

NORTH AMERICAN TRACKER

# LeSger

September 30<sup>th</sup>, 2024

EDITION

THE CANADIAN PRESS 

# Methodology

---



## Method

Online survey among respondents 18 years of age or older.  
(Canadian sample: n= 1,626/  
American Samples: n= 1,010).  
Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



## When

September 27 to  
September 29, 2024



## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than  $\pm 2.43\%$ , (19 times out of 20) for the Canadian sample and  $\pm 3.08\%$ , (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](mailto: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%

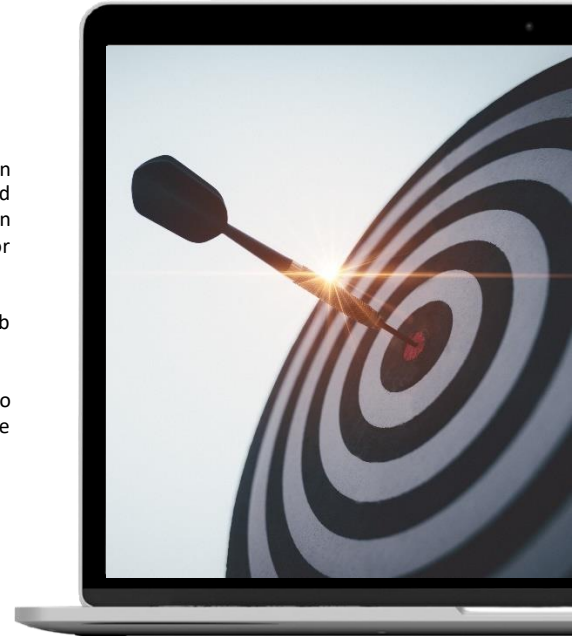
2.3%

# Key Highlights

*Every month, we conduct a survey of Canadians and Americans to explore their views on the economy and finances. This month, our survey was conducted between September 27 and 29, 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 shape, with 9% rating them as very good and 51% as good. Quebecers (71%) and Canadians aged 55 and older (72%) are more likely to consider their finances to be in good shape. Canadians aged 35 to 54 are more likely to view their finances as poor (47%).
- More than four in ten Canadians (43%) who are currently employed fear losing their job within the next 12 months. This represents a 4-point increase since last month.
- Moreover, 47% of Canadians report living paycheck to paycheck. This proportion rises to 54% among Canadians aged 18 to 34 and to 57% among those aged 35 to 54. In the United States, 60% of Americans live paycheck to paycheck.
- Nearly six out of ten Canadians (57%) believe the country is in an economic recession.



---

REPORT

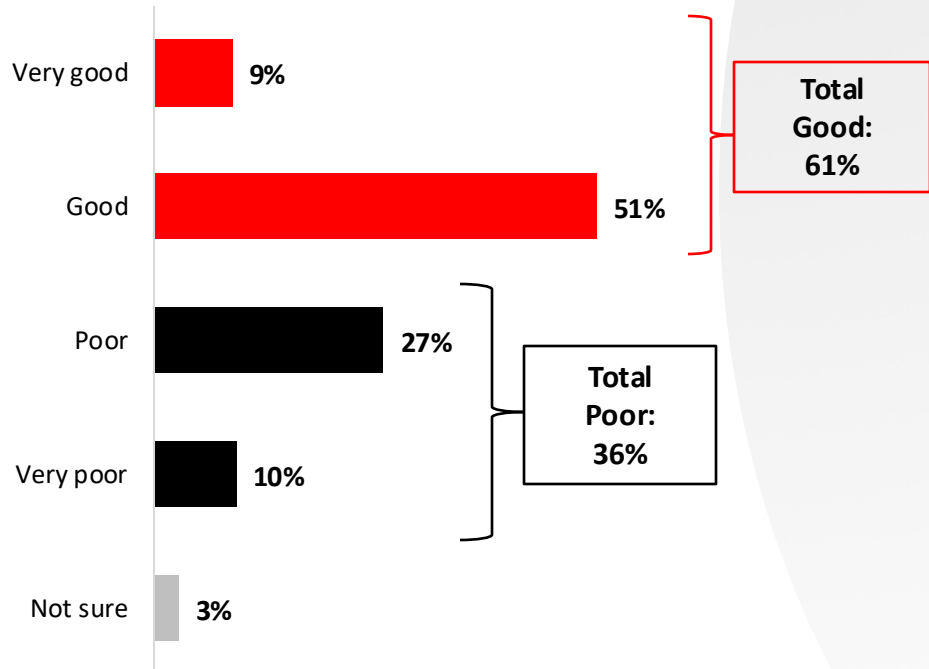
# State of the Economy



# State of Household Finances (1/3)

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

Base: All respondents (n=1,626)



# 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 August 2024	Gap
Weighted n=	1,626	109	376	631	105	179	226	792	834	434	522	670	679	632	296	1,602	
Unweighted n=	1,626	106	437	639	132	140	172	835	791	412	529	685	707	618	284	1,602	
<b>Total Good</b>	<b>61%</b>	<b>49%</b>	<b>71%</b>	60%	56%	57%	57%	60%	61%	<b>55%</b>	<b>50%</b>	<b>72%</b>	61%	63%	56%	<b>61%</b>	-
Very good	<b>9%</b>	5%	<b>13%</b>	9%	8%	7%	9%	<b>11%</b>	<b>7%</b>	9%	<b>5%</b>	<b>13%</b>	10%	9%	9%	<b>9%</b>	-
Good	<b>51%</b>	44%	<b>58%</b>	51%	48%	49%	48%	49%	54%	47%	<b>45%</b>	<b>59%</b>	51%	55%	47%	<b>52%</b>	<b>-1</b>
<b>Total Poor</b>	<b>36%</b>	<b>49%</b>	<b>28%</b>	37%	42%	38%	40%	37%	36%	41%	<b>47%</b>	<b>26%</b>	36%	<b>33%</b>	<b>44%</b>	<b>36%</b>	-
Poor	<b>27%</b>	35%	23%	26%	29%	28%	29%	27%	27%	<b>31%</b>	<b>33%</b>	<b>19%</b>	26%	25%	31%	<b>28%</b>	<b>-1</b>
Very poor	<b>10%</b>	14%	<b>4%</b>	11%	13%	10%	12%	10%	10%	9%	<b>13%</b>	<b>7%</b>	10%	8%	13%	<b>8%</b>	<b>+2</b>
Not sure	<b>3%</b>	2%	2%	3%	2%	6%	3%	3%	3%	4%	3%	2%	3%	4%	<b>0%</b>	<b>3%</b>	-



# State of Household Finances (3/3)

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

Base: All respondents

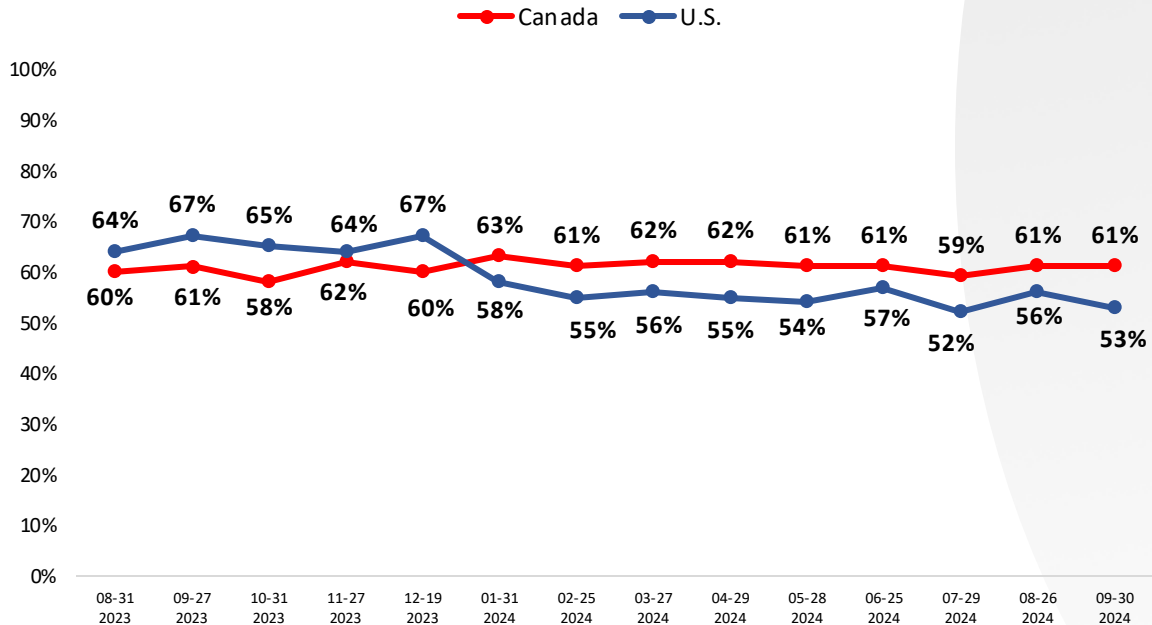
	 <b>Total Canada</b>	 <b>Total USA</b>	Gap
Weighted n=	1,626	1,010	
Unweighted n=	1,626	1,010	
<b>Total Good</b>	<b>61%</b>	53%	8
Very good	9%	11%	2
Good	<b>51%</b>	41%	10
<b>Total Poor</b>	<b>36%</b>	<b>42%</b>	6
Poor	27%	29%	2
Very poor	<b>10%</b>	<b>13%</b>	3
Not sure	<b>3%</b>	<b>5%</b>	2

# State of Household Finances - Evolution

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

Base: All respondents

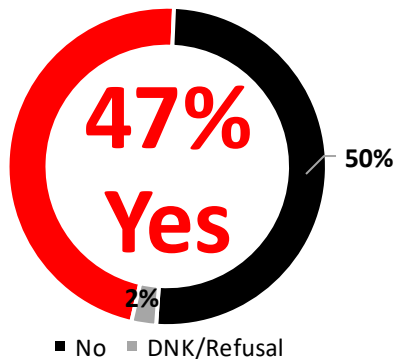
## % Total Good Presented



# Living Paycheque to Paycheque (1/2)

Q5. Are you currently living paycheque to paycheque?

Base: All respondents (n=1,626)





	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL August 2024	Gap
Weighted n=	1,626	109	376	631	105	179	226	792	834	434	522	670	679	632	296	1,602	
Unweighted n=	1,626	106	437	639	132	140	172	835	791	412	529	685	707	618	284	1,602	
Yes	47%	57%	38%	49%	53%	52%	45%	44%	50%	54%	57%	35%	49%	42%	54%	47%	-
No	50%	43%	61%	47%	46%	43%	54%	54%	47%	41%	41%	64%	48%	55%	46%	51%	-1
Don't know/Refusal	2%	0%	1%	4%	1%	5%	1%	2%	3%	5%	2%	1%	3%	3%	0%	2%	-

# Living Paycheque to Paycheque (2/2)

**Q5.** Are you currently living paycheque to paycheque?

Base: All respondents

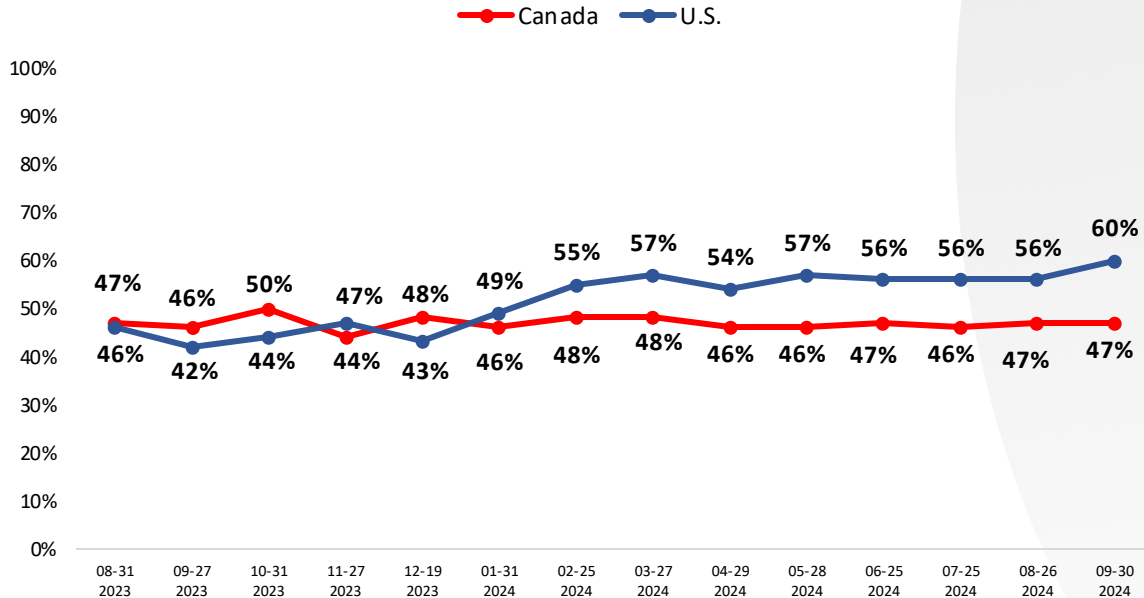
	 <b>Total Canada</b>	 <b>Total USA</b>	Gap
Weighted n=	1,626	1,010	
Unweighted n=	1,626	1,010	
Yes	<b>47%</b>	<b>60%</b>	13
No	<b>50%</b>	<b>34%</b>	16
Don't know/Refusal	<b>2%</b>	<b>5%</b>	3

# Living Paycheque to Paycheque - Evolution

Q5. Are you currently living paycheque to paycheque?

Base: All respondents

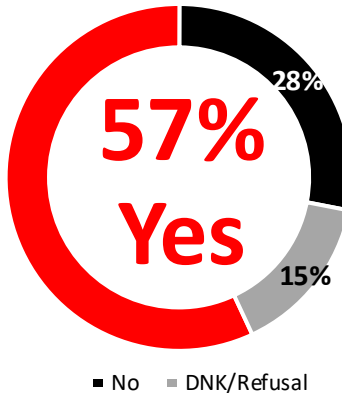
**% Yes Presented**



# Economic Recession in the Country (1/2)

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

Base: All respondents (n=1,626)





	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL August 2024	Gap
Weighted n=	1,626	109	376	631	105	179	226	792	834	434	522	670	679	632	296	1,602	
Unweighted n=	1,626	106	437	639	132	140	172	835	791	412	529	685	707	618	284	1,602	
Yes	<b>57%</b>	60%	55%	57%	54%	61%	58%	57%	57%	<b>67%</b>	<b>63%</b>	<b>46%</b>	58%	55%	60%	<b>58%</b>	<b>-1</b>
No	<b>28%</b>	30%	32%	28%	26%	22%	25%	<b>31%</b>	<b>24%</b>	<b>14%</b>	<b>23%</b>	<b>41%</b>	27%	30%	26%	<b>26%</b>	<b>+2</b>
Don't know/Refusal	<b>15%</b>	9%	14%	15%	19%	18%	17%	<b>12%</b>	<b>18%</b>	<b>19%</b>	14%	14%	15%	16%	13%	<b>16%</b>	<b>-1</b>

# Economic Recession in the Country (2/2)

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

Base: All respondents

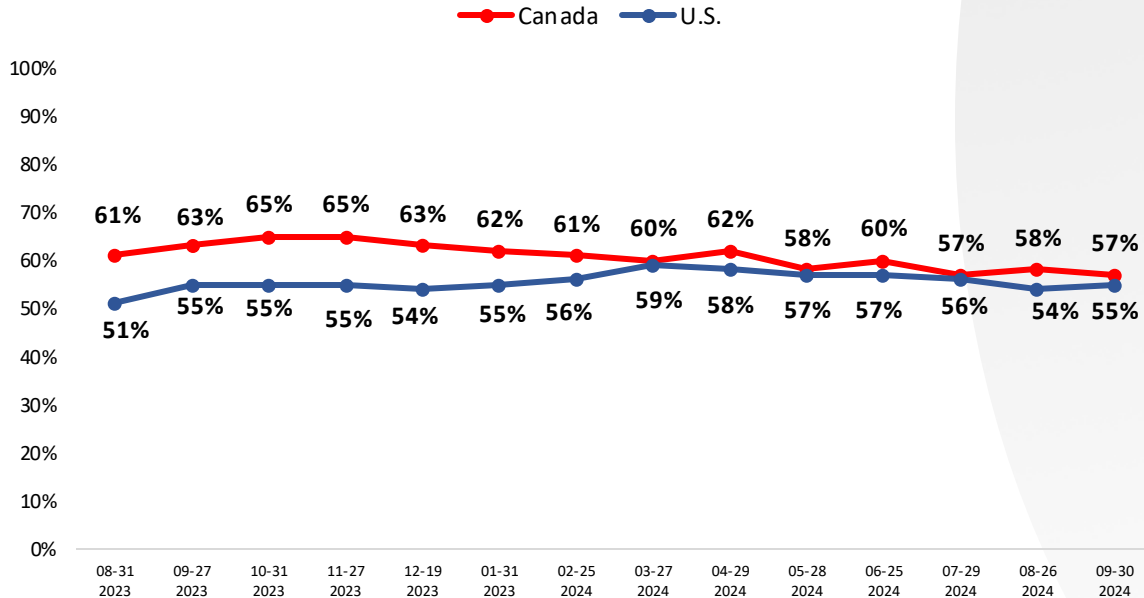
	 <b>Total Canada</b>	 <b>Total USA</b>	Gap
Weighted n=	1,626	1,010	
Unweighted n=	1,626	1,010	
Yes	57%	55%	2
No	28%	28%	-
Don't know/Refusal	15%	17%	2

# 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**

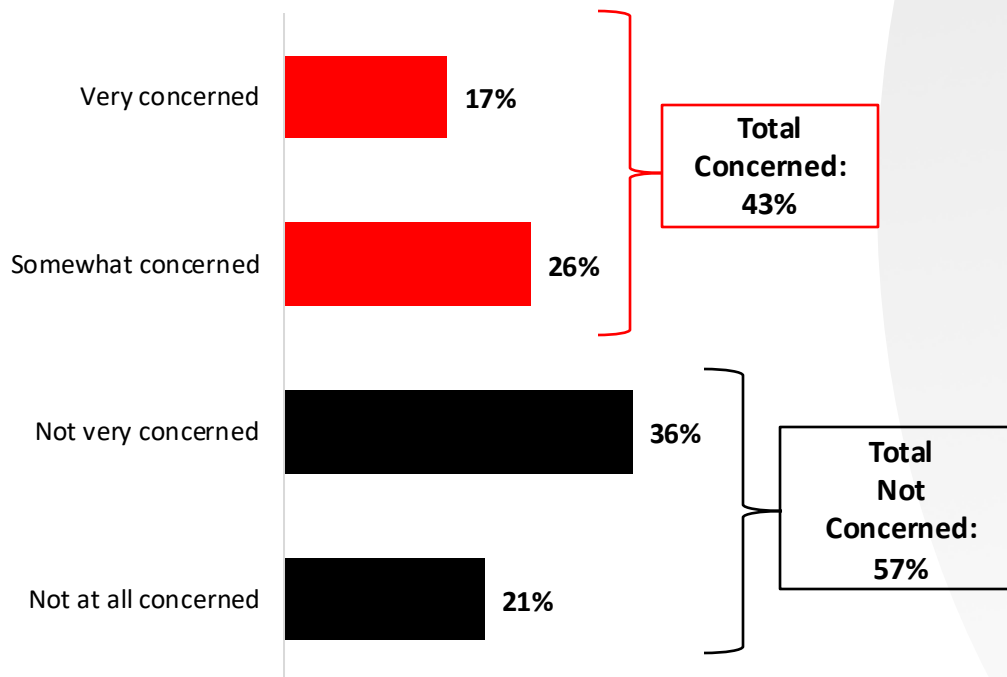




## Concerns About Losing Job (1/3)

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

Base: Respondents who are currently employed (n=882)



# 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 August 2024	Gap
Weighted n=	852	54	198	328	61	105	105	452	400	292	398	162	377	312	153	849	
Unweighted n=	882	56	247	346	77	76	80	481	401	302	422	158	412	328	135	813	
<b>Total Concerned</b>	<b>43%</b>	55%	<b>31%</b>	46%	43%	49%	42%	<b>49%</b>	<b>36%</b>	<b>55%</b>	39%	<b>29%</b>	<b>49%</b>	<b>36%</b>	41%	<b>39%</b>	<b>+4</b>
Very concerned	<b>17%</b>	30%	13%	17%	21%	15%	16%	<b>20%</b>	<b>13%</b>	<b>23%</b>	14%	13%	<b>21%</b>	<b>11%</b>	17%	<b>13%</b>	<b>+4</b>
Somewhat concerned	<b>26%</b>	25%	<b>18%</b>	29%	22%	34%	25%	28%	23%	<b>32%</b>	25%	<b>16%</b>	28%	25%	24%	<b>26%</b>	-
<b>Total Not Concerned</b>	<b>57%</b>	45%	<b>69%</b>	54%	57%	51%	58%	<b>51%</b>	<b>64%</b>	<b>45%</b>	61%	<b>71%</b>	<b>51%</b>	<b>64%</b>	59%	<b>61%</b>	<b>-4</b>
Not very concerned	<b>36%</b>	31%	39%	35%	31%	41%	36%	34%	39%	<b>27%</b>	<b>43%</b>	37%	<b>32%</b>	<b>41%</b>	37%	<b>37%</b>	<b>-1</b>
Not at all concerned	<b>21%</b>	14%	<b>30%</b>	19%	26%	<b>10%</b>	22%	<b>17%</b>	<b>25%</b>	17%	18%	<b>34%</b>	19%	23%	22%	<b>24%</b>	<b>-3</b>

# 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

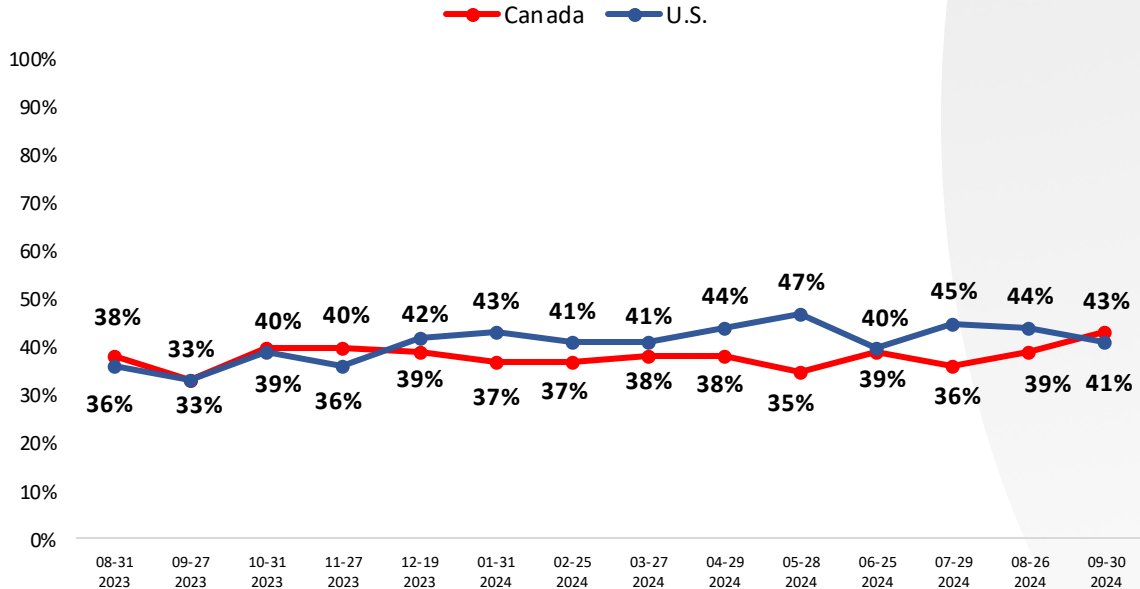
	 <b>Total Canada</b>	 <b>Total USA</b>	<b>Gap</b>
Weighted n=	852	512	
Unweighted n=	882	518	
<b>Total Concerned</b>	43%	41%	2
Very concerned	17%	20%	3
Somewhat concerned	26%	21%	5
<b>Total Not Concerned</b>	57%	59%	2
Not very concerned	36%	34%	2
Not at all concerned	21%	25%	4

# 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
<b>Province</b>	<b>1,626</b>	<b>1,626</b>
British Columbia	172	226
Alberta	140	179
Manitoba/Saskatchewan	132	105
Ontario	639	631
Quebec	437	376
Atlantic	106	109

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

	Unweighted	Weighted
<b>US Region</b>	<b>1,010</b>	<b>1,010</b>
NorthEast	195	178
MidWest	211	209
South	366	384
West	238	239

## 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
<b>Gender</b>	<b>1,626</b>	<b>1,626</b>
Male	835	792
Female	791	834
<b>Age</b>	<b>1,626</b>	<b>1,626</b>
18 to 34	412	434
35 to 54	529	522
55+	685	670
<b>Language (Mother tongue)</b>	<b>1,626</b>	<b>1,626</b>
English	1,045	1,137
French	410	321
Other	168	164

## 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
<b>Gender</b>	<b>1,010</b>	<b>1,010</b>
Male	481	495
Female	529	515
<b>Age</b>	<b>1,010</b>	<b>1,010</b>
Between 18 and 34	247	306
Between 35 and 54	337	320
55 or older	426	383



# Our services

---

- **Leger**  
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

# Our Commitments to Quality

---



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



Leger is a sponsor of [CAIP Canada](#), Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.