



Importance of reducing grocery costs twice as high as reducing housing costs.

National survey released January 2026
Field: December 27th to December 29th, 2025
Submission 2025-2961

CTV NEWS  NANOS

Methodology



This research gauged the opinion of Canadians on areas of spending where they would like to see more reduced costs in 2026.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,077 Canadians, 18 years of age or older, between December 27th and December 29th, 2025, as part of an omnibus survey.

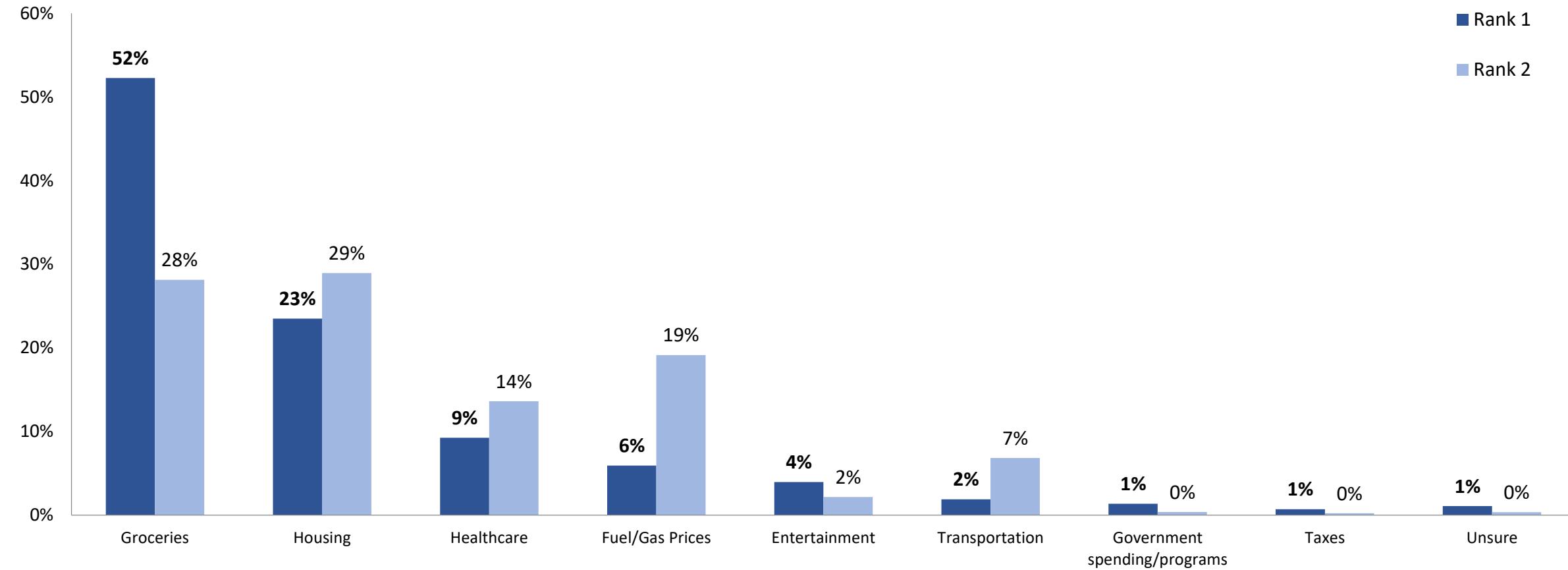
The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

[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.

Top areas to cut spending – Top mentions

Q – Please rank the following areas of spending where you would like to see more reduced costs in 2026, where 1 is the area where you would like to see the most cost savings, 2 the 2nd most and so on. [RANDOMIZE]



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th to December 29th, 2025, n=1,067, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Top areas to cut spending – By region – First rank

Q – Please rank the following areas of spending where you would like to see more reduced costs in 2026, where 1 is the area where you would like to see the most cost savings, 2 the 2nd most and so on. [RANDOMIZE]

	Canada (n=1067)	Atlantic (n=106)	Quebec (n=212)	Ontario (n=387)	Prairies (n=211)	BC (n=151)
Groceries	52.3%	55.8%	49.3%	50.9%	60.7%	48.5%
Housing	23.5%	15.2%	26.8%	23.8%	17.4%	28.7%
Healthcare	9.3%	14.1%	6.7%	10.1%	9.8%	8.0%
Fuel/Gas Prices	5.9%	5.8%	8.4%	4.8%	5.7%	5.3%
Entertainment	3.9%	3.6%	4.4%	4.9%	2.3%	2.8%
Transportation	1.9%	3.7%	2.3%	1.7%	0.8%	2.6%
Government spending/programs	1.4%	1.2%	0.5%	1.3%	1.6%	2.9%
Taxes	0.7%	-	0.5%	0.9%	0.5%	1.1%
Overall cost of living	0.2%	-	-	-	0.9%	-
Insurance	0.1%	-	-	0.4%	-	-
Unsure	0.8%	0.8%	1.0%	1.2%	0.5%	-

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th to December 29th, 2025, n=1,067, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Top areas to cut spending – By age and gender - First rank

Q – Please rank the following areas of spending where you would like to see more reduced costs in 2026, where 1 is the area where you would like to see the most cost savings, 2 the 2nd most and so on. [RANDOMIZE]

	Canada (n=1067)	Male (n=576)	Female (n=491)	18-34 (n=192)	35-54 (n=411)	55 plus (n=464)
Groceries	52.3%	53.1%	51.4%	46.7%	56.5%	52.5%
Housing	23.5%	21.2%	25.7%	32.4%	19.9%	20.5%
Healthcare	9.3%	8.0%	10.5%	8.9%	7.6%	10.8%
Fuel/Gas Prices	5.9%	7.2%	4.7%	5.0%	6.7%	5.9%
Entertainment	3.9%	3.7%	4.1%	2.7%	3.0%	5.5%
Transportation	1.9%	2.5%	1.3%	0.9%	2.9%	1.8%
Government spending/programs	1.4%	1.9%	0.9%	1.3%	1.4%	1.3%
Taxes	0.7%	1.2%	0.2%	1.0%	0.5%	0.6%
Overall cost of living	0.2%	0.1%	0.2%	-	0.5%	-
Insurance	0.1%	0.3%	-	0.5%	-	-
Unsure	0.8%	0.7%	0.9%	0.4%	0.9%	1.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th to December 29th, 2025, n=1,067, accurate 3.0 percentage points plus or minus, 19 times out of 20.

TECHNICAL NOTE

Element	Description	Element	Description
Research sponsor	CTV News	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	1077 Randomly selected individuals (1067 of which responded to this question)	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	±3.0 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 and views on priorities for House of Commons.
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	December 27 th to December 29 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/		

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Any questions?



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