

FOR IMMEDIATE RELEASE:

Canadians say CRA should focus on combatting tax avoidance and preventing cyber-attacks

Few see preparing and filing taxes on behalf of Canadians an important priority or urgent

October 9th, 2025 — A new national survey completed by Nanos Research examined possible priorities for the Canada Revenue Agency (CRA). Research suggests there is a very clear hierarchy of priorities.

A series of possible priorities were tested including combating tax avoidance, ensuring that tax information is protected from cyber-attacks, responding to tax-related questions by phone, improving access to online services, preparing and filing taxes on behalf of Canadians and administering credits and benefits.

The two top priorities for Canadians included the CRA focusing on combatting tax avoidance to ensure everyone pays their fair share (38 percent) and ensuring that tax information is protected from cyber-attacks (24 percent). In contrast, the two lowest rated priorities included administering credits and benefits (five percent) and preparing and filing income taxes on the behalf of Canadians (six percent).

Asked to rate each in terms of urgency on a scale of 0 to 10, where 0 was not all urgent and 10 very urgent, Canadians rated protecting from cyber-attacks as most urgent (8.8 out of 10), followed by combatting tax avoidance (8.2). Preparing and filing taxes on the behalf of Canadians was rated the least urgent (3.5 out of 10). Of note, this proposed initiative was the only CRA priority rated as not urgent by a majority of Canadians.

“A focus on protecting from cyber-attacks and combatting tax avoidance would be welcome from Canadians,” according to Chief Data Scientist Nik Nanos. “Having the CRA offer to prepare and file income taxes on behalf of Canadians is neither an important priority nor urgent for Canadians.”

About the research:

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 5th, 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 research was commissioned by Tax-Filer Empowerment Canada and was conducted by Nanos Research. To view the full report and tabulations on the Nanos website, click [here](#).

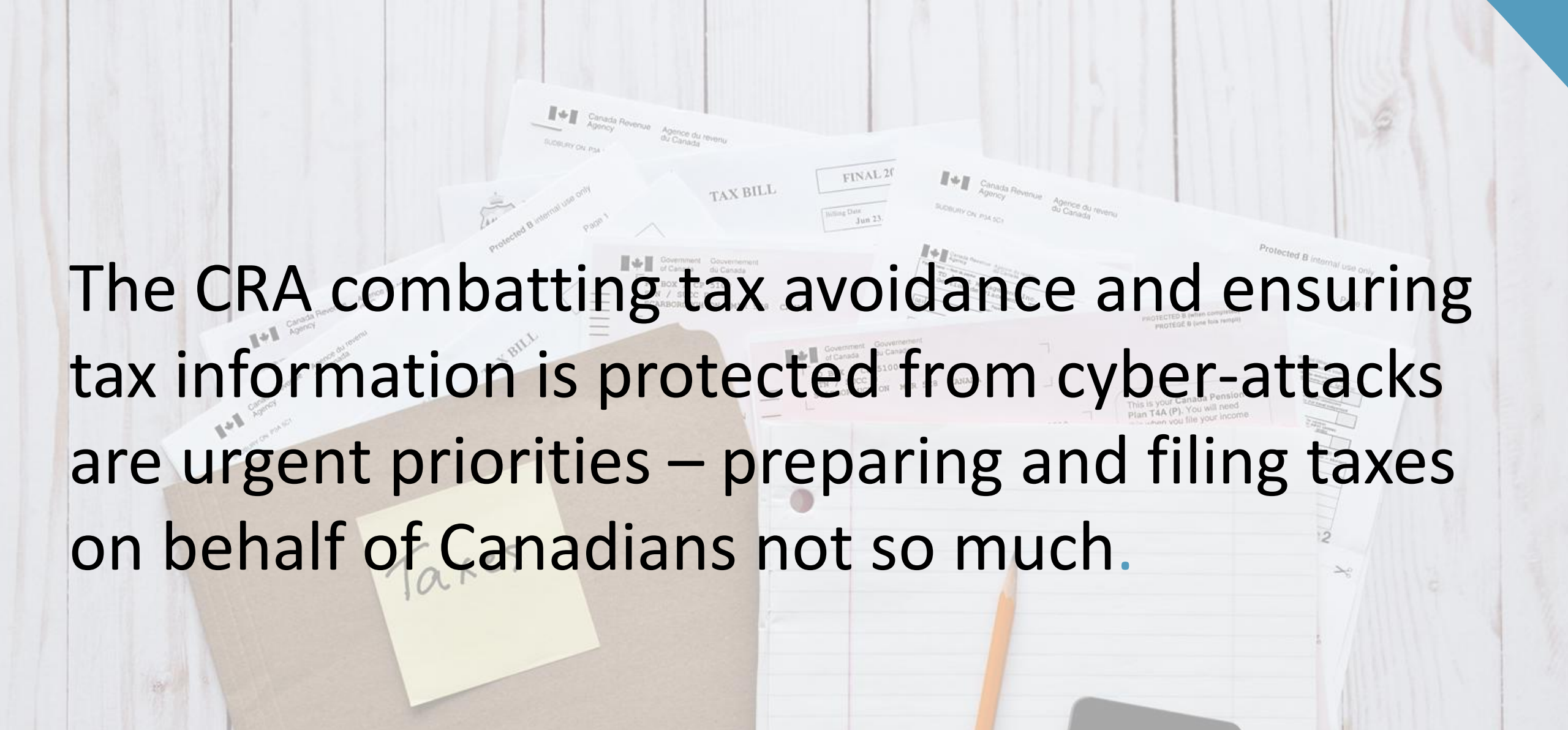
Contact:

Nik Nanos, Chief Data Scientist

nik@nanos.co

Simon Ross

simon.ross@paainc.ca



The CRA combatting tax avoidance and ensuring tax information is protected from cyber-attacks are urgent priorities – preparing and filing taxes on behalf of Canadians not so much.

The research gauged the opinions among Canadians on priorities that the Canada Revenue Agency should focus on.

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 5th, 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 Tax-Filer Empowerment Canada and was conducted by Nanos Research.

KEY FINDINGS

1

CANADIANS PRIORITIZE COMBATTING TAX AVOIDANCE AND ENSURING TAX INFORMATION IS PROTECTED FROM CYBER-ATTACKS

When asked to rank the top three most important priorities for the Canada Revenue Agency, Canadians most frequently selected “combat tax avoidance to ensure everyone pays their fair share” ([38%](#)), followed by “ensure that my tax information is protected from cyber-attacks” ([24%](#)). When asked to rate the urgency of various priorities, Canadians most often rated “ensure that my tax information is protected from cyber-attacks” as urgent, with almost nine in ten Canadians saying so ([89%](#)). Over eight in ten also rated “combat tax avoidance to ensure everyone pays their fair share” as urgent ([82%](#)), making it the second most urgent priority.

2

PREPARING AND FILING TAXES ON CANADIANS’ BEHALF IS NOT URGENT

When asked to rate the urgency of various priorities, Canadians were more than twice as likely to say that “prepare and file my taxes on my behalf” was not an urgent priority for the CRA ([52%](#)) than to say the opposite ([24% urgent](#)). Furthermore, in terms of ranking the top three most important priorities for the CRA, “prepare and file my taxes on my behalf” was ranked in the lower half of priorities, with only about one in twenty Canadians ranking it first ([six per cent](#)).



Tax-Filer Empowerment
Canada
Association canadienne
des déclarants de revenus



Possible priorities for the Canada Revenue Agency

Q – As you may know the Canada Revenue Agency, also known as the CRA, administers Canada's tax laws and collects taxes. Please rank the top three most important priorities that the Canada Revenue Agency should focus on [RANDOMIZE].

- > **Combat tax avoidance to ensure everyone pays their fair share**
(38% first rank; 20% second rank)
- > **Ensure that my tax information is protected from cyber-attacks**
(24% first rank; 31% second rank)
- > **Answer the phone when I want to speak to an agent for a tax-related question**
(19% first rank; 17% second rank)
- > **Improve access to online services, such as My Account and online chat**
(6% first rank; 14% second rank)
- > **Prepare and file my taxes on my behalf**
(6% first rank; 6% second rank)
- > **Administer credits and benefits that I rely on**
(5% first rank; 12% second rank)
- > **Other**
(<1% first rank; <1% second rank)

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 3rd, 2025, n=1,017, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Possible priorities for the Canada Revenue Agency by demographics

Q – As you may know the Canada Revenue Agency, also known as the CRA, administers Canada's tax laws and collects taxes. Please rank the top three most important priorities that the Canada Revenue Agency should focus on [RANDOMIZE].

First Rank		2025-09 (n=1017)	Atlantic (n=106)	Quebec (n=188)	Ontario (n=358)	Prairies (n=209)	BC (n=156)	Men (n=529)	Women (n=488)	18-34 (n=193)	35-54 (n=393)	55 plus (n=431)
	Combat tax avoidance to ensure everyone pays their fair share	38.4%	30.2%	42.3%	39.9%	33.8%	37.2%	38.1%	38.6%	29.9%	38.0%	44.2%
	Ensure that my tax information is protected from cyber-attacks	23.5%	29.2%	24.5%	21.5%	24.8%	23.0%	21.6%	25.3%	24.2%	27.1%	20.2%
	Answer the phone when I want to speak to an agent for a tax-related question	18.8%	22.7%	20.7%	16.5%	19.8%	18.9%	20.0%	17.6%	16.1%	17.8%	21.3%
	Improve access to online services, such as My Account and online chat	6.3%	5.5%	5.4%	7.0%	5.8%	7.1%	6.5%	6.2%	8.6%	6.4%	4.8%
	Prepare and file my taxes on my behalf	6.0%	4.5%	3.7%	6.9%	8.4%	4.9%	6.6%	5.4%	13.1%	4.2%	2.7%
	Administer credits and benefits that I rely on	5.2%	5.8%	1.9%	6.2%	6.5%	5.9%	5.7%	4.8%	5.8%	4.8%	5.1%

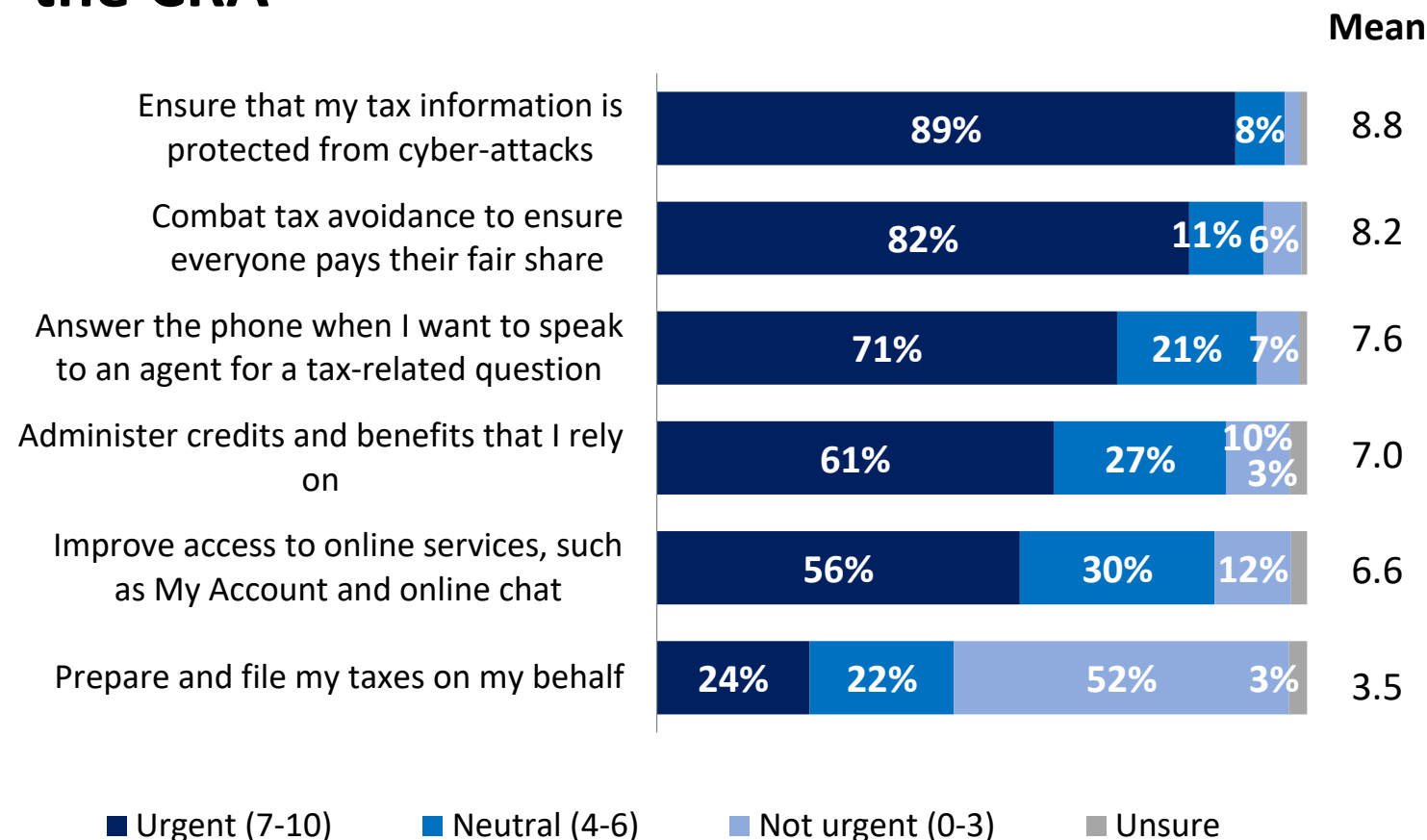
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 3rd, 2025, n=1,017, accurate 3.1 percentage points plus or minus, 19 times out of 20.

When asked to rate the urgency of possible priorities for the CRA, more than four in five Canadians rate as urgent the priorities of ensuring that their tax information is protected from cyber-attacks (89%) and combatting tax avoidance to ensure everyone pays their fair share (82%).

Meanwhile, Canadians are twice as likely to say that preparing and filing tax on their behalf is not urgent (52%) than to say it is (24% urgent).

Q – Please rate the urgency for the CRA to focus on the following possible priorities where 0 is not at all urgent and 10 is very urgent. [RANDOMIZE]

Level of urgency of possible priorities for the CRA



*Weighted to the true population proportion.

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

*Labels under 3% have been removed for clarity.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 3rd, 2025, n=1,028, accurate 3.1 percentage points plus or minus, 19 times out of 20.

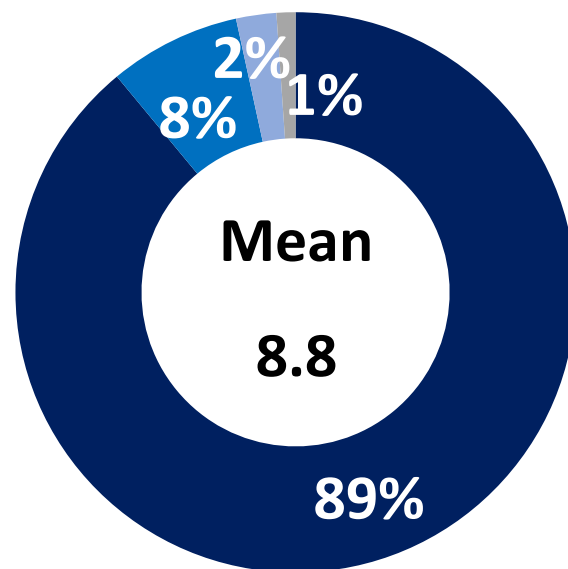


Tax-File Empowerment
Canada
Association canadienne
des déclarants de revenus



Level of urgency of protection from cyber-attacks

Q – Please rate the urgency for the CRA to focus on the following possible priorities where 0 is not at all urgent and 10 is very urgent.
[RANDOMIZE]: **Ensure that my tax information is protected from cyber-attacks**



■ Urgent (7-10)

■ Neutral (4-6)

■ Not urgent (0-3)

■ Unsure

*Weighted to the true population proportion.

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

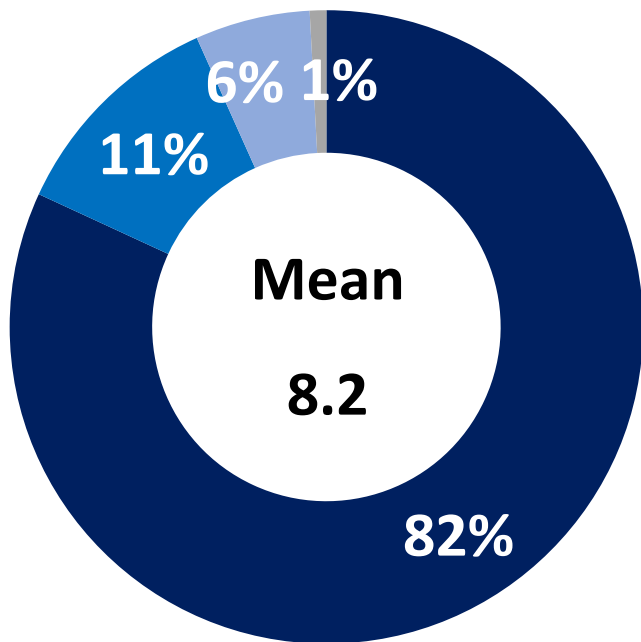
	Atlantic (n=107)	Quebec (n=190)	Ontario (n=360)	Prairies (n=213)	BC (n=158)
Mean	8.9	8.8	8.8	8.8	8.7
	Men (n=537)	Women (n=491)	18 to 34 (n=194)	35 to 54 (n=397)	55 plus (n=437)
	8.7	8.9	8.8	9.0	8.6

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 3rd, 2025, n=1,028, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Tax-File Empowerment
Canada
Association canadienne
des déclarants de revenus





■ Urgent (7-10) ■ Neutral (4-6) ■ Not urgent (0-3) ■ Unsure

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

Level of urgency for combatting tax avoidance

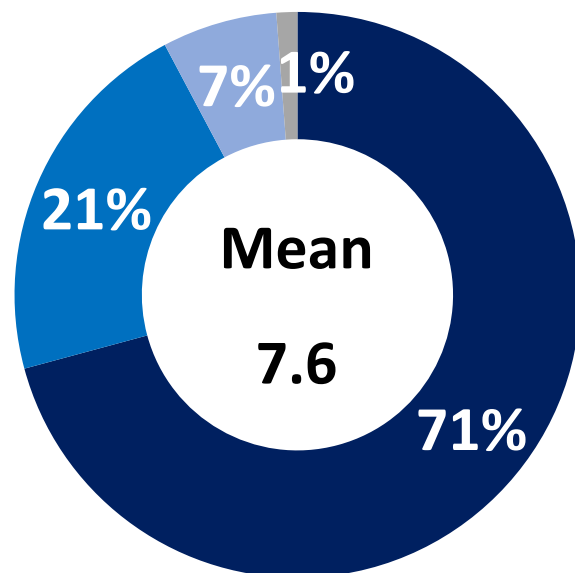
	Atlantic (n=107)	Quebec (n=190)	Ontario (n=360)	Prairies (n=213)	BC (n=158)
Mean	8.1	8.9	8.1	8.0	8.1
	Men (n=537)	Women (n=491)	18 to 34 (n=194)	35 to 54 (n=397)	55 plus (n=437)
	8.1	8.3	7.8	8.3	8.5

Q – Please rate the urgency for the CRA to focus on the following possible priorities where 0 is not at all urgent and 10 is very urgent. [RANDOMIZE]: **Combat tax avoidance to ensure everyone pays their fair share**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 3rd, 2025, n=1,028, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Level of urgency for ability to speak to an agent

Q – Please rate the urgency for the CRA to focus on the following possible priorities where 0 is not at all urgent and 10 is very urgent.
[RANDOMIZE]: **Answer the phone when I want to speak to an agent for a tax-related question**



■ Urgent (7-10) ■ Neutral (4-6)
■ Not urgent (0-3) ■ Unsure

*Weighted to the true population proportion.

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

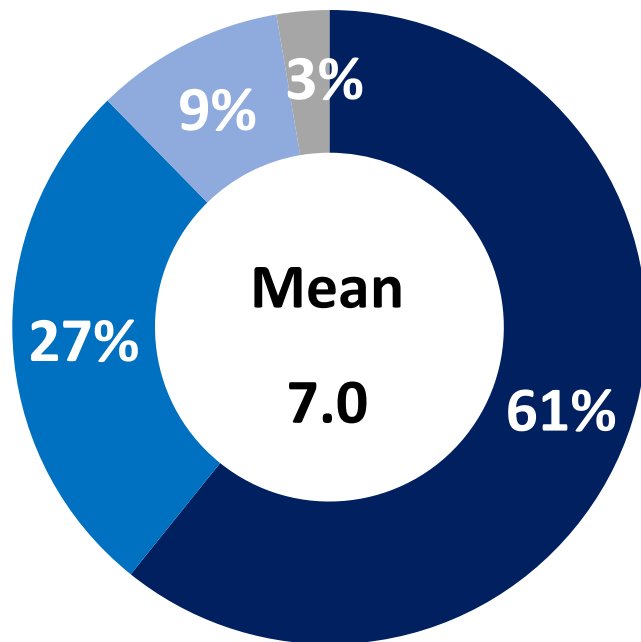
	Atlantic (n=107)	Quebec (n=190)	Ontario (n=360)	Prairies (n=213)	BC (n=158)
Mean	7.7	7.8	7.6	7.5	7.2
	Men (n=537)	Women (n=491)	18 to 34 (n=194)	35 to 54 (n=397)	55 plus (n=437)
	7.5	7.6	7.3	7.5	7.8

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 3rd, 2025, n=1,028, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Tax-File Empowerment
Canada
Association canadienne
des déclarants de revenus





■ Urgent (7-10) ■ Neutral (4-6) ■ Not urgent (0-3) ■ Unsure

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

Level of urgency for administer credits and benefits

	Atlantic (n=107)	Quebec (n=190)	Ontario (n=360)	Prairies (n=213)	BC (n=158)
Mean	7.5	6.8	6.9	7.3	6.9
	Men (n=537)	Women (n=491)	18 to 34 (n=194)	35 to 54 (n=397)	55 plus (n=437)
	6.7	7.3	7.1	6.8	7.1

Q – Please rate the urgency for the CRA to focus on the following possible priorities where 0 is not at all urgent and 10 is very urgent. [RANDOMIZE]: **Administer credits and benefits that I rely on**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 3rd, 2025, n=1,028, accurate 3.1 percentage points plus or minus, 19 times out of 20.

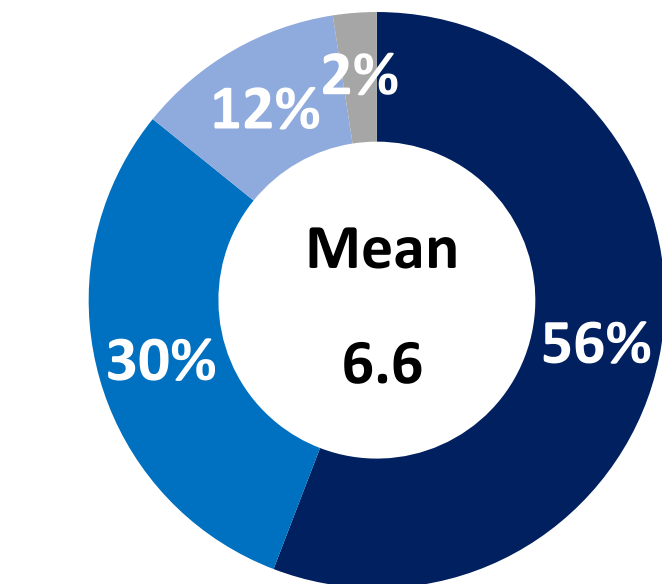


Tax-Filer Empowerment
Canada
Association canadienne
des déclarants de revenus



Level of urgency for improving access to online services

Q – Please rate the urgency for the CRA to focus on the following possible priorities where 0 is not at all urgent and 10 is very urgent.
[RANDOMIZE]: **Improve access to online services, such as My Account and online chat**



■ Urgent (7-10) ■ Neutral (4-6)
■ Not urgent (0-3) ■ Unsure

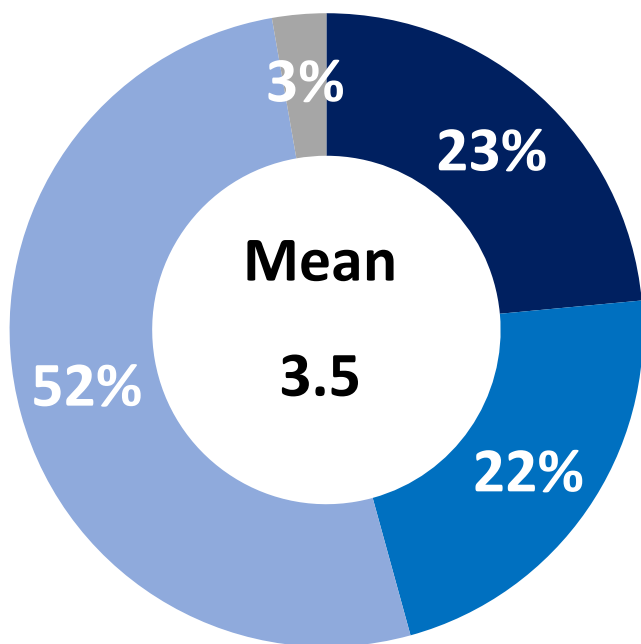
	Atlantic (n=107)	Quebec (n=190)	Ontario (n=360)	Prairies (n=213)	BC (n=158)
Mean	6.8	6.8	6.7	6.5	6.4
Men (n=537)		Women (n=491)	18 to 34 (n=194)	35 to 54 (n=397)	55 plus (n=437)
	6.7	6.6	6.8	6.6	6.6

*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 3rd, 2025, n=1,028, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Level of urgency of preparing and filing taxes on people's behalf



■ Urgent (7-10) ■ Neutral (4-6) ■ Not urgent (0-3) ■ Unsure

*Weighted to the true population proportion.

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

	Atlantic (n=107)	Quebec (n=190)	Ontario (n=360)	Prairies (n=213)	BC (n=158)
Mean	3.5	4.0	3.5	3.3	3.0
	Men (n=537)	Women (n=491)	18 to 34 (n=194)	35 to 54 (n=397)	55 plus (n=437)
	3.6	3.5	4.5	3.4	3.0

Q – Please rate the urgency for the CRA to focus on the following possible priorities where 0 is not at all urgent and 10 is very urgent. [RANDOMIZE]: **Prepare and file my taxes on my behalf**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 3rd, 2025, n=1,028, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Tax-File Empowerment
Canada
Association canadienne
des déclarants de revenus



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 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.

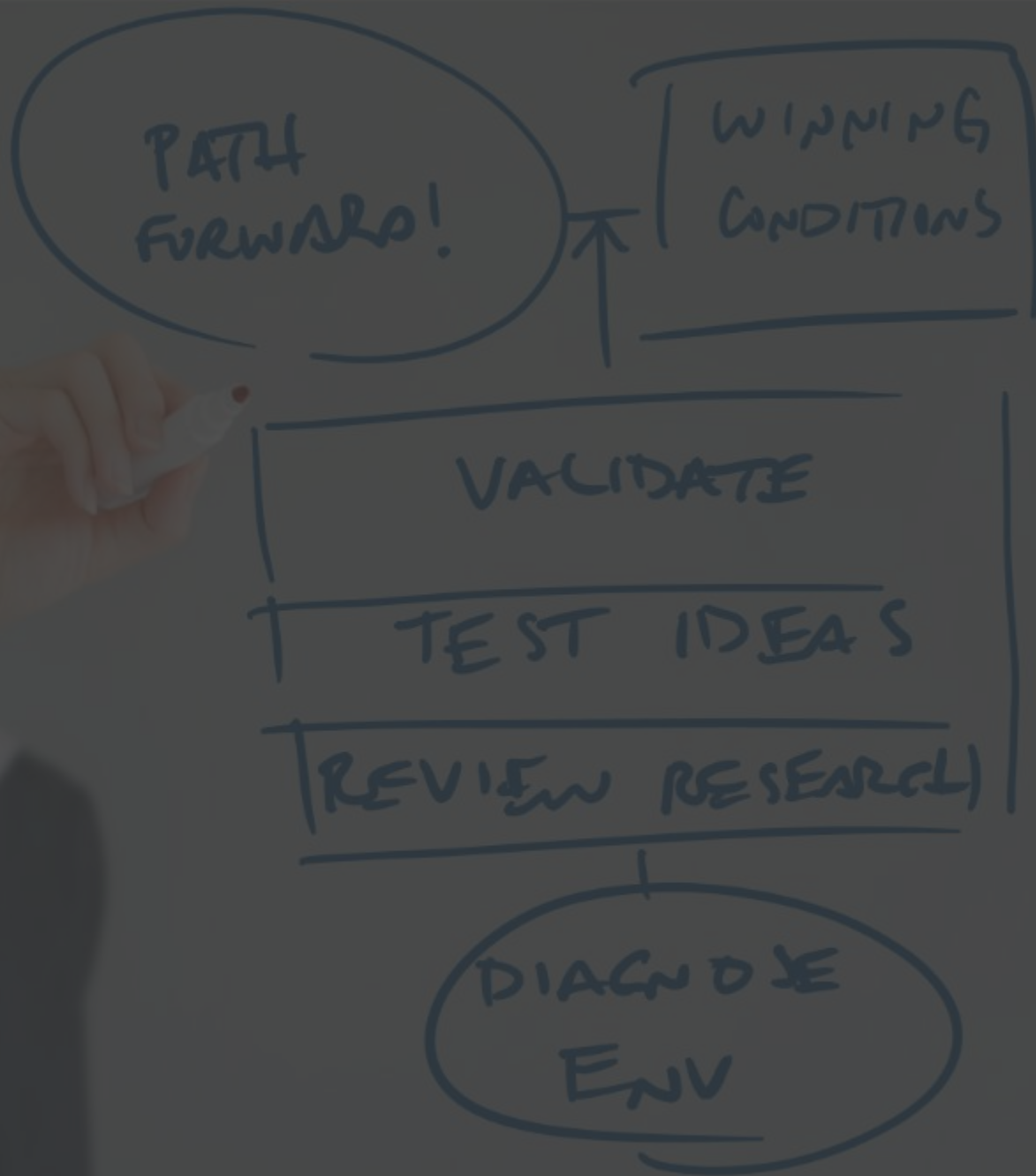
Individuals were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for a random survey of 1,028 Canadians is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by Tax-Filer Empowerment Canada and 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	Element	Description
Research sponsor	Tax-Filer Empowerment Canada	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 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 Atlantic Canada, Quebec, Ontario, Prairies, British Columbia. 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, views on Government spending and views on the standard of living.
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.	Data Tables	By region, age and gender
Field Dates	August 30 th to September 5 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/		



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

nanos dimap analytika



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

Any questions?



Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

For more information on the firm, please visit www.nanos.co





NANOS IS YOUR GO-TO HIGH-STAKES RESEARCH PARTNER.

Delivering world-class solutions since 1987,
we are the leader in high velocity data insights and visualization.

Market | Consumer | Reputation | Policy | Insight

For more information about our services, please visit us at:

www.nanos.co