



REPORT

Economic Confidence

ONTARIO
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 Ontario in particular.*



Methodology

- Results are based on online research conducted among a sample of Ontarians 18 years of age and older.
- The most recent wave was conducted among a sample of 606 Ontarians, 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 606 would have a margin of error of $\pm 4.0\%$, 19 times out of 20.

Additional methodology details can be found in the appendix.

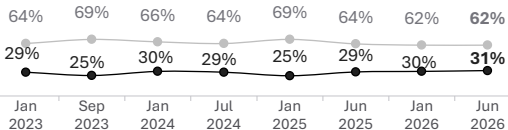


NATIONAL ECONOMY

Current Confidence

Confidence in the national economy remains poor but largely stable.

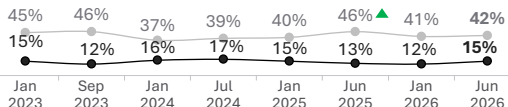
● Good/very good
● Poor/very poor



Future Confidence

Future outlook for the country is also soft and little changed.

● Improve
● Decline

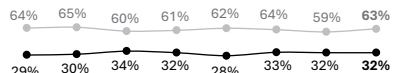


ONTARIO ECONOMY

Views of the current and future economy of Ontario remain largely negative.

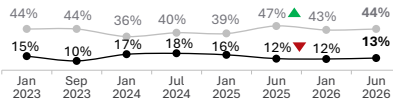
Current Confidence

● Good/very good
● Poor/very poor



Future Confidence

● Improve
● Decline

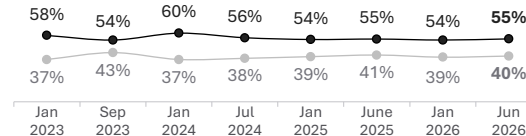


HOUSEHOLD FINANCES

Current Confidence

Views of current household finances are stable again this June.

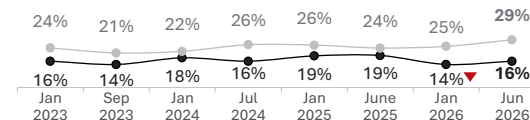
● Good/very good
● Poor/very poor



Future Confidence

Confidence in future personal finances is slightly softer than six months ago in Ontario likewise shows little rendering.

● Improve
● Decline



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

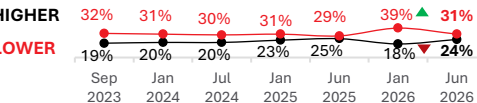
It is evident that fuel prices, housing affordability and inflation more generally continue to dampen spending.

Expected Discretionary Spending

Predictions about future discretionary spending have rebounded from poorer January results but still suggest caution.



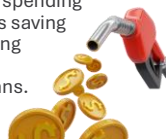
↑ HIGHER
↓ LOWER



NET: -13ppt -11ppt -10ppt -8ppt -4ppt -21ppt -7ppt

Rising Fuel Prices

The cost of fuel is predictably hitting most (74%) Ontarians in the pocketbook hard, reducing spending as well as saving and hurting the summer travel plans.



Property Prices

Ontarians 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.



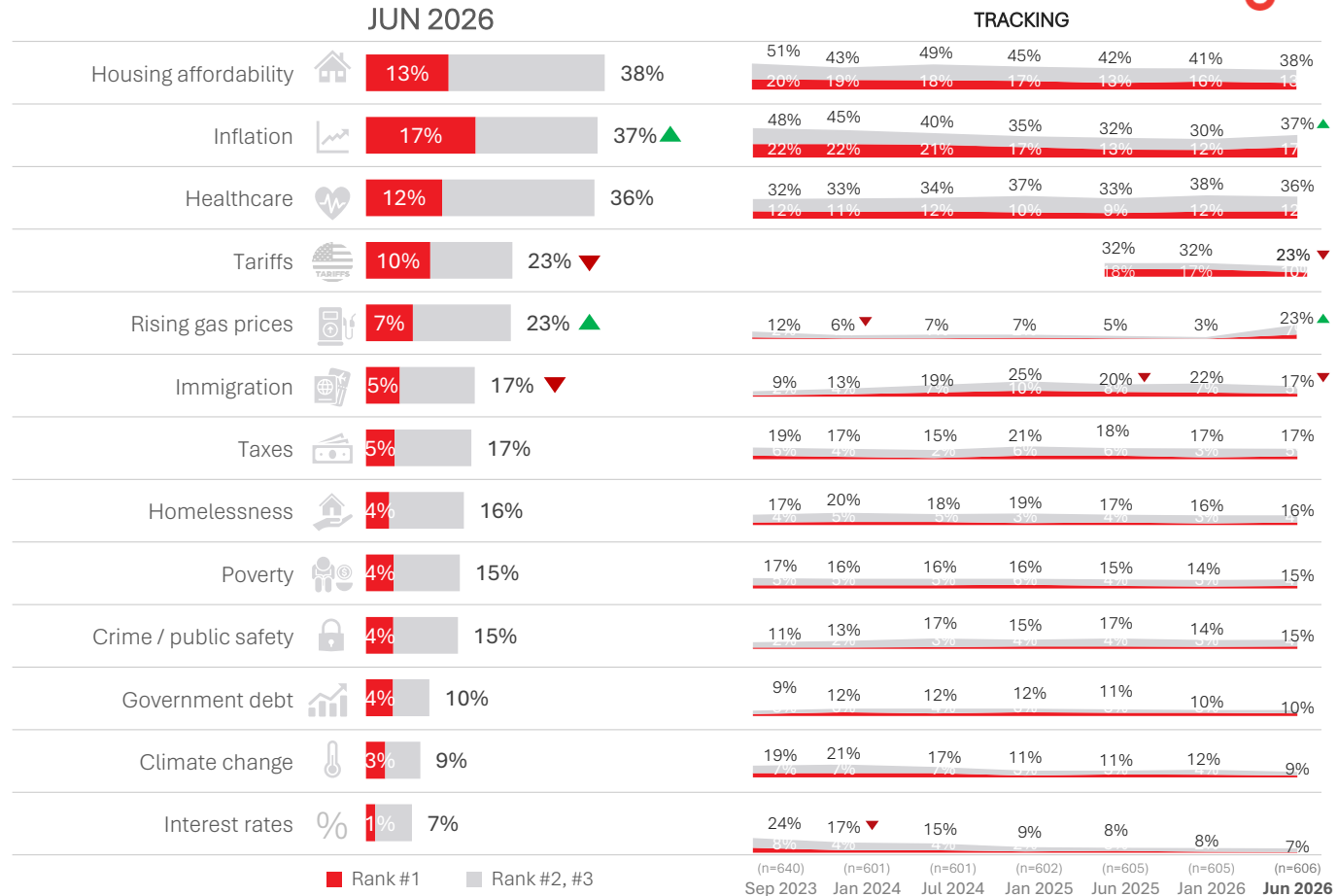
IMPORTANT CANADIAN ISSUES AIDED

Economic concerns continue to be most acute when it comes to housing affordability in Ontario, with only a slight decline in its prevalence over the past two years.

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 and has popped back up in this province after declining slowly.

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

Immigration and tariffs are both are seemingly fading from public attention.



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 Ontarians are fundamentally unchanged again in June, with negative perceptions still double those of positive ones.

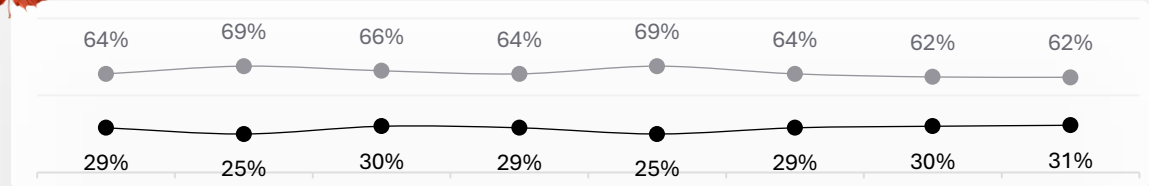
Sentiment toward the provincial economy remains pessimistic and also largely stable.

As is the case for nearly all provinces, perceptions of household finances in this province are stable and more positive relative to the national economy.

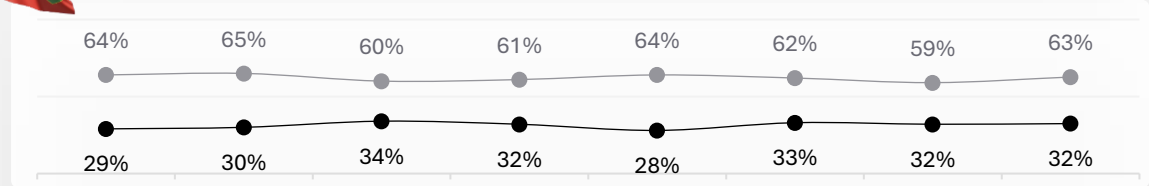
- Good/very good
- Poor/very poor



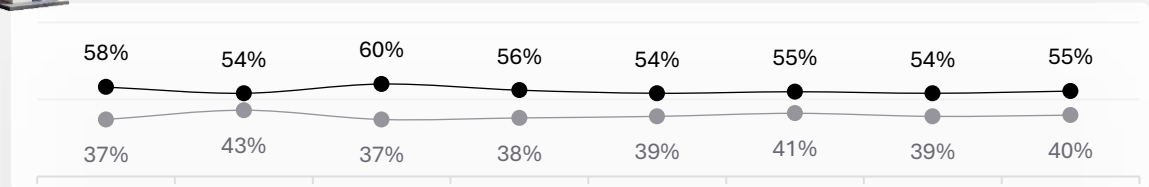
Canada Economy



Ontario Economy



Household Finances



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?

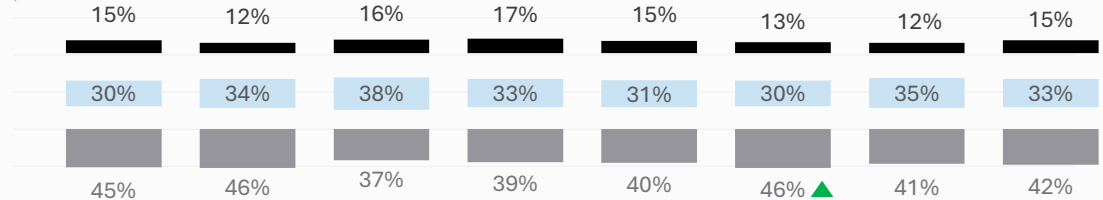
FUTURE ECONOMIC CONFIDENCE

Expectations for the national economy, Ontario economy, and household finances remain firmly in negative territory with results more or less stable for the past three waves.

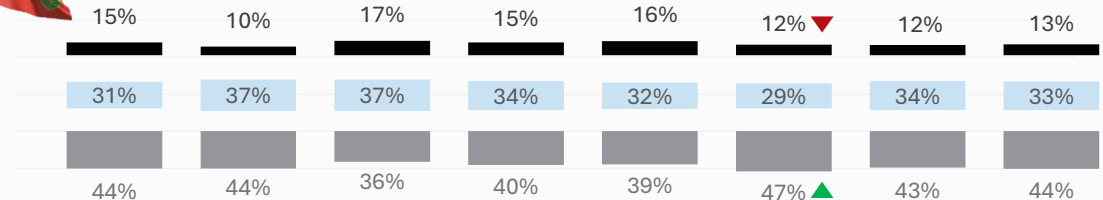
Overall, these findings suggest Ontarians are largely anticipating more of the same in the months ahead.



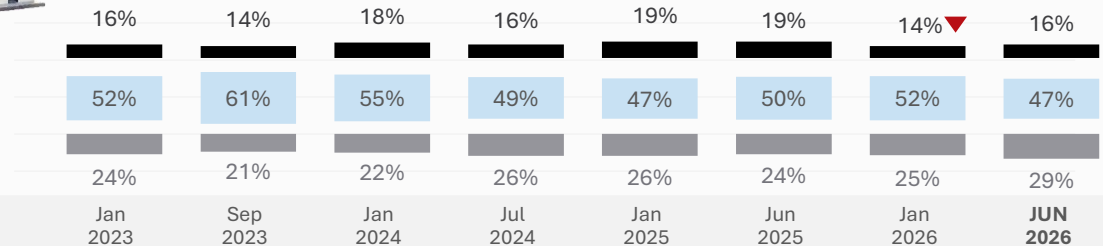
Canada Economy



Ontario Economy



Household Finances



- Improve
- Stay the same
- Decline

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

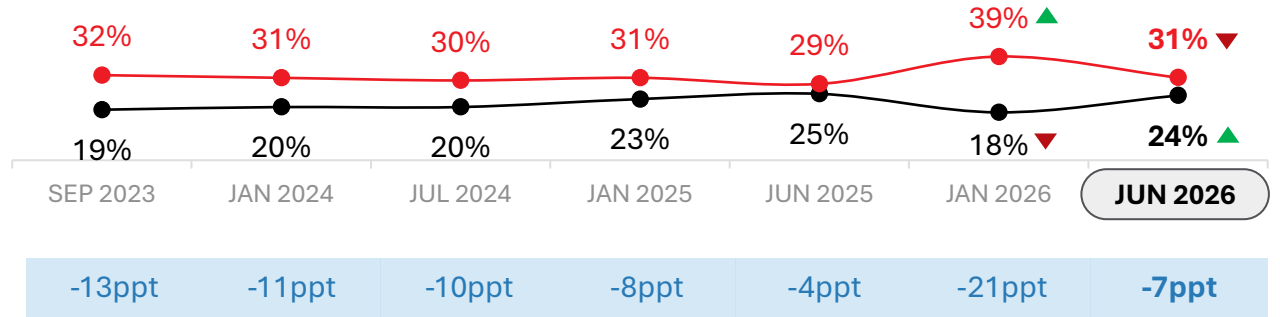
OVERALL DISCRETIONARY SPENDING EXPECTATIONS

While still far from rosy, expected changes to discretionary spending provides some minor encouragement. The proportion who expect to draw back on spending has come back down from the January high while the proportion who plan an increase has likewise improved, resulting in a smaller net negative figure of -7 ppt this June.

CANADA



↑ HIGHER ↓ LOWER



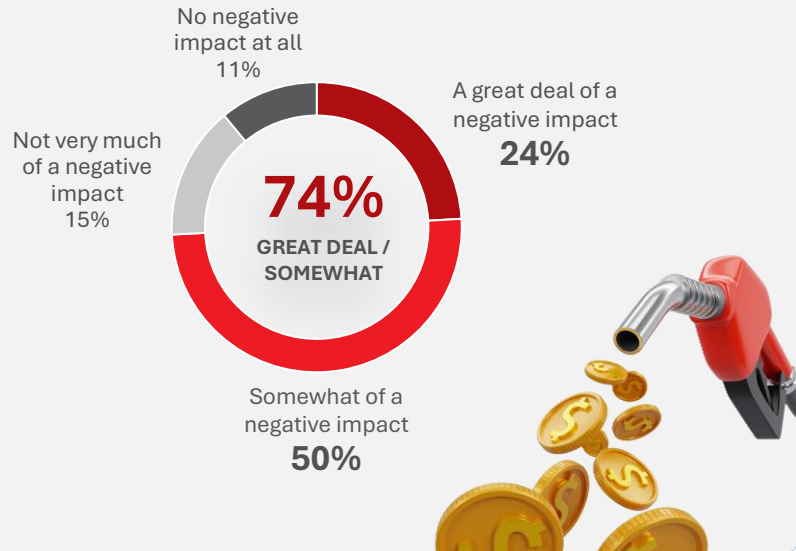
IMPACT OF RISING FUEL PRICES

The steep increase in fuel prices in recent months is clearly hurting many Ontarians (together with AB and SK/MB, 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.

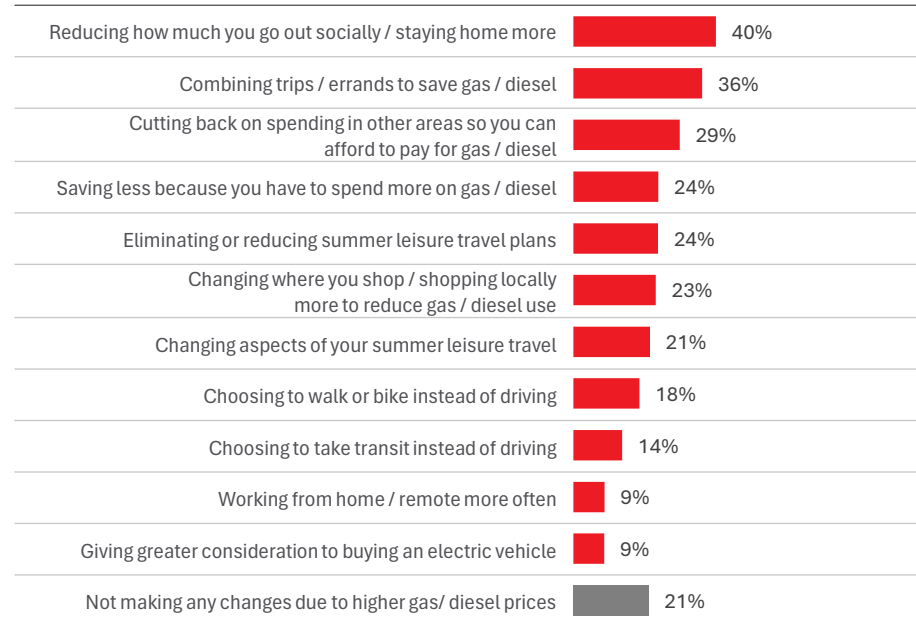
On a positive note, rising fuel prices could be having some positive spin off for the environment, although the longevity of this impact is certainly to be determined. There is more local shopping behaviour, choosing alternative transportation, and even a small number who are giving more consideration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

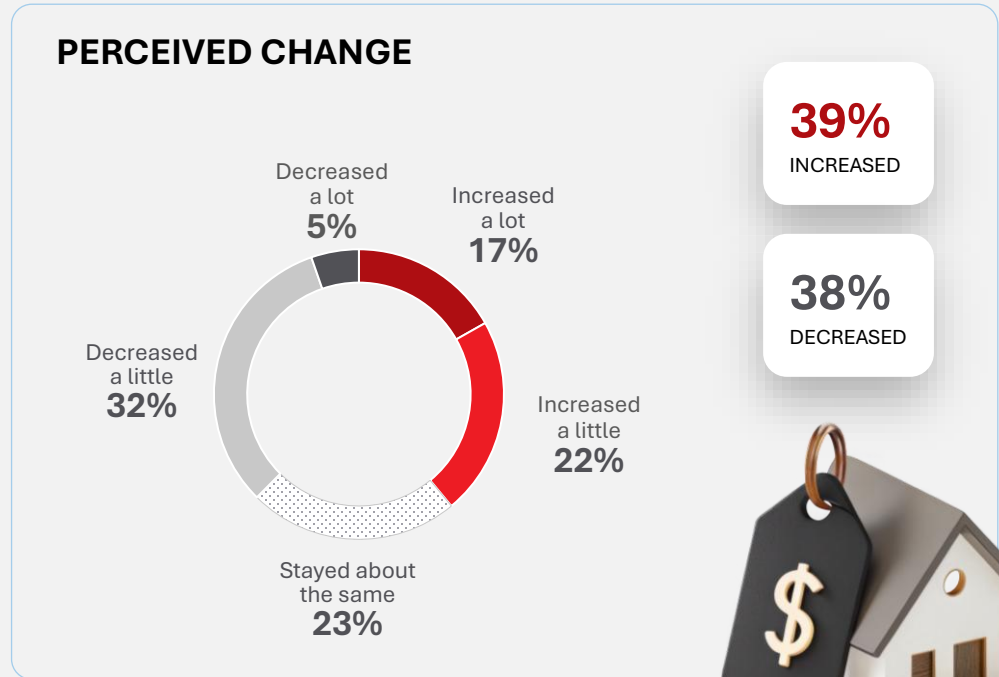
SPECIFIC IMPACTS



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

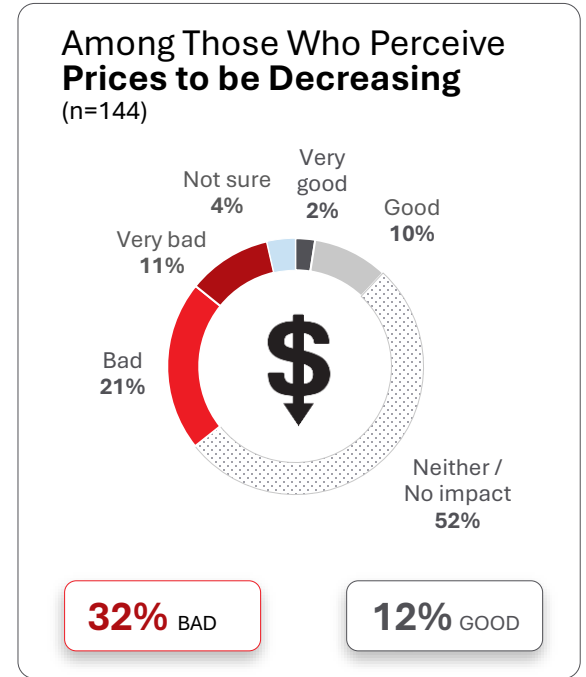
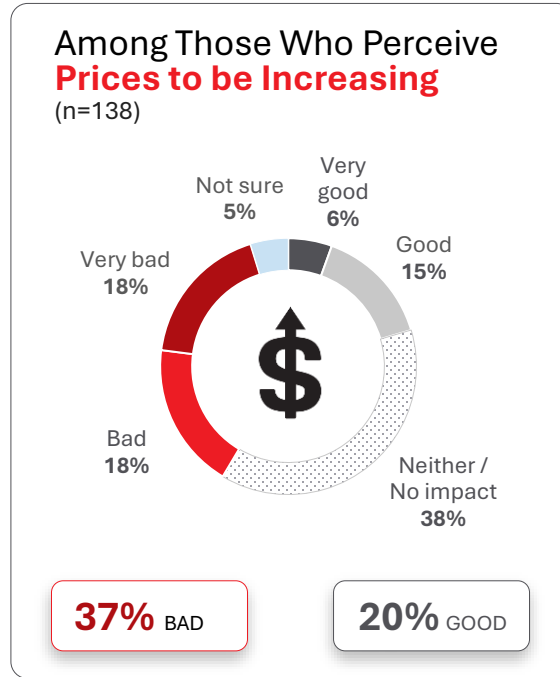
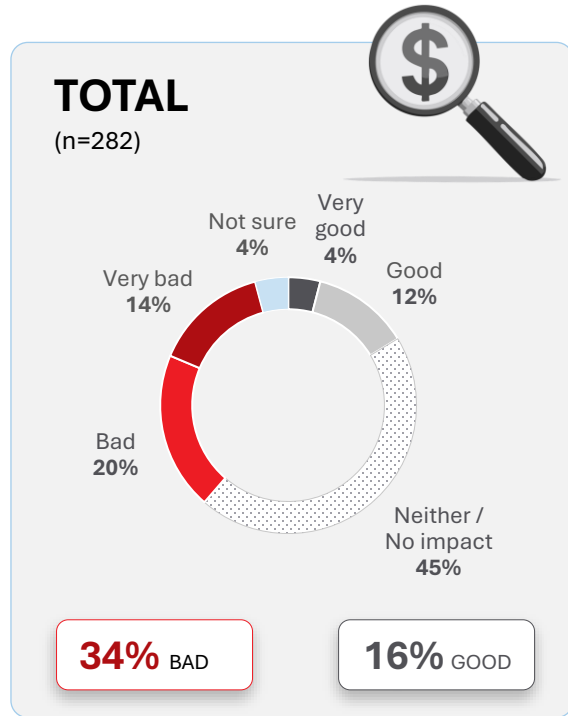
The Ontario real estate market has been different from many other provinces in recent months (although similar to that of BC), and this shows in perceptions of prices. Residents are pretty well equally split in perceiving increases, decreases and stability. And where changes are perceived, they are a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



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, Ontarians 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 Ontarians 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.



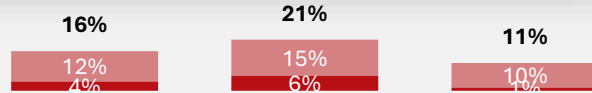
IMPACT ON LIKELIHOOD TO BUY

	TOTAL (n=462)	Among Those Who Perceive Prices Up (n=226)	Among Those Who Perceive Prices Down (n=236)
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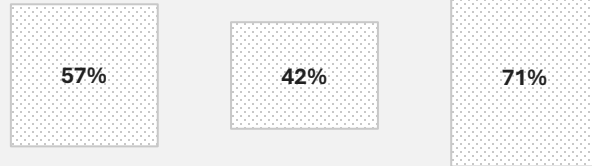
NET CHANGE: **-11** **-16** **-6**

MORE

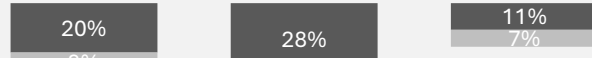
- A little more
- A lot more



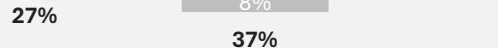
No impact



- A lot less
- A little less



LESS



IMPACT ON LIKELIHOOD TO SELL

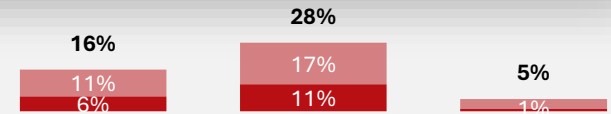
(Among Property Owners)

	TOTAL (n=391)	Among Those Who Perceive Prices Up (n=183)	Among Those Who Perceive Prices Down (n=208)
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NET CHANGE: **-7** **+12** **-24**

MORE

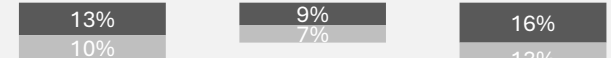
- A little more
- A lot more



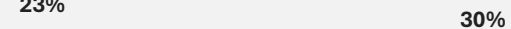
No impact



- 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?

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?

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	318	492
Female	288	524

Age group	Unweighted	Weighted
18-34	184	280
35-54	166	325
55+	256	410

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

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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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Leger

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