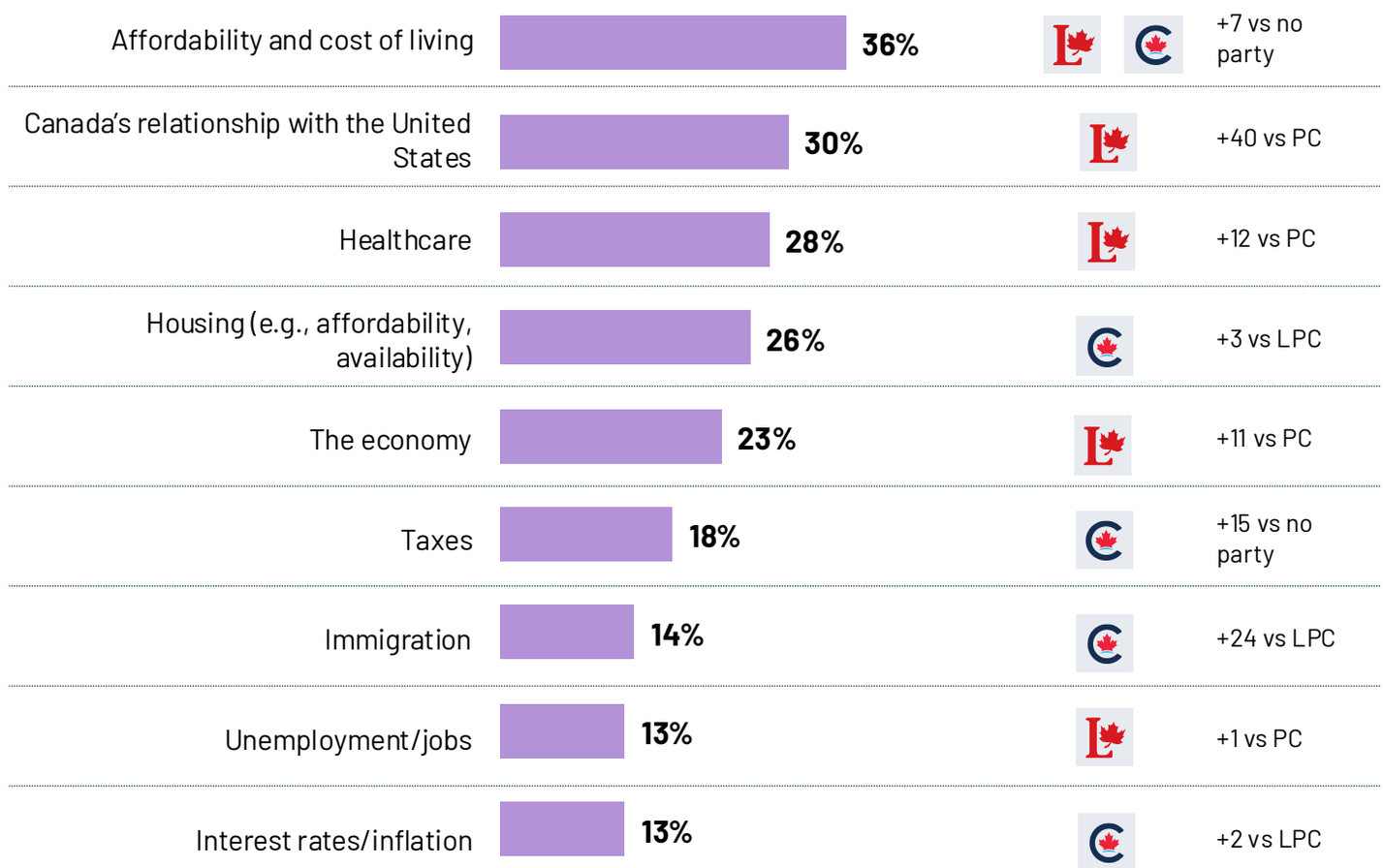
2025 FEDERAL ELECTION

MARCH 30 | 2025

Conservatives and Liberals Tied on Who's Best on #1 Issue: Affordability; Liberals Dominate on #2 Issue: Relationship with the US

Which of the following issues are the three most important in determining how you will vote in this election? (Top 9 Issues Shown)



Affordability and cost of living, Canada's relationship with the United States, healthcare, and housing emerge as the dominant concerns in this election for Canadians. Other economic issues such as taxes, unemployment, and interest rates also appear in the top ranks. Issues that fall outside of the top nine include relations with other countries/trade (10%), poverty and social inequality (10%), crime and violence (10%), and climate change (8%). All other issues received less than 8%.

Canada's relationship with the US is more important to Canadians 55+ (46%) than other age groups and to Liberal voters (44%) than other voter groups.

When it comes to the federal party seen as best to deal with each of these issues, although the Conservatives are the leading party on many of the economic issues of importance to Canadians, the Liberals and Conservatives are tied for best party to deal with affordability and cost of living. However, the Liberals are the clear leader on managing Canada's relationship with the US, leading the Conservatives by 40 points.

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About The Study

These are some of the findings of an Ipsos poll conducted between March 24 and 26, 2025, on behalf of Global News. For this survey, a sample of n=1,500 eligible voters in Canada aged 18+ was interviewed. A sample of n=1,000 Canadians aged 18+ was interviewed online, via the Ipsos I-Say panel and non-panel sources, and respondents earn a nominal incentive for their participation. A sample of n=500 Canadians aged 18+ was interviewed by live-interview telephone interviewers by landline and cellphone, using random-digit dialing. Quotas and weighting were employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos polls which include non-probability sampling is measured using a credibility interval. In this case, the poll is accurate to within ± 3.1 percentage points, 19 times out of 20, had all Canadians 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. Ipsos abides by the disclosure standards established by the CRIC, found here: https://canadianresearchinsightscouncil.ca/standards/

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