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# Continuous Qualitative Data Collection of Canadians' Views – April 2020

Final Report

**Prepared for the Privy Council Office**

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Canada 

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## Final Report

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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The seventh cycle of the study included a total of twelve focus groups with Canadian adults (18 years of age and older) between April 1<sup>st</sup> and 29<sup>th</sup>, 2020.

Cette publication est aussi disponible en français sous le titre : Rapport final - Collecte continue de données qualitatives sur les opinions des canadiens – avril 2020.

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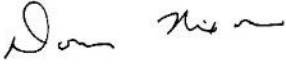
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## Political Neutrality Certification

I hereby certify as a Senior Officer of The Strategic Counsel that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications – Appendix C – Mandatory Procedures for Public Opinion Research.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signed:  \_\_\_\_\_

Date: May 21, 2020

Donna Nixon, Partner  
The Strategic Counsel

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# Executive Summary

## Introduction

The Communications and Consultation Secretariat of the Privy Council Office (PCO) commissioned The Strategic Counsel (TSC) to conduct continuous cycles of focus group research across the country with members of the public on key national issues, events, and policy initiatives related to the Government of Canada.

The broad purpose of this ongoing qualitative research program is three-fold: to explore the dimensions and drivers of public opinion on the most important issues facing the country; to assess perceptions and expectations of the federal government's actions and priorities, and; to inform the development of Government of Canada communications so that they continue to be aligned with the perspectives and information needs of Canadians, while remaining both clear and easy-to-understand.

The research is intended to be used by the Communications and Consultation Secretariat within PCO in order to fulfill its mandate of supporting the Prime Minister's Office in coordinating government communications. Specifically, the research will ensure that PCO has an ongoing understanding of Canadians' opinions on macro-level issues of interest to the government, as well as emerging trends.

This report includes findings from 12 online focus groups which were conducted between April 1<sup>st</sup> and 29<sup>th</sup>, 2020 in multiple locations across the country including in the Atlantic region, Quebec, Ontario, Alberta, and British Columbia. Details concerning the locations, recruitment, and composition of the groups are shown in the section below.

The research for this cycle of focus groups focussed on COVID-19, as the pandemic and its affects increased across Canada. The research explored a wide range of related issues in depth, from degree of personal impact, to how Canadians are handling isolation and stay at home directives, perceptions of the federal government's response to date, views on economic impact of the virus, and discussion around re-opening business. Most groups also included the testing of a series of advertising concepts or messages aimed at communicating with the public about COVID-19.

As a note of caution when interpreting the results from this study, findings of qualitative research are directional in nature only and cannot be attributed quantitatively to the overall population under study with any degree of confidence.

## Methodology

### Overview of Groups

#### Target audience

- Canadian residents, 18 and older
- Groups were split primarily by gender

### Detailed approach

- 12 focus groups across various regions in Canada
- Groups were conducted in Small Town Quebec (Apr. 1<sup>st</sup>), GTA – Parents (Apr. 2<sup>nd</sup>), Lower Mainland British Columbia – Newcomers (Apr. 7<sup>th</sup>), Montreal – Youth (Apr. 8<sup>th</sup>), Small Town Quebec (Apr. 9<sup>th</sup>), Southwest Ontario – Unemployed/laid-off due to COVID-19 (Apr. 14<sup>th</sup>), Lower Mainland British Columbia (Apr. 15<sup>th</sup>), Rural Quebec – Seniors (Apr. 16<sup>th</sup>), Edmonton (Apr. 21<sup>st</sup>), Montreal (Apr. 23<sup>rd</sup>), Rural Quebec (Apr. 27<sup>th</sup>), and Rural Atlantic (Apr. 29<sup>th</sup>)
- Groups in Quebec were conducted in French, while all others were conducted in English
- All groups for this cycle were conducted online
- A total of 8 participants were recruited for each group, assuming 6 to 8 participants would attend
- Each participant received an \$90 honorarium in respect of their time
- Across all locations, 87 participants attended, in total. Details on attendance numbers by group can be found below.



## Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EST)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Small Towns - Quebec	1	French	April 1	5:00-7:00 pm	General Population	7
GTA - 905	2	English	April 2	4:00-6:00 pm	Parents	8
Lower Mainland BC	3	English	April 7	8:00-10:00 pm	Newcomers	6
Montreal, QC	4	French	April 8	6:00-8:00 pm	Youth	8
Small Towns - Quebec	5	French	April 9	5:00-7:00 pm	General Population	7
SW Ontario	6	English	April 14	3:00-5:00 pm	Unemployed due to COVID-19	6
Lower Mainland BC	7	English	April 15	8:00-10:00 pm	General Population	8
Rural Quebec	8	French	April 16	4:00-6:00 pm	Seniors (55+)	6
Edmonton, AB	9	English	April 21	7:30-9:30 pm	General Population	8
Montreal, QC	10	French	April 23	6:00-8:00 pm	General Population	7
Rural Quebec	11	French	April 27	5:00-7:00 pm	General Population	8
Rural Atlantic	12	English	April 29	4:00-6:00 pm	General Population	8
Total number of participants						87

## Key Findings

The April 2020 wave of focus groups was undertaken while all regions of Canada remained under guidance to continue to follow social distancing and self-isolation protocols. During the month, a total of 12 focus groups were conducted. Groups were held each week, starting on April 1<sup>st</sup> and running through to the 29<sup>th</sup>, comprising specific demographic groups (i.e., parents, youth, immigrants, unemployed/laid off due to COVID-19, etc.) or a cross-section of the general population. Due to the fact that groups were held online rather than in-location, participants in some groups were drawn from across specific regions or from different types of communities, including rural, small towns and larger urban centers. A select number of groups were held in particular centers, such as the Greater Toronto Area (GTA), Edmonton and Montreal, while others were more regionally based (i.e., southwestern Ontario, rural Quebec, and rural Atlantic Canada, etc.).

### **COVID-19 in the News (All Locations)**

In all focus groups, regardless of location or composition, participants were asked about what they had heard recently on the topic of COVID-19. Many responded that they were paying close attention to daily briefings by political leadership in their own jurisdictions and at the federal level, as well as those held by public health officials.

Participants get their news and information about COVID-19 from a wide range of sources, including traditional media, such as TV, print and radio, as well as social media, although many are conscious of misinformation being spread via the latter. Other sources include family, friends, colleagues, medical professionals and journals/publications, in addition to employers. For those with connections overseas, information from abroad is another source, giving these participants more of an 'international' lens on the issue and, specifically impacting their view on how Canada is faring relative to other countries.

What participants have heard varies widely, but tended to center on several specific topics reflecting both the nature of the information being disseminated as well as participants' evolving interests and need for information as they were learning more about the virus. Many participants focused on statistics and data such as the number of cases in their province, in Canada and around the world, in addition to information about how the virus spreads and who is more/less at risk of contracting it. Others were clearly absorbing messaging about the symptoms as well as how to prevent the spread of the virus, including communications on social distancing, self-isolation and handwashing. In the latter half of the month in particular, participants began to mention hearing about plans to re-open and ease restrictions in some jurisdictions.

Awareness of specific issues did vary:

- The prevalence of the virus within long-term care facilities was raised more frequently in Quebec;
- In Southwestern Ontario participants expressed confusion about the need to wear a face mask, indicating that the guidance on this seemed to be changing over time, creating a lack of clarity;
- In Montreal, a group comprised of youth, were asked specifically about anything they had heard about COVID-19 specific to their age group. While a number of participants had heard something about closure of parks and other venues often frequented by younger people, many spoke about the laissez-faire attitude of young people in regards to the practice of social distancing; and
- Most participants to groups in the GTA and of participants residing in smaller towns in Quebec, the only two locations where this question was posed, had heard about mandatory self-isolation for people returning to Canada.

### **Government of Canada's Response to COVID-19 (All Locations)**

Many were aware of at least some of the Government of Canada's actions in response to COVID-19, although the breadth and depth of participants' knowledge of initiatives and announcements was variable by location and the date on which the group was held. As is frequently the case, many

participants had difficulty associating specific activities or actions with a particular level of government. Nevertheless, a key takeaway in many groups was that governments at all levels, including the Government of Canada, were active, engaged and helping individual Canadians.

Participants were generally aware of those initiatives that had been announced most recently, relative to the date on which the focus group was held, even if they did not fully understand all the details. Overall, the consensus was that the sum of the initiatives announced was positive, and that the Government of Canada's responses has been appropriate.

Participants were, on balance, more aware of supports for individuals, specifically the Canada Emergency Response Benefit (CERB), relative to initiatives aimed at employers such as the Canada Emergency Wage Subsidy (CEWS). Smaller numbers were familiar with announcements of increases to the Canada Child Benefit, deferral of mortgage payments and property taxes, extension to the deadline for filing tax returns and other measures being taken to support specific groups. Others, although again relatively few, did indicate some awareness around shortages of medical equipment, specifically personal protective equipment (PPE) for health care workers, and ongoing attempts by the Canadian Government to negotiate with what they viewed to be an intransigent U.S. government. Most felt the Government took the right approach by appealing to common interest and reminding the U.S. Government about the degree to which medical trade and services between the two countries are integrated.

Generally, Canada was thought to be handling the COVID-19 outbreak relatively well, especially in comparison to other countries such as the U.S., but also other countries where the outbreak has been much more severe including Italy, Spain, France and Brazil. Countries that were viewed as responding better included Germany, New Zealand, South Korea, Sweden, India and Iceland. These opinions were based on reacting to the crisis earlier, as compared to Canada, locking down the country in most cases, prohibiting movement across border and putting in place more comprehensive 'testing and tracing' strategies.

**Medical Equipment (Lower Mainland British Columbia Newcomers, Montreal Youth, Quebec Small Towns (second group), Lower Mainland British Columbia, Rural Quebec Seniors, Edmonton, Montreal)**

Most participants held the view that Canada was not as prepared as it could have been with respect to having an inventory on hand of personal protective equipment (PPE) for health care workers or enough COVID-19 testing capacity. One of the key areas of concern identified by many of participants was that the bulk of the medical equipment is imported. This exacerbates participants' concerns about shortfalls, and about the ability of Canada to address the current shortages, let alone prepare for next phases. Some participants in certain locations (i.e., Southwestern Ontario) were, however, aware of initiatives underway by some Canadian companies to retool in order to be able to provide made-in-Canada medical equipment.

Few suggestions were forthcoming, when asked to identify the highest priority areas or items for additional medical equipment required to combat COVID-19. Nevertheless, a clear consensus

developed that the priority should be the provision of full PPE for health care workers and, possibly for all Canadians.

The use of masks by the general public was also a discussion point. As noted in other areas of this report, there was some confusion on this issue. Participants were unsure what the guidance was on masks as well as how they actually helped. Overall, few participants admitted to wearing masks in public and views were mixed as to whether it should be mandatory for travellers to wear masks on flights within Canada or in crowded places, such as grocery stores or public transit. Some were concerned that masks might result in giving those wearing them a false sense of security, leading to relaxation in other preventive measures and practices.

Participants in the B.C., Alberta and Quebec based focus groups were generally more positive about the preparedness of their hospitals and health care systems for a pandemic, especially from the point of view of the availability of medical equipment. Those in other groups who were more pessimistic had often had first-hand experience of health sector shortages and/or rationing.

### **Personal Impact (All Locations)**

The pandemic is affecting participants in different ways. The degree to which they are affected depends to a large extent on their circumstances, including their living arrangements, age, social and family networks, and the type of community in which they live.

Few participants to the groups in April had personally experienced symptoms or knew of someone who had. Regardless, many participants felt they had a fairly good understanding of what to do if they developed the symptoms of COVID-19. Most would self-quarantine and, only if the symptoms got worse, would they seek additional medical assistance. A number of participants mentioned calling dedicated health lines, contacting their physician or checking online resources (i.e., self-assessment tools). At the same time, some participants in a number of groups seemed less clear about the steps to take should they begin to exhibit the symptoms of the virus. Specifically, the confusion appeared linked to their sense that information about what to do had likely evolved and, as a result, they felt they were not up-to-date.

Virtually all participants have altered their routine and behaviours in ways both minor and major. Most are practicing social distancing, self-isolation, disinfecting surfaces, washing items (i.e., fruits and vegetables), handwashing, and work-from-home (for those who remain employed). Venturing outdoors was limited typically to provisioning runs usually on a weekly or bi-weekly basis. Relatively few spoke about wearing masks while grocery shopping or in places where they would find themselves in closer proximity to others, on an unprompted basis. Rather, the practice of social distancing was being employed quite religiously by most.

Parents were among the most vocal about the disruption to their routine and many spoke with clear concern about the burden of homeschooling young children in particular, requiring considerable supervision.

There was a clear sense that smaller communities, with lower density and more expansive access to outdoor spaces, would find it easier to maintain social distancing while still being able to enjoy some of their usual activities. However, others commented that small and rural communities may be more at risk of supply chain disruptions which could lead to food scarcity or less access to other resources that could be more readily available in larger centers.

### **Isolation and Social Distancing (All Locations)**

Most participants in April were closely following social distancing measures and trying to stay at home as much as possible. When they did leave home, it was primarily for essential trips, such as to go to the grocery store, pick up medication, or to attend a medical appointment. Many were also getting outside for exercise or to entertain their children. The only exception to this was essential workers who were still going to work on most days.

Expectations as to how long Canadians would need to continue to follow social distancing varied between individuals across all groups. While few participants predicted the measures would be lifted in the near term (in May), many believed Canadians would be asked to continue with the current measures for another two or three months (June-August). Some suggested a longer time frame, such as up to a year, would be appropriate and acceptable, stating that they believed that directives would not be lifted until a vaccine was developed.

Due to the normalization of the social isolation and distancing behaviours over the previous month or more, most said they were prepared to continue to follow these measures for a few more months and had accepted that this was the new reality. However, doing so would come with challenges such as financial and emotional implications for many. In particular, participants who had been laid-off due to the pandemic said that, given their loss of income, it would be challenging to pay their bills, even if they were receiving the CERB. Others discussed impacts on mental health. In particular, parents with young children were finding it more difficult to manage with their children being home full time, including having to find activities to keep them entertained during the day and assisting children with their school work. Concerns among youth centered on the struggle in switching to online schooling for their post-secondary education and the scarcity of job prospects.

Many of the challenges above were also mentioned as “inconveniences” to participants’ day-to-day lives. Outside of the factors mentioned earlier, the primary inconvenience cited across all groups was the inability to visit with family, significant others (such as girlfriend or boyfriend), children (in cases of separated households), friends and other loved ones. It was clear that many were finding it difficult to maintain these personal relationships, although they were doing more to connect using online tools. Mentions of other inconveniences, with less frequency, included adjustments to their routine and inability to frequent places such as the hair salon, restaurants, or to obtain services including chiropractic or physiotherapy for injuries.

Impressions of the advice and information from the Government of Canada on social distancing measures varied over the month. At the beginning of April, participants were somewhat mixed in their views and those with more negative views said that the directives were “too broad” and “not strict

enough". Conversely, the groups towards the end of the month were overwhelmingly positive and felt that the federal government was providing all the information and advice they needed when it came to social distancing. Most preferred to see information coming through the usual channels, such as television and radio and a few Ontario participants mentioned liking that provincial messages were being delivered through the Amber Alert system. Social media was the most common mention in terms of the best way to connect with youth and young adults.

Lastly, tied in with stay-at-home directives, participants were asked about their awareness and views on the federal government using anonymized cell phone location data to help track and control social distancing during the pandemic. Awareness of this initiative was higher mid-month when the topic was more prevalent in the media, and less so towards the end of April where only a couple of participants in each group had heard about this issue. Participants' views on using this initiative were split right down the middle. About half supported the idea because they believed that the data was already being collected anyways and this would be a way to use it for the public good. The other half, who were opposed, expressed concerns around setting a precedent which would be unlikely to be discontinued once the pandemic had receded, citing issues around privacy and individuals' rights and freedoms. A few others simply felt it was a measure they did not deem to be necessary at that time.

### **Re-Opening (Edmonton, Montreal, Rural Quebec, Rural Atlantic)**

Very few felt that COVID-19 was under control yet, either in Canada or globally. Accordingly, there was a high level of concern among most participants concerning any imminent re-opening of the economy and easing of social distancing measures. Rural Quebecers were the most ready to begin re-opening, while many others felt it could be weeks to months, depending on the circumstances, before it was safe. In the Edmonton and Atlantic groups, in particular, participants were wary, even in the event of reassurance from medical experts. Many in these groups agreed with the idea of keeping strict social distancing in place until there were either no more cases in Canada or a vaccine was found, if that was what it took to get and keep the virus under control. That said, many also had concerns about the prospect of a lengthy shut down and the impacts this would have on the economy and people's lives.

Beyond some difference in opinion about readiness and timing, participants in all groups supported a cautious and gradual approach to re-opening, with some degree of physical distancing remaining in place, or new precautions, such as obligatory mask wearing in shops and businesses, being implemented to reduce risks.

Most felt that the provinces were in the best position to determine the timing and approach in their jurisdictions, but wanted to see a national plan and federal guidelines in place as well. Priorities for re-opening included increasing access to non-urgent health care, loosening restrictions on physical distancing among extended family members, and re-opening outdoor areas, such as parks and trails, to allow for increased physical activity and the opportunity to be outdoors as the weather improved.

### **Message Testing for Re-opening (Rural Quebec, Rural Atlantic)**

Responses to federal government messaging about social and economic reopening was somewhat distinct between these two groups, which aligned, to some degree, with differing attitudes regarding the loosening of pandemic-related restrictions.

In the Quebec group, participants were more supportive of an imminent reopening. They tended to respond most positively to messages focused on a slow and cautious approach, the removal of restrictions on health care access for those with non-COVID related issues, and keeping precautions in place to ensure that vulnerable populations were protected.

Among participants in the Atlantic group, where there was a higher degree of concern about easing pandemic-related restrictions any time soon, participants widely agreed that the most important information related to precautions remaining in place, the need to continue following restrictions, cautions about asymptomatic spread, and clear directives for anyone experiencing symptoms to contact public health or get tested. Participants in this group also liked the inclusion of an appreciative message from government that acknowledged the efforts made by Canadians to reduce the spread.

### **Economic Impact (All Locations)**

#### **COVID-19 economic news**

Participants were highly attuned to the COVID-related impacts on the economy. Most commonly, they were paying attention to job losses, negative impacts on businesses and industry, and the economic and financial initiatives being implemented by the Canadian government.

#### **Economic concerns**

Most expressed a high degree of concern about the impacts of COVID-19 on the economy and felt that they were already wide ranging and likely to be long lasting. Many were concerned about the survival of businesses, especially small and community-based businesses, such as shops and restaurants, as well as the health of key sectors such as travel and tourism, and the impact on jobs. Participants also expressed concern about consumer prices going up, the potential for supply chains to be affected, and declining value of their personal portfolios. While not especially widespread, there was some top of mind concern about the impact of economic disruption and emergency government spending on the deficit. Where participants were asked about this directly, however, most felt that the relief being provided by the government was more important at this time.

#### **Personal financial impact**

Participants were facing a diverse set of circumstances with regard to employment and financial security, but most said they had been affected financially, in one way or another, as a result of the economic shut down. By contrast, for those whose income had not been affected, the overall impact was positive, as they found themselves saving money.

A significant number of participants, however, had seen a decline in their household income (and were receiving either Employment Insurance or the Canadian Emergency Response Benefit). Few of these participants felt prepared to manage through an extended economic shut down or downturn. Some were drawing on limited savings, or were just getting by, while others were going into debt and/or facing significant short-term worries about paying for rent and other basic necessities, especially those in single-income households. Even among these more financially secure participants, most were feeling heightened anxiety about what the future might hold for the economy, and themselves, longer term.

## **Government of Canada response**

### *Awareness*

There was a high level of general awareness of the Government of Canada's actions to provide emergency support for the economy, businesses, and households. Participants widely understood that the federal government was mounting a multi-billion-dollar effort, overall, with new programs being announced on an ongoing basis. In regard to specific initiatives, participants were commonly familiar with the \$2,000 per month being offered through the Canadian Emergency Response Benefit (CERB) and the wage subsidy for small business. Many were also aware of a supplement being made available to the child benefit, and initiatives like the deferrals of taxes and mortgage payments. Where there were gaps in awareness or information, a number of participants were still unsure whether or not they qualified for some of these programs, including the CERB and child benefit, and among Montreal youth, there was no awareness of the Summer Jobs Program initiative. Among participants in Edmonton, about half had heard of the recent announcement regarding funding for orphan wells.

### *Perceptions*

Participants in general had quite positive views of the Government of Canada's economic response to date and felt that it was doing a good job, overall, at getting relief out quickly to those who needed it, especially in regard to the CERB. The main exception to this overall positive view was among general public participants in the Western groups, who were more critical, in general, about gaps in support. In Edmonton, in particular, there was a sense that the government needed to mount a more targeted and extensive response for Alberta, given the struggles it was already facing in regard to the oil and gas industry. Few felt that the orphan wells initiative would make much of a difference.

With regard to additional economic and financial actions required by the federal government, there were a range of suggestions but no strong consensus about how to address specific gaps. Recommendations ranged from undertaking longer term planning and programs, to filling gaps in existing programs, and clearing up any confusion about eligibility for the CERB, in particular, to avoid any confusion or surprise claw backs at tax time. There was some commentary about the need to provide more support to students, including recent graduates hoping to find work, deferring carbon pricing, and bolstering support for key sectors, such as travel, tourism, and restaurants.



### **COVID-19 Ad Testing (Quebec Small Town groups, Greater Toronto Area Parents, Lower Mainland British Columbia Newcomers, Montreal Youth, Southwest Ontario, Lower Mainland British Columbia, Rural Quebec Seniors, Edmonton, Montreal)**

There were five ad concepts tested in this phase of the research, from scripts to video, in both English and French. Most were intended for television, and in two instances for radio. Four of these concepts were designed to communicate with the public about the importance of stay-at-home directives, using different approaches and spokespeople to get that message across. One of the ads was focussed on communicating about the financial support being made available to businesses and individuals by the federal government.

#### **Overall findings**

Participants were largely favourable in their response to these ads. They felt that they were appropriate coming from the federal government and communicated important information to the public. Participants also widely demonstrated ready comprehension of their main messages and viewed the ads as clear and easy-to-understand.

Most participants were already attuned to the advertising coming from the federal government regarding COVID-19, primarily on measures related to reducing the spread of the virus. Those least likely to recall advertising from the Government of Canada, specifically, were in the Quebec groups and among newcomers in British Columbia. Even here, however, participants were highly familiar with public health directives coming from all levels of government.

In regard to comprehension, this familiarity was a plus and primed participants for the advertising. Participants were not only familiar with stay-at-home directives to reduce the transmission of the virus but agreed with them, and had changed their daily lives to comply. In regard to impact, however, this was viewed as creating a challenge for the advertising to break through. Participants widely felt that they had seen and heard these messages before, which to a certain extent tempered the degree to which some said they would take notice of ads focussed on stay-at home directives, in particular, or be motivated to take action. A number of participants felt that these messages were not intended for them, and very few said it was likely that they would visit the Government of Canada website dedicated to COVID-19 to seek out more information.

That said, the creative approach of these ads was largely effective in bringing a fresh take to familiar messages. The use of celebrities, medical experts, astronauts or average people as spokespeople worked well, overall, as techniques for increasing their impact. Similarly, having spokespeople record their messages from home was also widely viewed as an unusual element of most of these ads that would make them stand out. Moreover, ancillary messaging focused on shared values, Canadian resilience, and collective sacrifice for loved ones and the social good added to the perceived purpose of the ads resonated with many. Pointed language describing COVID-19 as a serious, life-and-death issue also got participants' attention (and was widely viewed as both accurate and appropriate), as did information about asymptomatic spread.

As noted below, some ads worked better than others with different groups.

**Concept A: Celebrities**

TV script

Most liked this ad for its simplicity, clear message and, in particular, its use of a range of well-known Canadians as spokespeople. Participants felt that this approach would help the ad get attention and appeal to a wide range of Canadians. They also viewed it as sending a message about Canadians from all walks of life coming together to stop the spread of the virus. The use of celebrities, however, did not resonate with everyone equally. Some felt it was not serious enough, while others, especially in the Quebec groups, where recall of federal government advertising was low, liked the atypical approach for a government ad. A number of participants felt that the ad would be improved by including at least one celebrity targeted at young people.

**Concept B: Medical Experts**

TV script and video

Many viewed this ad concept as more credible and serious than the celebrity ad, and more effective as a result. They also widely felt that this ad was more informative, with its emphasis on asymptomatic spread and the seriousness of COVID-19 as a life and death issue. For those in the Quebec group, however, where this ad was compared to the celebrity concept above, it was viewed as more typical of government messaging on COVID-19, with its use of experts to advise the public, and less noticeable as a result. In groups where this ad was compared to the astronaut concept below, most felt that it would be more effective at convincing people to stay at home, given its range of spokespeople, which was perceived to appeal to a wider range of people, and due to the medical expertise of these spokespeople.

**Concept C: Astronauts**

TV and radio script

Participants generally liked the use of a first-person account from an astronaut comparing social isolation during the pandemic to their experience in space. They found the message empathetic and authentic, and those who were familiar with either Chris Hadfield or David St-Jacques, felt an added personal connection to them. The tenor of the message itself, with its focus on loved ones and endurance, resonated as well, and amplified the intimate and encouraging quality of the ad, as did the filming from home. Montreal youth especially liked this ad concept and tended to feel it was more effective in speaking to them than the ad featuring medical experts, when asked to compare the two.

**Concept D: Financial**

TV video

Most participants liked this ad and message about financial assistance being made available to individuals and businesses by the federal government. Participants were widely aware of these efforts but still felt that the ad offered important information to the public, as well as an encouraging message about the federal government helping the country get through a temporary economic crisis. The charm of the animation and community vignette, which offered a glimpse into people's home and showed the resumption of activity on a shopping street, resonated with most. In the Montreal group, in particular, which was one of two groups to view the more finished version of the ad, participants especially liked the diversity of the people depicted and the familiarity of one of the business names (Tremblay) on the shopping street. In Edmonton, on the other hand, which was the other group to view the near-finished version of the ad, there was less receptivity to the ad, overall, and its optimistic tone, based on an underlying sentiment that the federal government was not doing enough to assist people and businesses hurt by the pandemic-related shut downs. Participants in this group were also less receptive to the animation and depiction of the community, which they found to be impersonal or generic. In this English version of the ad, there were no names included on the businesses, which may have contributed to this view.

### **Concept E: Experience**

#### Radio script

This ad, with its personal story and focus on consequences, had emotional impact. In the testing of previous ads, in fact, a number of participants mentioned, unprompted, that an average person with first-hand experience of COVID-19 would be a good spokesperson in their view for stay-at-home messages, and more relatable than celebrities or medical experts. This ad succeeded on that front. Most found it authentic and effective. Participants widely assumed that this ad was directed specifically at young people, and delivered a necessary message about personal vulnerability among this group of Canadians, who otherwise might not be taking the virus or social distancing directives as seriously as they should.

### **Virtual Parliament (Rural Quebec, Rural Atlantic)**

Participants were told that under pandemic-related restrictions, the Parliament of Canada was unable to hold regular sessions. With that in mind, they were asked to consider which alternate approach might be better: smaller sessions with only a small fraction of all Members of Parliament present, or parliamentary sessions hosted virtually via webcams.

Responses were somewhat split. Some of the Quebec participants and most in the Atlantic group felt that virtual sessions would likely be a better idea, as long as they could be done securely. Quite a few in the Quebec group, however, had concerns about cyber security and the possibility that virtual sessions, and the video platforms used to accommodate them, could be hacked. Some assumed that these sessions would include the discussion of confidential or secret information. Some also felt that in-person sessions and meetings, in general, were simply a more effective means of discussing or debating the issues of parliament and resolving differences of opinion.

### **Other Federal Government News and Issues (Rural Quebec, Rural Atlantic)**

Asked if they had heard recently about any federal government issues unrelated to the pandemic, a few across both groups mentioned pipelines, generally, or the Wet'suwet'en protests and blockades. Others said that they had not heard about any other issues.

Most felt that the focus on COVID-19 by the Government of Canada at this time was entirely appropriate, given its impact on the country and global proportions. There was some agreement in the Quebec group that this focus was bringing the country together and having a salutary effect on the tenor of public affairs. Some in the Atlantic group, however, added that they would like to see the scope of the discussion around COVID-19 and its impacts expanded to include a broader set of issues, including those related to the criminal justice system, mental health and domestic abuse. The one participant in the Quebec who thought that there was too much focus on COVID-19 at the moment attributed it to the media and not the government.

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#### **MORE INFORMATION**

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# Detailed Findings

## Timeline of April Announcements

In order to help put the focus group discussions in context during this continuing COVID-19 pandemic period, below is a quick reminder of the timeline in Canada in April.

- At the End of March:
  - Government of Canada supports for individuals (Canada Emergency Response Benefit (CERB)) and businesses (Canada Emergency Wage Subsidy, Canada Emergency Business Account (CEBA) have been announced.
  - Border restrictions are fully in place in Canada, including mandatory self-isolation for all individuals returning to Canada.
- 1-10 April
  - [Focus groups held in Quebec Small Towns \(Apr. 1\) and GTA with Parents \(Apr. 2\)](#)
  - 3 April: Government of Canada announced investment of \$100 million to improve access to food for Canadians facing social, economic, and health impacts of the COVID-19 pandemic. US President requests 3M to cease export of N-95 masks to Canada.
  - [Focus group held in Lower Mainland BC with Newcomers \(Apr. 7\)](#)
  - 8 April: Government of Canada announced temporary changes to the Canada Summer Jobs Program to help employers hire summer staff and provide young Canadians access to jobs.
  - [Focus group held in Montreal with Youth \(Apr. 8\)](#)
  - 9 April: Canada's chief public health officer, released the federal government's COVID-19 modelling. The projections included a number of scenarios and long-term forecasts, including a death toll of between 11,000 and 22,000 over the course of the pandemic.
  - [Focus group held in Quebec Small Towns \(Apr. 9\)](#)

- 11-17 April
  - 14 April: Government of Canada announced additional support to address immediate health, economic, and transportation needs in the North.
  - Focus group held in Southwest Ontario with those Unemployed/Laid-off due to COVID-19 (Apr. 14)
  - 15 April: Government of Canada announced expanded access to the CERB to allow those earning up to \$1000 per month and those who recently exhausted their employment insurance (EI) benefits, including seasonal workers, to be eligible. Furthermore, the federal government announced it will work with provinces and territories to provide a temporary top-up to the salaries of workers deemed essential in the fight against COVID-19, who make less than \$2,500 a month.
  - Focus group held in Lower Mainland BC (Apr. 15)
  - 16 April: Government of Canada announced additional support for small businesses including expanding the CEBA to businesses that paid between \$20,000 and \$1.5 million in total payroll in 2019. Also introduces the Canada Emergency Commercial Rent Assistance (CECRA) for small businesses.
  - Focus group held in Rural Quebec with Seniors (Apr. 16)
  - 17 April: Government of Canada announced it will provide over \$1.7 billion for targeted measures to protect Canadian jobs and provide more support to businesses and organizations dealing with the economic impacts of COVID-19. Also announced a \$1.72 billion investment to clean orphan wells in British Columbia, Alberta and Saskatchewan to keep Canadians in the energy sector working during the COVID-19 pandemic.
  - 18 April: Government of Canada announced the extension of the closure of the US/Canada border for non-essential travel. Also announced \$306.8 million in funding to support Indigenous businesses.
  
- 18-24 April
  - 21 April: Government of Canada announced an investment of \$350 million to support vulnerable Canadians through charities and non-profit organizations that deliver essential services to those in need.
  - Focus group held in Edmonton (Apr. 21)
  - 22 April: Government of Canada announced comprehensive support of nearly \$9 billion for post-secondary students and recent graduates, including the Canada Emergency Student Benefit and Canada Student Service Grant.

- 23 April: Government of Canada announced more than \$1 billion in support of a national medical research strategy to fight COVID-19 that includes vaccine development, the production of treatments, and tracking of the virus.
  - Focus group held in Montreal (Apr. 23)
  - 24 April: Government of Canada reached an agreement with all provinces and territories to implement the Canada Emergency Commercial Rent Assistance (CECRA) that will lower rent by 75 per cent for small businesses that have been affected by COVID-19.
- 25-30 April
  - Focus group held in Rural Quebec (Apr. 27)
  - 28 April: Prime Minister releases joint statement by First Ministers for restarting the economy.
  - Focus group held in Rural Atlantic (Apr. 29)

## COVID-19 In the News (All Locations)

### Overall Recall

Many participants have been closely following news and information about COVID-19 and, for the most part, participants were generally fairly current in terms of their awareness of specific issues. When asked what they had heard recently, or within the last few days, participants tended to focus on:

- What is happening in their province, across Canada and around the world specifically in terms of the number of cases and the serious toll being caused by this issue – some participants commented on the situation in Italy, where deaths have been quite high, and in the U.S. which was becoming a 'hotbed' within the period during which these focus groups were held. Others noted that some countries, particularly in Europe, were beginning to talk about gradually easing restrictions;
- Specific information about the virus itself – for example, how it spreads, the role of children in spreading the virus (although they may be asymptomatic), and how long the virus lasts on surfaces;
- The symptoms associated with the virus and medical impact – participants in various groups raised issues and questions around the symptoms associated with the virus (i.e., infected toes and feet, lesions on fingers) as well as the way in which it attacks and causes damage to the lungs, brain and the heart. Others had heard that the virus is particularly virulent among the elderly while having less deleterious effects on those who are younger and in generally good health;
- Ongoing measures to prevent spread, including social distancing, self-isolation and disinfecting or washing surfaces and clothes, etc. – notably the issue of whether or not to wear a mask was discussed in some groups, with some participants expressing confusion about the advice being given; and
- Easing restrictions and opening up – Discussions about opening up schools in Quebec came up in rural Quebec. Participants spoke about the fact that the plan for 'de-confinement' would be predicated on the number of cases remaining low, noting that a rise in the infection rate would lead to another round of tightened restrictions. Among the general population group in Atlantic Canada participants also noted that while some European countries are starting to reduce restrictions, they had heard from officials in the Government of Canada that Canada was not yet at that stage. In other groups, participants indicated an expectation that the isolation period would in fact be extended.

The situation in long-term care facilities was specifically highlighted in the seniors' rural Quebec group, including the shortage of personnel and the numerous deaths which have occurred. The concentration of cases in these types of facilities also came up in Edmonton, where participants cited that, in Alberta, the majority of cases appear to be confined to nursing homes.



While participants were clearly attentive to wide-ranging news, both domestic and international, some were finding the volume of information overwhelming, causing them to ignore some of it, since they felt they already knew what to do. In regard to their knowledge levels, participants were inferring that they knew that they should stay home, work remotely if possible, not venture out unless it was absolutely necessary, and contact tele-health if they felt they had symptoms.

Moreover others felt that, over time, the information had evolved and, in some instances, this had contributed to more confusion than clarity. The question as to whether one should wear a face mask or not was raised as a case in point. Some participants who took part in the focus group discussion in Southwestern Ontario indicated that while, initially, much of the information they received was fairly consistent, the discussion around the use of homemade masks was confusing and contradictory. At the same time, the comment was made that there is also a lot of misinformation in the public domain, depending on the source.

In Montreal, among a group comprised of youth, participants were asked what they had heard about COVID-19 that specifically pertained to young people. Responses were fairly broad, ranging from measures that have been taken to close parks and limit access by young people to areas where they tend to gather, to levying significant fines of between \$1000 and \$6000 for those who are found to be contravening the sanctions or restrictions that have been put in place. Others noted the more laissez-faire attitude taken by young people, mostly linked to their understanding that this demographic is not as susceptible to the virus, or that if they do contract it they are less likely to exhibit the symptoms or experience significant illness as a result. Given this, they indicated that young people are more likely to spend time together in groups and public spaces. And, while they generally understood they could possibly be carriers and pass the virus on to elderly people, some also took the opposing view that older people were far less likely to adhere to preventive measures or take precautions.

In groups held in the GTA and among residents of smaller towns in Quebec, participants were asked whether they had heard anything about new mandatory self-isolation for individuals returning to Canada. Many acknowledged hearing about the need to self-quarantine for 14 days and, in Quebec in particular, knowledge of the consequences (i.e., fines) was high, while fewer in the GTA were familiar with this aspect of the mandatory self-isolation measures. A few believed that certain occupations may be exempted from this requirement, including truckers and temporary foreign workers.

### **Sources of Information**

Participants tap a wide range of sources for news and information about COVID-19, drawing from both traditional and new media as well as word-of-mouth.

Many participants say they tune in to daily press conferences held at both the federal and provincial levels, including the leaders of government in various jurisdictions and public health officials. They are watching them live on television or as they are being streamed online or on Facebook. Participants in Quebec tend to rely more heavily on the information coming from the Premier's office, compared to that emanating from the Government of Canada.

With respect to traditional news sources, in Quebec, TVA, La Presse, Le Devoir, Le Journal and Radio-Canada were mentioned. In other locations, CBC was cited; in addition CP24 (in Ontario), as well as other news outlets, including aggregators and apps were mentioned.

Many participants rely on social media, predominantly Facebook but also YouTube and Twitter, for their information on COVID-19, although comments were made about the dubious credibility of information from these sources. In this regard, one participant in Quebec mentioned going to "les décrypteurs" website to validate information or calling a friend who works in an Emergency Room. Nevertheless, participants are actively pursuing links included in Facebook postings.

Health professionals and scientific publications were mentioned by some participants, particularly those with a friend or family member engaged in the health sector. Often, these participants were 'fact-checking' with these individuals to ensure the veracity of the information they were receiving from other sources.

Based on comments by participants, friend and family networks are active and they are regularly sharing information amongst themselves. Parents, in particular, influence what their children are hearing and know about COVID-19, even among those children who are older (i.e., young adults). Family connections overseas provide another source of information, specifically among newcomers or immigrants to Canada, providing them with a more 'international' perspective on trends. And, as some participants pointed out, news 'travels faster' in some countries. This point was made particularly in reference to Southeast Asia. A number of participants who originate from this region, and continue to communicate with family and friends there, noted that they had been hearing about the virus since early January.

Finally, employers are another source of information about COVID-19. A few participants noted that they receive regular bulletins or updates from the companies with whom they are employed. In these instances, the companies cited were in the health sector – a drugstore in one case and a company which manages medical clinics in another case.

# Government of Canada's Response to COVID-19 (All Locations)

## Awareness and Impressions

### Overall

There was a high level of awareness of the federal government's response to the COVID-19 pandemic across all of the groups throughout the month of April. On a macro level, most felt that the Government of Canada continued to remain very active in efforts to manage the pandemic and that they were providing Canadians with the help they needed to get through this time.

There was a wide variety of initiatives that were rolled out throughout the month of April, and participants' comments focused on three specific areas of awareness: financials initiatives, medical supplies and the comparison of responses between the federal and provincial levels of governments.

### *Financial Initiatives*

There was widespread awareness that financial relief was being provided by the Government of Canada through a range of initiatives aimed at individuals and businesses. Participants tended to be up to date on recent announcements and aware of many of the initiatives that the federal government had put in place to provide Canadians with relief during the pandemic.

Support for individuals was the most widely mentioned form of support, and the conversation focused mainly on the Canada Emergency Response Benefit (CERB). Many were able to describe the details of the program, including that it provided \$2,000 a month for up to four months to those who had lost their income and were eligible. In Lower Mainland BC, the newcomers group noted that the federal government was aiming to help people through this initiative "within a month". The BC Lower Mainland group with the general population said they were proud of what the Government of Canada has accomplished, specifically as it related to the rapid rollout of the CERB. In the second Quebec group with those living in small towns there was some awareness that the additional support measures were being put in place for those who are self-employed or would not otherwise be eligible for employment insurance (EI).

Some had heard of the increase to the Canada Child Benefit (particularly in the first small town Quebec group) and some youth in the Montreal group were aware of the Canada Emergency Student Benefit (CESB). Other mentions of support to individuals included the deferral of mortgage payments and property taxes, as well as extensions for filing tax returns. Groups in British Columbia also mentioned the BC Hydro subsidy, subsidies for landlords and no eviction policies.

Support for businesses were also mentioned, but with less frequency and clarity compared to the initiatives for individuals. The Canada Emergency Wage Subsidy (CEWS) was top of mind for many and

came up unprompted in some of the Quebec and Ontario groups. While only a few were aware of the program name, some were able to describe it and others recognized it once described by these participants. Participants who were able to describe the program knew that it would provide eligible businesses with 75% of wages for their employees. In terms of the eligibility criteria for the program, a few participants believed that qualifying businesses must have lost at least 30% of their revenue (the initial idea of 10% loss of revenue was not seen positively). The group held in Southwest Ontario were also aware of the federal government providing access to credit in the amount of a \$40,000 loan for eligible small businesses.

### *Medical Supplies*

While many believed that there was a shortage of personal protective equipment (PPE) in Canada during the month of April (see Medical Equipment section), most were aware of what the Government of Canada was doing to respond to the situation. Many mentioned that the federal government was working with Canadian companies to ramp up domestic production of much needed PPE such as masks and ventilators. Later in the month, positive comments arose around the coordination between the federal and provincial levels of government on the issue of medical supplies.

Some participants also mentioned they were aware of the ongoing negotiations between Canada and other countries. More specifically they commented on the Canadian government negotiating to ensure that a shipment of N95 masks from the US could be sent to Canada, as per the original agreement. In Edmonton, there were specific concerns raised about the delivery of poor quality N95 masks from China.

### *Federal vs. Provincial Response*

As part of the broader conversation around awareness, some participants in Quebec discussed the relative responses of the Canadian and Quebec governments. While the former was deemed to be a bit slower comparatively to the Quebec Government, it was also thought to be understandable as the Government of Canada had to manage the crisis on a number of fronts.

In the BC Lower Mainland group, a couple of participants noted that they were following provincial, rather than federal, health advice since they felt the latter was less relevant, given that health care is primarily a provincial jurisdiction.

Many participants across groups found it difficult to clearly distinguish what activity is done by which level of government/public institution.

### *Other Mentions*

There were a number of other mentions, outside of the three focus areas above with regards to participants' awareness of how the Government of Canada was responding to the COVID-19

pandemic. These tended to revolve around references to the prime minister (e.g. daily press conferences, being in self-isolation), various political parties working together, Service Canada shifting to online access only, or a belief that wearing a face mask in public should have been advised earlier on. Additionally, some Montreal youth participants believed the federal government had issued a declaration of emergency (not their provincial government).

### **Seniors (Rural Quebec)**

In rural Quebec, seniors were aware of up-to-date information about the pandemic as it relates to their age group. Participants spoke about the fact that seniors, especially those with pre-existing conditions, are at a much higher risk for contracting the virus and that older people should strictly follow stay at home directives from the government and avoid visiting with others. They also believed that there were extra dangers facing seniors in long-term care facilities.

Unprompted, no one had heard about the federal government increasing funding for seniors impacted by COVID-19. After an explanation from the moderator that the federal government announced it would contribute \$9 million through United Way Canada for local organizations that support providing services to Canadian seniors, the reaction was overall quite positive, but with some important caveats. Concerns that were raised focused on ensuring that the aid was provided to the appropriate organizations. Some believed that there were already these types of programs and services in place at a local level and that instead, the assistance should be targeted to needy areas, such as vulnerable long-term care facilities. No one in this particular group could think of someone that they knew who would benefit from this particular program.

### **Government of Canada's projection model (SW Ontario, Lower Mainland BC GP, Rural Quebec Seniors, Edmonton)**

The Government of Canada's projection model (including number of deaths and length of time the pandemic would last) did not generally come up unprompted throughout the April groups. However, when participants were prompted (in the four locations listed above), levels of awareness varied.

In the Southwest Ontario and Lower Mainland BC groups, which were conducted mid-month around the time of the release of the model, there was a modest awareness. In terms of number of deaths, participants recalled hearing that best and worst cases were between 3,000-15,000 possible deaths in Canada. A few participants were taken back by the significant number of deaths presented, which spurred discussion on a renewed emphasis on social distancing and being prepared to do this for a while. In terms of timelines, there was a general sense that they were longer than anticipated and there was confusion around the idea of confirming a peak with multiple waves. Participants also raised questions about the quality of the data presented, based on the perceived lack of testing and accuracy of developing national estimates. They felt that that regional data provided a clearer picture, given varying levels of cases and deaths across the country

Later in the month, in rural Quebec (with seniors) and Edmonton, participants had very low awareness and did not seem to recall the projection model that was released earlier in the month. A participant in Edmonton mentioned that they had heard something on a national news program which “painted quite a bleak picture” and that it “definitely changed his view”.

### **Extension of the Canada/US border (Edmonton, Montreal, Rural Quebec and Rural Atlantic)**

#### *Awareness*

Participants had generally heard about the Canadian and American governments working together to extend the closure of the Canada-US border. Awareness was highest in the groups in Edmonton and Montreal, at a time when the issue was a recent announcement. These groups supported the idea given the higher infection rates in the United States. In rural Quebec and Atlantic groups later in the month, most had heard but were vague on the details, but after discussion all agreed with the decision.

#### *Timelines and conditions required to reopen the Canada-US Border*

Across all four groups, participants held a range of different views with regards to timelines. Expectations spanned from as quickly as a few months (such as July or August) to six months (October) away. The group in rural Atlantic was very hesitant about opening the US border in the near future, as participants viewed the US’s approach to the pandemic as a possible threat to Canada.

Key conditions to reopen the border that were raised overall were an assurance that the number of cases, and subsequently the spread of the virus, were under control in both countries, implementation of widespread testing and, for some, an available vaccine .

There was support for moving slowly on reopening the economy, and participants wanted to see tangible progress on safety first. In Montreal and rural Quebec, the groups felt that that no matter when the economy was reopened, there should be periodic re-evaluations and assessments conducted, based on the number of cases.

#### *Views on Travelling to the US*

Across all groups, almost no participants would consider travelling to the US at the time, if the border opened. After more discussion, some said that they may travel to the US in the coming months (mentions ranged from 2-8 months away) but only when numbers of cases are down and they felt safe – including in one case, if he contracted the virus and thus became immune.

## Assessment of Government of Canada's Response to COVID-19

### Overall assessment

Asked if the Government of Canada was responding appropriately to the COVID-19 crisis, the vast majority of participants agreed. This overwhelmingly positive view was shared across groups throughout the month.

Participants spoke positively about the way in which they felt the federal government took a comprehensive approach to ensure Canadians were cared for and demonstrated leadership during this uncertain and unprecedented global situation. Most believed that Canada was doing well compared to other countries, especially with respect to financial supports.

There were however some key criticisms of the government's response, which were consistent across various groups over the course of the month. Concerns primarily centred on what was viewed as a slow initial response from the Government of Canada during the early days of the pandemic. Many participants said that the federal government should have acted faster to close borders and airports. A few participants felt that international flights were allowed to enter Canada for what seemed to be too long. Others commented that stay-at-home measures, such as social and physical distancing, should have been implemented sooner and executed in a stricter, more direct fashion. Towards the second half of the month, comments around the long-term effects of the federal government's intervention and concerns about the future of government finances began to arise. In Edmonton, there was also a sentiment that the Government of Canada was not supporting small businesses.

### Priorities for next steps

Asked what else the Government of Canada should be doing to support Canadians during this time, a broad range of recommendations were made. While there were no clear consensus ideas, overall there was support for various measures, which evolved throughout the month of the April.

In the groups towards the beginning of the month, stricter enforcement of isolation/distancing and sanitation measures were important. In Mid-April, a clear focus for next steps was on continued efforts for the government to acquire and distribute medical equipment to protect healthcare and essential workers. Towards the end of the month, comments focused on better standards for testing and more research into antibody testing in order to facilitate reintegration of society.

Other, more generic, mentions cited with less frequency included:

- Providing travelers at the airport with "welcome kits" that include instructions on mandatory self-isolation
- Closing provincial borders
- A more united response across provinces
- Easing restrictions for health care workers who immigrated to Canada to be allowed to more easily practice in Canada during this time
- Widespread use and education on how the public should be using protective equipment (such as masks and gloves)

- Concerns with regards to financial security
- Lowering credit card interest rates
- Working with banks to make the process of negotiating mortgage deferrals easier
- Tax credits for small businesses to allow for improved cash flow when filing taxes next year
- Adjusting CERB to be more a “blanket” distribution of money, as some people who need the financial support are “falling through the cracks”
- Improved care for those in long-term care facilities

### **Assessment of responses from other countries (Edmonton, Montreal, Rural Quebec, Rural Atlantic)**

#### *Better job*

Asked if they could think of any examples of countries that have done a better job of handling their COVID-19 outbreaks than Canada, participants responded similarly across the four locations where this question was asked. By order of most-frequently to least-frequently mentioned, their responses included Germany, New Zealand, South Korea, Sweden, India and Iceland.

When asked what these countries did, or did not do, that made them more effective, a general consensus was that these countries implemented plans and measures very quickly and used a more widespread testing strategy. Perceptions of what each of these countries did well are included below.

- Germany - took early action, including testing; planned ahead and were now able to ease restrictions
- New Zealand – took early action; had a clear, targeted and tiered plan and communicated this well
- South Korea – used technology effectively, including a testing strategy, meaning they could do targeted lockdowns
- Sweden – closed the border swiftly and decided to simply treat cases as they arose
- India – had low numbers (at the time of the focus groups); locked down early

#### *Worse job*

There was overwhelming agreement across all four groups that, by far, the United States had done a worse job of handling their COVID-19 outbreaks compared to Canada. Participants felt this was due to a lack of federal leadership, an uninformed public, and missteps by various politicians. The US was viewed as not having taken the issue seriously enough and were slow to adopt restrictions, especially with regards to lockdown and isolation measures, which in turn caused a higher outbreak.

Mentions of other countries, outside of the United States, included:

- Italy – some surmised that this was a result of tourism and an older population compared to other countries



- France – were slow in reacting to distancing measures and provided little financial aid
- Spain
- Brazil – due to a perceived lack of federal action
- Various developing regions, specifically **Mexico**, **Africa**, and **the Middle East**, whom were viewed to be worse off due to issues surrounding poverty, high population densities, or refugee camps

## Medical Equipment (Lower Mainland British Columbia Newcomers, Montreal Youth, Quebec Small Towns (second group), Lower Mainland British Columbia, Rural Quebec Seniors, Edmonton, Montreal)

Asked if the country was prepared, in their view, with the medical equipment needed to manage the increase in the number of people getting sick with COVID-19, participants expressed a range of opinions.

The overall consensus, however, was that Canada was not that well prepared. The main reasons, top of mind, were based on reports participants were hearing about shortages in both Personal Protective Equipment (PPE) for health care workers and the availability of tests. There were also some comments about concerns related to the availability of hospital beds, medical professionals, and medications.

Participants in western Canada, as well as those in the rural Quebec seniors group were generally more positive. In British Columbia, many felt that their provincial hospital system was relatively well prepared, although some felt that part of this capacity might not be in the relevant section of the province. Participants in the Edmonton group thought that Alberta was well equipped, overall. The rural Quebec seniors were the most positive and felt that Quebec was well-equipped with supplies and hospital beds.

Among those more pessimistic, other contributing reasons were related to firsthand experiences with delays in accessing medical care before the pandemic, and assumptions that these shortfalls in the healthcare system would only be exacerbated by the demands created by the pandemic. The COVID-19 situation was viewed as creating many unknowns in relation to the scope and types of treatment required, which made assessments of capacity all that much harder and added to the sense of doubt. In addition, there was a widespread perception that the majority of the medicines and medical equipment required (including items such as PPE) were imported, and that there was a significant shortage in manufacturing capacity among Canadian industry.

Among participants in Southwest Ontario, however, many said that they were aware of industry efforts to step forward to retool and provide the necessary medical supplies and equipment.

### Priority Equipment

Participants across the groups had a clear and shared view of the kinds of equipment necessary, in their view, to manage the pandemic. First and foremost, they identified stocks of PPE large enough to cover the needs of hospitals and front-line health care workers, so that items did not have to be re-used. Some felt that the supply needed to be large enough to meet demand among the public, as well (for items such as masks, in particular). The PPE list identified by participants, overall, included masks and N95 versions, specifically, as well as face shields, goggles, gloves, and gowns. Participants also

identified ventilators as essential equipment, and some included medications, disinfectant, and hand sanitizer on the list, as well. A number of participants felt that that these items should be made in Canada.

## **Shortages of Medical Equipment**

### **Perceived shortages**

Participants were asked if they felt that there were shortages in the kinds of priority equipment they had identified. The responses to this question varied greatly. In the second Quebec small town group no one thought that there were any shortages, while in other groups participants identified masks (N95 and other), gloves, and ventilators, most commonly, as well as items such as hand sanitizer, swabs, and some medications (e.g. sedatives). In the Southwest Ontario group, participants said that they had heard conflicting information from different levels of government and were unsure as to whether there were shortages or not.

### **Government of Canada response**

At least a couple of participants in each group had heard something about the Government of Canada making efforts to address medical equipment shortages. The activities most often cited focussed on the purchase of masks and other equipment from China, along with efforts to ensure delivery, as some participants had heard that other countries were interfering with the fulfilment of orders by outbidding Canada prior to their shipment. Some also identified efforts by the federal government to fast-track approvals for new Canadian manufacturing facilities. With some probing there was definite awareness that the federal government was working with Canadian companies to quickly develop domestic capacity. The other issue that was mentioned multiple times concerned the United States government's decision to prohibit 3M's exports of N95 masks to Canada. The federal government's response to this issue was widely viewed as effective (in the BC group, some felt that since pulp for other types of masks is made in Canada, this gave the federal government some additional leverage).

Overall, participants thought that the Government of Canada was doing a good job at addressing medical equipment shortages (although there were dissenting voices and some thought that more could be done). The overall feeling was that a problem of this magnitude could not really be anticipated, and that the Government of Canada was doing its best to address the shortfalls, including taking action to source supplies and approach different companies to build up manufacturing capacity.

### **Awareness of US blockage of medical masks to Canada**

In the groups where this issue was asked about directly, most participants had heard about it and were supportive of the Canadian government's response. Their understanding was that the American government had blocked 3M from exporting N95 masks to Canada in order to keep them in the United States for domestic needs. Participants felt that Canada had responded effectively by appealing to common interest in allowing this purchase to proceed, warning that new barriers to trade would be reciprocated, and stressing the integrated medical trade between the two countries, which included a

large number of Canadian medical professionals making daily commutes to the U.S. to serve the needs of their health care system. After this exchange, participants said, the United States reversed its position and allowed the 3M exports to go ahead as originally planned.

### Medical Masks

There were discussions in both the Edmonton and Montreal groups on the subject of medical masks. On the broader question of whether or not the widespread use of masks could help to reduce the spread of the virus, there was some understanding that it could, but also widespread questions about whether or not that had been clearly determined. Similarly, participants were not entirely sure why or how masks helped. Some understood that it was to protect others while one thought that it also provided some personal protection. Only a few participants in these groups said that they had worn masks in public, themselves.

Asked if it should be mandatory for people to wear masks on flights within Canada, participants had mixed opinions. While some readily agreed, others said that they would support this measure only if evidence indicated it was effective. Others felt that it was unnecessary and ineffective and would only result in inconvenience and discomfort to travellers.

Participants were also asked if mask-wearing should be mandatory in crowded places, such as grocery stores and public transit. On this question, responses differed by location. In the Edmonton group participants did not support this measure, while in the Montreal group participants agreed with it. The reasons provided were similar to those above, including varying opinions as to the relative efficacy and inconvenience of mask wearing.

Responses differed again when the question was related to retail stores. Asked if mandatory mask use should be used in this setting, following a reopening of the economy and easing of pandemic-related restrictions, participants in Edmonton continued to have some questions about the effectiveness of masks but tended to support this measure if it allowed people to get back to work. In Montreal, on the other hand, there was less support for retail stores reopening with mandatory mask use. The main concern was that retail workers might not be trained in the proper use of masks and that wearing them might create a false sense of security and inadvertently lead to closer proximity and other risky behaviour.

## Personal Impact (All Locations)

Across groups, a range of questions were asked to gauge thoughts and opinions about how participants were being personally affected by the COVID-19 pandemic.

### Health Issues

#### **Perceived risk (Montreal Youth, Small Town Quebec (second group), Rural Quebec Seniors)**

Perceptions of personal risk were mitigated by youth and health, but also by the social distancing measures that had allowed many to reduce their exposure to other people and the possibility of infection.

None in the youth group felt at risk, and while a great deal of this was related to age and health, many also commented that social isolation had contributed to their sense of security. Very few in the rural Quebec seniors group, in fact, felt especially vulnerable, largely because of the safety measures they were taking to protect themselves. Additionally, they referred to their ability to remain at home with very limited to no physical contact with others who were spending more time out on the community and at workplaces, in particular. There was also a sense in this group that the widespread shutdowns in their respective communities and the social distancing being practiced by others were contributing to their safety.

In the Quebec small towns group, on the other hand, where many continued to work or have members of their households who were employed outside the home, there was a heightened sense of personal risk. Moreover, a number of participants in this group had households in which people were working in the health care or residential and long-term care sectors. This added to their sense of personal risk considerably, despite the fact that they were also taking extensive precautions to protect themselves.

#### **Experienced symptoms of COVID-19**

Only a few in these groups knew someone who had developed symptoms of COVID-19. In most instances, these individuals had just received tests and a diagnosis, as far as participants knew. The one exception was in Southwest Ontario, where the participant involved indicated that their friend had not been able to access testing and had been extremely frustrated in their efforts to obtain a proper diagnosis.

In the other instances mentioned, the individuals referred to had tested positive and had either recovered or were still dealing with the virus. In most cases, participants indicated that the people they knew who had been affected had quarantined at home or had managed their illness with the assistance of staff at their long-term care facility. Only one participant, in Quebec, had experienced symptoms themselves, following a cruise, but had tested negative.

### **What to do if symptoms develop**

Most participants were aware of the steps to take in the event of developing symptoms of COVID-19. This was especially true among participants in the Quebec and Atlantic groups, where nearly all participants said that they had a good sense of what to do. In most of these instances, participants indicated that they would immediately self-isolate at home as their first step. Some said that they would monitor their symptoms at first, to see what developed, but most indicated that they would seek out advice by making a phone call, either to their family doctor, 811, Telehealth Ontario or equivalent. A few also mentioned that they knew of a self-assessment tool that was available online, but did not specify the source.

In the Ontario and Edmonton groups, on the other hand, and among the youth group in Montreal, there were a few participants who said they were not sure what to do. Most knew they would need to quarantine themselves at home, as a general rule, but many were unsure of how to obtain further instructions or get a diagnosis. Some said they would go in person to either a walk-in clinic or emergency room, call 911, or simply quarantine themselves and monitor their symptoms to see what developed. A few felt that there were likely some established steps to take and resources available, but they were unsure what they were or whether they had evolved over time.

### **Behaviour Change**

Everyone reported modifying their behaviours and experiencing profound changes to their daily lives as a result of widespread shutdowns, social distancing and home isolation.

### **Home isolation and physical distancing**

All participants said that they were staying home as much as possible, and only going out when necessary. For some this included work and for most it included at least some shopping for groceries and other essentials, as well as exercise, walks, and drives. While none reported visiting with friends or family outside their household in situations where there was close physical proximity, some were visiting in-person at distance outdoors or waving through windows. A number of participants were dropping off food and other provisions for older parents and other vulnerable family members. A few said that they had been indoors for weeks, but most were going out with some regularity in very limited ways, implementing sanitary and physical distancing precautions to stay safe.

### **Work**

While some were still going to work or had family members who were, many were working remotely, working less, or had stopped working entirely. Those who were going to work described a range of precautionary behaviours, including physical distancing with colleagues, customers and clients, regular use of hand sanitizer, avoiding face-touching, and disinfecting surfaces on a regular basis. Some were making use of masks and gloves at work and were working behind plexiglass barriers. In a number of instances participants mentioned avoiding public transportation, if possible. Some were getting drives to work from family members or providing drives to members of their households who were working.

### **Sanitary precautions**

Regardless of circumstances, participants were widely implementing basic sanitary precautions, such as washing their hands frequently, avoiding touching their face, sneezing or coughing into their sleeve, using sanitizer for their hands, and regularly disinfecting surfaces. Many said that they were being extra cautious when returning home from outside and in some cases changing out of their clothes at the door and showering. They also said that they were being extra cautious when outside their homes to maintain physical distances, avoid touching surfaces, and using hand sanitizer in instances where they had to make contact. Only a few were using face masks or, to a lesser extent, gloves when they went outside.

### **Shopping and food safety**

Shopping for groceries and other essentials, for themselves or older/sick family members, was one of the main activities that was getting people out of their homes. A number of participants were ordering online for delivery or pick up, and many said that they were stockpiling extra food and provisions to reduce their shopping frequency.

While the issue of food safety came up as a concern unprompted in a few instances, participants in the Montreal and Edmonton groups were asked about it directly. Most of these participants said that they did have concerns about food safety and were implementing a number of precautionary measures, which most commonly included spraying or wiping down bags and packages, as well as washing fruits and vegetables. In a few instances, participants were going further and creating dedicated shelves for new items brought into their home so they could sit for a few days to avoid any cross contamination. Many also reported concerns about prepared food and reported that they had either reduced or eliminated their usual practices of ordering takeout and delivery.

### **Children and youth**

Among parents, there was considerable commentary about behaviour and lifestyle changes related to family life. In addition to homeschooling, participants were typically undertaking a wide range of activities to help their children adapt to social isolation and maintain healthy routines and a sense of normalcy.

Among the Montreal youth group, all said that they were implementing the kind of general behaviour changes described above, from sanitary measures to social distancing. In addition, most had experienced a change to their living situation and had moved back home with parents. They were also finishing their school year by taking courses online.

### **Community changes (Lower Mainland Newcomers, Rural Quebec, Rural Atlantic)**

In the two rural groups, participants were asked if they felt that the impact of COVID on day-to-day life had been different where they lived, compared to the experience of those living in larger centres, such as Montreal and Toronto. Most felt that it had, in largely positive ways. Living in areas with smaller populations and less density had created a greater sense of security for most. Participants widely felt that they had more opportunity to socially distance themselves from other people and stay safe as a

result. A number of participants also commented positively on their ability to get outdoors and enjoy nature. At the same time, however, a few felt that rural areas might be more vulnerable to any potential disruptions to supply chains and resulting scarcity. Similarly, some were concerned about limited access to the kinds of services available to those in larger cities to help adapt to social isolation and comply with stay-at-home directives.

In the newcomer group in Lower Mainland British Columbia, participants were asked if they had experienced any changes in their local communities, especially as it related to social interactions. A number of participants mentioned hearing about increased instances of racism, especially towards people of Asian ethnicity. While only one participant said that they had been directly affected, many had heard stories or witnessed incidents of people being racist, in their view, toward neighbours, colleagues or customers because of their Asian heritage.

## Isolation and Social Distancing (All Locations)

### Frequency and Reasons for Leaving Home

Consistent with continuing the behaviour changes that many made in March, almost all said that they were staying home as much as possible. If they did decide to leave the house, it was only when necessary to take an essential trip to get groceries, pick up medication, or to attend a medical appointment.

The timelines around grocery store visits were varied. While many said they were only going to the store once a week, others provided short (a few times a week) and longer (once every couple of weeks) durations. Some were also grocery shopping for others, such as parents or grandparents, for instance.

In April, participants increasingly said that they were going outside on a daily basis for exercise, such as for a run, to walk the dog, or to take a bike ride. Parents, in particular, mentioned taking their children outside to play. Some were taking drives in their cars or stopping to visit with family members or friends outside.

A few, who were deemed essential workers (for grocery stores, pharmacies, banks, long-term care facilities or construction operations), were still going to work. Among these, those who worked in an office setting said that their workplaces were limiting the number of employees in the office at one time and that the number of days in the office had been reduced to a few times per week.

Among key subgroups, results were very much the same. When talking to youth, they said that they were all practicing social distancing and understood the importance of everyone playing a part. Seniors said that they did not think that they were doing anything differently from any other group.



They all agreed that contact with family members would pose a health risk to them and therefore had not visited family and no family had visited them.

### **Staying at Home (Small Town Quebec, Greater Toronto Area, Lower Mainland BC Newcomers, Montreal Youth)**

#### **Expectations and length of time**

Participants' expectations of how long stay-at-home directives would be in place were varied. Almost no one expected that these measures would be lifted within the next month. Many believed that directives would stay in place for another two or three months (June-August), while a few suggested that it could be as long as six months or a year. Mentions from those who anticipated a longer timeframe indicated that they believed measures would not be lifted until cases begin decreasing or until there was a vaccine or treatment developed.

#### **Flattening the curve (second Quebec Small Town group)**

In the second Quebec small town group (April 9<sup>th</sup>), participants were asked if they had a sense of where their province was at in terms of 'flattening the curve'. The sense from most was that Quebec had not reached its peak yet, but that everyone appeared to be adhering to directives that were important to flattening the curve. While some also commented that they thought Quebec was at the same level as the rest of the country, just as many believed that the province was closer to flattening the curve when compared to the Canadian average.

#### **Preparedness**

As mentioned above, most had been staying home since mid-March and this behaviour had been somewhat normalized by this point. As such, many said that they were prepared to stay at home for at least another few months and had accepted this as the reality of the situation. Some mentioned that with the changing of seasons and weather, being able to venture outdoors would make it easier to stay home otherwise. However, participants felt that staying home beyond a few months would be challenging.

#### **Challenges**

When discussing the challenges that come with staying at home, three main themes arose: emotional challenges, financial challenges and concerns about the availability and access to food and medication.

*Emotional:* Participants expressed hardship at not being able to see their loved ones, including one who was contending with added mental health stress during social isolation and found it difficult to answer some of the questions in the group. Although some were utilizing a number of online tools, such as FaceTime, Skype and e-mail to stay in touch, not being in the physical company of family or friends was a real struggle for many. .

*Financial:* Those who had been laid off due to COVID-19 were worried that if staying at home directives continued their loss of job and income would be a major challenge and stressor for them. Many were already concerned that they could not pay their bills and that they would accumulate a large amount of debt. Those in dual-income households, where one member was still working, felt the financial stressors less than those in a single income household.

*Food/Supplies:* While of somewhat less concern for many participants, concerns about the availability of food and access to medication were still top of mind for some. Mentions of this occurred in the groups towards the beginning of the month, as well as in small and rural communities, in particular in Atlantic Canada.

Specific subgroups of the population, including youth and parents, seemed to have more unique sets of challenges with staying at home.

*Parents:* Parents, especially those with younger children, found it very difficult to manage their children being at home full time. When asked about what they find to be most challenging, they said keeping their children entertained, finding activities for them to do, their children not having anyone to interact with and keeping up with schooling. Some parents mentioned that their children were also feeling the impacts of being at home on an emotional level. They are missing their usual social activities, such as playing on sports teams and interacting with school friends.

When asked, all GTA parents reported that they had not allowed their children to visit with friends and that their children were quite aware of all the social distancing precautions. In addition to parents talking to their children about social distancing and prevention measures, their children were also getting information through social media, the news (while watching with their parents) and through alerts on their phones.

*Youth:* The challenges among youth in Montreal focused around schooling and job prospects. Post-secondary students faced challenges as courses were moved online. They cited difficulties with not being able to interact with their professors, struggles with scheduling the mix of live/recorded classes, and the amount of coursework they were being required to complete. Youth who had recently graduated were job hunting and found it to be very difficult, given the current lack of job opportunities.

### **Assistance**

When asked what kind of assistance would be helpful for participants, responses were limited and generally they had a difficult time answering this question. In some cases, this was because they felt that the Government of Canada was already doing a good job providing financial assistance and that there was little else they could do. Only one participant said that they needed more financial help than what is currently provided through the CERB. A few people commented that they saw a role for the federal government to play in creating new jobs, specifically in sectors where work is possible from home.

Similarly, in the group with seniors, participants said that they did not necessarily require any specific additional supports. However, they thought that mental health is a particular issue for seniors and that there should be increased personnel to support those living in long term care facilities or home.

### **Personal Inconveniences (All Locations except Southwest Ontario)**

Many of the factors that participants indicated as “challenging” because of stay at home directives were the same things that they found to be most inconvenient. Across all participants, the main inconvenience was not being able to visit with friends and family. In particular this was of more concern for those who had a sick or elderly loved one that they were concerned about. Others found it hard not to be able to socialize with friends.

In particular for youth in Montreal, not being able to see their significant other was inconvenient. For other youth, completing their spring semesters online (if they were attending post-secondary school) or issues with finding job opportunities were frequently mentioned.

Among those who had been laid off, many were first to speak up and said that losing their job and subsequently their income, was the most inconvenient thing for them to deal with in the pandemic.

In particular, parents found it very inconvenient having their children at home and having to school them, especially when the parent was also working or studying from home.

Not being able to access services deemed non-essential, such as hair salons, restaurants chiropractic or physiotherapy clinics were also mentioned as somewhat cumbersome.

### **Social Distancing Communications (Small Towns Quebec groups, Greater Toronto Area Parents, Lower Mainland BC Newcomers, Montreal Youth)**

#### **Impressions of advice and information from the Government of Canada**

Impressions of the Government of Canada’s advice on social distancing evolved throughout the month of April. In groups held early in April, such as the first Quebec Small Town (Apr 1<sup>st</sup>) and the GTA (Apr 2<sup>nd</sup>) groups, participants shared mixed impressions. Those who had less favourable impressions stated that they felt the Government of Canada directives on social distancing were too broad and not strict or aggressive enough, and that as a consequence there were still recalcitrant Canadians.

The groups later in the month seemed to take a different stance, with all participants agreeing that the Government of Canada had been providing Canadians with all the advice and information they needed when it came to social distancing.

#### **Best way to provide and share information and advice**

Methods of disseminating information with regards to social distancing varied between subgroups. Most participants said they primarily would like to continue to see it on TV, radio and through alerts to

their phone. One suggestion, presented in a small Town Quebec group and agreed upon by many in the group, was to send this type of information to Canadians by e-mail.

By far, social media was the most popular method to share information with young adults. Specifically, YouTube and Facebook were the channels mentioned and they would prefer to see ads in the form of short videos.

### **Anonymized Cell Phone Location Data (Southwest Ontario, Lower Mainland BC, Rural Quebec Seniors, Edmonton, Montreal)**

Participants' awareness of researchers tracking Canadians through anonymized cell phone data to determine if Canadians were staying home during the pandemic changed as the month progressed. Participants in groups held earlier in the month, such as those in Southwest Ontario (April 14<sup>th</sup>), Lower Mainland BC (Apr. 15<sup>th</sup>) and rural Quebec (Apr 16<sup>th</sup>) were very aware of this initiative. However, towards the end of the month, awareness was lower with only one or two participants in Edmonton and Montreal having been aware of this.

When asked if they believed the Government of Canada should coordinate with researchers to track areas where people were not following stay-at-home directives, participants' views were split down the middle. The half in support felt that the data was being collected regardless and viewed it as a positive way to use the information to help stop the transmission of the virus. The primary concern among the other half, who were opposed, was that it would set precedent for similar data to be used in the future for other purposes, which they described as a "slippery slope". Some expressed concerns around privacy and a general distrust of government. Meanwhile, others simply thought that it was not a measure that was necessary at the given time, but something that could be used if the pandemic got worse.

For the last two groups of the month, in Edmonton and Montreal, participants were asked if they would support or oppose the idea of the Government of Canada teaming up with cell phone companies to create a tracking application. Participants were told that under this scenario, the application would allow Canadians to voluntarily sign up, and should an individual become infected with COVID-19 it would notify others that had recently been in contact with that person. Similar to the previous responses, about half of participants expressed concerns with this application. Concerns focused around privacy, perceived implications on individual rights and freedoms, and the effectiveness of the app. Those that did not express concern noted that sign up was voluntary and that individuals could choose whether or not to download the app. About half of the participants in these latter two locations thought the app would be effective.

## Re-opening (Edmonton, Montreal, Rural Quebec, Rural Atlantic)

While many participants felt that Canada was doing a good job at getting COVID-19 under control, few believed that it was contained yet. Top-of-mind, some participants voiced concerns about the increasing numbers of cases and deaths, especially in Quebec and long-term care facilities, or questioned whether it was possible to have the situation under control prior to a peak in the number of cases or a vaccine or treatment had been found. All participants were especially concerned about the international situation and felt that the virus was not yet under control globally, especially in the United States, which amplified concerns for many about prospects for Canada in the event of any lessening of border restrictions.

Asked whether Canada was ready to start planning to re-open its economy and loosen restrictions on stay-at-home directives, participants had mixed responses. In Edmonton and the Atlantic region, participants were wary. Most were concerned about the prospect of any imminent easing of restrictions, but some wanted to see a plan for doing so cautiously. Asked to estimate Canada's readiness in terms of time, participants in these groups offered a range of responses, from weeks to months, and some felt that it was less about timing than circumstances.

Among participants in the Atlantic group there was some marked concern about the numbers of cases in Quebec, in particular, and whether an easing of restrictions there would lead to travellers from that province bringing the virus to their region. In the Montreal group, participants were divided in their views. Some felt that Canada was ready while others felt that deaths and cases had yet to peak and that re-opening now was too risky. In the rural Quebec group, on the other hand, most were sanguine about, and supported, imminent action being taken to ease up on restrictions.

As a follow up question, participants were asked if they would support easing restrictions if medical experts determined that Canada had reached a point where doing so would likely lead to only a small increase in the number of cases. Few participants who had earlier expressed concerns about re-opening changed their opinion. They continued to be wary, especially if this were to happen imminently. Some felt that, given the novelty of the virus, even medical experts had little understanding of the risks involved and the possible negative impacts on health that might result. Accordingly, many reiterated their desire to see a cautious and conservative approach.

In fact, apart from the participants in rural Quebec, most initially said that they supported the idea of keeping strict social distancing in place until there were either no more cases in Canada or a vaccine was discovered, if this was the advice offered by medical experts. Asked if they would support this approach if getting there took a year or more, however, participants were more ambivalent, expressing concerns about the prospect of such a lengthy shut down and the impacts that that might have on the economy and people's lives, finances, and mental health.

Participants were similarly ambivalent about the best way to coordinate a re-opening across the country. Many felt that the situation varied province by province and that provincial governments were likely in the best position to determine the most effective approach in their jurisdiction. At the same time, however, even in rural Quebec, most wanted to see some kind of national plan and tentatively supported the idea of federal guidelines regulating the re-opening of workplaces, stores, restaurants, and other services across the country.

Asked about the priority for easing restrictions, most reiterated their desire for moving cautiously, and easing up gradually while keeping precautions, like physical distancing, in place. Some wanted to see new precautions implemented, as well, such as obligatory mask-wearing. The main priority for re-opening concerned access to non-urgent health care, to ensure that those with non-COVID related concerns could get treatment, especially patients requiring cancer care. Participants in the rural Quebec group were especially concerned about this. Other suggestions included allowing for small gatherings and increased socialising among extended family members, as well as re-opening parks, trails and other outdoor areas that would allow for increased physical activity.

## Message Testing for Re-opening (Rural Quebec, Rural Atlantic)

To help feed into federal government communications, twelve statements (all annotated below) were tested as examples of the kind of information that the Government of Canada might provide to the public, once provinces started easing up on pandemic-related restrictions. The statements generally fell into four thematic areas, as follows:

- Re-opening social and economic activity
- Reducing spread and protecting vulnerable populations
- What to do if symptoms appear
- Ongoing risks and risk management

There were some differences in how the messages were tested in each of the groups. In the Quebec group, participants were asked to review all twelve statements, before being asked what they thought about the information overall and how the messages made them feel. Then, participants were asked to respond to a poll, identifying all the statements they liked the best, any they disliked, as well as any they found to be confusing or unclear.

In the Atlantic group, the messages were grouped and presented thematically, one at a time. Participants were asked to respond to a poll, identifying the statement in each thematic area that they felt was the clearest, and which one, in their view, offered the most important information.

In both the Quebec and Atlantic groups, a discussion followed the polls, in which participants were asked to explain their selections and describe any likes and dislikes associated with each of the statements. Findings based on the polls and discussions, combined, are included below.

### Overall Findings

Overall, Quebec participants viewed the messaging positively. They found the information useful, when taken as a whole, and consistent with what they had already been hearing on a regular basis. None

found the information presented to be surprising or alarming in any way. Some described these types of messages as reassuring, while others were more neutral. Nothing about the statements as a group stood out as particularly unclear or confusing to participants in their initial assessment. A few, however, said that they had some questions about the specifics of re-opening, with respect to timing for instance, and/or how the approach would be phased.

With regard to specific statements, participants in the Quebec group tended to respond most positively to messages focused on a slow and cautious re-opening, removing restrictions on access to health care for those with non-COVID related health issues, and keeping precautions in place to ensure that vulnerable populations were protected.

Among participants in the Atlantic groups, where there was a higher degree of wariness about easing pandemic-related restrictions, participants widely agreed that the most important information related to precautions remaining in place, the need to continue following restrictions, cautions about asymptomatic spread, and clear directives for anyone experiencing symptoms to contact public health or get tested. Participants in this group also liked the inclusion of an appreciative message from government that acknowledged the collective and individual efforts that had been made to date by Canadians to reduce the spread and protect one another.

Participants in the Atlantic group were more sensitive than those in Quebec to what they perceived as negative messaging. They tended to dislike references to ongoing transmission, illness or death. They also preferred inclusive messages that applied to everyone, especially in regard to ongoing rules and restrictions remaining in place.

In both Quebec and the Atlantic region, participants showed some sensitivity to messaging that minimized the impact of COVID-19 on the broader population, which came up quite strongly when discussing one of the statements that started off by emphasizing the mildness of COVID-19 symptoms for most people. Participants also had questions about testing, and whether this was being made readily available to those with symptoms.

A great deal of commentary in the Atlantic group, in particular, was focused on message clarity. Participants disliked complicated statements and felt that the wording of a number of statements needed to be improved. They showed a clear preference for simple statements and short, incisive sentences. Participants tended to find statements offering facts and clear advice as most informative.

## Findings by Statement and Theme

### Re-opening social and economic activity

1. *"We recognize that we'll continue to see the transmission of COVID-19 in the community as things start opening up again. That is why we need to move slowly, cautiously, as we live through the next phases of this pandemic, until such time as we have a vaccine."*

In the Quebec group, this statement resonated most strongly with participants. They widely agreed with this approach to re-opening, with its emphasis on doing so slowly and cautiously. Most felt that this was a reassuring message from government, and they widely felt that this statement was clear and straightforward.

In the Atlantic group, on the other hand, where participants were generally more concerned about re-opening, a number of participants found this statement off putting. References to continued transmission, caution, and the next phase of the pandemic were viewed as negative or alarming. Some however liked the explicit reference to COVID-19 in this statement.

2. *“Thank you for following the advice of experts to stay at home during this difficult time. Because of your actions, we are now able to start gradually opening things up in our communities. Please follow the most recent rules around social distancing closely so we can return to normal soon.”*

In the Atlantic group, this statement about re-opening resonated most strongly with participants, who felt that it was the clearest one in the broader thematic group and conveyed the most important information. Participants liked the tone of this statement, and the fact that it started off with a thank you for the efforts being made to stop the spread of the virus and support one another. They also liked that it stressed a gradual approach and the need for everyone to continue to follow the rules around social distancing, which implied that precautions would continue to be in place. This aligned with the broader sense in this group that the country was not yet ready to return to normal. One participant commented, to some agreement, that the reference to returning to “normal” soon might be unrealistic and that the message would be more accurate if it referred to a “new normal”.

In the Quebec group, the message did not resonate as strongly as the first one above. What most in the Atlantic group liked about the tone of this message, with its emphasis on thanking the public and continuing to follow the rules, did not appeal to the Quebec participants as much (with some expressing dislike), feeling that it bordered on condescension.

3. *“By opening up health services for all conditions again, and allowing for some social and economic activity, we hope to reduce the overall burden of disease and illness in the community, COVID and non-COVID related.”*

Re-opening access to health care for those with conditions unrelated to COVID-19 was widely identified as a priority among participants in the Quebec group during an earlier discussion about easing pandemic-related restrictions. Many in the Quebec group liked this message for that reason and understood what the statement was attempting to express. Others, however, and nearly all in the Atlantic group, found this statement confusing. The perceived lack of clarity and poor sentence structure was the subject of most of the commentary among participants in the Atlantic group, in particular, who felt that too many ideas were being packed into a single sentence and that the sentence was too long. Many in the Atlantic group also disliked the reference to “COVID and non-



COVID related” at the end of sentence and felt that this was awkward and confusing. Some also felt that the statement was negative, overall, and fear-inducing, with its emphasis on disease and illness.

### **Reducing spread and protecting vulnerable populations**

1. *“Remember that each of us can still infect others, even if we have no symptoms. It will be critical to continue practicing fundamental infection prevention measures, as well as to ensure that anyone with symptoms contacts their local public health authority to determine if they should be tested.”*

Participants generally felt that this statement offered important information. In the Atlantic group it was widely viewed as offering the most important information among the four statements tested as part of this overall theme, with its specific references to asymptomatic spread and contacting public health to enquire about testing. These participants also liked that the message applied to everyone and had a focus on protecting others. For the most part, participants found this statement clear and easy to understand, as well, although some felt that the expression “fundamental infection prevention measures” needed to be reworded and simplified.

2. *“People with chronic disease, people over the age of 60 and anyone at higher risk should maintain a high-level of vigilance. We need to support these most-vulnerable members of the community to continue to stay home as much as possible, avoid situations where non-home contacts might be and/or where adequate physical distancing is not possible.”*

In Quebec, where most were supportive of beginning to ease up on pandemic-related restrictions, participants tended to feel that continuing to protect vulnerable populations was essential in order to keep the death rate down. In the Atlantic group, there seemed to be a preference for keeping more universal precautions in place. In both groups, however, a number of participants felt that the way this sentiment was expressed was a bit complicated or vague and needed to be reworked to make it clearer.

3. *“Continue to practice the critical measures to limit transmission: physical distancing, frequent hand-washing, and staying home if you’re sick.”*

Participants in the Atlantic group felt that this statement was the clearest of the four included in this theme. They liked that it was short and straight forward and provided clear and simple instructions. Most agreed that this message was already widely known and did not offer information that was especially important for that reason. Some felt that it offered a good reminder to the public to continue following these measures in the event of re-opening, and liked that it applied to everyone.

4. *“Most people infected with COVID experience mild symptoms. During this reopening phase, we will do our utmost to protect those at most risk of severe illness due the virus. Our goal is to*

*minimize overall illness and death from COVID and non COVID related illnesses. There are key steps all Canadians can take in this."*

This statement did not resonate with participants in either group, primarily because they felt that it minimized the impact of COVID-19 by starting off with a statement about most experiencing mild symptoms. Some also felt that the messaging was confusing or incomplete by failing to be explicit about what was being done to protect those most at risk or what the key steps were that Canadians could take. Some in the Atlantic group also characterized this as a negative message with its focus on illness and death.

### **What to do if symptoms appear**

1. *"If you suspect you have illness due to COVID, get tested. This will help us identify any outbreaks in the community and put in place measures to prevent further spread."*

Participants tended to like this statement for a few reasons. In the Atlantic group, participants liked that it was simple, clear, and to the point. It was widely viewed as the clearest statement among the two tested in this theme, as well as the most important. In both groups, in fact, most felt that a clear directive from government to get tested was reassuring and made sense as a way to reduce transmissions. At the same time, however, participants had questions about whether or not testing was actually being made widely available, and if the message was credible or accurate.

2. *"If you are experiencing even mild symptoms, stay home from work and other community settings until you are better. Employers and employees alike need to support each other on this front so that we can track the rate of transmission and keep it under control. Remember that the science tells us it's possible to be spreading the virus before, during and even without any symptoms."*

This statement seemed to raise more questions than it answered for participants. Some felt the reference to symptoms was too vague and needed to be explicit to avoid any confusion. Others were confused by the suggested relationship between employees staying home and the ability of government to track the rate of transmission, given their assumption that employers would not be reporting presumed cases among their workers to public health. And some felt that the reference to "the science" was too vague. Overall, there also seemed to be too much information being conveyed in this statement for many participants, which overshadowed the clarity of the message to stay home in the event of COVID-related symptoms developing.

## Ongoing risks and risk management

1. *“COVID-19 remains a serious health threat. While some restrictions are being loosened, it is important to recognize that things can get worse again if we don’t all follow the current restrictions in place. Stay up to date with the latest rules and restrictions for your area and follow them by visiting [Canada.ca/coronavirus](https://Canada.ca/coronavirus) regularly.”*

In the Atlantic group, nearly all participants identified this statement as not only the most important but the clearest of the three tested as part of this general theme. Participants liked the serious and cautionary tone, the implication that restrictions would remain in place, and the directive for everyone to continue to follow the rules and stay up to date. They also liked the inclusion of the website information. In the Quebec group, this statement did not resonate to the same extent and elicited relatively little commentary, overall.

2. *“We know many Canadians want to mark important ceremonies, funerals and other important rites and rituals. It will be important to follow your local guidance on number of participants, infection prevention measures and associated events.”*

While some felt that this statement was clear, others found it confusing or vague. There was little commentary on the substance of the message, as a result. In terms of specifics, some wondered what “associated events” meant or why COVID-19 was not explicitly referenced in the statement.

3. *“Canadians young and old have been suffering as a result of COVID-19. While some things are starting to open up, we must remember that everyone is at risk of contracting the disease and everyone is at risk of passing it to loved ones. So, follow guidelines for your area closely and help protect each other.”*

This statement elicited very little response or commentary in either group, positive or negative. A couple of participants in the Quebec group said they liked it but could not explain why. Some in the Atlantic group liked that it was inclusive and applied to everyone.

## Economic Impact (All Locations)

### COVID-19 Economic News

Participants were highly attuned to COVID-19 related impacts on the economy. Most said that they were seeing or paying attention to a range of issues, especially job losses, high numbers of people claiming Employment Insurance, and negative impacts on businesses and industry, such as

bankruptcies and wide scale lay-offs. Permanent job losses and closures in the restaurant industry were mentioned, specifically, along with new challenges for the oil and gas industry in Alberta.

A number of participants were also following what was happening with the United States (US) economy, the stock market and the Canadian dollar as broader indicators of Canada's economic health. Some said that they were hearing that prospects for recovery in the short or medium term were looking dim. Among some participants there was a sense that long term projections for Canada were lacking, especially compared to the kind of analysis they were seeing for the US economy. Most were also paying attention to the economic and financial initiatives being implemented by the Canadian government and were aware of the significant response being mounted. The Canadian Emergency Response Benefit and wage subsidies for small business were mentioned most commonly.

### **Degree of Concern about the Economy**

Most expressed a high degree of concern about the impacts of COVID-19 on the economy and felt that they were already wide ranging and likely to be significant and long lasting. Many were especially concerned about the survival of businesses over the long term, and the impact on jobs and incomes. Participants also expressed concern about consumer prices going up, the potential for supply chains to be affected, and investments going down. While not especially widespread, there was also some unprompted concern expressed about the impact of economic disruption and emergency government spending on government revenues, deficits, and overall fiscal health.

Asked about the sectors and workers already affected, in their view, participants identified small businesses, especially shops and restaurants in their communities, as well as key industries underpinning national or provincial economies, such as travel and tourism. Among newcomers in British Columbia, there was noted concern about the impact of economic disruptions on students, recent graduates and part-time workers. Across groups, there was some sense that certain sectors, such as healthcare, education, trades, and government were less affected than others, at least at present.

Asked what kinds of sectors and workers might be affected if the virus continued to spread, most felt that those already struggling would continue to bear the brunt of it. Additional mentions included retail, in general, cruise lines and ridesharing services, as well as specific types of local shops, such as bakeries and florists. Overall, however, many felt that the impact had the potential to be wide-ranging, with downstream effects on all businesses, sectors and workers to some degree.

### **Personal Financial Impact**

Both across and within groups, participants were facing a diverse set of circumstances with regard to employment and financial security, but most said they had been negatively affected financially, in one way or another, as a result of the economic shut downs and social distancing directives that were keeping people at home.

A significant number of participants had lost household income, either directly or through a spouse or older children. Some had been laid off from jobs or lost business income as a result of closures, while others were facing reduced hours or commissions as a result of scaled back spending by consumers. Few of these participants felt prepared to manage through an extended economic shut down or downturn. Some were drawing on limited savings, or were just getting by, while others were going into debt and/or facing significant short-term worries about paying for rent and other basics, especially those in single-income households and with school-aged children or other dependents at home. A few of these participants mentioned that costs for basics such as groceries or internet and mobile phone services seemed to be increasing.

That said, most still had some income coming in, if only through benefits such as Employment Insurance or the Canadian Emergency Response Benefit, which a number of participants said they had applied for and were now receiving. A number of participants, especially in the Greater Toronto area, indicated that they were lucky to still be fully employed, or to have a spouse that was. These participants tended to be working in sectors like healthcare or education and felt relatively secure. Quite a few of these participants, in fact, commented positively on their increased ability to save money under the present circumstances, because they were no longer incurring costs typically associated with work, such as travel, and because little was open to accommodate usual patterns of consumption, from shopping to eating out at restaurants.

Even among these more financially secure participants, however, most were facing heightened anxiety about what the future might hold for the economy, overall, and for themselves longer term. Some were concerned about family outside their household who had been financially impacted and either needed help or might need some assistance from them over the longer term.

Asked what kind of supports or assistance they needed, if any, participants mentioned rent relief, additional income supports and benefits, generally, as well as personal loans or lines of credit.

### **Government of Canada Economic and Financial Initiatives**

There was a high level of general awareness of the Government of Canada's actions to provide emergency support for the economy, businesses, and households. Most were aware that the federal government was mounting a multi-billion-dollar effort, overall, with new programs being announced on an ongoing basis. In regard to specific initiatives, top of mind, most were generally aware of the \$2,000 per month being offered through the Canadian Emergency Response Benefit (CERB), the supplement to the Canada Child Benefit, and the Canada Emergency Wage Subsidy (CEWS). Some were also aware of loans being made available to small businesses through the banks, with some federal government involvement in that initiative, and there was also some mention of deferrals of tax payments for individuals. There was also some limited mention of the border being kept open to allow for continued economic activity and for the transportation of goods and supplies.

### **Canada Emergency Response Benefit**

Most were aware of this benefit. It received mention, unprompted, in nearly all groups, and was the initiative most widely known by participants. A few mentioned the benefit by name, but most were aware of the \$2000/month amount being offered. In regard to the other details, awareness was mixed. Many indicated that they did not have any more detail than this. Some had questions about whether or not they were eligible or would be eligible if their working circumstances changed, as well as how to apply and whether or not the benefit would be taxable. Others knew more and mentioned specifics, such as the four-month duration of the benefit, easy application, either online or by phone, and automatic approval for anyone who applied, with the benefit being clawed back at tax time for those who did not qualify. A number of participants also mentioned swift payment, within days, and direct deposit into people's bank accounts. Participants generally understood that the benefit was meant for people affected by COVID-19 who had lost jobs or incomes and were not covered by Employment Insurance. A few participants mentioned that qualification required a previous year's employment income of at least \$5,000. Overall, most saw CERB as a key initiative within the federal government's overall effort to ensure that all who needed some income support because of COVID-19 could receive it.

In most groups, there were a few participants, at least, who had a high level of information about the benefit in most cases because they had looked into it for themselves or for family members. Some felt that they did not qualify and had not applied for the benefit as a result. In most groups, however, there was at least one participant who had applied and had begun receiving the benefit. In the groups in rural Quebec and Atlantic Canada, there were a number of participants who were receiving the benefit. Most described the process as easy, straightforward, and fast. Some said that they had been directed to the CERB, or signed up automatically, after applying for EI. There were a few, however, who said that they had encountered delays based on some confusion about whether they qualified for either the CERB or EI, or after trying to verify their eligibility for the CERB. One had encountered a delay because of an address change.

Asked if the federal government had acted quickly enough in rolling out this benefit for Canadians, most thought that it had. Some felt that there had been an initial slowness to respond, or some early confusion about who qualified, but that this had been fairly quickly rectified by making approval automatic. A number of participants felt that the government was doing a good job of getting the money out quickly, based on their own experience or word of mouth from those they knew who had applied.

### **Canada Emergency Wage Subsidy**

There was widespread general awareness of this benefit for small business. In all groups there were participants who had heard of it, and in many groups nearly everyone was aware that a wage subsidy was being offered to small businesses by the federal government, either to keep people employed or to hire back employees that had been laid off because of COVID-19. Many had heard that 75% of salaries were being covered by this program, but beyond this only a few were aware of more details. Most of those who were more knowledgeable had actively looked up information about the program in order to determine whether their own company, or one that they worked for, qualified. These

participants described the benefit as one paid to small business to cover a portion of their payroll costs, up to a certain amount. A couple of participants mentioned, more specifically, that the 75% of coverage was capped at \$55,000 of annual salaries.

Asked if the program might help them, personally, only a few felt that it might, but were not sure. Only one participant (in Atlantic Canada) indicated that the company he worked for was making use of the program. Accordingly, some of these participants had questions, including whether or not the benefit was being offered to companies not deemed essential services, what the precise qualifications were for the benefit, and how long it would take to get approval and receive the money. A few felt that the information about his program was not clear to them or, potentially, their employers.

### **Canada Child Benefit**

While there was some general top of mind awareness of the temporary supplement to this benefit across groups, only the parent group in Greater Toronto Area was asked about it directly. Some had heard of it and others had not. Those who had heard about it were aware that a supplement to the usual child benefit was being made available to households, but only a few could offer any details. One had received information about it from their child's school and recalled that \$300 per child was being offered, beginning in May, and believed it was being provided to households below a certain income and with children below a certain age. Many, however, were unsure whether or not the benefit applied to them.

For clarity, participants were told that the Government of Canada announced that it will temporarily increase the Canada Child Benefit by \$300 per child. Asked if this amount was enough, most felt that any amount was positive and needed by many parents struggling as a result of job losses. Asked what they would do with the money, if they qualified, participants said that they would save it. Notably, none in this group had encountered a significant change to their household incomes because of COVID-19, and so were not facing immediate financial challenges, though many were concerned about what the future might hold and said that they were being careful about their spending.

### **Canada Summer Jobs Program**

While not as well-known as other programs, there was some top of mind awareness of a recent announcement concerning this initiative aimed at providing additional support for students. Only two groups were asked directly about the benefit, however, including the Montreal youth group and the group held with general public participants from rural Quebec. None in these two groups had heard of the recent announcement, and only one participant in the Montreal youth group was familiar with the existing Canada Summer Jobs Program.

For clarity, participants in the Montreal youth group were provided with the following description, before being asked a few follow up questions about it:

*"Temporary changes to the program were announced that will help employers hire summer staff and provide young Canadians access to the jobs within the not-for-profit, small business and public sectors. The program will create up to 70,000 jobs for youth, aged 15-30."*



Most had positive views about this announcement and felt that it might benefit them, but were not sure, especially given their lack of familiarity with the program. Some questioned whether or not the creation of 70,000 jobs would make a big difference to youth, but most tended to feel that it was a good start.

### **Investment in orphan wells**

In the group in Edmonton, participants were asked whether they had heard anything about the federal government investing \$1.7 billion to clean up orphan wells in Western Canada. About half of participants had heard something about it. The consensus in this group, however, was that the federal government was not doing enough to help Alberta economically, just in general, and none felt that this recent initiative would make much of a difference, given the extent of the challenges being faced by the Albertan economy and its oil and gas sector, which preceded COVID-19 and had been significantly deepened, in their view, by the effects of the global pandemic.

### **Assessments of the Government of Canada's Economic Response**

Most participants had quite positive views of the Government of Canada's economic response to the COVID-19 pandemic to date. Many described it as sufficient and felt that the government was doing its best to ensure that all who needed relief were receiving it quickly. Some others were more enthusiastic about the effort, describing it as "extremely fair", "good" or "great", especially compared to other countries. That said, a number of participants felt more needed to be done.

A few thought that benefits should be extended further to cover those who needed it but were not eligible under current rules, such as those still working but facing unacceptable risks to their health or small businesses without any employees. Some felt that benefits would likely need to be extended over the longer term. These were scattered mentions, mostly, but they elicited some nods of agreement in groups where they came up. In the seniors group in Quebec, most agreed that the federal government had not, in their view, done much for those who were retired, but most also agreed that these seniors did not need financial support to the same extent as working Canadians, since their incomes had not been affected in the same way by the pandemic.

The main exception to the largely positive assessments above were found primarily among general public participants in the Western groups. In the Edmonton group, in particular, there was a shared sense that the government had not done enough for the people in their province, especially those employed in the oil and gas sector. This was as much a general sentiment, however, as one related to the COVID-19 pandemic. Many felt that the federal government needed to mount a more targeted and extensive response for Alberta, given the struggles it was already facing in relation to the health of the oil and gas industry. In the general public group in British Columbia, as well, a number of participants were more critical of the federal government's effort compared to participants in other groups. While acknowledging that the government had moved quickly, some pointed to perceived gaps with regard to rents, specifically, and some felt that a better job was needed in regard to communicating about eligibility for the CERB in order to avoid any surprise claw backs of the benefit at tax time.



### **Approach to income support**

Participants were asked if they felt the government should simply provide \$2000 a month to all Canadians, and then claw it back at tax time from those who did not need it, instead of the more targeted approach being implemented through the Canada Emergency Response Benefit. Very few supported this alternative approach, or immediately understood the rationale for considering it. Most thought that it would lead to problems, including unnecessary public spending by government, and increased costs for taxpayers down the road, or uncertainty and financial challenges for those required to pay it back. Many simply did not like the idea of people receiving funds, even in the short term, if they did not require it. Only a few liked this approach, assuming that it would ensure immediate benefits for all who needed it and do away with any delays or confusion regarding eligibility among those urgently requiring some financial relief.

### **Additional actions required**

Asked what else the federal government should be doing to manage the economic impacts of COVID-19, there was little consensus, and no indication of widespread perceptions of specific gaps in the current approach. Many felt that the government was doing a good job and was on the right track, overall. That said, some were concerned that there might be ongoing gaps in eligibility for some affected by COVID-19 that needed to be filled, just in general, and a few mentioned small business owners without employees or workers facing unreasonable health risks as two groups deserving of relief and not currently eligible for any programs.

Among newcomers in British Columbia there was comment, and some agreement, that the government needed to start undertaking some longer-term planning for the economy, overall, and consider extending emergency benefits beyond the initial four months for the Canadian Emergency Response Benefit, for instance. Among youth in Montreal, suggestions included helping students find remote work or online training opportunities and providing financial aid to recent graduates unable to find work because of the current situation.

In the general public group in British Columbia there was some sense that the government should consider tax relief, including deferring the roll out of carbon pricing. A few also felt that the federal parliament should have voted to cancel the automatic increase to members' salaries, in light of the current crisis.

Among Quebec seniors, suggestions focussed on the cautious re-opening of the economy, with which all agreed, and ongoing supports for regional and local businesses, as needed, to keep people employed and companies afloat.

## **Additional Economic Issues (Rural Quebec, Rural Atlantic)**

### **Targeted support for key sectors**

Participants in these two groups were asked whether the Government of Canada needed to step in to provide more assistance to sectors facing difficult situations now, such as tourism, oil and gas, airlines, and restaurants. Most said yes, with some qualifications that varied by region.

In the Quebec group, participants were especially concerned about restaurants, which they felt were at high risk of bankruptcy and extremely important not only to employment but to the life and vibrancy of their communities. Some also felt that the arts and cultural sector might warrant some assistance, as well as those operating in the agricultural sector, which was already struggling to some degree, in their view, to access sufficient labour. Most in this group also felt that it was small and medium-sized businesses, in particular, that should be the priority. None were especially receptive to the government providing funding for large companies, especially airlines and oil and gas companies, which they felt were in a relatively good position to weather the downturn without public assistance.

In the Atlantic group, there was a heightened level of concern about local businesses in the hospitality and tourism sector, broadly, given their importance to the regional economy and employment. Many felt that there should be some targeted programs to keep these businesses afloat, as the timing of the pandemic and economic shut down was hitting just as the high season for this segment of the economy was about to begin.

### **Fiscal impact of emergency spending**

Asked about the potential negative impact on the country's deficit resulting from the federal government's emergency spending, many said that they were concerned about this, especially in the Quebec group, but most believed that the current level of spending was necessary. Few felt that the government was spending too much, under the circumstances, given the potential for closures and lasting unemployment, and many were of the view that more was needed. Many were also concerned about what the long-term impacts might be for deficits and overall fiscal health, especially in Quebec. They tended to agree that a plan needed to be put in place to manage future spending, but the more pressing and primary issue for most was ensuring the survival of businesses and jobs through the pandemic.

## COVID-19 Advertising (Quebec Small Town groups, Greater Toronto Area Parents, Lower Mainland British Columbia Newcomers, Montreal Youth, Southwest Ontario, Lower Mainland British Columbia, Rural Quebec Seniors, Edmonton, Montreal)

### Overall Awareness

As a prelude to the ad testing, participants were asked if they had seen or heard any recent Government of Canada advertising related to COVID-19. Response was mixed. Among participants in the Greater Toronto Area, Southwest Ontario, British Columbia and Edmonton, most said they had seen at least some advertising, and many said that they had seen a high volume of ads from the federal government about the pandemic. In the Quebec groups, and among newcomers in Lower Mainland British Columbia, by contrast, very few, if any, could recall any recent advertising from the federal government, specifically, related to COVID-19.

Among those who could recall Government of Canada advertising, most said they had seen ads related to prevention measures, such as handwashing, and social distancing, including messages about the importance of following these rules to reduce transmission. Many referenced Canada's Chief Public Health Officer as the main messenger in the ads they had seen, and most said that they had seen federal government ads across multiple channels, including television, social media (such as Facebook and YouTube), as well as radio and online, generally.

### Ad Testing

Across these groups, a series of advertising concepts intended for either television or radio were tested in various forms, from scripts to more produced versions. There were five concepts in total, with a number of versions tested across a selection of different groups, in most instances, in both English and French.

#### Concept A: Celebrities (Small Town Quebec (first group), Greater Toronto Area Parents)

##### Television - Script

A single version of this television ad concept was tested in two groups, in script form. Participants were told that the ad would involve a series of selfie videos taken by a variety of well-known Canadians, concluding with a message from by the Chief Public Health Officer for Canada. The moderator read the following script in both groups before asking participants for their response:

Astronaut: Astronauts are staying home to save lives.

Hockey Player: Athletes are staying home to save lives.

Singer: Musicians are staying home to save lives.

Business Leader: Entrepreneurs are staying home to save lives.

Chief Public Health Officer: Now is the time to stay home to reduce the spread of COVID-19.

All: Stay home. Save Lives.

**Overall reaction:** Most participants responded positively to this ad and its message to stay home to save lives. They felt that the message was clear and easy to understand and effectively conveyed what needed to be done to stop the spread of the virus. Most also liked the use of a wide range of well-known people to deliver the message. They felt that it would not only help the ad break through and get attention but convey the message that everyone had a role to play and needed to do their part by staying home, regardless of who they were. Some also felt that it expressed a sense of community by showing well-known people from different walks of life going through the same experience as everyone else.

**Target audience:** Most felt that the target audience for the ad was broad and included everyone, although some felt that by focusing on professions, the ad was more geared to those who were in the workforce than others. In both groups, participants widely felt that spokespeople appealing to younger people, and teenagers, specifically, should be included, if the aim was to reach this group.

**Other personalities to include:** Craig Keilburger (co-founder of the WE Movement) was suggested in one of the GTA groups among parents as someone who would appeal to young people. In the Quebec groups there were a number of suggestions, including the stars of the children's show *Passe-Partout*, business leader Pierre-Karl Péladeau, singer-songwriter Jean-Pierre Ferland, musician Fred Pellerin, journalist Janette Bertrand, and the Prime Minister.

**Dislikes/weaknesses:** While most liked the use of well-known personalities and viewed this as a strength, a few said they did not connect to celebrities and felt that average people, such as moms and teachers, would be more relatable spokespeople for this message, in their view, or that health care or workers or others on the frontlines would be more credible and effective messengers, overall.

**Impact:** Most said that they would likely notice the ad because of the use of well-known personalities. Few felt that the ad would motivate them to visit the Government of Canada website, however, but mostly because the message of the ad, in their view, was complete and did not require any more information-seeking on their part.

**Suggested improvements:** Asked how they might improve the ad, the most common suggestion across the groups was to include a wider mix of spokespeople and celebrities to appeal to a broader range of people, especially youth in particular, whom many felt were struggling with social isolation.

## Concept B: Medical Experts (Quebec Small Town groups, Greater Toronto Area Parents, Lower Mainland BC Newcomers, Montreal Youth, Southwest Ontario)

### Television – Script and Video

This advertising concept was tested and developed from script to video across six groups. Four versions were assessed, including two versions of a script and two versions of a video, one of each in French and English. Overall, the basic concept and messaging were the same throughout, with minor, iterative changes to the copy, from script to video, based on the input from earlier groups.

The specific spokespeople were tailored to the English and French versions, respectively. The spokespeople for the English version of the ad included astronaut Chris Hadfield, Olympic hockey player and doctor-in-training Hayley Wickenheiser, and Canada's Chief Public Health Officer. For the French version of the ad, the spokespeople were astronaut David Saint-Jacques, National Football League guard and medical school graduate Laurent Duvernay-Tardif, and the Chief Science Advisor to the Prime Minister, Minister of Science, and Cabinet.

The final version of the video was as follows:

Figure 1



PHAC\_TV\_EN\_opt1\_COLO\_Wsuper\_Wmix\_11h.mp4

The television ad in Figure 1 features several prominent Canadian medical experts and scientists speaking from their home. The video includes effects such as a music track and final sound mix. Chris Hadfield/David Saint-Jacques says: "COVID-19 is a serious health threat. But Canadians have always overcome our biggest challenges by looking out for each other and all doing our part." Hayley Wickenheiser/Laurent Duvernay-Tardif says: "Even if you don't have symptoms, you can spread COVID-19 to others and put lives at risk. So stay home. Your actions can be the difference between life and death." Theresa Tam/Mona Nemer says: "New advice is posted daily on [Canada.ca/coronavirus](https://www.canada.ca/coronavirus). Check regularly and follow instructions." All three spokespeople are shown on screen and together say: "Stay home. Save Lives." Ian Findlay says: "A message from the Government of Canada" and the Canada Wordmark appears on screen.

**Overall response:** The response to this ad was largely positive, especially in the English-speaking groups and among Montreal youth. Participants generally liked the messaging and approach, particularly the use of medical experts as credible spokespeople, and what they perceived to be an appropriately serious tone. Most felt that the overall message of the ad was both relevant and important to Canadians in general, and many liked what they viewed as a positive and hopeful message about Canadian resilience and shared values focused on contributing to the social good. While many felt that the directives around social distancing and staying at home were already widely known and complied with, they also felt that the reminder from well-respected personalities or experts was a good idea and provided some effective reinforcement.

In the rural Quebec groups, however, there were a number of participants who were less engaged by the ad or more ambivalent about its salience to the general public. Some described the ad as impersonal or unemotional and felt that the stay at home message needed to be stronger to get the attention of those not taking social distancing and stay at home directives seriously.

**Main message:** Most felt that the ad was clear and straightforward. They identified the literal “stay at home, save lives” message to be the main thrust of the ad, along with the entreaty to help others and “do your part.” Many felt that the ad was meant to offer some encouragement and hope, and some felt that the primary message of the ad was about Canadians rising to meet the challenge of COVID-19 together. Participants also widely commented on the reference to asymptomatic spread as a key piece of information that stood out to them.

**Awareness and perceptions of spokespeople:** There was fairly widespread familiarity with the spokespeople in both the French and English versions of the ad, except among Montreal youth, where only a couple of participants knew some or all of the speakers, and in the newcomers group in Lower Mainland British Columbia, where most were familiar only with the Chief Public Health Officer. Regardless, most participants felt that the spokespeople in the ad were both trusted and credible messengers, if only based on the information provided in the ad about who they were.

**Likes/strengths:** Participants identified a wide range of strengths in this ad. The choices of spokespeople were key for many. Participants liked the fact that they all had some kind of scientific or medical background and could speak to the issue with a degree of authority and expertise. They liked that a range of people with different professional backgrounds were included, whom they felt would collectively appeal to a broad segment of the public, and also help to convey the message of everyone working together to meet the challenge. Many especially liked that the messages were recorded from home and felt that this reinforced the main message of the ad by demonstrating that its spokespeople were following their own advice. Many also liked that it made the spokespeople more relatable and felt that the atypical setting for an ad would help to draw people’s attention.

Among the parent group in the GTA, the newcomer group in British Columbia, and the youth group in Montreal, a number of participants said they liked the hopeful tone and social message of the ad, in particular. In one of the Quebec groups there was some comment that the Quebec accents of the speakers made them easy to understand and relate to. Across the board, participants also said that they found the ad to be clear, straightforward and easy to understand. Moreover, most felt that the ad effectively communicated what needed to be done to minimize the spread of coronavirus or COVID-19.

**Dislikes/weaknesses:** Among the groups that watched the video, none identified any weaknesses or dislikes, when asked directly. Very few negative comments came up in the other groups. The main criticism of the ad was that its main message was already well known by the public and did not offer anything new or particularly persuasive, especially if the goal was to change the attitudes and behaviour of those not following social distancing directives.

**Target audience:** Most felt that the ad was designed to have broad appeal to the general public. While some identified the target audience as those not already following social distancing directives sufficiently, others felt that it was meant as reinforcement and encouragement to all Canadians. Among a few – in the parent group in the GTA and the youth group in Montreal – some thought that the ad seemed more tailored to an adult versus youth audience. Others, however, thought that the simple language and message of the ad was appropriate for any age.

**Impact:** While most liked the ad and felt it conveyed important messages, there was a general sense that the information it imparted was already well-known to participants themselves. Consequently, some said that they would likely not notice the ad. Among those who said they would, the main draw was the messengers, whom they felt would attract their attention, and some said they would notice the ad due to their high level of attention to all communications regarding COVID-19, especially from government. Asked if they would seek out more information as a result of seeing the ad, very few across all groups said they would, mostly because they felt the message was straightforward, complete and did not, in their view, require any follow up information-seeking on their part.

**Alternate lines:** There were two lines that were tested in the groups. The first was *"So stay home. Your actions can be the difference between life and death."* Most felt that this message was strong and to the point and that it was appropriate to characterize the issue as one of life and death, especially to convince those who might be thinking just of their own risk and not that posed to others. A few felt that the message should be stronger, if the intent was to convince Canadians not already onboard with social distancing. The second line was *"So stay home to help protect your loved ones."* Most preferred the first line and felt it was stronger and more appropriate to the seriousness of the issue, while some liked the second line and felt that by personalizing the issue it would be more effective at convincing people to comply.

**Alternate spokespeople:** Asked who else might be effective messengers for this ad, participants came up with a few suggestions. Most of them focused on a different type of messenger, including, most commonly, average people directly affected by the virus, whom they felt would have a more persuasive impact on those not already following social distancing rules by demonstrating that they too could be affected. Other scientists or medical experts included David Suzuki, Roberta Bondar, health care workers on the front lines, hospital administrators, the Canadian Minister of Health, Quebec's National Director of Public Health, and Canada's Governor General. In the youth and newcomers' group, where awareness of the spokespeople in the ad was relatively low, some felt that more recognizable personalities would be better at getting their attention, including actors, business leaders and other non-medical personalities. A few felt that younger spokespeople were needed, if the intent was to appeal to youth.

**Suggestion for improvements:** There was no broad consensus regarding needed improvements to the ad. Most felt that the ad was both clear and effective. Among the more common suggestions, some participants felt that the message needed to be stronger, if the intent was to convince people not already following social distancing rules to do so, and some felt that more recognizable spokespeople were needed, especially ones appealing specifically to youth. A few also felt that the ad would benefit from being more informative, addressing issues such as measures to protect people who needed to go to work and could not strictly abide by social distancing measures.

**Concept C: Astronaut (Lower Mainland BC Newcomers, Montreal Youth, Quebec Small Towns (second group), Southwest Ontario, Lower Mainland BC)**

Television and Radio - Script

This advertising concept was tested as a script across five groups, in both English and French. Two versions were assessed, one presented as a television script and the other as a radio script. Overall, the basic concept and messaging were the same throughout, with minor changes to the copy made to the second version based on the input from earlier groups.

The specific astronauts chosen as spokespeople were tailored to the English and French markets, respectively. For the English version of the ad, Chris Hadfield was the spokesperson, and for the French version of the ad, David Saint-Jacques was the spokesperson.

The script, based on Version 2, was as follows:

Chris Hadfield/David Saint-Jacques: I'm Chris Hadfield/ David Saint-Jacques.

As an astronaut, I know what it's like to be isolated, away from friends and family. It's hard, but it's what we all need to do for each other.

Even if you're not feeling sick, you can still be infected with COVID-19 and pass it to others. Your actions can protect your loved ones.

Stay Home. Save Lives.

Visit [canada.ca/coronavirus](https://canada.ca/coronavirus) regularly for the latest instructions on how you can help stop this pandemic.

Announcer: A message from the Government of Canada.

**Overall response:** Participants responded positively to this ad concept and its message, overall. Most were drawn in by the use of astronauts and the comparison of COVID-19 related social distancing to the isolation of being in space, away from family and friends. They felt that these astronauts could relate to what the public was enduring in response to COVID-19 and were good spokespeople for the message. Not everyone was familiar with the specific astronauts in the ad, but those who had liked them and felt a degree of personal connection, which was amplified by the first-person narrative. A number of participants felt that the ad sent a strong message of support and encouragement to Canadians. Response was especially positive among the youth group in Montreal.

In the general public groups in Southwestern Ontario, response was more mixed, as a few participants felt that they had already seen or heard an ad similar to this one, which mitigated their enthusiasm for it. In the newcomer group in British Columbia, the response was more muted than in other groups. Some struggled with the space analogy, and its extreme version of isolation, and felt that it was a misfit for the COVID-19 experience of most Canadians, especially those with large families at home. Many of these participants were not familiar with Chris Hadfield and did not share the same sense of familiarity and connection with him as many in other groups. Moreover, in the version of the ad tested



in this group, some took issue with a line included at the time of testing (*"You don't need to go to space to be a hero. You just need to stay home"*) and felt the reference to heroism was exaggerated.

**Main message:** Most felt that the main message of the ad was not just the literal one focused on staying home to save lives but was about offering encouragement to those living through the isolation created by the COVID-19 pandemic. In the first version of the ad, with the line referencing heroism, a number of participants felt that this idea was part of the main message, as well, which was somewhat polarizing.

**Likes/strengths:** Most participants liked the use of astronauts, in general, and Chris Hadfield or David Saint-Jacques, specifically. They also appreciated what they viewed as a personal and authentic quality of this ad, with its focus on a single individual sharing their own experience and relating it back to the challenges being faced by Canadians as a result of social isolation. These participants found this approach engaging, relatable and reassuring, overall. Some felt that the ad acknowledged the difficulty of what they were going through, which they appreciated. The reference to family and friends and the idea of making a sacrifice for the sake of loved ones also resonated in a personal and relatable way for a number of participants.

**Dislikes/weaknesses:** Those who liked the ad did not have much criticism, however not everyone connected with the approach, especially in the newcomer group in Lower Mainland British Columbia. These participants tended to feel that the analogy with space travel was a bit of stretch. They were also less familiar with Chris Hadfield than participants in other groups did and felt that more recognizable people would be better.

**Clarity and comprehension:** This ad was widely seen as clear and easy to understand. There were no issues with language or comprehension in any of the groups.

**Target audience:** Most participants felt that the ad was designed for the general public and had broad appeal, especially as a message of encouragement for those already self-isolating but in need of some motivation to maintain hope and patience. That said, there was also a sense among some that the ad was more targeted at specific age groups. Among some, especially the youth in Montreal, there was a sense that David Saint-Jacques might appeal more to youth or the under-30 demographic than an older audience. Conversely, some in the English-speaking groups felt that Chris Hadfield might have greater appeal to an older demographic. In addition, there were some who thought that the ad was targeted at those not social distancing, and was an appeal to them, specifically, to think about others.

**Impact:** Most said that they would likely notice this ad. The use of astronauts and known personalities was a draw for many. Some felt that the personal, intimate nature of the message was also compelling. And others felt that the subject matter, and high levels of attention to all things related to COVID-19, would get their attention. Only a few participants said they would likely follow up by visiting the website referenced in the ad, however. Most felt that they already had the information that they needed and that there was nothing in the ad to prompt them to seek out more.

**Suggestions for improvements:** There were only a few scattered mentions about how to improve these ads and most were focused on ways to get noticed. Suggestions included showing the ad

frequently, using social media to reach younger people, and using the emergency response broadcast system on television as an introduction to the ad.

#### **Concept D: Finance (Southwest Ontario, Lower Mainland BC, Rural Quebec Seniors, Edmonton, Montreal)**

Television - Video

There were two video versions of this ad tested and developed over five groups. The first version of the ad was tested in British Columbia, Southwest Ontario, and the rural Quebec seniors' group. The second version was tested in Montreal and Edmonton. Overall, the basic concept and messaging were the same throughout, with minor, iterative changes to the copy. The primary difference between the two versions related to the production, which was far more developed in the second version to include more finished animation, colour, and a more diverse group of people and store fronts.

Overall, this ad focused on informing Canadians about the economic relief measures in place to support Canadians affected by COVID-19.

Figure 2



govcdn\_04\_c.mp4

The television ad in Figure 2 features a storyboard of animated images, accompanied by music and a narrator voiceover. The narrator reads the following as different sequences of animations are shown on screen: We're all doing all part to fight the spread of COVID-19. If you need financial support during this extraordinary time, it's there for you. Support for you, support for your family, support for your business. Supporting each other today, can help Canada come back strong. Visit [Canada.ca/coronavirus](https://Canada.ca/coronavirus) to learn how to apply for your financial support. A message from the Government of Canada. Images shown on screen are views through windows looking into Canadian's homes. The first image is of a family of four playing together, the second is an image of a man watering plants and a woman playing guitar, and the third image is of an empty restaurant. The terms "Canada Emergency Response Benefit", "Canada Emergency Wage Subsidy" and "Canada Emergency Business Account" appear on screen. The view pans out to show a multi-unit complex with multiple individuals in their homes and businesses going about different activities. [Canada.ca/coronavirus](https://Canada.ca/coronavirus) is shown on screen and the camera pans up into the sky. The Canada wordmark is shown.

**Overall reactions:** Most participants responded positively to this ad. They were engaged by the subject matter and widely liked what they viewed as a positive and hopeful message from the federal government about providing financial support to help people and businesses get through the crisis created by the pandemic. They liked the suggestion of the ad that the crisis being faced was temporary and would be overcome. Most felt the ad was appropriate and an important education piece to get the information out to those affected about the support available. Participants also especially liked that the message was clear, simple and short. Many liked the production, too, especially in its more finished version, and felt that the animated depiction of a community of people and businesses was engaging and appealing. In the final version of the ad that was tested, there were

positive comments about particular elements, such as the bright colours, and the calming music and voice over. In the Montreal group most also liked the cultural diversity of the people depicted.

The Edmonton group was the only one where participants were a bit more mixed in their views, overall. Some felt the ad needed to be more “big picture”, whether that meant addressing issues beyond just financial struggles, such as mental health, or talking about longer term economic impacts and supports being made available. A few felt that the optimistic tone of the ad was a bit misplaced, or that the message lacked credibility because, in their view, not enough was being done to provide even short-term financial relief for everyone who needed it. There were also a number of participants in this group who did not relate to the animation and felt that the ad was too generic and impersonal.

**Main message:** Participants were fairly consistent in describing the main message of the ad as a broadly positive, supportive, and reassuring one. They viewed it as being not just about the availability of financial support for people and businesses but about conveying the message that the Government of Canada was there in a time of crisis, to help the country get through it, and wanted the public to know that everything was going to be okay.

**Likes/strengths:** As indicated above, most participants liked this ad, overall, across various elements, from the subject matter, messages and script, to the animation and production, to the tone and personality of the ad, as well as its brevity and simplicity. Some liked that the focus was on the message and not personalities, like some of the other ads. One participant noted, to some agreement, that the use of animation was not just engaging but clever at a time when real people should not be shown engaged in social or economic activity.

**Dislikes/weaknesses:** In most groups, there were very few who had negative views, overall. In the Montreal and rural Quebec seniors’ group, participants were unable to identify anything they disliked about the ad. There were some, however, especially in Edmonton, who did not like the animation and tone of the ad and felt it was a misfit for the seriousness and severity of the economic crisis. Participants in Edmonton also felt that the use of real people would create more of an emotional connection. Moreover, while many identified the brevity and simplicity of the ad as one of its strengths, some thought that it was too short and needed to be a bit more informative. Specific suggestions included adding a telephone number or providing additional information about the benefits being offered, including the fact that the \$2000 a month being offered to individuals through the Canadian Emergency Response Benefit would be taxable.

**Clarity and comprehension:** This ad was widely viewed as clear and easy to understand by participants in all groups.

**Target audience:** Many felt that the target audience for this ad was broad and included either everyone or any business or individual affected by the pandemic and in need of financial assistance. In the Montreal group, which viewed the more finished version of the ad, participants felt that the depiction of cultural diversity and a wide variety of businesses suggested that the audience was both broad and inclusive. Some in other groups, however, felt that the intended audience likely skewed younger, given the animation and tone of the ad, and its opening in the home of a young family. A few felt that people who did not watch or read the news were a likely a key audience for the ad, to make

sure they were getting access to this information, along with lower income Canadians who may be without savings and most urgently in need of financial assistance.

**Neighbourhood in the ad:** Most participants felt that the neighbourhood in the ad resembled an urban setting, in both versions of the ad shown, especially the second one with its variety of businesses, multi-level buildings, and culturally diverse population (despite the forest and lake in the background). Those in Montreal were the most likely to say that the neighbourhood resembled their own, and they commented on the name “Tremblay” on one of the businesses as a nice touch that increased the setting’s relatability. In the Edmonton group, by contrast, which also viewed the more finished version of the ad, few felt that the setting looked like their own neighbourhood. They tended to view the neighbourhood as more generic, which may have been influenced by the lack of names on the businesses in this English version, and some felt that the people depicted looked too urban or formal for their neighbourhood.

**Impact:** The Montreal and Edmonton groups both viewed the more finished version of the ad. In Montreal, the response was especially positive. All but one participant in this group said that they would notice the ad. Asked why, they pointed to a number of different elements that they felt would attract their attention, including what they perceived as the ad’s inclusive message and depiction of community, which they found relatable, as well as the overall look and feel of the ad, which they described as colourful and dynamic. Most in this group also said that they were drawn in by the topic and tone of the ad. Many in this group also said that they might be inclined to go to the website to find out more about the economic programs being made available by the federal government.

In the Edmonton group, only two participants said that they would likely notice this ad, and then only because the general topic interested them. Others said they would be more inclined to notice ads with real people, especially well-known ones, or indicated that because they were still working, the ad had less relevance to them. The two participants most engaged by the ad’s message also said that they would likely follow up by going to the website to get more information.

Among those who viewed the first version of the ad, responses were mixed. Some said that they would notice the ad based on the animation and overall look and feel, and/or its message, while others felt that they might not notice it, since the information lacked direct relevance or because the tenor of the ad was somewhat mild and understated. In the Quebec seniors’ group, notably, participants were fairly engaged by the concept and animation and said that they would likely notice it because of this, even though the kinds of financial benefits being made available had less applicability to most of them, in their view, as retirees.

**Other improvements:** Some of the suggestions made in groups that viewed the early version of the ad were incorporated in the second version, such as including a wider range of businesses. Some recommended including a phone number to call, in addition to the website, or additional information about the kinds of benefits being made available. In Edmonton, where participants were inclined to view the ad as a bit generic, some felt that a personal story or point of view would make the ad more personal and engaging.

### **Concept E: Experienced COVID-19 (Lower Mainland BC, Rural Quebec Seniors)**

This ad concept was tested as radio script with these two groups, one in English and the other in French. The focus was on a personal experience by a younger person with COVID-19. James was the narrator in the English-language version, and Isabelle was the narrator in the French-language version.

The script was as follows:

My name is James/Isabelle.

I'm 25 years old, I play hockey, and not that long ago I was in a hospital, breathing through a tube because of COVID-19.

I didn't think I was at risk from this disease, and I didn't take social distancing seriously enough.

The day I left the hospital, my mother was diagnosed with COVID-19. And I'm worried it's my fault.

Don't make the mistake I made. If I can get infected, so can you.

Stay Home. Save Lives.

Announcer: A message from the Government of Canada.

**Overall reactions:** Participants in both groups said this ad hit home emotionally for them. They were generally moved by the cautionary message and personal story and tended to describe it as both powerful and persuasive, as well as credible and relatable. Many were especially affected by the transmission of COVID-19 to the mother, and the narrator's sense of guilt. Many felt this was a necessary message for young people, to help convince them that they could get sick and pass the illness on to loved ones at even greater risk of complications and extreme forms of the virus. Participants also tended to like that the narrator was not just young but athletic, as they felt that conveyed the message even more strongly.

**Main message:** Participants identified the main message of this ad as one of consequences. They viewed it as a warning to young people to take COVID-19 seriously and comply with social distancing directives, not just for their own sake but that of their parents and other older family members they care about.

**Likes/strengths:** Participants especially liked the emotional impact of this ad and the use of a first-person narrative to demonstrate to young people that there are consequences to their actions if they failed to take COVID-19 seriously.

**Dislikes/weaknesses:** A couple of participants in British Columbia had some critiques of this ad. One felt the quality of the script could be improved for greater impact (although they did not offer any specifics). Another was concerned that the message might be a bit harsh for young people already dealing with the stress of social isolation. Notably, however, other participants in the group tended to feel that the ad needed to send a strong message to be effective, and some felt that it needed to be stronger than it was. There was some agreement with this in the Quebec group, as well, after one

participant wondered if the health impact on the narrator needed to be underscored a bit more for the ad to have more of an impact on the behaviour of some young people. Most, however, felt that the ad had struck the right tone and balance, providing enough information to convey that the impact been serious while demonstrating that the narrator had recovered.

**Clarity and comprehension:** There was one participant in the Quebec seniors group who expressed some confusion about the storyline and sequence of events in the ad and had questions about the timing of transmission between the narrator and her mother. Beyond this, no other issues were mentioned, and even this participant agreed with others that the overall message was clear and straightforward. When asked, participants in both groups tended to agree that the ad effectively communicated what needed to be done to minimize spread of the COVID-19 by focussing on the importance of following social distancing directives.

**Target audience:** Young people were identified as the target audience for this ad, especially athletic youth some felt, or those perceiving themselves to be invincible or immune to the effects of COVID-19. Some also felt that the ad was aimed at a broader audience, especially parents or grandparents who were not only more likely to be affected by the “irresponsible” actions of young people in their lives but in a position to counsel them to consider the impacts of their actions. Some in the Quebec seniors group also felt that the ad conveyed a warning to older Canadians, like themselves, to maintain social distancing from younger members of their extended families.

**Suggestions for improvement:** Other than some discussion about whether or not this ad might benefit from a somewhat milder or stronger message, there were only a few other suggestions that came up when participants were asked how they might improve this ad. Among the BC group, which viewed the version of the ad featuring “James”, a participant suggested the use of a female narrator in recognition of the fact, in his view, that it was not just young men who were failing to take social distancing seriously but young women as well. This participant also felt that the narrator should be younger in order to speak more clearly to university-aged youth who, in his opinion, were likely to feel even more invincible or immune to a more severe case of COVID-19. In the senior’s group in Quebec, there was a suggestion that a video or television version of the ad, in which the narrator could be seen, would increase the emotional connection and add impact to the message. Most in the rural Quebec seniors group also felt that it was important for this ad to mention a website or phone number, as well, for those who wanted more information. A few disagreed, however, and felt that radio was not a good medium for providing information that would need to be written down as many, in their view, would likely hear a radio ad while driving in their car.

### **Ad Comparisons (First Quebec Small Town group, Greater Toronto Area Parents, Lower Mainland BC Newcomers, Montreal Youth, Lower Mainland BC)**

#### **Concept A: Celebrities versus Concept B: Medical Experts (Greater Toronto Area Parents, Quebec Small Towns)**

Participants in the Quebec group showed a strong preference for the ad concept using celebrities as spokespeople. Between the two ads, they felt that this one would be more effective in motivating them

to take action and in convincing people to stay home. The main reasons for their choice was that they widely believed that this ad had a better chance of getting noticed by the public and appealing to a wider range of people than the one featuring medical experts, which they found more typical of a government ad, and that it would reach people that other more traditional ads might not. They widely agreed that this approach was appropriate coming from government, given how effective they thought it was in offering a fresh approach to an important but already well-known and oft-repeated public message.

In the GTA parent group, most participants selected the ad featuring medical experts as the one most likely to motivate them and convince people, in general, to stay home, primarily because they perceived it to be more serious and better suited to the issue, as well as more informative, with its reference to asymptomatic spread. These participants also felt that this ad conveyed a more encouraging message about rising to the challenge and looking out for one another. A couple of participants in the Quebec group agreed with this, as well, and felt that the issue was too serious to have a non-expert delivering the message and required spokespeople with more credibility.

#### **Concept B: Medical Experts versus Concept C: Astronauts (Lower Mainland BC Newcomers, Montreal Youth)**

Participants in both groups felt that the ad featuring medical experts would be the most effective in convincing people to stay home. They deemed it more credible and authoritative, overall, given the medical expertise of the spokespeople, and they felt that the message was stronger and made the issue feel more important, with its use of pointed language such as “serious health threat” and “the difference between life and death”. Some also felt that the use of multiple spokespeople would increase the likelihood of appealing to a wider range of people. In the newcomer group, some felt that the inclusion of the Chief Public Health Officer of Canada as a spokesperson, in particular, increased the credibility of the message.

Most also felt that this ad was more personally motivating, although half the participants in the Montreal youth group said that the astronaut ad featuring David Saint-Jacques spoke to them more effectively and did a better job of capturing their attention. They liked the approach more, overall, and felt that it spoke to their own experience of isolation and was more motivating by offering empathy for the hardship they were enduring.

Participants widely felt that both ads were appropriate coming from the federal government.

#### **Concept C: Astronaut versus Concept E: Experienced COVID-19 (Lower Mainland BC)**

All participants in this group said that they preferred the ad focussed on the personal experience of the young narrator who had contracted COVID-19 and feared that he had passed it on to his mother. They felt it was more relatable, overall, and stood out from the approach typically taken by government ads that they had seen in the past, which tended to include someone in authority telling the public what to do. They felt that the focus on consequence versus advice was more persuasive.



### **Canada.ca/coronavirus (Lower Mainland BC Newcomers, Montreal Youth, second Quebec Small Town Group, Southwest Ontario, Lower Mainland BC, Rural Quebec Seniors, Edmonton, Montreal)**

In the Edmonton and Quebec small town groups no one had visited this website to get more information from the federal government about COVID-19 and related programs, and the same was true of participants in Southwest Ontario where all had lost work because of the virus. In each of the other groups, there were a few participants who had sought out information from the site. Some said that they had gone there to browse, and others said that they had been looking for specific information either about spread and cases of COVID-19 or about financial aid programs, such as the Canadian Emergency Response Benefit. Everyone who visited the website said that they were able to find the information they were looking for and found it easy to navigate.

There were only a few suggestions for making the website more helpful. One participant felt that the website could be improved by making the site more user friendly, though he did not provide any specific suggestions about how to do that. Another participant suggested creating a section highlighting the latest and most important news announcements from government.

### **Future Advertising (Edmonton, Montreal)**

In these two groups, participants were asked about the kind of advertising they would like to see from the federal government as provinces began to lift restrictions and re-open the economy. Most said that they wanted to see information focused on safety, including some kind of evidence, data or expert opinion showing that Canada was ready to begin re-opening. They were also interested in hearing about the kinds of restrictions or guidelines that would remain in place to ensure that a re-opening was being undertaken with care, gradually, and with precautions in place, as well as messaging to the public about the importance of continuing to follow all the rules that remained in place. Most felt that it was important to move toward a reopening slowly and cautiously to avoid a resurgence of the virus and resumption of widespread closures, social distancing and stay-at-home directives. Most, especially in the Edmonton group, were worried about an imminent lifting of restrictions and felt that it could be premature.

In the Montreal group, there were some who were more optimistic about Canada's readiness to begin lifting restrictions. These participants said that they would prefer to hear more of a hopeful message from government, given the sacrifice that they and others had made to get the country to this point, although they also felt that it was important to include some accompanying information or messages about safety, as well.



## Virtual Parliament (Rural Quebec, Rural Atlantic)

Participants were told that under pandemic-related restrictions, the Parliament of Canada was unable to hold regular sessions. With that in mind, they were asked to consider which alternate approach might be better: smaller sessions with only a small fraction of all Members of Parliament present, or parliamentary sessions hosted virtually via webcams.

Responses were somewhat split. Some of the Quebec participants and most in the Atlantic group felt that virtual sessions would likely be a better idea, as long as they could be done securely. Quite a few in the Quebec group, however, had concerns about cyber security and the possibility that virtual sessions, and the video platforms used to accommodate them, could be hacked. Some assumed that these sessions would include the discussion of confidential or secret information. Some also felt that in-person sessions and meetings, in general, were simply a more effective means of discussing or debating the issues of parliament and resolving differences of opinion.

## Other Federal Government News and Issues (Rural Quebec, Rural Atlantic)

Asked if they had heard about any federal government issues unrelated to the pandemic recently, a few across both groups mentioned pipelines generally, or the Wet'suwet'en protests and blockades specifically. Others said that they had not heard about any other issues.

Most felt that the focus on COVID-19 by the Government of Canada at this time was entirely appropriate, given its impact on the country and the global proportions of the issue. There was some agreement in the Quebec group that this focus was bringing the country together and having a salutary effect on the tenor of public affairs. Some in the Atlantic group, however, added that they would like to see the scope of the discussion around COVID-19 and its impacts expanded to include a broader set of issues, including those related to the criminal justice system, mental health and domestic abuse. The one participant in the Quebec who thought that there was too much focus on COVID-19 at the moment attributed it to the media and not the government.

## Appendix A – Recruiting Scripts

# English Recruiting Script

## Groups in English

### Recruitment Specifications Summary

- Groups conducted online
- Each group is expected to last for two hours
- Recruit 8 participants for 6-8 to show
- Incentives will be \$90 per person and will be sent to participants via e-transfer following the group
- Ensure good mix by gender, age (all 18+), education and income

Specifications for the focus groups are as follows:

GROUP	DATE	TIME (EST)	TIME (LOCATION)	LOCATION	COMPOSITION	LANG.	MODERATOR
2	April 2 <sup>nd</sup>	4:00-6:00pm	4:00-6:00pm	GTA - 905	Parents	English	T. Woolstencroft
3	April 7 <sup>th</sup>	8:00-10:00pm	5:00-7:00pm	Lower Mainland – BC	Newcomers	English	D. Nixon
6	April 14 <sup>th</sup>	3:00-5:00pm	3:00-5:00pm	SW Ontario	Unemployed due to COVID-19	English	D. Nixon
7	April 15 <sup>th</sup>	8:00-10:00pm	5:00-7:00pm	Lower Mainland – BC	General population	English	T. Woolstencroft
9	April 21 <sup>st</sup>	7:30-9:30pm	7:30-9:30pm	Edmonton	General population	English	D. Nixon
12	April 29 <sup>th</sup>	4:00-6:00pm	4:00-6:00pm	Rural Atlantic	General population	English	D. Nixon

## Recruiting Script

### INTRODUCTION

Hello, my name is **[RECRUITER NAME]**. I'm calling from The Strategic Counsel, a national public opinion research firm, on behalf of the Government of Canada/Bonjour, je m'appelle **[NOM DU RECRUTEUR]**. Je vous téléphone du Strategic Counsel, une entreprise nationale de recherche sur l'opinion publique, pour le compte du gouvernement du Canada.

Would you prefer to continue in English or French?/Préférez-vous continuer en français ou en anglais?  
**[CONTINUE IN LANGUAGE OF PREFERENCE]**

### RECORD LANGUAGE

English **CONTINUE**  
French **THANK AND END**

On behalf of the Government of Canada, we're organizing a series of online video focus group discussions to explore current issues of interest to Canadians.

The format is a "round table" discussion, led by an experienced moderator. Participants will be given a cash honorarium in appreciation of their time.

Your participation is completely voluntary and all your answers will be kept confidential. We are only interested in hearing your opinions - no attempt will be made to sell or market you anything. The report that is produced from the series of discussion groups we are holding will not contain comments that are attributed to specific individuals.

But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix/variety of people in each of the groups. May I ask you a few questions?

Yes **CONTINUE**  
No **THANK AND END**

### SCREENING QUESTIONS

1. Have you, or has anyone in your household, worked for any of the following types of organizations in the last 5 years?

A market research firm	<b>THANK AND END</b>
A marketing, branding or advertising agency	<b>THANK AND END</b>
A magazine or newspaper	<b>THANK AND END</b>
A federal/provincial/territorial government department or agency	<b>THANK AND END</b>
A political party	<b>THANK AND END</b>
In public/media relations	<b>THANK AND END</b>

In radio/television  
No, none of the above

**THANK AND END  
CONTINUE**

1a. **IN ALL LOCATIONS:** Are you a retired Government of Canada employee?

Yes **THANK AND END**  
No **CONTINUE**

2. In which city do you reside?

LOCATION	CITIES	
GTA -905	Toronto, Mississauga, Vaughn, Newmarket, Richmond Hill, Georgetown <b>ENSURE A GOOD MIX OF CITIES WITHIN EACH LOCATION. PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTERS PROPER.</b>	<b>CONTINUE GROUP 2</b>
Lower Mainland – BC	Abbotsford, Burnaby, Chilliwack, Coquitlam, Delta, Hope, Langley, Maple Ridge, Mission, New Westminster, North Vancouver, Port Coquitlam, Port Moody, Richmond, Surrey, Vancouver, Whistler <b>ENSURE A GOOD MIX OF CITIES WITHIN EACH LOCATION. PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTERS PROPER.</b>	<b>CONTINUE GROUP 3 OR 7</b>
SW Ontario	Cities could include (but are not limited to): Brantford, Cambridge, Chatham-Kent, Guelph, Kitchener, London, Sarnia, Stratford, St. Thomas, Waterloo, Windsor, Woodstock <b>ENSURE A GOOD MIX OF CITIES ACROSS THE REGION INCLUDING THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES (I.E. NOT ALL FROM LONDON OR WINDSOR).</b>	<b>CONTINUE GROUP 6</b>
Edmonton	Edmonton <b>PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTERS PROPER.</b>	<b>CONTINUE GROUP 9</b>
Rural Atlantic	<25K in population Not immediately adjacent to a major center (Saint John, Moncton, Fredericton, Halifax, St. John's) Cities could include (but are not limited to): <u>New Brunswick:</u> Bathurst, Campbellton, Edmundston, Miramichi <u>Nova Scotia:</u> Amherst, Kentville, New Glasgow, Truro <u>PEI:</u> Summerside, Kensington, Stratford, Cornwall, Three Rivers <u>Newfoundland/Labrador:</u> Conception Bay South, Corner Brook, Gander, Grand-Falls-Windsor <b>FOR RURAL ATLANTIC ENSURE A GOOD MIX OF CITIES ACROSS THE REGION INCLUDING THOSE RESIDING IN</b>	<b>CONTINUE GROUP 12</b>

	<b>LARGER AND SMALLER COMMUNITIES. ALSO ENSURE A MIX ACROSS ALL FOUR REGIONS (I.E. 2 FROM NB, 2 FROM NS, 2 FROM PEI, 2 FROM NFLD).</b>	
Other	-	<b>THANK AND END</b>
<b>VOLUNTEERED</b> Prefer not to answer	-	<b>THANK AND END</b>

2a. How long have you lived in [INSERT CITY]?

Less than two years	<b>THANK AND END</b>
Two years or more	<b>CONTINUE</b>
Don't know/Prefer not to answer	<b>THANK AND END</b>

3. **ASK ONLY IF GROUP 2 (GTA PARENTS)** Do you have any children under the age of 18?

Yes CONTINUE

No THANK AND TERMINATE

VOLUNTEERED Prefer not to answer THANK AND TERMINATE

3a. **ASK ONLY IF GROUP 2 (GTA PARENTS)** Could you please tell me the ages of this child/these children?

Child	Age
1	
2	
3	
4	
5	

**ENSURE A GOOD MIX BY NUMBER OF CHILDREN AND AGES OF CHILDREN.**

4. **ASK ONLY IF GROUP 3 OR 7** How many years have you lived in Canada?

Less than 5 years	<b>ASSIGN TO GROUP 3 (NEWCOMERS) FIRST,</b>
5 to <10 years	<b>OTHERWISE ASSIGN TO GROUP 7 (GENERAL POPULATION)</b>

10 to <20 years	<b>GROUP 7 (GENERAL POPULATION)</b>
20 to <30 years	
30 or more years	
Don't know/Prefer not to answer	

**FOR NEWCOMERS GROUP ENSURE MIX OF THOSE <5 YEARS AND 5 TO <10 YEARS.  
FOR GP GROUPS ENSURE A GOOD MIX OVERALL.**

4a. **ASK ONLY IF GROUP 3** Thinking about your ethnic and cultural heritage, do you identify as ...? Check as many as apply.

Western European (UK, Spain, Portugal, France, Germany, Austria, Switzerland, etc.)	<b>CONTINUE</b>  <b>ENSURE A GOOD MIX BY ETHNICITY. NOTE THAT RESIDENTS OF LOWER MAINLAND BC MAY SKEW EAST ASIAN OR SOUTH ASIAN.</b>
Eastern European (Poland, Hungary, Romania, Ukraine, Russia, etc.)	
African	
Middle Eastern (Israel, Syria, Jordan, Egypt, Iran, Iraq, etc.)	
South Asian (India, Afghanistan, Pakistan, Sri Lanka, etc.)	
Southeast Asian (Thailand, Vietnam, Singapore, the Philippines, Indonesia, Cambodia, etc.)	
East Asian (China, Korea, Japan, Taiwan, etc.)	
South/Central/Latin American	
West Indian (Caribbean)	<b>THANK AND END</b>
Other, please specify: _____	
Prefer not to answer	<b>THANK AND END</b>

5. **ASK ONLY IF GROUP 6 (UNEMPLOYED/LAID OFF)** Which of the following categories best describes your current employment status? Are you... **[READ LIST AND ACCEPT ONE ANSWER ONLY.]**

Working full-time, that is 35 or more hours per week	<b>THANK AND END</b>
Working part-time, that is, less than 35 hours per week	
Self employed	
Unemployed/laid off	<b>CONTINUE</b>
A student attending school full time	<b>THANK AND END</b>
Not in the workforce (i.e. full-time homemaker, not looking for work)	
Other [Do not specify]	
Don't know/Prefer not to answer	

**NOTE TO RECRUITERS: WHEN WE ASK 'CURRENT EMPLOYMENT STATUS' WE MEAN 'AT THIS TIME/RIGHT NOW' AS OPPOSED TO 'UNDER NORMAL CIRCUMSTANCES/PRIOR TO THE COVID-19 PANDEMIC.'**

**UNEMPLOYED/LAID OFF DOES NOT INCLUDE THOSE WHO ARE WORKING FROM HOME.**

5a. **ASK ONLY IF GROUP 6 (UNEMPLOYED/LAID OFF)** You mentioned that you are currently unemployed/laid off. Was this due to COVID-19/the coronavirus?

Yes **CONTINUE**

No **THANK AND END**

Don't know/Prefer not to answer **THANK AND END**

5b. **ASK ONLY IF GROUP 6 (UNEMPLOYED/LAID OFF)** Prior to being unemployed/laid off due to COVID-19/the coronavirus, were you...?

Working full-time, that is 35 or more hours per week	<b>CONTINUE. ENSURE A GOOD MIX. MINIMUM 3 PARTICIPANTS WHO WERE WORKING FULL-TIME. MAXIMUM OF 4 PARTICIPANTS WHO WERE WORKING PART TIME.</b>
Working part-time, that is, less than 35 hours per week	
Self employed	
Other [specify]	

5c. **ASK ONLY IF GROUP 6 (UNEMPLOYED/LAID OFF)** Prior to being unemployed/laid off due to COVID-19/the coronavirus, what type of organization were you working for? **RECORD.**

**ENSURE A GOOD MIX. MAXIMUM OF 4 PARTICIPANTS WHO WORKED IN RESTAURANT/RETAIL.**

6. **[DO NOT ASK]** Gender **RECORD BY OBSERVATION.**

Male

Female

**ENSURE A GOOD MIX BY GENDER IN EACH GROUP.**

7. Would you be willing to tell me in which of the following age categories you belong?

Under 18 years of age	<b>IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.</b>
18-24	<b>RECORD AND CONTINUE</b>
25-34	
35-44	
45-54	
55+	
<b>VOLUNTEERED</b> Prefer not to answer	<b>THANK AND END</b>

**ENSURE A GOOD MIX OF AGES WITHIN EACH GROUP. PARENTS MAY SKEW YOUNGER.**

8. Are you familiar with the concept of a focus group?

Yes **CONTINUE**

No **EXPLAIN THE FOLLOWING** "a focus group consists of six to eight participants and one moderator. During a two-hour session, participants are asked to discuss a wide range of issues related to the topic being examined."



9. As part of the focus group, you will be asked to actively participate in a conversation. How comfortable are you in expressing your views in public?

Very Comfortable

Somewhat Comfortable

Somewhat Uncomfortable

Very Uncomfortable

**THANK AND END**

**THANK AND END**

10. As this group is being conducted online, in order to participate you will need to have functioning Internet, a computer with a working webcam, and a telephone to dial into the conference line audio. **RECRUITER TO CONFIRM THE FOLLOWING. TERMINATE IF NO TO ANY.**

Participant has access to the Internet

Participant has a computer/webcam

Participant has a phone

11. During the discussion, you could be asked to read or view materials on screen and/or participate in poll-type exercises online. You will also be asked to actively participate online using a webcam. Can you think of any reason why you may have difficulty reading the materials or participating by video?

**TERMINATE IF PARTICIPANT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY, ANY CONCERNS WITH USING A WEBCAM OR IF YOU AS THE INTERVIEWER HAVE A CONCERN ABOUT THE PARTICIPANT'S ABILITY TO PARTICIPATE EFFECTIVELY.**

12. Have you ever attended a focus group discussion, an interview or survey which was arranged in advance and for which you received a sum of money?

Yes **CONTINUE**

No **SKIP TO Q.16**

13. How long ago was the last focus group you attended?

Less than 6 months ago **THANK AND END**

More than 6 months ago **CONTINUE**

14. How many focus group discussions have you attended in the past 5 years?

0-4 groups **CONTINUE**

5 or more groups **THANK AND END**

15. And on what topics were they?

**TERMINATE IF ANY ON SIMILAR/SAME TOPIC**

## ADDITIONAL RECRUITING CRITERIA

Now we have just a few final questions before we give you the details of the focus group, including the time and date.

16. What is the highest level of formal education that you have completed?

Grade 8 or less  
Some high school  
High school diploma or equivalent  
Registered Apprenticeship or other trades certificate or diploma  
College, CEGEP or other non-university certificate or diploma  
University certificate or diploma below bachelor's level  
Bachelor's degree  
Post graduate degree above bachelor's level

**VOLUNTEERED** Prefer not to answer

**ENSURE A GOOD MIX.**

17. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes?

Under \$20,000  
\$20,000 to just under \$40,000  
\$40,000 to just under \$60,000  
\$60,000 to just under \$80,000  
\$80,000 to just under \$100,000  
\$100,000 to just under \$150,000  
\$150,000 and above

**VOLUNTEERED** Prefer not to answer

**ENSURE A GOOD MIX.**

18. The focus group discussion will be audio-taped and video-taped for research purposes only. The taping is conducted to assist our researchers in writing their report. Do you consent to being audio-taped and video-taped?

Yes

No **THANK AND END**

## INVITATION

I would like to invite you to this online focus group discussion, which will take place the evening of **[INSERT DATE/TIME BASED ON GROUP # IN CHART ON PAGE 1]**. The group will be two hours in length and you will receive \$90 for your participation following the group via an e-transfer.

Please note that there may be observers from the Government of Canada at the group and that the discussion will be videotaped. By agreeing to participate, you have given your consent to these procedures.

Would you be willing to attend?

Yes  
No

**CONTINUE**  
**THANK AND END**

May I please have your full name, a telephone number that is best to reach you at as well as your e-mail address if you have one so that I can send you the details for the group?

**Name:**

**Telephone Number:**

**E-mail Address:**

You will receive an e-mail from **The Strategic Counsel** with the instructions to login to the online group. Should you have any issues logging into the system specifically, you can contact our technical support team by email at: [help@itracks.com](mailto:help@itracks.com) or by telephone at 1-888-525-5026 and select option 1.

The session will open automatically online 30 minutes prior to the group start time. We ask that you are online at least 15 minutes prior to the beginning of the session in order to ensure you are set up and to allow our support team to assist you in case you run into any technical issues.

You may be required to view some material during the course of the discussion. If you require glasses to do so, please be sure to have them handy at the time of the group. Also, you will need pen and paper in order to take some notes throughout the group.

This is a firm commitment. If you anticipate anything preventing you from attending (either home or work-related), please let me know now and we will keep your name for a future study. If for any reason you are unable to attend, please let us know as soon as possible at [1-800-xxx-xxxx] so we can find a replacement.

Thank you very much for your time.

**RECRUITED BY:** \_\_\_\_\_

**DATE RECRUITED:** \_\_\_\_\_

# French Recruiting Script

## Groupes en Français

### Résumé des consignes de recrutement

- Groupes tenus en ligne.
- Durée prévue de chaque rencontre : deux heures.
- Recrutement de huit participants pour assurer la présence d'au moins six à huit personnes.
- Incitatifs de 90 \$ par personne, versés aux participants par transfert électronique après la rencontre.
- Groupes formés par lieu et diversifiés en fonction du sexe, de l'âge, de l'éducation et du revenu.

Caractéristiques des groupes de discussion :

GROUPE	DATE	HEURE (DE L'EST)	LIEU	COMPOSITION DU GROUPE	LANGUE	MODÉRATEUR
1	1 <sup>er</sup> avril	17 h-19 h	Petites villes du Québec	Population générale	Français	M. Proulx
4	8 avril	18 h-20 h	Montreal	Les jeunes (16-24 ans)	Français	M. Proulx
5	9 avril	17 h-19 h	Petites villes du Québec	Population générale	Français	M. Proulx
8	16 avril	16 h-18 h	Rurales du Québec	Les aînés (55+ ans)	Français	M. Proulx
10	23 avril	18 h-20 h	Montreal	Population générale	Français	M. Proulx
11	27 avril	17 h-19 h	Rurales du Québec	Population générale	Français	M. Proulx

## Questionnaire de recrutement

### INTRODUCTION

Hello, my name is **[RECRUITER NAME]**. I'm calling from The Strategic Counsel, a national public opinion research firm, on behalf of the Government of Canada/Bonjour, je m'appelle **[NOM DU RECRUTEUR]**. Je vous téléphone du Strategic Counsel, une entreprise nationale de recherche sur l'opinion publique, pour le compte du gouvernement du Canada.

Would you prefer to continue in English or French?/Préférez-vous continuer en français ou en anglais?  
**[CONTINUER DANS LA LANGUE PRÉFÉRÉE]**

### NOTER LA LANGUE ET CONTINUER

Anglais **REMERCIER ET CONCLURE**  
Français **CONTINUER**

Nous organisons, pour le compte du gouvernement du Canada, une série de groupes de discussion vidéo en ligne afin d'explorer des questions d'actualité qui intéressent les Canadiens.

La rencontre prendra la forme d'une table ronde animée par un modérateur expérimenté. Les participants recevront un montant d'argent en remerciement de leur temps.

Votre participation est entièrement volontaire et toutes vos réponses seront confidentielles. Nous aimerions simplement connaître vos opinions : personne n'essaiera de vous vendre quoi que ce soit ou de promouvoir des produits. Notre rapport sur cette série de groupes de discussion n'attribuera aucun commentaire à une personne en particulier.

Avant de vous inviter à participer, je dois vous poser quelques questions qui nous permettront de former des groupes suffisamment diversifiés. Puis-je vous poser quelques questions?

Oui **CONTINUER**  
Non **REMERCIER ET CONCLURE**

### QUESTIONS DE SÉLECTION

1. Est-ce que vous ou une personne de votre ménage avez travaillé pour l'un des types d'organisations suivants au cours des cinq dernières années?

Une société d'études de marché  
**CONCLURE**

**REMERCIER ET**

Une agence de commercialisation, de marque ou de publicité  
**CONCLURE**

**REMERCIER ET**

Un magazine ou un journal  
**CONCLURE**

**REMERCIER ET**

Un ministère ou un organisme gouvernemental fédéral, provincial ou territorial	<b>REMERCIER ET CONCLURE</b>
Un parti politique	<b>REMERCIER ET CONCLURE</b>
Dans les relations publiques ou les relations avec les médias	<b>REMERCIER ET CONCLURE</b>
Dans le milieu de la radio ou de la télévision	<b>REMERCIER ET CONCLURE</b>
Non, aucune de ces réponses	<b>CONTINUER</b>

1a. **POUR TOUS LES LIEUX** : Êtes-vous un ou une employé(e) retraité(e) du gouvernement du Canada?

Oui **REMERCIER ET CONCLURE**  
Non **CONTINUER**

2. Dans quelle ville habitez-vous?

LIEU	VILLES	
Petites villes – Québec	25 000 à 100 000 habitants Non adjacentes à de grands centres (comme les régions métropolitaines de recensement de Montréal ou de Québec)	<b>CONTINUER PETITE VILLES - QUÉBEC</b>
Montréal	Montréal	<b>CONTINUER MONTREAL</b>
Rurales - Québec	Moins de 25 000 habitants Non adjacentes à de grands centres (comme les régions métropolitaines de recensement de Montréal ou de Québec)	<b>CONTINUER – RURALES - QUÉBEC</b>
Autre lieu	-	<b>REMERCIER ET CONCLURE</b>
<b>RÉPONSE SPONTANÉE</b> Préfère ne pas répondre	-	<b>REMERCIER ET CONCLURE</b>

**ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU. LES PARTICIPANTS DOIVENT RÉSIDER DANS LESDITS CENTRES.**

2a. Depuis combien de temps habitez-vous à [INSÉRER LE NOM DE LA VILLE]?

Moins de deux ans	<b>REMERCIER ET CONCLURE</b>
Deux ans ou plus	<b>CONTINUER</b>
Ne sais pas/Préfère ne pas répondre	<b>REMERCIER ET CONCLURE</b>

3. **[NE PAS DEMANDER]** Sexe **NOTER SELON VOTRE OBSERVATION.**

Homme

Femme

**ASSURER UNE PROPORTION ÉGALE D'HOMMES ET DE FEMMES DANS CHAQUE GROUPE.**

4. Seriez-vous prêt/prête à m'indiquer votre tranche d'âge dans la liste suivante?

Moins de 16 ans	<b>SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 16 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE.</b>
16 à 17	<b>+ MONTREAL = GROUP 4 (JEUNES) SINON, REMERCIER ET CONCLURE</b>
18 à 24 ans	<b>+ MONTREAL = GROUP 4 (JEUNES) OU 10 (POPULATION GÉNÉRALE)</b>
25 à 34 ans	<b>POPULATION GÉNÉRALE + PETITES VILLES – QUEBÉC = GROUP 1 OU 5 + MONTREAL = GROUP 10 + RURALES – QUEBÉC = GROUP 11</b>
35 à 44 ans	
45 à 54 ans	
55 ans ou plus	<b>+ RURALES – QUEBÉC = GROUP 8 (AÎNÉS) OU 11 (POPULATION GÉNÉRALE)</b>
<b>RÉPONSE SPONTANÉE</b> Préfère ne pas répondre	<b>REMERCIER ET CONCLURE</b>

**ASSURER UNE BONNE REPRÉSENTATION DES ÂGES DANS CHAQUE GROUPE.**

5. Est-ce que vous connaissez le concept du « groupe de discussion »?

Oui **CONTINUER**

Non **EXPLIQUER QUE** : « un groupe de discussion se compose de six à huit participants et d'un modérateur. Au cours d'une période de deux heures, les participants sont invités à discuter d'un éventail de questions reliées au sujet abordé ».

6. Dans le cadre du groupe de discussion, on vous demandera de prendre une part active à la conversation. Dans quelle mesure êtes-vous à l'aise pour exprimer vos opinions en public?

I Très à l'aise

Assez à l'aise

Assez mal à l'aise

Très mal à l'aise

**REMERCIER ET CONCLURE**

**REMERCIER ET CONCLURE**

7. Étant donné que ce groupe se réunira en ligne, vous aurez besoin, pour participer, d'une connexion Internet, d'un ordinateur équipé d'une caméra Web qui fonctionne, et d'un téléphone pour accéder à la ligne de conférence audio. **CONFIRMER LES POINTS CI-DESSOUS. METTRE FIN À L'APPEL SI NON À L'UN DES TROIS.**

Le participant a accès à Internet

Le participant a un ordinateur avec caméra Web

Le participant a un téléphone

8. Au cours de la discussion, vous pourriez devoir lire ou visionner du matériel affiché à l'écran, ou faire des exercices en ligne comme ceux qu'on trouve dans les sondages. On vous demandera aussi de participer activement à la discussion en ligne à l'aide d'une caméra Web. Pensez-vous avoir de la difficulté, pour une raison ou une autre, à lire les documents ou à participer à la discussion par vidéo?

**CONCLURE L'ENTRETIEN SI LE RÉPONDANT SIGNALE UN PROBLÈME DE VISION OU D'AUDITION, UN PROBLÈME DE LANGUE PARLÉE OU ÉCRITE, S'IL CRAINT DE NE POUVOIR COMMUNIQUER EFFICACEMENT, SI L'UTILISATION D'UNE CAMÉRA WEB LUI POSE PROBLÈME, OU SI VOUS, EN TANT QU'INTERVIEWEUR, AVEZ DES DOUTES QUANT À SA CAPACITÉ DE PARTICIPER EFFICACEMENT AUX DISCUSSIONS.**

9. Avez-vous déjà participé à un groupe de discussion, à une entrevue ou à un sondage organisé à l'avance en contrepartie d'une somme d'argent?

Oui      **CONTINUER**  
Non      **PASSER À LA Q.13**

10. À quand remonte le dernier groupe de discussion auquel vous avez participé?

À moins de six mois, **REMERCIER ET CONCLURE**  
À plus de six mois, **CONTINUER**

11. À combien de groupes de discussion avez-vous participé au cours des cinq dernières années?

0 à 4 groupes, **CONTINUER**  
5 groupes ou plus **REMERCIER ET CONCLURE**

12. Et sur quels sujets portaient-ils?

**METTRE FIN À L'ENTRETIEN SI LES SUJETS ÉTAIENT LES MÊMES OU SEMBLABLES**

#### **CRITÈRES DE RECRUTEMENT SUPPLÉMENTAIRES**

Il me reste quelques dernières questions avant de vous donner les détails du groupe de discussion, comme l'heure et la date.

13. Quel est le niveau de scolarité le plus élevé que vous avez atteint?

École primaire  
Études secondaires partielles  
Diplôme d'études secondaires ou l'équivalent  
Certificat ou diplôme d'apprenti inscrit ou d'une école de métiers  
Certificat ou diplôme d'un collège, cégep ou autre établissement non universitaire  
Certificat ou diplôme universitaire inférieur au baccalauréat  
Baccalauréat



Diplôme d'études supérieur au baccalauréat

**RÉPONSE SPONTANÉE** : Préfère ne pas répondre

**ASSURER UN BON MÉLANGE.**

14. Laquelle des catégories suivantes décrit le mieux le revenu annuel total de votre ménage — c'est-à-dire le revenu cumulatif de l'ensemble des membres de votre ménage avant impôt?

Moins de 20 000 \$

20 000 \$ à moins de 40 000 \$

40 000 \$ à moins de 60 000 \$

60 000 \$ à moins de 80 000 \$

80 000 \$ à moins de 100 000 \$

100 000 \$ à moins de 150 000 \$

150 000 \$ ou plus

**RÉPONSE SPONTANÉE** : Préfère ne pas répondre

**ASSURER UN BON MÉLANGE.**

15. La discussion sera enregistrée sur bandes audio et vidéo, strictement aux fins de la recherche. Les enregistrements aideront nos chercheurs à rédiger leur rapport. Est-ce que vous consentez à ce qu'on vous enregistre sur bandes audio et vidéo?

Oui

Non **REMERCIER ET CONCLURE**

## INVITATION

J'aimerais vous inviter à ce groupe de discussion en ligne, qui aura lieu le **[DONNER LA DATE ET L'HEURE EN FONCTION DU N° DE GROUPE INDIQUÉ DANS LE TABLEAU, PAGE 1]**. La discussion durera deux heures et vous recevrez 90 \$ pour votre participation. Ce montant vous sera envoyé par transfert électronique après la tenue du groupe de discussion.

Veuillez noter que des observateurs du gouvernement du Canada pourraient être présents au groupe et que la discussion sera enregistrée sur bande vidéo. En acceptant de participer, vous donnez votre consentement à ces modalités.

Est-ce que vous accepteriez de participer?

Oui

**CONTINUER**

Non

**REMERCIER ET CONCLURE**

Puis-je avoir votre nom complet, le numéro de téléphone où vous êtes le plus facile à joindre et votre adresse électronique, si vous en avez une, pour vous envoyer les détails au sujet du groupe?

**Nom :**

**Numéro de téléphone :**

**Adresse courriel :**

Vous recevrez un courrier électronique du **Strategic Counsel** expliquant comment rejoindre le groupe en ligne. Si la connexion au système vous pose des difficultés, veuillez en aviser notre équipe de soutien technique par courriel, à [help@itracks.com](mailto:help@itracks.com), ou par téléphone, au 1-888-525-5026 (choisissez l'option 1).

La session sera ouverte en ligne 30 minutes avant le début de la rencontre. Nous vous prions de vous mettre en ligne au moins 15 minutes avant l'heure prévue, afin d'avoir le temps de vous installer et d'obtenir l'aide de notre équipe de soutien en cas de problèmes techniques.

Vous pourriez devoir lire des documents au cours de la discussion. Si vous utilisez des lunettes, assurez-vous de les avoir à portée de main durant la rencontre. Vous aurez également besoin d'un stylo et de papier pour prendre des notes.

Ce rendez-vous est un engagement ferme. Si vous pensez ne pas pouvoir participer pour des raisons personnelles ou professionnelles, veuillez m'en aviser dès maintenant et nous conserverons votre nom pour une étude ultérieure. Enfin, si jamais vous n'êtes pas en mesure de participer, veuillez nous prévenir le plus rapidement possible au **[1-800-xxx-xxxx]** pour que nous puissions trouver quelqu'un pour vous remplacer.

Merci de votre temps.

**RECRUTEMENT FAIT PAR :** \_\_\_\_\_

**DATE DU RECRUTEMENT :** \_\_\_\_\_

## Appendix B – Discussion Guides

# English Moderators Guide

## **INTRODUCTION (10 minutes)**

- Moderator or technician should let participants know that they will need pen and paper in order to take some notes, jot down some thoughts around some material that we will show them later in the discussion.
- **ASK IN RURAL QUEBEC SENIORS (APR 16)** When doing introductions, moderator to ask participants what their living arrangements are (i.e., living alone, with spouse/partner/other family members, with multiple generations) and whether they are retired/working.

## **WARM UP (5 minutes)**

- **ASK IN MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9)** Do you feel 'at risk' for COVID-19? Why/why not?
- Have you or anyone you know had any of the symptoms of COVID-19 in the past few months?
  - If yes, what did you or they do when they first developed symptoms?
  - **ASK IN RURAL QUEBEC SENIORS (APR 16)** As a senior/somebody in an older demographic, do you feel more vulnerable to contracting COVID-19 compared to other age groups? Why/why not?
- Do you know what you should do if you develop symptoms? What is that?
- **ASK IN MONTREAL YOUTH (APR 8)** What are your living arrangements right now? Probe for: at home with family, living with friends/roommates, etc. Did you change your living arrangements at any point in the last few weeks or month? Explain.

## **COVID-19 IN THE NEWS SW ONTARIO, LOWER MAINLAND NEWCOMERS (5 minutes), RURAL QUEBEC SENIORS (10 minutes), EDMONTON, MONTREAL GP (20 minutes), ALL OTHER LOCATIONS (15 minutes)**

- **ASK IN SMALL TOWN QUEBEC (APR 1), GTA PARENTS (APR 2)** What have you heard about the coronavirus or COVID-19 recently?  
**MODIFIED QUESTION IN LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9), SW ONTARIO (APR 14), LOWER MAINLAND GP (APR 15), RURAL QUEBEC SENIORS (APR 16), EDMONTON (APR 21), MONTREAL GP (APR 23), RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29)** What have you heard about the coronavirus or COVID-19 in the last few days?
  - Where are you hearing about it?
    - **PROBE IN LOWER MAINLAND NEWCOMERS (APR 7)** Probe for: What international sources are they paying attention to, if any? Are they hearing

different things from domestic and international sources? What specifically? Do they find the information is confusing or inconsistent?

- **MODIFIED QUESTION IN MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9)** Is the information confusing or inconsistent across sources? Explain.
- **ASK IN MONTREAL YOUTH (APR 8)** Are you hearing anything specific to COVID-19 as it pertains to young people/people your age? Probe for: Risk of contracting the virus, risk of spreading the virus, how to prevent transmission, etc.
- **ASK IN SMALL TOWN QUEBEC (APR 1), GTA PARENTS (APR 2)** Have you heard about the new mandatory self-isolation for individuals returning to Canada?
  - If yes, what have you heard about it?
  - Have you heard about the consequences of not complying with it? If yes, what have you heard?
- Have you heard anything else about how the Government of Canada has responded?
  - **ASK IN SMALL TOWN QUEBEC (APR 1), GTA PARENTS (APR 2), LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9)** Have you seen any announcements from the Government of Canada addressing the issue?
  - Do you think that, to date, the government has responded appropriately? Why/not? [MODERATOR NOTE: TAKE TIME TO ALLOW PARTICIPANTS TO CONSIDER ANSWERS]
  - What else, if anything, should they be doing at this time?
  - **ASK IN RURAL QUEBEC SENIORS (APR 16)** Have you heard anything specifically about the risks to seniors in particular? What have you heard?
    - Where are you hearing about it? Do you find the information credible? Why/why not?
  - **ASK IN RURAL QUEBEC SENIORS (APR 16)** Have you heard anything about the federal government increasing funding for seniors impacted by the coronavirus pandemic? What have you heard?
    - The federal government announced it would contribute \$9 million through United Way Canada for local organizations that support providing services to Canadian seniors, including grocery delivery, medications and personal outreach to connect them to community supports, as needed. How do you feel about this? Will it make a difference to you or other seniors you know?
- **ASK IN EDMONTON (APR 21), MONTREAL GP (APR 23), RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29)** Can you think of any examples of countries that have done a better job of handling their COVID-19 outbreaks than Canada? What did those countries do or not do that made them more effective?
- **ASK IN EDMONTON (APR 21), MONTREAL GP (APR 23), RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29)** Can you think of any examples of countries that have done a worse job of handling their COVID-19 outbreaks than Canada? What did those countries do or not do that made them less effective?

- **ASK IN EDMONTON (APR 21), MONTREAL GP (APR 23), RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29)** Have you heard anything about the Canadian government and the American government making a deal to extend the closure of the Canada-US border for non-essential travel for another month? What have you heard?
  - Do you think it was the right decision to keep the border closed for non-essential travel?
  - When do you think would be a good time to re-open the border? What conditions should be met before this is considered?
  - If the border was re-opened in a month, would you consider travelling to the US?
- **ASK IN SW ONTARIO (APR 14), LOWER MAINLAND GP (APR 15), RURAL QUEBEC SENIORS (APR 16), EDMONTON (APR 21)** Have you heard anything about the federal government releasing a model projecting the number of deaths and the length of time that the pandemic will last in Canada? What have you heard?
  - Did what you hear change your impression of how the upcoming months will go in Canada during this pandemic?
- **ASK IN SMALL TOWN QUEBEC (APR 1)** Where are you getting most of your information about it?
  - Is the information you are receiving about COVID-19 relevant and easy to understand? Is there information you need that you have not had access to? What other questions do you have about COVID-19?
- **ASK IN SMALL TOWN QUEBEC (APR 1)** In Canada, how serious do you think the new coronavirus or COVID-19 is right now? Do you think it will get worse? Are you worried about it getting worse? What makes you say that?

**HEALTH IMPACTS/MEDICAL ISSUES/BEHAVIOUR SW ONTARIO (5 minutes), RURAL QUEBEC SENIORS (20 minutes), EDMONTON, MONTREAL GP (25 minutes), ALL OTHER LOCATIONS (15 minutes)**

- **ASK IN LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9), SW ONTARIO (APR 14), LOWER MAINLAND GP (APR 15), RURAL QUEBEC SENIORS (APR 16), EDMONTON (APR 21), MONTREAL GP (APR 23)** Thinking about medical equipment, do you feel like Canada is prepared to deal with increases to the number of people getting sick with COVID-19?
  - What kind of equipment do you think is the most important to combat the disease?
  - Are there any types of medical equipment that you feel there is already a shortage of in Canada?
  - Have you heard anything about the Government of Canada addressing medical equipment shortages?
    - Overall, do you feel like the Government of Canada is doing a good or bad job at this?

- ASK IN LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9) Have you heard anything about the US blocking shipments of medical masks to Canada? What have you heard?
  - How should Canada respond to this?
- Have you changed your behaviour in any way because of the new coronavirus or COVID-19?
  - PROMPT IN SMALL TOWN QUEBEC (APR 1), GTA PARENTS (APR 2), SMALL TOWN QUEBEC (APR 9), SW ONTARIO (APR 14), LOWER MAINLAND GP (APR 15), RURAL QUEBEC SENIORS (APR 16), EDMONTON (APR 21), MONTREAL GP (APR 23), RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29) If yes: What have you done? (*Probe for: working from home, social distancing, self and family protection, importance of hand-washing, preparedness such as stocking up supplies, medications, food etc.*) If no: Why haven't you done anything?
  - How frequently do you leave home, and what do you leave home for?
    - ASK IN RURAL QUEBEC SENIORS (APR 16) Are you still visiting family members or are they visiting you? Do you feel that visiting with family members poses a health risk to you? Why/why not?
  - ASK IN GTA PARENTS (APR 2) How have you talked to your children about the issues/challenges of self-isolation and social distancing?
    - If they have older children (tweens/teens): Are your children having difficulty doing so?
    - Are you allowing your children to visit friends?
  - ASK IN MONTREAL YOUTH (APR 8) How important is it for young people to practice social distancing? Why/why not? Is it more/less important than for other groups?
  - ASK IN RURAL QUEBEC SENIORS (APR 16) Are you doing anything different compared to people in other age groups? Explain.
- ASK IN EDMONTON (APR 21), MONTREAL GP (APR 23) Have you worn a mask to protect yourself when you go outside?
  - Do you think masks are effective at stopping the spread of COVID-19?
  - Do you think the federal government should make it mandatory to wear facemasks at all times during the remaining airplane flights occurring within Canada?
  - Do you think the federal government should make it mandatory to wear facemasks at all times in crowded public places, including on public transit and in grocery stores?
  - Would you support the federal government opening up more retail stores under the strict requirement that customers and workers must wear facemasks in them at all times?
- ASK IN EDMONTON (APR 21), MONTREAL GP (APR 23) How concerned are you, if at all, about the safety of the food you buy since the start of the new coronavirus or COVID-19 pandemic? What makes you say that?

- ASK IN SMALL TOWN QUEBEC (APR 1), GTA PARENTS (APR 2), LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9), LOWER MAINLAND GP (APR 15), RURAL QUEBEC SENIORS (APR 16), EDMONTON (APR 21), MONTREAL GP (APR 23), RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29) What have been the most inconvenient things for you personally about the outbreak?  
MODIFIED QUESTION IN SW ONTARIO (APR 14) Apart from being laid off, what have been the most inconvenient things for you personally about the outbreak?
  - PROBE IN MONTREAL YOUTH (APR 8) Probe for: Missing social events, time with friends/family. How are you dealing with this? Are you still able to get together with friends? Probe for examples and whether participants appear to be practicing social distancing.
  - ASK IN MONTREAL YOUTH (APR 8) IF STUDENT, ASK: How are you managing your course-work? Are you able to complete your courses online? How are you finding this shift online?
  - ASK IN MONTREAL YOUTH (APR 8) IF JOB HUNTING, ASK: How are you handling your job search?
  - PROBE IN RURAL QUEBEC SENIORS (APR 16), EDMONTON (APR 21), MONTREAL GP (APR 23) RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29) Probe for isolation, loneliness, lack of support (getting groceries/drugs/medical visits, etc.).
    - PROBE IN RURAL QUEBEC SENIORS (APR 16), EDMONTON (APR 21), MONTREAL GP (APR 23) RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29) How are you handling the isolation? Is it challenging?
    - PROBE IN RURAL QUEBEC SENIORS (APR 16) If stay-at-home measures continue much longer, will this pose any problems for you? What kinds of support/assistance do you think seniors will need?
    - PROBE IN RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29) How would you feel if social distancing rules stayed in place for several more months? What type of impact would this have on you?
- ASK IN SMALL TOWN QUEBEC (APR 1), GTA PARENTS (APR 2), LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9) How long do you expect Canadians are going to be asked to stay at home as much as possible?
  - Are you prepared to stay inside for that long?
  - What do you foresee could become difficult or challenging for you/your family if you are asked to remain at home for a longer period of time?
    - ASK IN GTA PARENTS (APR 2), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9) What kind of assistance might be helpful?
      - PROBE IN GTA PARENTS (APR 2) Probe for: advice or tools to help with children's education, tips on talking to your children about social distancing, keeping children entertained/busy. Anything else?



- **PROBE IN MONTREAL YOUTH (APR 8)** What could the Government of Canada do to support young Canadians during this crisis?
- **ASK IN GTA PARENTS (APR 2), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9)** What's the best way of connecting with you to share this information/advice?
  - **PROBE IN GTA PARENTS (APR 2)** For young people (like your children), what's the best way of talking to them about the importance of social distancing? Probe for: messages, tone and channels?
  - **PROBE IN MONTREAL YOUTH (APR 8)** What's the best way of talking to you and other youth about the importance of social distancing? Probe for: messages, tone and channels?
  - **ASK IN SMALL TOWN QUEBEC (APR 9)** Where do you think we are at in terms of 'flattening the curve' and coming out of this crisis – in your province, nationwide?
  - **ASK IN SMALL TOWN QUEBEC (APR 9)** Have you heard anything about how long social distancing measures might be in place? Clarify: There is discussion that social distancing and work from home orders will continue for many more weeks. How do you feel about that? What implications does that have for you?
- **ASK IN SMALL TOWN QUEBEC (APR 1), GTA PARENTS (APR 2), LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9)** Do you think the Government of Canada is providing appropriate information and advice about the situation?
  - **ASK IN MONTREAL YOUTH (APR 8)** Do you feel they are getting enough information out to younger people in particular?
- **ASK IN LOWER MAINLAND NEWCOMERS (APR 7)** Thinking beyond just the health impacts, have you seen any changes in your local community and your interactions with people in it as a result of the coronavirus outbreak?
  - Are you worried that concerns about the virus will negatively impact how people interact with each other in your community? How?
  - Have you seen any examples of people or groups in your community being treated differently since the coronavirus emerged as an international concern?
- **ASK IN RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29)** Everyone in these groups lives in smaller cities or rural communities. Do you think the impact of COVID on day-to-day life has been different where you live than in big cities like Montreal and Toronto?
  - (probe) What has been different?
- **ASK IN SW ONTARIO (APR 14), LOWER MAINLAND GP (APR 15), RURAL QUEBEC SENIORS (APR 16), EDMONTON (APR 21), MONTREAL GP (APR 23)** Have you heard anything about researchers

tracking anonymized cellphone location data to determine if Canadians are staying at home during the pandemic?

- **ASK IN SW ONTARIO (APR 14), LOWER MAINLAND GP (APR 15), RURAL QUEBEC SENIORS (APR 16)**, Some have said the government should co-ordinate with researchers so that government can keep track of areas where people aren't staying at home and adjust enforcement policies. Do you think the federal government should do this?
  - Would you have any concerns with the government accessing anonymized cellphone data for this?
- **ASK IN EDMONTON (APR 21), MONTREAL GP (APR 23)** Some have suggested that the government of Canada should team up with cellphone companies to create an app that could be voluntarily downloaded by Canadians that would track movements. If any app user were to contract COVID-19, they would be able to register this on the app, and the app would use their cellphone location data to determine if other users of the app had been in contact with the infected person recently. Anyone who had contact with the infected person would be notified and instructed to isolate.
  - Would you have any concerns with the government using cellphone data for an opt-in cellphone app in this way?
  - Do you think this sort of app could be effective at stopping the spread of COVID-19?

#### **RE-OPENING BUSINESS EDMONTON (APR 21), MONTREAL GP (APR 23) (10 minutes) RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29) (15 minutes)**

- **ASK IN EDMONTON (APR 21), MONTREAL GP (APR 23), RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29)** Generally, would you say that the virus is under control in Canada or not?
  - Would you say it's under control internationally?
- **ASK IN EDMONTON (APR 21), MONTREAL GP (APR 23), RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29)** Some countries have started planning to re-open their economies and lessen restrictions that are keeping people inside their homes, and various Canadian provinces have started talking about this as well. Do you think Canada is ready to start lessening restrictions?
  - How long do you think it will be until Canada is ready for this?
  - If medical experts say Canada has reached a point where lessening social distancing measures will likely lead to only a small increase in the number of cases with a very low-risk of a large increase, would you support lessening restrictions?
    - **ASK IN EDMONTON (APR 21), MONTREAL GP (APR 23)** If medical experts say strict social distancing measures are the only way to ensure cases in Canada won't increase, would you support keeping strict measures in place until either there are no more cases in Canada or a vaccine is discovered?
    - **ASK IN RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29)** (if NO) It may not be completely safe until there is a vaccine, and experts are saying that could

take a year or more. Do you therefore think it's necessary to keep current measures in place that long?

- **ASK IN RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29)** What do you think about different provinces reopening their economies at different times?
- **ASK IN RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29)** Do you think there should be federal guidelines that all workplaces, stores, restaurants, etc. across the country must follow as they reopen, or do you think that each province should manage this?
- **ASK IN RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29)** When it comes to lifting restrictions, this will likely be done in a gradual phased way with different things opening in stages. What are the things you think need to be opened or the restrictions that you think need to be lifted first?

#### **MESSAGING (35 minutes) RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29)**

**IN RURAL QUEBEC (APR 27)** I'm now going to show you an example of some information the Government of Canada could provide to Canadians, once provinces start opening things up – so you wouldn't see communication like this from the federal government before then. I'd like you to read it individually and then we'll discuss.

#### **SHOW ALL STATEMENTS ON SCREEN**

- We recognize that we'll continue to see the transmission of COVID-19 in the community as things start opening up again. That is why we need to move slowly, cautiously, as we live through the next phases of this pandemic, until such time as we have a vaccine.
- Most people infected with COVID experience mild symptoms. During this reopening phase, we will do our utmost to protect those at most risk of severe illness due the virus. Our goal is to minimize overall illness and death from COVID and non COVID related illnesses. There are key steps all Canadians can take in this.
- Continue to practice the critical measures to limit transmission: physical distancing, frequent hand-washing, and staying home if you're sick.
- If you suspect you have illness due to COVID, get tested. This will help us identify any outbreaks in the community and put in place measures to prevent further spread.
- By opening up health services for all conditions again, and allowing for some social and economic activity, we hope to reduce the overall burden of disease and illness in the community, COVID and non-COVID related.
- People with chronic disease, people over the age of 60 and anyone at higher risk should maintain a high-level of vigilance. We need to support these most-vulnerable members of the community to continue to stay home as much as possible, avoid situations where non-home contacts might be and/or where adequate physical distancing is not possible.
- Remember that each of us can still infect others, even if we have no symptoms. It will be critical to continue practicing fundamental infection prevention measures, as well as to ensure that anyone with symptoms contacts their local public health authority to determine if they should be tested.

- If you are experiencing even mild symptoms, stay home from work and other community settings until you are better. Employers and employees alike need to support each other on this front so that we can track the rate of transmission and keep it under control. Remember that the science tells us it's possible to be spreading the virus before, during and even without any symptoms.
- We know many Canadians want to mark important ceremonies, funerals and other important rites and rituals. It will be important to follow your local guidance on number of participants, infection prevention measures and associated events.
- COVID-19 remains a serious health threat. While some restrictions are being loosened, it is important to recognize that things can get worse again if we don't all follow the current restrictions in place. Stay up to date with the latest rules and restrictions for your area and follow them by visiting [Canada.ca/coronavirus](https://Canada.ca/coronavirus) regularly.
- Thank you for following the advice of experts to stay at home during this difficult time. Because of your actions, we are now able to start gradually opening things up in our communities. Please follow the most recent rules around social distancing closely so we can return to normal soon.
- Canadians young and old have been suffering as a result of COVID-19. While some things are starting to open up, we must remember that everyone is at risk to contracting the disease and everyone is at risk of passing it to loved ones. So follow guidelines for your area closely and help protect each other.

#### INDIVIDUALS REVIEW INDIVIDUALLY; THEN GROUP DISCUSSION;

- Overall, what do you think of this information? What makes you say that?
  - PROMPT AS NECESSARY: How does it make you feel? Eg does it reassure you? alarm you? Something else?
- I'm going to show you a poll. Now, I'd like you to select the messages that you like best.  
MODERATOR TO SHOW POLL #1 (LIKE). MODERATOR TO REVIEW SELECTIONS AND ASK FOR EACH:
  - What in particular did you like about this message?
- Now, I'd like you to select any messages that you dislike.  
MODERATOR TO SHOW POLL #2 (DISLIKE). MODERATOR TO REVIEW SELECTIONS AND ASK FOR EACH:
  - What in particular did you not like about this message?
- Lastly, I'd like you to select any messages that you find confusing or unclear.  
MODERATOR TO SHOW POLL #3 (UNCLEAR/CONFUSING). MODERATOR TO REVIEW SELECTIONS AND ASK FOR EACH:
  - What in particular did you find unclear or confusing about this message?
- Now going back to the overall message, do you think it is providing helpful information? Is there anything you would add, remove or change?

**IN RURAL ATLANTIC (APR 29)** I'm now going to show you a series of examples of some information the Government of Canada could provide to Canadians, once provinces start opening things up – so you wouldn't see communication like this from the federal government before then. I'd like you to read it individually and then we'll discuss.

SHOW GROUP 1 STATEMENTS ON SCREEN.

**Group 1 (messaging around opening up)**

- We recognize that we'll continue to see the transmission of COVID-19 in the community as things start opening up again. That is why we need to move slowly, cautiously, as we live through the next phases of this pandemic, until such time as we have a vaccine.
- Thank you for following the advice of experts to stay at home during this difficult time. Because of your actions, we are now able to start gradually opening things up in our communities. Please follow the most recent rules around social distancing closely so we can return to normal soon.
- By opening up health services for all conditions again, and allowing for some social and economic activity, we hope to reduce the overall burden of disease and illness in the community, COVID and non-COVID related.

INDIVIDUALS REVIEW INDIVIDUALLY, THEN GROUP DISCUSSION AND POLLING. ASK THE FOLLOWING SET OF QUESTIONS.

- Overall, what do you think of this information? What makes you say that?
  - PROMPT AS NECESSARY: How does it make you feel? Eg does it reassure you? alarm you? Something else?
  - Which statement(s) do you like best? What in particular did you like?
  - Which statement(s) do you dislike? What in particular did you not like?
  - Are any of these statements unclear or confusing? What in particular is confusing or unclear?
- I'm going to show you a poll. Now, I'd like you to select which of these statements is the clearest. MODERATOR TO SHOW POLL #1 (CLEAREST). END POLL – BROADCAST POLL. VIEW VOTES. MODERATOR TO REVIEW SELECTIONS.
- I'm going to show you another poll. I'd like you to select which of these statements provides information that is important for the public to know/hear? MODERATOR TO SHOW POLL #2 (IMPORTANT). END POLL – BROADCAST POLL. VIEW VOTES. MODERATOR TO REVIEW SELECTIONS.
- Now going back to the overall message, do you think these messages are providing helpful information? Is there anything you would add, remove or change?

REPEAT FOR GROUP 2, 3 AND 4 STATEMENTS.

**Group 2 (messaging around spread, vulnerable populations and preventive measures)**

- Most people infected with COVID experience mild symptoms. During this reopening phase, we will do our utmost to protect those at most risk of severe illness due the virus. Our goal is to minimize overall illness and death from COVID and non COVID related illnesses. There are key steps all Canadians can take in this.

- Continue to practice the critical measures to limit transmission: physical distancing, frequent hand-washing, and staying home if you're sick.
- People with chronic disease, people over the age of 60 and anyone at higher risk should maintain a high-level of vigilance. We need to support these most-vulnerable members of the community to continue to stay home as much as possible, avoid situations where non-home contacts might be and/or where adequate physical distancing is not possible.
- Remember that each of us can still infect others, even if we have no symptoms. It will be critical to continue practicing fundamental infection prevention measures, as well as to ensure that anyone with symptoms contacts their local public health authority to determine if they should be tested.

#### **Group 3 (messaging around what to do if symptoms appear)**

- If you suspect you have illness due to COVID, get tested. This will help us identify any outbreaks in the community and put in place measures to prevent further spread.
- If you are experiencing even mild symptoms, stay home from work and other community settings until you are better. Employers and employees alike need to support each other on this front so that we can track the rate of transmission and keep it under control. Remember that the science tells us it's possible to be spreading the virus before, during and even without any symptoms.

#### **Group 4 (messaging ongoing risk, monitoring and following guidance)**

- We know many Canadians want to mark important ceremonies, funerals and other important rites and rituals. It will be important to follow your local guidance on number of participants, infection prevention measures and associated events.
- COVID-19 remains a serious health threat. While some restrictions are being loosened, it is important to recognize that things can get worse again if we don't all follow the current restrictions in place. Stay up to date with the latest rules and restrictions for your area and follow them by visiting [Canada.ca/coronavirus](https://Canada.ca/coronavirus) regularly.
- Canadians young and old have been suffering as a result of COVID-19. While some things are starting to open up, we must remember that everyone is at risk of contracting the disease and everyone is at risk of passing it to loved ones. So follow guidelines for your area closely and help protect each other.

#### **ECONOMIC IMPACTS OF THE CORONAVIRUS ALL LOCATIONS (15 minutes)**

- **ASK IN SMALL TOWN QUEBEC (APR 1), GTA (APR 2), LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9)** Have you seen/read/heard anything about coronavirus affecting the Canadian economy? What have you heard? How concerned are you?
  - **ASK IN SMALL TOWN QUEBEC (APR 1), GTA (APR 2), LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9)** Have you heard about some sectors/workers that have already been affected? What have you noticed or heard about?

- ASK IN SMALL TOWN QUEBEC (APR 1), GTA (APR 2), LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9)  
Looking ahead, what other sectors/workers may be affected if the virus continues to spread?
- ASK IN SMALL TOWN QUEBEC (APR 1), GTA (APR 2), LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9)  
Has the coronavirus affected your own/your household's financial situation? How?  
MODIFIED QUESTION IN SW ONTARIO (APR 14) How has the coronavirus affected your own/your household's financial situation?
  - ASK IN SW ONTARIO (APR 14) Were you a primary breadwinner? How difficult will it be to manage your household finances having been laid off?
- ASK IN SMALL TOWN QUEBEC (APR 1), GTA (APR 2), LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9) Do you think, at some point, your household could be affected in the future? How?
- ASK IN SMALL TOWN QUEBEC (APR 1), GTA (APR 2), LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9), SW ONTARIO (APR 14) It's difficult to predict how long this may last. Do you feel prepared, financially and otherwise, to manage through this for an extended period? What supports/assistance do you need, if any?
  - ASK IN SW ONTARIO (APR 14) How are you planning to manage through this?
- ASK IN MONTREAL YOUTH (APR 8) Do you think the coronavirus will affect your career prospects, either in the immediate or longer-term? Explain. Probe for: What could the Government of Canada do to help?
- ASK IN SMALL TOWN QUEBEC (APR 9) Experts are discussing ways of getting the economy moving again, without risking another surge in cases. Some are suggesting that it will need to be done in a measured, gradual way. What does that phrase mean – measured, gradual? (Probe for: timing, impact on business, types of business that may open/remain closed, etc.). If that approach is taken, what implications does it have for you personally?
- Have you heard about anything the Government of Canada has done to combat the economic impact of COVID-19?
  - ASK IN SMALL TOWN QUEBEC (APR 1), GTA (APR 2), LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9), SW ONTARIO (APR 14) Have you heard anything about the new Canada Emergency Response Benefit introduced by the federal government as a response to the COVID-19 outbreak? (show of hands)  
MODIFIED QUESTION IN LOWER MAINLAND GP (APR 15), RURAL QUEBEC SENIORS (APR 16), EDMONTON (APR 21), MONTREAL GP (APR 23), RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29) Prior to this group, had you heard anything about the new Canada Emergency Response Benefit introduced by the federal government as a response to the COVID-19 outbreak? (show of hands)



- What have you heard about it?
- Do you think this could help you personally?
- Do you know the process you can follow to receive the benefit?
  - ASK IN LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9), SW ONTARIO (APR 14), LOWER MAINLAND GP (APR 15), RURAL QUEBEC SENIORS (APR 16), EDMONTON (APR 21), MONTREAL GP (APR 23), RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29) Have you applied for the benefit? If yes, how was the application process?
- ASK IN SW ONTARIO (APR 14), LOWER MAINLAND GP (APR 15), RURAL QUEBEC SENIORS (APR 16), EDMONTON (APR 21), MONTREAL (APR 23), RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29) Do you feel that the federal government acted quickly enough in rolling out this benefit for Canadians?
- ASK IN SMALL TOWN QUEBEC (APR 1), GTA (APR 2), LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9), SW ONTARIO (APR 14) Have you heard anything about the new wage subsidy introduced by the federal government as a response to the COVID-19 outbreak?
 

MODIFIED QUESTION IN LOWER MAINLAND GP (APR 15), RURAL QUEBEC SENIORS (APR 16), EDMONTON (APR 21), MONTREAL GP (APR 23), RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29) Prior to this group, had you heard anything about the new wage subsidy introduced by the federal government as a response to the COVID-19 outbreak?

  - What have you heard about it?
  - IN RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29) CLARIFY AS NECESSARY: Canadian employers whose business has been affected by COVID-19, may be eligible for a subsidy of 75% of employee wages for up to 12 weeks, retroactive from March 15, 2020, to June 6, 2020.
  - Do you think this could help you personally?
- ASK IN GTA PARENTS (APR 2) Have you heard anything about changes to the Canada Child Benefit? What have you heard? CLARIFY AS NECESSARY: *The Government of Canada announced that it will temporarily increase the Canada Child Benefit (CCB) by \$300 per child.*
  - What do you think about this? Is it enough?
  - What will you do with this extra money?
- ASK IN MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9) Have you heard anything about expansion of the Canada Summer Jobs Program / programme Emplois d'été Canada?
  - What have you heard about it?

CLARIFY AS NECESSARY: *Temporary changes to the program were announced that will help employers hire summer staff and provide young Canadians access to the*



*jobs within the not-for-profit, small business and public sectors. The program will create up to 70,000 jobs for youth, aged 15-30.*

- **ASK IN MONTREAL YOUTH (APR 8)** What do you think of this initiative? Do you think this could help you personally?
- **ASK IN EDMONTON (APR 21)** Have you heard anything about the federal government investing \$1.7 billion in cleaning up orphan wells in Western Canada?
  - Do you think this investment will help Alberta's economy during the pandemic?
  - What else could the government of Canada do to support Albertans?
- Do you think that, so far, the government's economic response has been sufficient?
- **ASK IN SW ONTARIO (APR 14), LOWER MAINLAND GP (APR 15), EDMONTON (APR 21), MONTREAL GP (APR 23)** Some have said that instead of having an approach targeting needs using the Canada Emergency Response Benefit and the wage subsidy, the federal government should just give all Canadians \$2000 a month during the pandemic, and claw back some of that money from those who don't need the support when they next file their taxes.
  - Which approach would you prefer to see? Why?
- What else should the Government of Canada be considering and/or doing to manage the economic impacts of COVID-19?
 

**MODIFIED QUESTION IN MONTREAL YOUTH (APR 8):** What else should the Government of Canada be considering and/or doing to manage the economic impacts of COVID-19, especially for young people like yourselves?
- **ASK IN RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29)** Does the Government of Canada need to step in and help sectors which are in especially difficult situations now like tourism, oil & gas, airlines, and restaurants?
  - Are there specific sectors you think need help?
  - Are there specific sectors you would be concerned about the Government of Canada providing extra financial aid to?
- **ASK IN RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29)** The various measures the Government of Canada is implementing are estimated to cost billions of dollars and the Parliamentary Budget Officer has estimated that this will result in a much higher federal budget deficit. Does this concern anyone? Do you think that the federal government is spending too much money on measures in response to COVID-19?

**VIRTUAL PARLIAMENT RURAL QUEBEC, RURAL ATLANTIC (5 minutes) SW ONTARIO, LOWER MAINLAND, RURAL QUEBEC SENIORS, EDMONTON, MONTREAL (IF TIME)**

- **ASK IN SW ONTARIO (APR 14), LOWER MAINLAND GP (APR 15), RURAL QUEBEC SENIORS (APR 16), EDMONTON (APR 21), MONTREAL GP (APR 23), RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29)** Finally, on a different topic, the Parliament of Canada is unable have regular sessions due to the pandemic. Two options proposed for dealing with this would be to either have smaller sessions with only a small fraction of all Members of Parliament present, or to have parliamentary sessions hosted virtually via webcams. Which approach do you think would be better?
  - How important do you think it is that parliament meets regularly during the pandemic?

#### **OTHER NEWS RURAL QUEBEC, RURAL ATLANTIC (5 minutes)**

- **ASK IN RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29)** We've talked a lot about COVID-19 today. Before we go, have you heard any other Government of Canada news over the past few months?
  - PROBE on specifics. If anything mentioned, find out if others have heard about it, how they feel about it.
- **ASK IN RURAL QUEBEC (APR 27), RURAL ATLANTIC (APR 29)** Most of the recent Government of Canada announcements have been about COVID-19 and people affected by the disease and economic fallout from it. What do you think about all of this focus on COVID-19 - do you think it's appropriate or do you think the Government of Canada has focussed too much on it?

#### **COVID-19 AD TESTING EDMONTON, MONTREAL GP (30 minutes), RURAL QUEBEC SENIORS (55 minutes) ALL OTHER LOCATIONS (60 minutes)**

- Have you seen any federal government ads recently about COVID-19? Where? What was the message of the ad you saw?

#### **TV ADS SMALL TOWN QUEBEC (APR 1), GTA (APR 2)**

We are now going to review two potential TV ads that are currently being developed by the Government of Canada that would inform Canadians about the coronavirus, or COVID-19. I only have scripts for each, so I will describe the ad and read to you what you would hear. I will read the ad to you twice, and then we will discuss what we thought about it. Feel free to take notes to help you remember what you liked and didn't like about the ad.

[ROTATE ADS BETWEEN GROUPS]

**IN SMALL TOWN QUEBEC (APR 1) SHOW CONCEPT B: MEDICAL EXPERTS V1 FIRST, CONCEPT A: CELEBRITIES V1 SECOND**

IN GTA PARENTS (APR 2) SHOW CONCEPT A: CELEBRITIES V1 FIRST, CONCEPT B: MEDICAL EXPERTS V1 SECOND

**CONCEPT A: CELEBRITIES – VERSION 1 (TV/SCRIPT)** In this ad, we see a series of selfie videos with a variety of well-known Canadians speaking while filming themselves talking. The ad will conclude with a message spoken by Dr. Tam, the Chief Public Health Officer for Canada.

[MODERATOR READS THE AD TWICE]

Astronaut: **Astronauts are staying home to save lives**

Hockey Player: **Athletes are staying home to save lives**

Singer: **Musicians are staying home to save lives**

Business Leader: **Entrepreneurs are staying home to save lives.**

Chief Public Health Officer: **Now is the time to stay home to reduce the spread of COVID-19.**

**Stay home. Save Lives.**

- What are your initial thoughts about this ad?
- What is the main message of this ad?
- What do you like most? What do you like the least?
- What are the biggest strengths? Weaknesses?
- Is the language easy to understand? (if not) What parts are unclear or confusing?
- Who is this message aimed at? Why do you say that?
- Would this ad stand out to you if you heard it on TV? Would you seek more information?
- Does this message effectively communicate what needs to be done to minimize the spread of coronavirus or COVID-19?
- How do you feel about this ad featuring celebrities?
  - Are there any particular celebrities or prominent Canadians from other sectors that you think would be a good spokesperson for this advertisement? Why? Do you think the ad should include ‘youth spokespersons’?
- Do you have any other thoughts about what could make this ad more effective?

**CONCEPT B: MEDICAL EXPERTS – VERSION 1 (TV/SCRIPT)** In this ad, we see several of Canada’s most prominent medical experts and scientists taking turns delivering parts of a longer message. The ad will conclude with a message spoken by Dr. Tam, the Chief Public Health Officer for Canada.

[MODERATOR READS THE AD TWICE]

Astronaut/Scientist: **COVID-19 is a serious health threat to Canadians. But Canadians have always risen to overcome our biggest challenges by looking out for each other and all doing our part.**

Disease Expert: **Even if you don't have symptoms, you can spread COVID-19 to others and put lives at risk.**

Practicing Doctor/Former Athlete: **So stay at home, and take every precaution necessary to prevent the spread of this disease.**

Chief Public Health Officer: **You can stay up to date with the latest recommendations from the Government of Canada by visiting [Canada.ca/coronavirus](https://Canada.ca/coronavirus) regularly.**

All: **Stay home. Save Lives.**

- What are your initial thoughts about this ad?
- What is the main message of this ad?
- What do you like most? What do you like the least?
- What are the biggest strengths? Weaknesses?
- Is the language easy to understand? (if not) What parts are unclear or confusing?
- Who is this message aimed at? Why do you say that?
- Would this ad stand out to you if you heard it on TV? Would you seek more information?
- Does this message effectively communicate what needs to be done to minimize the spread of coronavirus or COVID-19?
- **ASK IN GTA PARENTS (APR 2)** The ad finishes with the Chief Public Health Officer saying “**You can stay up to date with the latest recommendations from the Government of Canada by visiting [Canada.ca/coronavirus](https://Canada.ca/coronavirus) regularly.**” I want to get your thoughts on a couple of alternative lines.  
[MODERATOR TO READ TWO ALTERNATIVE LINES]

**“Visit [Canada.ca/coronavirus](https://Canada.ca/coronavirus) every day to stay updated about the most recent medical advice from the Government of Canada.”**

**“Updated medical advice is being posted at [Canada.ca/coronavirus](https://Canada.ca/coronavirus) every day. Check this information regularly and follow the instructions provided.”**

- Which of these do you think is the most effective message? Why?
- How do you feel about this ad featuring medical experts and scientists?
  - Are there any particular medical experts that you think would be good spokespeople for this advertisement? Why?
  - Are there any particular scientists that you think would be good spokespeople for this advertisement? Why?
  - Is there anyone else who would be a good spokesperson who isn't a medical expert or scientist?
- Due to the current rules around social distancing, most of these experts would likely have to film themselves from their homes instead of having a full film crew with lighting and professional camera operators. Do you think this would take away from the effectiveness of the message?
- Do you have any other thoughts about what could make this ad more effective?

## TV ADS LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9)

**INTRODUCTION:** READ IN LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8) We are now going to review two potential TV ads that are currently being developed by the Government of Canada that would inform Canadians about the coronavirus, or COVID-19. I only have scripts for each, so I will describe the ad and read to you what you would hear. I will read the ad to you twice, and then we will discuss what we thought about it. Feel free to take notes to help you remember what you liked and didn't like about the ad.

MODIFIED INTRO IN SMALL TOWN QUEBEC (APR 9) We are now going to review two potential TV ads that are currently being developed by the Government of Canada that would inform Canadians about the coronavirus, or COVID-19. Feel free to take notes to help you remember what you liked and didn't like about the ad.

[ROTATE ADS BETWEEN GROUPS]

IN LOWER MAINLAND (APR 7) AND MONTREAL YOUTH (APR 8) SHOW CONCEPT B: MEDICAL EXPERTS V2 FIRST, CONCEPT C: ASTRONAUT V1 SECOND

IN SMALL TOWN QUEBEC (APR 9) SHOW CONCEPT C: ASTRONAUT V1 FIRST, CONCEPT B: MEDICAL EXPERTS V3 SECOND

**CONCEPT B: MEDICAL EXPERTS – VERSION 2 (TV/SCRIPT)** READ IN LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8) In this ad, we see some of Canada's most prominent medical experts, scientists and sports figures taking turns delivering parts of a longer message from their homes urging Canadians to stay at home as well.

- READ IN LOWER MAINLAND NEWCOMERS (APR 7) The English ad will feature astronaut Chris Hadfield, former hockey player, and doctor-in-training Hayley Wickenheiser, and the Chief Public Health Officer for Canada, Theresa Tam.
- READ IN MONTREAL YOUTH (APR 8) The French ad will feature astronaut David Saint-Jacques, professional football player Laurent Duvernay-Tardif, and Canada's Chief Science Advisor, Mona Nemer.

I will now read the [English/French] script:

Chris Hadfield/David Saint-Jacques: **COVID-19 is a serious health threat.**

**But Canadians always overcome our biggest challenges by looking out for each other and all doing our part.**

Hayley Wickenheiser/Laurent Duvernay-Tardif: **Even if you don't have symptoms, you can spread COVID-19 to others and put lives at risk.**

**So stay home. Your actions can be the difference between life and death.**

Theresa Tam/Mona Nemer: **New medical advice is posted on Canada.ca/coronavirus every day. Check this information regularly and follow instructions.**

All: **Stay home. Save Lives.**

### CONCEPT B: MEDICAL EXPERTS – VERSION 3 (TV/VIDEO)

**MODIFIED IN SMALL TOWN QUEBEC (APR 9)** For this ad, I have a video to play for you. We will watch it twice and then afterwards we will discuss what we think about the ad. In this ad, we see some of Canada's most prominent medical experts, scientists and sports figures taking turns delivering parts of a longer message from their homes urging Canadians to stay at home as well.

The French ad features astronaut David Saint-Jacques, professional football player Laurent Duvernay-Tardif, and Canada's Chief Science Advisor, Mona Nemer.

**PLAY VIDEO IN SMALL TOWN QUEBEC (APR 9)** I will now play the video for you.

[MODERATOR PLAYS ADVERTISEMENT **PHAC\_TV\_FR\_opt1\_V7** TWO TIMES]

- What are your initial thoughts about this ad?
- What is the main message of this ad?
- Do you know who all of these spokespeople are?
  - **ASK IN LOWER MAINLAND NEWCOMERS (APR 7)** Do you believe that all of them are credible medical or scientific experts?
  - **MODIFIED QUESTION IN MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9)** Do you believe that all of them are credible?
  - **ASK IN LOWER MAINLAND NEWCOMERS (APR 7)** Since retiring from hockey, Hayley Wickenheiser has attended medical school and is a doctor in training. Text on screen during the ad would mention this, and she will be shown wearing a medical uniform. Do you think her credentials make her an appropriate spokesperson for the ad?
- What do you like most? What do you like the least?
- What are the biggest strengths? Weaknesses?
- Is the language easy to understand? (if not) What parts are unclear or confusing?
- Who is this message aimed at? Why do you say that?
- Would this ad stand out to you if you heard it on TV? Would you seek more information?
- Does this message effectively communicate what needs to be done to minimize the spread of coronavirus or COVID-19?
- Mid-way through the ad, [Hayley Wickenheiser/Laurent Duvernay-Tardif] says **“So stay home. Your actions can be the difference between life and death.”** What do you think about this message being included?
  - Is this too strong of a message to give? Is it not strong enough?

- Do you feel like it is true to say staying home and other social distancing measures can be the difference between life and death?
- I want to get your thoughts on an alternative line. [MODERATOR TO READ AN ALTERNATIVE LINE] **“So stay home to help protect your loved ones.”**
  - Which of these do you think is the most effective message? Why?
  - Which one do you think is the most appropriate message for an advertisement from the Government of Canada right now?
- How do you feel about this ad featuring medical experts and scientists?
  - Do you feel like everyone involved in the ad is a credible voice for providing information about COVID-19?
  - Can you think of any other medical experts or scientists who would be good spokespeople for a government of Canada advertisement?
- Do you have any other thoughts about what could make this ad more effective?

#### CONCEPT C: ASTRONAUT – VERSION 1 (TV/SCRIPT)

READ IN LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9) In this ad, we see the astronaut [Chris Hadfield/David Saint Jacques] speaking from his home.

READ IN SMALL TOWN QUEBEC (APR 9) For this ad, I only have a script. So I will describe the ad and read to you what you would hear. I will read the ad to you twice and then we will discuss what we thought about it.

[Chris Hadfield/Davis Saint-Jacques] speaking:

**I’m [Chris Hadfield/David Saint-Jacques]. I know what it’s like to spend a long time isolated, away from friends and family. It’s hard, but it’s what we all need to do for each other.**

**Even if you’re not feeling sick, you could still be carrying COVID-19. And you could pass it to others.**

**Stay home and you’ll save lives. Visit [Canada.ca/coronavirus](https://Canada.ca/coronavirus) for the latest instructions on how you can stop this deadly pandemic.**

**You don’t need to go to space to be a hero. You just need to stay home.**

- What are your initial thoughts about this ad?
- What is the main message of this ad?
- What do you like most? What do you like the least?
- What are the biggest strengths? Weaknesses?
- Is the language easy to understand? (if not) What parts are unclear or confusing?
- Who is this message aimed at? Why do you say that?
- Would this ad stand out to you if you heard it on TV? Would you seek more information?

- Does this message effectively communicate what needs to be done to minimize the spread of coronavirus or COVID-19?
- Do you have any other thoughts about what could make this ad more effective?
- Can you think of any other people who could be effective spokespeople in a similar ad about how their experiences relate to the current crisis?

#### **TV AND RADIO ADS SW ONTARIO (APR 14), LOWER MAINLAND GP (APR 15), RURAL QUEBEC SENIORS (APR 16)**

**INTRODUCTION:** READ IN SW ONTARIO (APR 14), LOWER MAINLAND GP (APR 15) We are now going to review three potential ads that are currently being developed by the Government of Canada that would inform Canadians about the coronavirus, or COVID-19. I will show or read each ad to you twice, and then we will discuss what we thought about it. Feel free to take notes to help you remember what you liked and didn't like about the ad.

**MODIFIED IN RURAL QUEBEC SENIORS (APR 16)** We are now going to review two potential ads that are currently being developed by the Government of Canada that would inform Canadians about the coronavirus, or COVID-19. I will show or read each ad to you twice, and then we will discuss what we thought about it. Feel free to take notes to help you remember what you liked and didn't like about the ad.

[ROTATE ADS BETWEEN GROUPS]

IN SW ONTARIO (APR 14): SHOW CONCEPT D: FINANCE V1, THEN CONCEPT C: ASTRONAUT V2, THEN CONCEPT B: MEDICAL EXPERTS V4

IN LOWER MAINLAND GP (APR 15): SHOW CONCEPT D: FINANCE V1, THEN CONCEPT C: ASTRONAUT V2, THEN CONCEPT E: EXPERIENCED COVID-19

IN RURAL QUEBEC SENIORS (APR 16) SHOW CONCEPT D: FINANCE V1, THEN CONCEPT E: EXPERIENCED COVID-19

#### **CONCEPT D: FINANCE – VERSION 1 (TV/VIDEO)**

READ IN SW ONTARIO (APR 14), IN LOWER MAINLAND GP (APR 15), RURAL QUEBEC SENIORS (APR 16) You will notice that the ad is not in its finished form. Instead the images look more like a comic strip and convey what you would see in each frame of the ad. The final video would be produced using professional animation. Please keep this in mind as you are viewing the ad.

[MODERATOR PLAYS ADVERTISEMENT FinalStoryboard\_APRIL13(EN) TWO TIMES]

- What are your initial thoughts about this ad?
- What is the main message of this ad?
- What do you like most? What do you like the least?
- What are the biggest strengths? Weaknesses?



- Is the language easy to understand? (if not) What parts are unclear or confusing?
- Who is this message aimed at? Why do you say that?
- Does the neighbourhood shown in the ad look like something you might see near where you live? Why or why not?
- Would this ad stand out to you if you heard it on TV? Would you seek more information?

### CONCEPT C: ASTRONAUT – VERSION 2 (RADIO/SCRIPT)

**READ IN SW ONTARIO (APR 14), IN LOWER MAINLAND GP (APR 15)** The next two ads are on a slightly different topic, focusing on health advice instead of financial support programs that are available for Canadians. In this radio ad, we hear astronaut Chris Hadfield talking about self-isolation.

[MODERATOR READS THE AD TWICE]

Chris Hadfield speaking:

**I'm Chris Hadfield. As an astronaut, I know what it's like to be isolated, away from friends and family. It's hard, but it's what we all need to do for each other.**

**Even if you're not feeling sick, you can still be infected with COVID-19 and pass it to others.**

**Your actions can protect your loved ones.**

**Stay Home. Save Lives.**

**Visit [canada.ca/coronavirus](https://canada.ca/coronavirus) regularly for the latest instructions on how you can help stop this pandemic.**

**Announcer: A message from the Government of Canada.**

- What are your initial thoughts about this ad?
- What is the main message of this ad?
- What do you like most? What do you like the least?
- What are the biggest strengths? Weaknesses?
- Is the language easy to understand? (if not) What parts are unclear or confusing?
- Who is this message aimed at? Why do you say that?
- Would this ad stand out to you if you heard it on the radio?
- Does this message effectively communicate what needs to be done to minimize the spread of coronavirus or COVID-19?
- Do you have any other thoughts about what could make this ad more effective?

### CONCEPT B: MEDICAL EXPERTS – VERSION 4 (TV/VIDEO)

**READ IN SW ONTARIO (APR 14)** In this TV ad, we see several prominent Canadian medical experts and scientists. [MODERATOR ASKS PARTICIPANTS TO MUTE PHONES AND TURN UP VOLUME ON LAP-TOP]

[MODERATOR PLAYS ADVERTISEMENT **PHAC\_TV\_EN\_opt1\_COLO\_Wsuper\_Wmix\_11h** TWO TIMES]

- What are your initial thoughts about this ad?
  - What is the main message of this ad?
  - Do you know who all of these spokespeople are?
  - Do you believe that all of them are credible? What do you like most? What do you like the least?
  - What are the biggest strengths? Weaknesses?
  - Is the language easy to understand? (if not) What parts are unclear or confusing?
  - Who is this message aimed at? Why do you say that?
  - Would this ad stand out to you if you heard it on TV? Would you seek more information?
  - Does this message effectively communicate what needs to be done to minimize the spread of coronavirus or COVID-19?
  - Mid-way through the ad, Hayley Wickenheiser says **“So stay home. Your actions can be the difference between life and death.”** What do you think about this message being included?
    - Is this too strong of a message to give? Is it not strong enough?
    - Do you feel like it is true to say staying home and other social distancing measures can be the difference between life and death?
  - I want to get your thoughts on an alternative line. [MODERATOR TO READ AN ALTERNATIVE LINE] **“So stay home to help protect your loved ones.”**
    - Which of these do you think is the most effective message? Why?
    - Which one do you think is the most appropriate message for an advertisement from the Government of Canada right now?
  - How do you feel about this ad featuring medical experts and scientists?
    - Do you feel like everyone involved in the ad is a credible voice for providing information about COVID-19?
    - Can you think of any other medical experts or scientists who would be good spokespeople for a government of Canada advertisement?
- Do you have any other thoughts about what could make this ad more effective?

### CONCEPT E: EXPERIENCED COVID – VERSION 1 (RADIO/SCRIPT)

**READ IN LOWER MAINLAND GP (APR 15)** Finally, we have a different type of radio ad, this time featuring the voice of a Canadian who has personally experienced COVID-19.

**READ IN RURAL QUEBEC SENIORS (APR 16)** The next ad is a radio ad and features the voice of a Canadian who has personally experienced COVID-19.

[MODERATOR READS THE AD TWICE]

**My name is James** **IN LOWER MAINLAND GP (APR 15)** **/Isabelle** **IN RURAL QUEBEC SENIORS (APR 16)**.  
**I’m 25 years old, I play hockey, and not that long ago I was in a hospital, breathing through a tube because of COVID-19.**  
**I didn’t think I was at risk from this disease, and I didn’t take social distancing seriously enough.**

**The day I left the hospital, my mother was diagnosed with COVID-19. And I'm worried it's my fault. Don't make the mistake I made. If I can get infected, so can you.**

**Stay Home. Save Lives.**

**Announcer: A message from the Government of Canada.**

- What are your initial thoughts about this ad?
- What is the main message of this ad?
- What do you like most? What do you like the least?
- What are the biggest strengths? Weaknesses?
- Is the language easy to understand? (if not) What parts are unclear or confusing?
- Who is this message aimed at? Why do you say that?
- Would this ad stand out to you if you heard it on the radio?
- Does this message effectively communicate what needs to be done to minimize the spread of coronavirus or COVID-19?
- Do you think it is a good idea to use the voice of someone who has recovered from COVID-19 to deliver this message?
- Do you think it is important for this ad to mention a website or phone number where people can get more information?
- Do you have any other thoughts about what could make this ad more effective?

#### **TV ADS EDMONTON (APR 21), MONTREAL GP (APR 23)**

We are now going to review a potential ad that is currently being developed by the Government of Canada that would inform Canadians about economic relief measures in place to support Canadians affected by COVID-19. For this ad, I have a video to play for you. I will show the ad to you twice, and then we will discuss what we thought about it. Feel free to take notes to help you remember what you liked and didn't like about the ad.

#### **CONCEPT D: FINANCE – VERSION 2 (TV/VIDEO)**

**IN EDMONTON (APR 21)** [MODERATOR PLAYS ADVERTISEMENT **govcdn\_04\_c** TWO TIMES]

**IN MONTREAL GP (APR 23)** [MODERATOR PLAYS ADVERTISEMENT **GOVCDN\_30FRE\_revised** TWO TIMES]

- What are your initial thoughts about this ad?
- What is the main message of this ad?
- What do you like most? What do you like the least?
- What are the biggest strengths? Weaknesses?
- Is the language easy to understand? (if not) What parts are unclear or confusing?
- Who is this message aimed at? Why do you say that?

- Does the neighbourhood shown in the ad look like something you might see near where you live? Why or why not?
- Would this ad stand out to you if you heard it on TV? Would you seek more information?

## AD WRAP-UP

- COMPARISON
  - ASK IN SMALL TOWN QUEBEC (APR 1), GTA (APR 2), LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8) Thinking about these two ads, which one would be more likely to motivate you to take action? Why?
  - ASK IN SMALL TOWN QUEBEC (APR 1), GTA (APR 2), LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8) Which one do you feel is the most appropriate coming from the Government of Canada? Why?
  - ASK IN SMALL TOWN QUEBEC (APR 1), GTA (APR 2), LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8) Which one do you feel would be the most effective for convincing people to stay at home?
  - ASK IN LOWER MAINLAND GP (APR 15) Between the two radio ads, which one do you prefer?
    - Which radio ad would be the most effective at getting people to stay home?
- WEBSITE
  - ASK IN LOWER MAINLAND NEWCOMERS (APR 7), MONTREAL YOUTH (APR 8), SMALL TOWN QUEBEC (APR 9) Both ads directed you to visit [Canada.ca/coronavirus](https://Canada.ca/coronavirus). Have you visited this website before?
    - MODIFIED QUESTION IN SW ONTARIO (APR 14) All three ads directed you to visit [Canada.ca/coronavirus](https://Canada.ca/coronavirus). Have you visited this website before?
    - MODIFIED QUESTION IN LOWER MAINLAND GP (APR 15), RURAL QUEBEC SENIORS (APR 16), EDMONTON (APR 21), MONTREAL GP (APR 23) Have you visited [Canada.ca/coronavirus](https://Canada.ca/coronavirus) before?
      - IF YES: Did you find the information you were looking for there?
        - Was the website easy to navigate?
        - Is there anything that would make the website more helpful?
- FUTURE ADVERTISING
  - ASK IN EDMONTON (APR 21), MONTREAL GP (APR 23) We are still in a period of the pandemic where everyone is being advised to stay at home as much as possible. However, if the number of cases were to decline in Canada to the point where medical experts say it is safe to start reducing the restrictions on the day-to-day lives of Canadians, they will need to create advertisements to reflect this new medical advice.
    - What would you want an advertisement informing Canadians about reduced restrictions to look like?

- Would you rather hear a hopeful ad that thanks Canadians for staying home and informs everyone of the new rules, or a serious ad that describes the new rules while warning Canadians that the virus is still a health threat and things could get bad again if we aren't disciplined about following medical advice?

**CONCLUSION (5 minutes)**

# French Moderators Guide

## GUIDE DU MODÉRATEUR – Avril 2020 Document maître

### **INTRODUCTION (10 minutes)**

- Le modérateur ou la personne responsable du soutien technique doit faire savoir aux participantes et aux participants qu'un stylo et du papier seront nécessaires afin de prendre des notes et d'écrire quelques réflexions au sujet des pièces de communication que nous leur montrerons plus tard au cours de la discussion.
- **DEMANDER DANS LE GROUPE QUÉBEC RURAL – AÎNÉ(E)S (16 AVRIL)** Lors des présentations, le modérateur doit demander aux participantes et aux participants quelles sont leurs conditions de vie ou de logement (c'est-à-dire vivre seul, avec sa conjointe ou son conjoint/partenaire/autres membres de la famille, intergénérationnel) et si elles ou ils sont à la retraite ou ont un emploi.

### **MISE EN ROUTE (5 minutes)**

- **DEMANDER DANS LES GROUPES DE MONTRÉAL – JEUNES (8 AVRIL) ET DE QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)** Vous sentez-vous "à risque" par rapport à la COVID-19 ? Pourquoi ou pourquoi pas ?
- Est-ce que vous ou bien quelqu'un que vous connaissez avez eu quelconques symptômes de la COVID-19 au cours des derniers mois ?
  - Si oui, qu'avez-vous fait ou qu'ont-ils fait lorsque les premiers symptômes se sont manifestés ?
  - **DEMANDER DANS LE GROUPE QUÉBEC RURAL – AÎNÉ(E)S (16 AVRIL)** En tant qu'aîné(e) ou en tant que personne appartenant à un groupe démographique plus âgé, vous sentez-vous plus vulnérable de contracter la COVID-19 comparativement aux autres groupes d'âge ? Pourquoi ou pourquoi pas ?
- Savez-vous ce que vous devez faire si vous présentez des symptômes ? Quoi exactement ?
- **DEMANDER DANS LE GROUPE MONTRÉAL – JEUNES (8 AVRIL)** Quelles sont vos conditions de logement en ce moment ? Sonder : à la maison avec votre famille, avec des ami(e)s ou avec des colocataires, etc. Avez-vous changé vos conditions de logement au cours des dernières semaines ou du dernier mois ? Veuillez expliquer.

**LA COVID-19 DANS L'ACTUALITÉ : SUD-OUEST DE L'ONTARIO, BASSES TERRES CONTINENTALES DE LA COLOMBIE-BRITANNIQUE – NOUVEAUX ARRIVANTS (5 minutes), QUÉBEC RURAL – AÎNÉ(E)S (10 minutes), EDMONTON, MONTRÉAL – POPULATION GÉNÉRALE (20 minutes), TOUT AUTRE LIEU (15 minutes)**

- **DEMANDER DANS LES GROUPES DE QUÉBEC – PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL) ET DE LA RGT – PARENTS (2 AVRIL)** Qu’avez-vous entendu dire au sujet du coronavirus ou de la COVID-19 récemment ?  
**QUESTION MODIFIÉE POUR LES GROUPES : BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL), MONTRÉAL – JEUNES (8 AVRIL), QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL), SUD-OUEST DE L’ONTARIO (14 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – POPULATION GÉNÉRALE (15 AVRIL), QUÉBEC RURAL – ÂÎNÉ(E)S (16 AVRIL), EDMONTON (21 AVRIL), MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL), QUÉBEC RURAL (27 AVRIL), ATLANTIQUE RURAL (29 AVRIL)** Qu’avez-vous entendu dire au sujet du coronavirus ou de la COVID-19 au cours des quelques derniers jours ?
  - Où en entendez-vous parler ?
    - **SONDER DANS LE GROUPE BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL)** Sonder : Quelles sont les sources internationales auxquelles vous prêtez attention, le cas échéant ? Est-ce que vous entendez des choses différentes des sources nationales de celles des sources internationales ? Quoi en particulier ? Est-ce que vous trouvez que les informations prêtent à confusion ou ne sont pas cohérentes ?
  - **QUESTION MODIFIÉE POUR LES GROUPES DE MONTRÉAL – JEUNES (8 AVRIL) ET DE QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)** Est-ce que vous trouvez que les informations prêtent à confusion ou ne sont pas cohérentes d’une source à l’autre ? Veuillez expliquer.
  - **DEMANDER DANS LE GROUPE MONTRÉAL – JEUNES (8 AVRIL)** Entendez-vous quoi que ce soit de particulier au sujet de la COVID-19 et des jeunes ou les personnes de votre âge ? Sonder : Risque de contracter le virus, risque de propagation du virus, comment prévenir la transmission, etc.
  - **DEMANDER DANS LES GROUPES DE QUÉBEC – PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL) ET DE LA RGT – PARENTS (2 AVRIL)** Avez-vous entendu parler de la nouvelle mesure d’auto-isollement obligatoire pour les personnes qui retournent au Canada ?
    - Si oui, qu’en avez-vous entendu dire ?
    - Avez-vous entendu parler des conséquences de ne pas s’y conformer ? Si oui, qu’avez-vous entendu ?
  - Avez-vous entendu quoi que ce soit d’autre quant à la réponse du gouvernement du Canada ?
    - **DEMANDER DANS LES GROUPES DE QUÉBEC – PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL), RGT – PARENTS (2 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL), MONTRÉAL – JEUNES (8 AVRIL) ET QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)** Avez-vous vu des déclarations du gouvernement du Canada en réponse à cet enjeu ?
    - Pensez-vous que, jusqu’à présent, le gouvernement a réagi de manière appropriée ? Pourquoi ou pourquoi pas ? [NOTE À L’ATTENTION DU MODÉRATEUR : PRENDRE LE TEMPS DE PERMETTRE AUX RÉPONDANTES OU RÉPONDANTS DE RÉFLÉCHIR À LEURS RÉPONSES]

- Que devraient-ils faire d'autre, le cas échéant, à ce stade ?
- **DEMANDER DANS LE GROUPE QUÉBEC RURAL – AÎNÉ(E)S (16 AVRIL)** Avez-vous entendu quoi que ce soit de précis concernant les risques que courent particulièrement les personnes âgées ? Qu'avez-vous entendu ?
- Où en entendez-vous parler ? Trouvez-vous ces informations crédibles ? Pourquoi ou pourquoi pas ?
- **DEMANDER DANS LE GROUPE QUÉBEC RURAL – AÎNÉ(E)S (16 AVRIL)** Avez-vous entendu quoi que ce soit quant à une augmentation du financement par le gouvernement fédéral pour les aînés touchés par la pandémie de coronavirus ? Qu'avez-vous entendu ?
  - Le gouvernement fédéral a annoncé qu'il verserait 9 millions de dollars, par l'intermédiaire de Centraide Canada, aux organismes locaux qui soutiennent la prestation de services aux aînés canadiens, y compris la livraison d'épicerie, les médicaments et le travail de proximité pour les mettre en contact avec les services de soutien communautaire, selon les besoins. Qu'en pensez-vous ? Cela fera-t-il une différence pour vous ou pour d'autres aîné(e)s que vous connaissez ?
- **DEMANDER DANS LES GROUPES : EDMONTON (21 AVRIL), MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL), QUÉBEC RURAL (27 AVRIL) ET ATLANTIQUE RURAL (29 AVRIL)** Pouvez-vous penser à des exemples de pays qui ont mieux géré leurs épidémies de COVID-19 que le Canada ? Qu'est-ce que ces pays ont fait ou n'ont pas fait qui les ont rendus plus efficaces ?
- **DEMANDER DANS LES GROUPES : EDMONTON (21 AVRIL), MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL), QUÉBEC RURAL (27 AVRIL) ET ATLANTIQUE RURAL (29 AVRIL)** Pouvez-vous penser à des exemples de pays qui ont moins bien géré leurs épidémies de COVID-19 que le Canada ? Qu'est-ce que ces pays ont fait ou n'ont pas fait qui les ont rendus moins efficaces ?
- **DEMANDER DANS LES GROUPES : EDMONTON (21 AVRIL), MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL), QUÉBEC RURAL (27 AVRIL) ET ATLANTIQUE RURAL (29 AVRIL)** Avez-vous entendu quoi que ce soit au sujet d'un accord entre le gouvernement canadien et le gouvernement américain visant à prolonger d'un mois la fermeture de la frontière canado-américaine pour les voyages non essentiels ? Qu'avez-vous entendu ?
  - Pensez-vous que c'était la bonne décision que de maintenir la frontière fermée pour les voyages non essentiels ?
  - Quand pensez-vous que ce sera un bon moment pour rouvrir la frontière ?
  - Si la frontière était rouverte dans un mois, envisageriez-vous de voyager aux États-Unis ?
- **DEMANDER DANS LES GROUPES : SUD-OUEST DE L'ONTARIO (14 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – POPULATION GÉNÉRALE (15 AVRIL), QUÉBEC RURAL – AÎNÉ(E)S (16 AVRIL) ET EDMONTON (21 AVRIL)** Avez-vous entendu quoi que



ce soit quant à un modèle rendu public par le gouvernement fédéral, qui fait la projection du nombre de décès et de la durée de la pandémie au Canada ? Qu'avez-vous entendu ?

- Ce que vous avez entendu a-t-il changé votre impression sur la façon dont les mois à venir vont se dérouler au Canada pendant cette pandémie ?

- **DEMANDER DANS LE GROUPE QUÉBEC – PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL)** Où obtenez-vous la plupart de vos informations à ce sujet ?
  - Les informations que vous recevez sur la COVID-19 sont-elles pertinentes et faciles à comprendre ? Y a-t-il des informations dont vous avez besoin et auxquelles vous n'avez pas eu accès ? Quelles autres questions avez-vous à propos de la COVID-19 ?
- **DEMANDER DANS LE GROUPE QUÉBEC – PETITES VILLES MUNICIPALITÉS (1<sup>ER</sup> AVRIL)** Au Canada, dans quelle mesure croyez-vous que le nouveau coronavirus ou la COVID-19 est un enjeu sérieux à l'heure actuelle ? Pensez-vous que ça va s'aggraver ? Êtes-vous inquiète ou inquiet que cela s'aggrave ? Qu'est-ce qui vous fait dire cela ?

**EFFETS SUR LA SANTÉ/ENJEUX D'ORDRE MÉDICAL/COMPOTEMENTS :** **SUD-OUEST DE L'ONTARIO (5 minutes), QUÉBEC RURAL – ÂÎNÉ(E)S (20 minutes), EDMONTON, MONTRÉAL – POPULATION GÉNÉRALE (35 minutes) ET TOUT AUTRE LIEU (15 minutes)**

- **DEMANDER DANS LES GROUPES : BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL), MONTRÉAL – JEUNES (8 AVRIL), QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL), SUD-OUEST DE L'ONTARIO (14 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – POPULATION GÉNÉRALE (15 AVRIL), QUÉBEC RURAL – ÂÎNÉ(E)S (16 AVRIL), EDMONTON (21 AVRIL) ET MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL)** En ce qui concerne l'équipement médical, est-ce que vous estimez que le Canada est prêt à faire face à une augmentation du nombre de personnes qui tombent malades en raison de la COVID-19 ?
  - Quel type d'équipement pensez-vous être le plus important pour combattre la maladie ?
  - Selon vous, y a-t-il des types d'équipement médical dont le Canada est déjà en situation de pénurie ?
  - Avez-vous entendu quoi que ce soit quant à la réponse du gouvernement du Canada aux pénuries d'équipement médical ?
    - Dans l'ensemble, avez-vous le sentiment que le gouvernement du Canada fait du bon ou du mauvais travail à cet égard ?
  - **DEMANDER DANS LES GROUPES : BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL), MONTRÉAL – JEUNES (8 AVRIL) ET QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)** Avez-vous entendu parler des États-Unis qui bloquent l'envoi de masques médicaux au Canada ? Qu'avez-vous entendu ?
    - Comment le Canada devrait-il réagir à cette situation ?

- Avez-vous modifié votre comportement de quelconque manière en raison du nouveau coronavirus ou de la COVID-19 ?
  - DEMANDER DANS LES GROUPES : QUÉBEC — PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL), RGT — PARENTS (2 AVRIL), QUÉBEC — PETITES MUNICIPALITÉS (9 AVRIL), SUD-OUEST DE L'ONTARIO (14 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) — POPULATION GÉNÉRALE (15 AVRIL), QUÉBEC RURAL — AÎNÉ(E)S (16 AVRIL), EDMONTON (21 AVRIL), MONTRÉAL — POPULATION GÉNÉRALE (23 AVRIL), QUÉBEC RURAL (27 AVRIL), ET ATLANTIQUE RURAL (29 AVRIL) Si oui : Qu'avez-vous fait ? (Sonder : le télétravail, la distanciation social, la protection de soi et sa famille, l'importance de se laver les mains, la préparation comme stocker des provisions, des médicaments, de la nourriture, etc.) Si non : Pourquoi n'avez-vous rien fait ?
  - À quelle fréquence quittez-vous votre domicile et pour quelle raison ?
    - DEMANDER DANS LE GROUPE QUÉBEC RURAL — AÎNÉ(E)S (16 AVRIL) Est-ce que vous rendez toujours visite à des membres de votre famille ou vous rendent-ils visite ? Avez-vous le sentiment que les visites aux membres de votre famille présentent un risque pour votre santé ? Pourquoi ou pourquoi pas ?
  - DEMANDER DANS LE GROUPE RGT — PARENTS (2 AVRIL) Comment avez-vous parlé à vos enfants des problèmes ou des défis liés à l'auto-isolement et à la distanciation sociale ?
    - Si elles ou ils ont des enfants plus âgés (préadolescent(e)s ou adolescent(e)s) : Est-ce que vos enfants ont des difficultés à le faire ?
    - Permettez-vous à vos enfants de rendre visite à des amis ?
  - DEMANDER DANS LE GROUPE MONTRÉAL — JEUNES (8 AVRIL) Dans quelle mesure est-il important que les jeunes mettent en pratique la distanciation sociale ? Pourquoi ou pourquoi pas ? Est-ce plus ou moins important que pour d'autres groupes ?
  - DEMANDER DANS LE GROUPE QUÉBEC RURAL — AÎNÉ(E)S (16 AVRIL) Faites-vous quelque chose de différent comparativement aux personnes appartenant à d'autres groupes d'âge ? Veuillez expliquer.
- DEMANDER DANS LES GROUPES D'EDMONTON (21 AVRIL) ET DE MONTRÉAL — POPULATION GÉNÉRALE (23 AVRIL) Avez-vous porté un masque pour vous protéger lorsque vous êtes sortie ?
  - Pensez-vous que les masques sont efficaces pour stopper la propagation de la COVID-19 ?
  - Pensez-vous que le gouvernement fédéral devrait rendre obligatoire le port du masque à tout moment pendant les vols d'avion qui ont encore lieu au Canada ?
  - Pensez-vous que le gouvernement fédéral devrait rendre obligatoire le port du masque à tout moment dans les lieux publics bondés, y compris dans les transports en commun et les épiceries ?
  - Seriez-vous favorable à ce que le gouvernement fédéral ouvre davantage de magasins de détail avec la stricte obligation pour les clientes et les clients ainsi que pour les travailleuses et les travailleurs d'y porter un masque en tout temps ?

- **À DEMANDER DANS LES GROUPES D'EDMONTON (21 AVRIL) ET DE MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL)** Dans quelle mesure êtes-vous préoccupé, le cas échéant, par la sécurité des aliments que vous achetez depuis le début de la pandémie du nouveau coronavirus ou de la COVID-19 ? Qu'est-ce qui vous fait dire cela ?
- **DEMANDER DANS LES GROUPES : QUÉBEC – PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL), RGT – PARENTS (2 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL), QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL), SUD-OUEST DE L'ONTARIO (14 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – POPULATION GÉNÉRALE (15 AVRIL), QUÉBEC RURAL – AÎNÉ(E)S (16 AVRIL), EDMONTON (21 AVRIL), MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL), QUÉBEC RURAL (27 AVRIL) ET ATLANTIQUE RURAL (29 AVRIL)** Quelles ont été les choses les plus inconfortables pour vous personnellement par rapport à l'éclosion ?  
**QUESTION MODIFIÉE POUR LE GROUPE SUD-OUEST DE L'ONTARIO (14 AVRIL)** Outre le fait d'avoir été mis à pied, quelles ont été les choses les plus inconfortables pour vous personnellement par rapport à l'éclosion ?
  - **SONDER DANS LE GROUPE MONTRÉAL – JEUNES (8 AVRIL)** Ne pas participer à des activités sociales, ne pas passer de temps avec les amis ou la famille. Comment composez-vous avec ça ? Êtes-vous toujours en mesure de vous retrouver entre ami(e)s ? Sonder pour des exemples et chercher à savoir si les participantes et participants semblent mettre en pratique des mesures de distanciation sociale.
  - **DEMANDER DANS LE GROUPE MONTRÉAL – JEUNES (8 AVRIL)** SI ÉTUDIANT OU ÉTUDIANTE, DEMANDEZ : De quelle façon est-ce que vous vous organisez avec vos cours ? Êtes-vous en mesure de compléter vos cours en ligne ? Comment trouvez-vous ce changement vers les cours en ligne ?
  - **DEMANDER DANS LE GROUPE MONTRÉAL – JEUNES (8 AVRIL)** SI À LA RECHERCHE D'EMPLOI, DEMANDEZ : Comment vous vous y prenez pour trouver un emploi ?
  - **SONDER DANS LES GROUPES : QUÉBEC RURAL – AÎNÉ(E)S (16 AVRIL), EDMONTON (21 AVRIL), MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL), QUÉBEC RURAL (27 AVRIL) ET ATLANTIQUE RURAL (29 AVRIL)** Sonder : L'isolement, la solitude, le manque de soutien (faire l'épicerie/les médicaments/les visites médicales, etc.).
    - **SONDER DANS LES GROUPES : QUÉBEC RURAL – AÎNÉ(E)S (16 AVRIL), EDMONTON (21 AVRIL), MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL), QUÉBEC RURAL (27 AVRIL) ET ATLANTIQUE RURAL (29 AVRIL)** Que faites-vous pour remédier à l'isolement ? Est-ce un défi ?
    - **SONDER DANS LE GROUPE QUÉBEC RURAL – AÎNÉ(E)S (16 AVRIL)** Si les mesures de confinement se poursuivent encore longtemps, cela vous posera-t-il des problèmes ? De quel type de soutien ou d'aide pensez-vous que les aîné(e)s auront besoin ?
    - **SONDER DANS LES GROUPES DE QUÉBEC RURAL (27 AVRIL) ET DE L'ATLANTIQUE RURAL (29 AVRIL)** Comment vous vous sentiriez si les règles

de distanciation sociale restaient en place pendant plusieurs mois encore ?  
Quel genre d'impact est-ce que cela aurait sur vous ?

- **DEMANDER DANS LES GROUPES : QUÉBEC – PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL), RGT – PARENTS (2 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL), MONTRÉAL – JEUNES (8 AVRIL), ET QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)** Pendant combien de temps estimez-vous que l'on demandera à la population canadienne de rester chez elle autant que possible ?
  - Êtes-vous prêt ou prête à rester à l'intérieur pendant tout ce temps ?
  - Qu'est-ce que vous prévoyez qui pourrait devenir difficile ou éprouvant pour vous ou votre famille si l'on vous demande de rester à la maison pendant une plus longue période de temps ?
    - **DEMANDER DANS LES GROUPES : RGT – PARENTS (2 AVRIL), MONTRÉAL – JEUNES (8 AVRIL), ET QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)** Quel genre d'aide pourrait être utile ?
      - **SONDER DANS LE GROUPE RGT – PARENTS (2 AVRIL)** Sonder : des conseils ou des outils pour vous aider dans l'apprentissage scolaire de vos enfants, des astuces sur la manière de parler à vos enfants de la distanciation sociale, la façon de divertir ou de garder les enfants occupés. Autre chose ?
      - **SONDER DANS LE GROUPE MONTRÉAL – JEUNES (8 AVRIL)** Que pourrait faire le gouvernement du Canada pour soutenir les jeunes du Canada pendant cette crise ?
    - **DEMANDER DANS LES GROUPES : RGT – PARENTS (2 AVRIL), MONTRÉAL – JEUNES (8 AVRIL), ET QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)** Quelle est la meilleure façon de vous joindre et de partager ces informations et ces conseils ?
      - **SONDER DANS LE GROUPE RGT – PARENTS (2 AVRIL)** Pour les jeunes (comme vos enfants), quelle est la meilleure façon de leur parler de l'importance de pratiquer la distanciation sociale ? Sonder : les messages, le ton et les canaux ?
      - **SONDER DANS LE GROUPE MONTRÉAL – JEUNES (8 AVRIL)** Quelle est la meilleure façon de vous parler de l'importance de la distanciation sociale ? Sondez : les messages, le ton et les canaux ?
  - **DEMANDER DANS LE GROUPE QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)** Où croyez-vous que nous en sommes pour ce qui est « d'aplanir la courbe » et de sortir de cette crise — dans notre province, à l'échelle nationale ?
  - **DEMANDER DANS LE GROUPE QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)** Avez-vous entendu parler de la durée que les mesures de distanciation sociale sont susceptibles de rester en place ? Éclaircissement : Il y a des discussions voulant que l'obligation de maintenir des mesures de distanciation sociale et de faire du télétravail se poursuive

pendant encore de nombreuses semaines. Qu'en pensez-vous ? Quelles implications cela a-t-il pour vous ?

- **DEMANDER DANS LES GROUPES : QUÉBEC – PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL), RGT – PARENTS (2 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL), MONTRÉAL – JEUNES (8 AVRIL), ET QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)** Pensez-vous que le gouvernement du Canada fournit des informations et des conseils appropriés concernant la situation ?
  - **DEMANDER DANS LE GROUPE MONTRÉAL – JEUNES (8 AVRIL)** Pensez-vous qu'ils communiquent suffisamment d'informations, particulièrement aux jeunes ?
- **DEMANDER DANS LE GROUPE BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL)** En réfléchissant au-delà des impacts sur la santé, avez-vous constaté des changements au sein de votre propre collectivité et dans vos interactions avec les personnes qui y résident à la suite de l'éclosion du coronavirus ?
  - Êtes-vous préoccupé par le fait que les craintes concernant le virus auront un impact négatif sur la façon dont les gens interagissent dans votre communauté ? De quelle façon ?
  - Avez-vous vu des exemples de personnes ou de groupes, au sein de votre collectivité, qui ont été traités différemment depuis que le coronavirus est devenu une préoccupation internationale ?
- **DEMANDER DANS LES GROUPES DE QUÉBEC RURAL (27 AVRIL) ET DE L'ATLANTIQUE RURAL (29 AVRIL)** Tout le monde dans ces groupes vit dans de plus petites municipalités ou dans une zone rurale. Pensez-vous que l'impact de la COVID sur le quotidien a été différent là où vous vivez que dans les grandes métropoles comme Montréal et Toronto ?
  - (Sonder) Qu'est-ce qui a été différent ?
- **DEMANDER DANS LES GROUPES : SUD-OUEST DE L'ONTARIO (14 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – POPULATION GÉNÉRALE (15 AVRIL), QUÉBEC RURAL – AÎNÉ(E)S (16 AVRIL), EDMONTON (21 AVRIL) ET MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL)** Avez-vous entendu quoi que ce soit concernant des chercheurs qui suivent les données anonymes de localisation des téléphones cellulaires pour déterminer si les Canadiennes et les Canadiens restent à la maison pendant la pandémie ?
  - **DEMANDER DANS LES GROUPES : SUD-OUEST DE L'ONTARIO (14 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – POPULATION GÉNÉRALE (15 AVRIL) ET QUÉBEC RURAL – AÎNÉ(E)S (16 AVRIL)** Certaines personnes ont dit que le gouvernement devrait se coordonner avec les chercheurs afin que le gouvernement puisse surveiller les régions où les gens ne restent pas à la maison et ainsi ajuster les politiques coercitives. Pensez-vous que le gouvernement fédéral devrait faire cela ?
    - Avez-vous des inquiétudes en ce qui concerne l'accès du gouvernement aux données anonymes des téléphones cellulaires pour y parvenir ?

- **À DEMANDER DANS LES GROUPES D'EDMONTON (21 AVRIL) ET DE MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL)** Certaines personnes ont suggéré que le gouvernement du Canada fasse équipe avec les compagnies de téléphonie mobile en vue de créer une application pouvant être téléchargée volontairement par la population canadienne et qui permettrait de suivre leurs déplacements. Si quelconque utilisateur de l'application devait contracter la COVID-19, la personne pourrait enregistrer cela dans l'application, qui utiliserait les données de localisation du téléphone mobile, pour déterminer si d'autres utilisateurs de l'application ont récemment été en contact avec la personne infectée. Toute personne ayant été en contact avec la personne infectée serait avisée et aurait pour consigne de s'isoler.
  - Auriez-vous des craintes par rapport à ce type d'utilisation des données de téléphones mobiles par le gouvernement, dans un contexte où l'utilisation de l'application pour téléphones mobiles nécessiterait votre consentement préalable ?
  - Pensez-vous que ce type d'application pourrait être efficace pour arrêter la propagation de la COVID-19 ?

**LA RÉOUVERTURE DES COMMERCES EDMONTON (21 AVRIL), MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL), QUÉBEC RURAL (27 AVRIL) ET ATLANTIQUE RURAL (29 AVRIL) (15 minutes)**

- **DEMANDER DANS LES GROUPES : EDMONTON (21 AVRIL), MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL), QUÉBEC RURAL (27 AVRIL) ET ATLANTIQUE RURAL (29 AVRIL)** De manière générale, diriez-vous que le virus est maîtrisé au Canada ou pas ?
  - Diriez-vous qu'il est maîtrisé au niveau international ?
- **DEMANDER DANS LES GROUPES : EDMONTON (21 AVRIL), MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL), QUÉBEC RURAL (27 AVRIL) ET ATLANTIQUE RURAL (29 AVRIL)** Certains pays ont commencé à planifier la réouverture de leur économie et à alléger les restrictions qui contraignent les gens à rester à l'intérieur de leur résidence, et certaines provinces canadiennes ont également commencé à en parler. Pensez-vous que le Canada est prêt à commencer un allègement des restrictions ?
  - Combien de temps pensez-vous que cela prendra avant que le Canada ne soit prêt pour cela ?
  - Si les experts médicaux affirment que le Canada a atteint un point où l'allègement des mesures de distanciation sociale n'entraînera probablement qu'une faible augmentation du nombre de cas et que le risque d'une forte augmentation est très faible, seriez-vous favorable à un allègement des restrictions ?
    - **DEMANDER DANS LES GROUPES DE QUÉBEC RURAL (27 AVRIL) ET DE L'ATLANTIQUE RURAL (29 AVRIL)** Si les experts médicaux affirment que de strictes mesures de distanciation sociale sont le seul moyen de s'assurer que le nombre de cas au Canada n'augmentera pas, seriez-vous

en faveur du maintien de ces strictes mesures jusqu'à ce qu'il n'y ait plus de cas au Canada ou qu'un vaccin soit découvert ?

- **DEMANDER DANS LES GROUPES DE QUÉBEC RURAL (27 AVRIL) ET DE L'ATLANTIQUE RURAL (29 AVRIL)** (Si non) Il se peut que ce ne soit pas complètement sécuritaire tant qu'il n'y aura pas de vaccin et les experts disent que cela pourrait prendre un an ou plus. Donc, pensez-vous qu'il soit nécessaire de maintenir les mesures actuelles tout ce temps ?
- **DEMANDER DANS LES GROUPES DE QUÉBEC RURAL (27 AVRIL) ET DE L'ATLANTIQUE RURAL (29 AVRIL)** Que pensez-vous du fait que différentes provinces vont rouvrir leur économie à différents moments ?
- **DEMANDER DANS LES GROUPES DE QUÉBEC RURAL (27 AVRIL) ET DE L'ATLANTIQUE RURAL (29 AVRIL)** Pensez-vous qu'il devrait y avoir des directives fédérales que tous les lieux de travail, magasins, restaurants, etc., du pays doivent suivre lors de leur réouverture, ou pensez-vous que chaque province devrait gérer cela ?
- **DEMANDER DANS LES GROUPES : QUÉBEC RURAL (27 AVRIL) ET ATLANTIQUE RURAL (29 AVRIL)** Lorsqu'il s'agira de lever les restrictions, cela se fera probablement de manière graduelle, avec l'ouverture par étapes de différentes choses. Selon vous, quelles sont les choses qui doivent être rouvertes ou quelles sont les restrictions qui doivent être levées en premier lieu ?

#### **MESSAGES (35 minutes) QUÉBEC RURAL (27 AVRIL) ET ATLANTIQUE RURAL (29 AVRIL)**

**DANS LE GROUPE QUÉBEC RURAL (27 AVRIL)** Je vais maintenant vous montrer un exemple de certaines informations que le gouvernement du Canada pourrait communiquer aux Canadiens, une fois que les provinces auront commencé à rouvrir les choses - vous ne verriez donc pas une telle communication de la part du gouvernement fédéral avant cela. J'aimerais que vous le lisiez individuellement, puis nous en discuterons par la suite.

#### **AFFICHER TOUS LES ÉNONCÉS À L'ÉCRAN**

1. Nous reconnaissons que la COVID-19 continuera de se transmettre dans la collectivité à mesure que les établissements rouvrent. C'est pourquoi nous devons agir lentement et avec précaution, au cours des prochaines phases de cette pandémie, jusqu'à ce que nous ayons un vaccin.
2. La plupart des personnes infectées par COVID-19 présentent des symptômes légers. Lors de la phase de réouverture, nous ferons de notre mieux pour protéger les personnes les plus à risque de contracter une maladie grave en raison du virus. Nous visons à minimiser le nombre de cas de maladie et de décès liés à la COVID-19 ou de maladies non liées à la COVID-19. Il y a des mesures essentielles que tous les Canadiens peuvent prendre à cet égard.
3. Continuons de maintenir les mesures essentielles pour limiter la transmission : l'éloignement physique, le lavage fréquent des mains et l'obligation de rester chez soi lorsqu'on est malade.
4. Si vous pensez être malade en raison de la COVID-19, allez passer un test de dépistage. Cela permettra de découvrir toute éclosion dans la collectivité et de mettre en place des mesures pour prévenir sa propagation.



5. En rouvrant les services de santé pour traiter tout problème et en permettant certaines activités sociales et économiques, nous envisageons de réduire le fardeau global de maladies dans la collectivité, qu'elles soient liées à la COVID-19 ou non.
6. Les personnes qui ont une maladie chronique, les personnes de plus de 60 ans et toutes les personnes à plus haut risque doivent faire preuve d'une grande vigilance. Nous devons soutenir ces membres les plus vulnérables de nos communautés afin qu'ils restent à la maison autant que possible et qu'ils évitent les contacts avec des personnes de l'extérieur de leur propre foyer ainsi que les situations qui rendent impossible un éloignement physique adéquat.
7. N'oublions pas que chacun d'entre nous peut encore infecter les autres, même sans présenter de symptômes. Il sera essentiel de continuer d'appliquer les mesures fondamentales de prévention des infections, mais aussi de veiller à ce que toute personne qui a des symptômes se présente immédiatement dans un centre de dépistage.
8. Si vous présentez des symptômes, même légers, restez à la maison et n'allez pas au travail ou ailleurs dans la communauté jusqu'à ce que vous soyez rétabli. Les employeurs et les employés doivent se soutenir à cet égard, afin que nous puissions suivre le taux de transmission et le contenir. Souvenez-vous que les données scientifiques montrent qu'on peut transmettre le virus avant et pendant la période des symptômes, et même en l'absence de tout symptôme.
9. Nous savons qu'un grand nombre de Canadiens souhaitent célébrer des cérémonies importantes, des funérailles et d'autres rites ou rituels importants. Il sera important de suivre les directives de vos autorités locales relativement au nombre de participants, aux mesures de prévention des infections et aux événements associés.
10. La COVID-19 représente toujours une grave menace pour la santé. Bien que certaines restrictions commencent à être allégées, il est important de reconnaître que les choses peuvent encore s'aggraver si nous ne respectons pas toutes les restrictions en place actuellement. Tenez-vous au courant des dernières règles et restrictions en vigueur dans votre région et suivez-les en consultant régulièrement le [Canada.ca/lecoronavirus](https://Canada.ca/lecoronavirus).
11. Merci d'avoir suivi les conseils des experts vous demandant de rester à la maison pendant cette période difficile. Grâce à vos actions, nous sommes maintenant en mesure de commencer à rouvrir progressivement les choses dans nos collectivités. Veuillez suivre attentivement les règles les plus récentes en matière de distanciation sociale afin que nous puissions bientôt revenir à la normale.
12. Les Canadiennes et Canadiens, de tout âge, ont souffert en raison de la COVID-19. Bien que certaines choses commencent à rouvrir, nous devons nous rappeler que tout un chacun est susceptible de contracter la maladie et risque de la transmettre à ses proches. Donc, suivez attentivement les consignes de votre région et veillez à vous protéger les uns les autres.

**CHAQUE PERSONNE PASSERA EN REVUE INDIVIDUELLEMENT LES ÉNONCÉS ; PUIS UNE DISCUSSION DE GROUPE S'ENSUIVRA ;**

- Dans l'ensemble, que pensez-vous de ces informations ? Qu'est-ce qui vous fait dire cela ?
  - DEMANDER AU BESOIN : Comment vous sentez-vous ? Par exemple, est-ce que cela vous rassure ? Êtes-vous alarmé ? Autre chose ?
- Je vais vous soumettre un sondage. Maintenant, j'aimerais que vous sélectionniez les messages qui vous plaisent le plus.



LE MODÉRATEUR AFFICHERA LE SONDAGE N° 1 (PLAÎT). LE MODÉRATEUR PASSERA EN REVUE LES CHOIX ET DEMANDERA POUR CHACUN :

- Qu'est-ce qui vous a particulièrement plu de ce message ?
  - Maintenant, j'aimerais que vous sélectionniez tout message qui vous déplaît.
- LE MODÉRATEUR AFFICHERA LE SONDAGE N° 2 (DÉPLAÎT). LE MODÉRATEUR PASSERA EN REVUE LES CHOIX ET DEMANDERA POUR CHACUN :

- Qu'est-ce qui vous a particulièrement déplu dans ce message ?
- Pour terminer, j'aimerais que vous sélectionniez les messages que vous ne trouvez pas clairs ou qui prêtent à confusion.

LE MODÉRATEUR AFFICHERA LE SONDAGE N° 3 (PAS CLAIR/PRÊTE À CONFUSION). LE MODÉRATEUR PASSERA EN REVUE LES CHOIX ET DEMANDERA POUR CHACUN :

- Qu'avez-vous trouvé spécifiquement qui n'était pas clair ou qui prêtait à confusion dans ce message ?
- Maintenant, revenons au message dans son ensemble. Pensez-vous qu'il fournit des informations utiles ? Y a-t-il quelque chose que vous souhaiteriez ajouter, supprimer ou modifier ?

**DANS LE GROUPE ATLANTIQUE RURAL (29 AVRIL)** Je vais maintenant vous montrer une série d'exemples de certaines informations que le gouvernement du Canada pourrait communiquer aux Canadiens, une fois que les provinces auront commencé à rouvrir les choses - vous ne verriez donc pas une telle communication de la part du gouvernement fédéral avant cela. J'aimerais que vous les lisiez individuellement, puis nous en discuterons par la suite.

AFFICHER LES ÉNONCÉS DU GROUPE 1 À L'ÉCRAN.

#### **Groupe 1 (messages relatifs à la réouverture)**

- Nous reconnaissons que la COVID-19 continuera de se transmettre dans la collectivité à mesure que les établissements rouvrent. C'est pourquoi nous devons agir lentement et avec précaution, au cours des prochaines phases de cette pandémie, jusqu'à ce que nous ayons un vaccin.
- Merci d'avoir suivi les conseils des experts vous demandant de rester à la maison pendant cette période difficile. Grâce à vos actions, nous sommes maintenant en mesure de commencer à rouvrir progressivement les choses dans nos collectivités. Veuillez suivre attentivement les règles les plus récentes en matière de distanciation sociale afin que nous puissions bientôt revenir à la normale.
- En rouvrant les services de santé pour traiter tout problème et en permettant certaines activités sociales et économiques, nous envisageons de réduire le fardeau global de maladies dans la collectivité, qu'elles soient liées à la COVID 19 ou non.

CHAQUE PERSONNE PASSERA EN REVUE INDIVIDUELLEMENT LES ÉNONCÉS, PUIS UNE DISCUSSION DE GROUPE S'ENSUIVRA AINSI QUE LE SONDAGE. DEMANDER LA SÉRIE DE QUESTIONS SUIVANTE.

- Dans l'ensemble, que pensez-vous de ces informations ? Qu'est-ce qui vous fait dire cela ?
  - DEMANDER AU BESOIN : Comment vous sentez-vous ? Par exemple, est-ce que cela vous rassure ? Êtes-vous alarmé ? Autre chose ?
  - Quel(s) énoncé(s) vous plaît ou plaisent le plus ? Qu'est-ce qui vous a particulièrement plu ?
  - Quel(s) énoncé(s) vous déplaît ou déplaisent ? Qu'est-ce qui vous a particulièrement déplu ?
  - Y a-t-il certains de ces énoncés qui ne sont pas clairs ou qui prêtent à confusion ? Et plus précisément, qu'est-ce qui prête à confusion ou qui n'est pas clair ?
- Je vais vous afficher un sondage. Maintenant, j'aimerais que vous sélectionniez parmi ces énoncés celui qui est le plus clair.  
LE MODÉRATEUR AFFICHERA LE SONDAGE N° 1 (LE PLUS CLAIR). FIN DU SONDAGE — DIFFUSION DU SONDAGE. PRÉSENTER LES RÉSULTATS. LE MODÉRATEUR PASSERA EN REVUE LES ÉNONCÉS QUI FURENT SÉLECTIONNÉS.
- Je vais vous afficher un autre sondage. Maintenant, j'aimerais que vous sélectionniez parmi ces énoncés celui qui communique des informations importantes dont le public doit savoir ou entendre.  
LE MODÉRATEUR AFFICHERA LE SONDAGE N° 1 (IMPORTANT). FIN DU SONDAGE — DIFFUSION DU SONDAGE. PRÉSENTER LES RÉSULTATS. LE MODÉRATEUR PASSERA EN REVUE LES ÉNONCÉS QUI FURENT SÉLECTIONNÉS.
- Maintenant, revenons au message dans son ensemble. Pensez-vous qu'il fournit des informations utiles ? Y a-t-il quelque chose que vous souhaiteriez ajouter, supprimer ou modifier ?

REFAIRE POUR LES ÉNONCÉS DES GROUPES 2, 3 ET 4.

**Groupe 2 (messages relatifs à la propagation, aux populations vulnérables et aux mesures préventives)**

- La plupart des personnes infectées par COVID-19 présentent des symptômes légers. Lors de la phase de réouverture, nous ferons de notre mieux pour protéger les personnes les plus à risque de contracter une maladie grave en raison du virus. Nous visons à minimiser le nombre de cas de maladie et de décès liés à la COVID-19 ou de maladies non liées à la COVID-19. Il y a des mesures essentielles que tous les Canadiens peuvent prendre à cet égard.
- Continuons de maintenir les mesures essentielles pour limiter la transmission : l'éloignement physique, le lavage fréquent des mains et l'obligation de rester chez soi lorsqu'on est malade.
- Les personnes qui ont une maladie chronique, les personnes de plus de 60 ans et toutes les personnes à plus haut risque doivent faire preuve d'une grande vigilance. Nous devons soutenir ces membres les plus vulnérables de nos communautés afin qu'ils restent à la maison autant que possible et qu'ils évitent les contacts avec des personnes de l'extérieur de leur propre foyer ainsi que les situations qui rendent impossible un éloignement physique adéquat.
- N'oublions pas que chacun d'entre nous peut encore infecter les autres, même sans présenter de symptômes. Il sera essentiel de continuer d'appliquer les mesures fondamentales de prévention des

infections, mais aussi de veiller à ce que toute personne qui a des symptômes se présente immédiatement dans un centre de dépistage.

### Groupe 3 (messages relatifs à ce qu'il faut faire si des symptômes apparaissent)

- Si vous pensez être malade en raison de la COVID 19, allez passer un test de dépistage. Cela permettra de découvrir toute éclosion dans la collectivité et de mettre en place des mesures pour prévenir sa propagation.
- Si vous présentez des symptômes, même légers, restez à la maison et n'allez pas au travail ou ailleurs dans la communauté jusqu'à ce que vous soyez rétabli. Les employeurs et les employés doivent se soutenir à cet égard, afin que nous puissions suivre le taux de transmission et le contenir. Souvenez-vous que les données scientifiques montrent qu'on peut transmettre le virus avant et pendant la période des symptômes, et même en l'absence de tout symptôme.

### Groupe 4 (messages relatifs au risque continu, à la surveillance et au respect des directives)

- Nous savons qu'un grand nombre de Canadiens souhaitent célébrer des cérémonies importantes, des funérailles et d'autres rites ou rituels importants. Il sera important de suivre les directives de vos autorités locales relativement au nombre de participants, aux mesures de prévention des infections et aux événements associés.
- La COVID-19 représente toujours une grave menace pour la santé. Bien que certaines restrictions commencent à être allégées, il est important de reconnaître que les choses peuvent encore s'aggraver si nous ne respectons pas toutes les restrictions en place actuellement. Tenez-vous au courant des dernières règles et restrictions en vigueur dans votre région et suivez-les en consultant régulièrement le [Canada.ca/lecoronavirus](https://Canada.ca/lecoronavirus).
- Les Canadiennes et Canadiens, de tout âge, ont souffert en raison de la COVID-19. Bien que certaines choses commencent à rouvrir, nous devons nous rappeler que tout un chacun est susceptible de contracter la maladie et risque de la transmettre à ses proches. Donc, suivez attentivement les consignes de votre région et veillez à vous protéger les uns les autres.

### LES IMPACTS ÉCONOMIQUES DU CORONAVIRUS TOUS LES LIEUX (15 minutes)

- **DEMANDER DANS LES GROUPES : QUÉBEC – PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL), RGT – PARENTS (2 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL), MONTRÉAL – JEUNES (8 AVRIL), ET QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)** Avez-vous vu, lu ou entendu quoi que ce soit sur les effets du coronavirus sur l'économie canadienne ? Qu'avez-vous entendu ? Dans quelle mesure est-ce que cela vous inquiète ?
  - **DEMANDER DANS LES GROUPES : QUÉBEC – PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL), RGT – PARENTS (2 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL), MONTRÉAL – JEUNES (8 AVRIL), ET QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)** Avez-vous entendu parler de certains secteurs ou de certaines travailleuses et certains travailleurs qui ont déjà été touchés ? Qu'avez-vous remarqué ou entendu ?
  - **DEMANDER DANS LES GROUPES : QUÉBEC – PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL), RGT – PARENTS (2 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS**

- (7 AVRIL), MONTRÉAL – JEUNES (8 AVRIL), ET QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL) À terme, y a-t-il d'autres secteurs ou d'autres travailleuses et travailleurs qui pourraient être touchés si le virus continue à se propager ?
- DEMANDER DANS LES GROUPES : QUÉBEC — PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL), RGT — PARENTS (2 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL), MONTRÉAL – JEUNES (8 AVRIL), ET QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL) Le coronavirus a-t-il affecté votre situation financière ou celle de votre ménage ? Comment ?
  - QUESTION MODIFIÉE POUR LE GROUPE SUD-OUEST DE L'ONTARIO (14 AVRIL) De quelle façon est-ce que le coronavirus a affecté votre propre situation financière ou celle de votre ménage ?
    - DEMANDER DANS LE GROUPE SUD-OUEST DE L'ONTARIO (14 AVRIL) Étiez-vous un principal soutien financier ? Dans quelle mesure sera-t-il difficile de gérer les finances de votre ménage après avoir été mis à pied ?
  - DEMANDER DANS LES GROUPES : QUÉBEC — PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL), RGT — PARENTS (2 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL), MONTRÉAL – JEUNES (8 AVRIL), ET QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL) Pensez-vous qu'à un moment donné, à l'avenir, votre ménage pourrait être touché ? Comment ?
  - DEMANDER DANS LES GROUPES : QUÉBEC — PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL), RGT — PARENTS (2 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL), MONTRÉAL – JEUNES (8 AVRIL), QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL) ET SUD-OUEST DE L'ONTARIO (14 AVRIL) Il est difficile de prévoir combien de temps ceci peut durer. Vous sentez-vous préparé, financièrement et autrement, pour affronter ceci pendant une période prolongée ? De quel soutien ou de quelle aide avez-vous besoin, le cas échéant ?
    - DEMANDER DANS LE GROUPE SUD-OUEST DE L'ONTARIO (14 AVRIL) Comment vous comptez faire face à cette situation ?
  - DEMANDER DANS LE GROUPE MONTRÉAL – JEUNES (8 AVRIL) Pensez-vous que le coronavirus affectera vos perspectives de carrière, soit dans l'immédiat, soit à plus long terme ? Veuillez expliquer. Sonder : Que pourrait faire le gouvernement du Canada pour apporter son aide ?
  - DEMANDER DANS LE GROUPE QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL) Les experts discutent des moyens de relancer l'économie, sans risquer une nouvelle flambée de cas. Certaines personnes suggèrent que l'on devra faire cela de manière mesurée et graduelle. Que signifie cette expression — mesurée, graduelle ? (Cherchez à savoir : le moment, l'impact sur les entreprises, les types d'entreprises qui pourraient ouvrir ou demeurer fermés, etc.) Si l'on adoptait cette approche, quelles en seraient les implications pour vous personnellement ?

- Avez-vous entendu parler de quoi que ce soit que le gouvernement du Canada a fait pour combattre l'impact économique de la COVID-19 ?
  - DEMANDER DANS LES GROUPES : QUÉBEC — PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL), RGT — PARENTS (2 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) — NOUVEAUX ARRIVANTS (7 AVRIL), MONTRÉAL — JEUNES (8 AVRIL), QUÉBEC — PETITES MUNICIPALITÉS (9 AVRIL) ET SUD-OUEST DE L'ONTARIO (14 AVRIL) Avez-vous entendu parler de la nouvelle Prestation canadienne d'urgence instaurée par le gouvernement fédéral en réponse à l'épidémie de COVID-19 ? (À main levée)  
 QUESTION MODIFIÉE POUR LES GROUPES : BASSES TERRES CONTINENTALES (C.-B.) — POPULATION GÉNÉRALE (15 AVRIL), QUÉBEC RURAL — AÎNÉ(E)S (16 AVRIL), EDMONTON (21 AVRIL), MONTRÉAL — POPULATION GÉNÉRALE (23 AVRIL), QUÉBEC RURAL (27 AVRIL) ET ATLANTIQUE RURAL (29 AVRIL) Avant ce groupe, aviez-vous entendu parler de la nouvelle Prestation canadienne d'urgence instaurée par le gouvernement fédéral en réponse à l'épidémie de COVID-19 ? (À main levée)
    - Qu'en avez-vous entendu dire ?
    - Pensez-vous que cela pourrait vous aider personnellement ?
    - Connaissez-vous la marche à suivre pour recevoir la prestation ?
      - DEMANDER DANS LES GROUPES : BASSES TERRES CONTINENTALES (C.-B.) — NOUVEAUX ARRIVANTS (7 AVRIL), MONTRÉAL — JEUNES (8 AVRIL), QUÉBEC — PETITES MUNICIPALITÉS (9 AVRIL), SUD-OUEST DE L'ONTARIO (14 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) — POPULATION GÉNÉRALE (15 AVRIL), QUÉBEC RURAL — AÎNÉ(E)S (16 AVRIL), EDMONTON (21 AVRIL), MONTRÉAL — POPULATION GÉNÉRALE (23 AVRIL), QUÉBEC RURAL (27 AVRIL) ET ATLANTIQUE RURAL (29 AVRIL) Avez-vous fait une demande de prestation ? Si oui, comment s'est passé le processus de demande ?
      - DEMANDER DANS LES GROUPES : SUD-OUEST DE L'ONTARIO (14 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) — POPULATION GÉNÉRALE (15 AVRIL), QUÉBEC RURAL — AÎNÉ(E)S (16 AVRIL), EDMONTON (21 AVRIL), MONTRÉAL — POPULATION GÉNÉRALE (23 AVRIL), QUÉBEC RURAL (27 AVRIL) ET ATLANTIQUE RURAL (29 AVRIL) Pensez-vous que le gouvernement fédéral a agi assez rapidement en déployant cette prestation pour les Canadiennes et les Canadiens ?
  - DEMANDER DANS LES GROUPES : QUÉBEC — PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL), RGT — PARENTS (2 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) — NOUVEAUX ARRIVANTS (7 AVRIL), MONTRÉAL — JEUNES (8 AVRIL), QUÉBEC — PETITES MUNICIPALITÉS (9 AVRIL) ET SUD-OUEST DE L'ONTARIO (14 AVRIL) Avez-vous entendu parler de la nouvelle subvention salariale mise en place par le gouvernement fédéral en réponse à l'éclosion de la COVID-19 ?
  - QUESTION MODIFIÉE POUR LES GROUPES : BASSES TERRES CONTINENTALES (C.-B.) — POPULATION GÉNÉRALE (15 AVRIL), QUÉBEC RURAL — AÎNÉ(E)S (16 AVRIL), EDMONTON (21 AVRIL), MONTRÉAL — POPULATION GÉNÉRALE (23 AVRIL), QUÉBEC RURAL (27 AVRIL) ET ATLANTIQUE RURAL (29 AVRIL) Avant ce groupe, aviez-vous entendu parler de la

nouvelle subvention salariale mise en place par le gouvernement fédéral en réponse à l'éclosion de la COVID-19 ?

- Qu'en avez-vous entendu dire ?
- **DEMANDER DANS LES GROUPES DE QUÉBEC RURAL (27 AVRIL) ET DE L'ATLANTIQUE RURAL (29 AVRIL)** ÉCLAIRCISSEMENT AU BESOIN : Les employeurs canadiens dont l'entreprise a été touchée par la COVID-19, peuvent être admissibles à une subvention de 75 % du salaire des employés pour une période allant jusqu'à 12 semaines, et ce, rétroactivement du 15 mars 2020 au 6 juin 2020.
- Pensez-vous que cela pourrait vous aider personnellement ?
- **DEMANDER DANS LE GROUPE RGT – PARENTS (2 AVRIL)** Avez-vous entendu quoi que ce soit au sujet des changements apportés à l'Allocation canadienne pour enfants ? Qu'avez-vous entendu ? ÉCLAIRCISSEMENT AU BESOIN : Le gouvernement du Canada a annoncé qu'il augmentera temporairement l'Allocation canadienne pour enfants (ACE) de 300 \$ par enfant.
  - Que pensez-vous de cette mesure ? Est-ce suffisant ?
  - Que ferez-vous avec cette somme supplémentaire ?
- **DEMANDER DANS LES GROUPES DE MONTRÉAL – JEUNES (8 AVRIL) ET DE QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)** Avez-vous entendu parler de l'élargissement du programme Emplois d'été Canada ?
  - Qu'avez-vous entendu à ce sujet ?  
ÉCLAIRCISSEMENT AU BESOIN : Des modifications temporaires au programme ont été annoncées. Elles aideront les employeurs à embaucher du personnel d'été et permettront aux jeunes Canadiennes et Canadiens d'accéder à des emplois au sein d'organismes sans but lucratif, de petites entreprises et du secteur public. Le programme permettra de créer jusqu'à 70 000 emplois pour les jeunes de 15 à 30 ans.
  - **DEMANDER DANS LE GROUPE MONTRÉAL – JEUNES (8 AVRIL)** Que pensez-vous de cette initiative ? Pensez-vous que cela pourrait vous aider personnellement ?
- **DEMANDER DANS LE GROUPE EDMONTON (21 AVRIL)** Avez-vous entendu quoi que ce soit quant à un investissement du gouvernement fédéral de 1,7 milliard de dollars pour nettoyer des puits abandonnés dans l'Ouest canadien ?
- Pensez-vous que cet investissement aidera l'économie de l'Alberta pendant la pandémie ?
  - Qu'est-ce que le gouvernement du Canada pourrait faire d'autre pour soutenir les Albertains ?
- Pensez-vous que, jusqu'à présent, la réponse économique du gouvernement a été suffisante ?
- **DEMANDER DANS LES GROUPES : SUD-OUEST DE L'ONTARIO (14 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – POPULATION GÉNÉRALE (15 AVRIL), EDMONTON (21 AVRIL), ET MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL)** Certaines personnes ont dit qu'au lieu d'avoir

une approche ciblant les besoins, en utilisant la Prestation d'urgence du Canada et la subvention salariale, le gouvernement fédéral devrait tout simplement donner 2 000 \$ par mois à chaque Canadienne et Canadien pendant la pandémie, et de récupérer une partie de cet argent auprès des personnes qui n'ont pas besoin de ce soutien lorsqu'elles produiront leurs prochaines déclarations de revenus.

- Quelle approche préféreriez-vous voir ? Pourquoi ?
- Qu'est-ce que le gouvernement du Canada devrait envisager ou faire d'autre pour gérer les impacts économiques liés à la COVID-19 ?  
**QUESTION MODIFIÉE POUR LE GROUPE MONTRÉAL – JEUNES (8 AVRIL) :** Qu'est-ce que le gouvernement du Canada devrait envisager ou faire d'autre pour gérer les impacts économiques liés à la COVID-19, surtout pour les jeunes comme vous ?
- **DEMANDER DANS LES GROUPES DE QUÉBEC RURAL (27 AVRIL) ET DE L'ATLANTIQUE RURAL (29 AVRIL)** Est-ce que le gouvernement du Canada doit intervenir et aider les secteurs qui se trouvent actuellement dans des situations particulièrement difficiles tels que le tourisme, le secteur pétrolier et gazier, les transporteurs aériens et les restaurants ?
  - Y a-t-il des secteurs particuliers qui, selon vous, ont besoin d'aide ?
  - Y a-t-il des secteurs particuliers dont vous seriez préoccupé de voir le gouvernement du Canada accorder une aide financière supplémentaire ?
- **DEMANDER DANS LES GROUPES DE QUÉBEC RURAL (27 AVRIL) ET DE L'ATLANTIQUE RURAL (29 AVRIL)** Les différentes mesures mises en place par le gouvernement du Canada sont évaluées à des milliards de dollars et le directeur parlementaire du budget prévoit que cela entraînera un déficit budgétaire fédéral beaucoup plus important. Est-ce que quelqu'un est préoccupé par cela ? Pensez-vous que le gouvernement fédéral dépense trop d'argent pour les mesures prises en réaction à la COVID-19 ?
  - Y a-t-il quelqu'un qui s'inquiète de l'impact à long terme lié à un déficit plus important ?

**PARLEMENT VIRTUEL QUÉBEC RURAL, ATLANTIQUE RURAL (5 minutes) SUD-OUEST DE L'ONTARIO, BASSES TERRES CONTINENTALES (C.-B.) – POPULATION GÉNÉRALE, EDMONTON, ET MONTRÉAL – POPULATION GÉNÉRALE (SI LE TEMPS LE PERMET)**

- **DEMANDER DANS LES GROUPES : SUD-OUEST DE L'ONTARIO (14 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – POPULATION GÉNÉRALE (15 AVRIL), EDMONTON (21 AVRIL), ET MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL)** Pour terminer, sur un autre sujet, le Parlement du Canada ne peut pas tenir de sessions régulières en raison de la pandémie. Les deux options proposées pour y remédier seraient soit d'avoir des sessions restreintes avec la présence d'une petite fraction seulement de tous les membres du Parlement, soit d'avoir des sessions



parlementaires tenues virtuellement grâce à des webcams. Quelle approche vous semble la meilleure ?

- Dans quelle mesure pensez-vous qu'il est important que le Parlement se réunisse régulièrement pendant la pandémie ?

#### **AUTRES ACTUALITÉS QUÉBEC RURAL ET ATLANTIQUE RURAL (5 minutes)**

- **DEMANDER DANS LES GROUPES DE QUÉBEC RURAL (27 AVRIL) ET DE L'ATLANTIQUE RURAL (29 AVRIL)** Nous avons beaucoup parlé de la COVID-19 aujourd'hui. Avant de se quitter, avez-vous entendu d'autres actualités concernant le gouvernement du Canada au cours des derniers mois ?
  - **SONDER** sur les détails. Si quelque chose est mentionné, demandez si d'autres en ont entendu parler et ce qu'ils en pensent.
- **DEMANDER DANS LES GROUPES DE QUÉBEC RURAL (27 AVRIL) ET DE L'ATLANTIQUE RURAL (29 AVRIL)** La plupart des annonces récentes du gouvernement du Canada portaient sur la COVID-19, les personnes touchées par la maladie et les répercussions économiques de celle-ci. Que pensez-vous de toute cette attention consacrée à la COVID-19 — pensez-vous qu'elle soit appropriée ou pensez-vous que le gouvernement du Canada s'est trop concentré sur cette question ?

#### **COVID-19 — ÉVALUATION PUBLICITAIRE EDMONTON (30 minutes), QUÉBEC RURAL – AÎNÉ(E)S (55 minutes) TOUT AUTRE LIEU (60 minutes)**

- Avez-vous vu récemment des publicités du gouvernement fédéral portant sur la COVID-19 ? Où ? Quel était le message de l'annonce que vous avez vue ?

#### **CONCEPTS POUR LA NOUVELLE CAMPAGNE PUBLICITAIRE (15 à 30 minutes)**

##### **PUBS TÉLÉ QUÉBEC – PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL) ET RGT – PARENTS (2 AVRIL)**

Nous allons maintenant passer en revue deux publicités télé que le gouvernement du Canada est en train de mettre au point et qui informeraient la population canadienne sur le coronavirus, ou la COVID-19. Je n'ai qu'un texte pour chacune, je vais donc vous décrire l'annonce et vous lire ce que vous entendriez. Je vais vous lire cette publicité deux fois et nous discuterons ensuite de ce que nous en pensons. N'hésitez pas à prendre des notes pour vous aider à vous souvenir de ce que vous avez aimé et de ce que vous n'avez pas aimé dans cette pub.

[ALTERNEZ L'ORDRE DE PRÉSENTATION DES PUBLICITÉS D'UN GROUPE À L'AUTRE]

**DANS LE GROUPE QUÉBEC — PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL), MONTRER LE CONCEPT B : EXPERTS MÉDICAUX V1 EN PREMIER ET LE CONCEPT A : CÉLÉBRITÉS V1 EN DEUXIÈME LIEU**



**DANS LE GROUPE RGT — PARENTS (2 AVRIL), MONTRER LE CONCEPT A : CÉLÉBRITÉS V1 EN PREMIER ET LE CONCEPT B : EXPERTS MÉDICAUX V1 EN DEUXIÈME LIEU**

**CONCEPT A : CÉLÉBRITÉS – VERSION 1 (TÉLÉ/TEXTE)** Dans cette publicité, nous voyons une série d'égoportraits vidéo avec une variété de personnalités canadiennes bien connues qui se filment en train de parler. L'annonce se terminera par un message prononcé par la D<sup>re</sup> Tam, Administratrice en chef de la santé publique du Canada.

[LE MODÉRATEUR LIRA LA PUBLICITÉ DEUX FOIS]

Astronaute : **Les astronautes, on reste chez soi pour sauver des vies**

Joueur(-euse) de hockey : **Les athlètes, on reste chez soi pour sauver des vies**

Chanteur(-euse) : **Les artistes, on reste chez soi pour sauver des vies**

Chef(fe) d'entreprise : **Les entrepreneur(e)s on reste chez soi pour sauver des vies.**

Administratrice en chef de la santé publique : **Il est temps de rester chez soi pour réduire la propagation de la COVID-19.**

**Restez chez vous. Sauvez des vies.**

- Quelles sont vos premières impressions de cette publicité ?
- Quel est le message principal de cette publicité ?
- Qu'est-ce qui vous plaît le plus ? Qu'est-ce qui vous plaît le moins ?
- Quelles sont ses plus grandes forces ? Ses faiblesses ?
- Est-ce que le langage est facile à comprendre ? (Si ce n'est pas le cas) Quelles sont les parties qui ne sont pas claires ou qui prêtent à confusion ?
- À qui s'adresse ce message ? Pourquoi dites-vous cela ?
- Est-ce que vous remarqueriez cette publicité si vous la voyiez à la télé ? Est-ce que vous chercheriez à obtenir plus d'informations ?
- Est-ce que ce message communique efficacement ce qui doit être fait pour minimiser la propagation du coronavirus ou de la COVID-19 ?
- Que pensez-vous du fait que cette publicité met en vedette des personnalités connues ?
  - Y a-t-il des vedettes particulières ou des personnalités canadiennes de renom œuvrant dans d'autres secteurs qui, selon vous, seraient de bonnes ou de bons porte-paroles pour cette publicité ? Pourquoi ? Pensez-vous que la publicité devrait inclure de « jeunes porte-paroles » ?
- Avez-vous d'autres idées sur ce qui pourrait rendre cette publicité plus efficace ?

**CONCEPT B : EXPERTS MÉDICAUX – VERSION 1 (TÉLÉ/TEXTE)** Dans cette publicité, on voit plusieurs des plus éminents experts médicaux et scientifiques du Canada qui se relaient et livrent à tour de rôle des parties d'un message plus long. L'annonce se terminera par un message prononcé par la D<sup>re</sup> Tam, Administratrice en chef de la santé publique du Canada.

[LE MODÉRATEUR LIRA LA PUBLICITÉ DEUX FOIS]

Astronaute/Scientifique : **La COVID-19 est pour la population canadienne une grave menace pour la santé. Mais les Canadiens et les Canadiennes ont toujours su relever les plus grands défis en veillant les uns sur les autres et en faisant toutes et tous notre part.**

Expert en maladies : **Même si vous ne présentez pas de symptômes, vous pouvez transmettre la COVID-19 à d'autres personnes et mettre des vies en danger.**

Médecin-praticien/athlète à la retraite : **Donc, restez chez vous et prenez toutes les précautions nécessaires pour éviter la propagation de cette maladie.**

Administratrice en chef de la santé publique : **Vous pouvez vous tenir au courant des dernières recommandations du gouvernement du Canada en visitant régulièrement le site [Canada.ca/lecoronavirus](https://Canada.ca/lecoronavirus).**

Ensemble : **Restez chez vous. Sauvez des vies.**

- Quelles sont vos premières impressions de cette publicité ?
- Quel est le message principal de cette publicité ?
- Qu'est-ce qui vous plaît le plus ? Qu'est-ce qui vous plaît le moins ?
- Quelles sont ses plus grandes forces ? Ses faiblesses ?
- Est-ce que le langage est facile à comprendre ? (Si ce n'est pas le cas) Quelles sont les parties qui ne sont pas claires ou qui prêtent à confusion ?
- À qui s'adresse ce message ? Pourquoi dites-vous cela ?
- Est-ce que vous remarqueriez cette publicité si vous la voyiez à la télé ? Est-ce que vous chercheriez à obtenir plus d'informations ?
- Est-ce que ce message communique efficacement ce qui doit être fait pour minimiser la propagation du coronavirus ou de la COVID-19 ?
- **DEMANDER DANS LE GROUPE RGT – PARENTS (2 AVRIL)** La publicité se termine avec l'administratrice en chef de la santé publique qui dit : « **Vous pouvez vous tenir au courant des dernières recommandations du gouvernement du Canada en consultant régulièrement le [Canada.ca/lecoronavirus](https://Canada.ca/lecoronavirus)** ». Je voudrais connaître votre avis sur deux autres options. [LE MODÉRATEUR LIRA LES DEUX AUTRES PHRASES.]

« **Visitez le [Canada.ca/lecoronavirus](https://Canada.ca/lecoronavirus) quotidiennement pour vous tenir au courant des plus récents conseils médicaux du gouvernement du Canada** ».

« **Une mise à jour des conseils médicaux est affichée quotidiennement au [Canada.ca/lecoronavirus](https://Canada.ca/lecoronavirus). Consultez régulièrement ces informations et suivez les consignes qui y sont fournies** ».

- Selon vous, quel est le message le plus efficace ? Pourquoi ?
- Que pensez-vous du fait que cette publicité met en vedette des experts médicaux et des scientifiques ?

- Y a-t-il des experts médicaux ou des scientifiques en particulier qui, selon vous, seraient de bonnes ou de bons porte-paroles pour cette publicité ? Pourquoi ?
- Y a-t-il des scientifiques en particulier qui, selon vous, seraient de bonnes ou de bons porte-paroles pour cette publicité ? Pourquoi ?
- Y a-t-il quelqu'un d'autre qui serait un bon ou une bonne porte-parole et qui n'est ni expert médical ni scientifique ?
- En raison des règles actuelles concernant la distanciation sociale, la plupart de ces experts auraient probablement à se filmer soi-même, à la maison, plutôt que d'avoir une équipe de tournage complète avec l'éclairage et quelqu'un de professionnel derrière la caméra. Pensez-vous que cela diminuerait l'efficacité du message ?
- Avez-vous d'autres idées sur ce qui pourrait rendre cette publicité plus efficace ?

**PUBS TÉLÉ BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL), MONTRÉAL – JEUNES (8 AVRIL) ET QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)**

**INTRODUCTION : LIRE DANS LES GROUPES DE BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL) ET DE MONTRÉAL – JEUNES (8 AVRIL)** Nous allons maintenant passer en revue deux publicités télé que le gouvernement du Canada est en train de mettre au point et qui informeraient la population canadienne sur le coronavirus, ou la COVID-19. Je n'ai qu'un texte pour chacune, je vais donc vous décrire l'annonce et vous lire ce que vous entendriez. Je vais vous lire cette publicité deux fois et nous discuterons ensuite de ce que nous en pensons. N'hésitez pas à prendre des notes pour vous aider à vous souvenir de ce que vous avez aimé et de ce que vous n'avez pas aimé dans cette pub. **INTRODUCTION MODIFIÉE POUR LE GROUPE QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)** Nous allons maintenant passer en revue deux publicités télé que le gouvernement du Canada est en train de mettre au point et qui informeraient la population canadienne sur le coronavirus, ou la COVID-19. N'hésitez pas à prendre des notes pour vous aider à vous souvenir de ce que vous avez aimé et de ce que vous n'avez pas aimé dans cette pub.

[LE MODÉRATEUR LIRA LA PUBLICITÉ DEUX FOIS]

**DANS LES GROUPES DE BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL) ET DE MONTRÉAL – JEUNES (8 AVRIL) MONTRER LE CONCEPT B : EXPERTS MÉDICAUX V2 EN PREMIER ET LE CONCEPT C : ASTRONAUTE V1 EN DEUXIÈME LIEU**  
**DANS LE GROUPE QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL), MONTRER LE CONCEPT C : ASTRONAUTE V1 EN PREMIER ET LE CONCEPT B : EXPERTS MÉDICAUX V3 EN DEUXIÈME LIEU**

**CONCEPT B : EXPERTS MÉDICAUX – VERSION 2 (TÉLÉ/TEXTE)** **LIRE DANS LES GROUPES DE BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL) ET DE MONTRÉAL – JEUNES (8 AVRIL)** Dans cette publicité, nous voyons des experts médicaux, des scientifiques et des personnalités sportives parmi les plus connus du Canada qui, à tour de rôle, livrent depuis leur domicile des parties d'un message plus long exhortant les Canadiens à rester à la maison également.

- **LIRE DANS LE GROUPE BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL)** L'astronaute Chris Hadfield, l'ancienne joueuse de hockey, et médecin en formation Hayley Wickenheiser, ainsi que l'Administratrice en chef de la santé publique du Canada, Theresa Tam figureront dans cette publicité.
- **LIRE DANS LE GROUPE MONTRÉAL – JEUNES (8 AVRIL)** L'astronaute David Saint-Jacques, le joueur de football professionnel Laurent Duvernay-Tardif et la conseillère scientifique en chef du Canada, Mona Nemer figureront dans cette publicité.

Je vais maintenant vous le texte :

Chris Hadfield/David Saint-Jacques : **La COVID-19 est une grave menace pour la santé. Mais, nous les Canadiens, on a toujours relevé les défis en veillant sur les autres et en faisant notre part.**

Hayley Wickenheiser : **Même si vous n'avez pas de symptômes, vous pouvez propager la COVID-19 et mettre des vies en danger. Restez à la maison. Chaque geste peut faire la différence entre la vie et la mort.**

Theresa Tam : **Consultez régulièrement les avis médicaux sur [canada.ca/lecoronavirus](https://canada.ca/lecoronavirus) et suivez les directives.**

Ensemble : **Restez à la maison. Sauvez des vies.**

#### **CONCEPT B : EXPERTS MÉDICAUX – VERSION 3 (TÉLÉ/VIDÉO)**

**MODIFIÉ POUR LE GROUPE QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)** Pour cette publicité, j'ai une vidéo à vous montrer. Nous allons regarder cette publicité deux fois et nous discuterons ensuite de ce que nous en pensons. Dans cette publicité, nous voyons des experts médicaux, des scientifiques et des personnalités sportives parmi les plus connus du Canada qui, à tour de rôle, livrent depuis leur domicile des parties d'un message plus long exhortant les Canadiens à rester à la maison également.

L'astronaute David Saint-Jacques, le joueur de football professionnel Laurent Duvernay-Tardif et la conseillère scientifique en chef du Canada, Mona Nemer figurent dans la version française de la publicité.

**FAIRE JOUER LA VIDÉO POUR LE GROUPE QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)** Je vais maintenant vous faire jouer la vidéo.

[LE MODÉRATEUR LIRA LA PUBLICITÉ **PHAC\_TV\_FR\_opt1\_V7** DEUX FOIS]

- Quelles sont vos premières impressions de cette publicité ?
- Quel est le message principal de cette publicité ?
- Connaissez-vous les porte-paroles ?

- DEMANDER DANS LE GROUPE *BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL)* Pensez-vous que ces trois experts médicaux ou scientifiques sont crédibles ?  
QUESTION MODIFIÉE POUR LES GROUPE DE *MONTRÉAL – JEUNES (8 AVRIL)* ET DE *QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)* Est-ce que vous estimez que les porte-paroles sont crédibles ?
- DEMANDER DANS LE GROUPE *BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL)* Depuis sa retraite du hockey, Hayley Wickenheiser a fait des études en médecine et est actuellement médecin en formation. Un texte à l'écran pendant l'annonce en ferait mention, et elle figurerait en tenue médicale. Pensez-vous que ses qualités et ses habiletés professionnelles font d'elle une porte-parole appropriée pour l'annonce ?
- Qu'est-ce qui vous plaît le plus ? Qu'est-ce qui vous plaît le moins ?
- Quelles sont ses plus grandes forces ? Ses faiblesses ?
- Est-ce que le langage est facile à comprendre ? (Si ce n'est pas le cas) Quelles sont les parties qui ne sont pas claires ou qui prêtent à confusion ?
- À qui s'adresse ce message ? Pourquoi dites-vous cela ?
- Est-ce que vous remarqueriez cette publicité si vous la voyiez à la télé ? Est-ce que vous chercheriez à obtenir plus d'informations ?
- Est-ce que ce message communique efficacement ce qui doit être fait pour minimiser la propagation du coronavirus ou de la COVID-19 ?
- À mi-chemin dans la publicité, [Hayley Wickenheiser/Laurent Durvernay-Tardif] dit : « **Alors, restez à la maison. Chaque geste peut faire la différence entre la vie et la mort** ». Que pensez-vous d'inclure ce message ?
  - Est-ce trop fort comme message à communiquer ? N'est-il pas suffisamment fort ?
  - Croyez-vous que ce soit vrai lorsqu'on dit que rester à la maison et que d'autres mesures de distanciation sociale peuvent faire la différence entre la vie et la mort ?
- Je voudrais connaître votre avis sur une variante de cette phrase. [LE MODÉRATEUR LIRA L'AUTRE PHRASE] « **Restez à la maison pour aider à protéger vos proches.** »
  - Selon vous, lequel de ces messages est le plus efficace ? Pourquoi ?
  - Lequel est, selon vous, le message qui convient le mieux actuellement pour une publicité du gouvernement du Canada ?
- Que pensez-vous du fait que ce sont des experts médicaux et des scientifiques qui figurent dans cette publicité ?
  - Considérez-vous que toutes les personnes qui figurent dans la publicité sont des voix crédibles capables de fournir des informations sur COVID-19 ?
- Pouvez-vous penser à d'autres experts médicaux ou scientifiques qui seraient de bonnes ou de bons porte-paroles pour une publicité du gouvernement du Canada ?

#### CONCEPT C : ASTRONAUTE – VERSION 1 (TÉLÉ/TEXTE)

**LIRE DANS LES GROUPES BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL), MONTRÉAL – JEUNES (8 AVRIL) ET QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)** Dans cette publicité, on voit l’astronaute [Chris Hadfield/David Saint Jacques] parler depuis sa résidence.

**LIRE DANS LE GROUPE QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)** Pour cette publicité, je n’ai qu’un texte. Je vais donc vous décrire l’annonce et vous lire ce que vous entendriez. Je vais vous lire cette publicité deux fois et nous discuterons ensuite de ce que nous en pensons.

[Chris Hadfield/Davis Saint-Jacques] parle :

**Je suis [Chris Hadfield/David Saint-Jacques]. Je sais ce que c’est que de passer une longue période d’isolement, loin de ses amis et de sa famille. C’est difficile, mais c’est ce que nous devons tous faire les uns pour les autres.**

**Même si vous ne vous sentez pas malade, vous pourriez quand même être porteur de la COVID-19. Et vous pourriez la transmettre aux autres.**

**Restez à la maison et vous sauvez des vies. Visitez le [Canada.ca/lecoronavirus](https://Canada.ca/lecoronavirus) pour obtenir les dernières consignes sur la façon dont vous pouvez mettre fin à cette pandémie mortelle.**

**Vous n’avez pas besoin d’aller dans l’espace pour être un héros. Vous devez juste rester à la maison.**

- Quelles sont vos premières impressions de cette publicité ?
- Quel est le message principal de cette publicité ?
- Qu’est-ce qui vous plaît le plus ? Qu’est-ce qui vous plaît le moins ?
- Quelles sont ses plus grandes forces ? Ses faiblesses ?
- Est-ce que le langage est facile à comprendre ? (Si ce n’est pas le cas) Quelles sont les parties qui ne sont pas claires ou qui prêtent à confusion ?
- À qui s’adresse ce message ? Pourquoi dites-vous cela ?
- Est-ce que vous remarqueriez cette publicité si vous la voyiez à la télé ? Est-ce que vous chercheriez à obtenir plus d’informations ?
- Est-ce que ce message communique efficacement ce qui doit être fait pour minimiser la propagation du coronavirus ou de la COVID-19 ?
- Avez-vous d’autres idées sur ce qui pourrait rendre cette publicité plus efficace ?
- Pouvez-vous penser à d’autres personnes qui pourraient être de porte-paroles efficaces dans une publicité similaire, où elles témoigneraient de la façon dont leurs expériences se rapportent à la crise actuelle ?

**PUBLICITÉS TÉLÉ ET RADIO SUD-OUEST DE L’ONTARIO (14 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) — POPULATION GÉNÉRALE (15 AVRIL) ET QUÉBEC RURAL — AÎNÉ(E)S (16 AVRIL)**

**INTRODUCTION : LIRE DANS LES GROUPES DU SUD-OUEST DE L'ONTARIO (14 AVRIL) ET DE BASSES TERRES CONTINENTALES (C.-B.) – POPULATION GÉNÉRALE (15 AVRIL)**

Nous allons maintenant passer en revue trois éventuelles publicités que le gouvernement du Canada est en train de mettre au point et qui informeraient les Canadiens sur le coronavirus, ou la COVID-19. Je vous montrerai ou vous lirai chaque annonce deux fois, puis nous discuterons de ce que nous en pensons. N'hésitez pas à prendre des notes pour vous aider à vous souvenir de ce que vous avez aimé et de ce que vous n'avez pas aimé dans cette pub.

**MODIFIÉ POUR LE GROUPE QUÉBEC RURAL – AÎNÉ(E)S (16 AVRIL)** Nous allons maintenant passer en revue deux publicités que le gouvernement du Canada est en train de mettre au point et qui informeraient la population canadienne sur le coronavirus, ou la COVID-19. Je vais vous montrer ou vous lire chaque annonce deux fois, puis nous discuterons de ce que nous en avons pensé. N'hésitez pas à prendre des notes pour vous aider à vous souvenir de ce que vous avez aimé et de ce que vous n'avez pas aimé dans cette pub.

[ROTATE ADS BETWEEN GROUPS]

**DANS LE GROUPE SUD-OUEST DE L'ONTARIO (14 AVRIL) : MONTRER LE CONCEPT D : FINANCE V1, ENSUITE LE CONCEPT C : ASTRONAUTE V2, PUIS LE CONCEPT B : EXPERTS MÉDICAUX V4**

**DANS LE GROUPE BASSES TERRES CONTINENTALES (C.-B.) – POPULATION GÉNÉRALE (15 AVRIL) : MONTRER LE CONCEPT D : FINANCE V1, ENSUITE LE CONCEPT C : ASTRONAUTE V2, ENSUITE LE CONCEPT E : L'EXPÉRIENCE DE LA COVID-19**

**DANS LE GROUPE QUÉBEC RURAL – AÎNÉ(E)S (16 AVRIL) MONTRER LE CONCEPT D : FINANCE V1, PUIS LE CONCEPT E : L'EXPÉRIENCE DE LA COVID-19**

**CONCEPT D : FINANCE – VERSION 1 (TÉLÉ/VIDÉO)**

**LIRE DANS LES GROUPES : SUD-OUEST DE L'ONTARIO (14 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) – POPULATION GÉNÉRALE (15 AVRIL) ET QUÉBEC RURAL – AÎNÉ(E)S (16 AVRIL)** Vous remarquerez que la publicité n'est pas encore finalisée. Les images ressemblent plutôt à une bande dessinée et transmettent ce que vous verriez dans chaque séquence de la publicité. La vidéo finale serait produite grâce à de l'animation professionnelle. Veuillez garder cela à l'esprit pendant que vous regardez la publicité.

[LE MODÉRATEUR FERA JOUER LA PUBLICITÉ **FinalStoryboard\_APRIL13(EN)** DEUX FOIS]

- Quelles sont vos premières impressions de cette publicité ?
- Quel est le message principal de cette publicité ?
- Qu'est-ce qui vous plaît le plus ? Qu'est-ce qui vous plaît le moins ?
- Quelles sont ses plus grandes forces ? Ses faiblesses ?
- Est-ce que le langage est facile à comprendre ? (Si ce n'est pas le cas) Quelles sont les parties qui ne sont pas claires ou qui prêtent à confusion ?
- À qui s'adresse ce message ? Pourquoi dites-vous cela ?

- Est-ce que le quartier qui figure dans la publicité ressemble à ce que vous pourriez voir près de chez vous ? Pourquoi ou pourquoi pas ?
- Est-ce que vous remarqueriez cette publicité si vous la voyiez à la télé ? Est-ce que vous chercheriez à obtenir plus d'informations ?

### CONCEPT C : ASTRONAUTE – VERSION 2 (RADIO/TEXTE)

**LIRE DANS LES GROUPES DU SUD-OUEST DE L'ONTARIO (14 AVRIL) ET DE BASSES TERRES CONTINENTALES (C.-B.) – POPULATION GÉNÉRALE (15 AVRIL)** Les deux publicités suivantes portent sur un sujet légèrement différent et mettent l'accent sur des conseils en matière de santé plutôt que sur les programmes de soutien financier qui sont destinés aux Canadiens. Dans cette pub radio, on entend l'astronaute Chris Hadfield parler d'auto-isollement.

[LE MODÉRATEUR LIRA LA PUBLICITÉ DEUX FOIS]

Chris Hadfield parle :

**Je suis Chris Hadfield. En tant qu'astronaute, je sais ce que c'est que de passer une longue période d'isolement, loin de ses amis et de sa famille. C'est difficile, mais c'est ce que nous devons tous faire les uns pour les autres.**

**Même si vous ne vous sentez pas malade, vous pourriez quand même être porteur de la COVID-19, et vous pourriez la transmettre aux autres.**

**Vos actions peuvent protéger vos proches.**

**Restez à la maison. Sauvez des vies.**

**Visitez le [Canada.ca/lecoronavirus](https://Canada.ca/lecoronavirus) pour obtenir les dernières consignes sur la façon dont vous pouvez mettre fin à cette pandémie.**

**Annonceur : Un message du gouvernement du Canada.**

- Quelles sont vos premières impressions de cette publicité ?
- Quel est le message principal de cette publicité ?
- Qu'est-ce qui vous plaît le plus ? Qu'est-ce qui vous plaît le moins ?
- Quelles sont ses plus grandes forces ? Ses faiblesses ?
- Est-ce que le langage est facile à comprendre ? (Si ce n'est pas le cas) Quelles sont les parties qui ne sont pas claires ou qui prêtent à confusion ?
- À qui s'adresse ce message ? Pourquoi dites-vous cela ?
- Est-ce que ce message communique efficacement ce qui doit être fait pour minimiser la propagation du coronavirus ou de la COVID-19 ?
- Avez-vous d'autres idées sur ce qui pourrait rendre cette publicité plus efficace ?

### CONCEPT B : EXPERTS MÉDICAUX – VERSION 4 (TÉLÉ/VIDÉO)



**LIRE DANS LE GROUPE SUD-OUEST DE L'ONTARIO (14 AVRIL)** Dans cette pub télé, on voit plusieurs éminents experts médicaux et scientifiques canadiens.

[LE MODÉRATEUR FERA JOUER LA PUBLICITÉ PHAC\_TV\_EN\_opt1\_COLO\_Wsuper\_Wmix\_11h DEUX FOIS]

- Quelles sont vos premières impressions de cette publicité ?
- Quel est le message principal de cette publicité ?
- Connaissez-vous les porte-paroles ?
- Pensez-vous qu'ils sont tous crédibles ?
- Qu'est-ce qui vous plaît le plus ? Qu'est-ce qui vous plaît le moins ?
- Quelles sont ses plus grandes forces ? Ses faiblesses ?
- Est-ce que le langage est facile à comprendre ? (Si ce n'est pas le cas) Quelles sont les parties qui ne sont pas claires ou qui prêtent à confusion ?
- À qui s'adresse ce message ? Pourquoi dites-vous cela ?
- Est-ce que vous remarqueriez cette publicité si vous la voyiez à la télé ? Est-ce que vous cherchiez à obtenir plus d'informations ?
- Est-ce que ce message communique efficacement ce qui doit être fait pour minimiser la propagation du coronavirus ou de la COVID-19 ?
  - À mi-chemin dans la publicité, [Hayley Wickenheiser/Laurent Durvernay-Tardif] dit : « Alors, restez à la maison. Chaque geste peut faire la différence entre la vie et la mort ». Que pensez-vous d'inclure ce message ?
  - Est-ce trop fort comme message à communiquer ? N'est-il pas suffisamment fort ?
  - Croyez-vous que ce soit vrai lorsqu'on dit que rester à la maison et que d'autres mesures de distanciation sociale peuvent faire la différence entre la vie et la mort ?
- Je voudrais connaître votre avis sur une variante de cette phrase. [LE MODÉRATEUR LIRA L'AUTRE PHRASE] « **Restez à la maison pour aider à protéger vos proches.** »
  - Selon vous, lequel de ces messages est le plus efficace ? Pourquoi ?
  - Lequel est, selon vous, le message qui convient le mieux actuellement pour une publicité du gouvernement du Canada ?
- Que pensez-vous du fait que ce sont des experts médicaux et des scientifiques qui figurent dans cette publicité ?
  - Considérez-vous que toutes les personnes qui figurent dans la publicité sont des voix crédibles capables de fournir des informations sur COVID-19 ?
  - Pouvez-vous penser à d'autres experts médicaux ou scientifiques qui seraient de bonnes ou de bons porte-paroles pour une publicité du gouvernement du Canada ?
- Avez-vous d'autres idées sur ce qui pourrait rendre cette publicité plus efficace ?

## CONCEPT E : L'EXPÉRIENCE DE LA COVID – VERSION 1 (RADIO/TEXTE)

**LIRE DANS LE GROUPE BASSES TERRES CONTINENTALES (C.-B.) – POPULATION GÉNÉRALE (15 AVRIL)**

Pour conclure, nous avons un autre type de publicité radio où figure cette fois la voix d'un Canadien qui a personnellement vécu une expérience avec la COVID-19.

**LIRE DANS LE GROUPE QUÉBEC RURAL – AÎNÉ(E)S (16 AVRIL)** La prochaine publicité est une pub radio dans laquelle figure la voix d'une Canadienne qui a personnellement vécu une expérience avec la COVID-19.

[LE MODÉRATEUR LIRA LA PUBLICITÉ DEUX FOIS]

**Je m'appelle James POUR LE GROUPE BASSES TERRES CONTINENTALES (C.-B.) – POPULATION GÉNÉRALE (15 AVRIL)/Isabelle POUR LE GROUPE QUÉBEC RURAL – AÎNÉ(E)S (16 AVRIL).**

**J'ai 25 ans, je joue au hockey, et il n'y a pas si longtemps, j'étais à l'hôpital, à respirer à l'aide d'un tube en raison de la COVID-19.**

**Je ne pensais pas être à risque de cette maladie, et je ne prenais pas assez au sérieux la distanciation sociale.**

**Le jour où j'ai quitté l'hôpital, ma mère a obtenu un diagnostic d'infection au COVID-19. Et j'ai peur que ce soit de ma faute.**

**Ne faites pas l'erreur que j'ai faite. Si je peux être infectée, vous aussi pouvez l'être.**

**Restez à la maison. Sauvez des vies.**

**Annoncesur : Un message du gouvernement du Canada.**

- Quelles sont vos premières impressions de cette publicité ?
- Quel est le message principal de cette publicité ?
- Qu'est-ce qui vous plaît le plus ? Qu'est-ce qui vous plaît le moins ?
- Quelles sont ses plus grandes forces ? Ses faiblesses ?
- Est-ce que le langage est facile à comprendre ? (Si ce n'est pas le cas) Quelles sont les parties qui ne sont pas claires ou qui prêtent à confusion ?
- À qui s'adresse ce message ? Pourquoi dites-vous cela ?
- Est-ce que vous remarqueriez cette publicité si vous l'entendiez à la radio ?
- Est-ce que ce message communique efficacement ce qui doit être fait pour minimiser la propagation du coronavirus ou de la COVID-19 ?
- Pensez-vous que ce soit une bonne idée d'utiliser la voix de quelqu'un qui s'est remis de la COVID-19 pour livrer ce message ?
- Pensez-vous qu'il est important que cette annonce mentionne un site Web ou un numéro de téléphone où les gens peuvent obtenir plus d'informations ?
- Avez-vous d'autres idées sur ce qui pourrait rendre cette publicité plus efficace ?

**PUB TÉLÉ EDMONTON (21 AVRIL) ET MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL)**

Nous allons maintenant passer en revue une éventuelle publicité que le gouvernement du Canada est en train de mettre au point, qui informerait la population canadienne sur les mesures d'aide

économique mises en place pour soutenir les Canadiennes et les Canadiens touchés par la COVID-19. Je vais vous la présenter sous forme de vidéo. Je vais vous faire jouer la publicité deux fois, puis nous discuterons de ce que nous en avons pensé. N'hésitez pas à prendre des notes pour vous aider à vous souvenir de ce que vous avez aimé et de ce que vous n'avez pas aimé dans cette pub.

## CONCEPT D : FINANCE – VERSION 2 (TÉLÉ/VIDÉO)

**POUR EDMONTON (21 AVRIL)** [LE MODÉRATEUR FERA JOUER LA PUBLICITÉ **govcdn\_04\_c** DEUX FOIS]  
**POUR MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL)** [LE MODÉRATEUR FERA JOUER LA  
 PUBLICITÉ **GOVCDN\_30FRE\_revised** DEUX FOIS]

- Quelles sont vos premières impressions de cette publicité ?
- Quel est le message principal de cette publicité ?
- Qu'est-ce qui vous plaît le plus ? Qu'est-ce qui vous plaît le moins ?
- Quelles sont ses plus grandes forces ? Ses faiblesses ?
- Est-ce que le langage est facile à comprendre ? (Si ce n'est pas le cas) Quelles sont les parties qui ne sont pas claires ou qui prêtent à confusion ?
- À qui s'adresse ce message ? Pourquoi dites-vous cela ?
- Est-ce que le quartier qui figure dans la publicité ressemble à ce que vous pourriez voir près de chez vous ? Pourquoi ou pourquoi pas ?
- Est-ce que vous remarqueriez cette publicité si vous la voyiez à la télé ? Est-ce que vous chercheriez à obtenir plus d'informations ?

## RÉCAPITULATIF DES PUBS

- COMPARAISON
  - **DEMANDER DANS LES GROUPES : QUÉBEC — PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL), RGT — PARENTS (2 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) — NOUVEAUX ARRIVANTS (7 AVRIL) ET MONTRÉAL — JEUNES (8 AVRIL)** En réfléchissant à ces deux publicités, laquelle serait la plus susceptible de vous motiver à agir ? Pourquoi ?
  - **DEMANDER DANS LES GROUPES : QUÉBEC — PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL), RGT — PARENTS (2 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) — NOUVEAUX ARRIVANTS (7 AVRIL) ET MONTRÉAL — JEUNES (8 AVRIL)** Laquelle des deux vous semble la plus indiquée venant du gouvernement du Canada ? Pourquoi ?
  - **DEMANDER DANS LES GROUPES : QUÉBEC — PETITES MUNICIPALITÉS (1<sup>ER</sup> AVRIL), RGT — PARENTS (2 AVRIL), BASSES TERRES CONTINENTALES (C.-B.) — NOUVEAUX ARRIVANTS (7 AVRIL) ET MONTRÉAL — JEUNES (8 AVRIL)** Selon vous, laquelle serait la plus efficace pour convaincre les gens de rester chez soi ?
  - **DEMANDER DANS LE GROUPE BASSES TERRES CONTINENTALES (C.-B.) — POPULATION GÉNÉRALE (15 AVRIL)** Entre les deux publicités radio, laquelle préférez-vous ?
    - Quelle pub radio serait la plus efficace pour inciter les gens à rester chez soi ?
- SITE WEB

- DEMANDER DANS LES GROUPES : *BASSES TERRES CONTINENTALES (C.-B.) – NOUVEAUX ARRIVANTS (7 AVRIL) ET MONTRÉAL – JEUNES (8 AVRIL) ET QUÉBEC – PETITES MUNICIPALITÉS (9 AVRIL)* Les deux publicités vous invitent à consulter le site [Canada.ca/lecoronavirus](https://Canada.ca/lecoronavirus). Avez-vous déjà consulté ce site ?
- QUESTION MODIFIÉE POUR LE GROUPE *SUD-OUEST DE L'ONTARIO (14 AVRIL)* Les trois publicités vous invitent à consulter le site [Canada.ca/lecoronavirus](https://Canada.ca/lecoronavirus). Avez-vous déjà consulté ce site ?
- QUESTION MODIFIÉE POUR LES GROUPES : *BASSES TERRES CONTINENTALES (C.-B.) – POPULATION GÉNÉRALE (15 AVRIL), QUÉBEC RURAL – AÎNÉ(E)S (16 AVRIL), EDMONTON (21 AVRIL) ET MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL)* Avez-vous déjà consulté le [Canada.ca/lecoronavirus](https://Canada.ca/lecoronavirus) ?
  - SI OUI : Y avez-vous trouvé l'information que vous cherchiez ?
    - Est-ce que le site était facile à naviguer ?
    - Y a-t-il quelque chose qui pourrait rendre le site plus utile ?
- FUTURES PUBLICITÉS
  - DEMANDER DANS LES GROUPES D'EDMONTON (21 AVRIL) ET DE MONTRÉAL – POPULATION GÉNÉRALE (23 AVRIL) Nous sommes toujours dans une période de pandémie où l'on conseille à chacun de rester chez soi autant que possible. Toutefois, si le nombre de cas devait diminuer au Canada au point où les experts médicaux affirment qu'il est sécuritaire de commencer à alléger les restrictions sur la vie quotidienne des Canadiennes et des Canadiens, des publicités pour refléter ce nouveau conseil médical devront être créées.
    - À quoi devrait ressembler une publicité qui informe la population canadienne de l'allègement des restrictions ?
    - Préférez-vous entendre une publicité pleine d'espoir qui remercie les Canadiennes et les Canadiens d'être restés à la maison et qui informe tout le monde des nouvelles règles, ou une publicité sérieuse qui décrit les nouvelles règles tout en avertissant les Canadiennes et les Canadiens que le virus est toujours une menace pour la santé et que les choses pourraient de nouveau se détériorer si nous ne sommes pas disciplinés quant à suivre les conseils médicaux ?

## CONCLUSION (5 minutes)

## Appendix C – Advertising Concepts

## Overview of Concepts

Concept Name	Concept A: Celebrities	Concept B: Medical Experts				Concept C: Astronaut		Concept D: Finance		Concept E: Experienced COVID-19
Version	Version 1	Version 1	Version 2	Version 3	Version 4	Version 1	Version 2	Version 1	Version 2	Version 1
Channel	TV	TV	TV	TV	TV	TV	Radio	TV	TV	Radio
Type	Script	Script	Script	Video	Video	Script	Script	Video	Video	Script
Locations	2: Small Town Quebec (Apr 1), GTA (Apr 2)	2: Small Town Quebec (Apr 1), GTA (Apr 2)	2: Lower Mainland Newcomers (Apr 7), Montreal Youth (Apr 8)	1: Small Town Quebec (Apr 9)	1: SW Ontario (Apr 14)	3: Lower Mainland Newcomers (Apr 7), Montreal Youth (Apr 8), Small Town Quebec (Apr 9)	2: SW Ontario (Apr 14), Lower Mainland (Apr 15)	3: SW Ontario (Apr 14), Lower Mainland (Apr 15), Rural Quebec Seniors (Apr 16)	2: Edmonton (Apr 21), Montreal GP (Apr 23)	2: Lower Mainland (Apr 15), Rural Quebec Seniors (Apr 16)
Language differences	None	None	Different experts	French experts	English experts	Chris Hadfield (EN)/Saint Jacques (FR)	Chris Hadfield (EN)	None	None	"James" (EN)/"Isabelle" (FR)

## Concept A - Celebrities

### Version 1 : Script

Astronaut: Astronauts are staying home to save lives

Hockey Player: Athletes are staying home to save lives

Singer: Musicians are staying home to save lives

Business Leader: Entrepreneurs are staying home to save lives.

Chief Public Health Officer: Now is the time to stay home to reduce the spread of COVID-19.

Stay home. Save Lives.

## Concept B – Medical Experts

### Version 1: Script

Astronaut/Scientist: COVID-19 is a serious health threat to Canadians. But Canadians have always risen to overcome our biggest challenges by looking out for each other and all doing our part.

Disease Expert: Even if you don't have symptoms, you can spread COVID-19 to others and put lives at risk.

Practicing Doctor/Former Athlete: So stay at home, and take every precaution necessary to prevent the spread of this disease.

Chief Public Health Officer: You can stay up to date with the latest recommendations from the Government of Canada by visiting [Canada.ca/coronavirus](https://Canada.ca/coronavirus) regularly.

All: Stay home. Save Lives.

#### Alternative lines:

"Visit [Canada.ca/coronavirus](https://Canada.ca/coronavirus) every day to stay updated about the most recent medical advice from the Government of Canada."

"Updated medical advice is being posted at [Canada.ca/coronavirus](https://Canada.ca/coronavirus) every day. Check this information regularly and follow the instructions provided."

### Version 2: Script

Chris Hadfield/David Saint-Jacques: COVID-19 is a serious health threat. But Canadians always overcome our biggest challenges by looking out for each other and all doing our part.

Hayley Wickenheiser/Laurent Duveray-Tardif: Even if you don't have symptoms, you can spread COVID-19 to others and put lives at risk.

So stay home. Your actions can be the difference between life and death.

Theresa Tam/Mona Nemer: New medical advice is posted on [Canada.ca/coronavirus](https://Canada.ca/coronavirus) every day. Check this information regularly and follow instructions.

All: Stay home. Save Lives.

#### Alternative line:

"So stay home to help protect your loved ones."

### Version 3: Video



PHAC\_TV\_EN\_opt1\_V7.mp4

This television ad features several prominent Canadian medical experts and scientists speaking from their home. Chris Hadfield/David Saint-Jacques says: "COVID-19 is a serious health threat. But Canadians have always overcome our biggest challenges by looking out for each other and all doing our part." Hayley Wickenheiser/Laurent Duvernay-Tardif says: "Even if you don't have symptoms, you can spread COVID-19 to others and put lives at risk. So stay home. Your actions can be the difference between life and death." Theresa Tam/Mona Nemer says: "New advice is posted daily on [Canada.ca/coronavirus](https://Canada.ca/coronavirus). Check regularly and follow instructions." All three spokespeople are shown on screen and together say: "Stay home. Save Lives". Justin Trudeau says: "A message from the Government of Canada" and the Canada Wordmark appears on screen.

**Alternative line:**

"So stay home to help protect your loved ones."

**Version 4: Video**

[PHAC TV EN opt1 COLO Wsuper Wmix 11h](#)

The television ad in Figure 1 features several prominent Canadian medical experts and scientists speaking from their home. The video includes effects such as a music track and final sound mix. Chris Hadfield/David Saint-Jacques says: "COVID-19 is a serious health threat. But Canadians have always overcome our biggest challenges by looking out for each other and all doing our part." Hayley Wickenheiser/Laurent Duvernay-Tardif says: "Even if you don't have symptoms, you can spread COVID-19 to others and put lives at risk. So stay home. Your actions can be the difference between life and death." Theresa Tam/Mona Nemer says: "New advice is posted daily on [Canada.ca/coronavirus](https://Canada.ca/coronavirus). Check regularly and follow instructions." All three spokespeople are shown on screen and together say: "Stay home. Save Lives." Ian Findlay says: "A message from the Government of Canada" and the Canada Wordmark appears on screen.

## Concept C – Astronaut

**Version 1: Script**

Chris Hadfield/David Saint-Jacques: I'm [Chris Hadfield/David Saint-Jacques].

I know what it's like to spend a long time isolated, away from friends and family. It's hard, but it's what we all need to do for each other.

Even if you're not feeling sick, you could still be carrying COVID-19. And you could pass it to others.

Stay home and you'll save lives.

Visit [Canada.ca/coronavirus](https://Canada.ca/coronavirus) for the latest instructions on how you can stop this deadly pandemic.

You don't need to go to space to be a hero. You just need to stay home.

**Version 2: Script**

Chris Hadfield/David Saint-Jacques: I'm [Chris Hadfield/David Saint-Jacques].

As an astronaut, I know what it's like to be isolated, away from friends and family. It's hard, but it's what we all need to do for each other.

Even if you're not feeling sick, you can still be infected with COVID-19 and pass it to others. Your actions can



protect your loved ones.

Stay Home. Save Lives.

Visit [canada.ca/coronavirus](https://canada.ca/coronavirus) regularly for the latest instructions on how you can help stop this pandemic.

Announcer: A message from the Government of Canada.

## Concept D – Finance

### Version 1: Video



Final Storyboard\_APRIL 13 (EN).mp4

This television ad features a black and white storyboard with a narrator voiceover. The narrator reads the following as different sequences of animations are shown on screen: "We're all doing our part to fight the spread of COVID-19. During these challenging times, the Government of Canada wants you to know there is financial assistance available for Canadians who need it. Support for you, support for your family, support for your business. When it's over, Canadians will be back stronger than ever. Visit [Canada.ca](https://Canada.ca) to learn how to apply for your financial support. A message from the Government of Canada."

Images shown on screen are views through windows looking into Canadian's homes. The first image is of a family of four playing together, the second is an image of a man playing with his cats and a woman on her computer, and the third image is of an empty restaurant with a closed sign on the window. The terms "Canada Emergency Response Benefit", "Canada Emergency Wage Subsidy" and "Canada Emergency Business Account" appear on screen. The view pans out to show a multi-unit complex with multiple individuals in their homes and businesses going about different activities. [Canada.ca/coronavirus](https://Canada.ca/coronavirus) is shown on screen and the camera pans up into the sky. The Canada wordmark is shown.

### Version 2: Video

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The television ad in Figure 2 features professional animation, accompanied by music and a narrator voiceover. The narrator reads the following as different sequences of animations are shown on screen: "We're all doing our part to fight the spread of COVID-19. If you need financial support during this extraordinary time, it's there for you. Support for you, support for your family, support for your business. Supporting each other today, can help Canada come back strong. Visit [Canada.ca/coronavirus](https://Canada.ca/coronavirus) to learn how to apply for your financial support. A message from the Government of Canada."

Images shown on screen are views through windows looking into Canadian's homes. The first image is of a family of four playing together, the second is an image of a man watering plants and a woman playing guitar, and the third image is of an empty restaurant. The terms "Canada Emergency Response Benefit", "Canada Emergency Wage Subsidy" and "Canada Emergency Business Account" appear on screen. The view pans out to show a multi-unit complex with multiple individuals in their homes and businesses going about different activities. [Canada.ca/coronavirus](https://Canada.ca/coronavirus) is shown on screen and the camera pans up into the sky. The Canada wordmark is shown.

## Concept E – Experienced COVID-19

### Version 1: Script

My name is James/Isabelle.

I'm 25 years old, I play hockey, and not that long ago I was in a hospital, breathing through a tube because of COVID-19.

I didn't think I was at risk from this disease, and I didn't take social distancing seriously enough.

The day I left the hospital, my mother was diagnosed with COVID-19. And I'm worried it's my fault.

Don't make the mistake I made. If I can get infected, so can you.

Stay Home. Save Lives.

Announcer: A message from the Government of Canada.