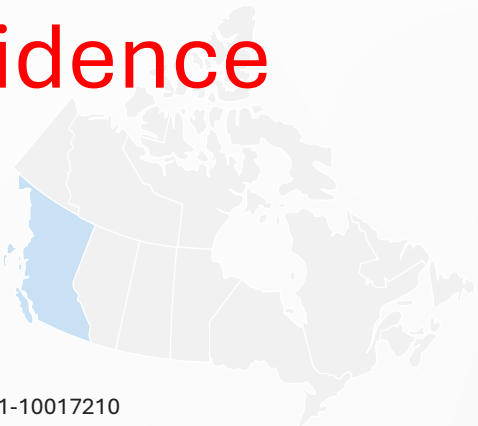




REPORT

# Economic Confidence

BRITISH  
COLUMBIA  
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 **British Columbia** in particular.*



## Methodology

- Results are based on online research conducted among a sample of British Columbians 18 years of age and older.
- The most recent wave was conducted among a sample of 403 British Columbians, 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 403 would have a margin of error of  $\pm 4.9\%$ , 19 times out of 20.

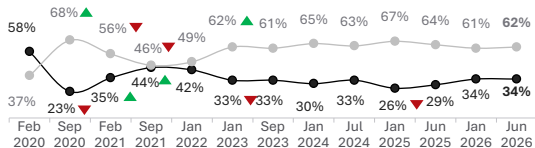
*Additional methodology details can be found in the appendix.*



## NATIONAL ECONOMY

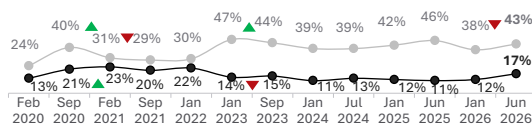
### Current Confidence

Confidence in the national economy remains poor but stable.



### Future Confidence

While still soft, future outlook for the country shows a very small sense of increasing positivity.



## BC ECONOMY

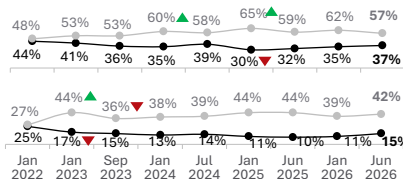
Views of the current and future economy of BC are largely stable, remaining in negative territory.

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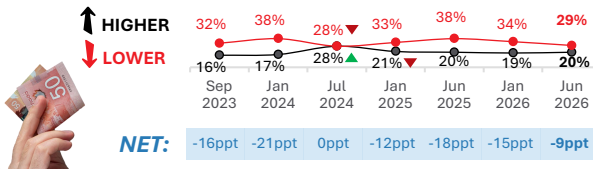


There is little movement in perceptions of national, provincial or household finances, which means views on current conditions and future prospects are largely pessimistic.

Still, there is no downward trending, and there are a couple of small indicators in the future outlook that things may improve soon. Nonetheless, it is evident that fuel prices, housing affordability and inflation more generally continue to dampen spending.

### Discretionary Spending

Predictions about discretionary spending are still cautious but may be starting to trend in the right direction.



### Rising Fuel Prices

The cost of fuel is predictably hitting most (69%) BCers in the pocketbook hard, reducing spending as well as saving and hurting summer travel plans.



### Property Prices

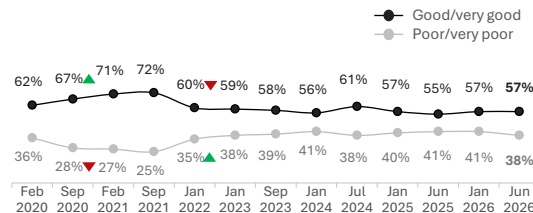
British Columbians are divided in their perceptions of changes to property prices, with fairly equal numbers perceiving increases, decreases and stability. Regardless of the direction, indicators are that the changes are depressing activity, making buyers in particular more wary of entering the market.



## HOUSEHOLD FINANCES

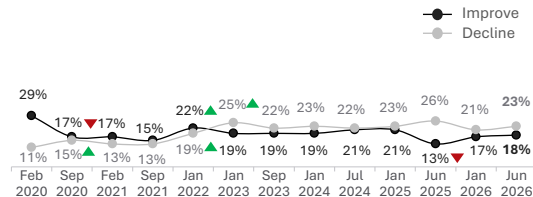
### Current Confidence

Views of current household finances are consistent for the fourth wave in a row.



### Future Confidence

Confidence in future personal finances are similarly stable and are on par with the Canadian average.



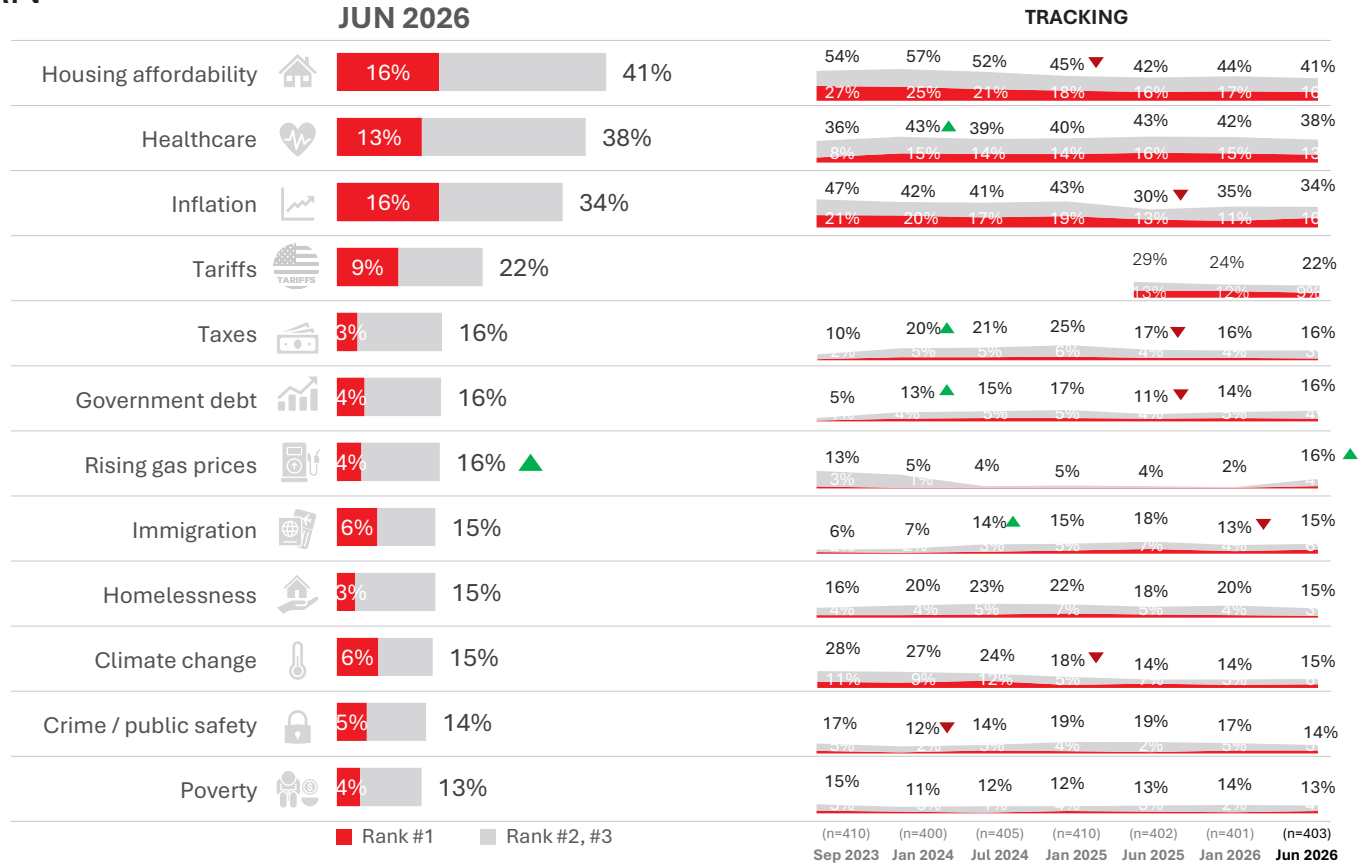
# IMPORTANT CANADIAN ISSUES AIDED

Economic concerns continue to be most acute when it comes to housing affordability, with no real abatement of this number one issue in BC over the past year and half.

Inflation, spurred on by higher gas prices (which is a much greater concern this June than in the past) remains in the top three issues.

Otherwise, healthcare is a significant and unchanged concern, rounding out the top three.

While the order of the top three are slightly different nationally, British Columbia is consistent in these three being most prevalent.



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

Note: Responses >8% for June 2026 are shown.

# CURRENT ECONOMIC PERCEPTIONS

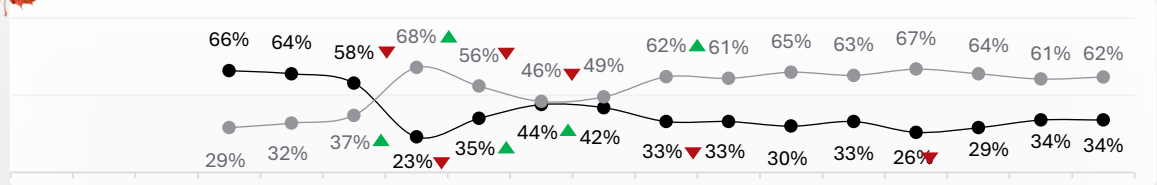
Views of the national economy among British Columbians are unchanged again in June, with negative perceptions still nearly double those of positive ones.

Sentiment toward the provincial economy remains pessimistic and also largely unchanged over the last 12 months.

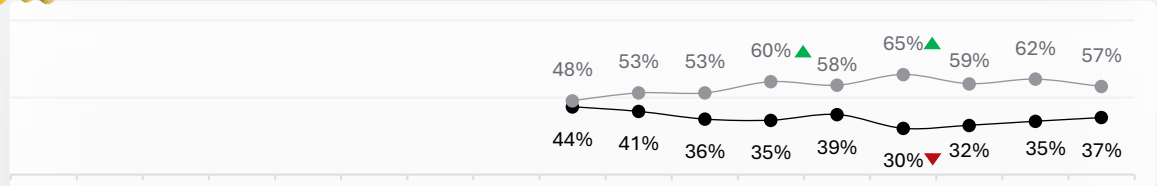
As is the case for all Canadians, perceptions of household finances in BC are stable and more positive relative to the national economy.



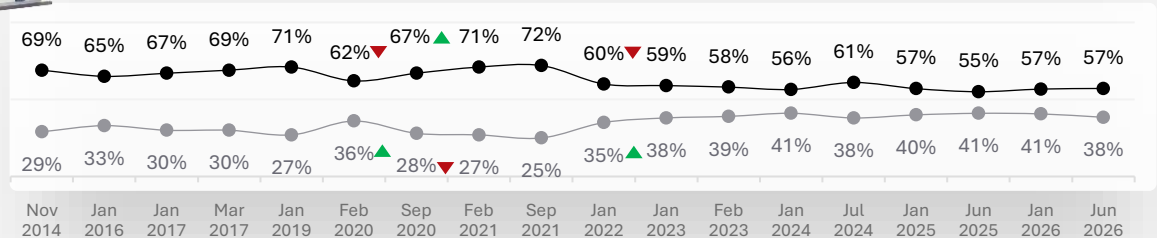
## Canada Economy



## BC 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

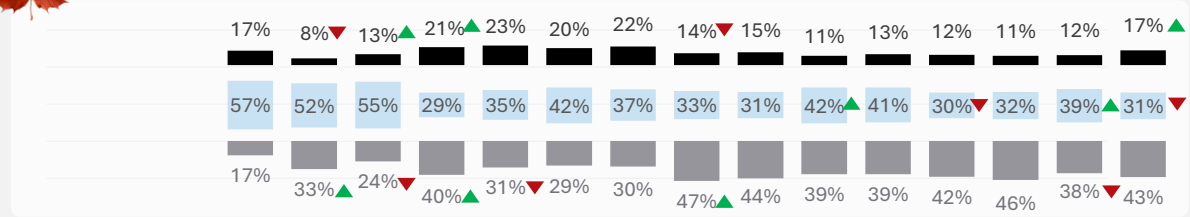
While not robust enough to be a clear trend, there is a little more optimism looking forward in June 2026, with the minority who expect an improvement in the national economy up a significant 5 ppt compared with six months ago, and a directionally positive indicator for the BC economy as well (up 4 ppt). Expectations of personal finances are more consistent.

Still, expectations for the national economy, provincial economy, and to a lesser extent household finances, remain in negative territory.

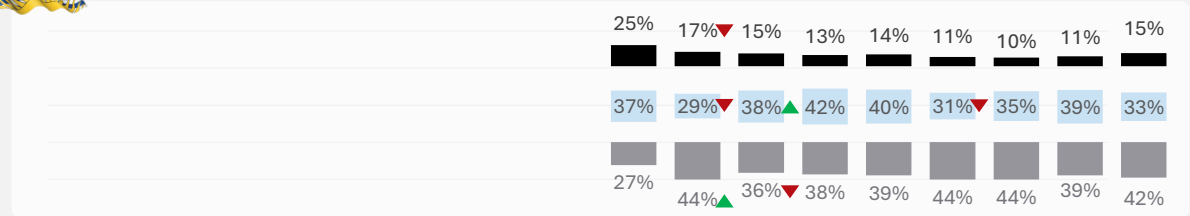
- Improve
- Stay the same
- Decline



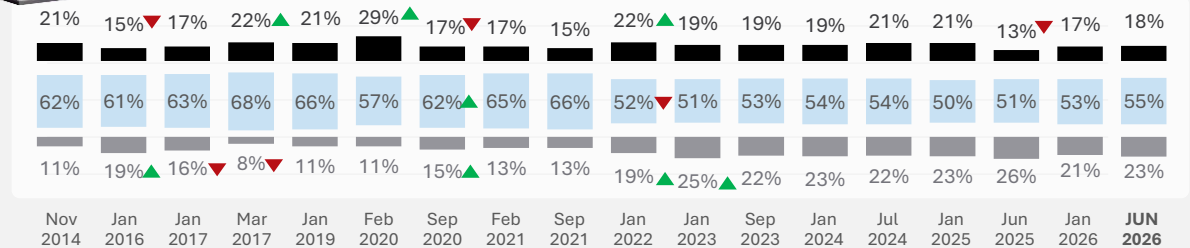
## Canada Economy



## BC 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?

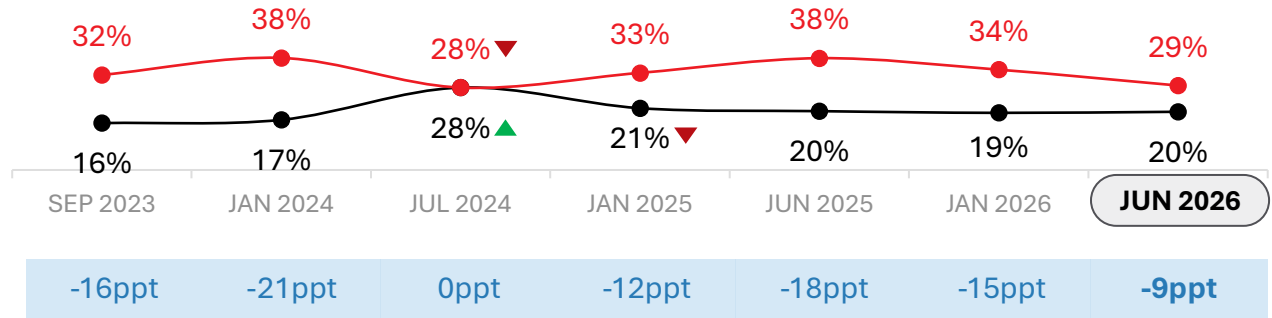
▲ Statistically significantly higher/lower than previous wave

# OVERALL DISCRETIONARY SPENDING EXPECTATIONS

While still far from rosy, expected changes to discretionary spending also provides some minor encouragement. The proportion who expect to draw back on spending has fallen for the second wave in a row while the proportion who plan an increase has held steady, resulting in a smaller net negative figure of -9 ppt this June.



↑ HIGHER      ↓ LOWER



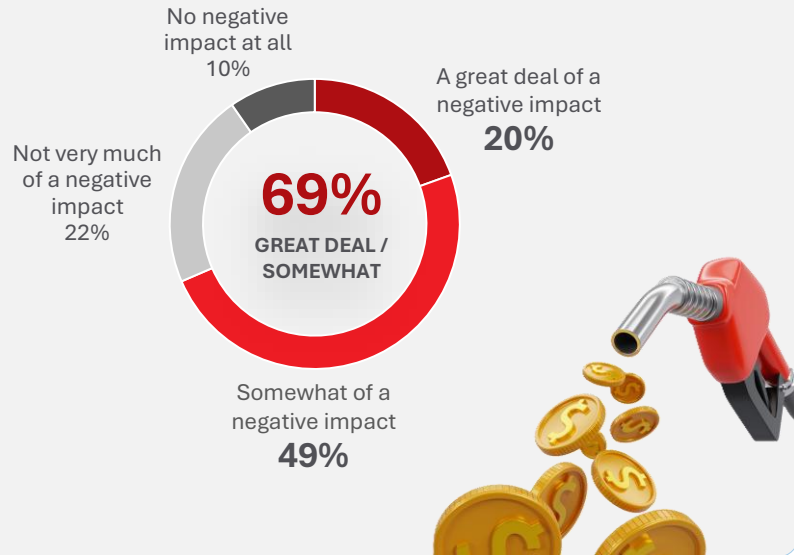
# IMPACT OF RISING FUEL PRICES

The steep increase in fuel prices in recent months is clearly hurting many British Columbians, although slightly less so than in some other regions (such as the prairies and Ontario). Still, only one-in-ten report no negative impact at all, so the effect is widespread.

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 just over one-in-five are saving.

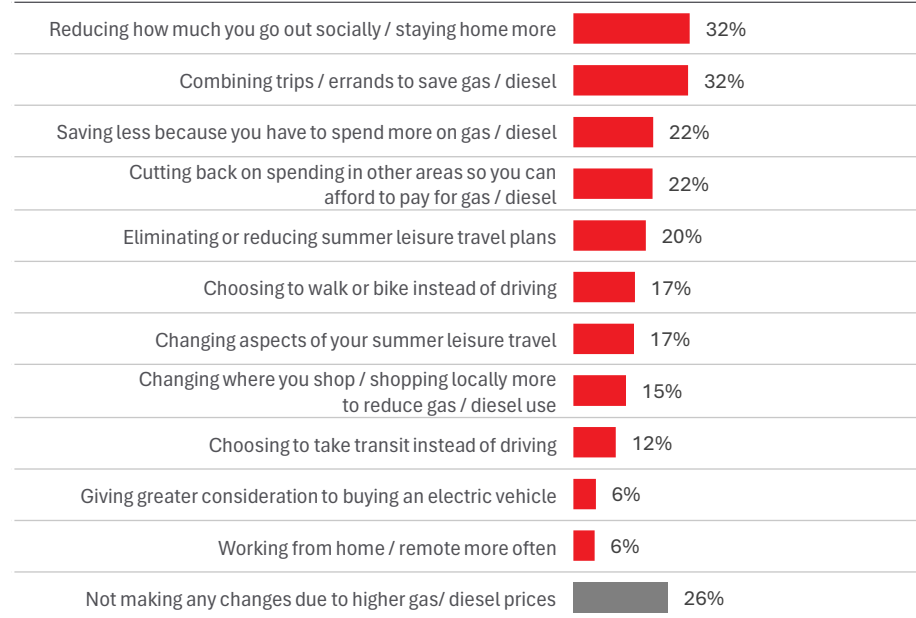
On a positive note, rising fuel prices could be having some positive spin off for the environment, although the longevity of this impact is certainly to be determined. There is more local shopping behaviour, choosing alternative transportation, and even a small number who are giving more consideration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

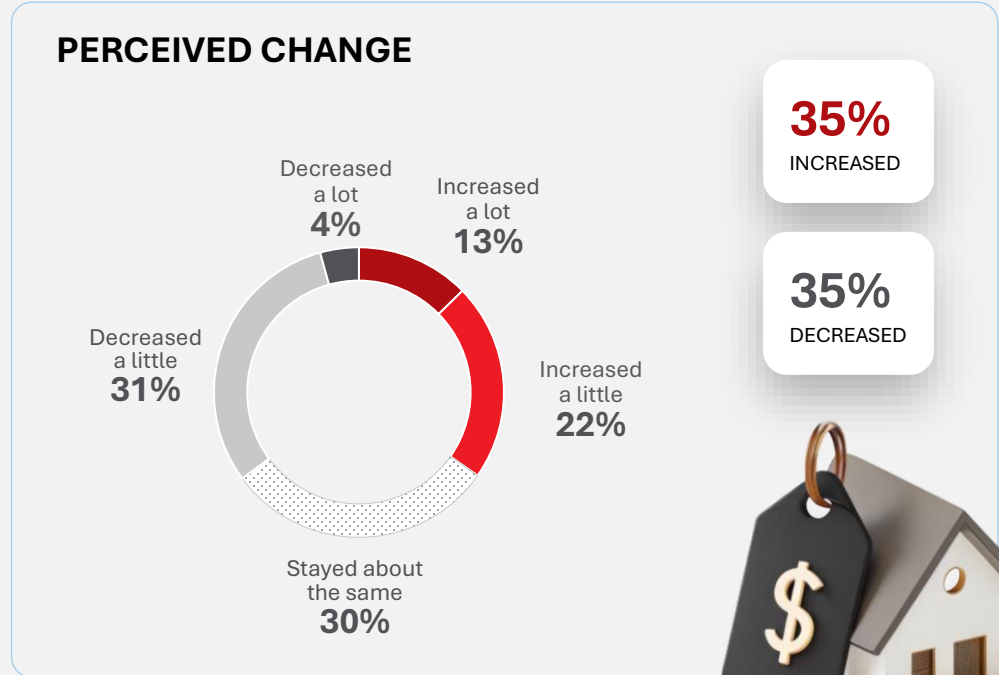


As a result of higher gas and diesel prices, which of the following, if any, have you been doing or doing more of?

# PERCEIVED CHANGE IN HOME PRICES

The BC real estate market has been different from many other provinces in recent months (although similar to that of Ontario), and this shows in perceptions of prices. Residents are pretty well equally split in perceiving increases, decreases and stability. And where changes are perceived, they are a “little” rather than a lot”. This suggests more stagnant rather than quickly moving prices in this province.

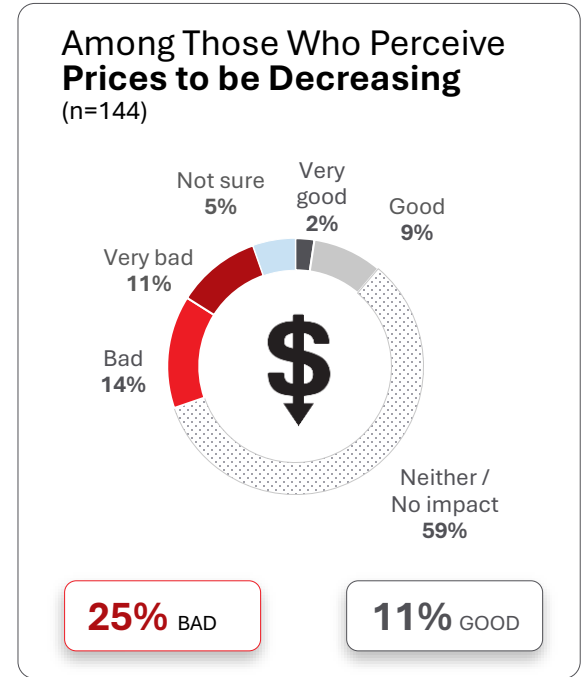
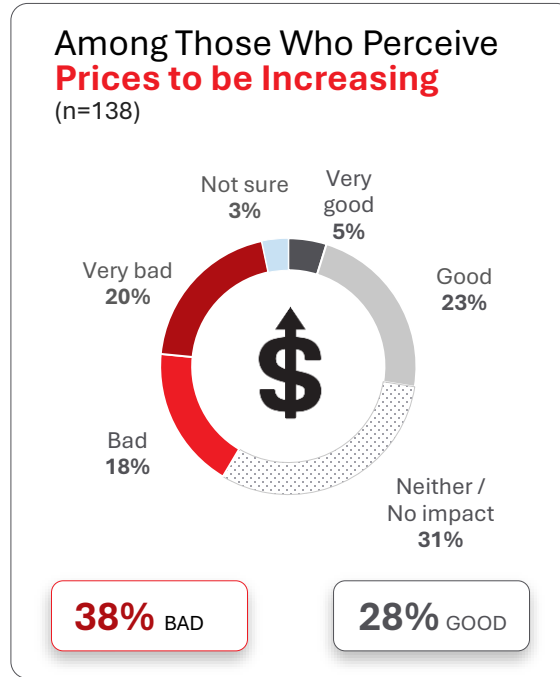
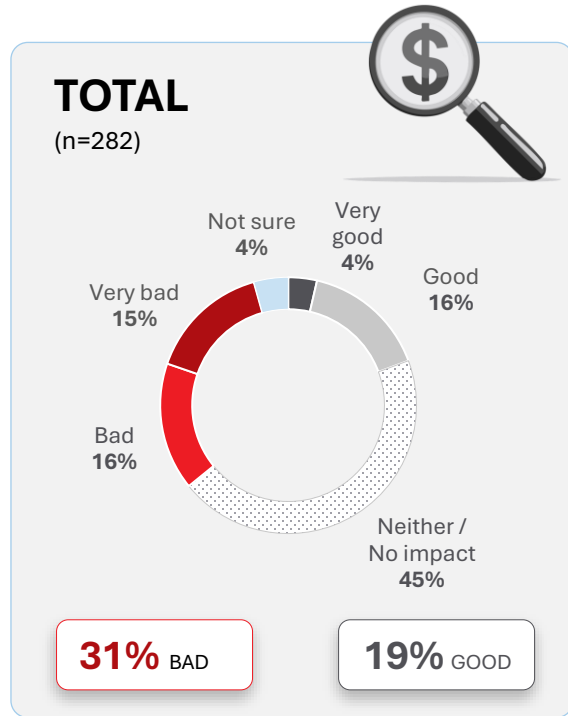
As it is nationally, perceptions of changes in home prices among urban dwellers are not that different from those in suburban or rural locations.



# PERCEPTION OF IMPACT PERCEIVED CHANGE IN HOME PRICES ON PERSONAL FINANCES

(Among Those Who Perceived Change)

Consistent with national results, regardless of whether an increase or decrease is occurring in property prices in their region, British Columbians more often see the change as having a negative rather than positive impact. Price increases are more polarizing compared with price decreases, but in both cases, the negatives outweigh the positives by a wide margin.



# IMPACT OF CHANGING HOME PRICES

(Among Those Who Perceived Change)

While many are not impacted by price changes, the net effect is that BCers are less willing to take the plunge into the housing market. Predictably, this is particularly so among buyers who perceive increases and sellers who perceive decreases. Still, price decreases are notably not stimulating much purchase among buyers and only a minor improvement from price increases on willingness to sell. In all, volatility appears to be having a depressive effect on activity.



## IMPACT ON LIKELIHOOD TO BUY

	TOTAL (n=282)	Among Those Who Perceive Prices Up (n=138)	Among Those Who Perceive Prices Down (n=144)
NET CHANGE:	-9	-16	-3

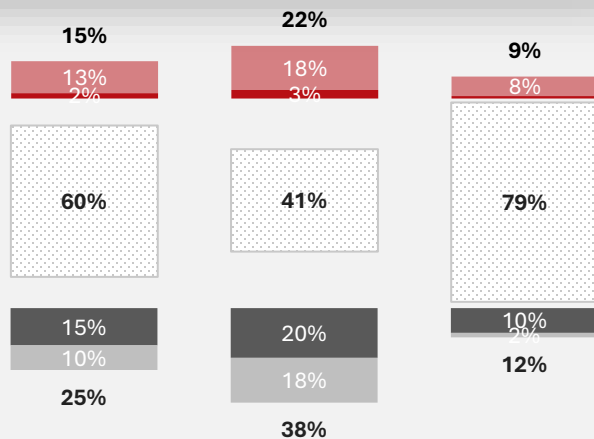
### MORE

- A little more
- A lot more

### No impact

- A lot less
- A little less

### LESS



Has the [increase/decrease] in property prices in your area made you more or less likely to consider **buying a home or other property** or has it basically had no impact?



## IMPACT ON LIKELIHOOD TO SELL

(Among Property Owners)

	TOTAL (n=234)	Among Those Who Perceive Prices Up (n=108)	Among Those Who Perceive Prices Down (n=126)
NET CHANGE:	-6	+13	-21

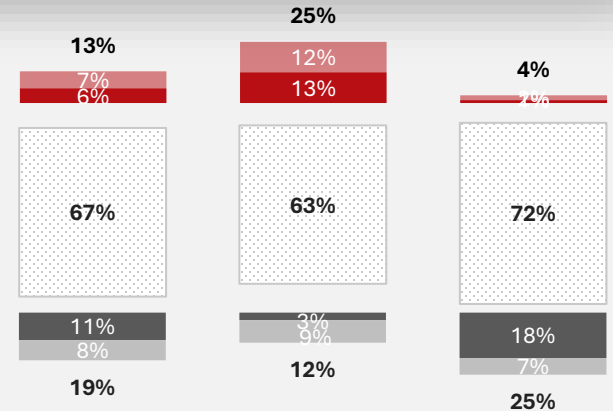
### MORE

- A little more
- A lot more

### No impact

- A lot less
- A little less

### LESS



Has the [increase/decrease] in property prices in your area made you more or less likely to consider **selling your home or other property** or has it basically had no impact?

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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 ID	Unweighted	Weighted
Men	235	178
Women	168	188

Age group	Unweighted	Weighted
18-34	124	96
35-54	127	116
55+	152	153

## 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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employees

235  
consultants

8  
offices

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## 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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