

Making our healthcare system stronger and reducing the deficit remain the top priority areas for Canadians in the upcoming budget.



This survey gauged the opinions of Canadians on the most important general public policy objective and the areas they would like to see made a priority in the upcoming federal budget.

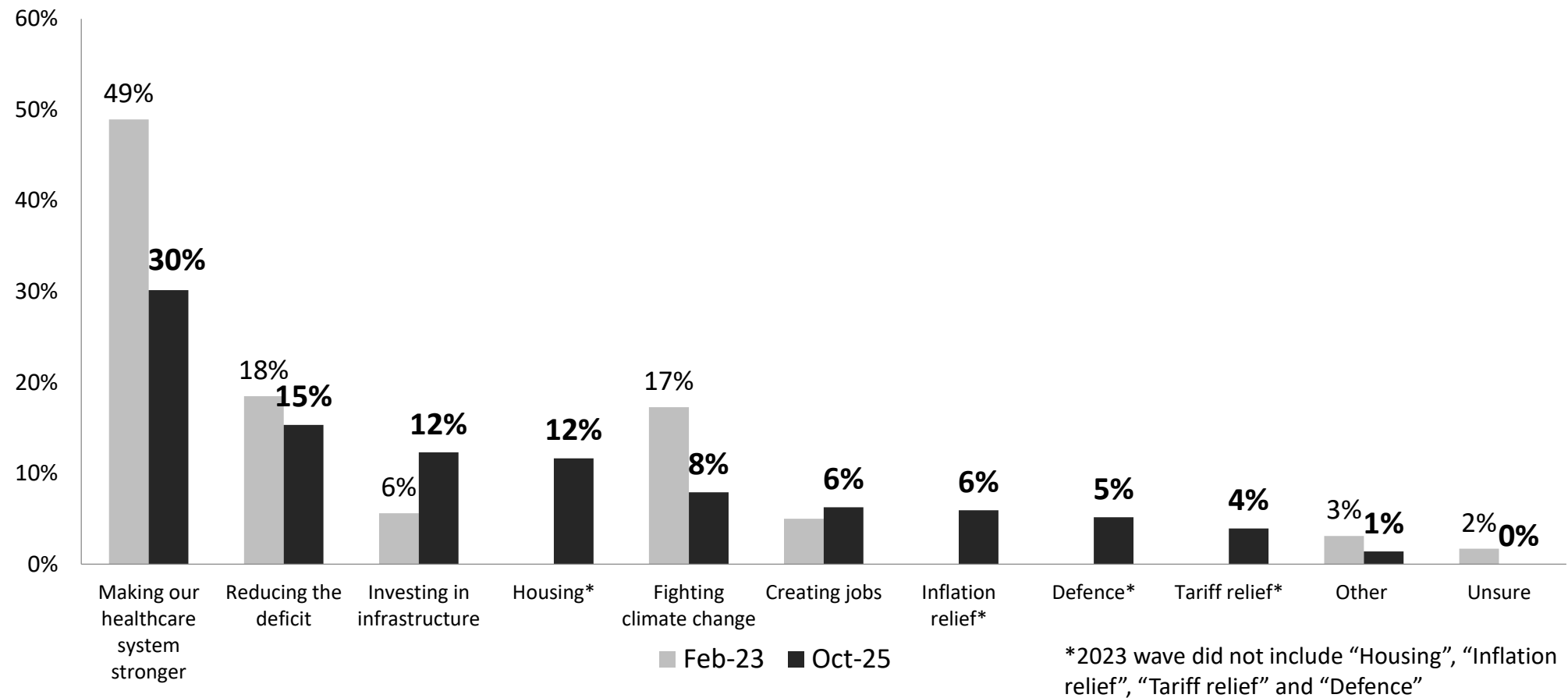
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,045 Canadians, 18 years of age or older, between October 27th and October 30th, 2025, as part of an omnibus survey. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

[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.

Ranking priority areas for the upcoming federal budget – First ranked

Q – Please rank the top two areas that you personally would like to see made a priority in the upcoming federal budget. Please rank the most important priority where 1 is the most important and 2 is the next most important. [RANK 1]

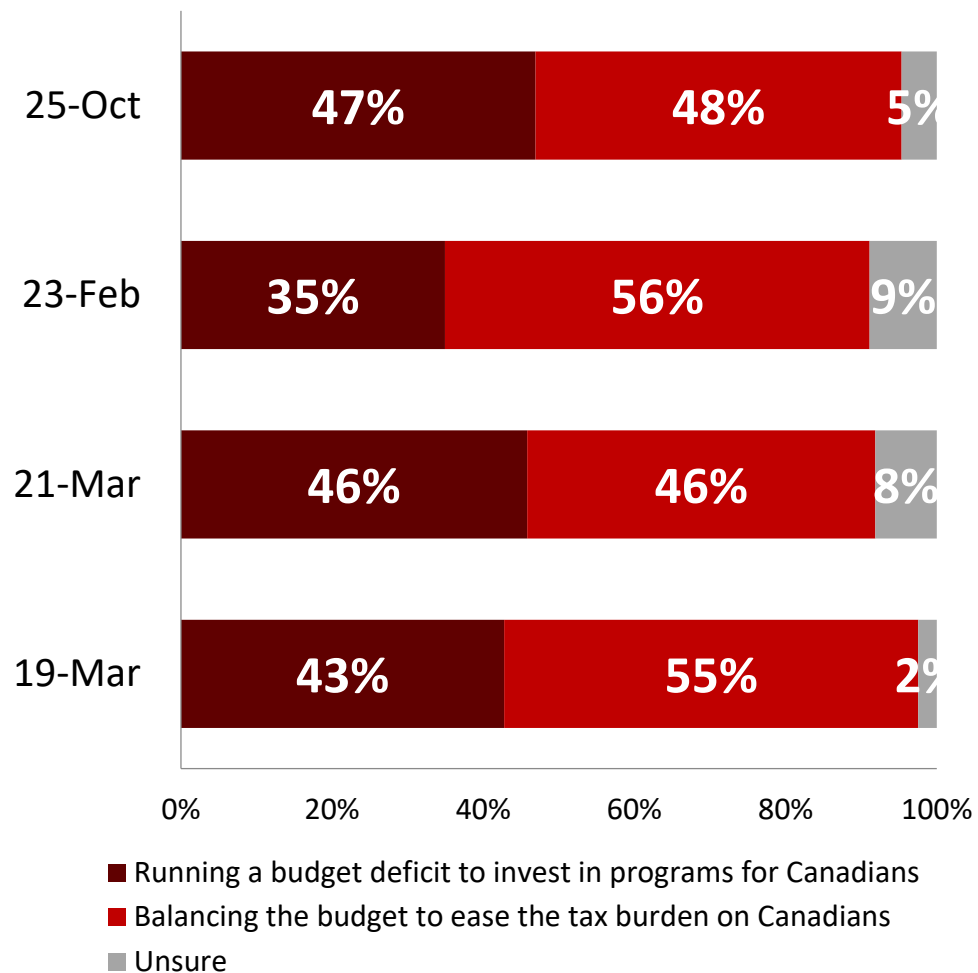


Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to October 30th, 2025, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Public policy objectives for the budget

Canadians are split

in terms of whether it is more important that the budget is balanced to ease the tax burden on Canadians (48%) or that the budget run a budget deficit to invest in programs for Canadians (47%). Only about five per cent of Canadians are unsure. Men are more likely than women to report that it is more important that the budget is balanced to ease the tax burden on Canadians (54% for men; 43% for women).

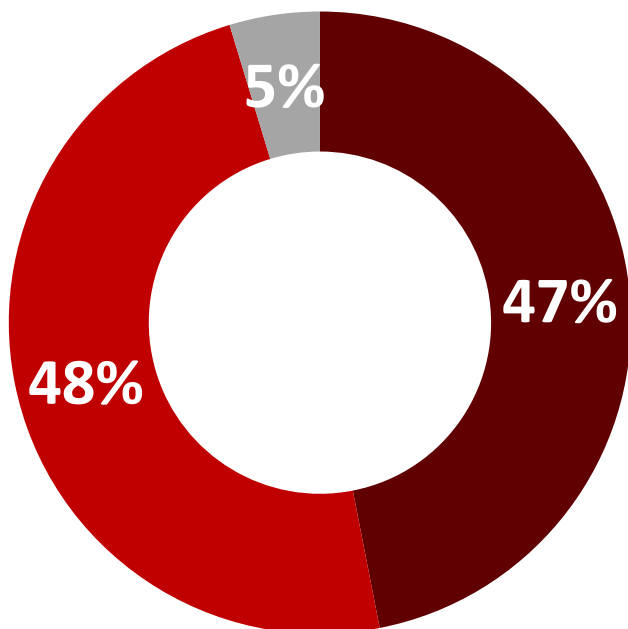


*Weighted to the true population proportion.

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

Q – What is more important to you as a general public policy objective, [ROTATE] running a budget deficit to invest in programs for Canadians or balancing the budget to ease the tax burden on Canadians?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to October 30th, 2025, n=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.



- Running a budget deficit to invest in programs for Canadians
- Balancing the budget to ease the tax burden on Canadians
- Unsure

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

The current public policy objectives for the budget – by demographics

Running a budget deficit	Atlantic (n=103)	Quebec (n=245)	Ontario (n=323)	Prairies (n=219)	BC (n=155)
	48.6%	38.1%	53.6%	41.0%	49.7%
	Men (n=539)	Women (n=506)	18 to 34 (n=188)	35 to 54 (n=335)	55 plus (n=522)
Balancing the budget	43.9%	49.9%	42.9%	44.6%	51.4%
	Atlantic (n=103)	Quebec (n=245)	Ontario (n=323)	Prairies (n=219)	BC (n=155)
	45.9%	54.6%	43.0%	57.3%	43.1%
Balancing the budget	Men (n=539)	Women (n=506)	18 to 34 (n=188)	35 to 54 (n=335)	55 plus (n=522)
	53.6%	43.3%	52.2%	50.2%	44.5%

Q – What is more important to you as a general public policy objective, [ROTATE] running a budget deficit to invest in programs for Canadians or balancing the budget to ease the tax burden on Canadians?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to October 30th, 2025, n=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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 October 27th and 30th, 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 are here.](#)

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



Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1045 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	October 27 th to October 30 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, views on tariffs, the federal budget, grocery affordability and the annual operating deficit.
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



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

ABOUT NANOS

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