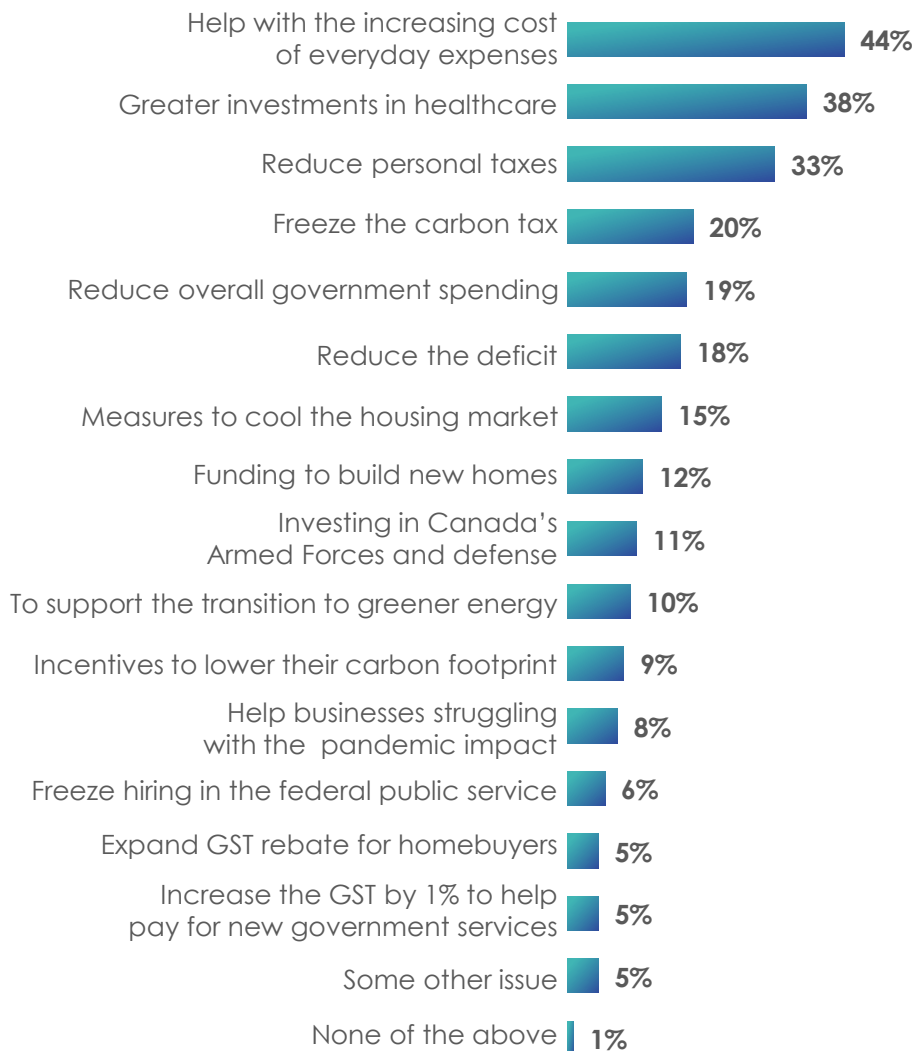


Helping with Everyday Expenses, Investing in Healthcare and Reducing Personal Taxes are Canadians' Top Budget Priorities

APRIL 5, 2024

Priorities for the federal budget



Older Canadians see greater investment in healthcare as a budget priority (55+ (53%) 18-24 (28%) and 35-54 (30%)) while younger Canadians want a focus on measures to cool the housing market (18-34 (24%) 35-54 (16%) and 55+ (7%).

Women (53%) are more likely to see helping with the increasing cost of everyday expenses as a budget priority than men (36%), while men want a greater focus on reducing the deficit (23% vs 14% of women).

Top priorities by vote intention

Pocketbook relief and healthcare investments are Canadians' top budget priorities regardless of the party of their choice.



Justin Trudeau
Liberal Party

1. Cost of everyday expenses
2. Investments in healthcare
3. Reduce personal taxes



Pierre Poilievre
Conservative Party

1. Freeze the carbon tax
2. Cost of everyday expenses
3. Reduce personal taxes



Yves-François Blanchet *
Bloc Québécois

1. Investments in healthcare
2. Cost of everyday expenses
3. Reduce personal taxes



Jagmeet Singh
New Democratic Party

1. Cost of everyday expenses
2. Investments in healthcare
3. Reduce personal taxes



Elizabeth May *
Green Party

1. Cost of everyday expenses
2. Investments in healthcare
3. Reduce personal taxes

* Small sample size

ABOUT THIS MEDIA RELEASE

ABOUT THE STUDY

These are some of the findings of an Ipsos poll conducted between March 15 and 18, 2024, on behalf of Global News. For this survey, a sample of 1,000 Canadians aged 18+ was interviewed. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.8 percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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