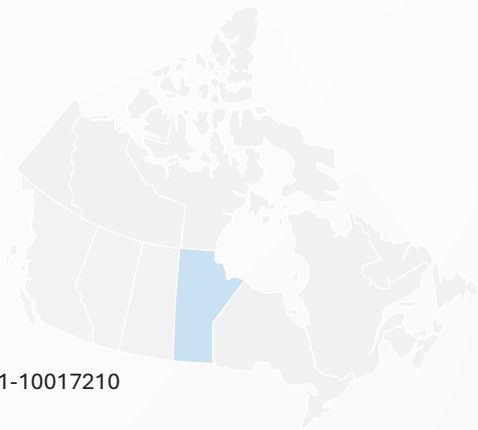




REPORT

Economic Confidence

MANITOBA
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 **Manitoba** in particular.*



Methodology

- Results are based on online research conducted among a sample of Manitobans 18 years of age and older.
- The most recent wave was conducted among a sample of 400 Manitobans, 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 400 would have a margin of error of $\pm 4.9\%$, 19 times out of 20.

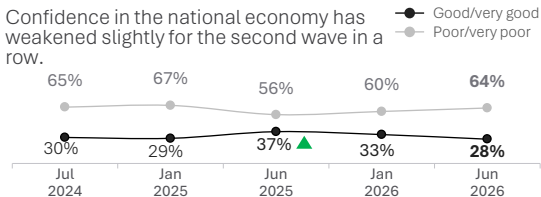
Additional methodology details can be found in the appendix.



NATIONAL ECONOMY

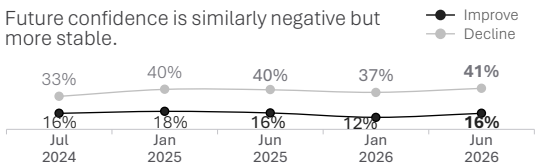
Current Confidence

Confidence in the national economy has weakened slightly for the second wave in a row.



Future Confidence

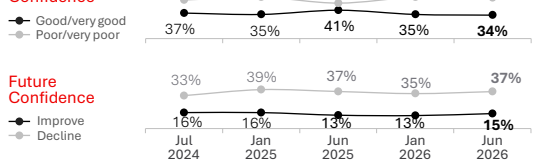
Future confidence is similarly negative but more stable.



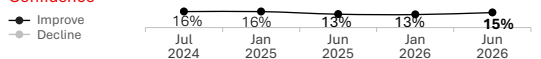
MANITOBA ECONOMY

Views of the current provincial economy are little changed from six months ago and future confidence remains poor but also stable.

Current Confidence



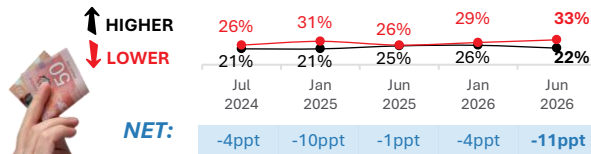
Future Confidence



There is little movement in perceptions of provincial or household finances and confidence in the provincial economy in MB is slightly softer. In all, views on current conditions and future prospects are largely pessimistic. It is evident that fuel prices, housing affordability and inflation more generally continue to dampen spending.

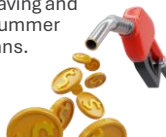
Expected Discretionary Spending

Predictions about future discretionary spending are basically unchanged and if slightly better than the national average still show caution.



Rising Fuel Prices

The cost of fuel is predictably hitting most (70%) Manitobans in the pocketbook hard, reducing spending as well as saving and hurting summer travel plans.



Property Prices

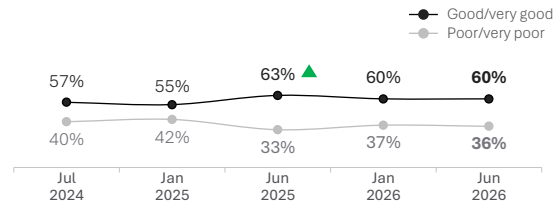
A strong majority (72%) believe property prices have increased recently and the impact on the market is not a positive one. Indicators are that the change is depressing activity, making buyers more wary of entering the market and doing little to encourage sellers to list.



HOUSEHOLD FINANCES

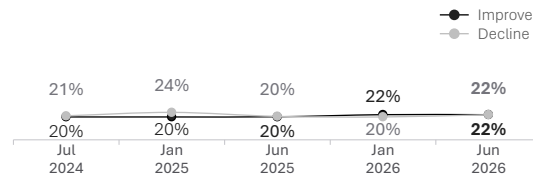
Current Confidence

Confidence in household finances is unchanged from January and remains strong.



Future Confidence

Confidence in future personal finances are also little changed.

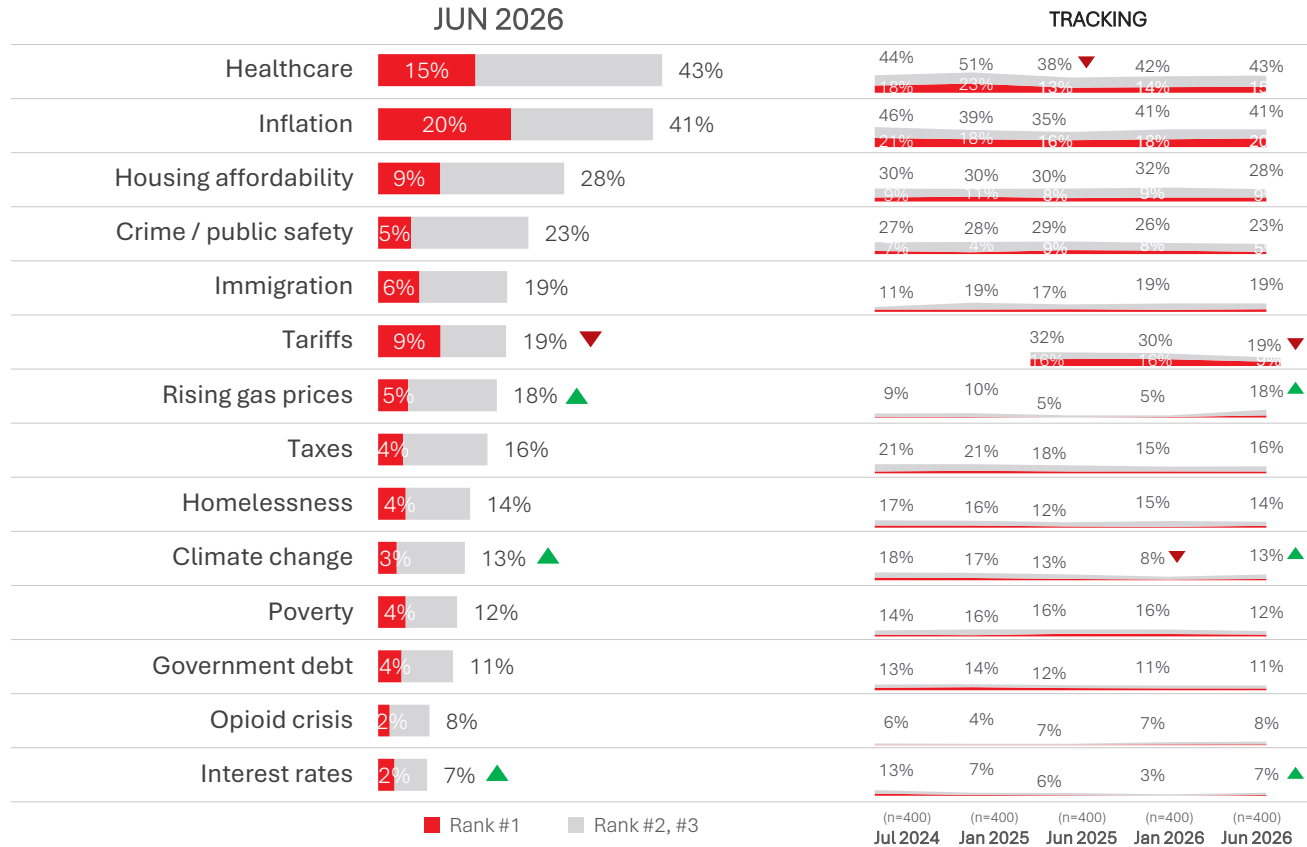


IMPORTANT CANADIAN ISSUES: AIDED

While healthcare remains the number one issue of concern in Manitoba, inflation is a close second and the key economic issue in this province, as it is elsewhere.

While concerns about inflation generally have not increased in this province over the past six months, rising gas prices are a much larger issue than in the past and there is a little more concern about interest rates versus in January.

While still a top issue to only a minority in the province, climate change has popped back up a little in Manitoba, unlike more stable results elsewhere in the country.



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 ECONOMIC PERCEPTIONS

Views of the national economy among Manitobans are directionally softer for the second wave in a row, with negative perceptions now well more than double those of positive ones.

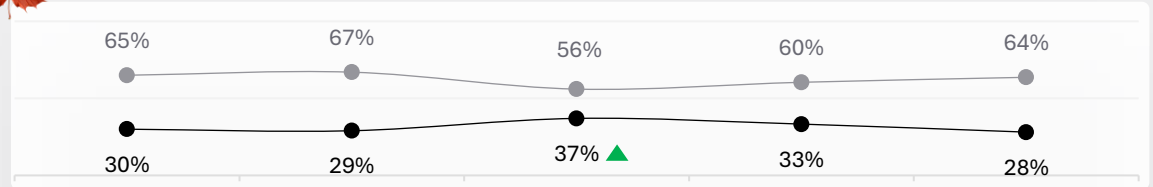
Sentiment toward the provincial economy remains pessimistic but is unchanged versus January.

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

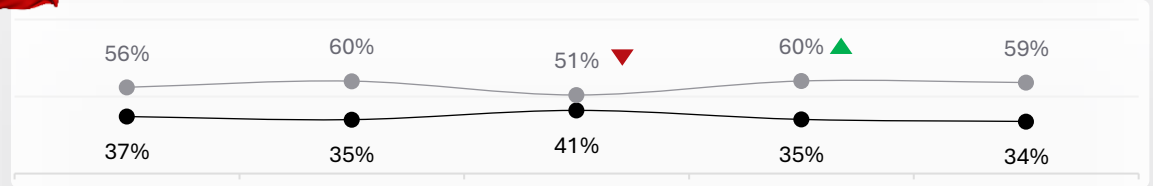
- Good/very good
- Poor/very poor



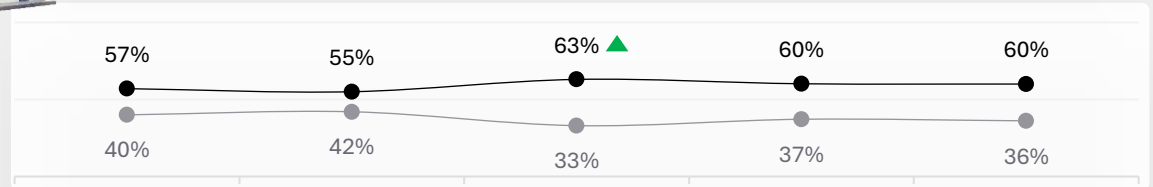
Canada Economy



Manitoba Economy



Household Finances



Jul 2024

Jan 2025

Jun 2025

Jan 2026

Jun 2026

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 Manitoba have recovered slightly from January but show little significant trending over time. Current sentiment is on par with the national average.

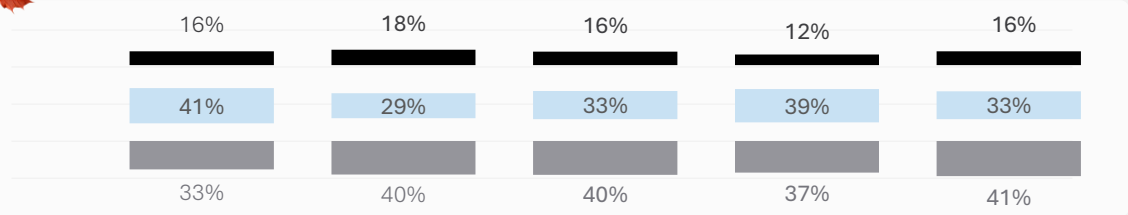
Views of the provincial economy are largely stable and also in line with the national average. They remain in negative territory, with many more expecting a decline than an improvement.

Manitobans remain slightly more optimistic about their own financial situation relative to the national average, with results stable over time

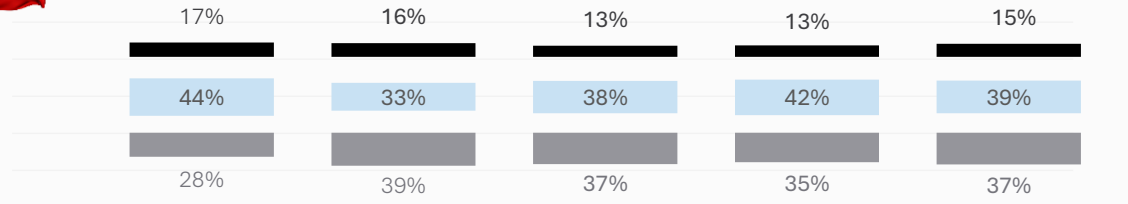
- Improve
- Stay the same
- Decline



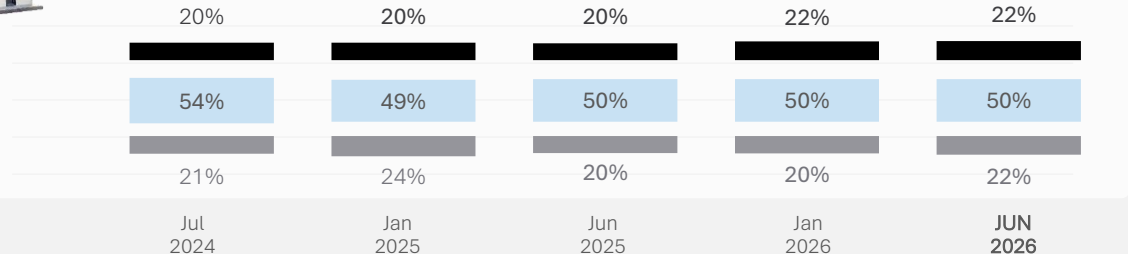
Canada Economy



Manitoba 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?

OVERALL DISCRETIONARY SPENDING EXPECTATIONS

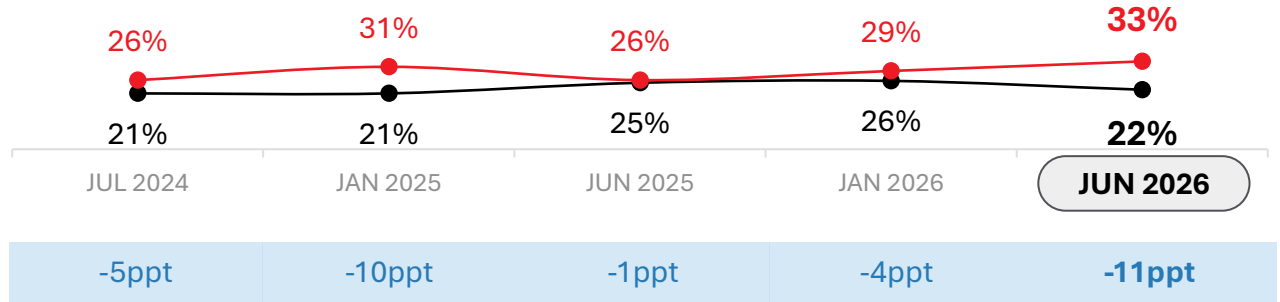
The outlook for discretionary spending in Manitoba has eroded slightly this June, which means that predictions are now similar to that of the national average. This represents a small shift as Manitobans had been slightly more optimistic in the past.



MANITOBA



↑ HIGHER ↓ LOWER



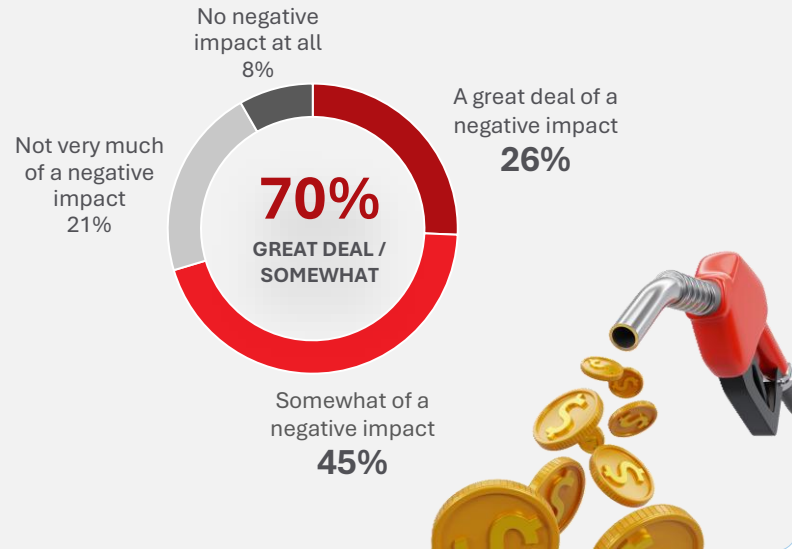
IMPACT OF RISING FUEL PRICES

The steep increase in fuel prices in recent months is clearly hurting many Manitobans; just 8% indicate no negative impact at all.

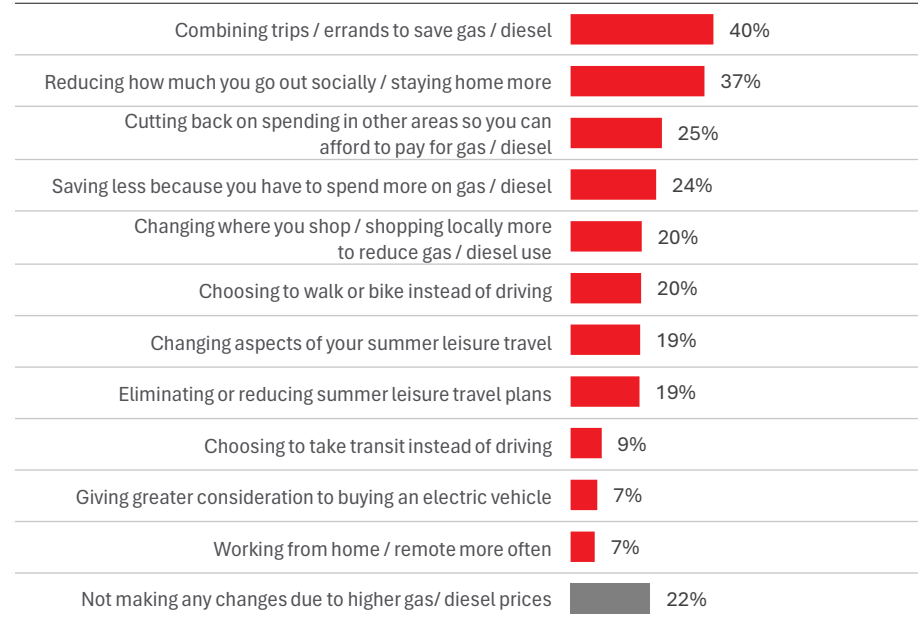
More specifically, changes to transportation habits are most common, but there is also a decided negative effect on spending patterns and reducing and/or changing summer travel plans. Fuel costs are also reducing the amount that one-in-three are saving.

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

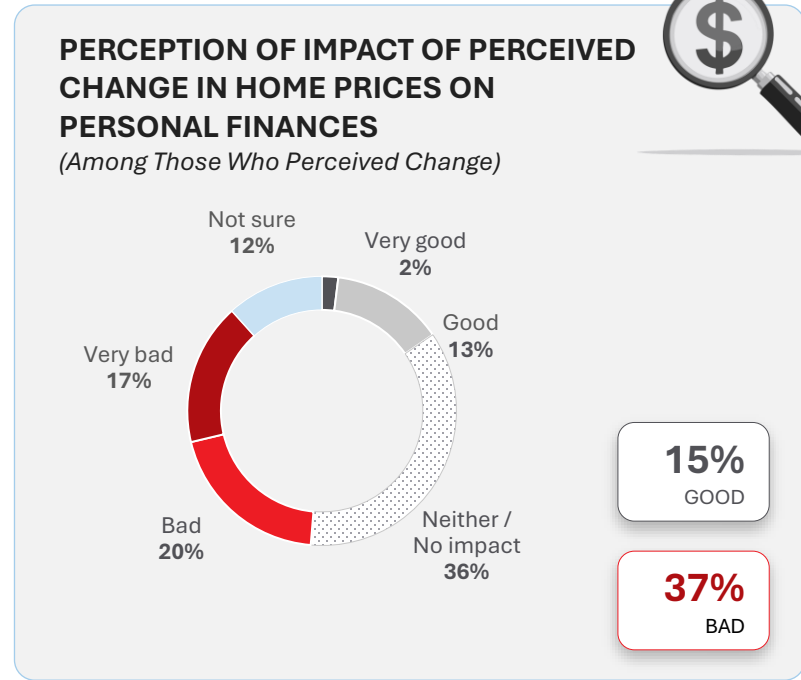
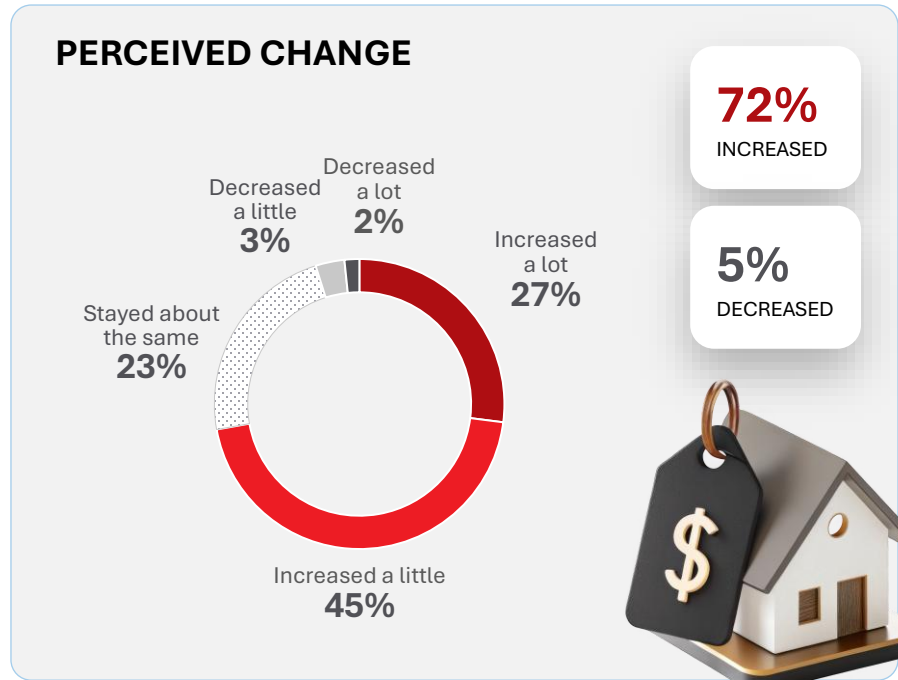


SPECIFIC IMPACTS



PERCEIVED CHANGE IN HOME PRICES

A strong majority of Manitobans 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.



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 Manitobans are less willing to take the plunge into the housing market when buying and only a very minor positive impact on the market when selling.



IMPACT ON LIKELIHOOD TO BUY

TOTAL
(n=312)

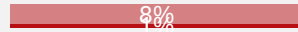
NET CHANGE:

-35

MORE

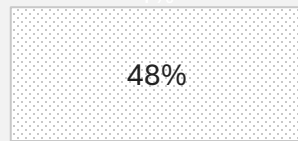
- A little more
- A lot more

9%



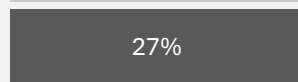
No impact

48%



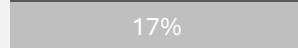
- A lot less
- A little less

27%



LESS

17%



43%

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=250)

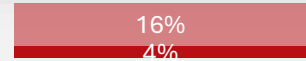
NET CHANGE:

+4

MORE

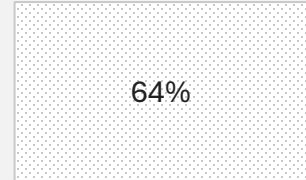
- A little more
- A lot more

20%



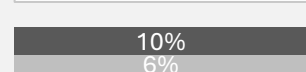
No impact

64%



- A lot less
- A little less

10%



LESS

6%



16%

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

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	179	47
Female	221	45

Age group	Unweighted	Weighted
18-34	76	27
35-54	120	32
55+	204	34

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

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consultants

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offices

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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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