



REPORT

# Economic Confidence

ALBERTA  
FOCUS



JUNE 2026 #10651-10017210



## Background

- Perceptions of the economic state in Canada is an important driver of how consumers will spend (or not spend) in the coming months.
- Leger, the largest Canadian-owned polling and marketing research firm, monitors views on the economy and Canadians' own finances to keep a pulse on the mood and sentiment of the public.
- *This report represents the results that focus on **Alberta** in particular.*



## Methodology

- Results are based on online research conducted among a sample of Albertans 18 years of age and older.
- The most recent wave was conducted among a sample of 402 Albertans, with fieldwork June 5-8, 2026.
- The data was statistically weighted according to Canadian Census figures.
- A margin of error cannot be associated with a non-probability sample in a panel survey, but for comparison purposes, a probability sample of 402 would have a margin of error of  $\pm 4.9\%$ , 19 times out of 20.

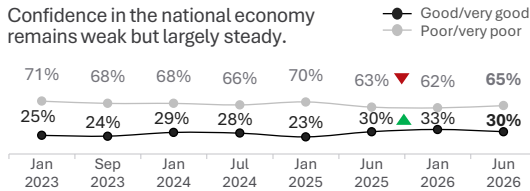
*Additional methodology details can be found in the appendix.*



## NATIONAL ECONOMY

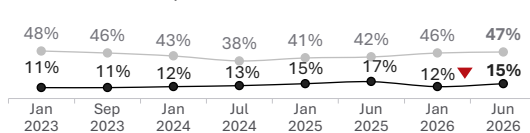
### Current Confidence

Confidence in the national economy remains weak but largely steady.



### Future Confidence

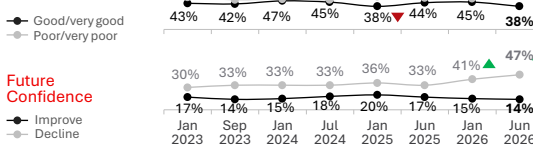
Views of the future of the Canadian economy also continue to be pessimistic.



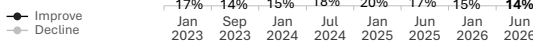
## ALBERTA ECONOMY

There is a clear trend towards worsening confidence in the AB economy, different from stability elsewhere in the country.

### Current Confidence



### Future Confidence

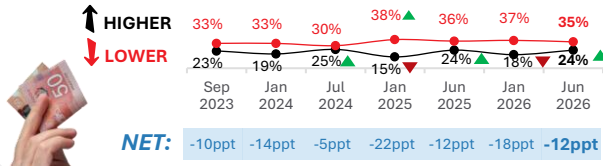


There is little movement in perceptions of national or household finances, which means views on current conditions and future prospects are largely pessimistic. Declining confidence in the provincial economy in AB now and into the future is an exception to the trend in most other provinces where results are more stable.

It is evident that fuel prices, housing affordability and inflation more generally continue to dampen spending in this province as elsewhere.

### Discretionary Spending

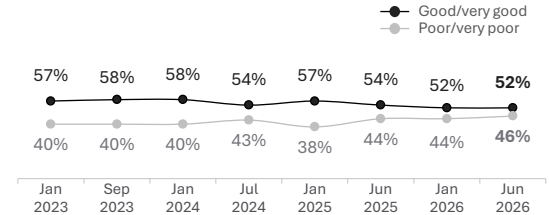
Predictions about discretionary spending are still cautious but have recovered slightly from January.



## HOUSEHOLD FINANCES

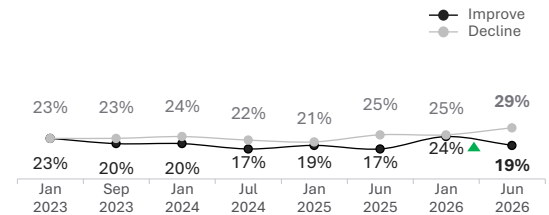
### Current Confidence

Confidence in household finances is basically stable from six months ago.



### Future Confidence

Predictions about future household finances have lost the ground gained in January.



### Rising Fuel Prices

The cost of fuel is predictably hitting most (75%) Albertans in the pocketbook hard, reducing spending as well as saving and hurting summer travel plans.



### Property Prices

Just over half of Albertans agree that property prices have increased recently (15% decreased and 31% stayed the same) and the impact on the market is not a positive one. Indicators are that the change is depressing activity, making sellers and especially buyers more wary of entering the market.



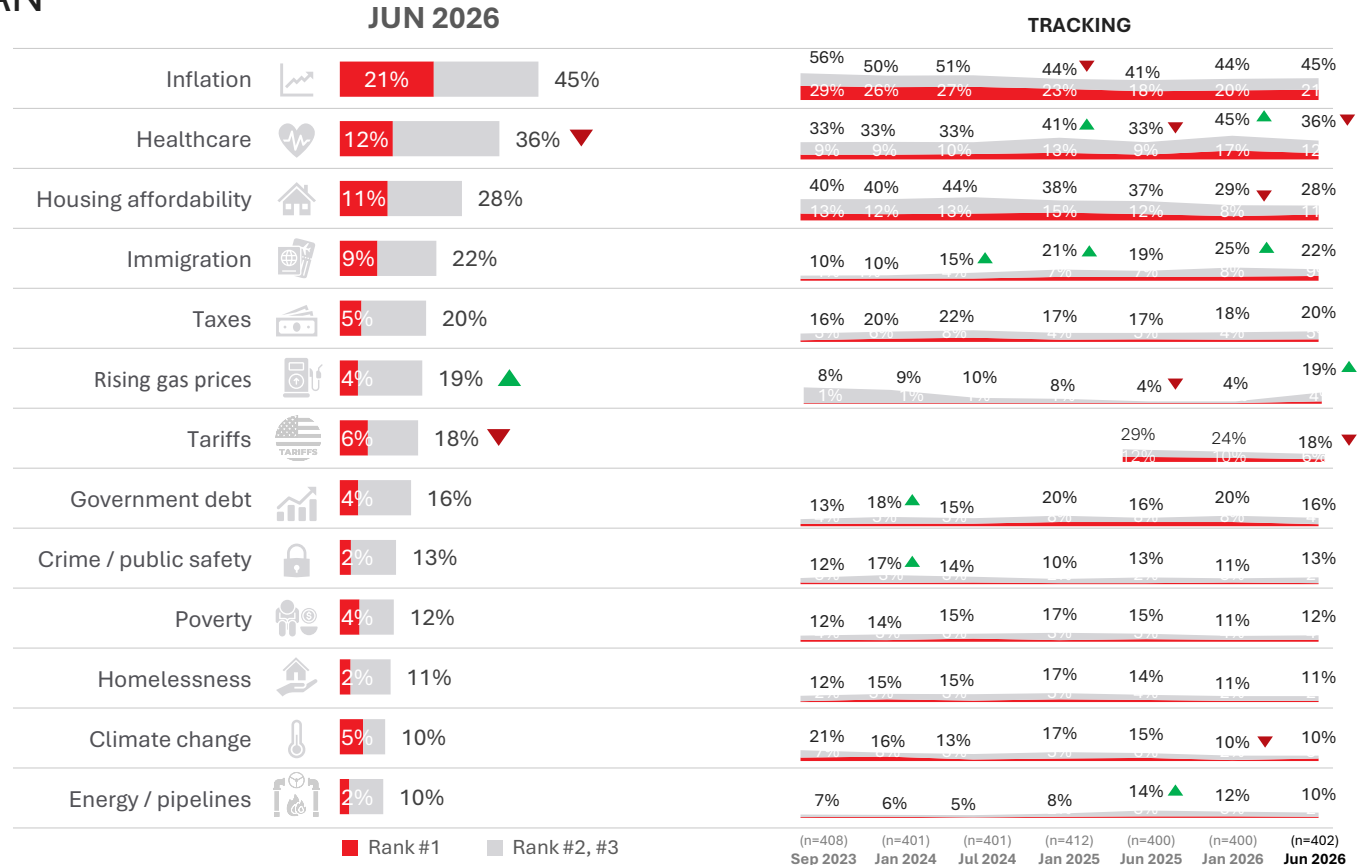
# IMPORTANT CANADIAN ISSUES AIDED

While still in the top three, the increase in concern about healthcare witnessed in January has not been sustained this June, and this issue now ranks second in our list of concerns in Alberta.

Economic concerns are still acute, with inflation at the top of the list and housing affordability rounding out the top three, with both little changed from earlier this year.

Related to inflation, rising gas prices are a much greater concern this June than in the past.

Focus on tariffs from the US as an issue appears to be waning in all provinces, but especially in Alberta, down significantly from January.



Note: Responses >6% and greater for Jun 2026 are shown.

What is the number one important issue facing Canada today?  
 What is the second most important issue? The third most important?

▲ ▼ Statistically significantly higher/lower than previous wave

# CURRENT ECONOMIC PERCEPTIONS

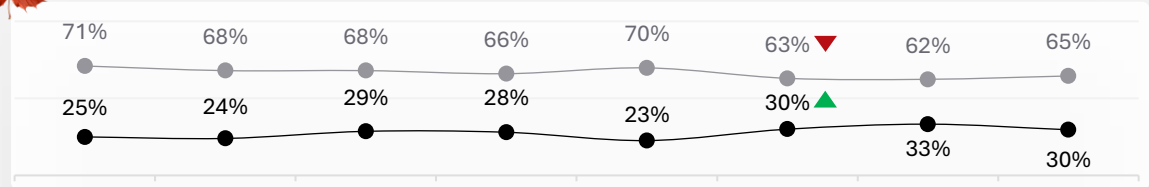
Views of the national economy among Albertans are unchanged in June for the third wave in a row, with negative perceptions more than double those of positive ones.

Sentiment towards the Alberta economy has worsened from six months ago, bringing this provinces' views more in line with the national average.

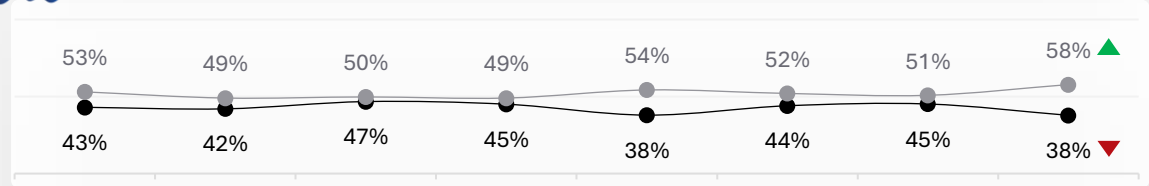
While positive assessments continue to outweigh negative ones, perceptions of household finances remain weaker in Alberta than nationally and there is a sense of a slow softening in confidence in household finances over time.



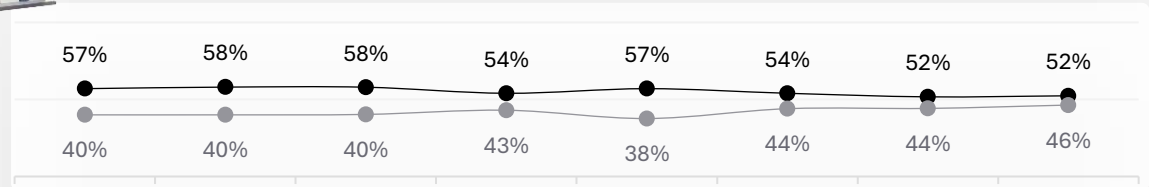
## Canada Economy



## Alberta Economy



## Household Finances



- Good/very good
- Poor/very poor

How would you describe the economic conditions in Canada today?  
 Thinking specifically about your home province/territory, how would you describe the economic conditions in ... today?  
 How would you describe your own household's finances today?

▲ ▼ Statistically significantly higher/lower than previous wave

# FUTURE ECONOMIC CONFIDENCE

Expectations for the national economy in Alberta have recovered slightly from January. Current sentiment is on par with the national average.

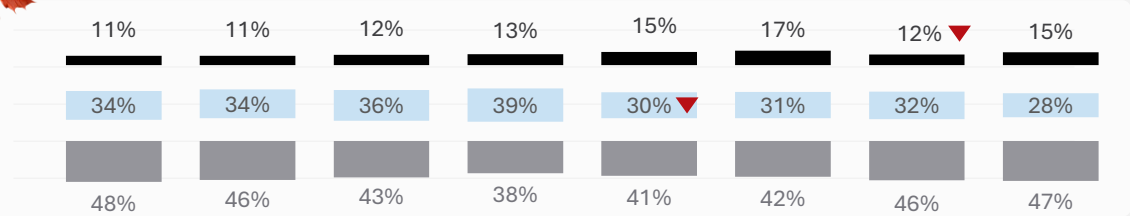
Views of the provincial economy are increasingly guarded, with more expecting a decline now than at any point in the past.

While Albertans are somewhat more optimistic about their own financial situation, the greater number in January who expected improvements has not been sustained this June and perceptions in this province reflect the national average.

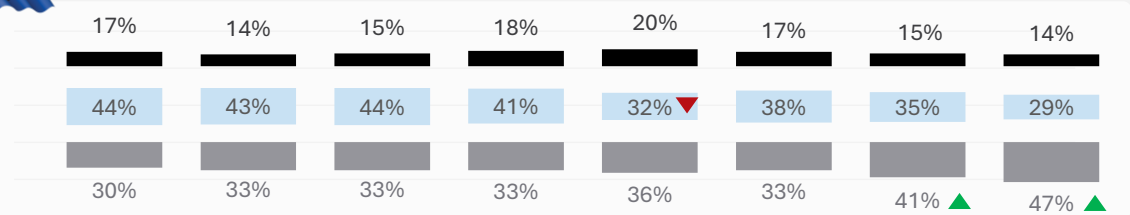
- Improve
- Stay the same
- Decline



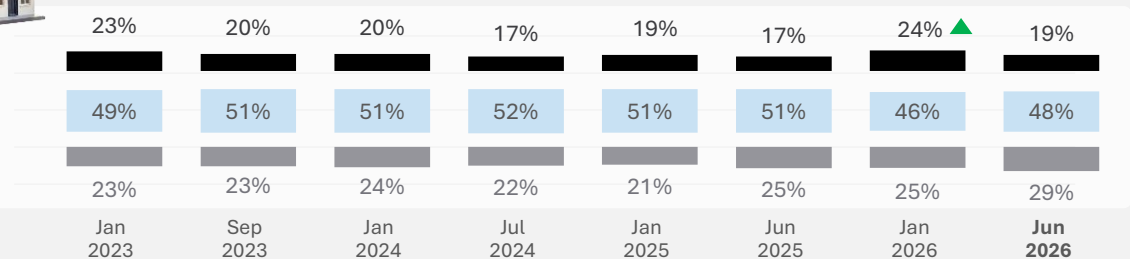
## Canada Economy



## Alberta Economy



## Household Finances



Over the next six months, do you expect the Canadian economy to improve, remain the same, or decline?

Thinking specifically about your home province/territory, over the next six months, do you expect the economy to improve, remain the same, or decline?

Over the next six months, do you expect your own household's finances to improve, remain the same, or decline?

▲ Statistically significantly higher than previous wave.

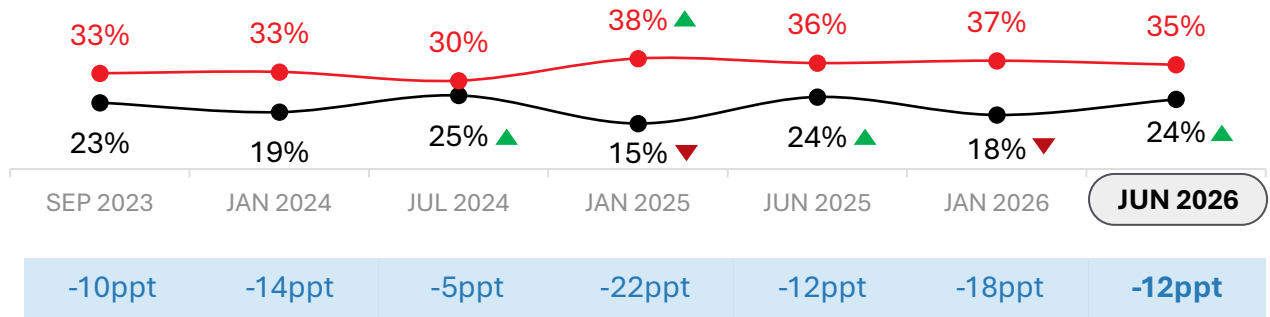
▼ Statistically significantly lower than previous wave.

# OVERALL DISCRETIONARY SPENDING EXPECTATIONS

The more negative outlook for discretionary spending in Alberta in January as been reversed this June, but still suggest significant caution in this province, even slightly more so than the rest of the country. Those intending to reduce their spending remain outweighed by those planning for higher spending, currently by 12 ppt.



↑ HIGHER      ↓ LOWER



# IMPACT OF RISING FUEL PRICES

The steep increase in fuel prices in recent months is clearly hurting many Albertans (together with SK/MB and ON, this province is the most seriously impacted).

More specifically, changes to transportation habits are most common, but there is also a decided negative effect on spending patterns and reducing and/or changing summer travel plans. Fuel costs are also reducing the amount that one-in-three are saving.

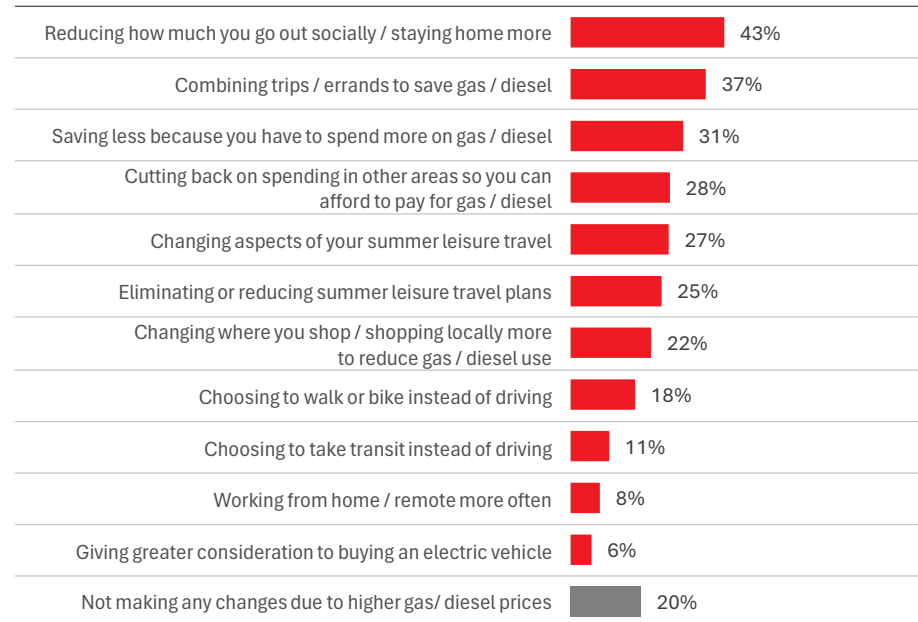
On a positive note, rising fuel prices could be having some positive spin off for the environment, although the longevity of this impact is certainly to be determined. There is more local shopping behaviour, choosing alternative transportation, and even a small number who are giving more consideration to buying an electric vehicle.

## OVERALL NEGATIVE IMPACT



To what extent, if at all, are higher gas and diesel prices having a negative impact on your personal finances?

## SPECIFIC IMPACTS

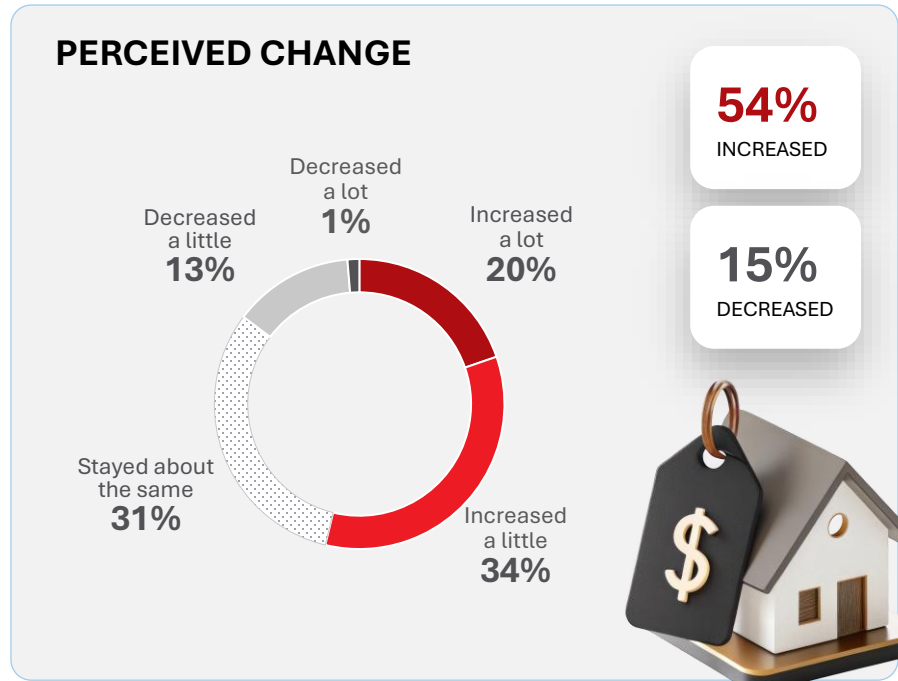


As a result of higher gas and diesel prices, which of the following, if any, have you been doing or doing more of?

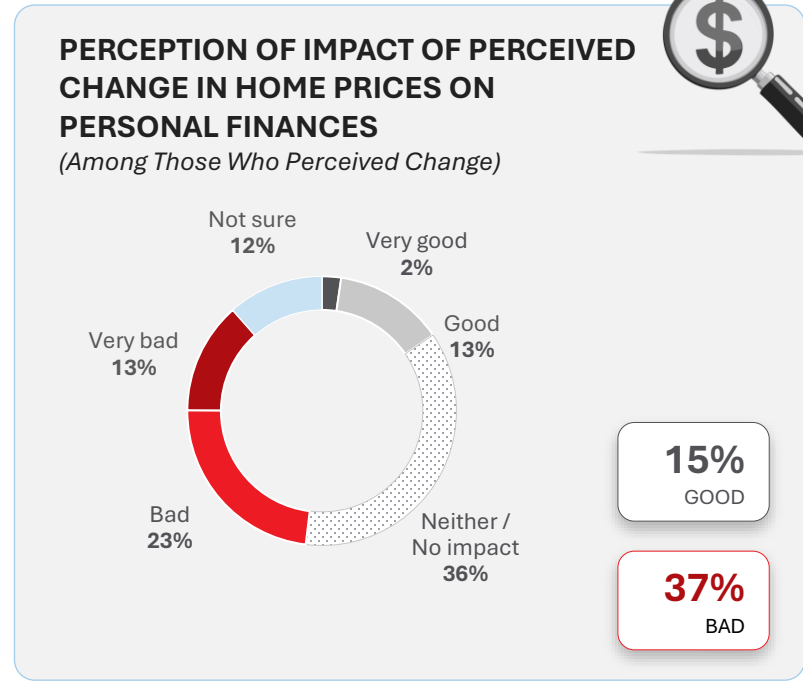
# PERCEIVED CHANGE IN HOME PRICES

A majority of Albertans report an increase in home prices in their area, with few witnessing declines. While it doesn't impact everyone, this change is largely seen as a negative thing for personal finances.

Unlike nationally where results are similar by community size, urban dwellers in Alberta are slightly more likely to be witnessing home price (58%) versus those in suburban or rural locations (48%).



Changing the topic slightly, compared to a year or so ago, do you think **home purchase prices** (condos, townhouses or single-family homes) in **your area** have increased, decreased or stayed about the same?



Do you think that [increasing/decreasing] property prices in your area are good or bad for **your personal financial situation**?

# IMPACT OF CHANGING HOME PRICES

*(Among Those Who Perceived Change)*

While many are not impacted by price changes, the net effect is that Albertans are less willing to take the plunge into the housing market, whether buying or selling.



## IMPACT ON LIKELIHOOD TO BUY

TOTAL  
(n=279)

NET CHANGE:

**-29**

### MORE

- A little more
- A lot more

7%

58%

### No impact

56%

- A lot less
- A little less

24%

12%

### LESS

37%



## IMPACT ON LIKELIHOOD TO SELL

*(Among Property Owners)*

TOTAL  
(n=246)

NET CHANGE:

**-4**

### MORE

- A little more
- A lot more

16%

11%

4%

### No impact

64%

- A lot less
- A little less

13%

7%

### LESS

20%

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# Appendix



## METHODOLOGY

- The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.
  - Many of LEO's panelists were randomly selected through Leger's telephone call centre (RDD), panelists from more hard-to-reach target groups were also added to the panel through targeted recruitment campaigns. The double opt-in selection process, a model to detect fraud and the renewal of 25% of the panel each year ensures complete respondent quality. To ensure a higher response rate and reach people on their mobile devices, Leger has developed a high-performance Apple and Android application.
- The results presented in this study comply with the public opinion research standards and disclosure requirements of CRIC (the Canadian Research and Insights Council) and the global ESOMAR network. Leger is a founding member of CRIC and is actively involved in raising quality standards in the survey industry. President Jean-Marc Léger is a member of the CRIC's Board of Directors and the Canadian representative of ESOMAR.



## WEIGHTED AND UNWEIGHTED SAMPLE

The tables below present the distribution of respondents for the most recent wave on key variables before and after weighting for the current wave.

Gender	Unweighted	Weighted
Male	208	144
Female	194	147

Age group	Unweighted	Weighted
18-34	107	84
35-54	118	105
55+	177	103

## NOTES ON READING THIS REPORT

- The numbers presented have been rounded. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.
- In this report, statistically significant differences in trending over time are shown as follows:  
 Statistically significantly **higher**/**lower** than previous wave
- In this report, statistically significant differences between subgroups are shown as follows:  
 Statistically significantly **higher**/**lower** than comparison group(s)

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## Leger Communities

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## Leger Digital

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## International Research

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300  
employees

235  
consultants

8  
offices

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TORONTO | WINNIPEG  
EDMONTON | CALGARY |  
VANCOUVER | NEW YORK

## Commitment to Advancement of the Industry

Through our memberships and accreditations, we're committed to upholding our industry's highest professional standards and ethical practices so you can get the reliable data you need. Our leaders and colleagues across North America actively participate, aiming to advance the industry overall and build a global community.



# Contact Us

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