Modus
RESEARCH
Sample Matters

The Business Monitor

Securing Canada's Economic Sovereignty

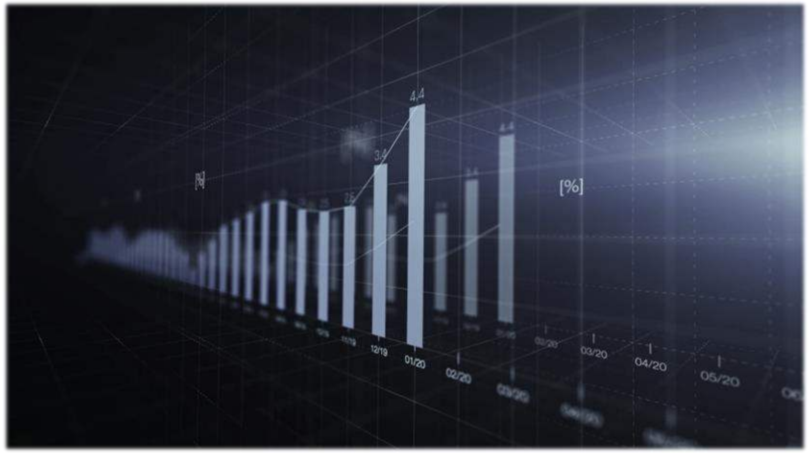
Contents

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.

The Business Monitor

The Business Monitor is the voice of Canadian business. 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

- 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 business demographic and profile data.
- Ongoing tracking for a range of important metrics – economic and business confidence.

Specifications

- Nationally representative sample of 600+ enterprises operating in Canada.
- 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:

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- Webpage

Methodology

The Business Monitor is powered by the [Modus Business Panel] –Canada's only purpose-built, *fully* probability-based 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 Modus Business Panel is 100% recruited using RDD probability-based telephone sampling, it is statistically valid to calculate the margin of error – it is plus or minus 3.9% at a 95% confidence interval.

The survey was conducted from April 2 to 16, 2026. We run surveys at the optimal timeframe for online surveys (~ two weeks) to avoid the early response bias of quick turnaround surveys.

The data have been weighted by region and enterprise size using the latest 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.

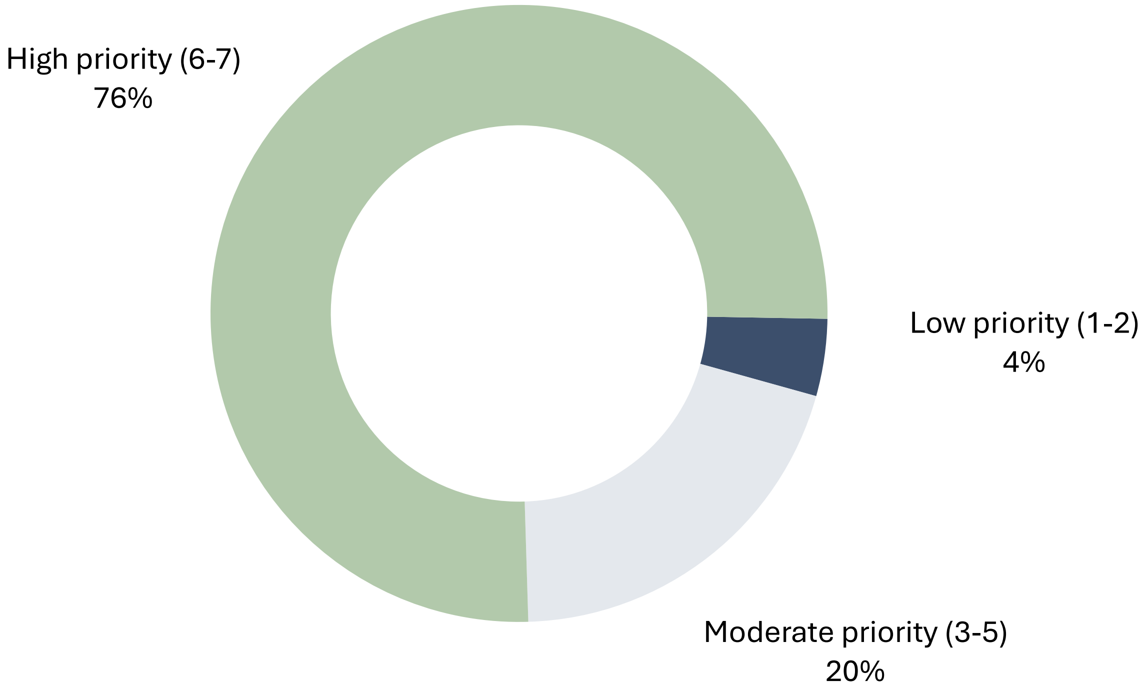
Scale aggregates are presented in parentheses on charts and tables, and are based on either a 5- or 7-point scale.

Economic 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.

Q 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?
Base: all enterprises, n=627

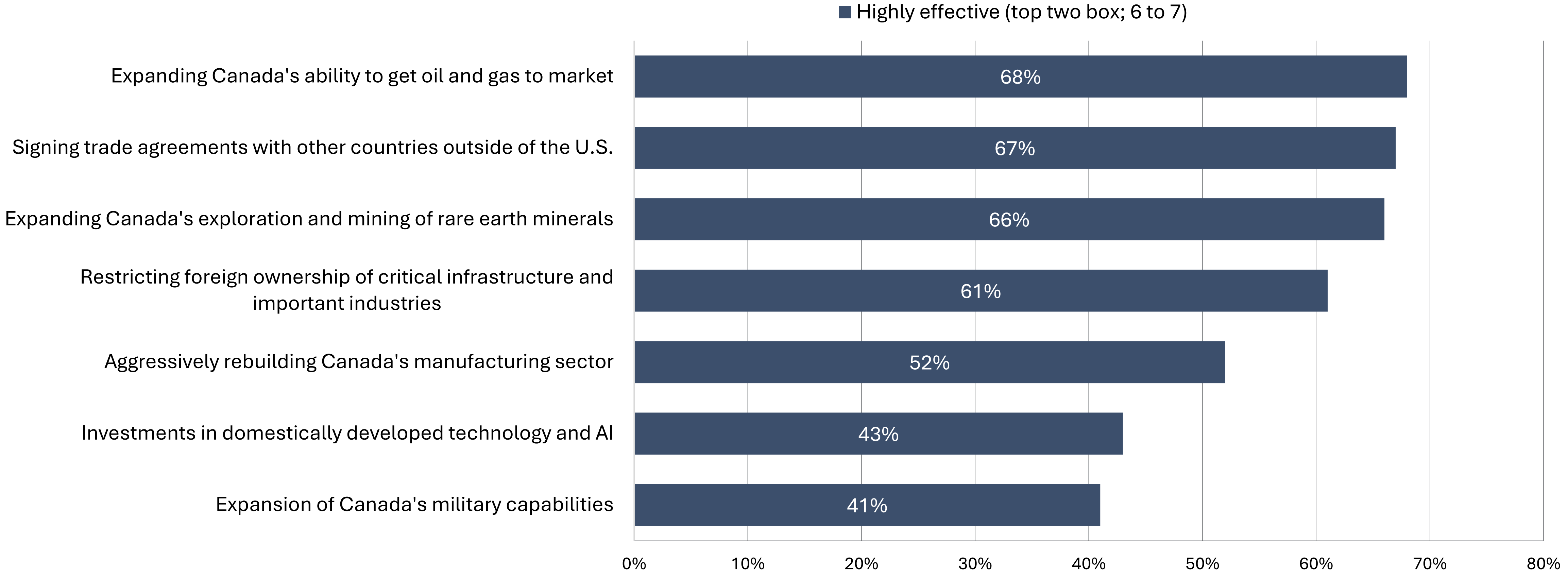


Leveraging Canada's natural resources and diversifying trade agreements are seen as key measures to enhance sovereignty

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

- These results vary regionally. For instance, expansion of resource extraction is seen as highly effective by a majority in all regions except Quebec.

Q 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?
Base: all enterprises, n=627



Discussion

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.

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- 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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