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# The Trudeau Legacy

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What will Canadians  
Remember?

March 2025

**pollara**  
40 years of strategic insights

# Methodology

**Field Window** January 20 to 27, 2025

**Sampling** Online survey of randomly-selected sample of 1,504 adult (18+) Canadians.

**Reliability\*** Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of  $\pm 2.5\%$ , 19 times out of 20. The margin of error is larger for sub-segments.

**Weighting** Data has been weighted using the most current gender, age, & region Census data, to ensure the sample reflects the actual population of adult Canadians.

**Research standards** Pollara Strategic Insights is a member of the Canadian Research Insights Council (CRIC), and this research was conducted in compliance with CRIC standards.

REGION	Number of Interviews (unweighted)	Margin of error*
Atlantic Canada	203	$\pm 6.9\%$
Quebec	350	$\pm 5.2\%$
Ontario	401	$\pm 4.9\%$
Saskatchewan/ Manitoba	200	$\pm 6.9\%$
Alberta	150	$\pm 8.0\%$
British Columbia	200	$\pm 6.9\%$
<b>CANADA</b>	<b>1,504</b>	<b><math>\pm 2.5\%</math></b>

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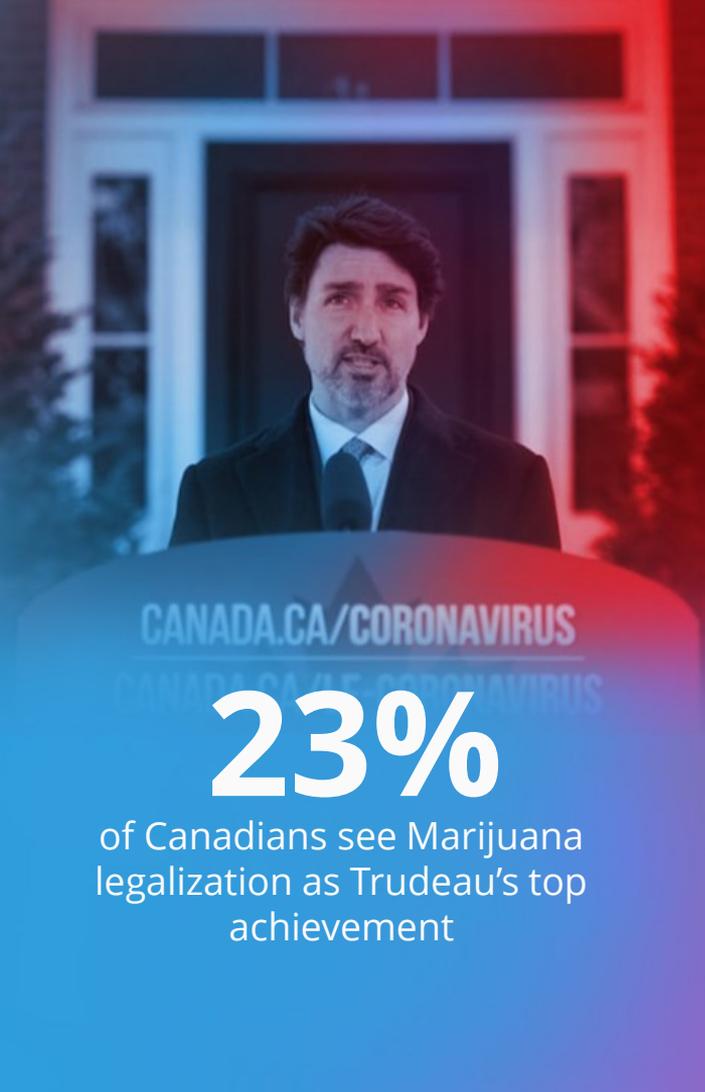
As Prime Minister Trudeau leaves office, we asked Canadians to reflect on the best things and worst things he did as Prime Minister, from a list of options. Here's what they said:

## Best Things:

1. Marijuana legalization
2. Dental Care
3. \$10 a day childcare
4. Getting Canadians vaccines during COVID
5. Creating CERB during COVID

## Worst Things:

1. Increased immigration rates
2. Ran large deficits
3. The carbon tax
4. Inflation increased
5. Housing prices increased



CANADA.CA/CORONAVIRUS

23%

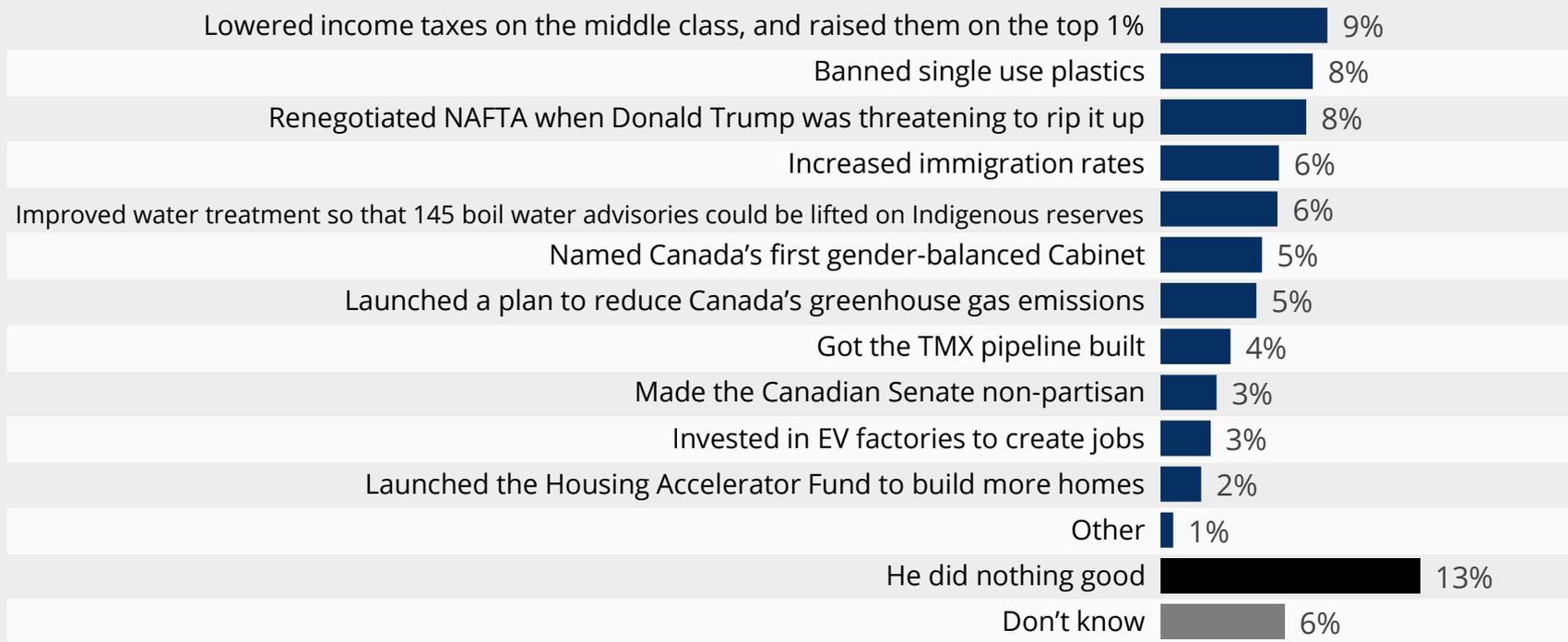
of Canadians see Marijuana legalization as Trudeau's top achievement

# Most Popular Trudeau Initiatives: Marijuana legalization stands out, along with dental care, childcare, and COVID response



The following are some things Trudeau did as Prime Minister. Which of these do you think people will look back on in the future as being the best things he did as Prime Minister? You can select up to 3 things from this list.  
(Base: All Respondents N=1,504)

# Other Trudeau Initiatives



**Q** The following are some things Trudeau did as Prime Minister. Which of these do you think people will look back on in the future as being the best things he did as Prime Minister? You can select up to 3 things from this list.  
(Base: All Respondents N=1,504)

# Top Initiatives – With The Liberal Base: Trudeau’s COVID response resonates more within Liberal base

## Among people who voted for Trudeau at least once

Legalized marijuana	25%
Got Canadians access to vaccines quickly during COVID	23%
\$10 a day childcare	22%
Launched a national dental care program	22%
Created the CERB to support Canadians during COVID	19%
Increase Old Age Security OAS, the GIS, and strengthened the CPP	16%
Banned assault-style guns and weapons	14%
Lifted 300,000 children out of poverty through the Canada Child Benefit	14%
Launched a pharmacare program, providing free diabetes medication and birth control	13%
Introduced the carbon tax and the Canada Carbon Rebate	13%

## Among people who voted for Trudeau all 3 times

Got Canadians access to vaccines quickly during COVID	32%
Launched a national dental care program	28%
\$10 a day childcare	24%
Created the CERB to support Canadians during COVID	23%
Legalized marijuana	23%
Increase Old Age Security OAS, the GIS, and strengthened the CPP	19%
Banned assault-style guns and weapons	18%
Renegotiated NAFTA when Donald Trump was threatening to rip it up	18%
Lifted 300,000 children out of poverty through the Canada Child Benefit	15%
Introduced the carbon tax and the Canada Carbon Rebate	14%

 The following are some things Trudeau did as Prime Minister. Which of these do you think people will look back on in the future as being the best things he did as Prime Minister? You can select up to 3 things from this list.  
(Base: All Respondents N=1,504)

# Top Initiatives – By Demos: Marijuana top initiative among younger voters, while COVID and retirement supports key for seniors

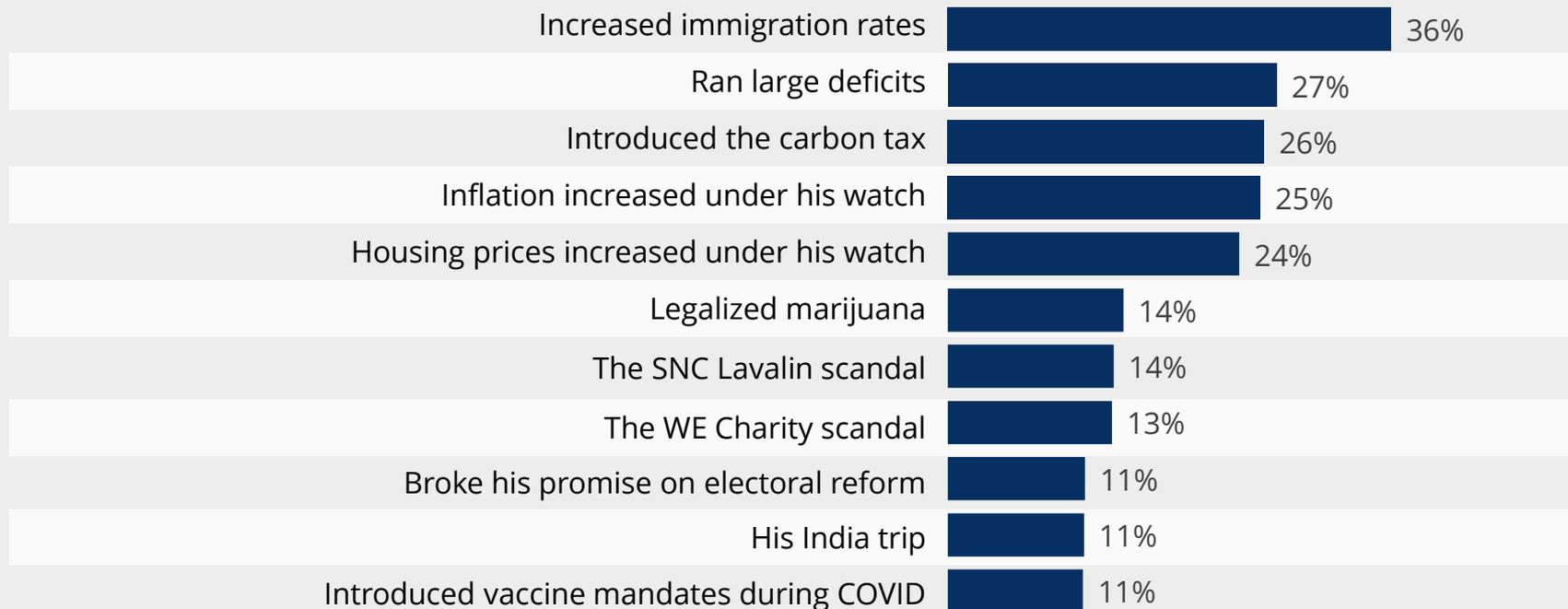
GENDER			
Men		Women	
Legalized marijuana	25%	Legalized marijuana	21%
Access to vaccines during COVID	17%	\$10 a day childcare	19%
National dental care program	16%	National dental care program	19%
\$10 a day childcare	16%	CERB during COVID	16%
CERB during COVID	16%	Increased OAS, GIS, and strengthened the CPP	16%

AGE							
18-34		35-49		50-64		65+	
Legalized marijuana	27%	Legalized marijuana	27%	Legalized marijuana	23%	Access to vaccines during COVID	27%
Student loan interest cut	17%	\$10 a day childcare	20%	National dental care program	20%	Increased OAS, GIS, CPP	23%
\$10 a day childcare	15%	National dental care program	16%	\$10 a day childcare	20%	National dental care program	23%
Lifted children out of poverty CCB	14%	CERB during COVID	17%	Access to vaccines during COVID	17%	Renegotiated NAFTA	16%
Pharmacare program	13%	Access to vaccines during COVID	12%	Increased OAS, GIS, CPP	17%	\$10 a day childcare	16%



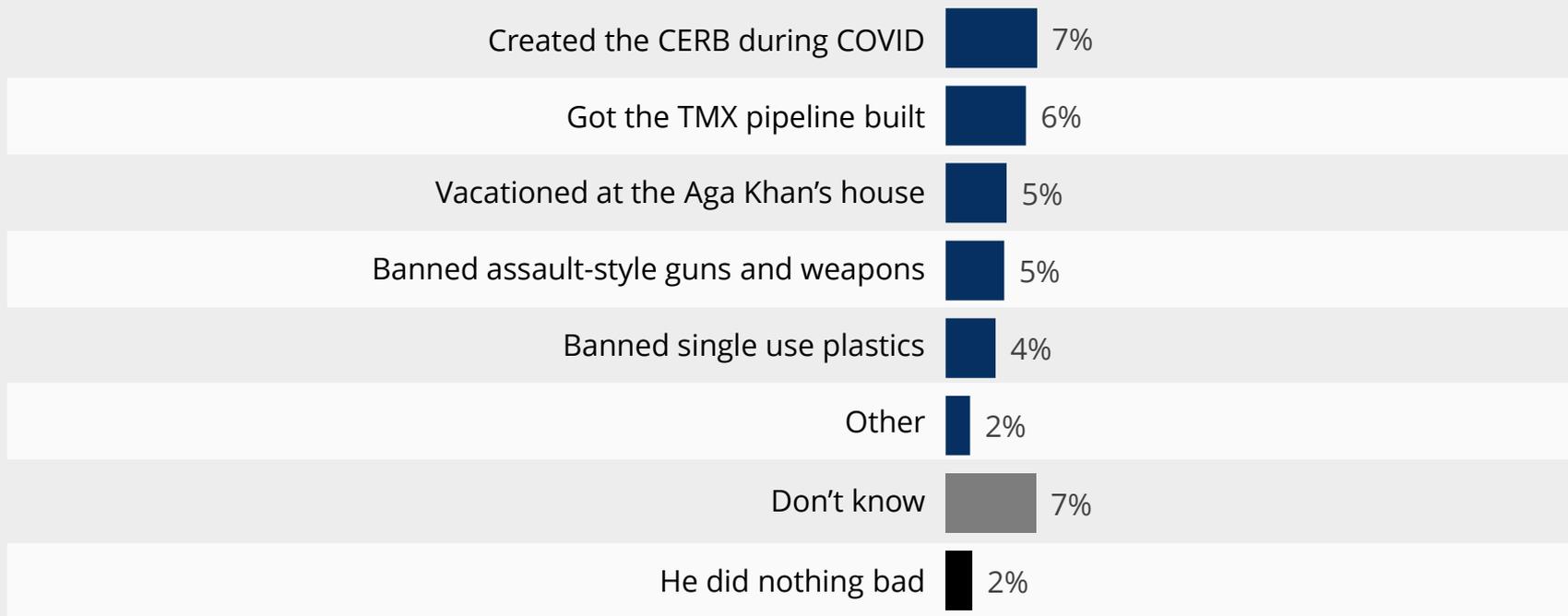
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# Trudeau's Largest Negatives: Immigration and economic files stand out as negatives more than scandals/controversies



The following are some things Trudeau did as Prime Minister. Which of these do you think people will look back on in the future as being the worst things he did as Prime Minister? You can select up to 3 things from this list.  
(Base: All Respondents N=1,504)

# Other Trudeau Negatives



**Q** The following are some things Trudeau did as Prime Minister. Which of these do you think people will look back on in the future as being the worst things he did as Prime Minister? You can select up to 3 things from this list.  
(Base: All Respondents N=1,504)

# Trudeau Negatives – By Current Vote Intent: Conservative voters most critical of immigration rates and carbon tax, NDP voters over inflation

## Liberals

Housing prices increased under his watch	24%
Increased immigration rates	24%
The WE Charity scandal	24%
Ran large deficits	22%
The SNC Lavalin scandal	20%

## Conservatives

Increased immigration rates	47%
Introduced the carbon tax	43%
Ran large deficits	34%
Inflation increased under his watch	30%
Housing prices increased under his watch	22%

## NDP

Inflation increased under his watch	38%
Increased immigration rates	29%
Housing prices increased under his watch	27%
Broke his promise on electoral reform	25%
The SNC Lavallin scandal	19%

## BQ

Increased immigration rates	48%
Ran large deficits	45%
His India trip	21%
Create the CERB during COVID	20%
Broke his promise on electoral reform	18%

## Greens

Housing prices increased under his watch	32%
Ran large deficits	29%
Broke his promise to change Canada's electoral system	22%
Inflation increased under his watch	21%
Increased immigration rates	18%

## PPC

Increased immigration rates	53%
Introduced vaccine mandates during COVID	40%
Introduced the carbon tax	39%
Broke his promise on electoral reform	19%
Ran large deficits	17%

**Q** The following are some things Trudeau did as Prime Minister. Which of these do you think people will look back on in the future as being the worst things he did as Prime Minister? You can select up to 3 things from this list.  
(Base: All Respondents N=1,504)

40<sup>TH</sup>  
ANNIVERSARY

FORTY YEARS *of*  
STRATEGIC INSIGHTS

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