

NORTH AMERICAN TRACKER

LeSer

September 30th, 2024

EDITION

Methodology



Method

Online survey among respondents 18 years of age or older.

(U.S. sample: n= 1,010).

Respondents 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 $\pm 3.08\%$ (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 September 27 and 29, 2024.

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

- The proportion of Americans who say they live paycheck to paycheck has reached its highest point since September 2023, rising from 42% to 60% today. This reality is even more pronounced among adults aged 35 to 54 (68%).
- Consequently, the perception of household finances has also dropped by 3 points in public opinion, showing that 53% of Americans rate their household finances as being in good condition. This proportion falls to 46% among those aged 35 to 54.
- More than one in two Americans (55%) believe that the United States is currently in a period of economic recession. Young adults aged 18 to 34 (61%) are more likely than older adults (35 and older) to hold this belief.
- Four out of ten U.S. residents (41%) are worried about losing their jobs within the next twelve months. This proportion is higher among Americans aged 18 to 34 (49%).



REPORT

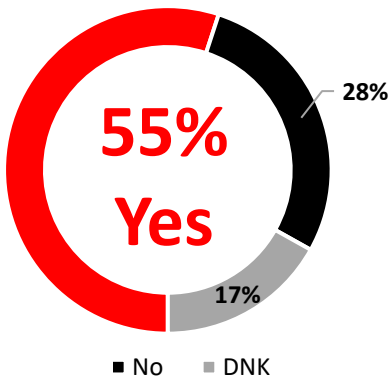
State of the Economy



Economic Recession in the United States (1/2)

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

Base: All respondents (n=1,010)



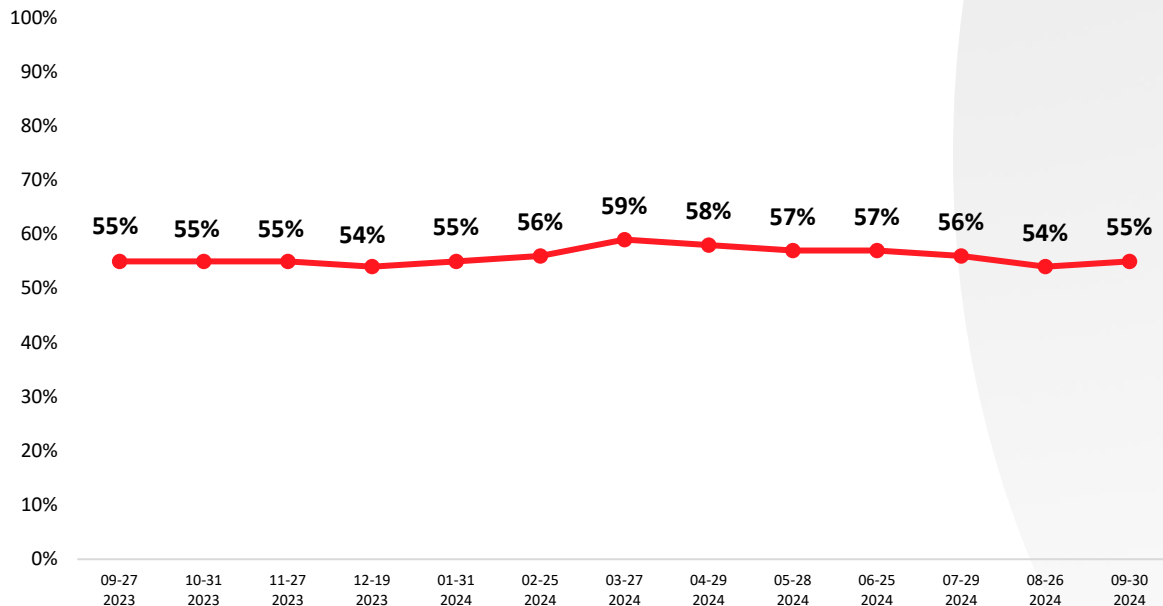
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL August 2024	Gap
Weighted n=	1,010	178	209	384	239	307	320	383	495	515	1,032	
Unweighted n=	1,010	195	211	366	238	247	337	426	481	529	1,032	
Yes	55%	54%	50%	57%	57%	61%	60%	46%	51%	59%	54%	+1
No	28%	28%	31%	27%	26%	19%	23%	39%	35%	22%	28%	-
Don't know	17%	18%	18%	16%	17%	19%	18%	14%	15%	19%	18%	-1

Economic Recession in the United States – Trended (2/2)

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

Base: All respondents

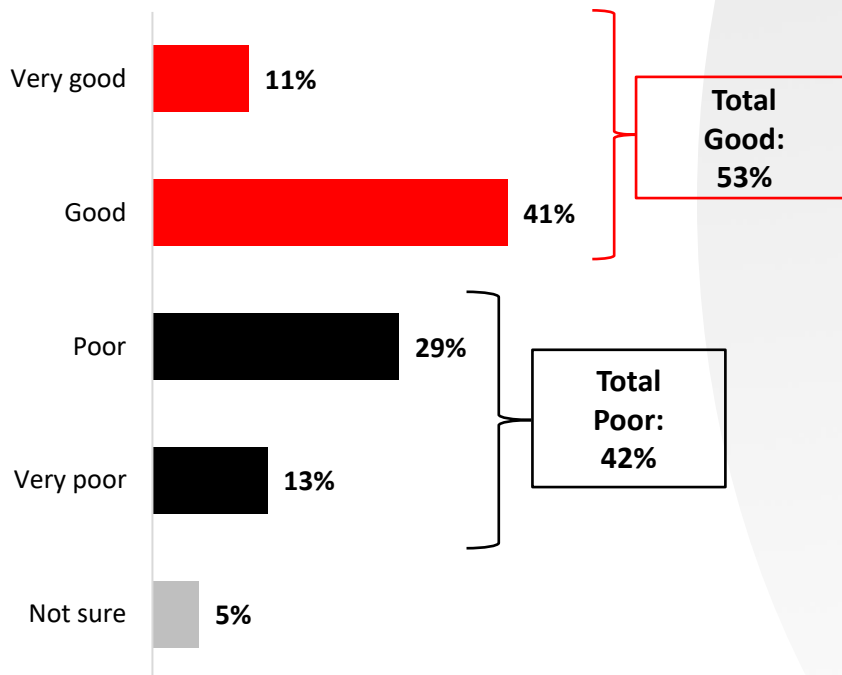
% Yes



State of Household Finances (1/3)

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

Base: All respondents (n=1,010)



State of Household Finances (2/3)

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

Base: All respondents (n=1,010)

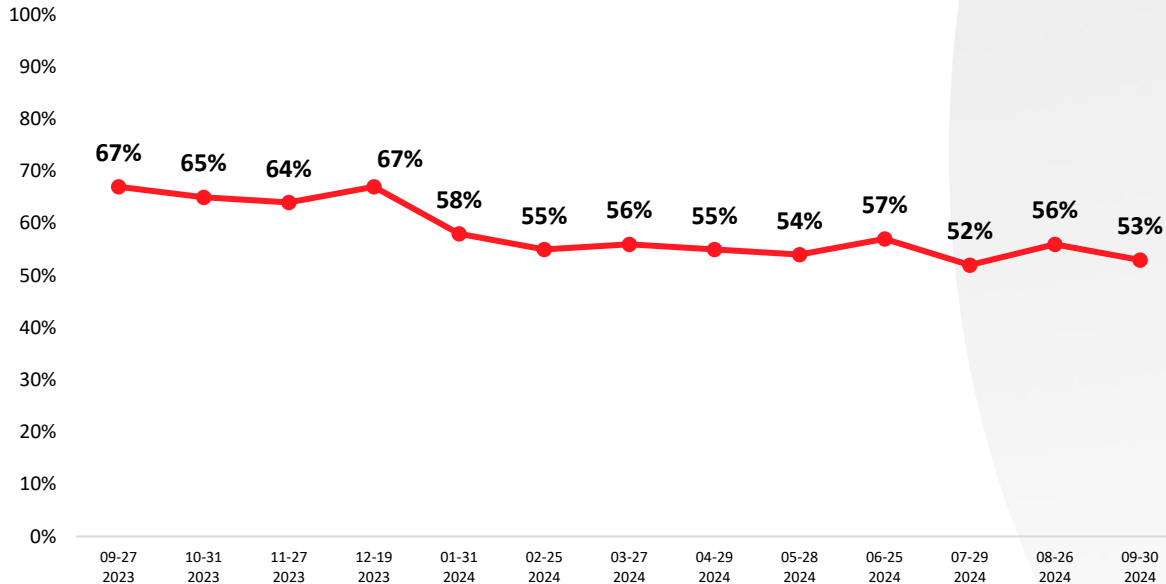
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL August 2024	Gap
Weighted n=	1,010	178	209	384	239	307	320	383	495	515	1,032	
Unweighted n=	1,010	195	211	366	238	247	337	426	481	529	1,032	
Total Good	53%	54%	52%	53%	51%	53%	46%	58%	59%	46%	56%	-3
Very good	11%	12%	10%	11%	12%	17%	9%	9%	16%	7%	13%	-2
Good	41%	42%	42%	42%	39%	36%	37%	49%	44%	39%	43%	-2
Total Poor	42%	40%	40%	44%	42%	41%	48%	38%	36%	48%	41%	+1
Poor	29%	31%	29%	31%	24%	28%	32%	27%	25%	32%	28%	+1
Very poor	13%	10%	12%	13%	18%	13%	17%	11%	10%	16%	12%	+1
Not sure	5%	6%	7%	3%	7%	7%	6%	4%	5%	6%	4%	+1

State of Household Finances – Trended (3/3)

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

Base: All respondents

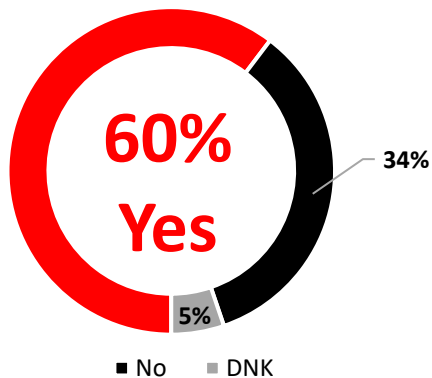
% Total Good



Living Paycheck to Paycheck (1/2)

Q6. Are you currently living paycheck to paycheck?

Base: All respondents (n=1,010)



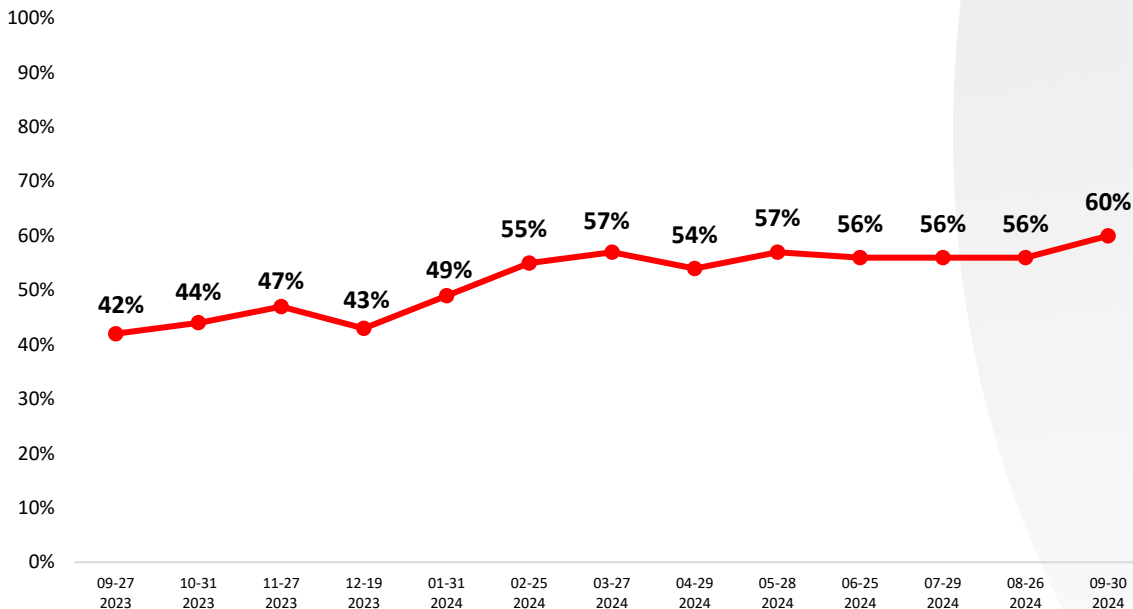
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL August 2024	Gap
Weighted n=	1,010	178	209	384	239	307	320	383	495	515	1,032	
Unweighted n=	1,010	195	211	366	238	247	337	426	481	529	1,032	
Yes	60%	59%	59%	63%	58%	64%	68%	51%	58%	63%	56%	+4
No	34%	36%	33%	32%	38%	29%	28%	44%	38%	31%	39%	-5
Don't know	5%	4%	8%	5%	4%	7%	5%	4%	5%	6%	5%	-

Living Paycheck to Paycheck - Trended (2/2)

Q6. Are you currently living paycheck to paycheck?

Base: All respondents

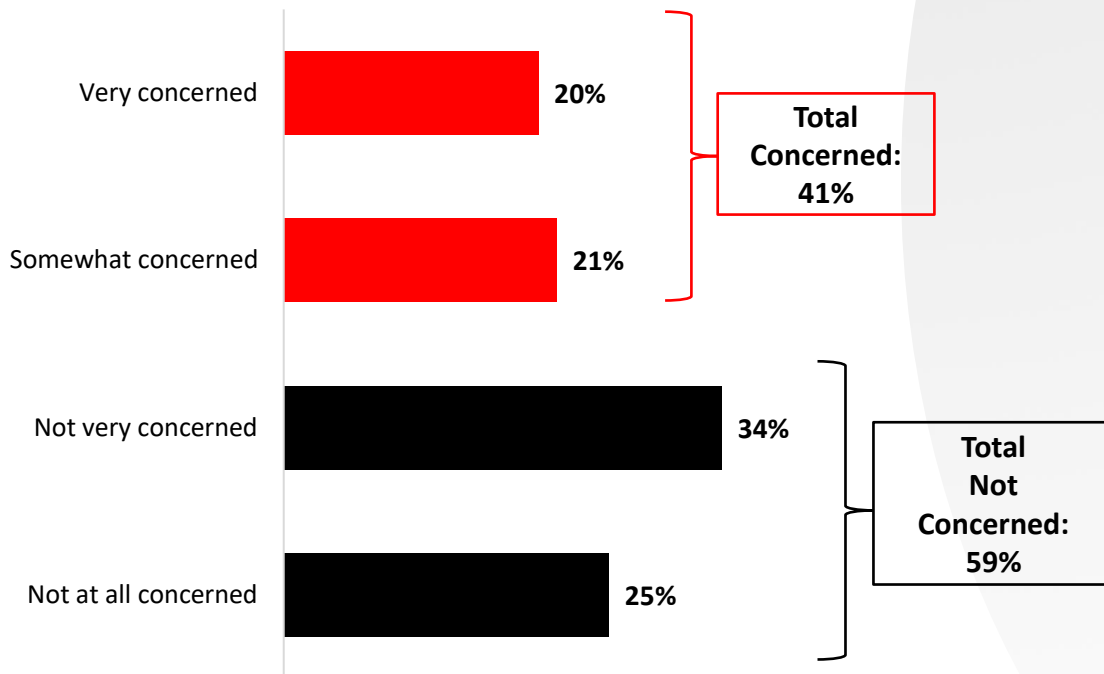
% Yes



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=518)



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=518)

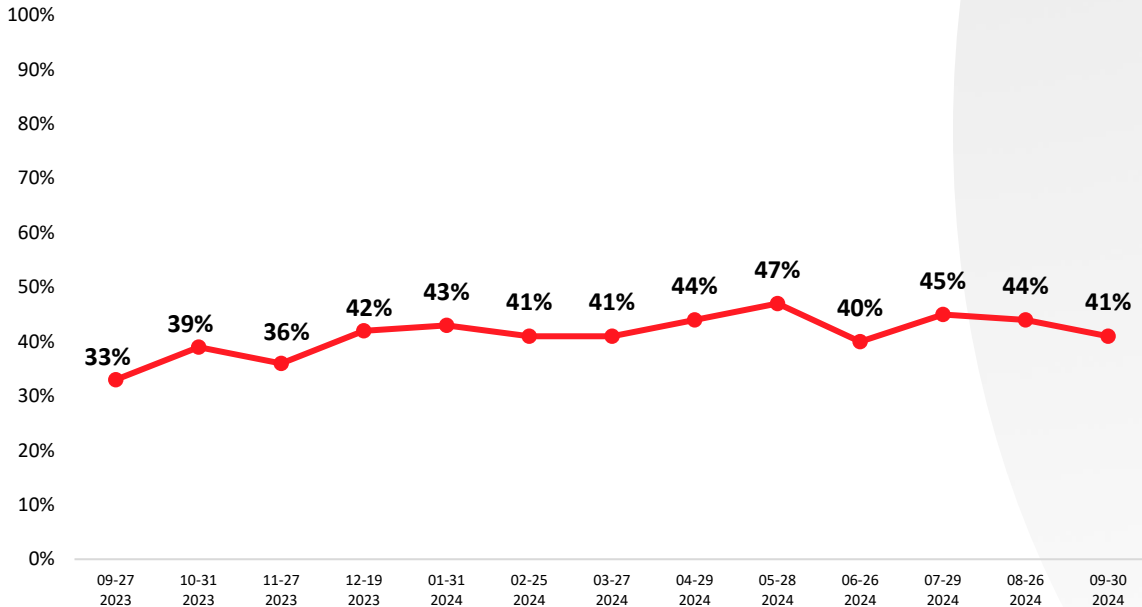
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL August 2024	Gap
Weighted n=	512	89	106	203	114	178	200	134	285	227	522	
Unweighted n=	518	96	106	194	122	150	216	152	274	244	525	
Total Concerned	41%	37%	34%	44%	44%	49%	42%	28%	42%	39%	44%	-3
Very concerned	20%	19%	14%	20%	25%	29%	18%	9%	22%	17%	20%	-
Somewhat concerned	21%	18%	20%	24%	19%	20%	24%	18%	20%	23%	25%	-4
Total Not Concerned	59%	63%	66%	56%	56%	51%	58%	72%	58%	61%	56%	+3
Not very concerned	34%	40%	43%	31%	27%	32%	35%	36%	34%	34%	29%	+5
Not at all concerned	25%	23%	23%	25%	29%	19%	23%	37%	24%	27%	27%	-2

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	1,010	1,010
Northeast	195	178
Midwest	211	209
South	366	384
West	238	239

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

	Unweighted	Weighted
Gender	1,010	1,010
Male	481	495
Female	529	515
Age	1,010	1,010
Between 18 and 34	247	307
Between 35 and 54	337	320
55 and older	426	383

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