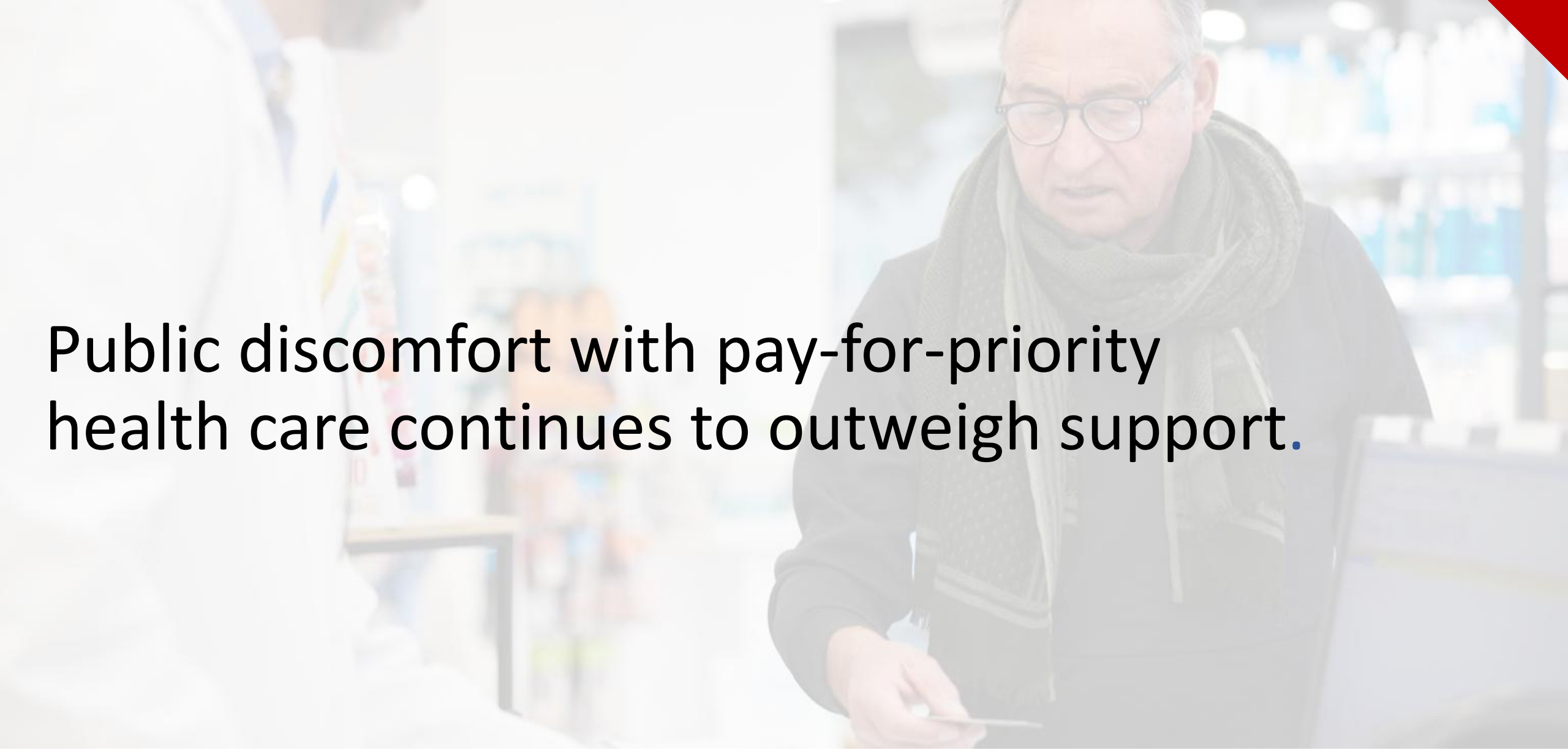




Public discomfort with pay-for-priority health care continues to outweigh support.

National survey released September 2026
Field: August 30th to September 2nd, 2026
Submission 2026-3115



The survey gauged the opinions of Canadians on their level of comfort on having more private health care options in Canada that allow people to pay more to have shorter wait times.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,037 Canadians, 18 years of age or older, from August 30th and September 2nd, 2026 as part of an omnibus survey. 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 dialing with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

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

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

Tables within the report that have significant differences are highlighted in yellow.

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

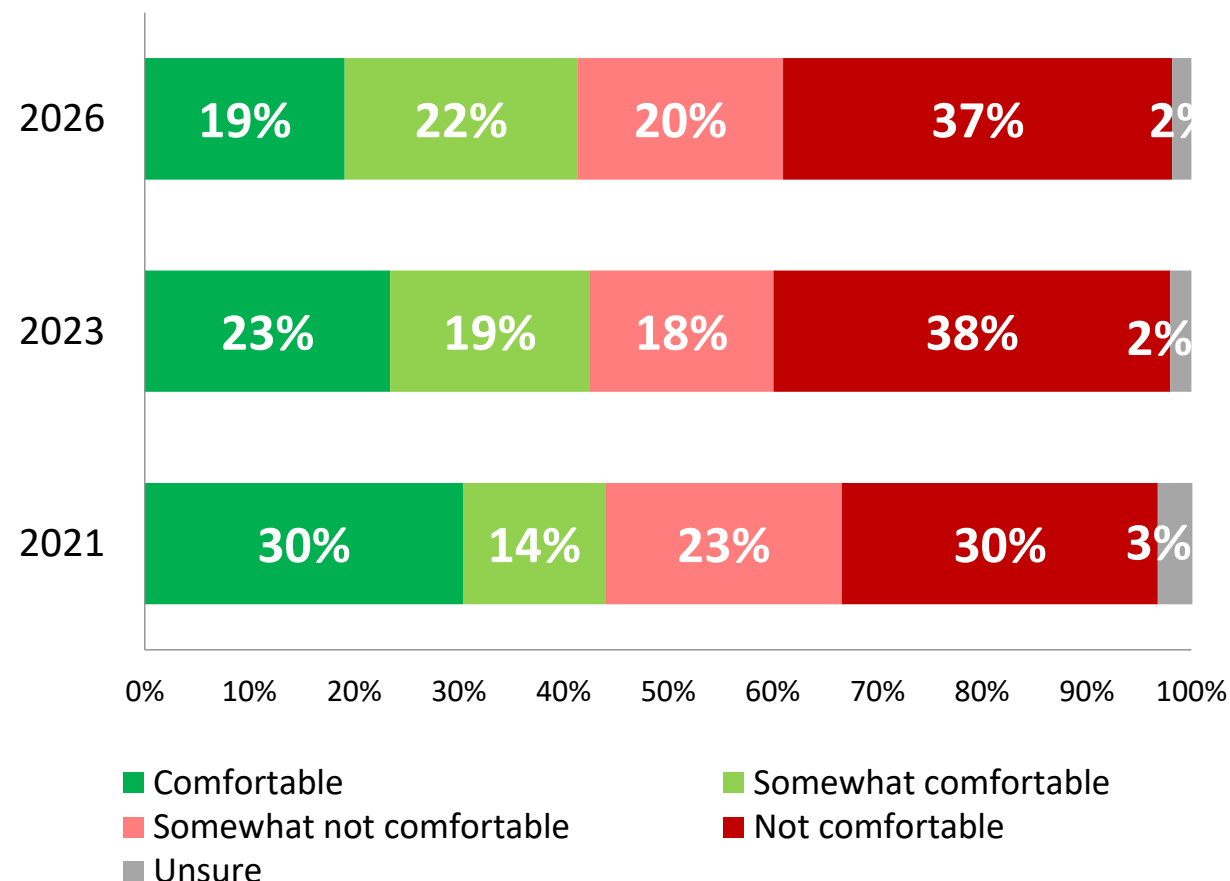
Comfort having more private health care options in Canada

Close to **3 in 5** Canadians

say they are somewhat not comfortable (20%) or not comfortable (37%) with having more private health care options in Canada that allow people to pay more to have shorter wait times, while just over four in ten are comfortable (19%) or somewhat comfortable (22%) with this.

The number of Canadians who report being outright comfortable has decreased eleven per cent since 2021.

Q – As you know, Canada has a universal health care system which is paid for through taxes. This includes universal coverage for medically necessary health care services provided on the basis of need, rather than the ability to pay. Are you comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable having more private health care options in Canada that allow people to pay more to have shorter wait times?



*Weighted to the true population proportion.

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

Comfort having more private health care options in Canada – By demographics

Q – As you know, Canada has a universal health care system which is paid for through taxes. This includes universal coverage for medically necessary health care services provided on the basis of need, rather than the ability to pay. Are you comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable having more private health care options in Canada that allow people to pay more to have shorter wait times?

	Canada 2026-09 (n=1037)	Atlantic (n=100)	Quebec (n=217)	Ontario (n=348)	Prairies (n=221)	BC (n=151)	Men (n=536)	Women (n=501)	18 to 34 (n=209)	35 to 54 (n=348)	55 plus (n=480)
Comfortable	19.1%	14.6%	19.4%	19.1%	21.1%	18.1%	24.6%	13.8%	18.0%	22.3%	17.3%
Somewhat comfortable	22.2%	15.4%	28.4%	20.3%	24.4%	17.9%	23.9%	20.6%	20.0%	21.7%	24.1%
Somewhat not comfortable	19.7%	24.6%	22.4%	18.6%	16.7%	19.2%	19.0%	20.3%	20.1%	18.8%	20.1%
Not comfortable	37.2%	43.3%	25.4%	40.6%	36.7%	44.7%	31.0%	43.1%	40.5%	34.2%	37.4%
Unsure	1.8%	2.0%	4.3%	1.3%	1.1%	-	1.5%	2.2%	1.5%	3.0%	1.2%

Women are more likely to feel outright not comfortable having more private healthcare options in Canada that allow people to pay more to have shorter wait times (43%) than men (31%), while men are significantly more likely to say they are outright comfortable (25%) than women (14%). Residents of Quebec are less likely to feel outright not comfortable (25%) than Canadians overall (37%).

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	1037 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	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	11 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, Conservative politicians, and USA/Canada tariffs.
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	August 30 th to September 2 nd , 2026.		
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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ABOUT NANOS

Any questions?



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