



REPORT

Economic Confidence

CANADA



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 from the Canada-wide study June 2026.*



Additional methodology details and detailed regional results can be found in the appendix.

Methodology

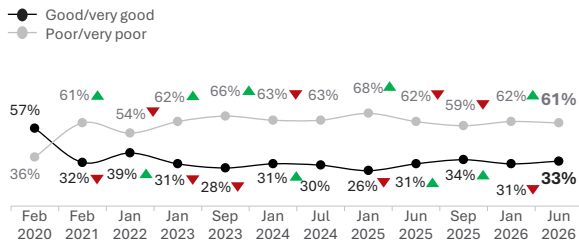
- Results are based on online research conducted with a representative sample of Canadian adults 18 years of age and older from LEO's (Leger Opinion) panel.
- Sample sizes and field dates:
 - 2,620 Canadians June 5-8, 2026.
 - 2,622 Canadians Jan 9-12, 2026.
 - 2,452 Canadians Sep 5-8, 2025.
 - 2,621 Canadians June 13-16, 2025.
 - 2,645 Canadians Jan 12-15, 2025.
 - 2,620 Canadians July 12-15, 2024.
 - 2,043 Canadians Jan 5-7, 2024.
 - 2,142 Canadians Sep 22-25, 2023.
 - 2,385 Canadians Jan 6-10, 2023.
 - 2,399 Canadians Jan 7-12, 2022.
 - 1,614 Canadians Feb 3-8, 2021.
 - 2,157 Canadians, Feb 10-18, 2020.
 - 1,004 Canadians, Jan 19 to 22, 2019.
 - 1,339 Canadians, Mar 20-23, 2017.
- 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 2,620 would have a margin of error of $\pm 1.9\%$, 19 times out of 20.



NATIONAL ECONOMY

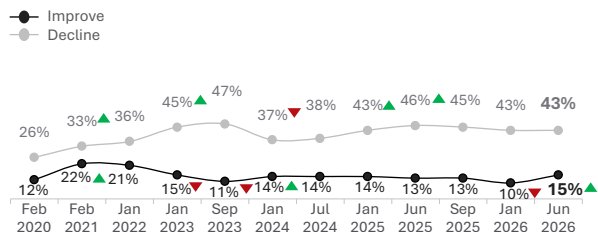
Current Confidence

Sentiment about the Canadian economy today is basically stable and remains largely negative.



Future Confidence

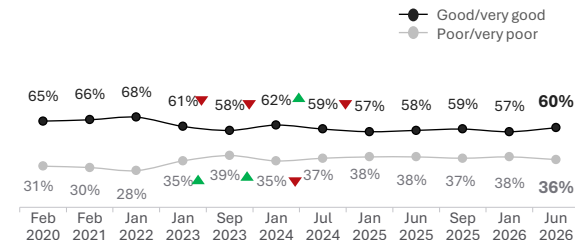
While continuing to be poor, expectations for the Canadian economy reveal a very small sense of increasing positivity.



HOUSEHOLD FINANCES

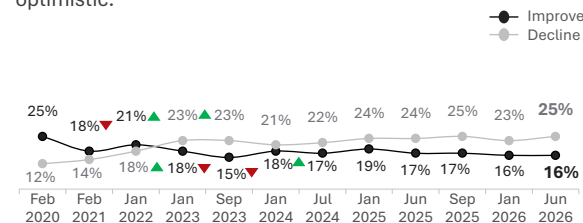
Current Confidence

Views of household finances remain in positive territory and stable over the past two years.



Future Confidence

Future confidence in household finances shows no signs of improvement and thus remains more pessimistic than optimistic.

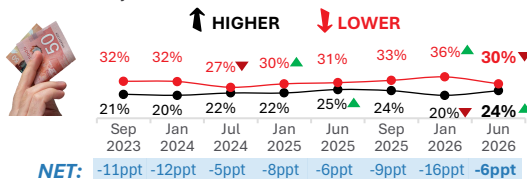


Perceptions of both national and personal finances remain largely unchanged this June, indicating Canadians continue to feel pessimistic about current economic conditions and the financial outlook.

While there is no evidence of further decline, a few modest improvements in future expectations suggest that confidence may be beginning to stabilize. However, rising fuel prices, housing affordability, and inflation continue to weigh on consumer confidence.

Expected Discretionary Spending

Predictions about future discretionary spending are less weak than in January and are back to 2025 levels.



Rising Fuel Prices

The cost of fuel is predictably hitting most (72%) Canadians in the pocketbook hard, reducing spending as well as saving and hurting summer travel plans.



Property Prices

The market is vastly different by region, with some areas experiencing flat or even lower prices and others significant increases. Regardless of the direction, indicators are that changes are depressing activity, making buyers in particular increasingly wary of entering the market.

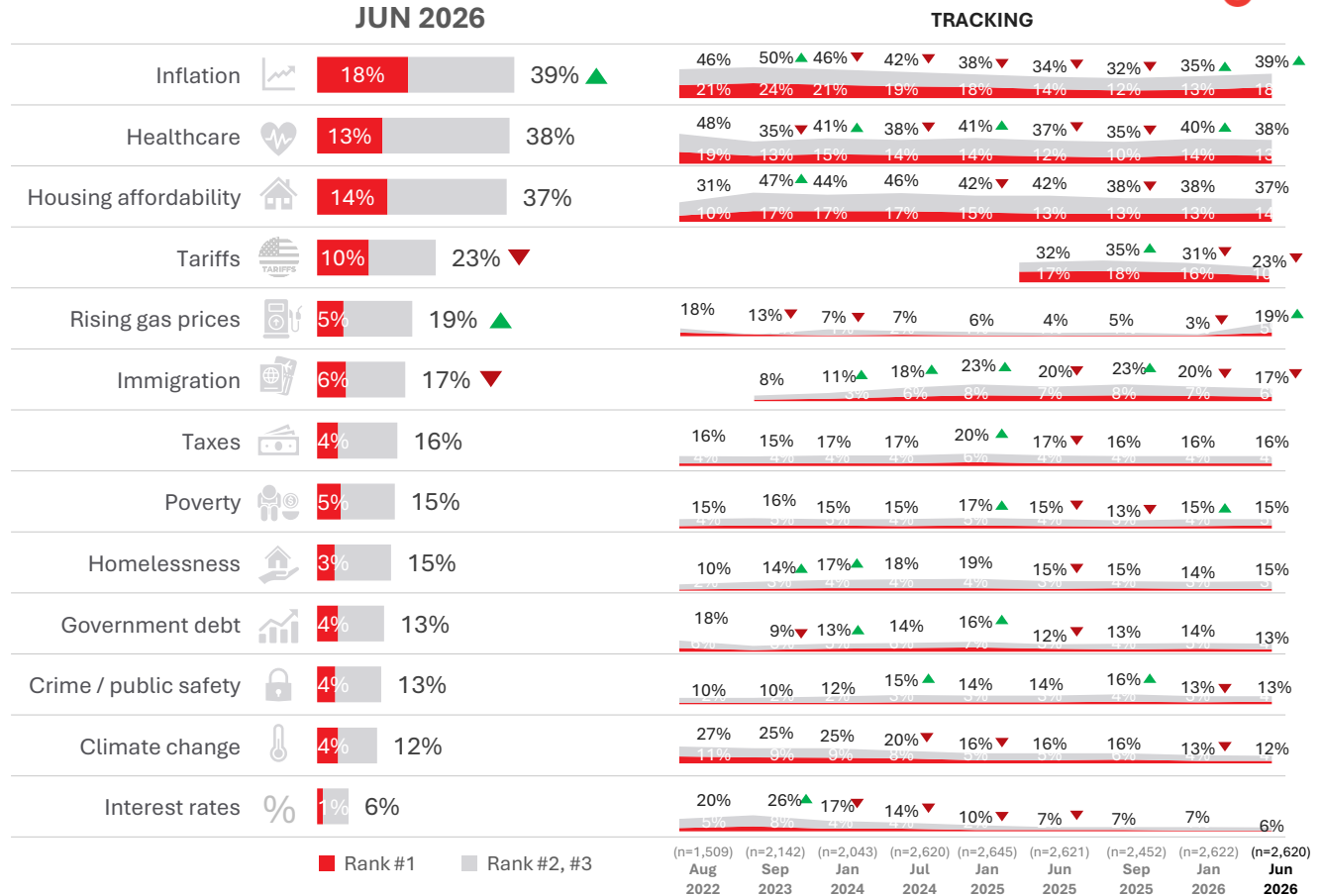


IMPORTANT CANADIAN ISSUES AIDED

Economic uncertainty continues to be reflected in what Canadians perceive as being the most important issues facing our country today, but how it is expressed continues to shift. Rising gas prices – largely an outcome of the war with Iran – have risen sharply and likely related to this, inflation has again crept up, hitting number one in the list again. In contrast, US tariffs are down by a significant 8 ppt and interest rates are of little concern. Housing affordability is a constant issue, still in the top three.

Otherwise, healthcare is a significant and unchanged concern since January while immigration is fading from public attention.

Interestingly, despite the impact on gas prices, global conflicts/ war itself as a concern has fallen off the bottom of our list (only 5% this June).



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

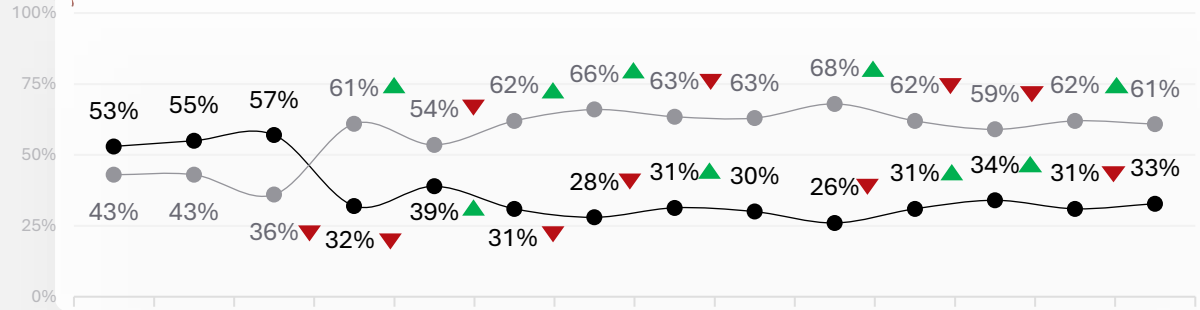
Note: Responses >5% for Jun 2026 are shown.


CURRENT ECONOMIC PERCEPTIONS

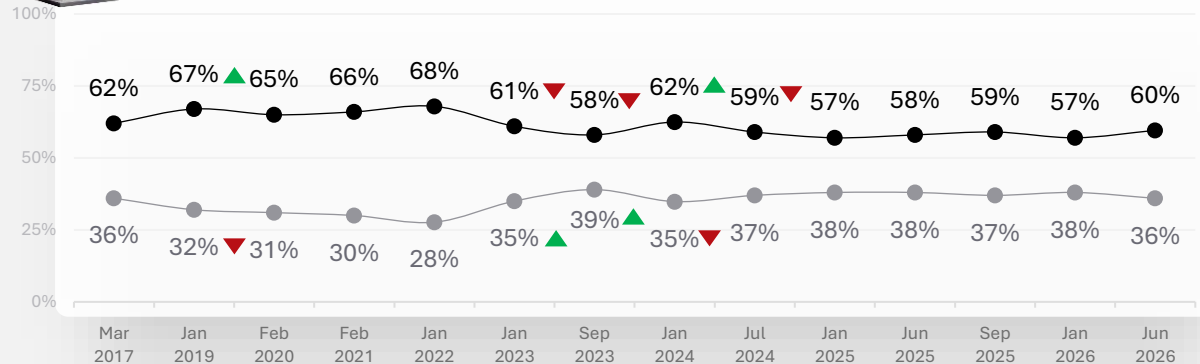
Confidence in the Canadian economy is virtually unchanged from six months ago and remains in firmly negative territory.

Perceptions of household finances are also very similar to those expressed in January and are in fact statistically unchanged over the past two years.

 **Canada Economy**



 **Household Finances**



● Good/very good
● Poor/very poor

▲▼ Statistically significantly higher/lower than previous wave

FUTURE ECONOMIC CONFIDENCE

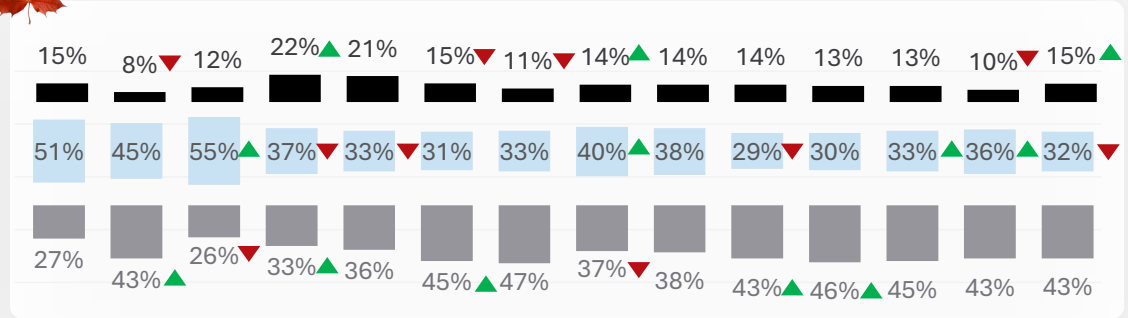


Canada Economy

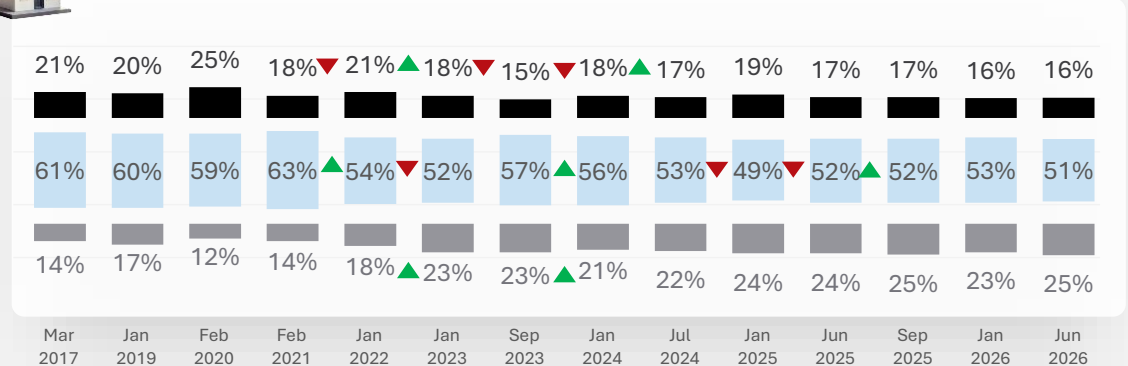
There is just a little more optimism to be found looking forward, with the minority who expect an improvement in the national economy up 5 ppt compared with six months ago. Still, this does not change the number who are in the opposite camp and expect a decline, so this positivity can be seen as a very slight indicator.

The outlook for household finances are again rock steady and largely predict the status quo again over the next six months.

- Improve
- Stay the same
- Decline



Household Finances



Over the next six months, do you expect the Canadian 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?

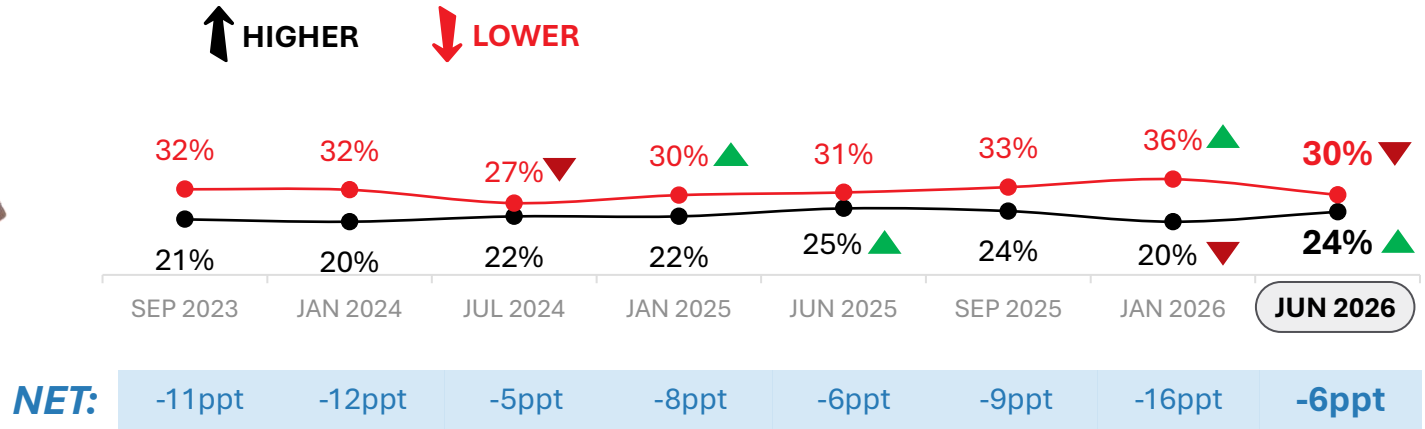
▲▼ Statistically significantly higher/lower than previous wave

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 off the high seen in January to a more usual level while the proportion who plan to spend more has popped back up one-quarter of Canadians, the proportion seen in later 2025. At a minimum this negates late wave's sense of a new downward trend.

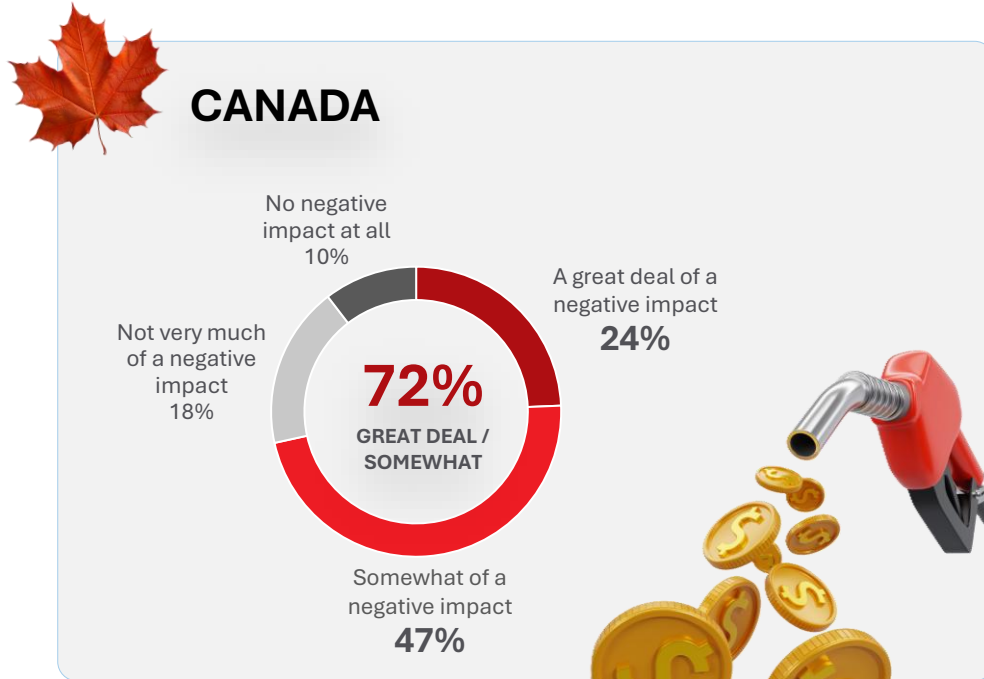


CANADA

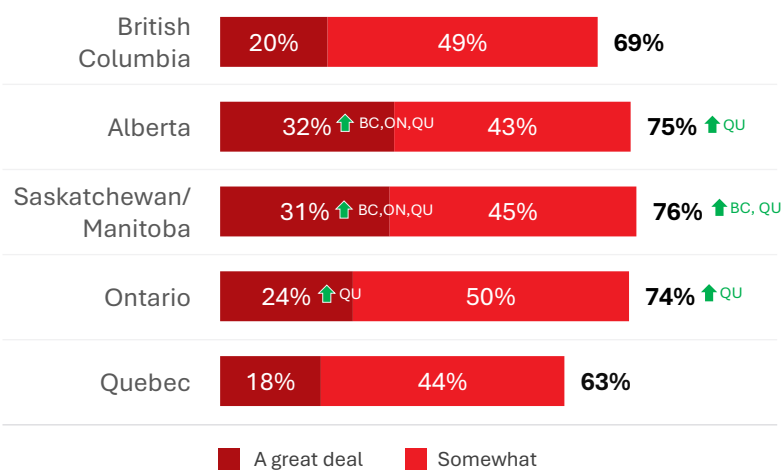


OVERALL NEGATIVE IMPACT OF RISING FUEL PRICES ON PERSONAL FINANCES

The steep increase in gas and diesel prices in recent months is clearly hurting many Canadians, with close to three-quarters indicating a great deal or somewhat of a negative impact on personal finances and only one-in-ten reporting no negative impact at all. Consequences are regionally more acute in the prairie provinces and Ontario and appears to be less affecting British Columbians and especially Quebecers.



By Region



SPECIFIC IMPACT OF RISING FUEL PRICES

A similar proportion of Canadians (about three-quarters) report increased fuel prices having one or more specific impacts on their life or finances. Again, Quebecers report being the least impacted of all provinces, with BC directionally less affected as well.

Impacts are most significantly seen on transportation choices, but there is also a decided negative effect on spending patterns indicated. One-quarter are cutting back in spending on other things and about one-in-five are 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 gas costs 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.

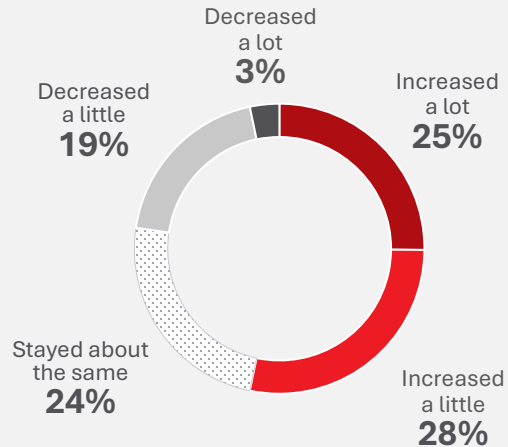
		TOTAL By Region					
JUN 2026		BC	AB	SK/MB	ON	QU	
Reducing how much you go out socially / staying home more	38%	32%	43% ↑ ^{BC,QU}	38%	40% ↑ ^{BC}	35%	
Combining trips / errands to save gas / diesel	35%	32%	37% ↑ ^{QU}	42% ↑ ^{BC,QU}	36%	30%	
Cutting back on spending in other areas to afford to pay for gas / diesel	25%	22%	28%	28%	29% ↑ ^{BC}	14% ↓	
Eliminating or reducing summer leisure travel plans	22%	20%	25% ↑ ^{QU}	23% ↑ ^{QU}	24% ↑ ^{QU}	16%	
Saving less because you have to spend more on gas / diesel	22%	22%	31% ↑ ^{BC,ON,QU}	26%	24%	9% ↓	
Changing aspects of your summer leisure travel	20%	17%	27% ↑ ^{BC,QU}	23% ↑ ^{BC}	21% ↑ ^{QU}	13%	
Changing where you shop / shopping locally more to reduce gas / diesel use	20%	15%	22% ↑ ^{BC,QU}	20% ↑ ^{BC,QU}	23% ↑ ^{BC,QU}	15%	
Choosing to walk or bike instead of driving	17%	17%	18%	16%	18%	14%	
Choosing to take transit instead of driving	11%	12% ↑ ^{SK/MB}	11%	7%	14% ↑ ^{SK/MB,QU}	8%	
Giving greater consideration to buying an electric vehicle	8%	6%	6%	7%	9%	9%	
Working from home / remote more often	7%	6%	8%	5%	9% ↑ ^{SK/MB}	7%	
Not making any changes due to higher gas/ diesel prices	23%	26%	20%	21%	21%	31% ↑ ^{AB,SK,MB,ON}	

PERCEIVED CHANGE IN HOME PRICES

The real estate market in Canada has been quite volatile in recent years, and this is reflected in Canadians' perceptions of home purchase prices. While increases are still perceived by twice as many as those who perceive a decrease, it is critical to note that few are perceiving the market as stable. This picture varies widely by province, demonstrating how different the real estate market has been across the country. At least on a national basis, sentiment does not vary by community size (urban dwellers have fairly consistent views as compared to suburban/rural residents).



CANADA

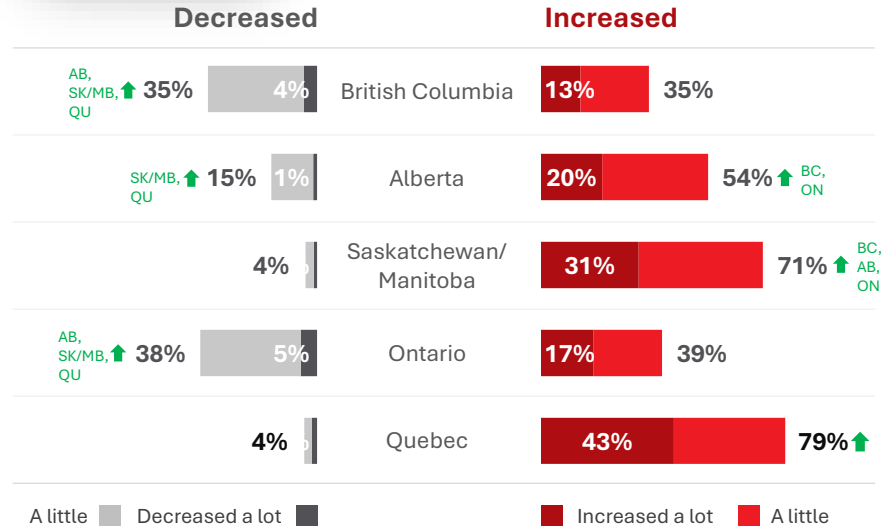


53%
INCREASED

23%
DECREASED



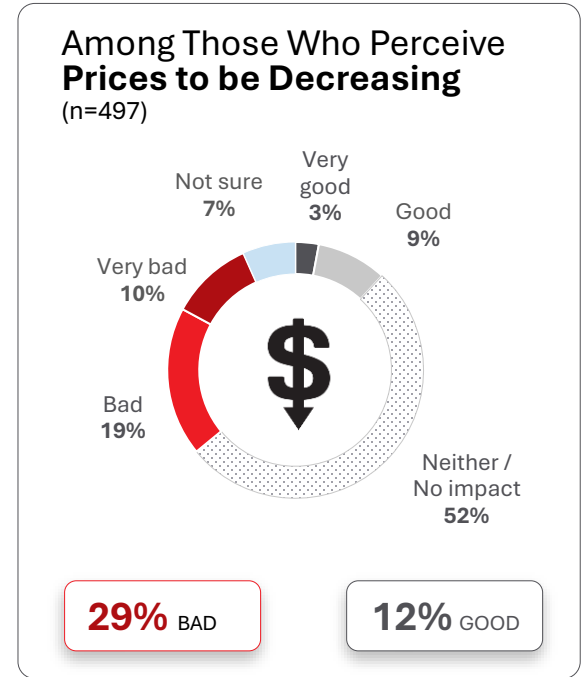
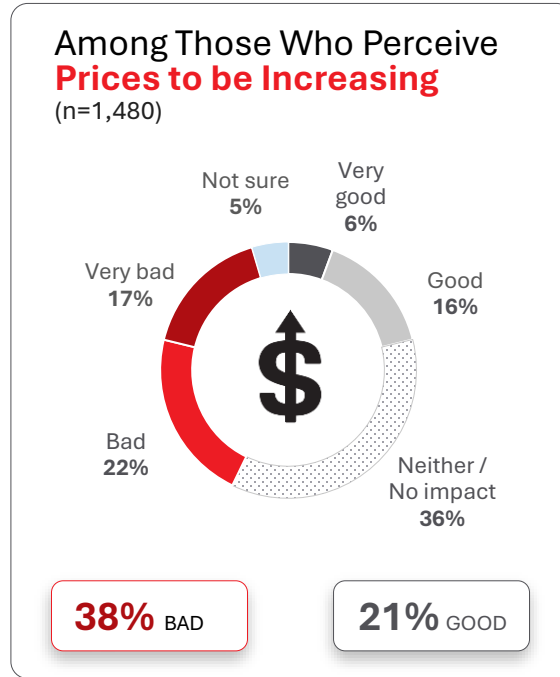
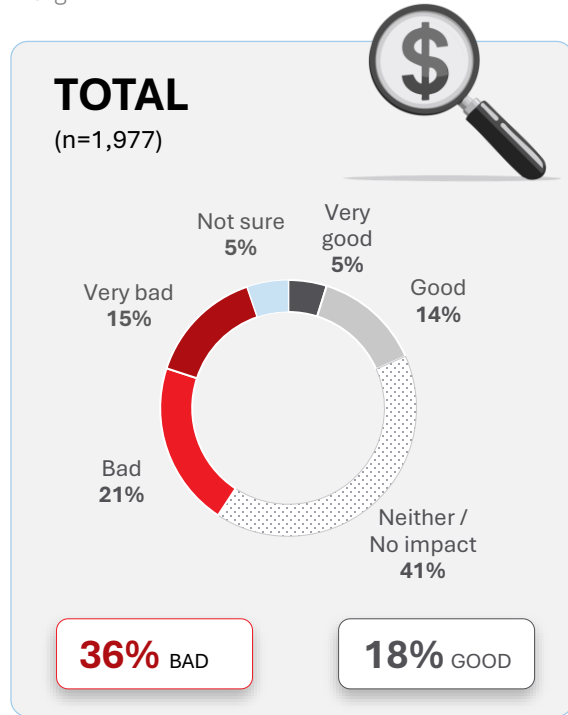
By Region



PERCEPTION OF IMPACT PERCEIVED CHANGE IN HOME PRICES ON PERSONAL FINANCES

(Among Those Who Perceived Change)

Regardless of whether an increase or decrease is occurring in property prices in their region, Canadians 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 Canadians are less willing to take the plunge into the 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 nor price increases on willingness to sell. In all, volatility appears to be having a depressive effect on activity.



CANADA – IMPACT ON LIKELIHOOD TO BUY

TOTAL
(n=1,977)

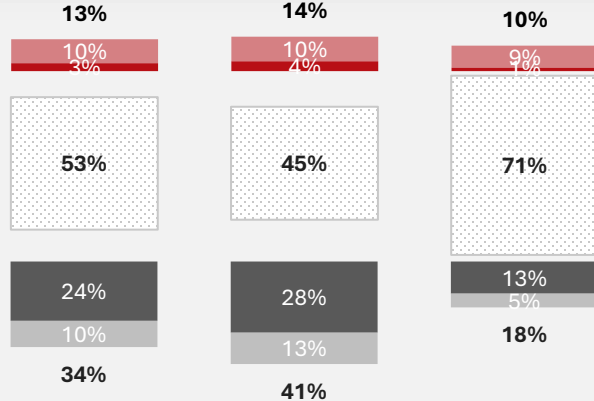
Among Those Who
Perceive Prices **Up**
(n=1,480)

Among Those Who
Perceive Prices **Down**
(n=497)

NET CHANGE: **-21** **-27** **-8**

MORE

- A little more
- A lot more




CANADA – IMPACT ON LIKELIHOOD TO SELL

(Among Property Owners)

TOTAL
(n=1,623)

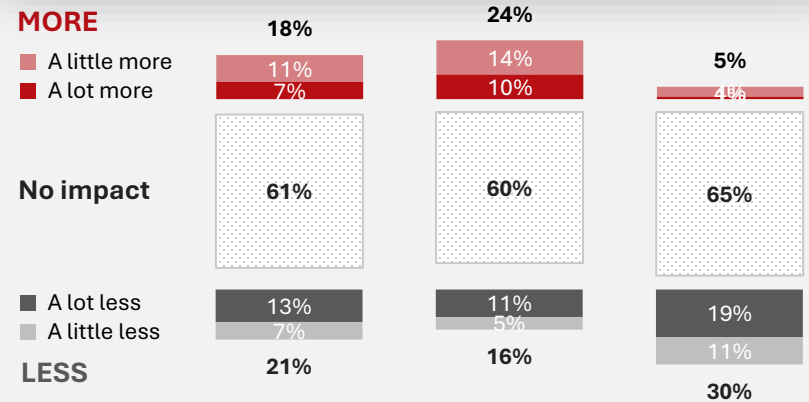
Among Those Who
Perceive Prices **Up**
(n=1,189)

Among Those Who
Perceive Prices **Down**
(n=434)

NET CHANGE: **-3** **+6** **-25**

MORE

- A little more
- A lot more



Appendix



METHODOLOGY

- The LEO (Leger Opinion) panel is the largest Canadian panel with over 450,000 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 app.
- 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.

Region	Unweighted	Weighted
BC	403	365
AB	402	292
SK/MB	701	169
ON	606	1,016
QU	407	606
Atlantic	101	173



Gender	Unweighted	Weighted
Male	1,314	1,279
Female	1,306	1,341

Age group	Unweighted	Weighted
18-34	693	696
35-54	786	844
55+	1,141	1,079

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)

MOST IMPORTANT CANADIAN ISSUE: AIDED x REGION

TOP 3 MOST IMPORTANT ISSUES	British Columbia									Alberta						Saskatchewan/ Manitoba									
	Sep 2023	Jan 2024	Jul 2024	Jan 2025	Jun 2025	Sep 2025	Jan 2026	Jun 2026	n	Sep 2023	Jan 2024	Jul 2024	Jan 2025	Jun 2025	Sep 2025	Jan 2026	Jun 2026	Sep 2023	Jan 2024	Jul 2024	Jan 2025	Jun 2025	Sep 2025	Jan 2026	Jun 2026
Inflation	47%	42%	41%	43%	30% ▼	30%	35%	34%	410	56%	50%	51%	44% ▼	41%	41%	44%	45%	56%	53%	45%	43%	36% ▼	35%	39%	43%
Healthcare	36%	43% ▲	39%	40%	43%	39%	42%	38%	400	33%	33%	33%	41% ▲	33% ▼	36%	45% ▲	36% ▼	41%	46%	39%	49% ▲	39% ▼	39%	41%	41%
Housing affordability	54%	57%	52%	45% ▼	42%	43%	44%	41%	405	40%	40%	44%	38%	37%	28%	29%	28%	29%	29%	32%	31%	33%	27%	30%	26%
Tariffs	-	-	-	-	29%	33%	24%	22%	410	-	-	-	-	26%	28% ▲	24%	18% ▼	-	-	-	-	28%	32%	29%	19% ▼
Rising gas prices	13%	5% ▼	4%	5%	4%	3%	2%	16% ▲	400	8%	9%	10%	8%	4%	4%	5%	19% ▲	20%	6% ▼	11% ▲	9%	4% ▼	10% ▲	6% ▼	18% ▲
Immigration	6%	7%	14% ▲	15%	18%	17%	13%	15%	405	10%	10%	15% ▲	21% ▲	19%	28% ▲	25%	22%	3%	8%	14% ▲	18% ▲	17%	21%	17%	18%
Taxes	10%	20% ▲	21%	25%	17% ▼	17%	16%	16%	400	16%	20%	22%	17%	17%	17%	18%	20%	27%	21%	25%	24%	21%	19%	18%	18%
Poverty	15%	11%	12%	12%	13%	10%	14%	13%	410	12%	14%	15%	17%	15%	13%	11%	12%	18%	8% ▼	13%	15%	15%	14%	15%	12%
Homelessness	16%	20%	23%	22%	18%	18%	20%	15%	400	12%	15%	15%	17%	14%	14%	11%	11%	9%	21% ▲	17%	19%	12% ▼	15%	16%	13%
Government debt	5%	13% ▲	15%	17%	11% ▼	10%	14%	16%	405	13%	18% ▲	15%	20%	16%	14%	20%	16%	13%	13%	17%	19%	16%	11% ▼	14%	15%
Crime / public safety	17%	12% ▼	14%	19%	19%	21%	17%	14%	400	12%	17% ▲	14%	10%	13%	11%	11%	13%	9%	21% ▲	22%	21%	25%	25%	21%	24%
Climate change	28%	27%	24%	18% ▼	14%	18%	14%	15%	410	21%	16%	13%	17%	15%	14%	10%	10%	14%	22%	15%	13%	11%	11%	8%	10%
Interest rates	21%	13% ▼	9%	8%	6%	7%	5%	4%	400	30%	18% ▼	14%	10%	7%	6%	6%	6%	31%	18% ▼	11%	8%	6%	7%	4% ▼	7%

Note: Responses >5% 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

MOST IMPORTANT CANADIAN ISSUE: AIDED x REGION

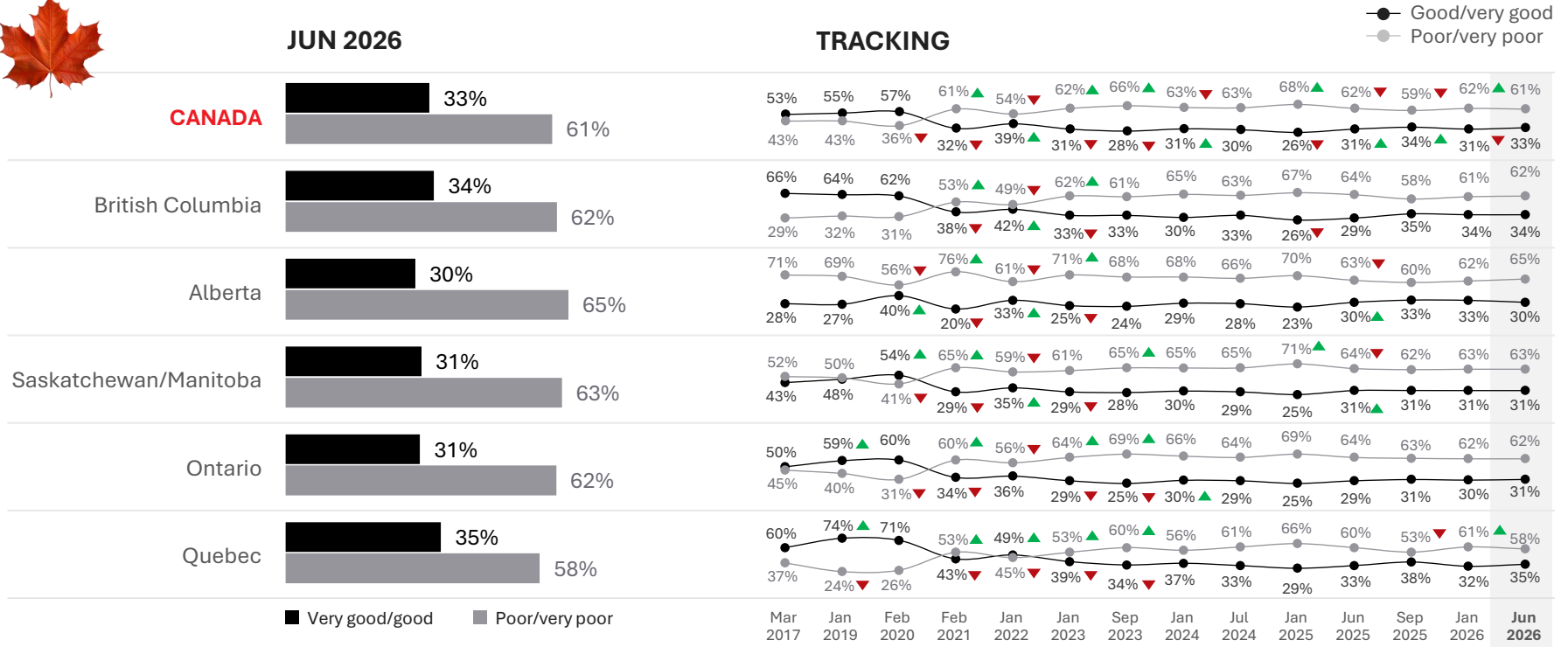
TOP 3 MOST IMPORTANT ISSUES	Ontario								Quebec							
	Sep 2023	Jan 2024	Jul 2024	Jan 2025	Jun 2025	Sep 2025	Jan 2026	Jun 2026	Sep 2023	Jan 2024	Jul 2024	Jan 2025	Jun 2025	Sep 2025	Jan 2026	Jun 2026
	n= 640	601	601	602	605	624	605	606	436	414	412	419	413	428	414	407
Inflation	48%	45%	40%	35%	32%	29%	30%	37% ▲	51%	47%	41%	38%	38%	35%	41%	39%
Healthcare	32%	33%	34%	37%	33%	30%	38% ▲	36%	37%	50% ▲	41% ▼	40%	40%	36%	36%	38%
Housing affordability	51%	43% ▼	49% ▲	45%	42%	42%	41%	38%	43%	40%	42%	40%	42%	37%	38%	41%
Tariffs	-	-	-	-	32%	35%	32%	23% ▼	-	-	-	-	42%	41%	37%	31%
Rising gas prices	12%	6% ▼	7%	7%	5%	6%	3%	23% ▲	13%	6% ▼	6%	4%	3%	4%	3%	15% ▲
Immigration	9%	13% ▲	19% ▲	25% ▲	20% ▼	22%	22%	17% ▼	8%	12%	22% ▲	26%	22% ▼	25%	20%	18%
Taxes	19%	17%	15%	21% ▲	18%	17%	17%	17%	9%	13%	14%	15%	12%	11%	14%	11%
Poverty	17%	16%	16%	16%	15%	14%	14%	15%	17%	18%	16%	20%	14% ▼	14%	19%	18%
Homelessness	17%	20%	18%	19%	17%	15%	16%	16%	12%	10%	14%	17%	13%	13%	7% ▼	12% ▲
Government debt	9%	12%	12%	12%	11%	12%	10%	10%	10%	12%	18% ▲	21%	13% ▼	15%	17%	16%
Crime / public safety	11%	13%	17%	15%	17%	22% ▲	14% ▼	15%	6%	9%	11%	12%	7% ▼	6%	7%	8%
Climate change	19%	21%	17%	11% ▼	14%	13%	12%	9%	36%	38%	26% ▼	23%	22%	20%	19%	18%
Interest rates	24%	17% ▼	15%	9% ▼	8%	7%	8%	7%	30%	19% ▼	17%	10% ▼	6% ▼	9%	10%	5% ▼

Note: Responses >5% for Jun 2026 are shown.

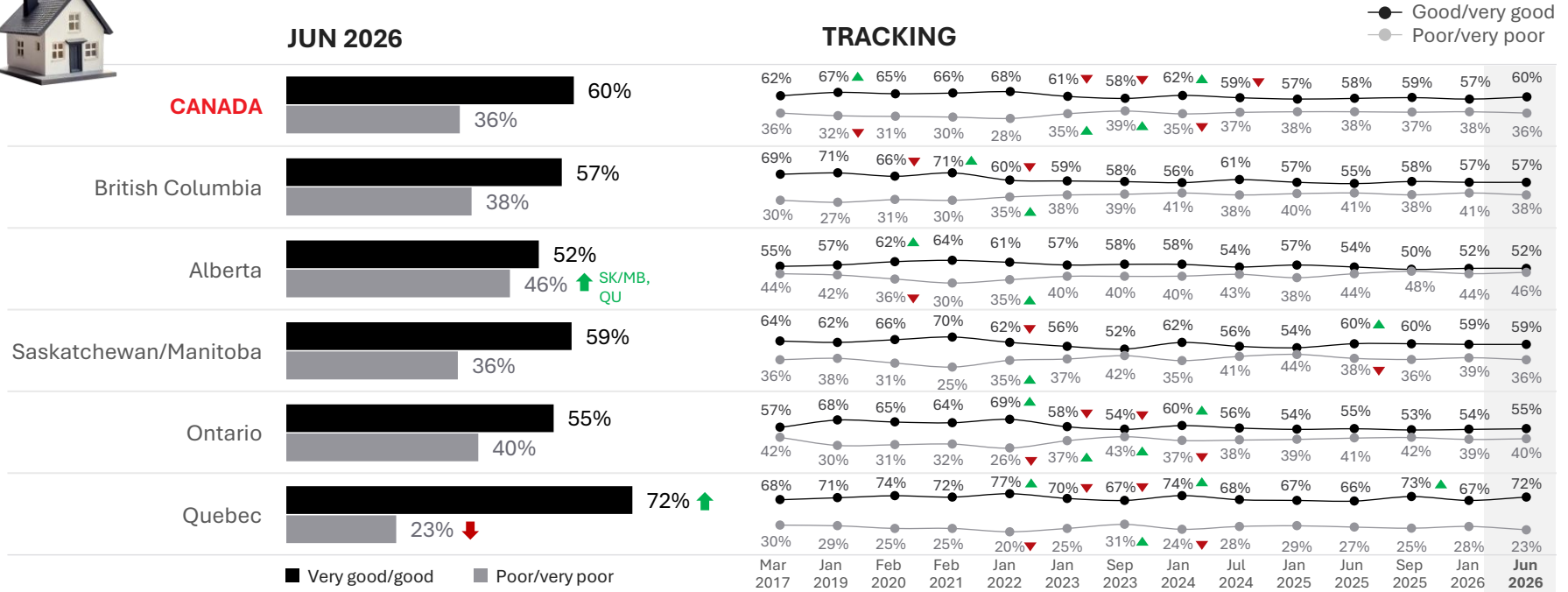
What is the number one important issue facing Canada today?
 What is the second most important issue? The third most important?

▲▼ Statistically significantly higher/lower than previous wave

CURRENT CANADIAN ECONOMIC PERCEPTIONS x REGION



CURRENT HOUSEHOLD ECONOMIC PERCEPTIONS x REGION

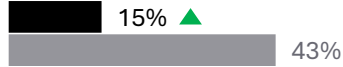


FUTURE CANADIAN ECONOMIC PERCEPTIONS x REGION

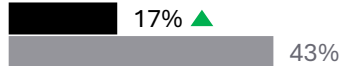


JUN 2026

CANADA



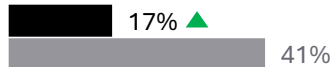
British Columbia



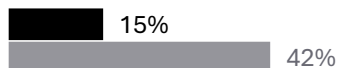
Alberta



Saskatchewan/Manitoba



Ontario



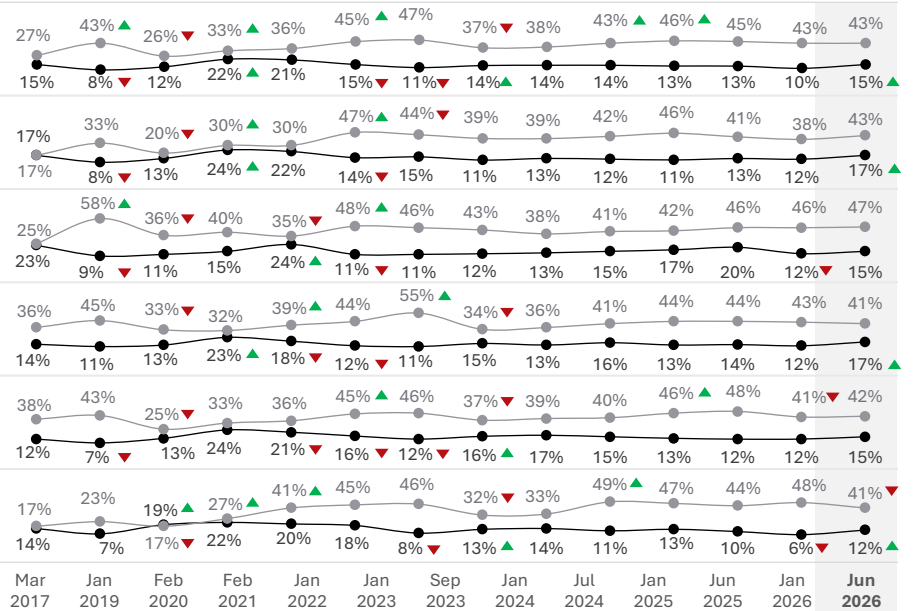
Quebec



■ Improve ■ Decline

TRACKING

● Improve
● Decline



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

▲▼ Statistically significantly higher/lower than previous wave
 ▲▼ Statistically significantly higher/ lower than comparison group(s)

FUTURE HOUSEHOLD ECONOMIC PERCEPTIONS x REGION

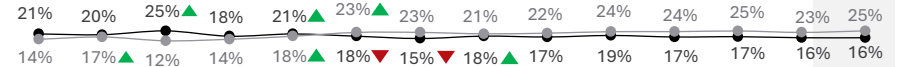


JUN 2026

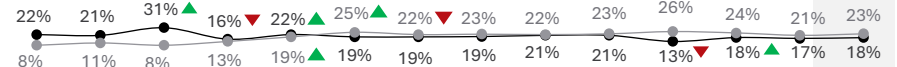
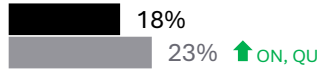
TRACKING

● Improve
● Decline

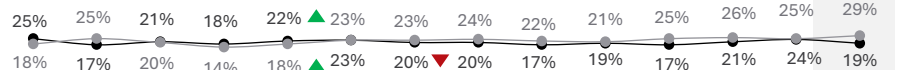
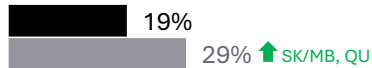
CANADA



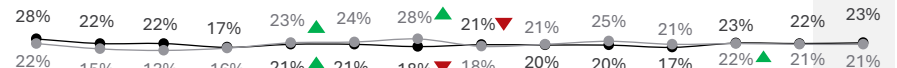
British Columbia



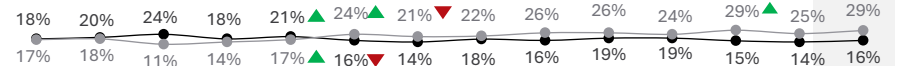
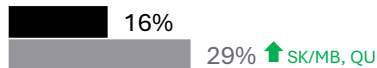
Alberta



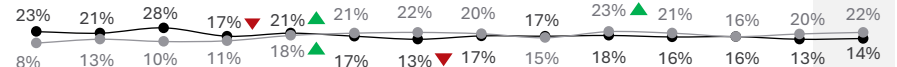
Saskatchewan/Manitoba



Ontario



Quebec



■ Improve ■ Decline

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

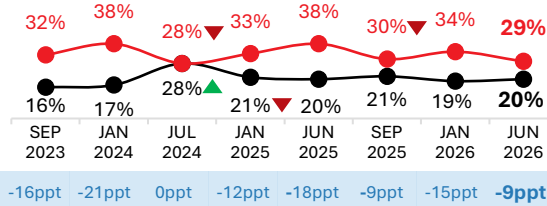
▲▼ Statistically significantly higher/lower than previous wave
 ▲▼ Statistically significantly higher/ lower than comparison group(s)

OVERALL DISCRETIONARY SPENDING EXPECTATIONS x REGION



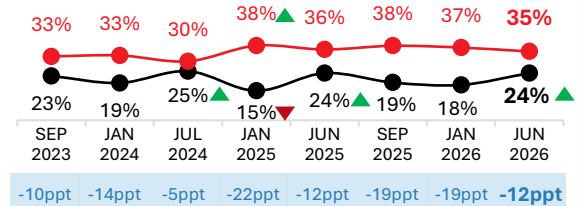
↑ HIGHER ↓ LOWER

BRITISH COLUMBIA

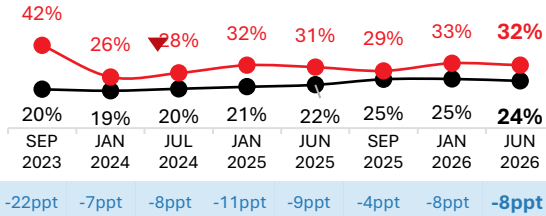


NET:

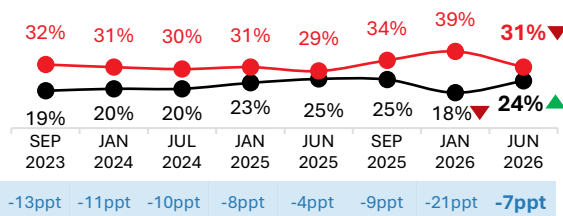
ALBERTA



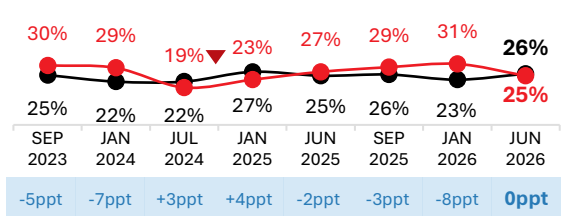
SASKATCHEWAN / MANITOBA



ONTARIO



QUEBEC



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

235
consultants

8
offices

MONTRÉAL | QUÉBEC |
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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