Sample Matters

The Public Monitor

August 2026 – Economic Confidence and Household Financial Well-being

Contents

Introduction

The findings presented in this report are from the most recent Public Monitor – a monthly public opinion omnibus survey. In addition to client questions, this edition of the Public Monitor featured questions around Canada's economic sovereignty, foreign influence, and AI data centres.

The Public Monitor

The Public Monitor is a monthly omnibus survey ideally suited for discerning clients who need a cost-effective solution to their public opinion research needs without compromising quality.

The Monitor is powered by the Modalis Public Opinion Panel – one of Canada's only *fully* probability-based research panels. There is no need to compromise data quality when using an omnibus.

Benefits

- Known accuracy of a probability sample.
- Proprietary research findings at a fraction of the cost of a custom survey.
- Expert design advice for your proprietary questions.
- Extensive demographic and other profile data.
- Ongoing tracking for a range of important metrics – cost of living, housing, economic confidence.

Specifications

- Nationally representative sample of 1,500+ Canadian adults.
- Survey is conducted online and via mobile devices in French and English.
- 100% of the sample is based on random probability sampling, all respondents vetted by live in-house interviewers. No bots or survey fraudsters.

For scheduling and pricing, please reach out to:

- Adriana Lisitza
- alisitza@modusresearch.com
- Webpage

Methodology

The Public Monitor is powered by the Modalis Public Opinion Panel – one of Canada's only *fully* probability-based research panels.

The survey was conducted online using both email and SMS invitations/reminders, and completed via desktops, laptops, tablets and mobile devices.

A total of 1,646 responses were gathered from Canadian adults. As Modalis is 100% recruited using RDD probability-based telephone sampling, it is statistically valid to calculate the margin of error – it is plus or minus 2.4% at a 95% confidence interval.

The survey was conducted from August 10 to 23, 2026. We run surveys at the optimal timeframe for online surveys (~two weeks) to mitigate the response bias of quick turnaround surveys.

The data have been weighted by age, gender, region and education using the latest Census population data from Statistics Canada.

Notes on Reporting

Numbers in charts and tables may not always add up to 100 per cent due to rounding or the exclusion of non-response at times when it is minimal.

Data tables are shaded to denote statistically significant differences – green means the result is significantly higher than that for others in group, grey means it is significantly lower.

Scale aggregates are presented in parentheses on charts and tables, and are based on either a 5 or 7-point scale.

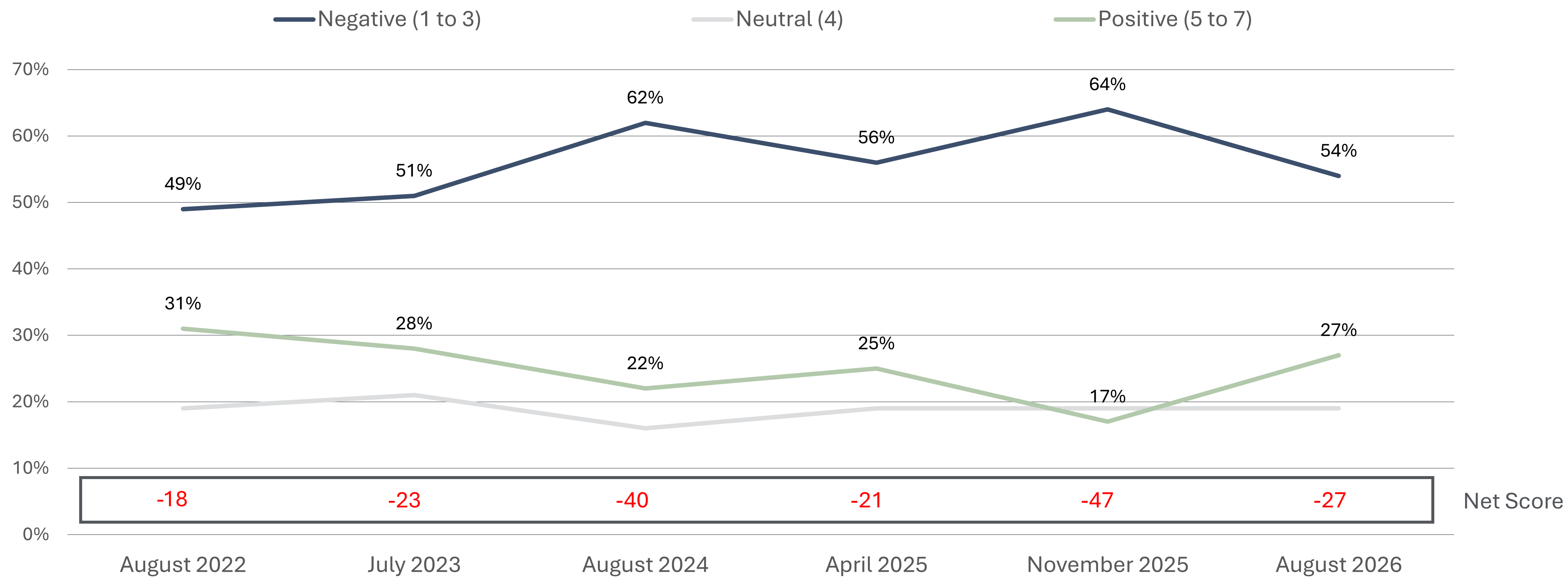
Economic Confidence

Public confidence in the economy has improved markedly since late 2025, but is still well into negative territory.

While confidence in the Canadian economy took a big hit at the time of the federal budget late last year, it has rebounded nicely over the past 9 months.

- That said, the net outlook remains firmly negative, and is still worse than it was in 2022.

Q How would you rate the current health of the Canadian economy?
Base: Canadian adults, n=1,646



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Economic confidence varies most greatly by age.

Those under 45 years of age are deeply pessimistic about the economy.

- Seniors are the only age group with a net positive outlook.

Q How would you rate the current health of the Canadian economy?
Base: Canadian adults, n=1,646

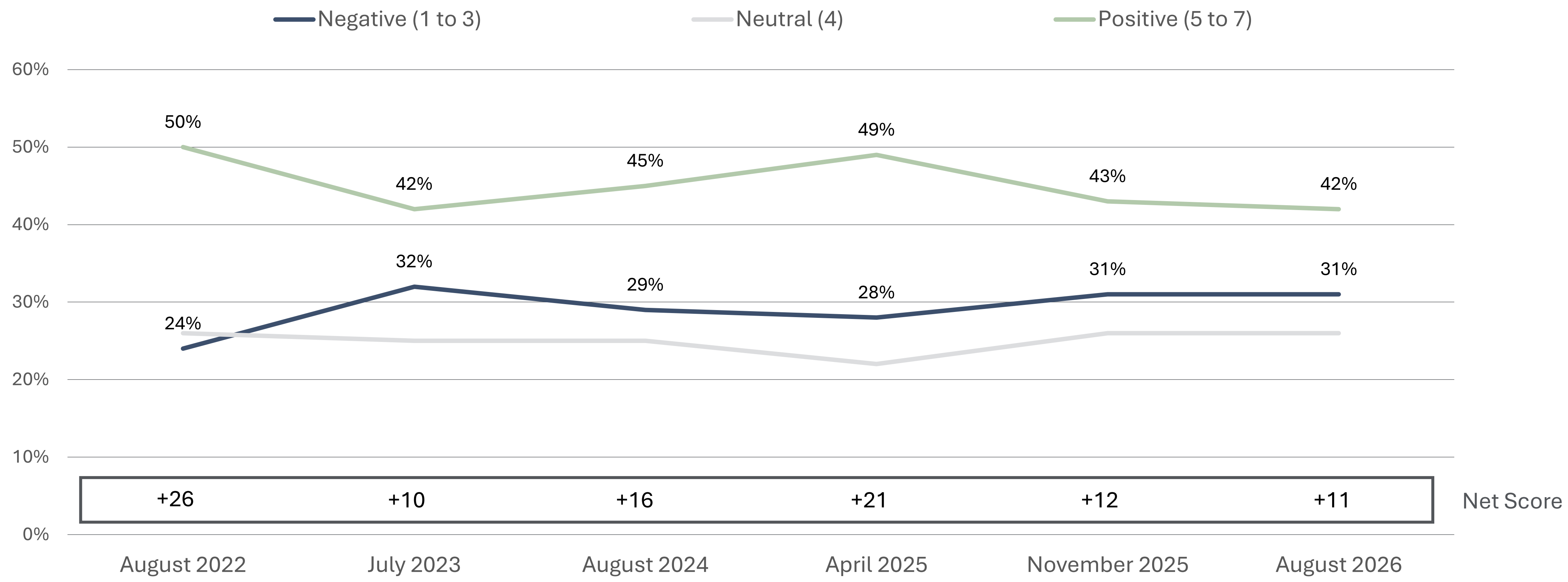
		Age					Household Income					
	Total	< 35	35-44	45-54	55-64	65+	<$40K	$40K-$59K	$60K-$$79K	$80K-$$99K	$100K-$149K	$150K+
Weighted Sample Size	1,646	222	501	195	313	360	195	135	191	196	396	306
Unweighted Sample Size	1,646	108	233	258	409	580	168	130	196	198	384	375
Negative (1 to 3)	54%	71%	60%	55%	49%	37%	62%	48%	46%	52%	49%	52%
Neutral (4)	19%	18%	21%	15%	18%	20%	17%	24%	21%	18%	20%	19%
Positive (5 to 7)	27%	11%	19%	30%	32%	43%	21%	28%	32%	30%	30%	29%
Net score	**-27**	**-60**	**-41**	**-25**	**-17**	**6**	**-41**	**-20**	**-14**	**-22**	**-19**	**-23**

Household Financial Well-being

While economic confidence has improved, confidence in household finances remains low.

Fewer than half of Canadians rate their household finances positively.

Q How would you rate the current state of your household's finances?
Base: Canadian adults, n=1,646



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Even among the most economically secure, only small majorities rate household finances positively.

While not as pronounced as it is in the case of economic confidence, there is a progressive increase in positive ratings of household finances with age.

- A similar trend is found with household income. Low-income households are the most strongly negative about their finances.

Q How would you rate the current state of your household's finances?
Base: Canadian adults, n=1,646

		Age					Household Income					
	Total	< 35	35-44	45-54	55-64	65+	<$40K	$40K-$59K	$60K-$$79K	$80K-$$99K	$100K-$149K	$150K+
Weighted Sample Size	1,646	222	501	195	313	360	195	135	191	196	396	306
Unweighted Sample Size	1,646	108	233	258	409	580	168	130	196	198	384	375
Negative (1 to 3)	31%	43%	34%	32%	26%	20%	58%	28%	33%	26%	29%	17%
Neutral (4)	26%	19%	30%	25%	29%	25%	23%	30%	26%	29%	21%	25%
Positive (5 to 7)	42%	38%	36%	42%	45%	55%	18%	42%	41%	45%	50%	57%
Net score	**11**	**-5**	**2**	**10**	**19**	**35**	**-40**	**14**	**8**	**19**	**21**	**40**

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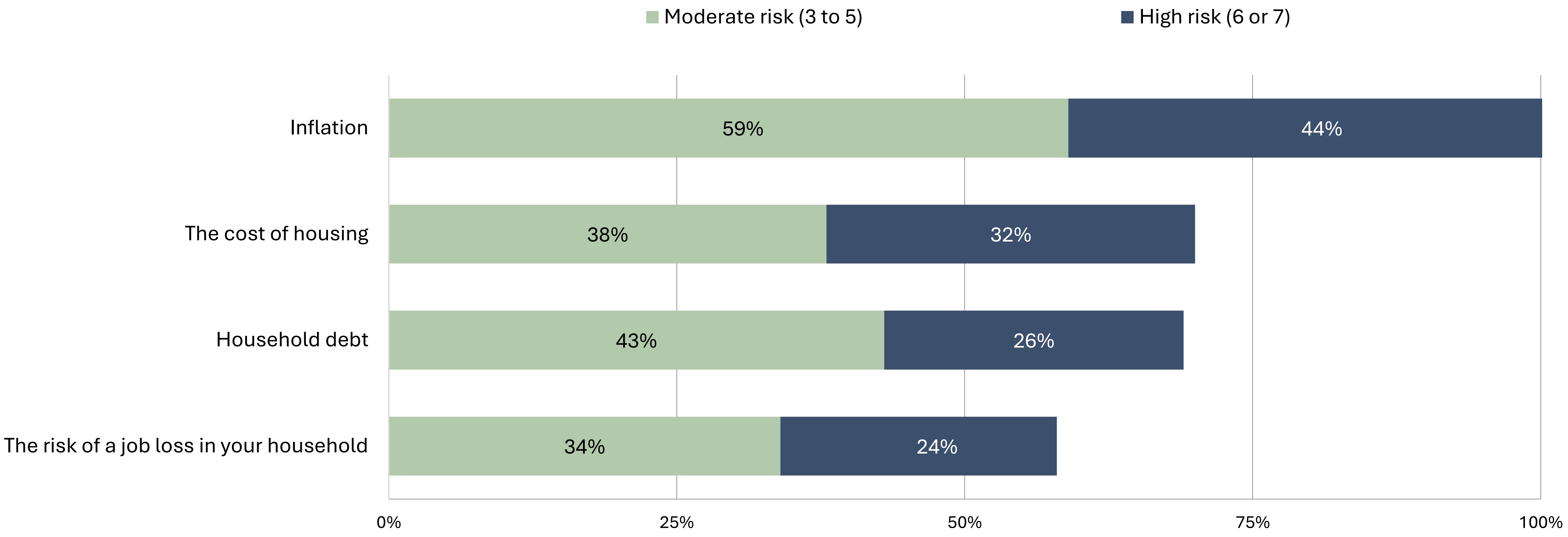
Inflation and housing continue to be top risks to the financial well-being of Canadians.

Although economic confidence has improved over the first half of 2026, Canadians remain very concerned about inflation.

- The cost of housing is also seen as a major risk to the financial well-being of many Canadians.

Q How would you rate each of the following in terms of risks to your financial well-being over the next 12 months?
Base: Canadian adults, n=1,646



Inflation as a risk to financial well-being by age, income and home ownership.

Q How would you rate … **inflation** … in terms of risks to your financial well-being over the next 12 months?
Base: Canadian adults, n=1,646

Inflation

		Age					Household Income						Home Ownership	
	Total	< 35	35-44	45-54	55-64	65+	<$40K	$40K-$59K	$60K-$$79K	$80K-$$99K	$100K-$149K	$150K+	Own	Rent
Weighted Sample Size	1,646	222	501	195	313	360	195	135	191	196	396	306	1,077	481
Unweighted Sample Size	1,646	108	233	258	409	580	168	130	196	198	384	375	1,232	360
Low risk (1-2)	6%	5%	4%	5%	7%	11%	5%	2%	5%	6%	5%	12%	7%	4%
Moderate risk (3-5)	49%	43%	44%	49%	49%	58%	46%	45%	53%	51%	48%	54%	51%	45%
High risk (6-7)	44%	52%	51%	45%	44%	31%	48%	53%	40%	43%	47%	34%	41%	50%

Green shading = statistically above others in grouping; grey shading = statistically below others in grouping

There are wide differences in how Canadians are feeling the impact of cost of housing.

Risk to financial well being increases progressively from the oldest to youngest Canadians.

- There is also a very pronounced gap between renters and home owners.

Q How would you rate … **the cost of housing** …. in terms of risks to your financial well-being over the next 12 months?
Base: Canadian adults, n=1,646

Cost of Housing

		Age					Household Income						Home Ownership	
	Total	**< 35**	**35-44**	**45-54**	**55-64**	**65+**	**<$40K**	**$40K-$59K**	**$60K-$$79K**	**$80K-$$99K**	**$100K-$149K**	**$150K+**	**Own**	**Rent**
Weighted Sample Size	1,646	222	501	195	313	360	195	135	191	196	396	306	1,077	481
Unweighted Sample Size	1,646	108	233	258	409	580	168	130	196	198	384	375	1,232	360
Low risk (1-2)	30%	18%	23%	31%	31%	46%	15%	19%	30%	29%	34%	47%	40%	11%
Moderate risk (3-5)	38%	32%	38%	40%	44%	36%	33%	39%	44%	35%	40%	32%	38%	36%
High risk (6-7)	32%	50%	39%	29%	25%	16%	52%	41%	26%	36%	26%	21%	21%	52%

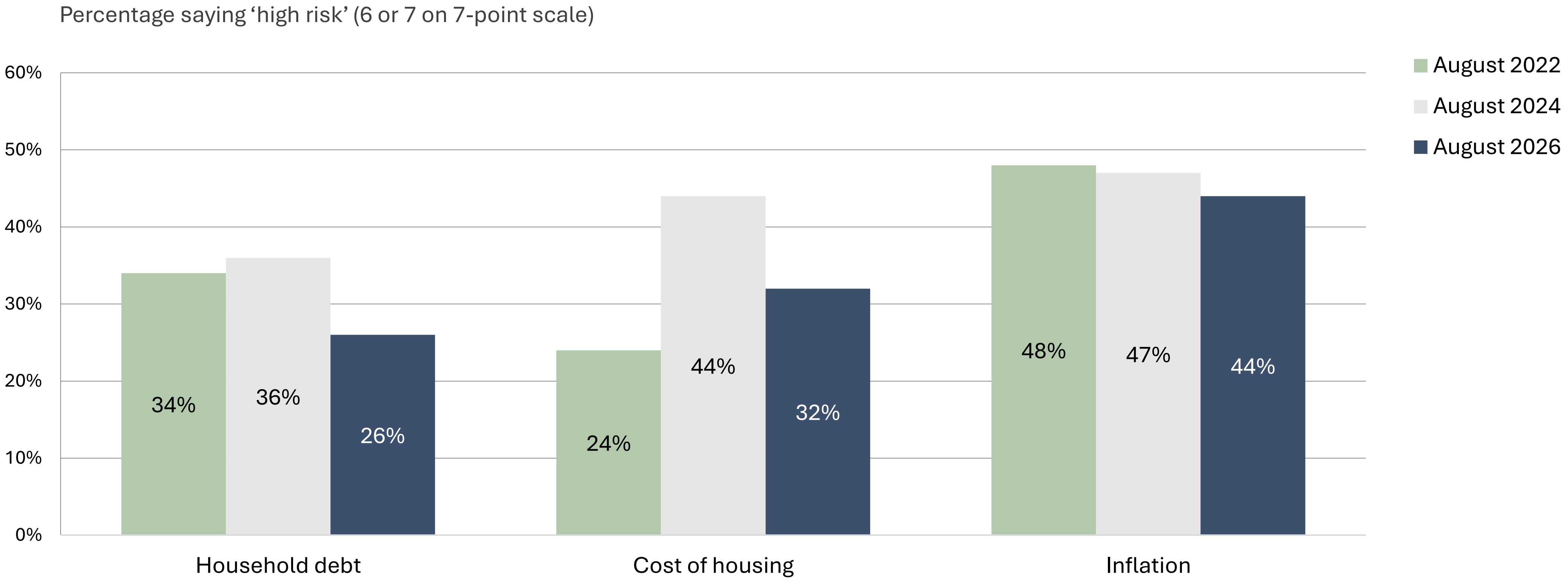
Green shading = statistically above others in grouping; grey shading = statistically below others in grouping

While inflation has dropped considerably from its peak in the summer of 2022, concerns about it have not significantly abated.

Perceptions of the risk of household debt to financial well-being, however, have fallen significantly from their peak in the summer of 2024. A similar trend is seen in the case of housing.

- Notably, this is during the recent peak in interest rates combined with a tight rental housing market.

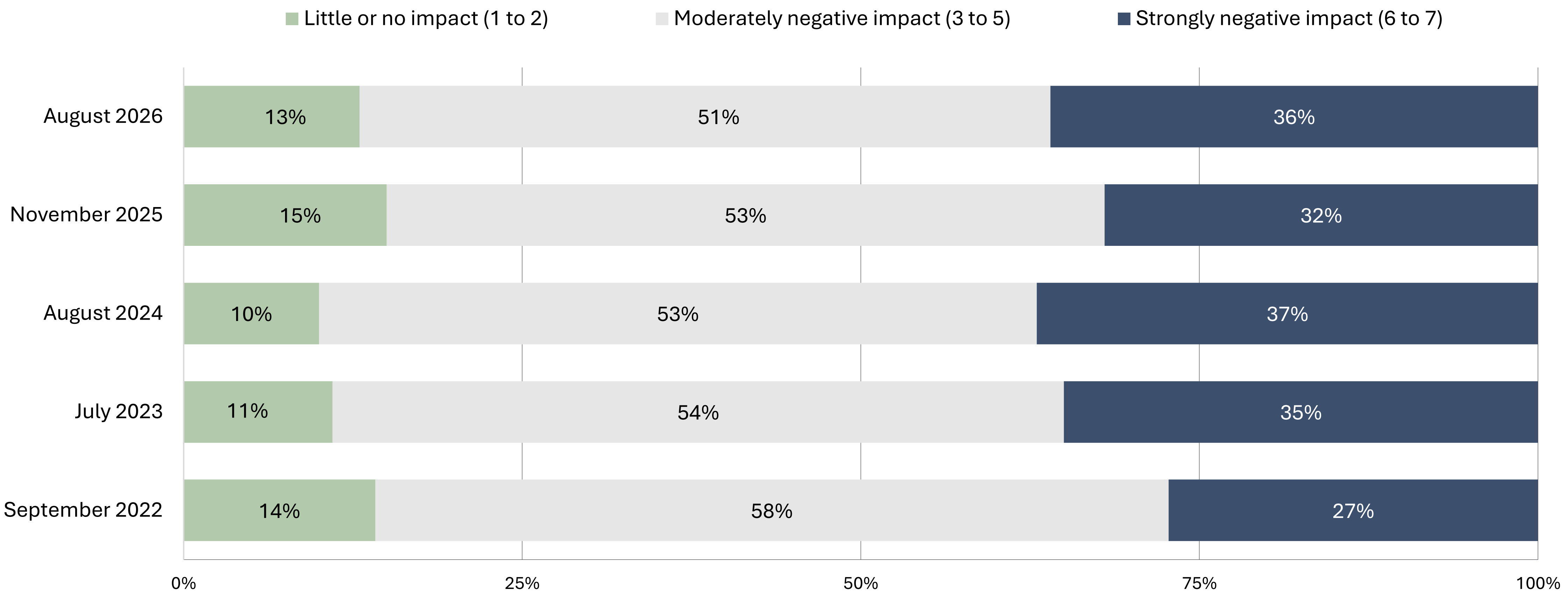
Q How would you rate each of the following in terms of risks to your financial well-being over the next 12 months?
Base: Canadian adults, n=1,646



The impact of the cost of living on household financial well-being has ticked up.

Tracking shows those feeling a strongly negative impact bumping back up to over one-third. This may well reflect the uptick in the rate of inflation since late 2025.

Q To what extent, if at all, has an increase in the cost of living over the past year had a negative impact on your household's financial well-being?
Base: Canadian adults, n=1,646



Discussion

Both economic confidence and Canadians' sense of financial well-being took a big hit with the Carney government's first budget, as the Public Monitor showed at that time. While economic confidence has improved, the same cannot be said of household financial well-being.

Despite an economic uptick, large numbers of Canadians remain very concerned about both inflation and the cost of housing. After a drop from 2022 highs, inflation has trended up over the past year. As with most economic and financial indicators, these risks are felt unevenly (please see report for data tables). Canadians under 45 years of age and renters are feeling especially vulnerable.

In terms of the economy, it may well be that Canadians have felt the uptick in economic output over the first half of 2026. Seeing the economy in a more favourable light than late last year is somewhat counter-intuitive given the raging war of words around Canada-U.S. trade relations. This survey was conducted prior to the implementation of more Tariffs from Trump (and also prior to Stats Can's latest report on economic growth) but it was also conducted in the midst of rocky negotiations that few Canadians felt would turn out well. The most likely explanation for the boost in economic confidence is that the Canadian economy has been resilient in the face of the continual threats from our southern neighbour.

We will continue to monitor this situation over the coming months.

AAPOR AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

- Modus staff are members of AAPOR
- We adhere to AAPOR's stringent Code of Professional Ethics and Practices
- Globally, AAPOR is one of the rare survey research organizations that maintains strict standards on probability sampling, including explicit restrictions for reporting non-probability samples.

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