

Importance of the rising cost of living as the top priority for 2026 Parliamentary Agenda up since the Fall. Other top priorities for Canadians include jobs/the economy and trade negotiations with the US.

This research gauged the opinion of Canadians on priorities for the federal government.

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 between December 27<sup>th</sup> and December 29<sup>th</sup>, 2025 as part of an omnibus survey.

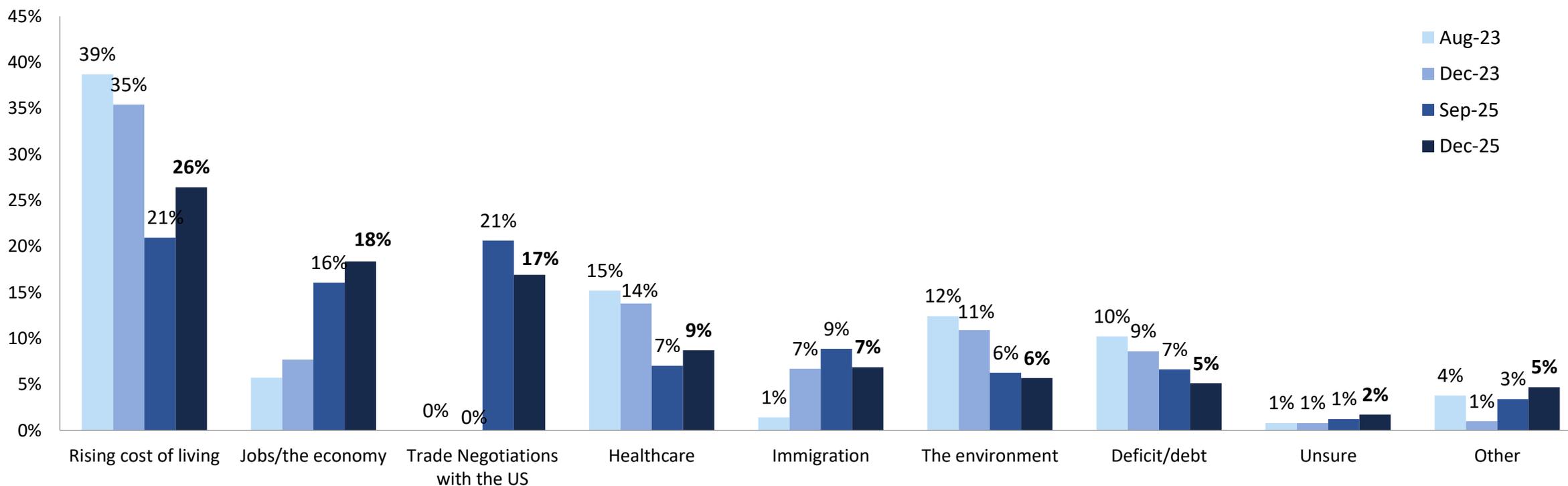
The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

[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 priority issue for the House of Commons – Top mentions

Q – What issue should be the top priority for the House of Commons in 2026?\* [RANDOMIZE] [SINGLE SELECT]



\*August 2023 wave question asked: What issue should be the top priority for the House of Commons this Fall?

December 2023 wave question asked: What issue should be the top priority for the House of Commons in 2024?

December 2025 wave question asked: What issue should be the top priority for the House of Commons in 2026?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27<sup>th</sup> to December 29<sup>th</sup>, 2025, 2025, n=1077, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Top priority issue for the House of Commons – By region

Q - What issue should be the top priority for the House of Commons in 2026\*? [RANDOMIZE] [SINGLE SELECT]

|                                | Canada<br>(n=1077) | Atlantic<br>(n=106) | Quebec<br>(n=215) | Ontario<br>(n=389) | Prairies<br>(n=215) | BC<br>(n=152) |
|--------------------------------|--------------------|---------------------|-------------------|--------------------|---------------------|---------------|
| <b>Top mentions</b>            |                    |                     |                   |                    |                     |               |
| Rising cost of living          | 26.4%              | 38.1%               | 22.7%             | 24.4%              | 33.8%               | 23.3%         |
| Jobs/the economy               | 18.4%              | 17.3%               | 12.4%             | 22.5%              | 17.6%               | 18.2%         |
| Trade Negotiations with the US | 16.9%              | 15.7%               | 21.4%             | 17.9%              | 11.1%               | 14.9%         |
| Healthcare                     | 8.7%               | 11.1%               | 8.4%              | 6.2%               | 11.2%               | 11.8%         |
| Immigration                    | 6.9%               | 5.0%                | 7.5%              | 6.7%               | 7.8%                | 5.9%          |
| The environment                | 5.7%               | 4.5%                | 8.4%              | 5.0%               | 2.1%                | 8.1%          |
| Housing                        | 5.5%               | 0.8%                | 8.4%              | 6.3%               | 1.1%                | 6.3%          |
| Deficit/debt                   | 5.1%               | 3.8%                | 6.3%              | 4.7%               | 7.0%                | 2.6%          |
| Unsure                         | 1.7%               | -                   | 1.3%              | 2.8%               | 0.8%                | 1.3%          |
| Other                          | 4.7%               | 3.7%                | 3.2%              | 3.4%               | 7.4%                | 7.6%          |

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27<sup>th</sup> to December 29<sup>th</sup>, 2025, 2025, n=1077, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Top priority issue for the House of Commons – By age and gender

Q - What issue should be the top priority for the House of Commons in 2026\*? [RANDOMIZE] [SINGLE SELECT]

Top mentions

|                                | Canada<br>(n=1077) | Male<br>(n=580) | Female<br>(n=497) | 18-34<br>(n=193) | 35-54<br>(n=411) | 55 plus<br>(n=473) |
|--------------------------------|--------------------|-----------------|-------------------|------------------|------------------|--------------------|
| Rising cost of living          | 26.4%              | 24.3%           | 28.4%             | 36.9%            | 26.0%            | 19.9%              |
| Jobs/the economy               | 18.4%              | 19.1%           | 17.7%             | 18.3%            | 19.9%            | 17.1%              |
| Trade Negotiations with the US | 16.9%              | 19.9%           | 14.1%             | 5.0%             | 17.2%            | 24.6%              |
| Healthcare                     | 8.7%               | 5.5%            | 11.8%             | 10.4%            | 8.4%             | 7.8%               |
| Immigration                    | 6.9%               | 7.3%            | 6.5%              | 9.3%             | 6.9%             | 5.3%               |
| The environment                | 5.7%               | 4.5%            | 6.8%              | 4.6%             | 4.3%             | 7.5%               |
| Housing                        | 5.5%               | 4.5%            | 6.5%              | 8.9%             | 4.2%             | 4.4%               |
| Deficit/debt                   | 5.1%               | 7.7%            | 2.6%              | 2.4%             | 4.8%             | 7.2%               |
| Unsure                         | 1.7%               | 0.9%            | 2.5%              | 2.2%             | 1.2%             | 1.8%               |
| Other                          | 4.7%               | 6.3%            | 3.1%              | 2.0%             | 7.1%             | 4.5%               |

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27<sup>th</sup> to December 29<sup>th</sup>, 2025, 2025, n=1077, accurate 3.0 percentage points plus or minus, 19 times out of 20.

| 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.   | 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, and views on economic issues.   |
| 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.<br><a href="http://www.nanos.co">http://www.nanos.co</a><br>Telephone:(613) 234-4666 ext. 237<br>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                       | <a href="#">By region, age and gender</a>  |
| Field Dates                      | December 27th to December 29th, 2025, 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.<br><a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a> |                                   |  |



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ABOUT NANOS

# Any questions?

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