

AFFORDABILITY AND HEALTHCARE TOP ISSUES: CONSERVATIVES LEAD AFFORDABILITY, LIBERALS HEALTHCARE

DECEMBER 31 | 2025

TOP ISSUES

Which of the following issues do you think are most important in Canada today?
Please rank your top three issues. (Top 10 issues shown)

Party
Leading on
Top Issue

Percentage
Point Lead Over
Next Party

Affordability and cost of living **41%**



+4 vs. Libs

Healthcare **38%**



+25 vs. Cons

The economy **28%**



+8 vs. Cons

Housing (e.g., affordability, availability) **27%**



+2 vs. Libs

Immigration **16%**



+47 vs. Libs

Canada's relationship with the United States **14%**



+39 vs. Cons

Interest rates/inflation **12%**



+17 vs. Cons

Taxes **12%**



+31 vs. Libs

Unemployment/jobs **12%**



+5 vs. Cons

Crime and violence **11%**



+23 vs. Libs

Canadians cite affordability and healthcare as the top issues facing the country today, followed by the economy and housing. Of the top-ten issues, the Liberals and Conservatives each lead on 5 issues, reflecting their relatively close proximity in the national popular vote. The Conservatives have a slight advantage on the first and

fourth most important issues, while the Liberals have a stronger advantage over the Conservatives on the second and third most-important issues. The biggest Liberal advantage continues to be on dealing with the USA, but this issue is now only sixth most important issue.

About This Study

ABOUT THE STUDY

These are some of the findings of an Ipsos poll conducted between December 8 and 15, 2025, on behalf of Global News. For this survey, a sample of 1,502 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 ± 3.1 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 one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 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. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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