A background image showing stacks of coins and a calculator, symbolizing finance and economics. The text is overlaid on this image.

GST break over four times more likely to have negative rather than positive impact on voting intentions for Liberals – Most say they don't expect the GST break to positively impact their finances.

National survey released January 2025  
Field: December 30<sup>th</sup>, 2024 to January 5<sup>th</sup>, 2025  
Submission 2024-2758



The objective of the research was to gauge the views of Canadians on the GST break on items and its impact on household finances and on Canadians' likelihood to vote Liberal in the next election.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,045 Canadians, 18 years of age or older, between December 30<sup>th</sup>, 2024 to January 5<sup>th</sup>, 2025 as part of an omnibus survey.

The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

The research was commissioned by CTV News and was conducted by Nanos Research.



# KEY FINDINGS

1

## IMPACT OF GST BREAK ON LIKELIHOOD TO VOTE LIBERAL OVER FOUR TIMES MORE LIKELY TO BE NEGATIVE RATHER THAN POSITIVE

While six in ten Canadians ([60%](#)) say the GST break will have no impact on their likelihood to vote Liberal in the next federal election, nearly one in three say it will make them less likely ([28%](#)) or somewhat less likely ([four per cent](#)). This is compared to under one in ten who say it makes them more likely ([three per cent](#)) or somewhat more likely ([four per cent](#)) to vote Liberal. Men are more likely to report a negative impact on their likelihood to vote Liberal ([38%](#)) than women ([27%](#)).

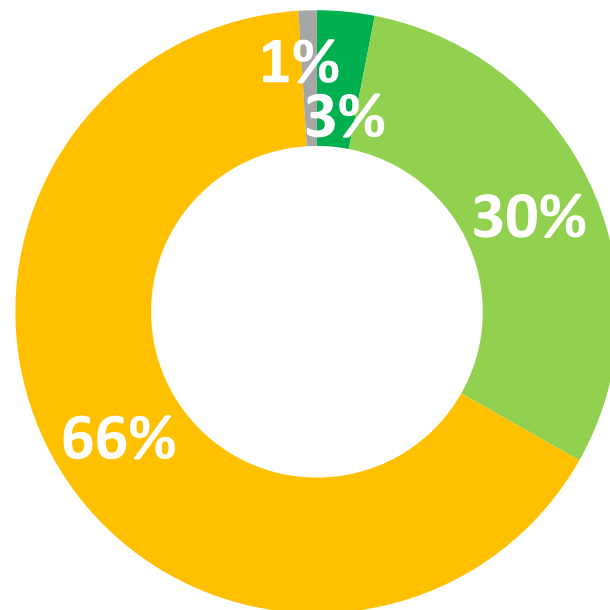
2

## MAJORITY OF CANADIANS SAY THE GST REBATE WILL HAVE NO IMPACT ON THEIR HOUSEHOLD'S FINANCES

Two thirds of Canadians ([66%](#)) report that the recent GST rebate on certain items for two months is going to have no impact on their household's finances. Nearly one third say this GST rebate will have a minor positive impact ([30%](#)), while under one in twenty ([three per cent](#)) say it will have a major positive impact. Residents from the Atlantic region ([46%](#)) and Ontario ([41%](#)) are more likely to report that it will have either a minor or major positive impact than residents of the Prairies ([17%](#)).

## Impact of GST Break on household finances

Q – Do you think that the recently announced GST Break on certain items for two months is going to have a major positive impact, minor positive impact or no impact on your household's finances?



- Major positive impact
- Minor positive impact
- No impact
- Unsure

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

## 2 in 3 Canadians

say the recent GST break on certain items is going to have no impact on their household's finances, while nearly one third say it will have a minor positive impact.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30<sup>th</sup>, 2024 to January 5<sup>th</sup>, 2025, n=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

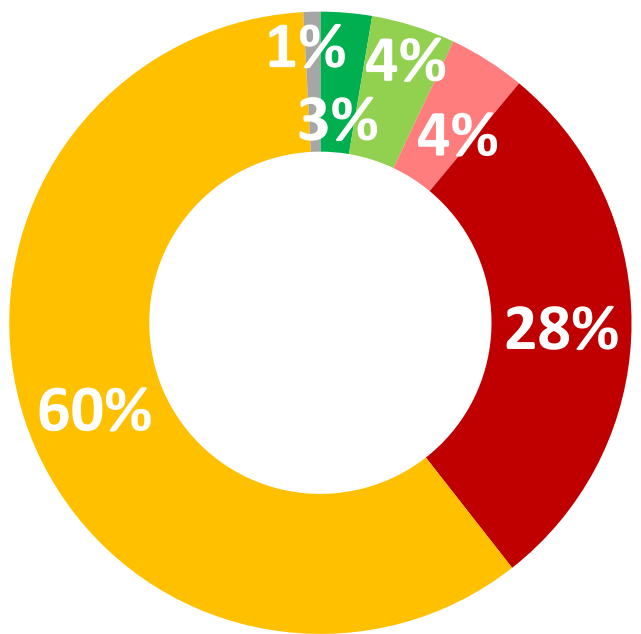
# Impact of GST Break on household finances - Demographics

Q – Do you think that the recently announced GST Break on certain items for two months is going to have a major positive impact, minor positive impact or no impact on your household's finances?

	2025-01 (n=1045)	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)	Men (n=522)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
No impact	65.8%	50.9%	66.0%	58.6%	83.1%	71.0%	67.5%	64.2%	55.1%	70.8%	68.9%
Minor positive impact	30.1%	43.6%	27.7%	37.7%	14.9%	25.7%	29.1%	31.1%	36.6%	26.3%	28.9%
Major positive impact	3.1%	2.8%	5.4%	3.2%	2.0%	0.6%	2.4%	3.8%	6.9%	1.9%	1.5%
Unsure	1.0%	2.7%	1.0%	0.5%	-	2.7%	1.0%	0.9%	1.4%	1.0%	0.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30<sup>th</sup>, 2024 to January 5<sup>th</sup>, 2025 , n=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Impact of the GST Break on likelihood to vote Liberal in the next federal election



- More likely to vote Liberal
- Somewhat more likely to vote Liberal
- Somewhat less likely to vote Liberal
- Less likely to vote Liberal
- No impact
- Unsure

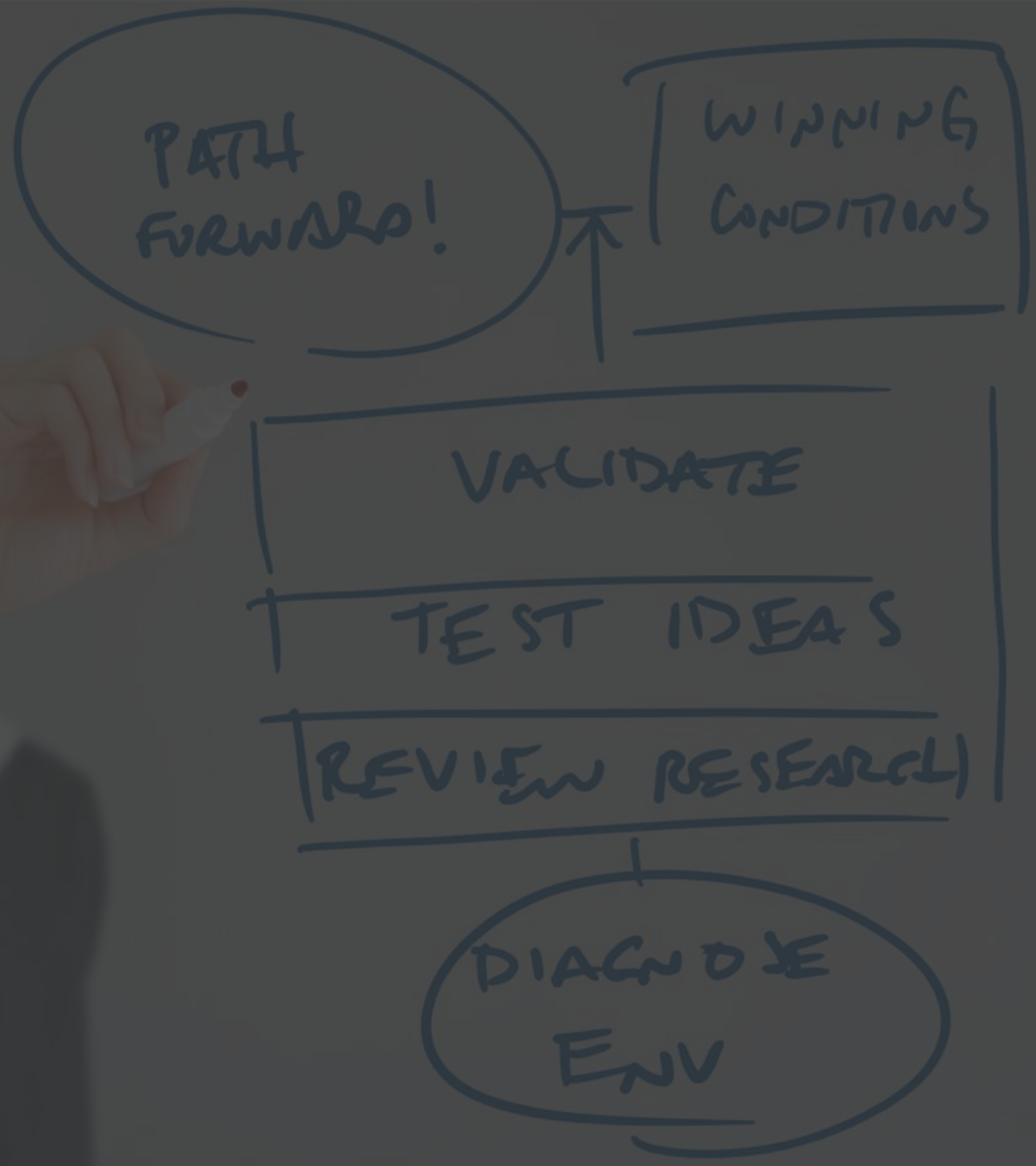
	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)
<b>No impact</b>	<b>56.1%</b>	<b>70.4%</b>	<b>58.4%</b>	<b>49.7%</b>	<b>59.8%</b>
	Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
	<b>54.6%</b>	<b>64.5%</b>	<b>65.0%</b>	<b>57.0%</b>	<b>58.3%</b>
<b>Less likely/Somewhat less likely</b>	<b>31.2%</b>	<b>22.7%</b>	<b>31.2%</b>	<b>44.3%</b>	<b>37.7%</b>
	Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
	<b>37.9%</b>	<b>27.1%</b>	<b>25.4%</b>	<b>36.0%</b>	<b>34.2%</b>

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – Does the recent announcement on the GST Break on certain items for two months make you more likely, somewhat more likely, somewhat less likely, less likely or have no impact on your likelihood to vote Liberal in the next federal election?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30<sup>th</sup>, 2024 to January 5<sup>th</sup>, 2025 , n=1045, accurate 3.0 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 1,045 Canadians, 18 years of age or older, between December 30<sup>th</sup>, 2024 to January 5<sup>th</sup>, 2025 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  $\pm 3.0$  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	1045 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	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	14 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 and 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. <a href="http://www.nanos.co">http://www.nanos.co</a> 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.	Tabulations	By region, age and gender <a href="#">[LINK]</a>
Field Dates	December 30 <sup>th</sup> , 2024 to January 5 <sup>th</sup> , 2025		
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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		





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# Any questions?

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