




Less than one in five Canadians believe the recent federal budget will improve or somewhat improve their personal finances.

National survey released December 2025
Field: November 29th to December 2nd, 2025
Submission 2025-2948



This survey gauged the views of Canadians on their views towards the Federal budget and the impact it will have on their personal finances in the next year.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,009 Canadians, 18 years of age or older, between November 29th and December 2nd, 2025, as part of an omnibus survey. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

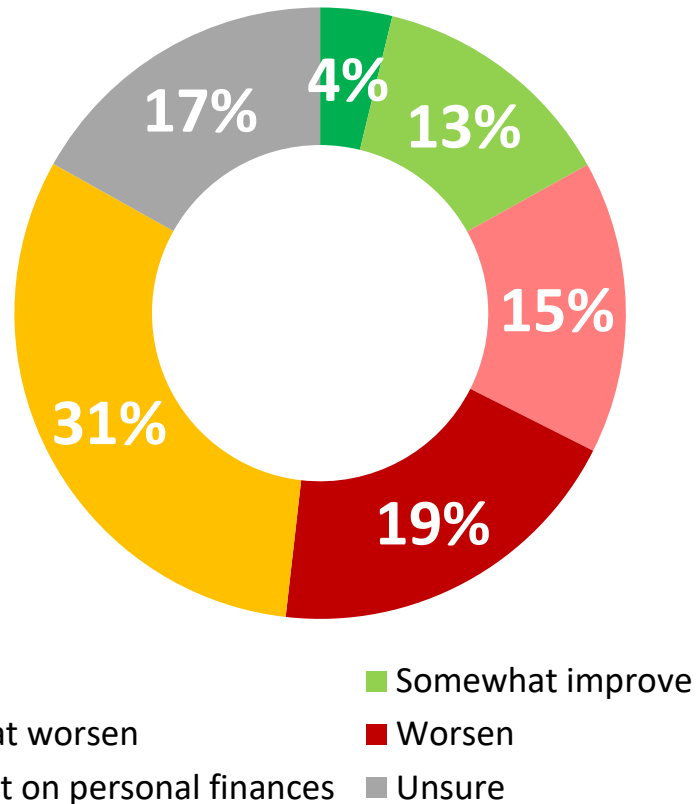
This study was commissioned by CTV News and the research was conducted by Nanos Research.

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

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

Impact of federal budget of federal budget on personal finances

Q – As you might know, the federal government released its 2025 budget earlier this November. Do you think the Federal budget will improve, somewhat improve, somewhat worsen, worsen or will it have no impact on your personal finances in the next year?



Under **1 in 5** Canadians

think the Federal budget will somewhat improve (13%) or improve (four per cent) their personal finances in the next year. In contrast, just over one in three Canadians think it will somewhat worsen (15%) or worsen (19%). Of note, Canadians are twice as likely to say the Federal budget will either worsen or somewhat worsen than improve or somewhat improve their personal finances in the next year.

*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, November 29th to December 2nd, 2025, n=1009, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Impact of federal budget of federal budget on personal finances – By demographics

Q – As you might know, the federal government released its 2025 budget earlier this November. Do you think the Federal budget will improve, somewhat improve, somewhat worsen, worsen or will it have no impact on your personal finances in the next year?

	2025-12 (n=1009)	Atlantic (n=106)	Quebec (n=208)	Ontario (n=343)	Prairies (n=205)	BC (n=147)	Men (n=584)	Women (n=425)	18-34 (n=186)	35-54 (n=346)	55 plus (n=477)
Improve	3.8%	5.4%	4.2%	3.9%	2.9%	3.5%	5.6%	2.1%	1.7%	4.9%	4.3%
Somewhat improve	13.1%	9.7%	12.0%	16.7%	8.1%	13.2%	15.5%	10.8%	14.8%	9.8%	14.6%
Somewhat worsen	15.5%	15.7%	15.6%	15.1%	16.5%	15.2%	16.2%	14.8%	14.4%	13.4%	17.9%
Worsen	19.4%	13.3%	12.3%	17.3%	32.4%	23.4%	19.1%	19.7%	22.2%	21.6%	15.8%
No impact on personal finances	31.3%	35.4%	37.9%	29.0%	25.8%	31.8%	32.4%	30.3%	27.1%	31.5%	33.9%
Unsure	16.9%	20.5%	18.1%	18.1%	14.4%	12.9%	11.3%	22.3%	19.8%	18.7%	13.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 29th to December 2nd, 2025, n=1009, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1009 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.1 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	November 29 th to December 2 nd , 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	11 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, financial concerns, barriers to purchasing Canadian goods during the holiday season.
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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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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