



Cost of Living and U.S. Trade tied as top priorities for 2025 Parliamentary Agenda – Jobs/the economy follow close behind.

National survey released September, 2025
Field: August 30th to September 3rd, 2025
Submission 2025-2893

THE GLOBE AND MAIL*



This research gauge the opinion of Canadians on priorities for the federal government.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,028 Canadians, 18 years of age or older, between August 30th and September 3rd, 2025 as part of an omnibus survey.

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

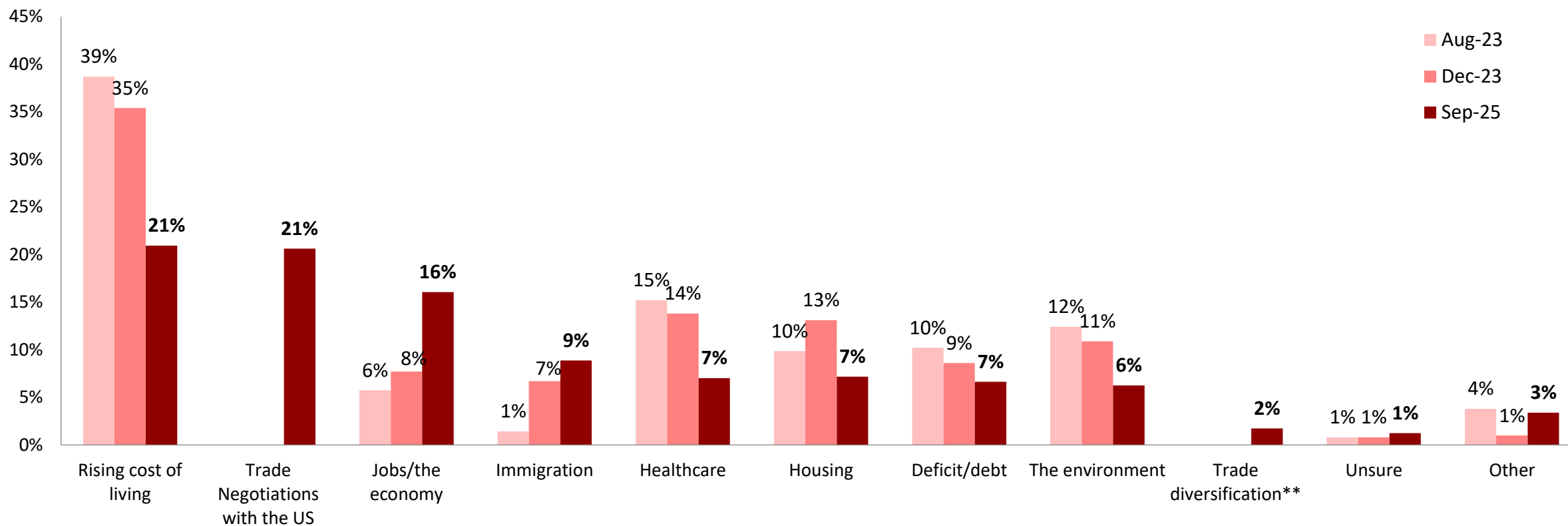
The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

The research was commissioned by the Globe and Mail and 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 2025?* [RANDOMIZE] [SINGLE SELECT]



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

December 2023 wave question asked: What issue should be the top priority for the House of Commons in 2024?

** New response option added in 2025

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 3rd, 2025, n=1028, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Top priority issue for the House of Commons – By region

Q - What issue should be the top priority for the House of Commons in 2025?
[RANDOMIZE] [SINGLE SELECT]

Top mentions

	Canada (n=1028)	Atlantic (n=107)	Quebec (n=190)	Ontario (n=360)	Prairies (n=213)	BC (n=158)
Rising cost of living	20.9%	23.1%	14.9%	22.1%	27.2%	19.0%
Trade Negotiations with the US	20.6%	20.4%	21.6%	21.5%	19.4%	18.3%
Jobs/the economy	16.1%	23.8%	13.1%	17.7%	14.7%	14.2%
Immigration	8.9%	6.2%	6.4%	9.4%	11.8%	9.4%
Housing	7.2%	4.7%	9.9%	8.0%	2.9%	6.9%
Healthcare	7.0%	9.5%	8.4%	6.3%	6.4%	6.5%
Deficit/debt	6.6%	2.2%	9.5%	5.5%	6.6%	7.4%
The environment	6.3%	8.3%	8.1%	5.2%	5.5%	6.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 3rd, 2025, n=1028, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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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 2025?
[RANDOMIZE] [SINGLE SELECT]

Top mentions

	Canada (n=1028)	Male (n=537)	Female (n=491)	18-34 (n=194)	35-54 (n=397)	55 plus (n=437)
Rising cost of living	20.9%	20.2%	21.6%	34.2%	20.7%	12.5%
Trade Negotiations with the US	20.6%	19.1%	22.1%	13.0%	17.7%	27.9%
Jobs/the economy	16.1%	17.8%	14.4%	14.3%	17.3%	16.2%
Immigration	8.9%	10.5%	7.3%	9.7%	10.7%	6.9%
Housing	7.2%	6.0%	8.3%	8.7%	6.9%	6.4%
Healthcare	7.0%	5.5%	8.5%	4.7%	5.5%	9.7%
Deficit/debt	6.6%	8.4%	4.9%	3.7%	8.3%	7.2%
The environment	6.3%	4.5%	8.0%	7.6%	4.7%	6.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 3rd, 2025, n=1028, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,028 Canadians, 18 years of age or older, between August 30th and September 3rd, 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 ± 3.1 percentage points, 19 times out of 20.

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

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

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



Element	Description	Element	Description
Research sponsor	The Globe and Mail	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	1028 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 Insights Lab	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	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, views on economic issues, views on helping Ukraine, views on Canada-US tariffs issues and Canada-China trade relationship.
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.	Tabulations	By region, age and gender
Field Dates	August 30 th to September 3 rd , 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/		



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Any questions?



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