



The Business Monitor

Support for War with Iran



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 the U.S./Israel war against Iran.

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, it is valid to cite the margin of error and to project these results to the broader population of business leaders with statistical confidence. The margin of error 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

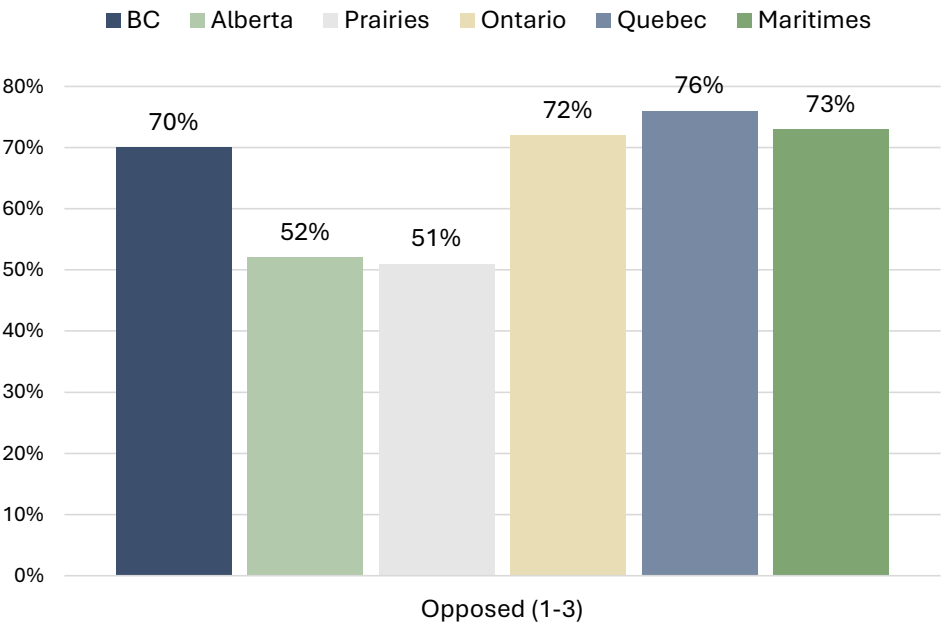
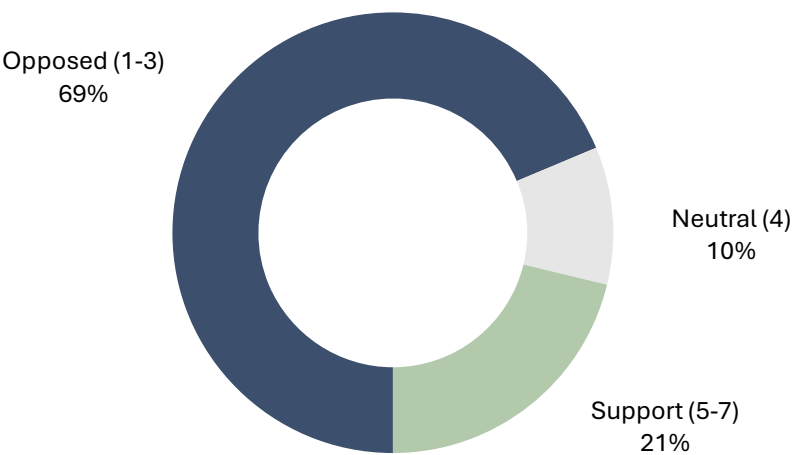
Support for the War with Iran

Over two-thirds are opposed to Canada becoming involved in the war with Iran.

Opposition to the war against Iran runs strong in most provinces.

- Outside of Alberta and the Prairies, 7 in 10 or more oppose Canada’s involvement with nearly three-quarters opposition east of Manitoba.
- Across sectors, opposition runs highest among those in education and health (86%).

How strongly do you support or oppose Canada becoming directly involved with U.S. in its war with Iran?

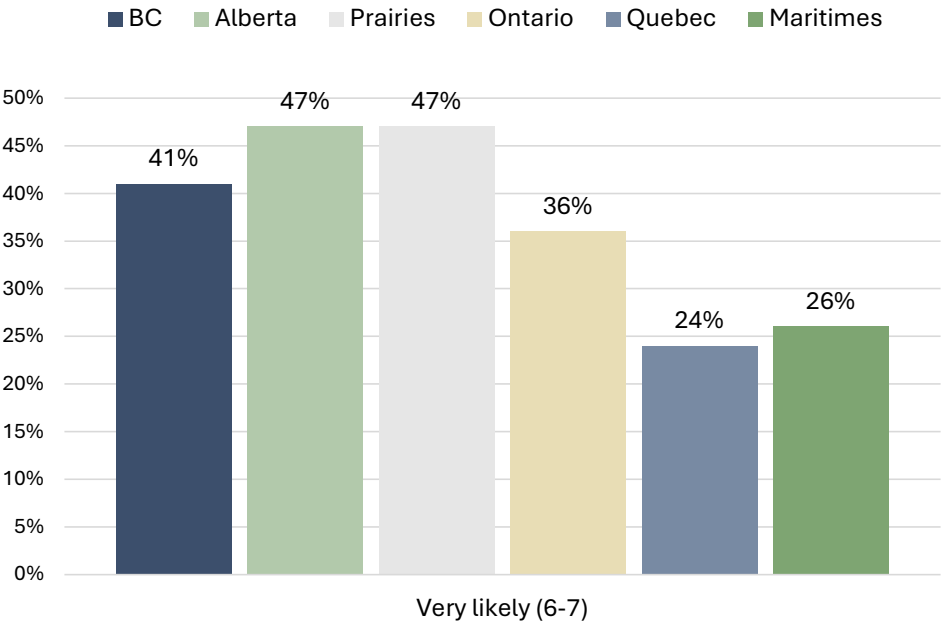
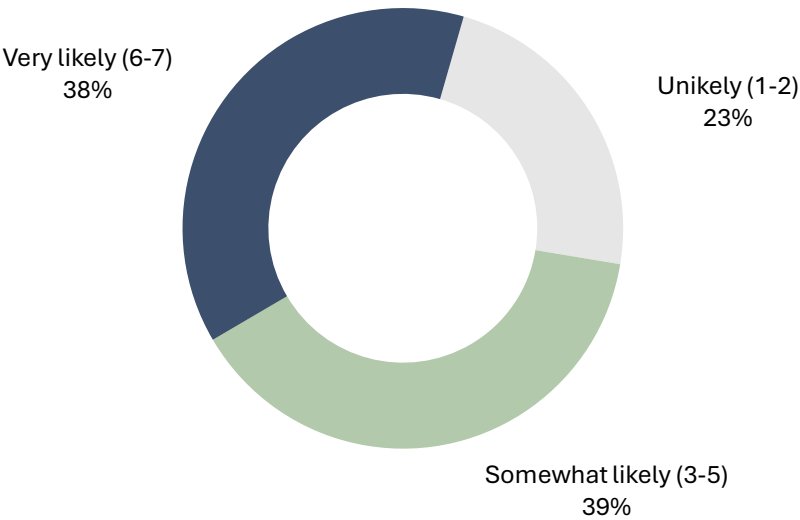


Only a minority of business leaders believe the U.S. will prevail with its war in Iran.

Under 2 in 5 of Canadian executives think that it is highly likely for the U.S. to prevail.

- This varies regionally but no region shows a majority with confidence in the U.S.'s prospects. East of Ontario, confidence runs at around one quarter.

At this stage, how likely would you say it is that the U.S. and its allies will prevail in the war with Iran?

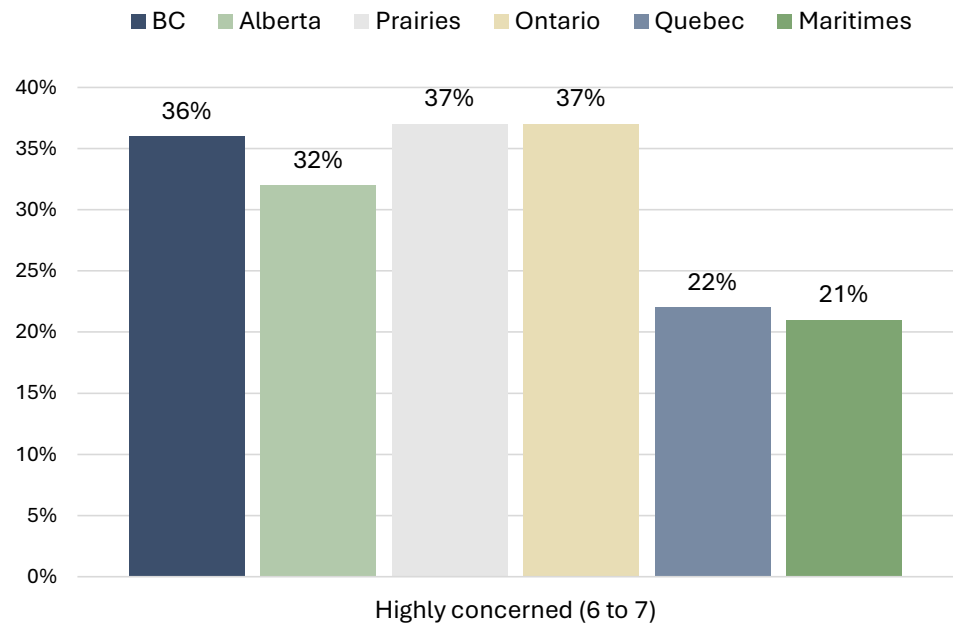
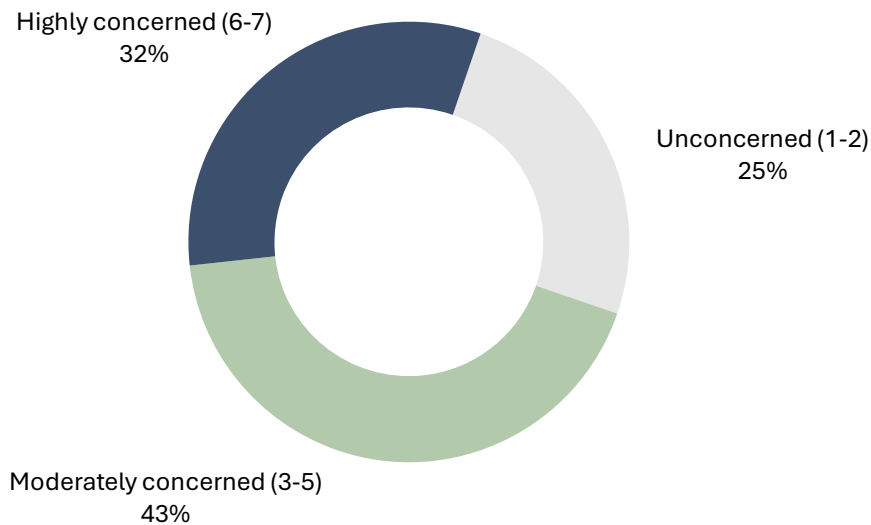


Fully three-quarters of business leaders are concerned about the war with Iran escalating into a global conflict.

While concerns are widespread, just under one-third are highly concerned about escalation.

- Regionally, the level of high concern is lowest east of Ontario.
- Results also reveal that concerns run highest in financial services (40%), education/health (42%) and information, culture, entertainment and travel (44%) across sector.

How concerned are you that the war with Iran could expand into a world war (i.e., involve European and other countries like China, Russia and India)?



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 of 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 the sample is based on random probability sampling, all respondents vetted by live in-house interviewers.

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 firm and explicit standards around reporting non-probability samples.