



Report

North American Tracker

United States

January 27th, 2025
Edition



Methodology

Every month, we conduct a survey of U.S. residents to explore their views on the economy and their finances.

Method

Online survey among respondents 18 years of age or older. (American sample: **n= 1,002**).

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

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.

➔ Notes

A more detailed methodology is presented in the Appendix.

When

Data collection from **January 24 to January 26, 2025**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±3.10%**, (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 Alicia Ierardi, Executive Vice-President, at the following e-mail address: aierardi@leger360.com

The **most accurate** polling firm in Canada

CANADA 2021

LEGER POLL
Published on
September 18, 2021

OFFICIALS RESULTS
2021 Canada
Federal Election

	33%	33.7%
	32%	32.6%
	19%	17.8%
	7%	7.7%
	6%	5.0%
	2%	2.3%

BRITISH COLUMBIA 2024

LEGER POLL
Published on
October 18, 2024

OFFICIALS RESULTS
2024 British Columbia
Provincial Election

	46%	45%
	42%	43%
	9%	8%
Others	3%	4%

UNITED STATES 2024

LEGER POLL
Published on
November 4, 2024

OFFICIALS RESULTS
2024 United States
Presidential Election

	49%	50%
	49%	48%
Others	2%	2%

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 January 24th and January 26th, 2025.

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

1

The proportion of U.S. residents living paycheck to paycheck is stable (57%), decreasing from only one percentage point since the last measure.

2

The perception of household finances has remained the same since the last measure, showing that 53% of Americans rate their household finances as being in good condition. Once again, Americans from the Northeast are more likely to rate their household finances as being good than other groups (64%).

3

Fewer Americans believe the United States is currently in an economic recession, with the proportion of respondents believing so decreasing from 54% in December, to 50% this month.

4

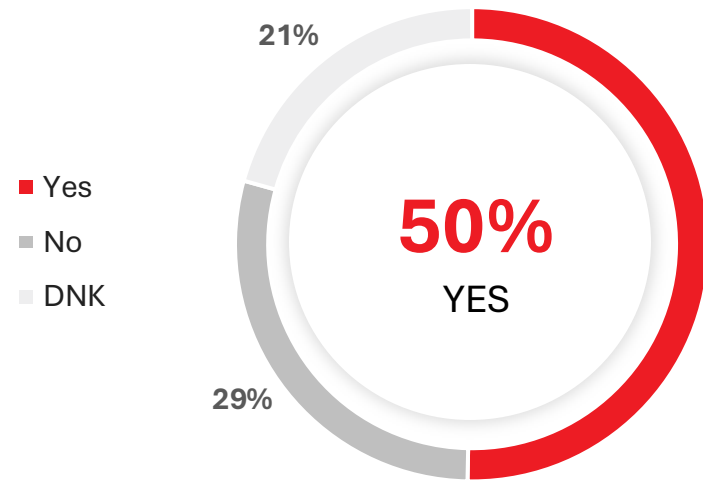
Four out of ten U.S. residents (42%) are worried about losing their jobs within the next twelve months, a proportion that reaches 54% among Americans aged 18 to 34.

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)

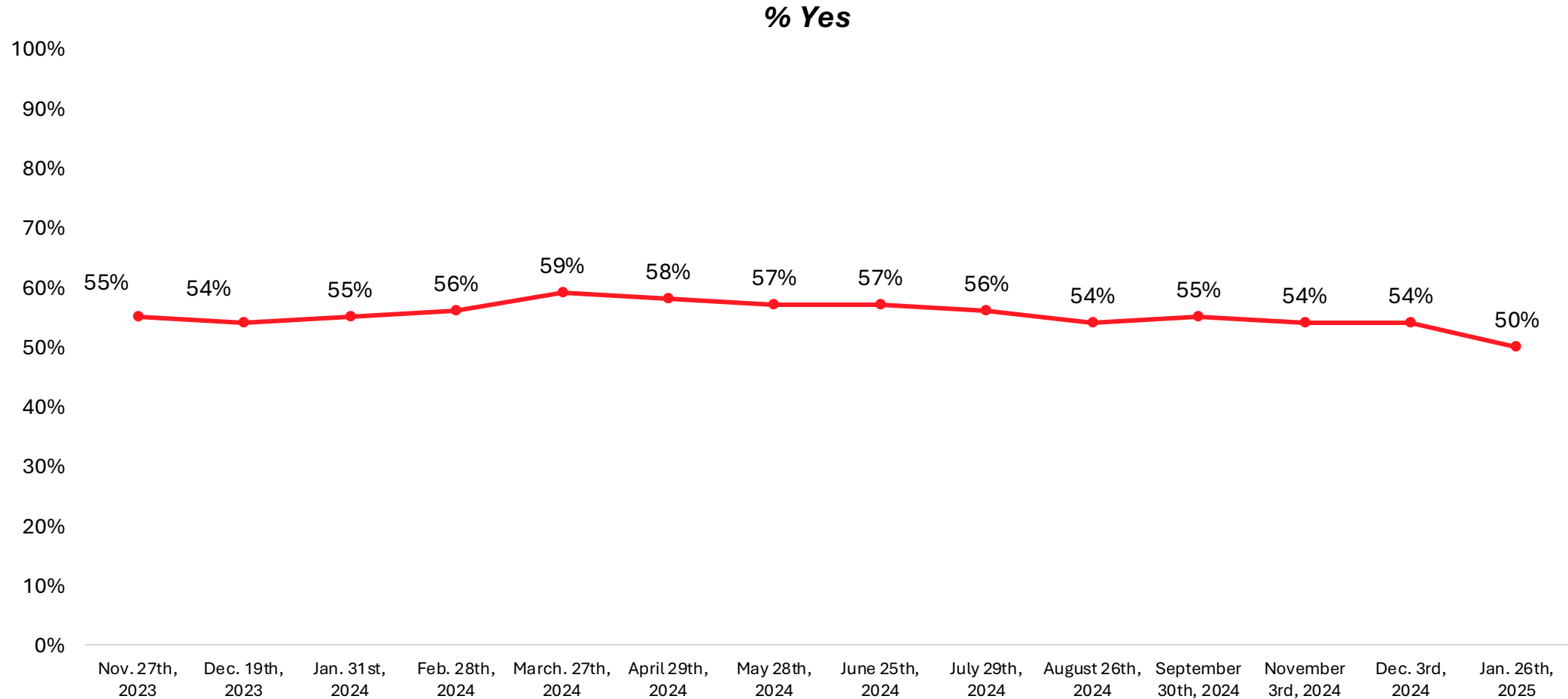


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Total Dec. 2024	Gap
<i>Weighted n=</i>	1,002	177	208	383	234	299	331	372	490	512	1,000	-
<i>Unweighted n=</i>	1,002	188	209	377	228	203	375	424	478	524	1,000	-
Yes	50%	36%	48%	56%	54%	59%	53%	41%	48%	52%	54%	-4
No	29%	38%	27%	27%	28%	20%	26%	39%	38%	21%	29%	=
Don't know	21%	26%	25%	17%	19%	21%	21%	19%	14%	27%	17%	+4

Economic Recession in the United States – Trended

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

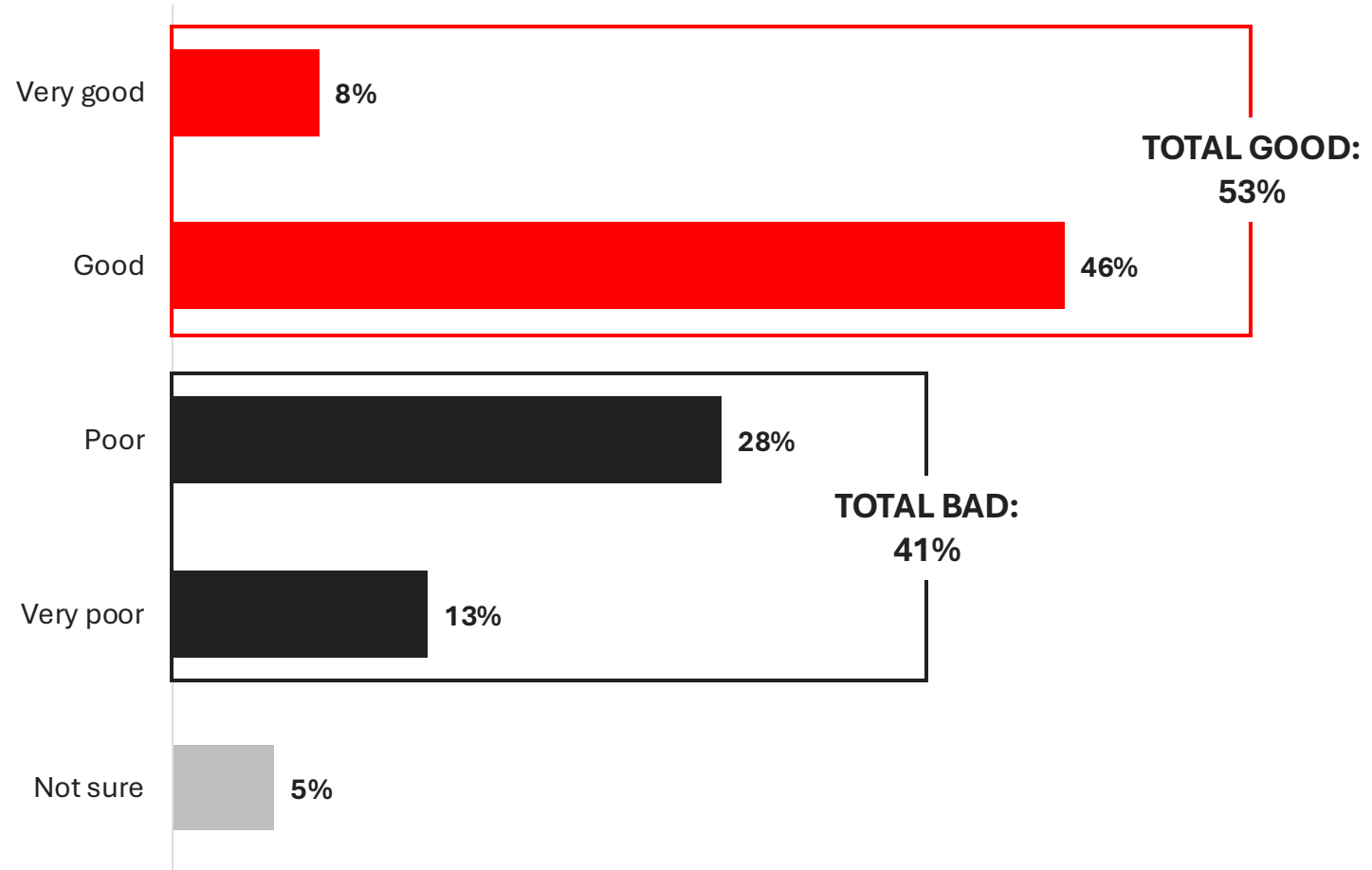
Base: All respondents



State of Household Finances (1/2)

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

Base: All respondents (n=1,002)



State of Household Finances (2/2)

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

Base: All respondents (n=1,002)

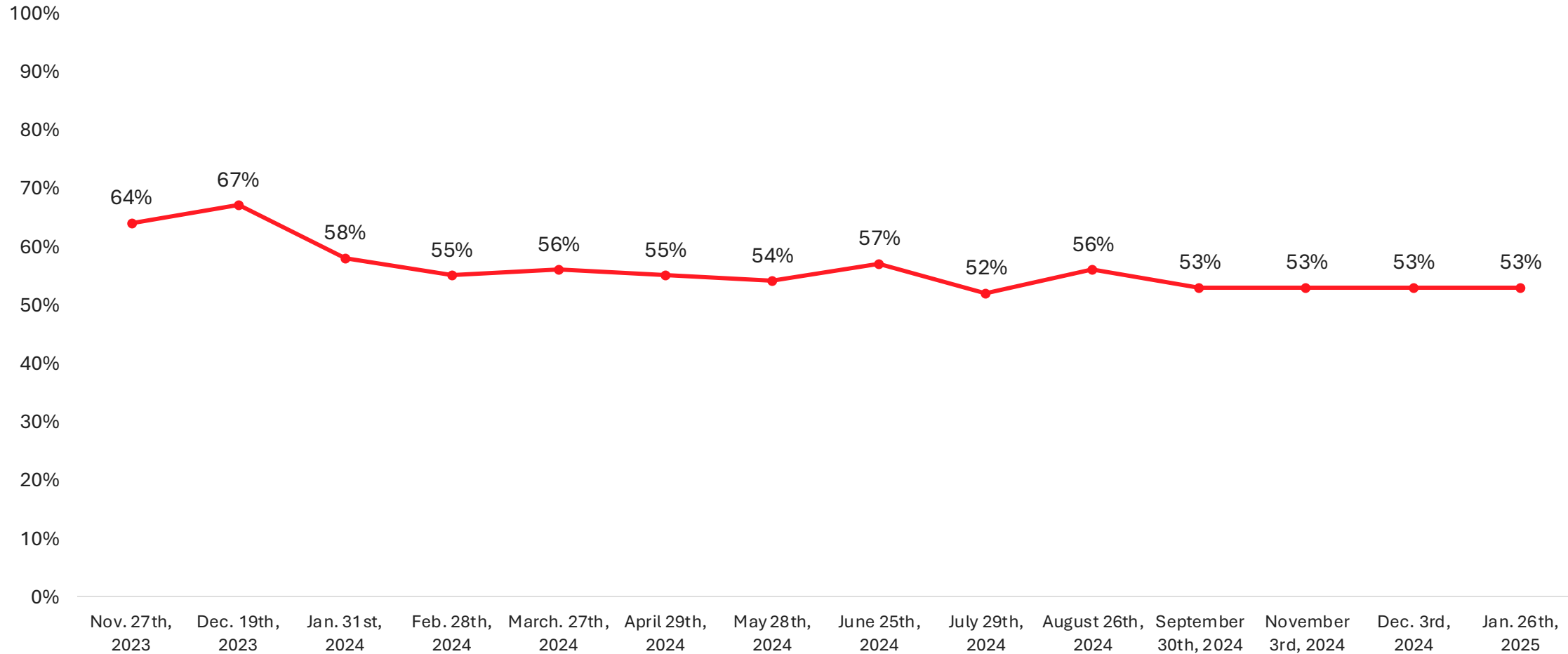
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Total Dec. 2024	Gap
Weighted n=	1,002	177	208	383	234	299	331	372	490	512	1,000	-
Unweighted n=	1,002	188	209	377	228	203	375	424	478	524	1,000	-
TOTAL GOOD	53%	64%	48%	50%	56%	48%	51%	59%	60%	47%	53%	=
Very good	8%	8%	7%	6%	11%	14%	5%	4%	10%	6%	10%	-2
Good	46%	57%	41%	44%	44%	34%	46%	55%	51%	41%	44%	+2
TOTAL BAD	41%	30%	43%	46%	40%	45%	44%	37%	35%	48%	42%	-1
Poor	28%	22%	30%	32%	24%	30%	27%	27%	26%	31%	29%	-1
Very poor	13%	8%	13%	14%	16%	15%	16%	9%	9%	17%	13%	=
Not sure	5%	5%	9%	4%	4%	7%	5%	4%	5%	6%	5%	=

State of Household Finances – Trended

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

Base: All respondents

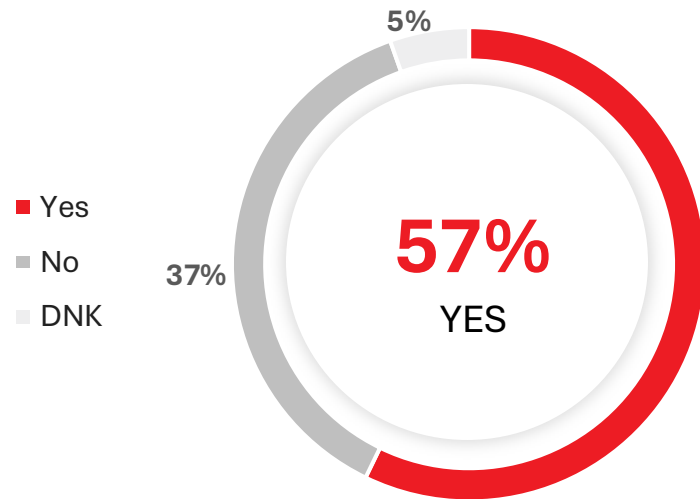
% Total Good



Living Paycheck to Paycheck

Q6. Are you currently living paycheck to paycheck?

Base: All respondents (n=1,002)



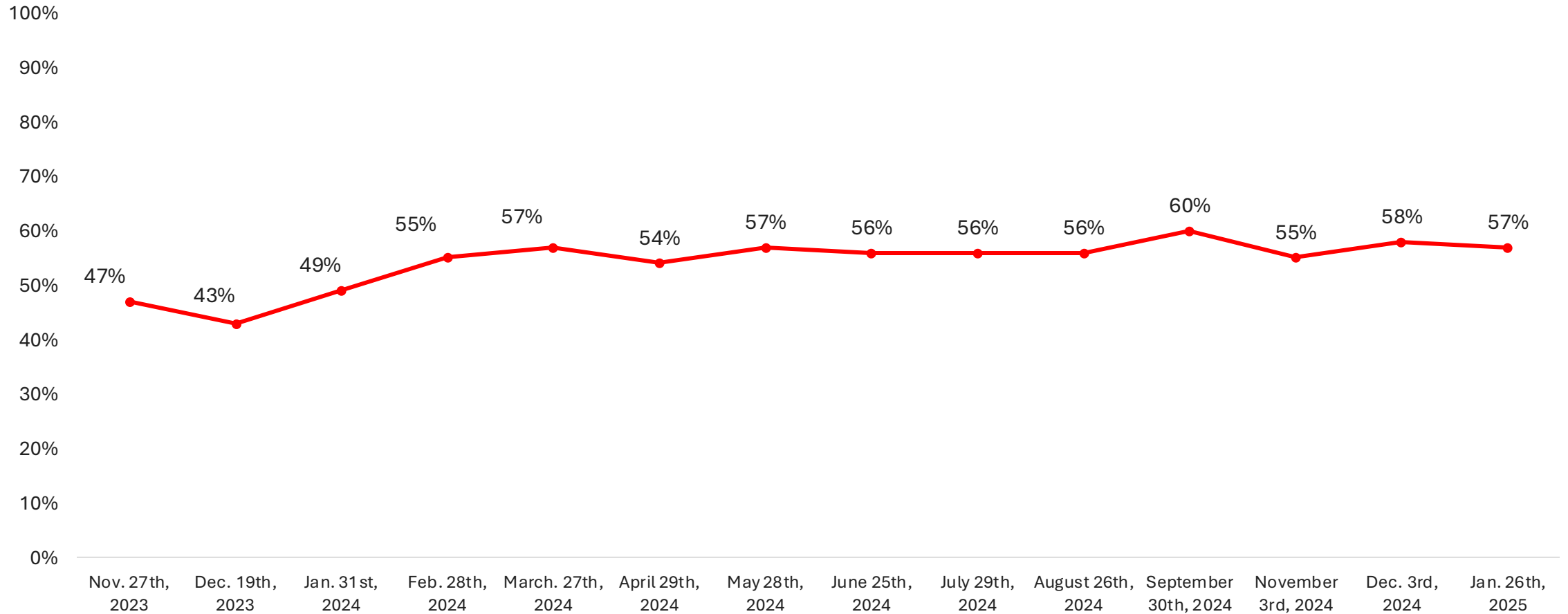
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Total Dec. 2024	Gap
<i>Weighted n=</i>	1,002	177	208	383	234	299	331	372	490	512	1,000	-
<i>Unweighted n=</i>	1,002	188	209	377	228	203	375	424	478	524	1,000	-
Yes	57%	51%	59%	60%	56%	64%	63%	46%	54%	60%	58%	-1
No	37%	47%	35%	35%	36%	31%	31%	48%	42%	33%	35%	+2
Don't know	5%	2%	6%	5%	8%	5%	6%	6%	3%	7%	7%	-2

Living Paycheck to Paycheck – Trended

Q6. Are you currently living paycheck to paycheck?

Base: All respondents

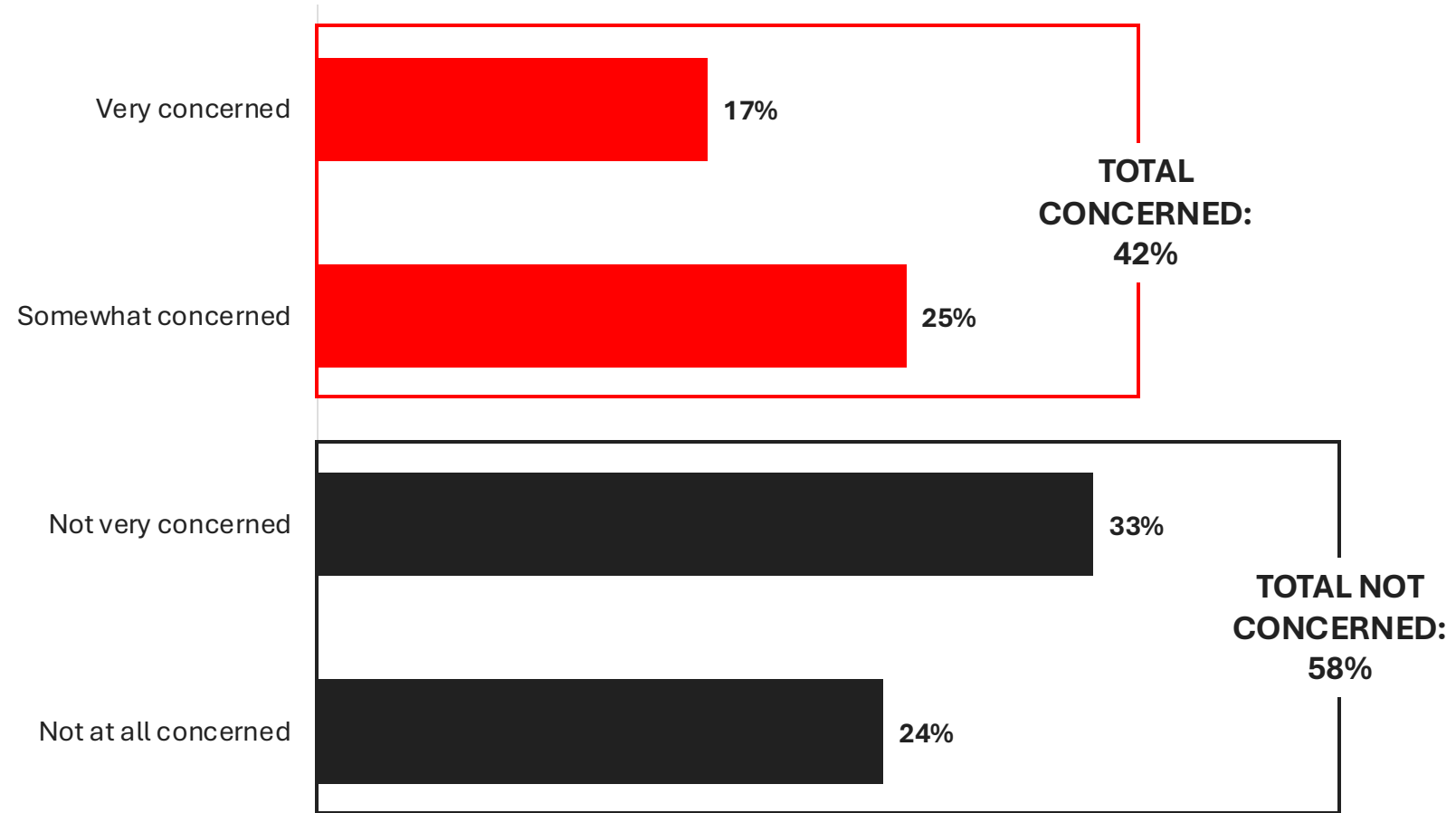
% Yes



Concerns About Losing Job (1/2)

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

Base: Respondents who are currently employed (n=476)



Concerns About Losing Job (2/2)

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

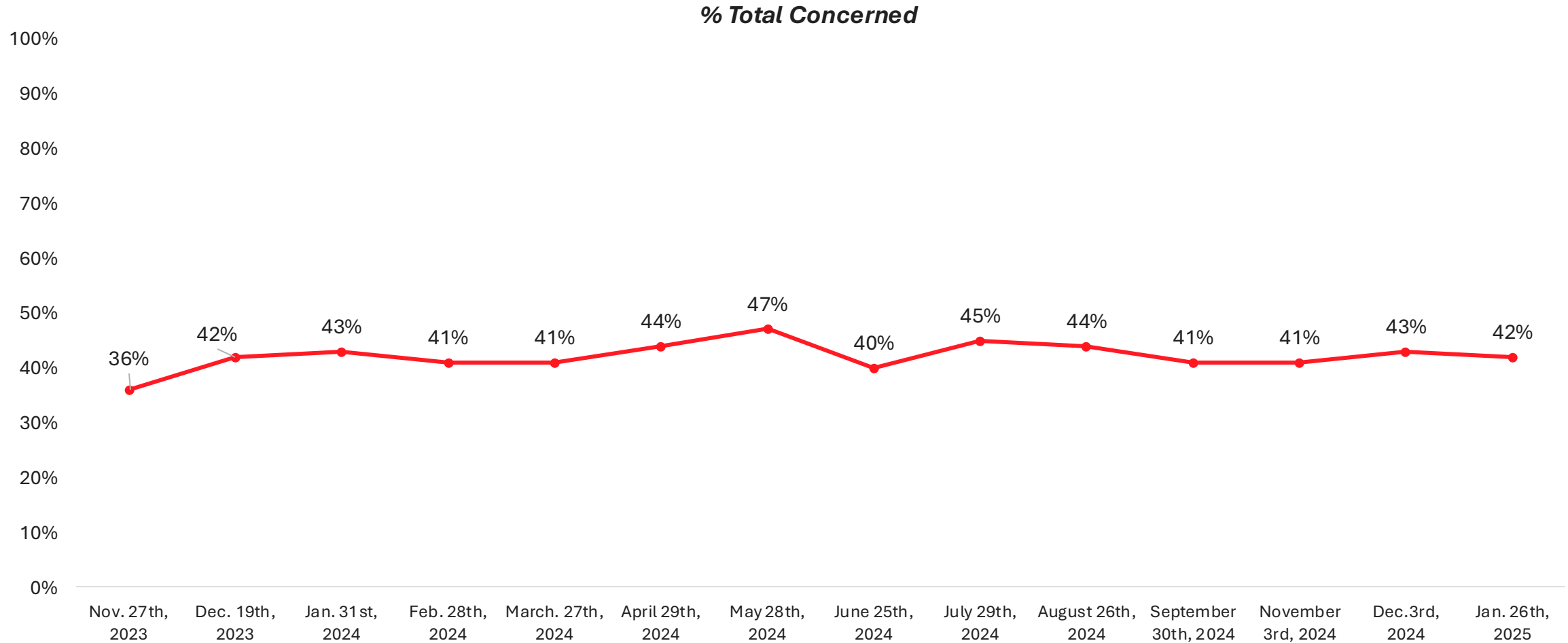
Base: Respondents who are currently employed (n=476)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Total Dec. 2024	Gap
Weighted n=	472	64	97	194	117	147	209	116	267	205	505	-
Unweighted n=	476	81	96	181	118	110	239	127	250	226	510	-
TOTAL CONCERNED	42%	28%	44%	44%	46%	54%	43%	26%	43%	41%	43%	-1
Very concerned	17%	19%	11%	15%	23%	24%	16%	10%	18%	15%	19%	-2
Somewhat concerned	25%	9%	33%	28%	23%	30%	27%	17%	25%	26%	24%	+1
TOTAL NOT CONCERNED	58%	72%	56%	56%	54%	46%	57%	74%	57%	59%	57%	+1
Not very concerned	33%	40%	30%	36%	29%	23%	36%	42%	32%	35%	31%	+2
Not at all concerned	24%	33%	25%	20%	26%	23%	21%	32%	25%	24%	26%	-2

Concerns About Losing Job – Trended

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

Base: Respondents who are currently employed (n=510)



Respondent Profile

Respondent profiles

(Base n=1,002)

The table below presents the American geographic distribution of respondents before weighting and the demographic distribution of respondents according to gender and age for the United States.

Gender

	Unweighted	Weighted
Male	478	490
Female	524	512

Age

	Unweighted	Weighted
Between 18 and 34	203	299
Between 35 and 54	375	331
55 and older	424	372

Region



	Unweighted	Weighted
Northeast	188	177
Midwest	209	208
South	377	383
West	228	234

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

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TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK

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