



US relations ranks higher than affordability or healthcare in terms of Canadians' priorities for the new government – Want parties to work together.

National survey released May 2025
Field: May 5th to 8th, 2025
Submission 2025-2827



The objective of the research was to gauge the views of Canadians on the areas they would like to see be made a priority this year by the newly elected government and their preferred path forward for opposition parties in the new parliament.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,055 Canadians, 18 years of age or older, between May 5th and 8th, 2025 as part of an omnibus survey. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

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



KEY FINDINGS

1

US RELATIONS TOPS AFFORDABILITY AND HEALTHCARE IN TERMS OF PRIORITIES FOR THE NEW GOVERNMENT

Asked to rank the top two areas that should be made a priority this year by the newly elected Government, Canadians rank US relations first ([34%](#)) more frequently than other priorities such as affordability ([21%](#)), healthcare ([15%](#)), tax cuts ([10%](#)), and housing ([nine per cent](#)). Residents of the Prairies ([33%](#)) and younger Canadians ([36%](#)) are more likely to rank affordability first compared to residents of Quebec ([eight per cent](#)) and older Canadians ([55 plus, 12%](#)).

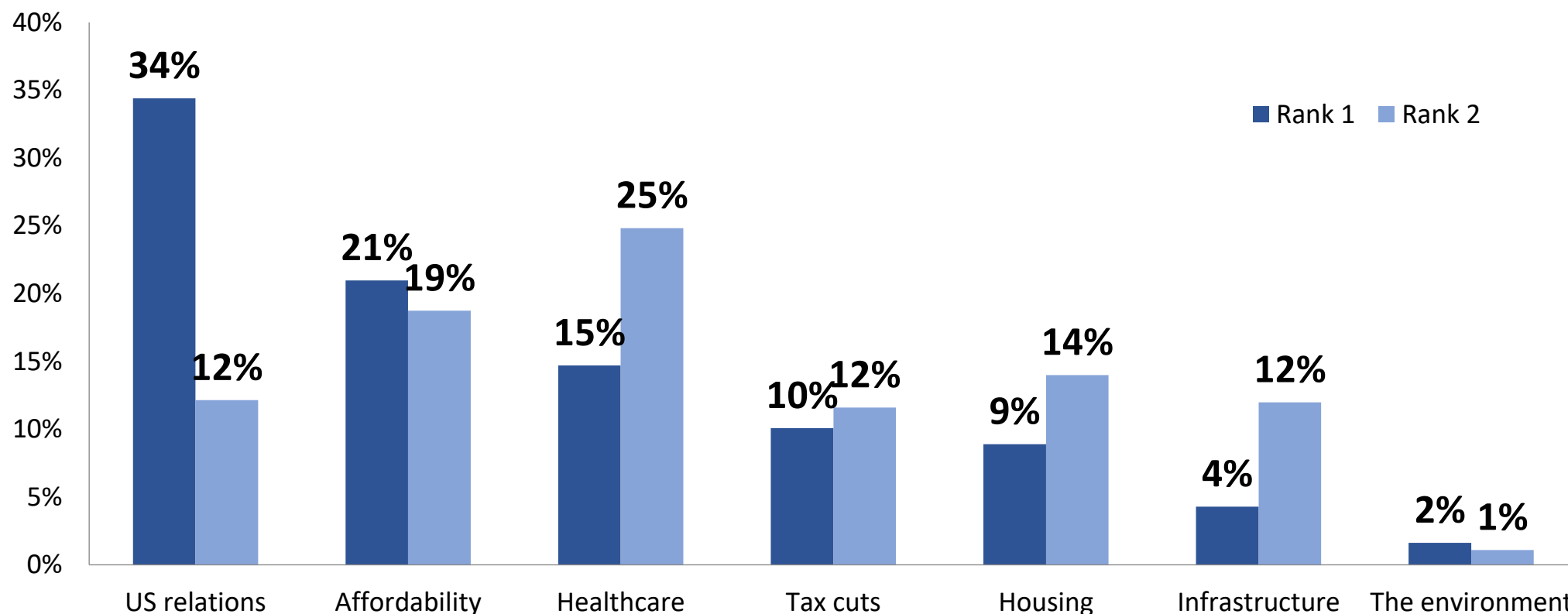
2

CANADIANS PREFER A UNIFIED VOICE IN TERMS OF THE OPPOSITION PARTIES WORKING WITH THE NEW GOVERNMENT IN DEALING WITH THE US

Just over seven in ten Canadians ([72%](#)) prefer the opposition parties work together with the new government in dealing with the US as a unified voice, while one in five ([25%](#)) prefer they challenge the new government to keep them accountable. Residents of the Prairies ([36%](#)) and younger Canadians (18-34, [34%](#)) are more likely to prefer opposition parties challenge the new government to keep them accountable than residents of Quebec ([16%](#)) and older Canadians (55 plus, [20%](#)).

Priority areas for new government

Q – Please rank the top two areas that you personally would like to see made a priority this year by the newly elected government where 1 is the most important priority and 2 the next most important. [RANK TOP 2] [RANDOMIZE]



*Top mentions only are shown, for the full list of responses, please refer to the tabulations: [\[LINK\]](#).

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5th to 8th, 2025, n=1055, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Priority areas for new government – First ranked by demographics

Q – [RANK 1] Please rank the top two areas that you personally would like to see made a priority this year by the newly elected government where 1 is the most important priority and 2 the next most important. [RANDOMIZE]

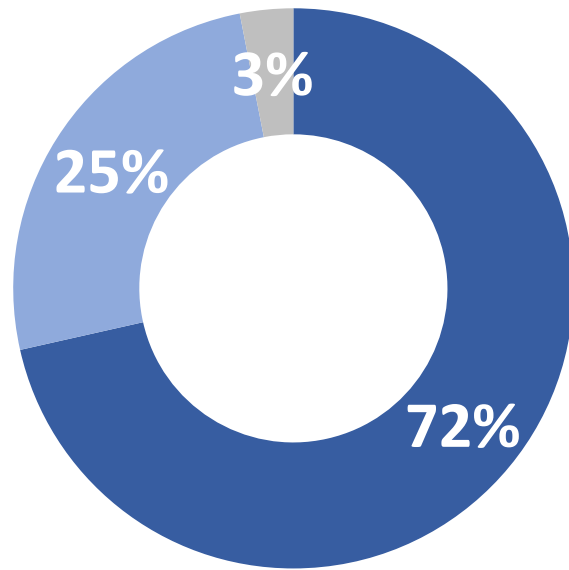
		2025-05 (n=1050)	Atlantic (n=104)	Quebec (n=220)	Ontario (n=360)	Prairies (n=216)	BC (n=150)	Men (n=548)	Women (n=502)	18-34 (n=176)	35-54 (n=459)	55 plus (n=415)
Top mentions	US relations	34.4%	30.9%	43.7%	34.3%	25.0%	32.8%	33.4%	35.3%	19.5%	35.1%	43.6%
	Affordability	21.0%	29.4%	7.9%	20.5%	32.9%	24.8%	21.7%	20.3%	36.0%	20.1%	11.8%
	Healthcare	14.7%	10.4%	14.7%	17.8%	12.5%	10.9%	13.2%	16.2%	12.3%	13.6%	17.2%
	Tax cuts	10.1%	9.4%	11.0%	9.1%	13.4%	7.4%	10.8%	9.4%	9.3%	14.1%	7.4%
	Housing	8.9%	12.0%	10.1%	8.2%	6.5%	10.3%	7.7%	10.1%	13.0%	6.6%	8.0%
	Infrastructure	4.3%	2.9%	4.6%	5.2%	3.8%	2.4%	5.7%	2.9%	3.7%	3.8%	5.0%
	The environment	1.6%	1.1%	3.5%	0.7%	1.3%	1.7%	1.7%	1.5%	2.0%	0.6%	2.2%
	Immigration	1.0%	-	1.5%	1.1%	-	1.6%	1.3%	0.8%	1.4%	1.3%	0.5%

*Top mentions only are shown, for the full list of responses, please refer to the tabulations: [\[LINK\]](#).

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5th to 8th, 2025, n=1055, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Preferred path forward for opposition parties

Q – Which of the following paths forward would you prefer for the opposition parties, [ROTATE] work with the new government in dealing with the US as a unified voice OR challenge the new government to keep the new government accountable?



- Work with the new government in dealing with the US as a unified voice
- Challenge the new government to keep the new government accountable
- Unsure

*Weighted to the true population proportion.

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

Nearly **3 in 4** Canadians

prefer the opposition parties work together with the new government in dealing with the US as a unified voice, while one in four prefer they challenge the new government to keep them accountable.

Preferred path forward for opposition parties – by demographics

Q – Which of the following paths forward would you prefer for the opposition parties, [ROTATE] work with the new government in dealing with the US as a unified voice OR challenge the new government to keep the new government accountable?

Work with the new government in dealing with the US as a unified voice				
Atlantic (n=104)	Quebec (n=222)	Ontario (n=360)	Prairies (n=219)	BC (n=150)
77.4%	80.5%	69.0%	59.8%	75.2%
Men (n=551)	Women (n=504)	18 to 34 (n=176)	35 to 54 (n=460)	55 plus (n=419)
69.1%	73.7%	63.1%	70.2%	77.9%
Challenge the new government to keep the new government accountable				
Atlantic (n=104)	Quebec (n=222)	Ontario (n=360)	Prairies (n=219)	BC (n=150)
20.3%	15.8%	28.0%	36.0%	23.6%
Men (n=551)	Women (n=504)	18 to 34 (n=176)	35 to 54 (n=460)	55 plus (n=419)
28.9%	22.1%	33.6%	26.3%	19.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5th to 8th, 2025, n=1055, 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 1,055 Canadians, 18 years of age or older, between May 5th to 8th, 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 ± 3.0 percentage points, 19 times out of 20.

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

Full data tables with weighted and unweighted number of interviews is here [\[LINK\]](#)

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



Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1055 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	May 5 th to 8 th , 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. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
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
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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
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.
Estimated Response Rate	12 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
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 .
Tabulations	By region, age and gender [LINK]



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EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

Any questions?



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