



Report

North American Tracker

November 4th, 2024
Edition



Methodology

Every month, we conduct a survey of Canadian and Americans to explore their views on the economy and their finances.

Method

Online survey among respondents 18 years of age or older.
(Canadian sample: **n= 1,549**
American sample: **n= 1,044**).

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

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.

When

Data collection from **November 1 to November 3, 2024**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.49%**, (19 times out of 20) for the Canadian sample and **±3.09%**, (19 times out of 20) for the American sample.

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 address: aenns@leger360.com

Notes

A more detailed methodology is presented in the Appendix.

Methodology







Most accurate polling firm

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 Poll Published on September 18, 2021 | Official Results 2021 Canadian Federal Election |
|---|--|---|
|  | 33% | 33.7% |
|  | 32% | 32.6% |
|  | 19% | 17.8% |
|  | 7% | 7.7% |
|  | 6% | 5.0% |
|  | 2% | 2.3% |



*The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

Key highlights

Every month, we conduct a survey of Canadian and Americans to explore their views on the economy and their finances. This month, our survey was conducted between November 1 and November 3, 2024.

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

1

The survey reveals that 63% of Canadians consider their household finances to be in good shape, with 9% rating them as very good and 54% as good. Quebecers (74%) and Canadians aged 55 and older (71%) 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 (39%).

2

Four in ten Canadians (40%) who are currently employed fear losing their job within the next 12 months. This represents a 3-point decrease since last month.

3

Moreover, 45% of Canadians report living paycheck to paycheck. This proportion rises to 54% among Canadians aged 35 to 54. In the United States, 55% of Americans live paycheck to paycheck.

4

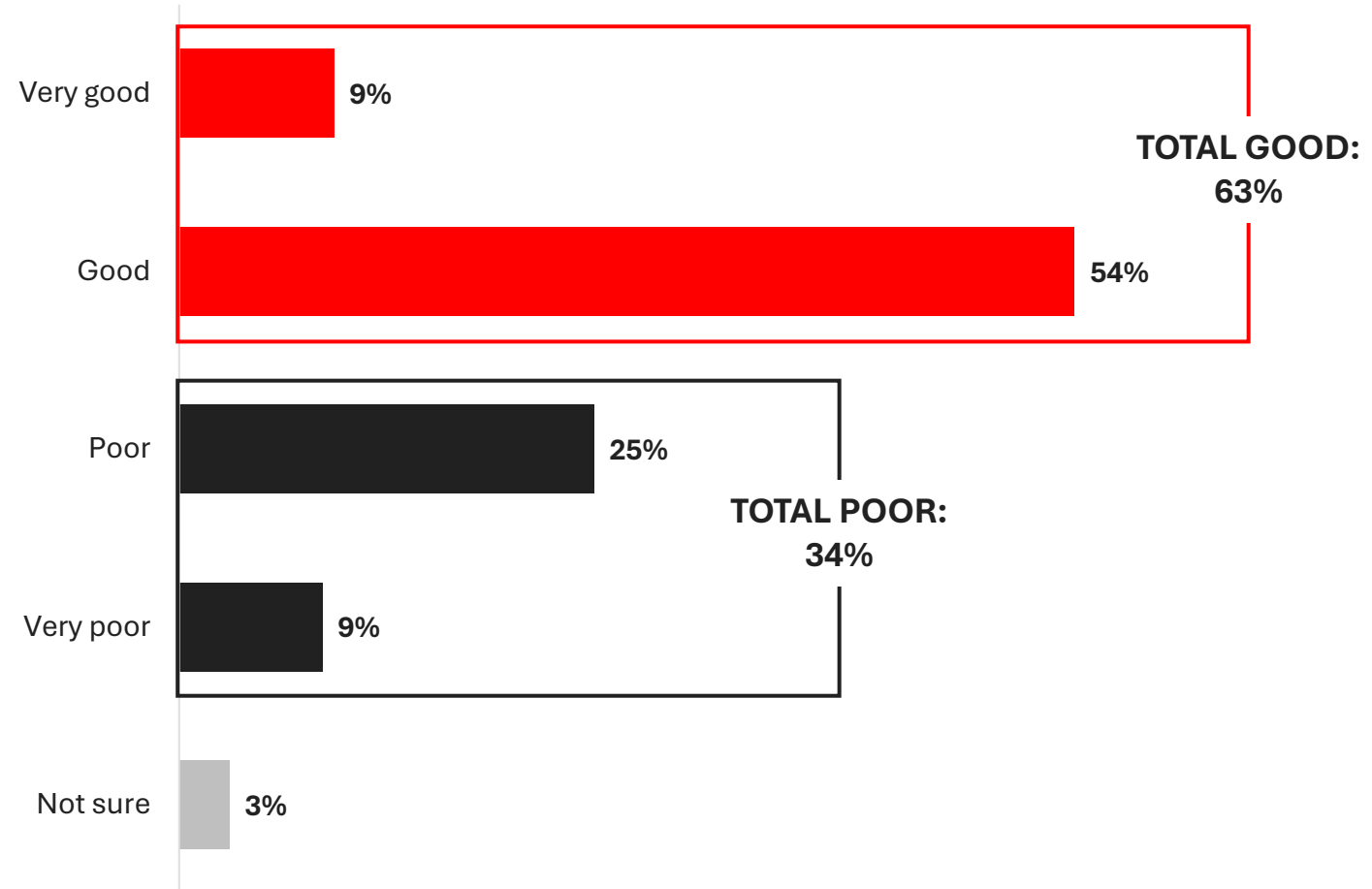
Half of Canadians (54%) believe the country is in an economic recession. This proportion rises to 63% among Canadians aged 18 to 34.

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=1,549)



State of Household Finances (2/3)

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



Base: All respondents (n=1,549)

| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Urban | Sub-urban | Rural | Total Sept. 2024 | Gap |
|-------------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------------|-----------|
| Weighted n= | 1,549 | 104 | 358 | 600 | 100 | 171 | 216 | 754 | 795 | 412 | 499 | 638 | 687 | 586 | 268 | 1,626 | |
| Unweighted n= | 1,549 | 100 | 438 | 601 | 125 | 126 | 159 | 770 | 779 | 399 | 518 | 632 | 693 | 569 | 278 | 1,626 | |
| TOTAL GOOD | 63% | 55% | 74% | 60% | 65% | 55% | 66% | 64% | 62% | 57% | 60% | 71% | 64% | 62% | 65% | 61% | +2 |
| Very good | 9% | 6% | 12% | 9% | 11% | 7% | 8% | 11% | 8% | 8% | 7% | 12% | 11% | 9% | 7% | 9% | = |
| Good | 54% | 49% | 62% | 50% | 54% | 48% | 58% | 53% | 55% | 48% | 53% | 58% | 54% | 53% | 57% | 51% | +3 |
| TOTAL POOR | 34% | 44% | 25% | 37% | 32% | 37% | 33% | 32% | 35% | 38% | 39% | 27% | 34% | 34% | 32% | 36% | -2 |
| Poor | 25% | 34% | 20% | 26% | 22% | 29% | 25% | 23% | 27% | 30% | 27% | 20% | 23% | 28% | 23% | 27% | -2 |
| Very poor | 9% | 10% | 4% | 11% | 10% | 7% | 9% | 9% | 8% | 8% | 12% | 6% | 10% | 6% | 9% | 10% | -1 |
| Not sure | 3% | 1% | 2% | 4% | 3% | 8% | 1% | 4% | 2% | 5% | 2% | 3% | 2% | 4% | 3% | 3% | = |

State of Household Finances (3/3)

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

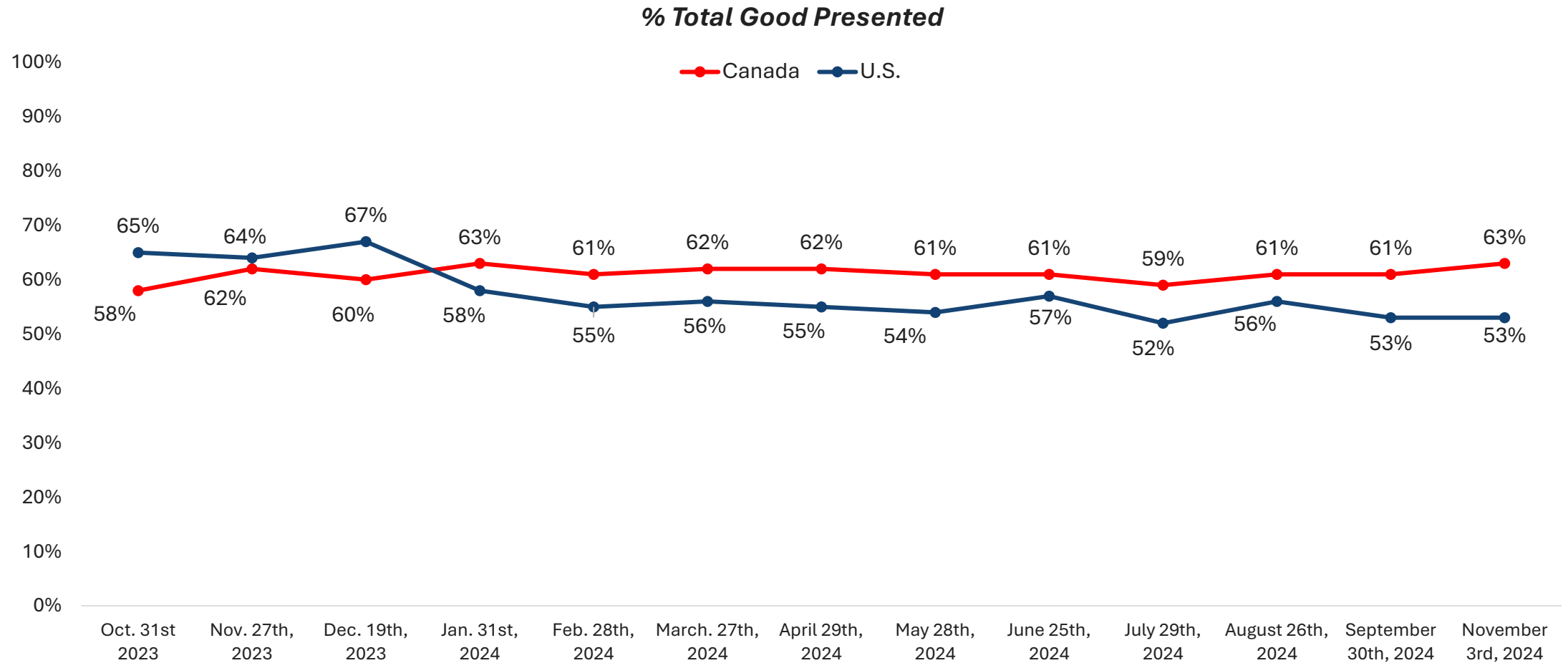
Base: All respondents

| |  Total CANADA |  Total USA | Gap |
|----------------------|--|---|-----------|
| <i>Weighted n=</i> | 1,549 | 1,044 | |
| <i>Unweighted n=</i> | 1,549 | 1,044 | |
| TOTAL GOOD | 63% | 53% | 10 |
| Very good | 9% | 11% | 2 |
| Good | 54% | 42% | 12 |
| TOTAL POOR | 34% | 43% | 11 |
| Poor | 25% | 27% | 2 |
| Very poor | 9% | 16% | 7 |
| Not sure | 3% | 4% | 1 |

State of Household Finances – Evolution

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

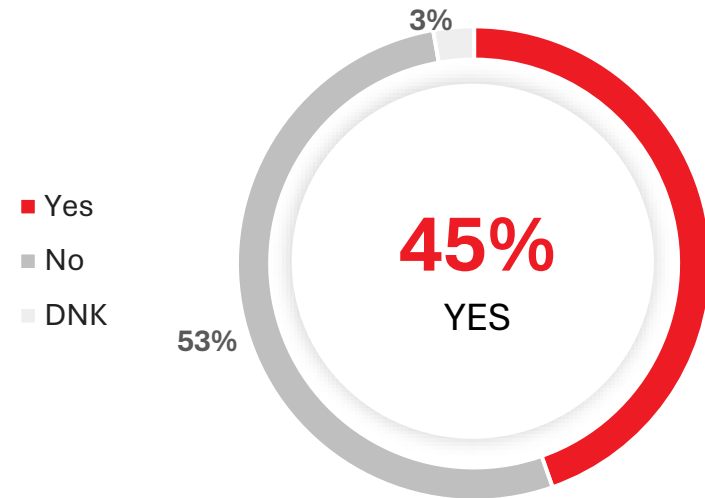
Base: All respondents



Living Paycheque to Paycheque (1/2)

Q5. Are you currently living paycheque to paycheque?

Base: All respondents (n=1,549)





| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Urban | Sub-urban | Rural | Total Sept. 2024 | Gap |
|---------------|--------------|-----|-----|-----|-------|-----|-----|------|--------|-------|-------|-----|-------|-----------|-------|------------------|-----|
| Weighted n= | 1,549 | 104 | 358 | 600 | 100 | 171 | 216 | 754 | 795 | 412 | 499 | 638 | 687 | 586 | 268 | 1,626 | |
| Unweighted n= | 1,549 | 100 | 438 | 601 | 125 | 126 | 159 | 770 | 779 | 399 | 518 | 632 | 693 | 569 | 278 | 1,626 | |
| Yes | 45% | 55% | 35% | 48% | 49% | 44% | 44% | 42% | 47% | 46% | 54% | 36% | 47% | 40% | 47% | 47% | -2 |
| No | 53% | 42% | 63% | 48% | 49% | 54% | 55% | 55% | 50% | 50% | 42% | 63% | 50% | 57% | 50% | 50% | +3 |
| I don't know | 3% | 3% | 2% | 4% | 3% | 3% | 1% | 3% | 2% | 4% | 3% | 2% | 2% | 3% | 3% | 2% | +1 |

Living Paycheque to Paycheque (2/2)

Q5. Are you currently living paycheque to paycheque?

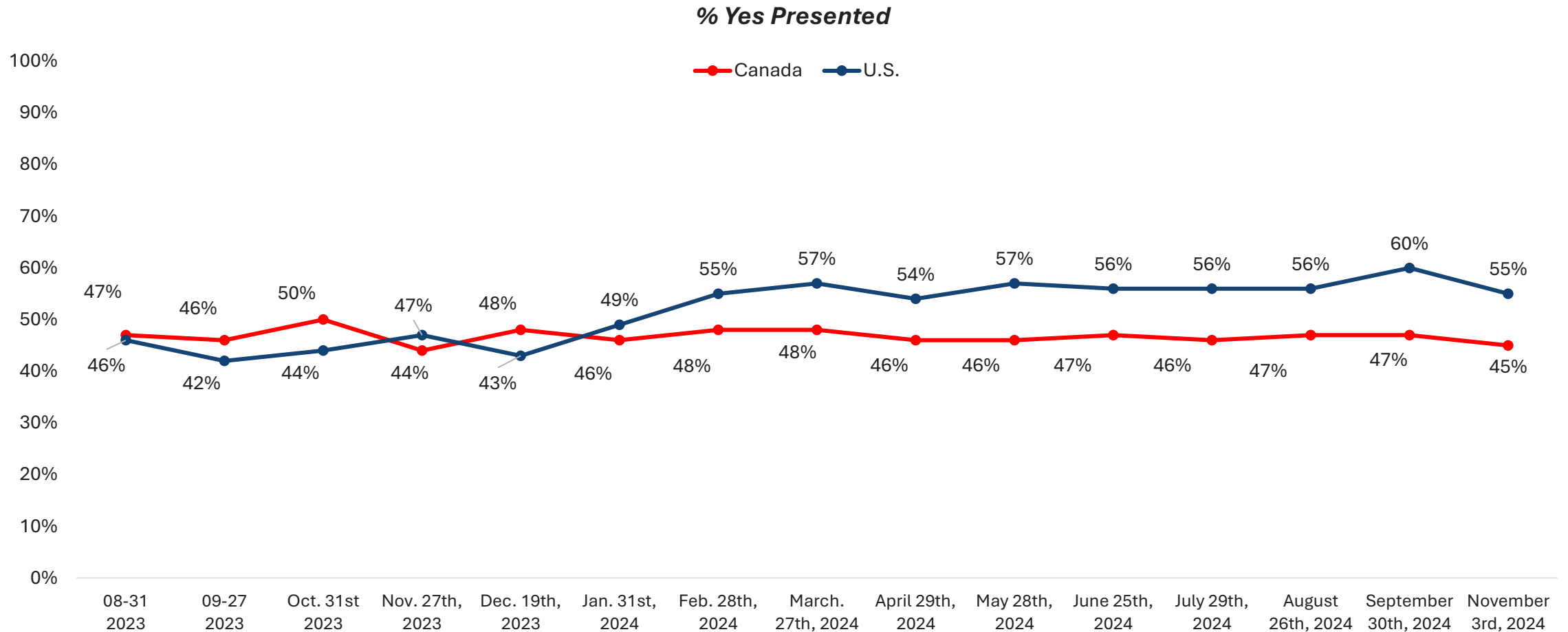
Base: All respondents

| |  Total CANADA |  Total USA | Gap |
|---------------|---|--|-----------|
| Weighted n= | 1,549 | 1,044 | |
| Unweighted n= | 1,549 | 1,044 | |
| Yes | 45% | 55% | 10 |
| No | 53% | 38% | 15 |
| I don't know | 3% | 7% | 4 |

Living Paycheque to Paycheque – Evolution

Q5. Are you currently living paycheque to paycheque?

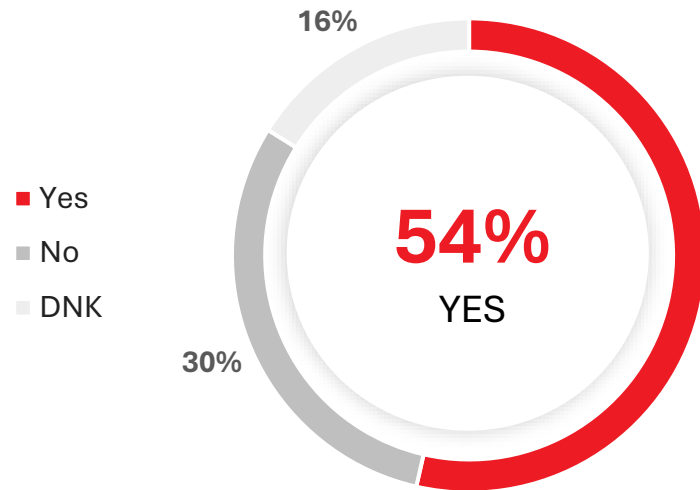
Base: All respondents



Economic Recession in the Country (1/2)

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

Base: All respondents (n=1,549)





| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Urban | Sub-urban | Rural | Total Sept. 2024 | Gap |
|---------------|--------------|-----|------------|------------|-------|------------|-----|------------|------------|------------|-------|------------|------------|-----------|------------|------------------|-----|
| Weighted n= | 1,549 | 104 | 358 | 600 | 100 | 171 | 216 | 754 | 795 | 412 | 499 | 638 | 687 | 586 | 268 | 1,626 | |
| Unweighted n= | 1,549 | 100 | 438 | 601 | 125 | 126 | 159 | 770 | 779 | 399 | 518 | 632 | 693 | 569 | 278 | 1,626 | |
| Yes | 54% | 63% | 50% | 58% | 55% | 47% | 48% | 53% | 54% | 63% | 57% | 45% | 49% | 55% | 60% | 57% | -3 |
| No | 30% | 22% | 37% | 27% | 30% | 28% | 34% | 35% | 26% | 20% | 28% | 39% | 32% | 29% | 29% | 28% | +2 |
| I don't know | 16% | 16% | 14% | 15% | 15% | 26% | 18% | 12% | 20% | 17% | 15% | 16% | 18% | 16% | 11% | 15% | +1 |

Economic Recession in the Country (2/2)

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

Base: All respondents (n=1,549)

| |  Total CANADA |  Total USA | Gap |
|---------------|---|--|-----|
| Weighted n= | 1,549 | 1,044 | |
| Unweighted n= | 1,549 | 1,044 | |
| Yes | 54% | 54% | - |
| No | 30% | 30% | - |
| I don't know | 16% | 16% | - |

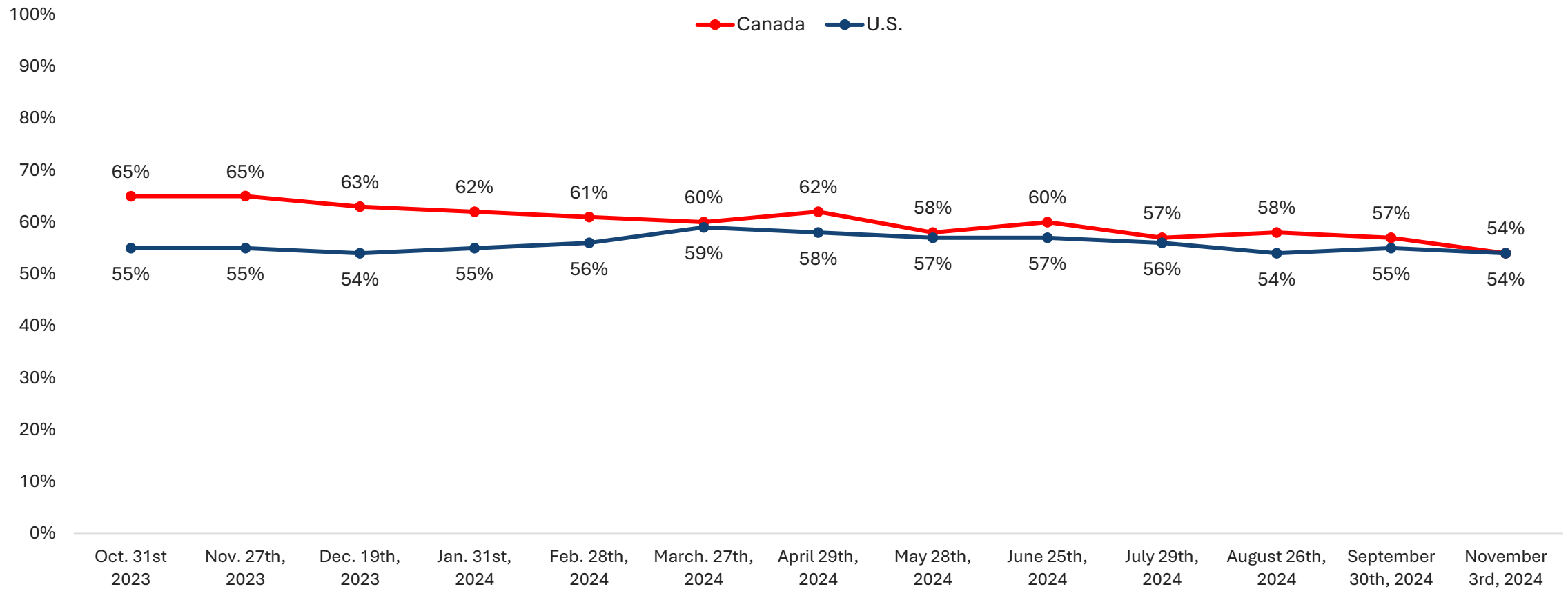
Economic Recession in the Country – *Evolution*

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

Base: All respondents

% Yes Presented

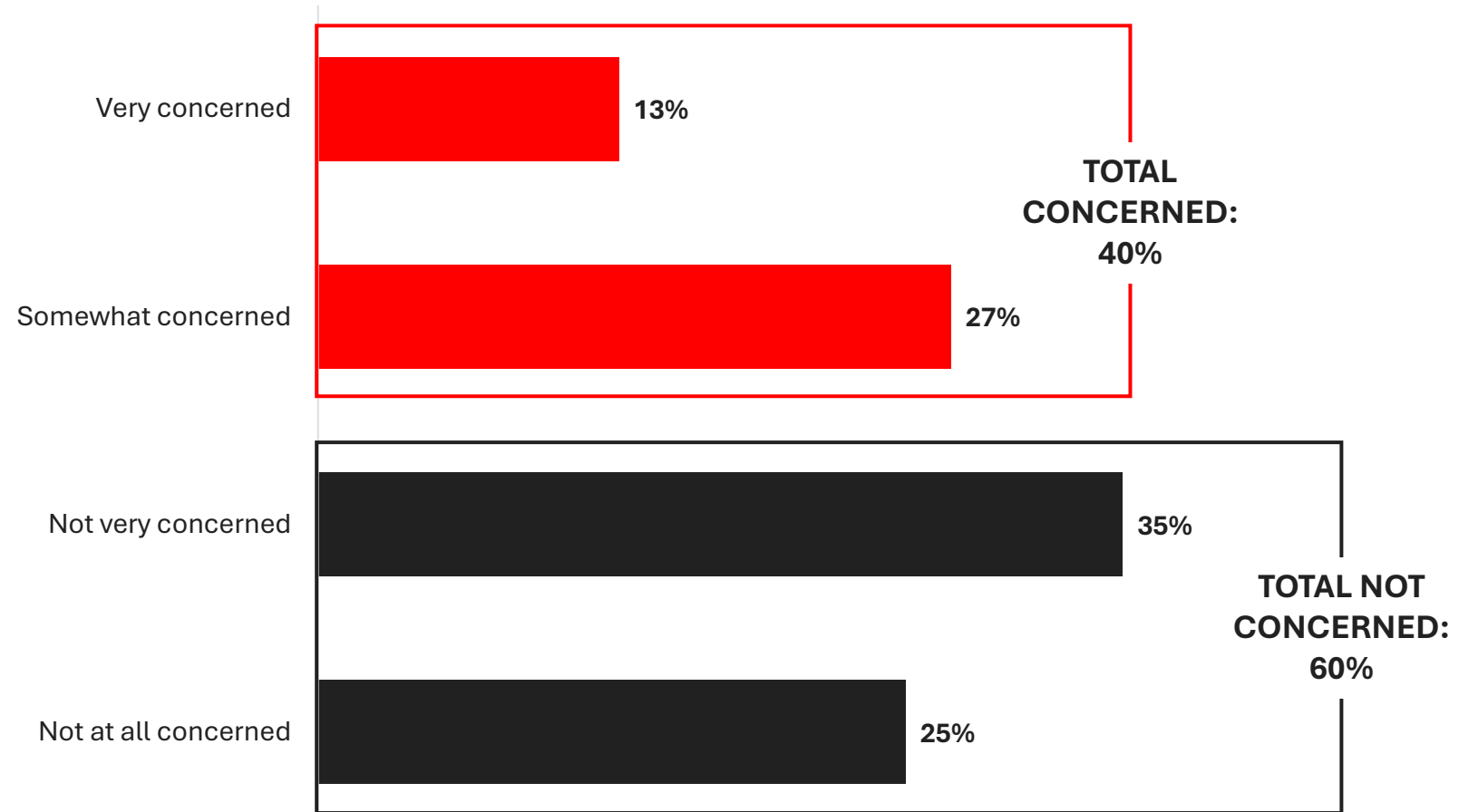
—●— Canada —●— U.S.



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=846)



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 (n=846)

| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Urban | Sub-urban | Rural | Total Sept. 2024 | Gap |
|----------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------------|-----------|
| Weighted n= | 808 | 51 | 196 | 316 | 50 | 85 | 111 | 414 | 394 | 262 | 375 | 172 | 387 | 300 | 117 | 852 | |
| Unweighted n= | 846 | 54 | 252 | 331 | 61 | 62 | 86 | 445 | 401 | 276 | 409 | 161 | 406 | 308 | 127 | 882 | |
| TOTAL CONCERNED | 40% | 42% | 22% | 50% | 42% | 41% | 42% | 48% | 32% | 50% | 37% | 33% | 46% | 37% | 32% | 43% | -3 |
| Very concerned | 13% | 14% | 7% | 18% | 15% | 8% | 13% | 14% | 12% | 15% | 13% | 9% | 13% | 14% | 12% | 17% | -4 |
| Somewhat concerned | 27% | 28% | 15% | 32% | 26% | 33% | 30% | 34% | 20% | 35% | 24% | 23% | 33% | 23% | 19% | 26% | +1 |
| TOTAL NOT CONCERNED | 60% | 58% | 78% | 50% | 58% | 59% | 58% | 52% | 68% | 50% | 63% | 67% | 54% | 63% | 68% | 57% | +3 |
| Not very concerned | 35% | 31% | 42% | 30% | 32% | 38% | 34% | 31% | 39% | 32% | 36% | 35% | 32% | 35% | 44% | 36% | -1 |
| Not at all concerned | 25% | 27% | 36% | 20% | 27% | 22% | 23% | 22% | 29% | 18% | 27% | 32% | 23% | 29% | 25% | 21% | +4 |

Concerns About Losing Job (3/3)

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

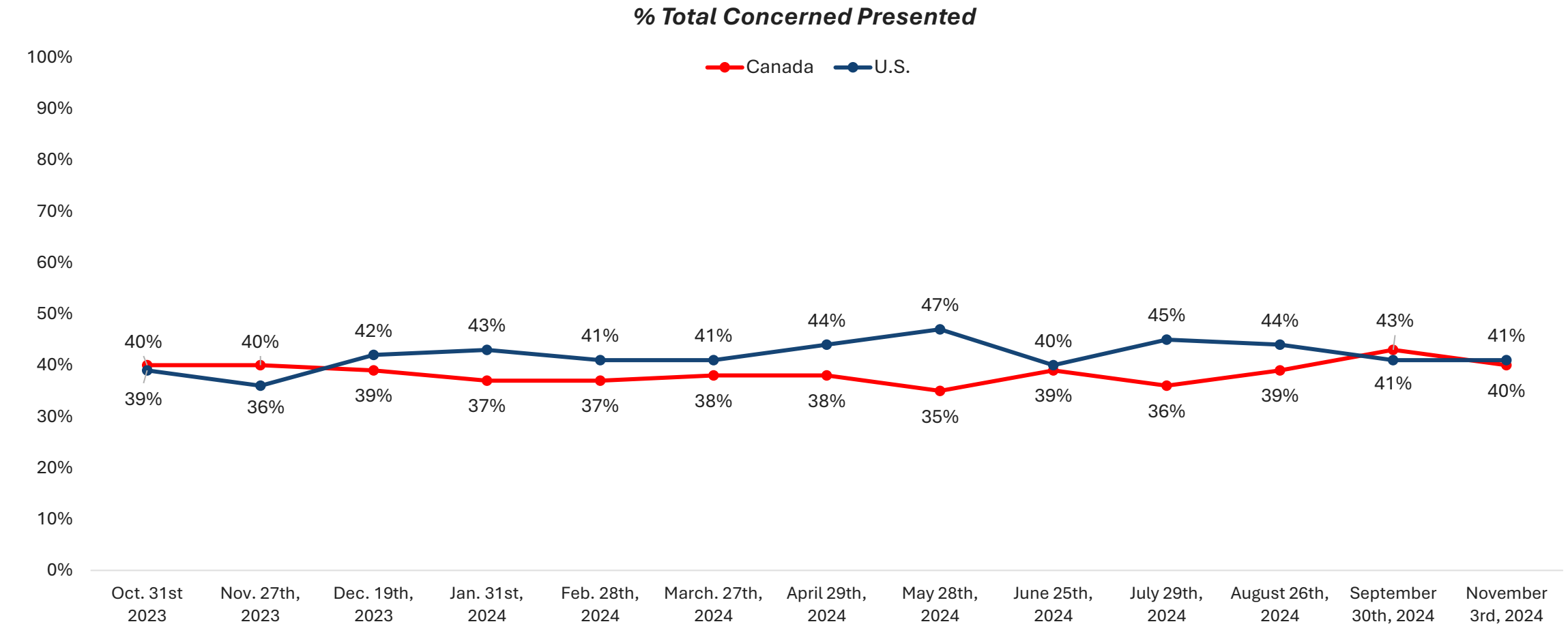
Base: Respondents who are currently employed (n=846)

| |  Total CANADA |  Total USA | Gap |
|----------------------------|--|---|----------|
| <i>Weighted n=</i> | 808 | 531 | |
| <i>Unweighted n=</i> | 846 | 545 | |
| TOTAL CONCERNED | 40% | 41% | 1 |
| Very concerned | 13% | 21% | 8 |
| Somewhat concerned | 27% | 21% | 6 |
| TOTAL NOT CONCERNED | 60% | 59% | 1 |
| Not very concerned | 35% | 28% | 7 |
| Not at all concerned | 25% | 31% | 6 |

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 (n=846)



Respondent Profile

Respondent profiles – *Canadian Sample*

(Base n=1,549)

The table below presents the Canadian distribution of respondents before weighting.

Gender

| | Unweighted | Weighted |
|--------|------------|----------|
| Male | 770 | 754 |
| Female | 779 | 795 |

Language (Mother Tongue)

| | Unweighted | Weighted |
|---------|------------|----------|
| French | 459 | 306 |
| English | 954 | 1,079 |
| Other | 133 | 158 |

Age

| | Unweighted | Weighted |
|----------|------------|----------|
| 18 to 34 | 399 | 412 |
| 35 to 54 | 518 | 499 |
| 55+ | 632 | 638 |

Province

| | Unweighted | Weighted |
|-----------------------|------------|----------|
| British Columbia | 159 | 216 |
| Alberta | 126 | 171 |
| Manitoba/Saskatchewan | 125 | 100 |
| Ontario | 601 | 600 |
| Quebec | 438 | 358 |
| Atlantic | 100 | 104 |

Respondent profiles – *American Sample*

(Base n=1,044)

The following tables present the demographic distribution of respondents for the United States.

Gender

| | Unweighted | Weighted |
|--------|------------|----------|
| Male | 514 | 508 |
| Female | 530 | 536 |

Region

| | Unweighted | Weighted |
|-----------|------------|----------|
| Northwest | 189 | 179 |
| Midwest | 226 | 219 |
| South | 391 | 400 |
| West | 238 | 246 |

Age

| | Unweighted | Weighted |
|-------------------|------------|----------|
| Between 18 and 34 | 268 | 334 |
| Between 35 and 54 | 360 | 310 |
| 55 and older | 416 | 400 |

Our Credentials



Canada

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



Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



America

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



International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

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)

300
employees

185
consultants

8
offices

MONTRÉAL | QUÉBEC |
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EDMONTON | CALGARY |
VANCOUVER | NEW YORK

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