



Nearly 6 in 10 Canadians prefer provinces to cover
COVID-19 vaccines for all free of charge.

National survey released October 2025
Field: September 29th to October 1st, 2025
Submission 2025-2916



This survey gauged the views of Canadians on their preferred approach for provincial or territorial government to COVID-19 vaccinations.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,052 Canadians, 18 years of age or older, between September 29th and October 1st, 2025 as part of an omnibus survey.

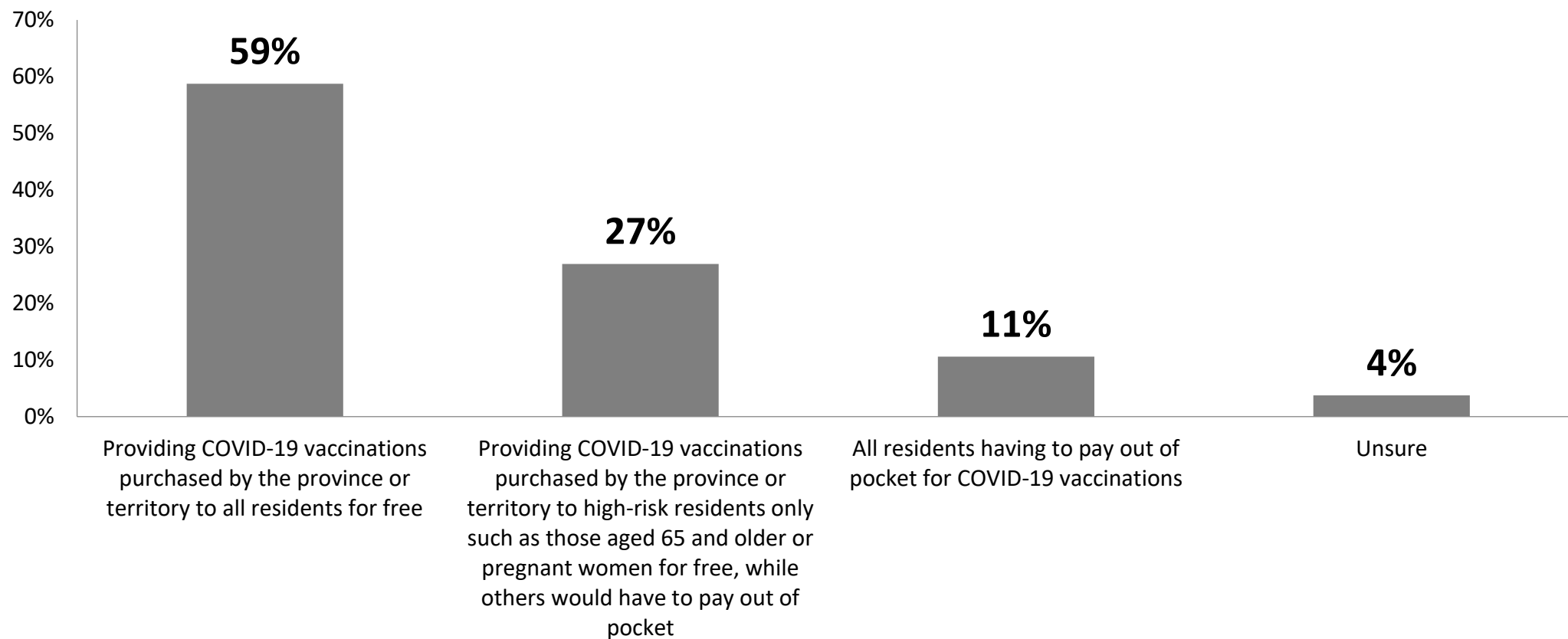
The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

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.

Preferred approach for provincial or territorial government to COVID-19 vaccinations

Q – As you might know, federal funding for COVID-19 vaccines stopped earlier this year and the provinces and territories are now responsible for buying them. Which of the following is your preferred approach for your provincial or territorial government when it comes to COVID 19 vaccinations: [RANDOMIZE]



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 1st, 2025, n=1052, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Preferred approach for provincial or territorial government to COVID-19 vaccinations – By demographics

Q – As you might know, federal funding for COVID-19 vaccines stopped earlier this year and the provinces and territories are now responsible for buying them. Which of the following is your preferred approach for your provincial or territorial government when it comes to COVID 19 vaccinations: [RANDOMIZE]

Providing COVID-19 vaccinations purchased by the province or territory to all residents for free

| Atlantic (n=106) | Quebec (n=206) | Ontario (n=360) | Prairies (n=218) | BC (n=162) |
|---------------------|-------------------|---------------------|---------------------|--------------------|
| 71.4% | 45.1% | 62.0% | 56.5% | 69.2% |
| Men (n=557) | Women (n=495) | 18 to 34 (n=154) | 35 to 54 (n=416) | 55 plus (n=482) |
| 53.8% | 63.5% | 60.3% | 51.5% | 63.4% |

Providing COVID-19 vaccinations purchased by the province or territory to high-risk residents only such as those aged 65 and older or pregnant women for free, while others would have to pay out of pocket

| Atlantic (n=106) | Quebec (n=206) | Ontario (n=360) | Prairies (n=218) | BC (n=162) |
|---------------------|-------------------|---------------------|---------------------|--------------------|
| 20.0% | 42.8% | 22.5% | 25.1% | 19.0% |
| Men (n=557) | Women (n=495) | 18 to 34 (n=154) | 35 to 54 (n=416) | 55 plus (n=482) |
| 29.4% | 24.7% | 20.3% | 33.4% | 26.2% |

All residents having to pay out of pocket for COVID-19 vaccinations

| Atlantic (n=106) | Quebec (n=206) | Ontario (n=360) | Prairies (n=218) | BC (n=162) |
|---------------------|-------------------|---------------------|---------------------|--------------------|
| 2.7% | 8.7% | 11.2% | 15.9% | 8.8% |
| Men (n=557) | Women (n=495) | 18 to 34 (n=154) | 35 to 54 (n=416) | 55 plus (n=482) |
| 13.1% | 8.1% | 16.3% | 10.4% | 7.0% |

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 1st, 2025, n=1052, 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 1,052 Canadians, 18 years of age or older, between September 29th and October 1st, 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 dialing 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 are [here](#).

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



| Element | Description |
|----------------------------------|---|
| Research sponsor | CTV News |
| Population and Final Sample Size | 1052 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 | September 29 th to October 1 st , 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 and US boycott. |
| 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 |



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This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

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

ABOUT NANOS

Any questions?



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