

Rising cost of living remains the top issue Canadians want the House of Commons to prioritize in 2024.

National survey released December 2023
Submission 2023-2509





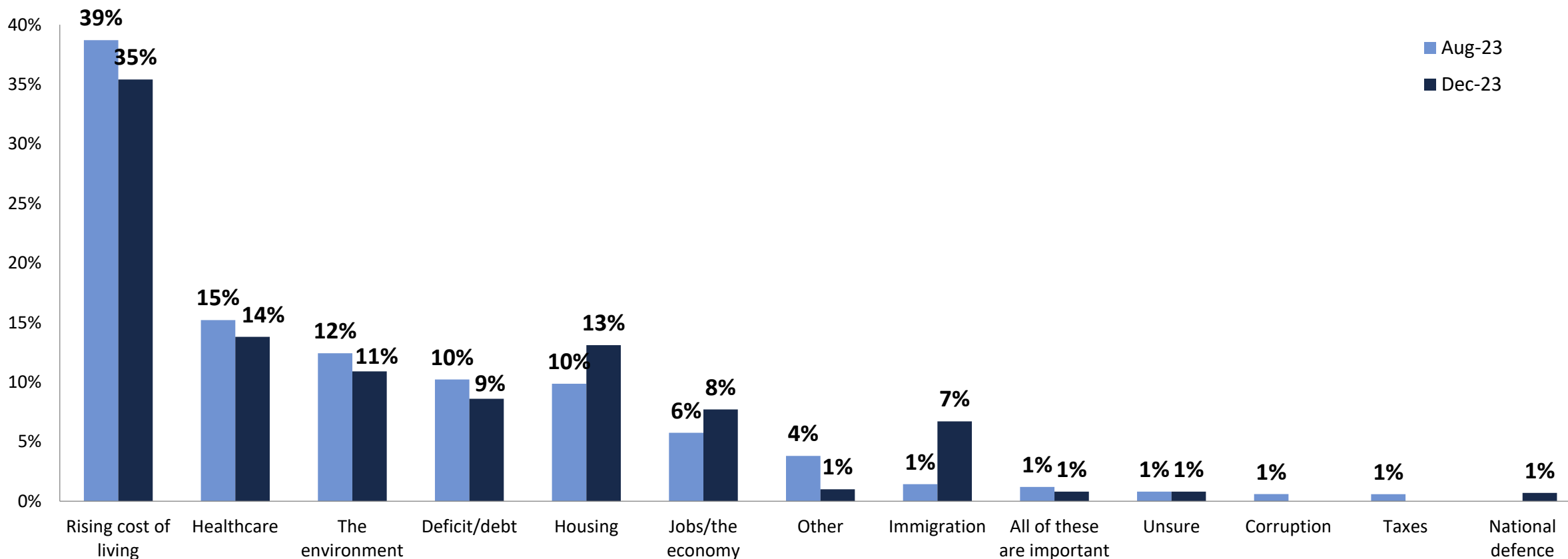
Nanos was retained by CTV News to conduct research among Canadians to gauge their views on the top priority for the House of Commons in 2024.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,006 Canadians, 18 years of age or older, between December 27th to 29th, 2023 as part of an omnibus survey. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV and the research was conducted by Nanos Research.

Top priority issue for the House of Commons

Q – What issue should be the top priority for the House of Commons in 2024?* [RANDOMIZE] [SINGLE SELECT]



*August 2023 wave question asked: What issue should be the top priority for the House of Commons this Fall?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th to 29th, 2023, n=1,006, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Top priority issue for the House of Commons – By region

Q – What issue should be the top priority for the House of Commons in 2024?* [RANDOMIZE] [SINGLE SELECT]

TOP RESPONSES

	Canada (n=1006)	Atlantic (n=106)	Quebec (n=255)	Ontario (n=339)	Prairies (n=195)	BC (n=111)
Rising cost of living	35.4%	47.2%	34.2%	33.0%	39.6%	32.8%
Healthcare	13.8%	14.1%	14.9%	12.9%	11.5%	17.2%
Housing	13.1%	13.6%	15.0%	13.6%	9.4%	13.0%
The environment	10.9%	6.3%	13.6%	11.3%	5.4%	14.7%
Deficit/debt	8.6%	6.8%	7.0%	7.6%	14.0%	8.2%
Jobs/the economy	7.7%	5.1%	7.4%	8.8%	10.5%	3.0%
Immigration	6.7%	5.2%	5.4%	9.0%	3.7%	7.2%
All of these are important/not just one	0.8%	-	-	1.1%	2.0%	-
National defence/sovereignty	0.7%	-	0.3%	1.2%	0.9%	-

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th to 29th, 2023, n=1,006, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Top priority issue for the House of Commons – By age and gender

Q – What issue should be the top priority for the House of Commons in 2024?* [RANDOMIZE] [SINGLE SELECT]

	Canada (n=1006)	Male (n=557)	Female (n=447)	18-34 (n=192)	35-54 (n=320)	55 plus (n=494)
TOP RESPONSES Rising cost of living	35.4%	32.4%	38.1%	44.5%	41.0%	25.0%
Healthcare	13.8%	9.9%	17.6%	7.9%	9.0%	21.4%
Housing	13.1%	12.0%	14.2%	12.9%	13.6%	12.9%
The environment	10.9%	9.6%	12.0%	12.5%	8.6%	11.7%
Deficit/debt	8.6%	13.1%	4.3%	5.4%	8.7%	10.6%
Jobs/the economy	7.7%	10.2%	5.3%	7.6%	8.0%	7.6%
Immigration	6.7%	9.3%	4.2%	5.8%	7.7%	6.5%
All of these are important/not just one	0.8%	0.2%	1.3%	1.2%	0.5%	0.8%
National defence/sovereignty	0.7%	0.8%	0.7%	1.2%	0.7%	0.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th to 29th, 2023, n=1,006, accurate 3.1 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,006 Canadians, 18 years of age or older, between December 27th to 29th, 2023 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.



Element	Description	Element	Description
Research sponsor	CTV News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1,006 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	Ten percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	December 27 th to 29 th , 2023.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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Any questions?



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TABULATIONS

2023-2507 – CTV/Nanos Survey – December Omni – House of Commons – STAT SHEET

		Region							Gender			Age		
		Canada	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question – What issue should be the top priority for the House of Commons in 2024? [RANDOMIZE][SELECT ONE]	Total	2023-12												
	Unwgt N	1006	106	255	339	195	111	557	447	2	192	320	494	
	Wgt N	1002	67	232	389	175	139	490	510	2	267	324	411	
	Jobs/the economy	%	7.7	5.1	7.4	8.8	10.5	3.0	10.2	5.3	7.6	8.0	7.6	
	The environment	%	10.9	6.3	13.6	11.3	5.4	14.7	9.6	12.0	12.5	8.6	11.7	
	Healthcare	%	13.8	14.1	14.9	12.9	11.5	17.2	9.9	17.6	7.9	9.0	21.4	
	Housing	%	13.1	13.6	15.0	13.6	9.4	13.0	12.0	14.2	12.9	13.6	12.9	
	Rising cost of living	%	35.4	47.2	34.2	33.0	39.6	32.8	32.4	38.1	44.5	41.0	25.0	
	Deficit/debt	%	8.6	6.8	7.0	7.6	14.0	8.2	13.1	4.3	5.4	8.7	10.6	
	Immigration	%	6.7	5.2	5.4	9.0	3.7	7.2	9.3	4.2	5.8	7.7	6.5	
	Interest rates	%	0.2	0.0	0.3	0.0	0.0	0.9	0.4	0.0	0.0	0.4	0.2	
	National defence/sovereignty	%	0.7	0.0	0.3	1.2	0.9	0.0	0.8	0.7	1.2	0.7	0.4	
	All of these are important/not just one	%	0.8	0.0	0.0	1.1	2.0	0.0	0.2	1.3	1.2	0.5	0.8	
	Change of government	%	0.3	0.0	0.4	0.0	1.1	0.0	0.4	0.2	0.4	0.2	0.3	
	Other	%	1.0	0.9	1.5	0.0	0.9	3.0	1.2	0.8	0.8	0.7	1.3	
	Unsure	%	0.8	0.7	0.0	1.5	1.0	0.0	0.4	1.3	0.0	0.8	1.4	

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