



Sample Matters



The Business Monitor

Canada's Economic Sovereignty



Introduction

The findings presented in this report are from the most recent Business Monitor – a quarterly tracking and B2B omnibus survey. This edition of The Business Monitor featured questions around Canada’s economic sovereignty.

Methodology

The Business Monitor is powered by the Modus Business Panel – Canada’s only purpose-built, probability-based business research panel.

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

A total of 627 responses were gathered from Canadian managers and executives. As the Modus Business Panel is 100% recruited using RDD probability-based sampling, a margin of error can be calculated and reported – it is plus or minus 3.9% at a 95% confidence interval. The survey was conducted from April 2 to 15, 2026.

The data have been weighted by enterprise size and region using the latest Canadian enterprise population data from Statistics Canada.



Business Monitor Findings

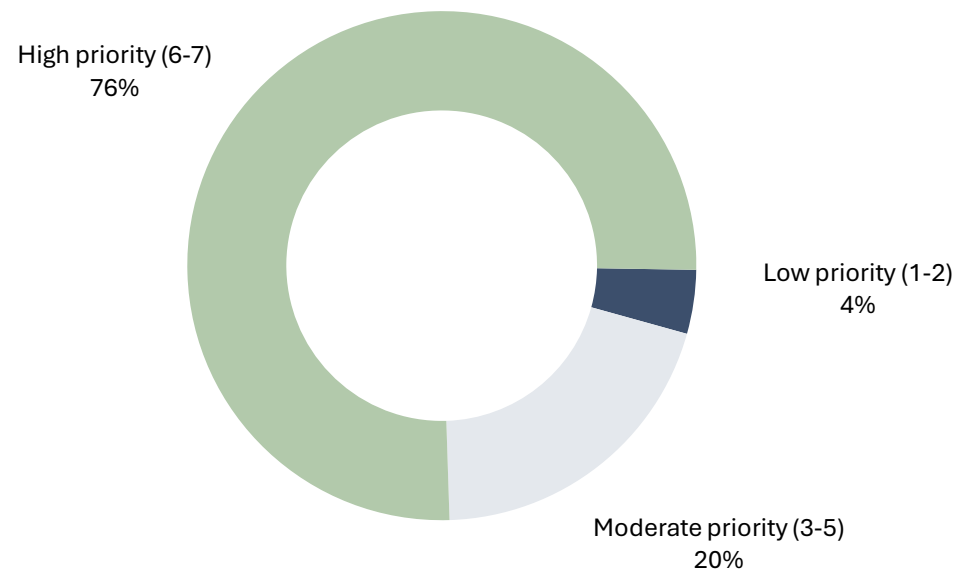
Securing Canada's Economic Sovereignty

A large majority of Canadian business leaders say economic sovereignty should be a high priority for the federal government.

Only a tiny number say securing Canada's economic sovereignty is a low priority.

- These results are consistent across region, organizational size, and seniority.

In terms of the various issues facing the Government of Canada, how much of a priority is it to better secure Canada's economic sovereignty?

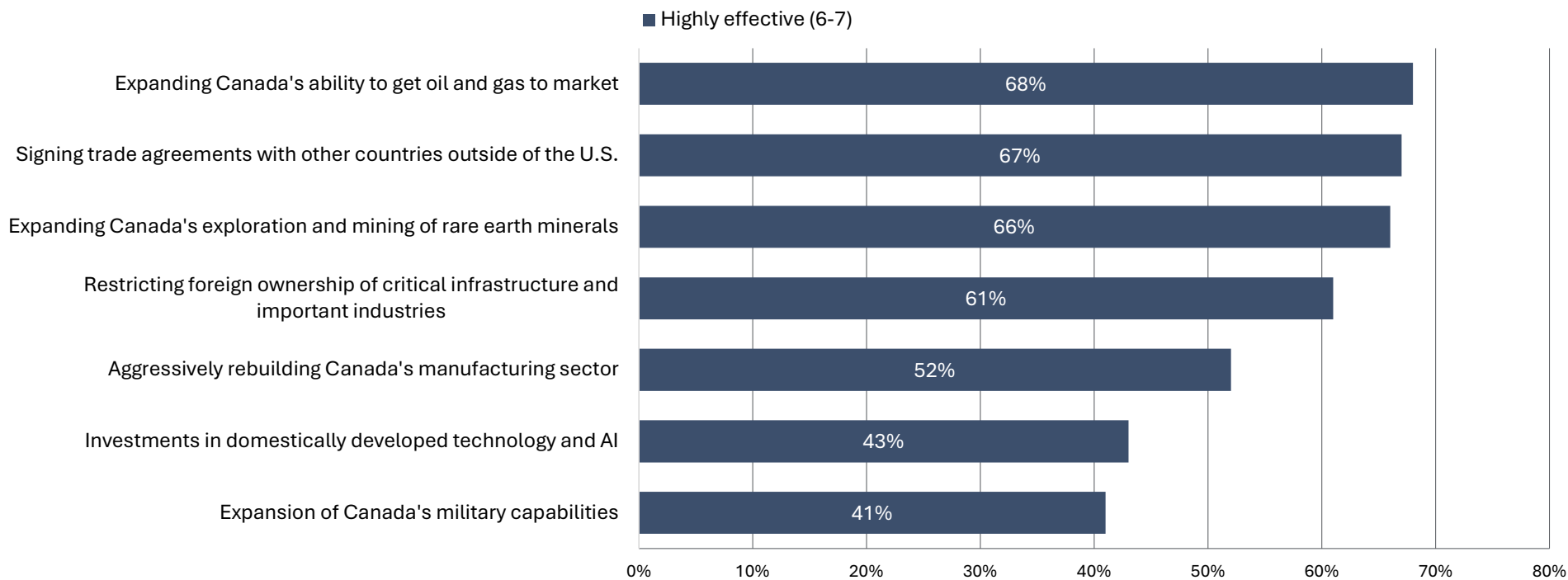


Leveraging Canada’s natural resources and diversifying trade agreements are key measures that need to be taken.

Protection of critical infrastructure and industries is also widely viewed as effective.

- Relatively few point to domestic technology or expansion of Canada’s military.
- These results vary regionally. For instance, expansion of resource extraction is seen as highly effective by a majority in all regions except Quebec.

In terms of measures that can be taken to improve Canada’s economic sovereignty, how effective would each of the following be to achieving that goal?



Discussion

Since Trump's election to a second term and overt threats to Canada, economic sovereignty has been a hot topic. It helped fuel Mark Carney's election ('elbows up!') and, as such, is core part of the current federal government's mandate.

The issue clearly resonates with Canada's business leaders. Less obvious is what they would like to see Ottawa do about economic sovereignty. Diversified trade agreements and resource extraction top the list. There is also strong support for restricting foreign ownership. It's a back-to-basics approach with a touch of protectionism.



The Business Monitor

Canada's only B2B omnibus

The Business Monitor is ideally suited for discerning clients who need a cost-effective solution to their B2B research needs without compromising quality.

The Monitor runs quarterly and is powered by the Modus Business Panel – Canada's only purpose-built and probability-based B2B research panel. There is no need to compromise data quality when using an omnibus.



Benefits of The Business Monitor

- › Proprietary B2B research findings at a fraction of the cost of a custom survey.
- › Expert design advice for your proprietary questions.
- › Unsurpassed data quality.
- › Extensive business-level profile data.
- › Ongoing tracking for economic and business confidence.

Specifications

- › Nationally representative sample of 600+ enterprises operating in Canada.
- › Survey is conducted online and via mobile devices.
- › Administered in French and English.
- › 100% of sample is based on random probability sampling, all respondents vetted by live interviewer.



For scheduling and pricing, please reach out to:

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- › All Modus staff are members of AAPOR in good standing
- › We adhere to AAPOR's stringent Code of Professional Ethics and Practices
- › AAPOR is one of the few survey research organizations in the world that maintains integrity and ongoing research around valid survey methodology, including explicit standards around reporting non-probability samples