

CANADIANS PRIORITIZE COST OF LIVING FOR FEDERAL BUDGET

NOVEMBER 2 | 2025

FINANCIAL CONCERNS TOP LIST OF BUDGET PRIORITIES

TRACKING VS. APR. 2024

Help with the increasing cost of everyday expenses	42%	-2 ▼
Reduce personal taxes	32%	-1 ▼
Reduce overall government spending	27%	+8 ▲
Measures to help mitigate impacts of U.S. President Donald Trump's tariffs	25%	N/A
Reduce the deficit	20%	+2 ▲
Investing in Canada's Armed Forces and defense	15%	+4 ▲
Provide significant funding toward national projects and critical infrastructure projects	15%	N/A
Measures to cool the housing market	13%	-2 ▼
Spending to support the transition to greener energy	9%	-1 ▼
Provide significant funding to build new homes	9%	-3 ▼
Incentives for Canadians to lower their carbon footprint	7%	-2 ▼
Expand GST rebate for homebuyers	6%	+1 ▲
Some other issue	5%	(-)
None of the above	2%	+1 ▲
Don't know	5%	(-)

Ahead of the delivery of the federal budget by Finance Minister François-Philippe Champagne, Canadians have outlined their priorities for the budget in a new Ipsos poll conducted exclusively for Global News. Respondents were allowed to choose up to three priorities from a list of 15 possibilities.

Canadians continue to rank helping with the increasing cost of everyday expenses (42%, -2 pts) as their top priority for the budget, consistent with results from April 2024 (44%) and March 2023 (43%). This is followed

by reducing personal taxes (32%, -1 pt) and reducing overall government spending (27%, +8 pts), meaning that the three highest priorities are pocketbook issues.

Amid ongoing economic tensions with the United States, Canadians also hope to see measures to help mitigate the impact of Trump's tariffs (25%, new this wave). Rounding out the top five budget priorities is the reduction of the deficit (20%, +2 pts).

About This Study

ABOUT THE STUDY

These are some of the findings of an Ipsos poll conducted between October 25 and 27, 2025, on behalf of Global News. For this survey, a sample of 1,000 Canadians aged 18+ was interviewed online. 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.

For more information on this news release, please contact:

Darrell Bricker, PhD

CEO, Ipsos Global Public Affairs

+1 416 324 2001

Darrell.Bricker@ipsos.com

ABOUT IPSOS

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

<http://www.ipsos.com/>