

**Leger**

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REPORT

# U.S Economy

*Survey of U.S Residents*

**A**

*The Atlantic*

DATE 2023-12-20



# Methodology

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## Method

Online survey among respondents 18 years of age or older.

(U.S. sample: n= 1,005).

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



## When

Decembre 8 to  
December 10, 2023



## 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 Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: [cbourque@leger360.com](mailto:cbourque@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

### OFFICIAL RESULTS

2021 Canadian Federal Election\*

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

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REPORT

# Detailed Results

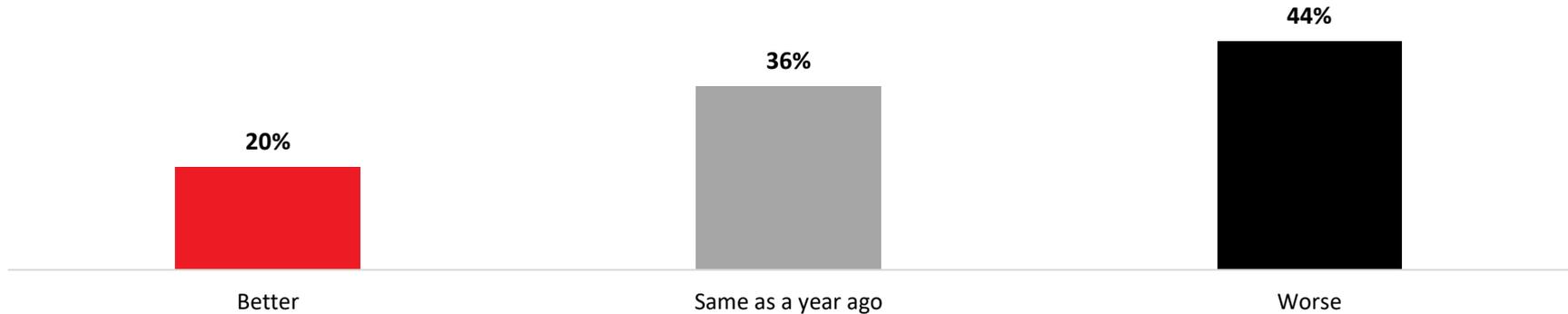
*Economic Questions*



# State of the U.S. Economy

**Q2.** Would you say the U.S. economy is doing better, worse or about the same as a year ago?

Base: All respondents (n=1,005)

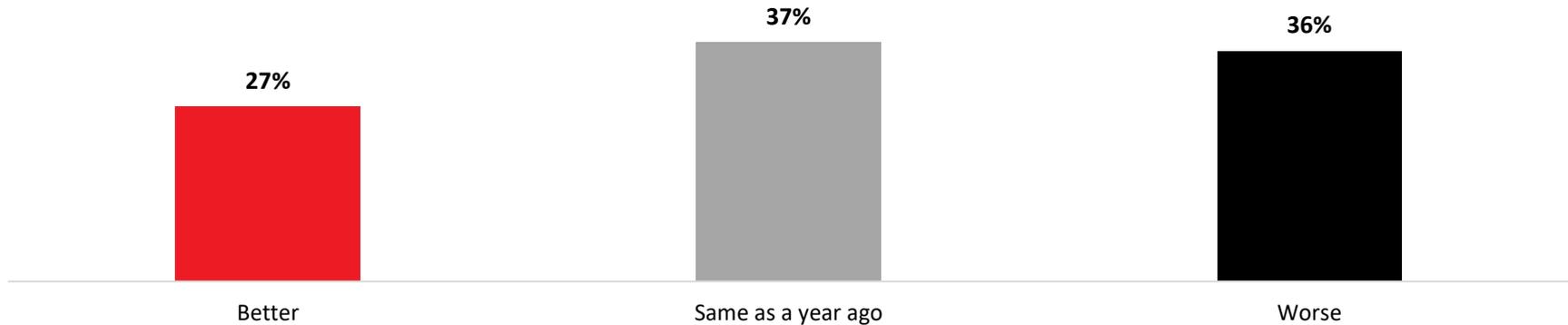


	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	1,005	177	211	385	232	487	517	248	338	419
Unweighted n=	1,005	212	235	299	259	474	531	161	342	502
Better	20%	25%	20%	16%	21%	25%	15%	19%	21%	20%
Same as a year ago	36%	32%	39%	35%	37%	35%	37%	35%	39%	34%
Worse	44%	43%	40%	49%	42%	40%	48%	47%	41%	46%

# State of the U.S. Economy in the Future

**Q3.** And, looking ahead, do you think that a year from now, the U.S economy will be better, worse or about the same as now?

Base: All respondents (n=1,005)



	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	1,005	177	211	385	232	487	517	248	338	419
Unweighted n=	1,005	212	235	299	259	474	531	161	342	502
Better	27%	32%	23%	25%	30%	31%	23%	31%	29%	23%
Same as a year ago	37%	35%	42%	35%	38%	33%	41%	38%	39%	35%
Worse	36%	32%	35%	40%	33%	36%	36%	30%	33%	42%

# Factors for Evaluating the Economy

**Q4.** What factors or data points do you rely on to make up your mind on how national economy is doing?

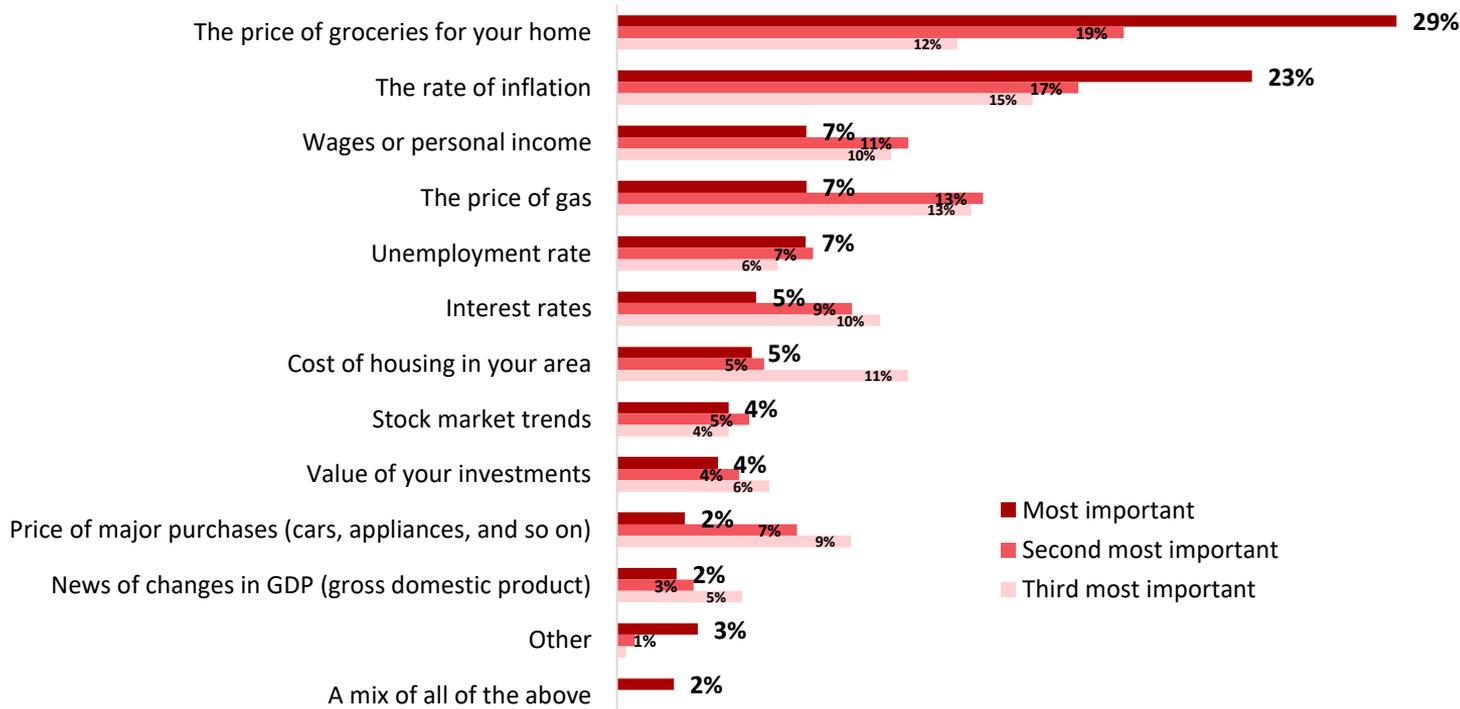
Base: All respondents (n=1,005)



# Most Important Factors for Evaluating the Economy

**Q5A-B-C.** And now, based on the following list, what factor or data point is most, second most and third most important to you when deciding how the national economy is doing?

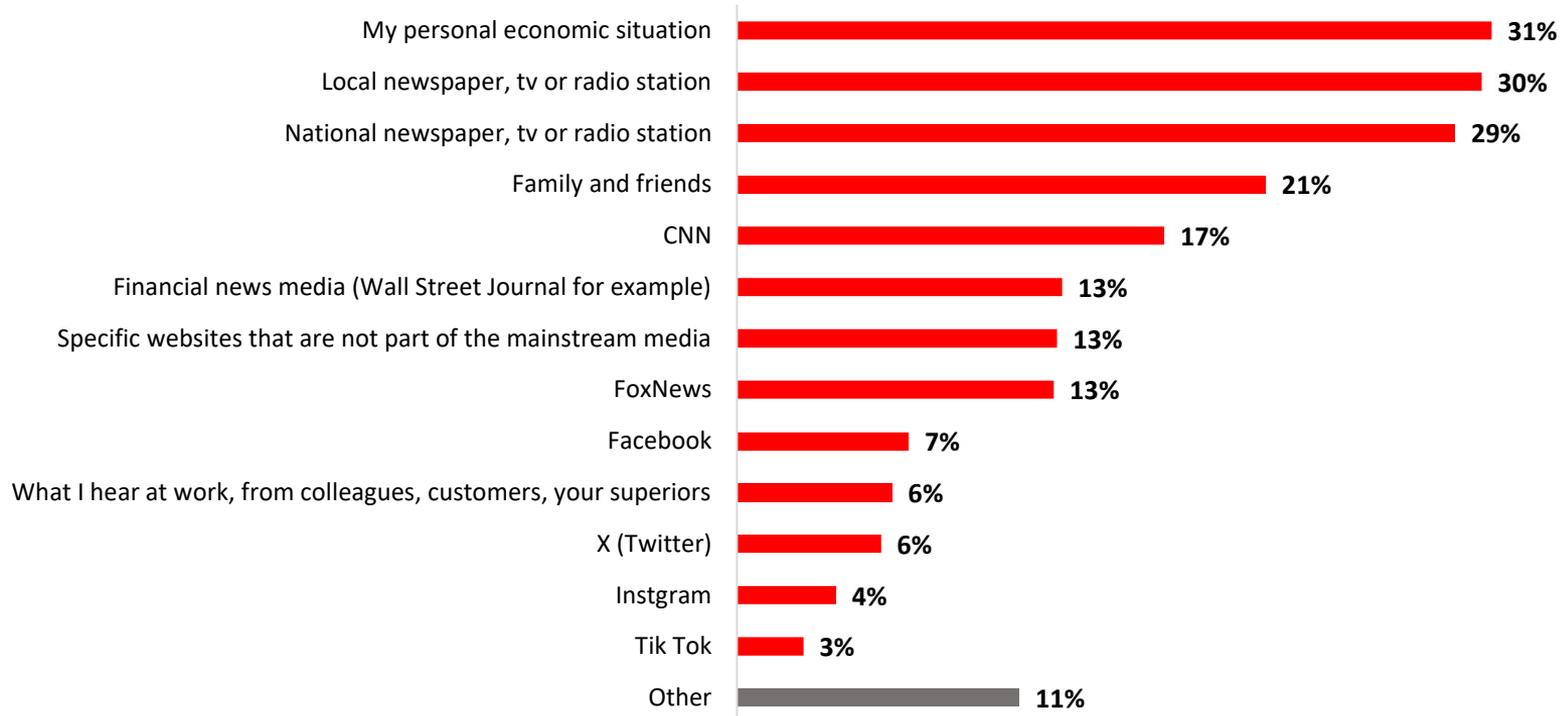
Base: All respondents (n=1,005)



# Sources of Information (1/2)

**Q6.** When it comes to making up your mind about how the US economy is doing, where do you mostly get your information from? *Select up to three answers*

Base: All respondents (n=1,005)



# Sources of Information (1/2)

**Q6.** When it comes to making up your mind about how the US economy is doing, where do you mostly get your information from? *Select up to three answers*

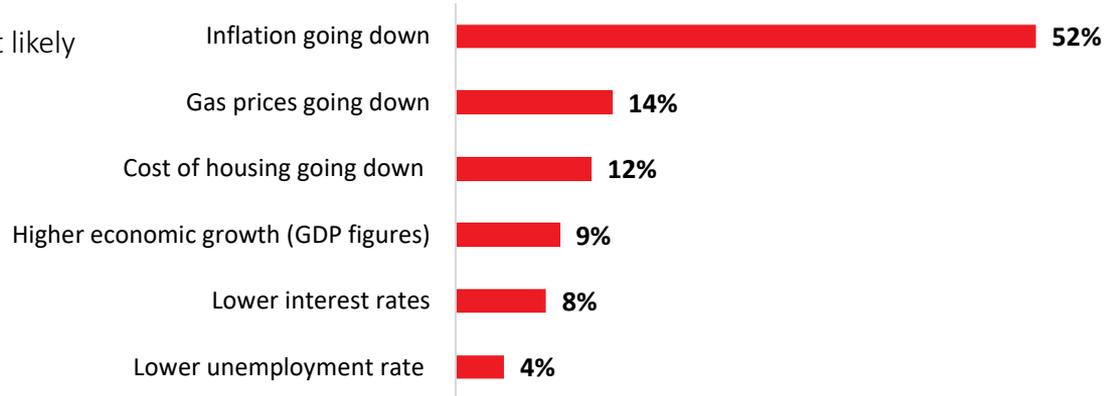
Base: All respondents (n=1,500)

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	1,005	177	211	385	232	487	517	248	338	419
Unweighted n=	1,005	212	235	299	259	474	531	161	342	502
My personal economic situation	31%	28%	42%	27%	28%	31%	30%	20%	33%	35%
Local newspaper, tv or radio station	30%	28%	34%	27%	33%	26%	34%	20%	25%	40%
National newspaper, tv or radio station	29%	34%	29%	26%	32%	29%	29%	25%	26%	34%
Family and friends	21%	16%	24%	22%	23%	17%	26%	31%	20%	17%
CNN	17%	22%	10%	19%	17%	22%	13%	22%	22%	11%
Financial news media (Wall Street Journal for example)	13%	24%	9%	10%	15%	19%	8%	16%	11%	14%
Specific websites that are not part of the mainstream media	13%	9%	14%	14%	13%	16%	10%	9%	12%	16%
FoxNews	13%	14%	9%	15%	12%	14%	12%	12%	12%	14%
Facebook	7%	9%	7%	8%	3%	7%	7%	12%	10%	2%
What I hear at work, from colleagues, customers, your superiors	6%	7%	7%	5%	7%	5%	7%	9%	8%	3%
X (Twitter)	6%	6%	5%	7%	4%	7%	4%	13%	6%	2%
Instagram	4%	2%	4%	5%	4%	3%	5%	11%	3%	1%
Tik Tok	3%	1%	4%	2%	4%	1%	4%	9%	1%	0%
Other	11%	10%	13%	11%	12%	12%	11%	12%	13%	10%

# Signs of Improvement in the Economy

**Q7.** Which of the following would be most likely to make you feel better about how the US economy is doing?

Base: All respondents (n=1,005)

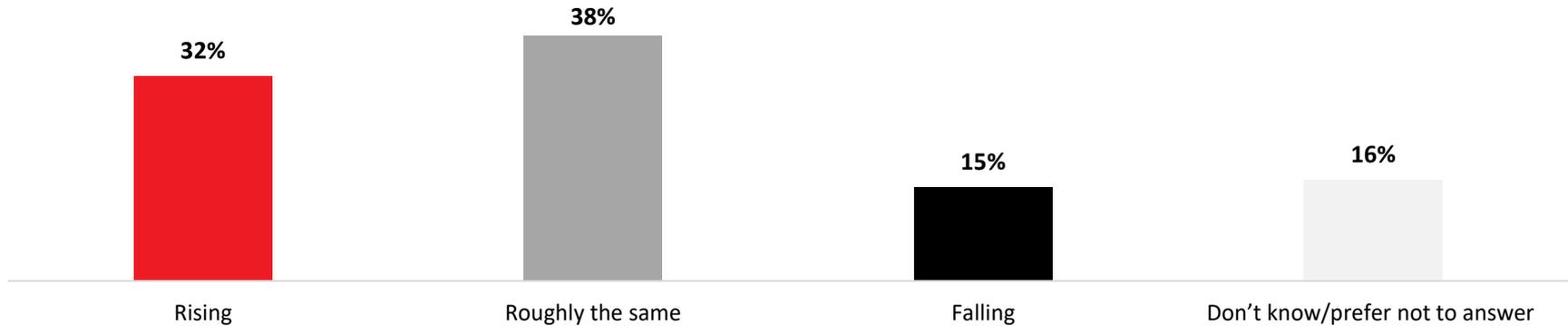


	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	1,005	177	211	385	232	487	517	248	338	419
Unweighted n=	1,005	212	235	299	259	474	531	161	342	502
Inflation going down	52%	42%	54%	56%	51%	51%	53%	48%	52%	54%
Gas prices going down	14%	13%	11%	14%	17%	14%	14%	16%	13%	14%
Cost of housing going down	12%	18%	14%	9%	12%	9%	15%	20%	13%	7%
Higher economic growth (GDP figures)	9%	11%	10%	9%	8%	13%	6%	7%	9%	12%
Lower interest rates	8%	8%	9%	8%	7%	8%	8%	4%	8%	10%
Lower unemployment rate	4%	8%	2%	4%	5%	4%	4%	5%	6%	3%

# Inflation Rate in the Last Few Months

**Q8.** At the present time, is the inflation rate rising, falling or roughly the same as a few months ago?

Base: All respondents (n=1,005)

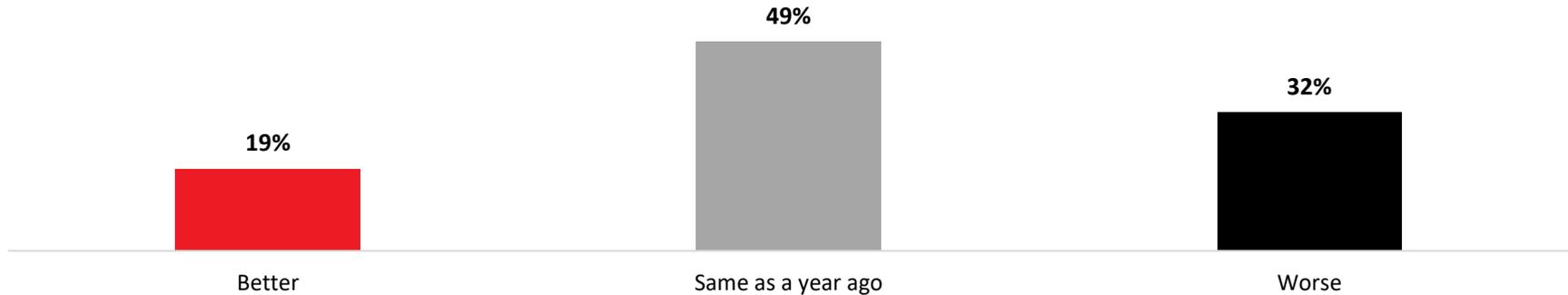


	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	1,005	177	211	385	232	487	517	248	338	419
Unweighted n=	1,005	212	235	299	259	474	531	161	342	502
Rising	32%	29%	29%	36%	30%	31%	33%	35%	36%	27%
Roughly the same	38%	42%	35%	38%	39%	41%	35%	38%	39%	38%
Falling	15%	14%	20%	11%	16%	17%	12%	10%	10%	21%
Don't know/Prefer not to answer	16%	16%	16%	16%	15%	11%	20%	17%	16%	15%

# State of Personal Finances

**Q9.** We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?

Base: All respondents (n=1,005)

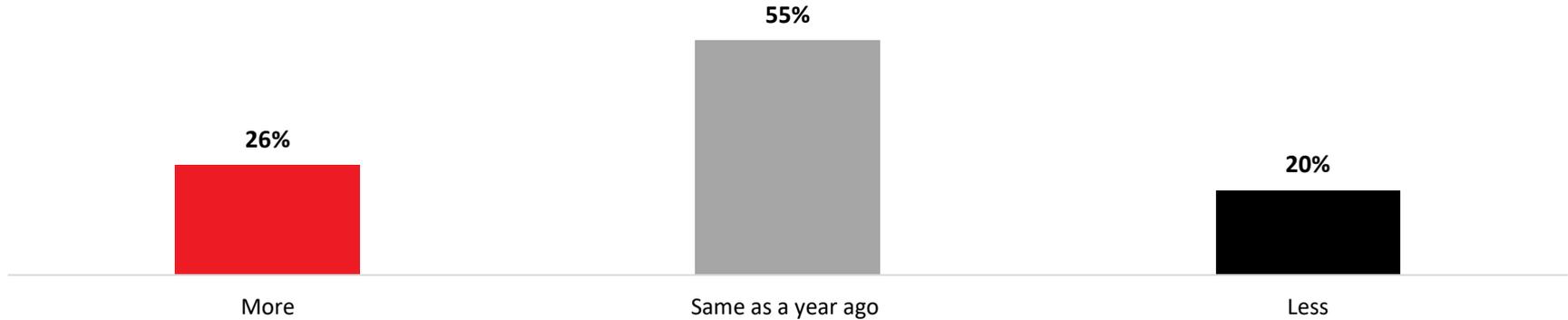


	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	1,005	177	211	385	232	487	517	248	338	419
Unweighted n=	1,005	212	235	299	259	474	531	161	342	502
Better	19%	20%	16%	21%	18%	24%	15%	23%	24%	13%
Same as a year ago	49%	52%	52%	43%	52%	44%	53%	53%	44%	50%
Worse	32%	27%	32%	36%	30%	32%	32%	24%	33%	37%

# Level of Income

**Q10.** Would you say that you (and your family living there) are earning more income than you were a year ago?

Base: All respondents (n=1,005)

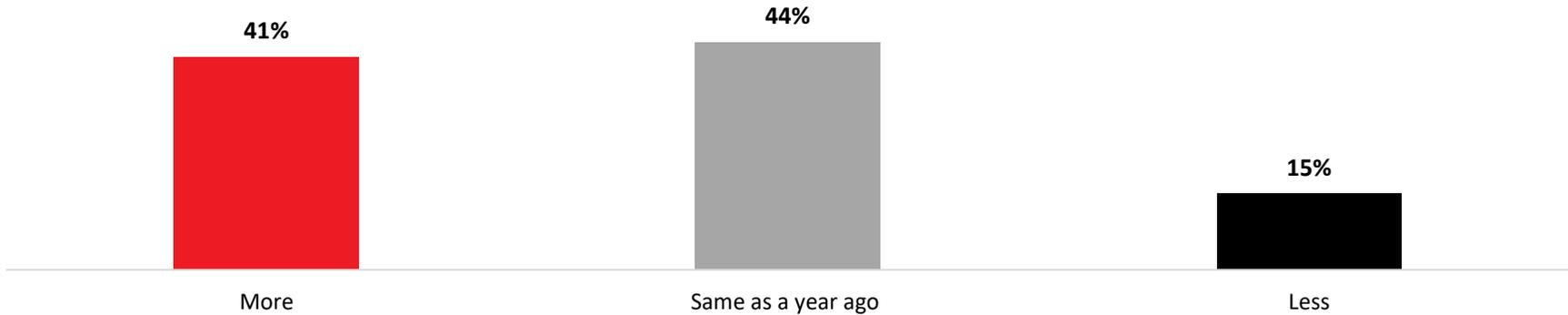


	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	1,005	177	211	385	232	487	517	248	338	419
Unweighted n=	1,005	212	235	299	259	474	531	161	342	502
More	26%	28%	23%	25%	27%	29%	22%	35%	25%	20%
Same as a year ago	55%	52%	55%	56%	54%	51%	58%	51%	53%	58%
Less	20%	20%	21%	19%	19%	20%	19%	14%	22%	21%

# Level of Spending

**Q11.** Would you say that you (and your family living there) are spending more money than you were a year ago?

Base: All respondents (n=1,005)

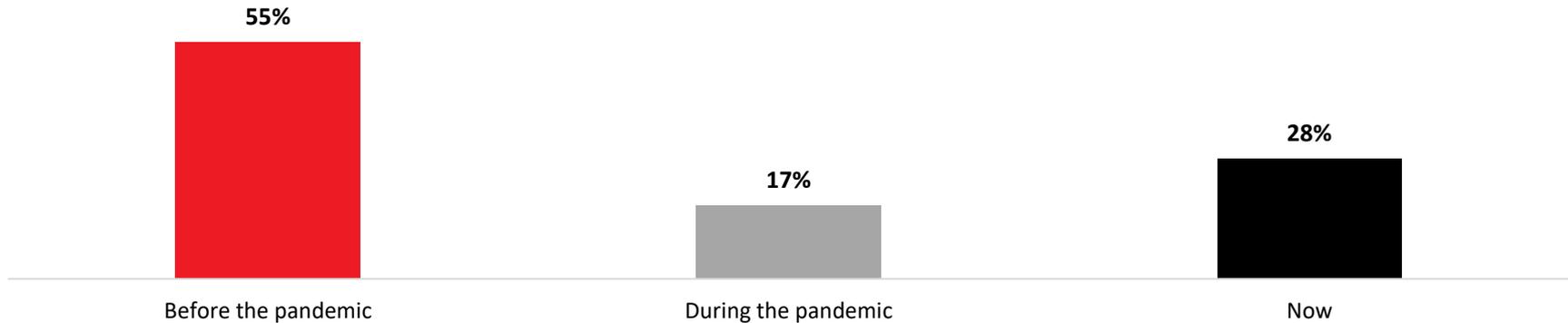


	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	1,005	177	211	385	232	487	517	248	338	419
Unweighted n=	1,005	212	235	299	259	474	531	161	342	502
More	41%	41%	43%	41%	40%	44%	38%	38%	40%	44%
Same as a year ago	44%	49%	37%	42%	50%	44%	45%	49%	45%	40%
Less	15%	11%	20%	17%	9%	12%	17%	13%	15%	15%

# Personal Financial Situation Since the Pandemic

**Q11B.** Would you say your personal financial situation was better before the pandemic, during the pandemic, or now?

Base: All respondents (n=1,005)

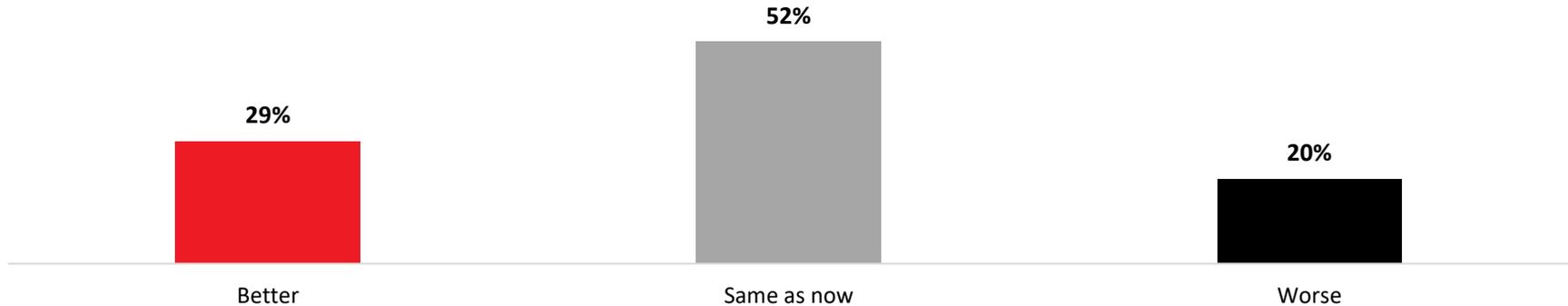


	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	1,005	177	211	385	232	487	517	248	338	419
Unweighted n=	1,005	212	235	299	259	474	531	161	342	502
Before the pandemic	55%	54%	55%	57%	52%	56%	54%	51%	55%	58%
During the pandemic	17%	17%	17%	15%	20%	17%	17%	27%	17%	12%
Now	28%	29%	28%	27%	28%	27%	29%	23%	29%	30%

# Personal Financial Situation in the Future

**Q12.** Now looking ahead - do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?

Base: All respondents (n=1,005)

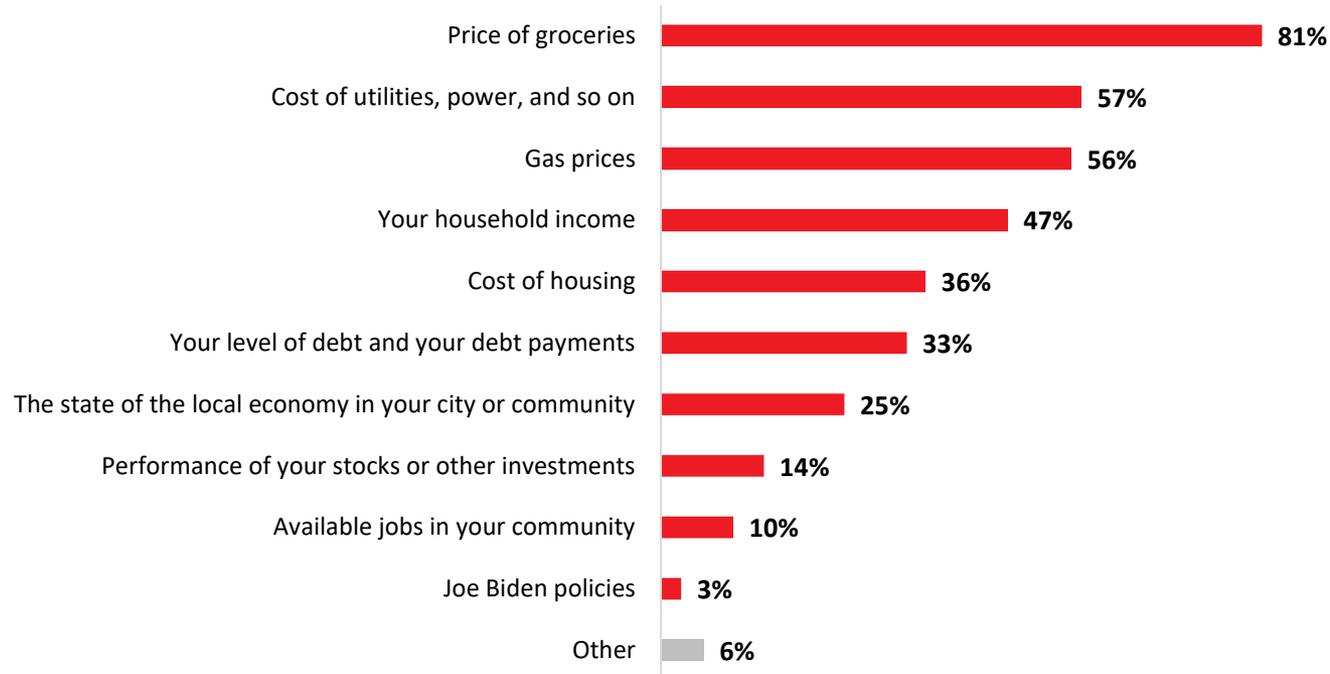


	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	1,005	177	211	385	232	487	517	248	338	419
Unweighted n=	1,005	212	235	299	259	474	531	161	342	502
Better	29%	33%	26%	29%	26%	33%	24%	39%	37%	16%
Same as now	52%	53%	55%	49%	52%	48%	56%	49%	48%	56%
Worse	20%	14%	19%	22%	22%	20%	20%	12%	16%	28%

# Signs that the Economy is Worsening (1/2)

**Q13.** Which factor or factors are you thinking when you say that your situation has gotten or will get worse? *Select all that apply*

Base: Respondents who think their situation is worse or will get worse (n=373)



# Signs that the Economy is Worsening (2/2)

**Q13.** Which factor or factors are you thinking when you say that your situation has gotten or will get worse? *Select all that apply*

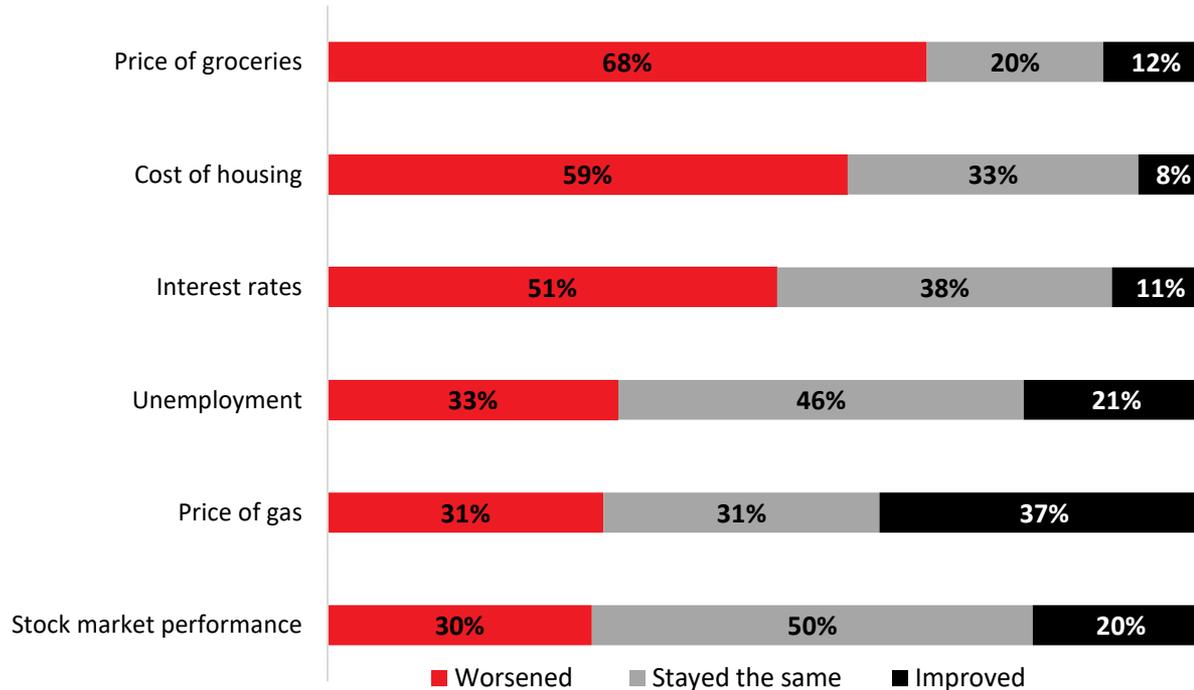
Base: Respondents who think their situation is worse or will get worse

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	364	52	77	151	84	169	195	73	115	176
Unweighted n=	373	65	92	122	94	170	203	41	118	214
Price of groceries	81%	87%	86%	87%	64%	82%	81%	79%	85%	80%
Cost of utilities, power, and so on	57%	56%	62%	54%	58%	54%	59%	50%	56%	61%
Gas prices	56%	47%	56%	56%	59%	56%	55%	61%	54%	54%
Your household income	47%	57%	44%	43%	50%	43%	50%	51%	54%	41%
Cost of housing	36%	36%	32%	36%	38%	28%	42%	55%	40%	25%
Your level of debt and your debt payments	33%	39%	30%	38%	24%	33%	33%	28%	42%	29%
The state of the local economy in your city or community	25%	23%	24%	27%	24%	28%	22%	15%	21%	32%
Performance of your stocks or other investments	14%	18%	13%	11%	17%	17%	11%	5%	9%	21%
Available jobs in your community	10%	13%	10%	9%	9%	12%	8%	13%	12%	7%
Joe Biden policies	3%	1%	9%	2%	0%	6%	0%	0%	4%	3%
Other	6%	19%	0%	3%	9%	9%	3%	2%	5%	8%

# Changes in Economic Factors

**Q14.** Since June, would you say the following have increased, decreased, or stayed about the same?

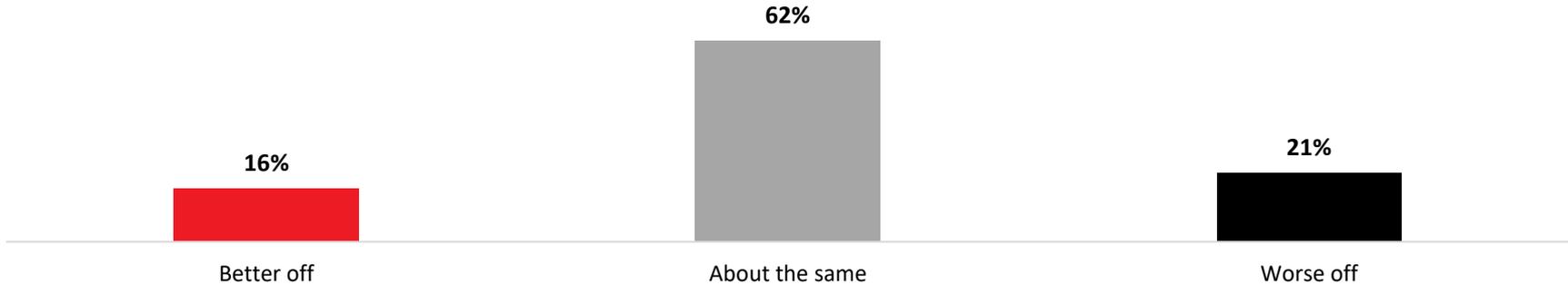
Base: All respondents (n=1,005)



# Personal Financial Situation Compared to Other People

**Q15.** When thinking about how you are doing financially, are you better off, worse off or doing about the same as the majority of people around you in your community?

Base: All respondents (n=1,005)

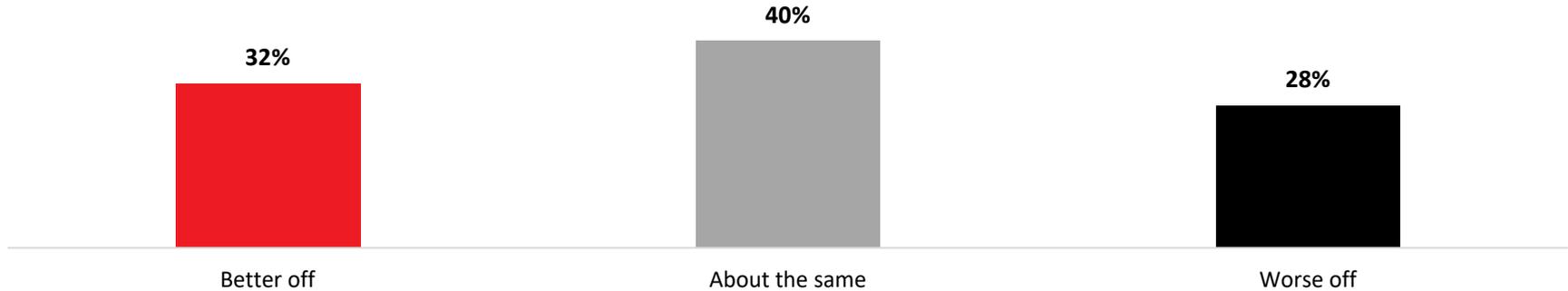


	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	1,005	177	211	385	232	487	517	248	338	419
Unweighted n=	1,005	212	235	299	259	474	531	161	342	502
Better off	16%	22%	14%	11%	24%	21%	12%	23%	18%	11%
About the same	62%	54%	64%	68%	58%	56%	69%	63%	57%	66%
Worse off	21%	24%	23%	21%	18%	23%	20%	14%	25%	23%

# Personal Financial Situation Compared to Their Parents

**Q16.** And thinking in the long term, will you be better off, worse off or roughly the same as your parents were?

Base: All respondents (n=1,005)

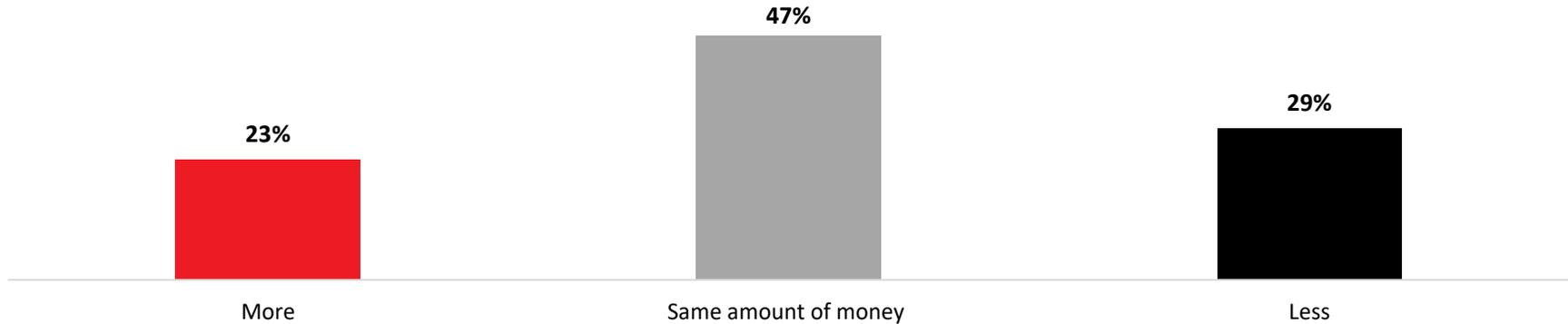


	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	1,005	177	211	385	232	487	517	248	338	419
Unweighted n=	1,005	212	235	299	259	474	531	161	342	502
Better off	32%	39%	33%	27%	34%	35%	29%	33%	31%	33%
About the same	40%	35%	34%	45%	43%	39%	41%	42%	41%	39%
Worse off	28%	26%	33%	28%	23%	26%	29%	25%	28%	29%

# Amount of Money in the Next 12 Months

**Q17.** When thinking about the next 12 months, do you think you will have more, less or the same amount of money to spend and/or invest compared to today?

Base: All respondents (n=1,005)

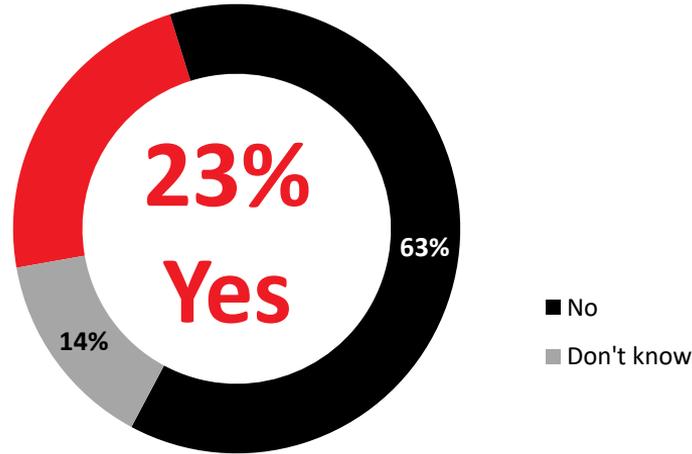


	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	1,005	177	211	385	232	487	517	248	338	419
Unweighted n=	1,005	212	235	299	259	474	531	161	342	502
More	23%	28%	21%	24%	20%	27%	20%	32%	29%	14%
Same amount of money	47%	46%	47%	45%	53%	44%	50%	53%	39%	51%
Less	29%	26%	33%	31%	27%	29%	29%	15%	32%	35%

# Plan of Buying a House in the Next Three Years

**Q18B.** Do you plan to buy a home in the next 3 years?

Base: Respondents who are renting the place where they live (n=285)

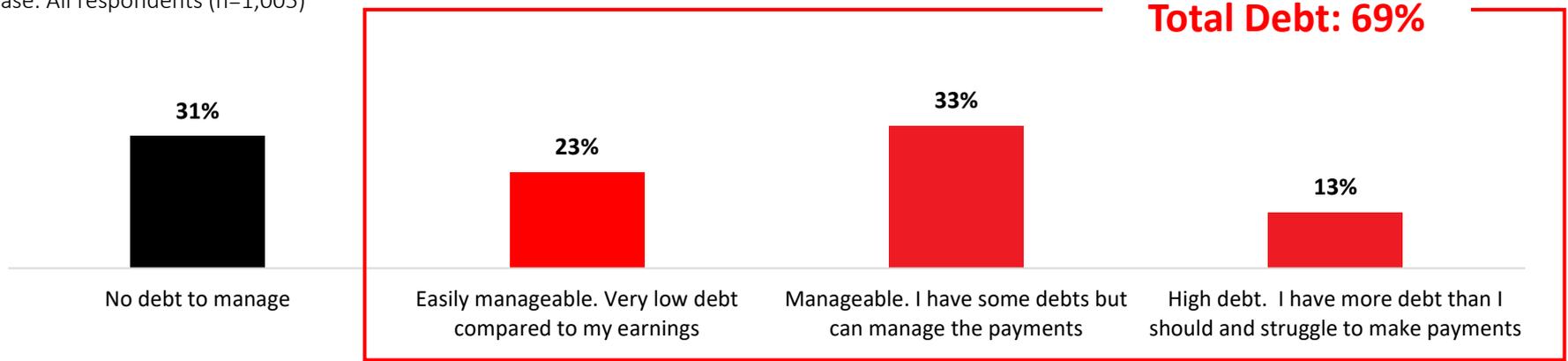


	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	303	51	53	124	74	130	174	102	102	99
Unweighted n=	285	59	58	85	83	120	165	64	103	118
Yes	23%	9%	25%	27%	24%	28%	19%	31%	29%	8%
No	63%	83%	60%	58%	58%	58%	66%	55%	50%	84%
Don't know	14%	8%	14%	15%	18%	13%	15%	14%	21%	8%

# Current Amount of Debt

**Q19.** How would you describe your debt load at the moment?

Base: All respondents (n=1,005)

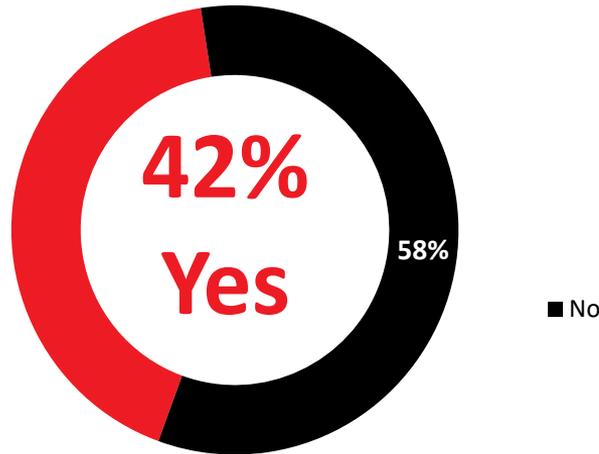


	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	1,005	177	211	385	232	487	517	248	338	419
Unweighted n=	1,005	212	235	299	259	474	531	161	342	502
No debt to manage	31%	37%	30%	24%	39%	30%	32%	32%	25%	35%
<b>TOTAL DEBT</b>	<b>69%</b>	63%	70%	76%	61%	70%	68%	68%	75%	65%
Easily manageable. Very low debt compared to my earnings	23%	21%	20%	23%	26%	24%	22%	32%	20%	20%
Manageable. I have some debts but can manage the payments	33%	26%	35%	40%	28%	35%	31%	29%	35%	35%
High debt. I have more debt than I should and struggle to make payments	13%	16%	16%	14%	7%	11%	15%	7%	21%	10%

# Money Invested in the Stock Market

**Q20.** Do you personally (or jointly with a spouse), have any money invested in the stock market right now, either in an individual stock or in a mutual fund?

Base: All respondents (n=1,005)

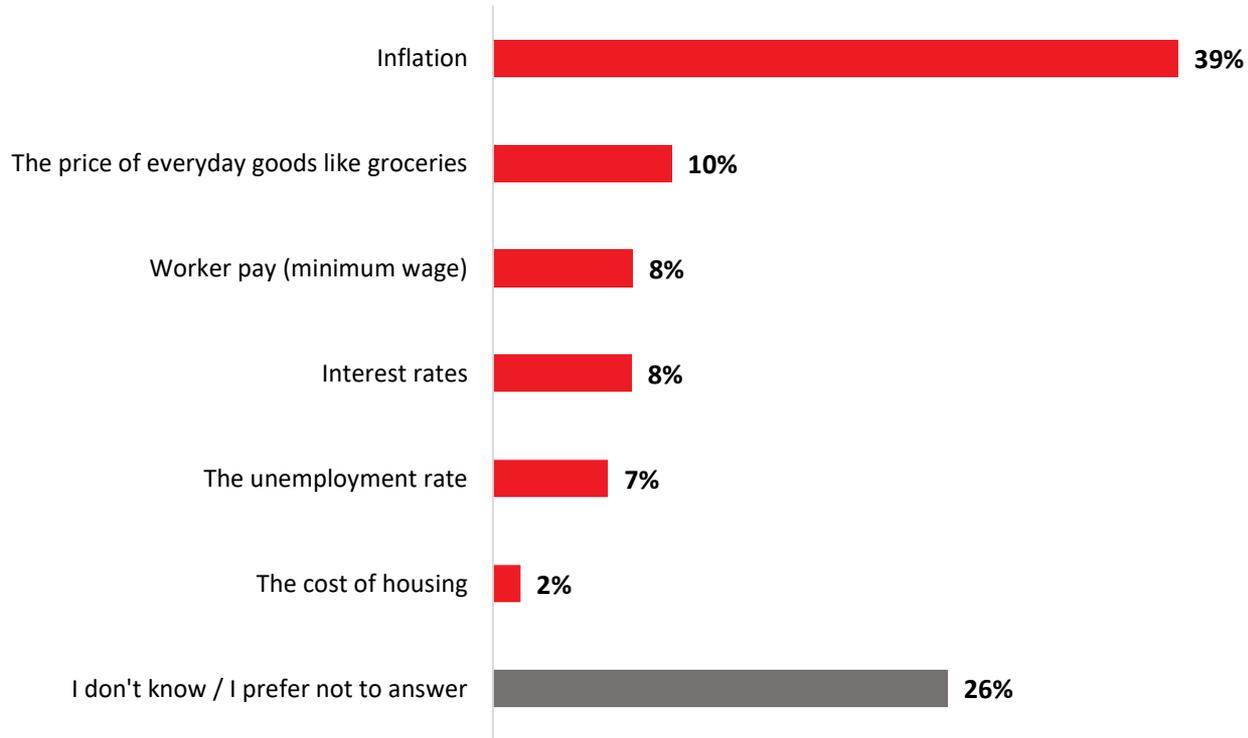


	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	1,005	177	211	385	232	487	517	248	338	419
Unweighted n=	1,005	212	235	299	259	474	531	161	342	502
Yes	42%	45%	41%	35%	50%	51%	33%	39%	39%	45%
No	58%	55%	59%	65%	50%	49%	67%	61%	61%	55%

# Economic Responsibility of the President (1/2)

**POL21.** Which of the following do you think the President is the most responsible for?

Base: All respondents (n=1,005)



# Economic Responsibility of the President (2/2)

**POL21.** Which of the following do you think the President is the most responsible for?

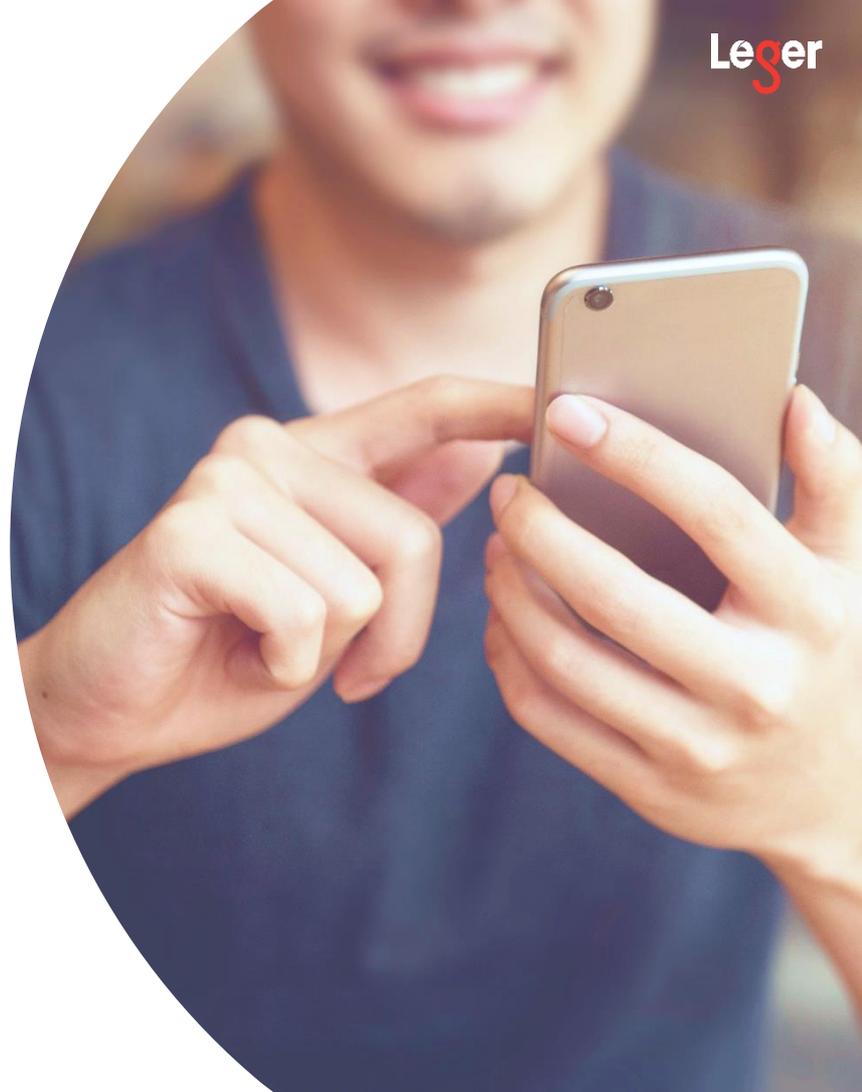
Base: All respondents

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	1,005	177	211	385	232	487	517	248	338	419
Unweighted n=	1,005	212	235	299	259	474	531	161	342	502
Inflation	39%	37%	39%	44%	33%	46%	33%	35%	43%	39%
The price of everyday goods like groceries	10%	13%	10%	11%	8%	11%	9%	14%	9%	10%
Worker pay (minimum wage)	8%	5%	15%	7%	6%	6%	10%	11%	9%	5%
Interest rates	8%	5%	4%	8%	14%	8%	8%	13%	7%	6%
The unemployment rate	7%	7%	8%	5%	7%	8%	5%	6%	4%	8%
The cost of housing	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%
I don't know / I prefer not to answer	26%	32%	22%	24%	29%	19%	33%	19%	26%	31%

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REPORT

# Detailed Methodology



# Weighted and Unweighted Sample (1/2)

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

	Unweighted	Weighted
<b>US Region</b>	<b>1,005</b>	<b>1,005</b>
NorthEast	212	177
MidWest	235	211
South	299	385
West	259	232

# Weighted and Unweighted Sample (2/2)

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

	Unweighted	Weighted
<b>Gender</b>	<b>1,005</b>	<b>1,005</b>
Male	474	487
Female	531	517
<b>Age</b>	<b>1,005</b>	<b>1,005</b>
Between 18 and 29	66	127
Between 30 and 39	181	248
Between 40 and 49	166	151
Between 50 and 64	330	256
65 or older	262	224

# Our Services

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Marketing research and polling
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Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**  
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- **Leger Opinion (LEO)**  
Panel management
- **Leger Communities**  
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- **Leger Digital**  
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- **International Research**  
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