<b>19%</b>	<b>14%</b>	+2

# Economic Recession in the United States - Trended

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

Base: All respondents

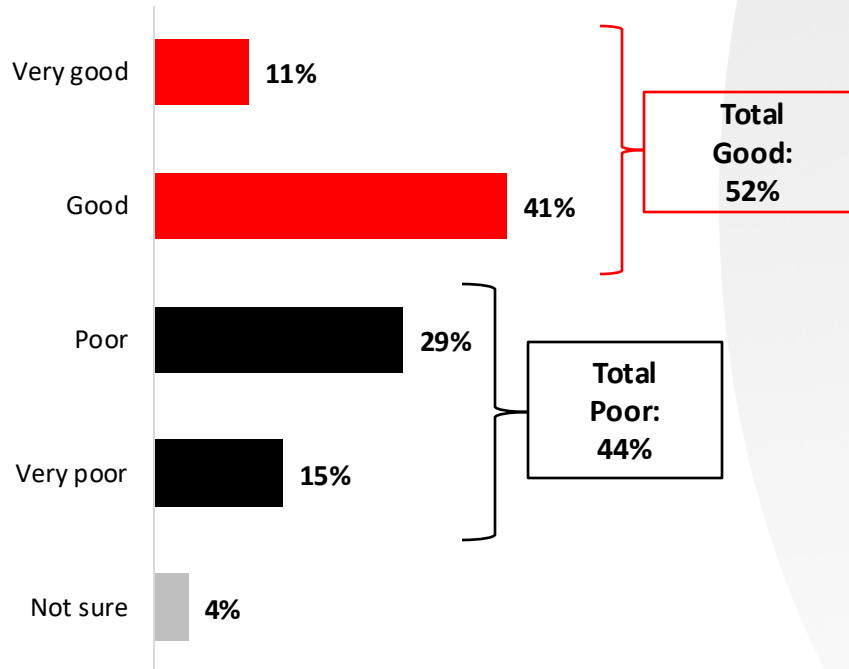
**% Yes**



# State of Household Finances (1/3)

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

Base: All respondents (n=1,002)





# State of Household Finances (2/3)

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

Base: All respondents (n=1,002)

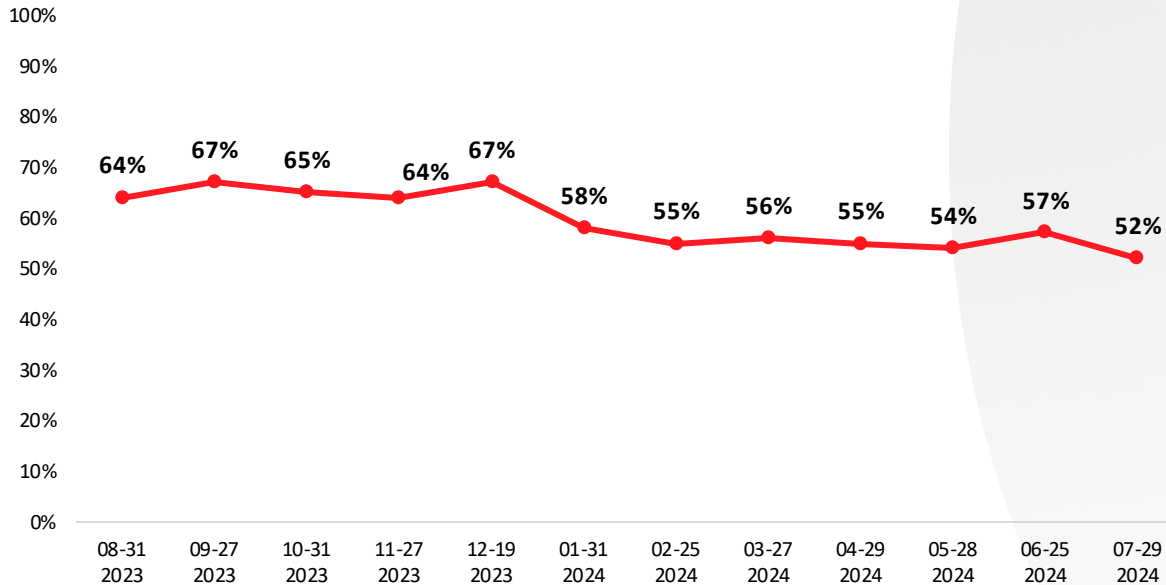
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL June 2024	Gap
Weighted n=	1,002	176	207	382	236	323	320	358	492	510	1,003	
Unweighted n=	1,002	192	213	373	224	308	310	384	502	500	1,003	
<b>Total Good</b>	<b>52%</b>	57%	53%	49%	50%	53%	<b>42%</b>	<b>60%</b>	<b>57%</b>	<b>46%</b>	<b>57%</b>	-5
Very good	<b>11%</b>	9%	12%	12%	11%	<b>15%</b>	8%	10%	<b>16%</b>	<b>7%</b>	<b>12%</b>	-1
Good	<b>41%</b>	<b>48%</b>	41%	38%	39%	38%	<b>33%</b>	<b>49%</b>	42%	40%	<b>45%</b>	-4
<b>Total Poor</b>	<b>44%</b>	41%	43%	47%	44%	42%	<b>54%</b>	<b>38%</b>	<b>39%</b>	<b>49%</b>	<b>39%</b>	+5
Poor	<b>29%</b>	26%	25%	33%	30%	29%	<b>35%</b>	<b>25%</b>	26%	32%	<b>26%</b>	+3
Very poor	<b>15%</b>	15%	18%	14%	14%	12%	<b>19%</b>	13%	12%	17%	<b>13%</b>	+2
Not sure	<b>4%</b>	<b>2%</b>	4%	4%	6%	6%	4%	3%	4%	4%	<b>4%</b>	-

# State of Household Finances – Trended (3/3)

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

Base: All respondents

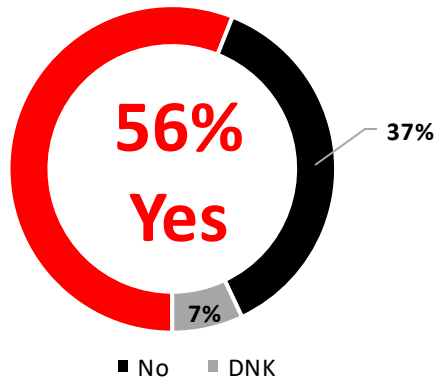
## % Total Good



# Living Paycheck to Paycheck (1/2)

**Q6.** Are you currently living paycheck to paycheck?

Base: All respondents (n=1,002)



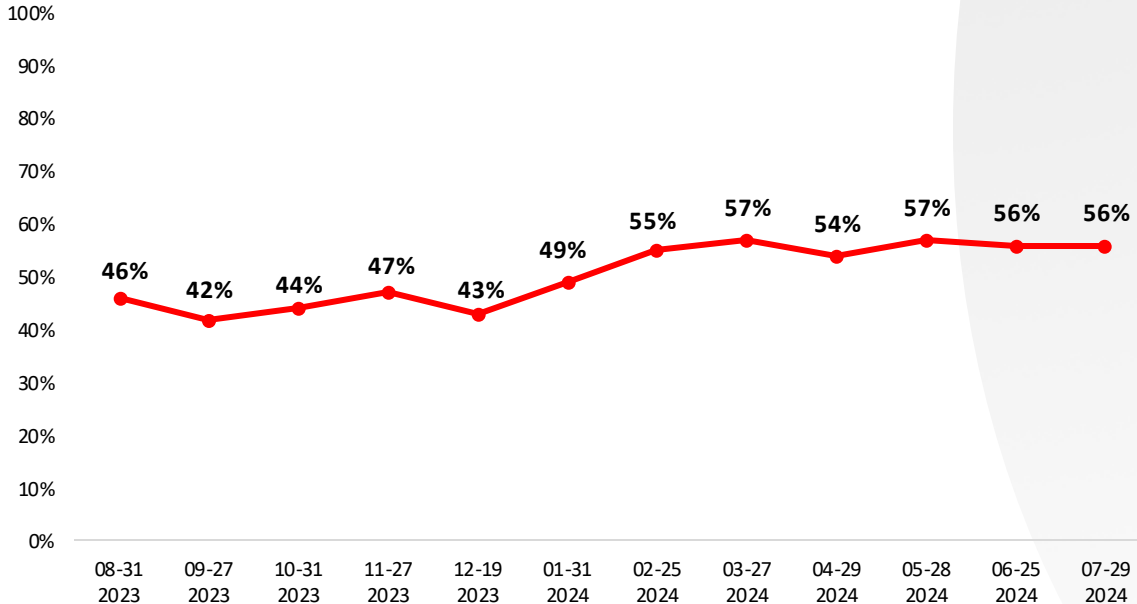
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL June 2024	Gap
Weighted n=	1,002	176	207	382	236	323	320	358	492	510	1,003	
Unweighted n=	1,002	192	213	373	224	308	310	384	502	500	1,003	
Yes	<b>56%</b>	55%	56%	57%	54%	<b>64%</b>	<b>62%</b>	<b>43%</b>	55%	57%	<b>56%</b>	-
No	<b>37%</b>	37%	40%	36%	38%	<b>30%</b>	<b>30%</b>	<b>51%</b>	41%	34%	<b>37%</b>	-
Don't know	<b>7%</b>	8%	4%	7%	8%	7%	8%	7%	<b>5%</b>	<b>9%</b>	<b>7%</b>	-

# Living Paycheck to Paycheck - Trended (2/2)

**Q6.** Are you currently living paycheck to paycheck?

Base: All respondents

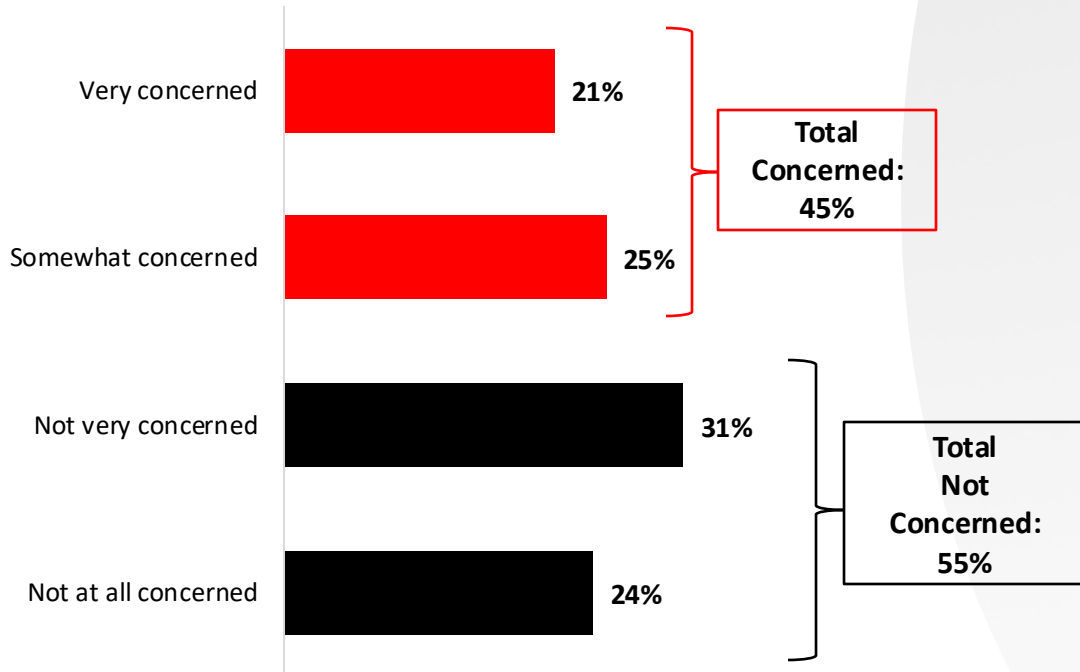
**% Yes**



# 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=522)



# 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)

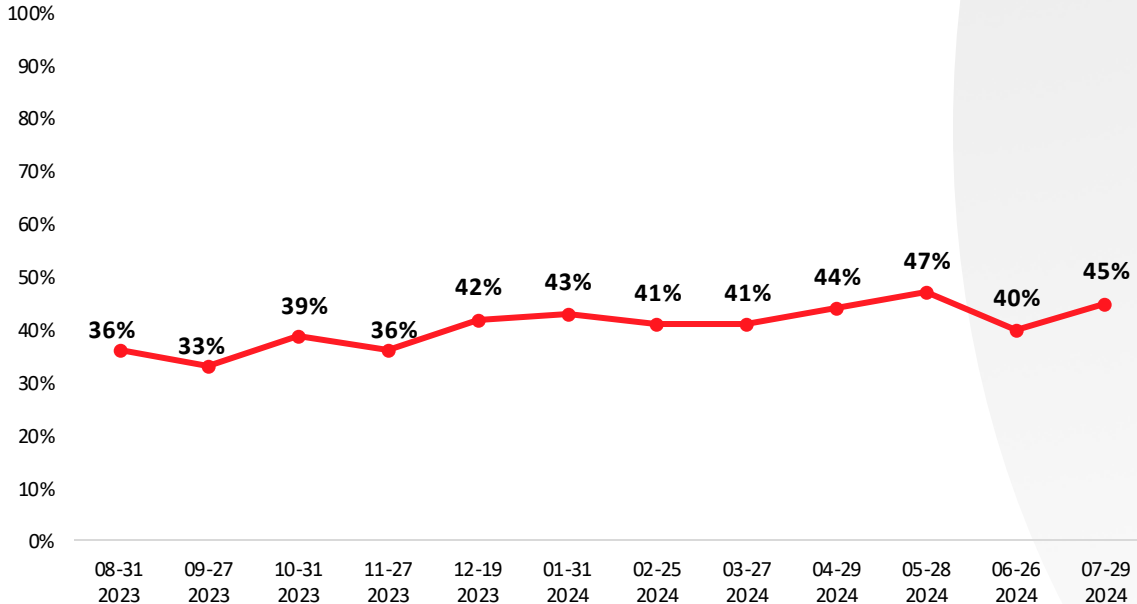
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL June 2024	Gap
Weighted n=	511	83	118	194	115	199	196	116	296	214	503	
Unweighted n=	522	96	121	189	116	201	196	125	306	216	514	
<b>Total Concerned</b>	<b>45%</b>	37%	43%	51%	44%	<b>53%</b>	48%	<b>29%</b>	45%	45%	<b>40%</b>	<b>+5</b>
Very concerned	<b>21%</b>	16%	17%	23%	23%	<b>29%</b>	19%	<b>9%</b>	23%	17%	<b>19%</b>	<b>+2</b>
Somewhat concerned	<b>25%</b>	21%	26%	28%	21%	24%	29%	20%	22%	29%	<b>22%</b>	<b>+3</b>
<b>Total Not Concerned</b>	<b>55%</b>	63%	57%	49%	56%	<b>47%</b>	52%	<b>71%</b>	55%	55%	<b>60%</b>	<b>-5</b>
Not very concerned	<b>31%</b>	36%	32%	30%	28%	28%	30%	37%	29%	34%	<b>33%</b>	<b>-2</b>
Not at all concerned	<b>24%</b>	26%	25%	19%	28%	19%	22%	<b>35%</b>	26%	21%	<b>27%</b>	<b>-3</b>

# 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



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REPORT

# Respondent Profile





# Weighted and Unweighted Sample

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

	Unweighted	Weighted
<b>US Region</b>	<b>1,002</b>	<b>1,002</b>
Northeast	192	176
Midwest	213	207
South	373	382
West	224	236

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

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

# Our services

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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)

**600**  
EMPLOYEES



**185**  
CONSULTANTS



**8**  
OFFICES

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG  
EDMONTON | CALGARY | VANCOUVER | NEW YORK

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