Balancing the books and social needs: Canadians put deficit reduction and social programs atop priorities for extra gas tax revenue.

National survey released November 2026
Field: October 31 to November 2, 2026
Submission 2026-3154

Bloomberg NANOS



METHODOLOGY

The research gauged the opinions of Canadians on the priorities they would like the federal government to focus on when spending extra gas tax revenue.

Nanos conducted an RDD dual frame (cell and landlines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, from October 31st to November 2nd, 2026, as part of an omnibus survey. The sample included both cell and landlines 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 were 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 Bloomberg News and the research was conducted by Nanos Research.

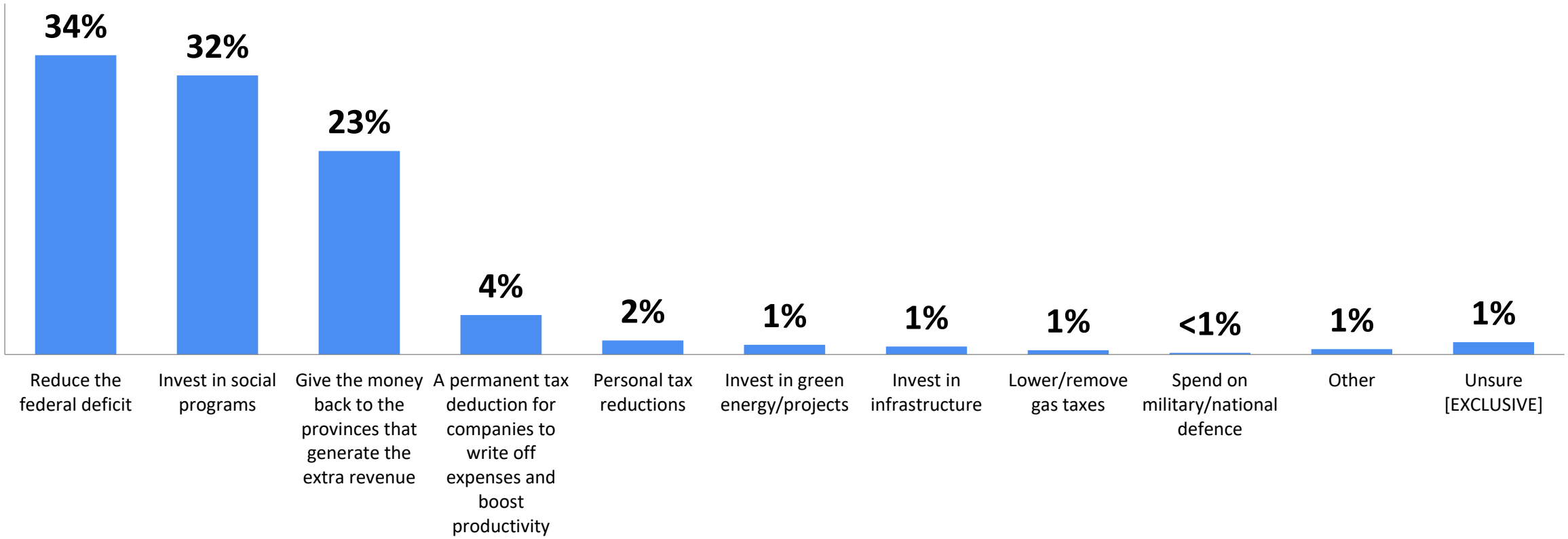
Full data tables with weighted and unweighted numbers of interviews are here.
Tables within the report that have significant differences are highlighted in yellow.

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

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Reducing the federal deficit and investing in social programs are top two priorities Canadians want the federal government to focus on when spending extra gas tax revenue – First ranked

Q – As you might know, the recent higher gas prices will help generate an estimate of $3.8 Billion a year, over the next three years, in extra gas tax revenue for the federal government. Please rank the top two priorities you would like the federal government to focus on when spending this extra revenue. [RANDOMIZE]



*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, October 31st to November 2nd, 2026, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Women are more likely than men to prioritize investing extra gas tax revenue on social programs

Q – As you might know, the recent higher gas prices will help generate an estimate of $3.8 Billion a year, over the next three years, in extra gas tax revenue for the federal government. Please rank the top two priorities you would like the federal government to focus on when spending this extra revenue. [RANDOMIZE]

	First ranked										
	Canada 2026-11 (n=1058)	Atlantic (n=102)	Quebec (n=216)	Ontario (n=371)	Prairies (n=216)	British Columbia (n=153)	Male (n=552)	Female (n=506)	18 to 34 (n=213)	35 to 54 (n=371)	55 plus (n=474)
Reduce the federal deficit	34.1%	30.5%	25.3%	38.9%	34.8%	36.4%	38.9%	29.5%	27.1%	33.8%	39.0%
Invest in social programs	31.8%	37.1%	34.8%	31.0%	25.4%	34.2%	26.4%	37.0%	36.6%	30.1%	29.9%
Give the money back to the provinces that generate the extra revenue	23.2%	21.0%	30.6%	20.2%	26.5%	16.3%	23.6%	22.8%	21.5%	25.5%	22.5%
A permanent tax deduction for companies to write off expenses and boost productivity	4.5%	4.9%	4.6%	2.7%	6.7%	6.3%	4.2%	4.8%	7.2%	3.1%	3.8%
Personal tax reductions	1.6%	0.0%	0.5%	2.5%	1.7%	1.3%	1.8%	1.4%	2.1%	2.1%	0.8%
Invest in green energy/projects	1.1%	0.7%	0.7%	1.3%	1.7%	0.5%	0.7%	1.5%	2.4%	0.5%	0.7%
Invest in infrastructure	0.9%	0.8%	1.5%	0.8%	0.6%	0.7%	1.2%	0.7%	1.0%	1.0%	0.8%
Lower/remove gas taxes	0.5%	0.7%	0.0%	0.8%	1.0%	0.0%	0.9%	0.2%	0.6%	0.9%	0.3%
Spend on military/national defence	0.2%	0.0%	0.0%	0.2%	0.0%	0.8%	0.4%	0.0%	0.0%	0.6%	0.0%
Other	0.6%	0.0%	0.8%	0.3%	0.6%	1.7%	0.9%	0.4%	0.9%	0.9%	0.3%
Unsure [EXCLUSIVE]	1.4%	4.2%	1.1%	1.1%	1.0%	1.8%	1.1%	1.8%	0.6%	1.4%	1.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31st to November 2nd, 2026, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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TECHNICAL NOTE

Element	Description
Research sponsor	Bloomberg News
Population and Final Sample Size	1058 Randomly selected individuals.
Source of Sample	Nanos Insights Lab
Type of Sample	Probability
Margin of Error	±3.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (cell and landlines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both cell and landlines 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 31 to November 2, 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/

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, tariffs, holiday spending, immigration, spending on children's activities, citizenship proof for voting, the Senate, superior court judge appointments and immigrant access to provincially funded programs.
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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Any questions?



Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

For more information on the firm, please visit www.nanos.co

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