Modus
RESEARCH
Sample Matters

The Business Monitor

Summer 2026 Edition

Economic and Business Confidence Update

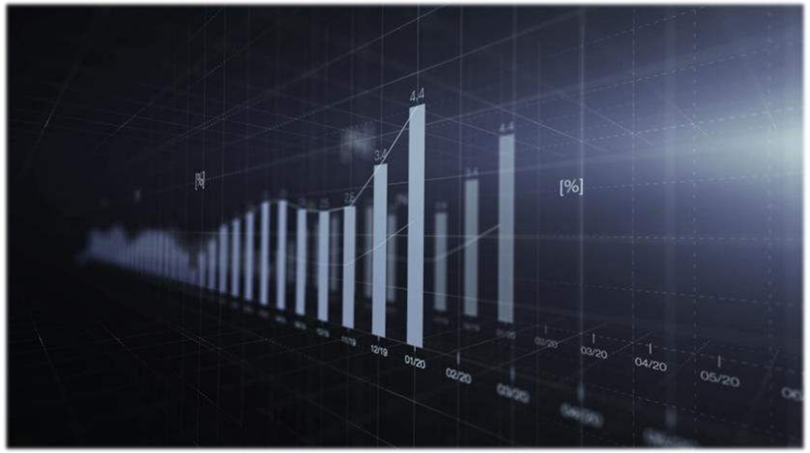
Contents

Introduction

The Business Monitor regularly tracks economic and business confidence – the focus of this report. The findings presented are from the most recent Business Monitor – a monthly public opinion omnibus survey. In addition to client questions, this edition of the Public Monitor also features questions around U.S. trade negotiations and foreign influence on government.

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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- alisitza@modusresearch.com
- 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 520 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 4.3% at a 95% confidence interval.

The survey was conducted from August 12 to 26, 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.

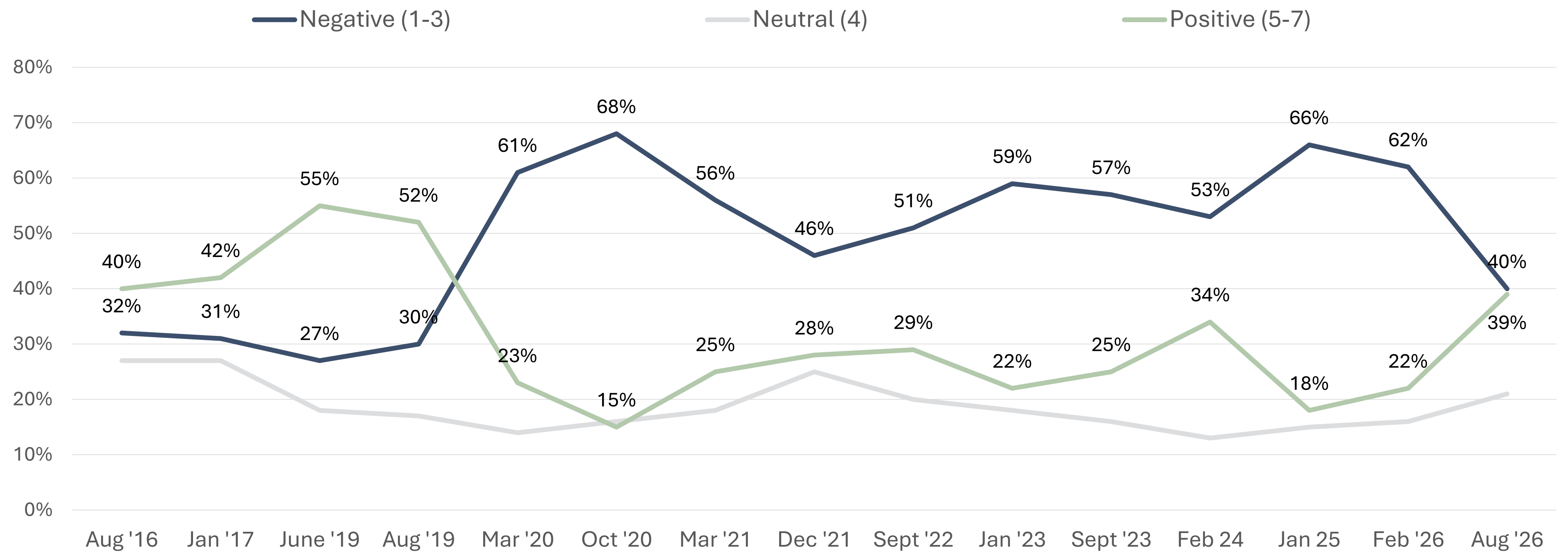
Scale aggregates are presented in parentheses on charts and tables, and are based on either a 5- or 7-point scale.

Economic Confidence

For the first time in over 5 years, business rating of the economy is not deeply in negative territory

Economic confidence has seen a large upswing since the winter. There has been an increase in positive sentiment and an even stronger downswing in negative ratings. Businesses are now in neutral territory despite the flurry of threats and tariffs leveled from south of the border over the past few years.

Q How would you rate the current health of the Canadian economy?
Base: all enterprises, n=520



	Aug '16	Jan '17	June '19	Aug '19	Mar '20	Oct '20	Mar '21	Dec '21	Sept '22	Jan '23	Sept '23	Feb 24	Jan 25	Feb '26	Aug '26
Net Score	+8	+11	+28	+22	-38	-53	-31	-18	-22	-37	-32	-19	-48	-40	-1

Current Economic Health by Size and Region

Q How would you rate the current health of the Canadian economy?
Base: all enterprises, n=520

		Emplyee Count				Region					
	Total	<10	10-99	100-499	500+	BC	Alberta	Prairies	Ontario	Quebec	Maritimes
Weighted Sample Size	520	383	119	9	1	83	68	35	196	106	32
Unweighted Sample Size	520	224	141	60	87	63	69	35*	205	117	31*
Negative (1-3)	40%	42%	34%	41%	36%	28%	53%	70%	42%	28%	34%
Neutral (4)	21%	23%	16%	17%	29%	23%	13%	5%	25%	25%	20%
Positive (5-7)	39%	35%	49%	42%	34%	49%	33%	25%	33%	46%	46%
Net score	-1	-7	15	1	-2	21	-20	-45	-9	18	12

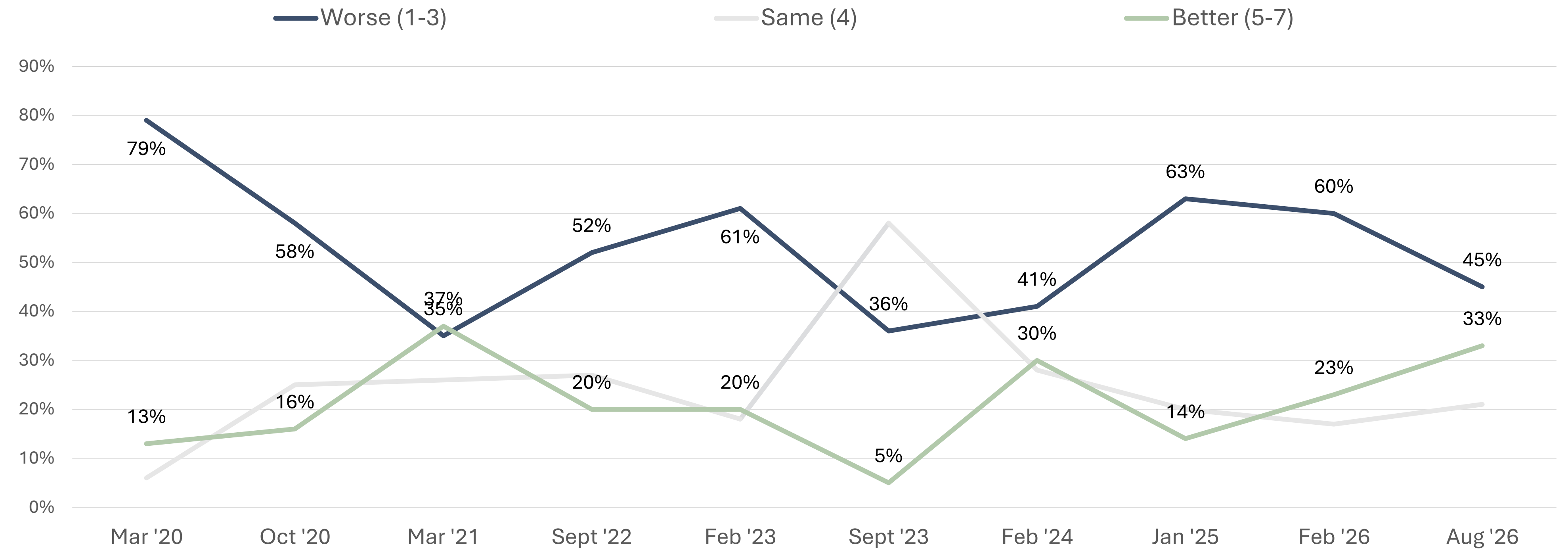
Green shading = statistically above others in grouping; grey shading = statistically below others in grouping

*caution: small subsample

The economic confidence has improved to levels not seen since before the re-election of Trump

Positive outlook has more than doubled since Trump was sworn into office, although still just a third of Canadian business leaders are confident.

Q Looking ahead, how do you expect the economy to perform over the next 12 months?
Base: all enterprises, n=520



	Mar '20	Oct '20	Mar '21	Sept '22	Feb '23	Sept '23	Feb '24	Jan '25	Feb '26	Aug '26
Net Score	-66	-42	+2	-32	-41	-31	-11	-49	-37	-12

Economic Outlook by Size and Region

Q Looking ahead, how do you expect the economy to perform over the next 12 months?
Base: all enterprises, n=520

		Emplyee Count				Region					
	Total	<10	10-99	100-499	500+	BC	Alberta	Prairies	Ontario	Quebec	Maritimes
Weighted Sample Size	520	383	119	9	1	83	68	35	196	106	32
Unweighted Sample Size	520	224	141	60	87	63	69	35*	205	117	31*
Worse (1-3)	45%	48%	36%	46%	43%	39%	47%	77%	48%	30%	46%
Same (4)	21%	22%	18%	19%	27%	16%	25%	17%	20%	27%	14%
Better (5-7)	33%	29%	45%	33%	31%	45%	28%	7%	30%	39%	37%
Net score	-12	-19	9	13	-12	6	-19	-70	-18	9	-9

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

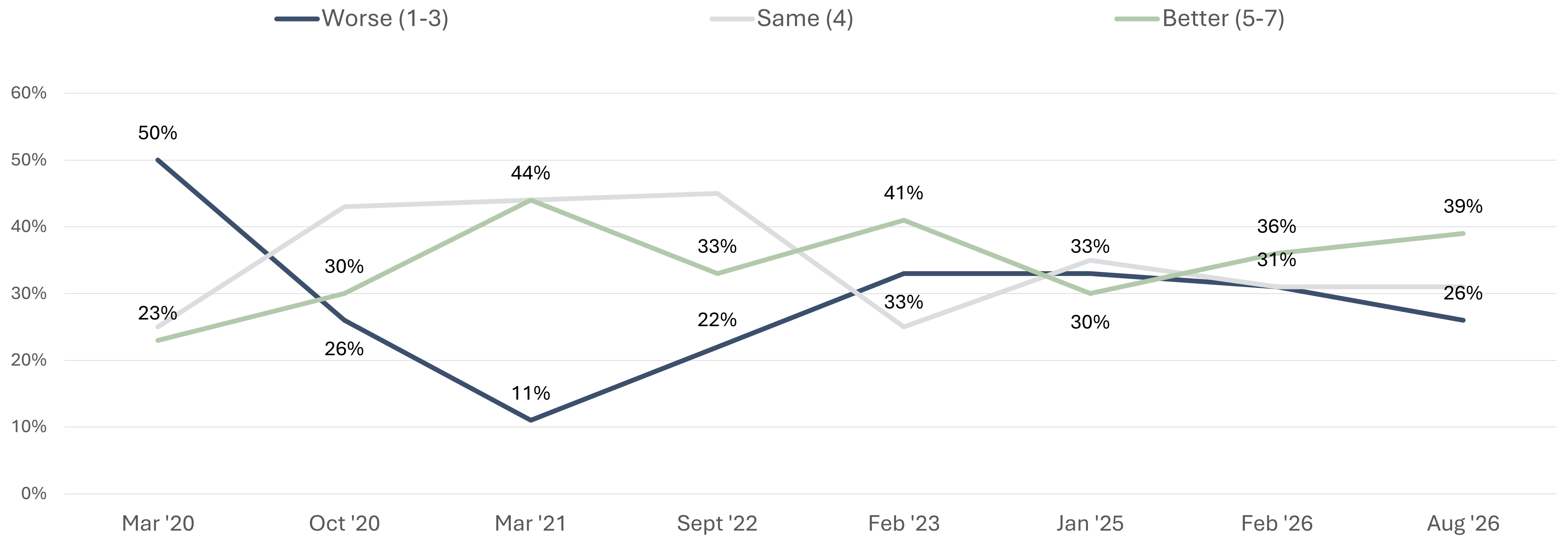
*caution: small subsample

Business Confidence

Business confidence has grown gradually since early 2025, but remains only marginally positive

Apart from the boost provided by the initial vaccine roll-out, post-COVID business confidence has remained decidedly mixed. It is trending with broader economic confidence.

Q Compared to today, what do you think will be the general outlook for your company over the next 12 months?
Base: all enterprises, n=520



Net Score	Mar '20	Oct '20	Mar '21	Sept '22	Feb '23	Jan '25	Feb '26	Aug '26
	-27	+4	+33	+11	+8	-3	+5	+13

Discussion

Discussion

It may seem counterintuitive to have economic confidence rising in the midst of the worst US-Canada trade relations seen in decades. As noted by observers, however, the impacts of Trump's tariffs are somewhat narrow and localized – with the biggest impacts being felt by manufacturing.

The most recent report on economic output from Stats Can shows better than expected growth driven by increased business investment and exports, and confirms that manufacturing has been hardest hit. As this survey was conducted prior to the latest Stats Can update, its results are confirmed by our findings. Economic confidence, whether current or at a one-year outlook, is better than it has been in many years. The same can be said for business confidence, though to a lesser extent.

This large improvement in economic confidence cannot entirely be tied to broader economic performance; the results on economic confidence are beyond quarterly GDP upswings and downswings. This is happening in the context of tense negotiations with the U.S., one in which Canadian businesses are strongly supporting increased economic sovereignty and increased measures to diversify trade outside our southern neighbour--as has been the case for a few years now.

It will be important to continue monitoring this situation in the coming months, as Trump is a mercurial leader; he may yet relent or expand his attempts to damage Canada's economy.

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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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