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# Continuous Qualitative Data Collection of Canadians' Views – September 2023

Final Report

**Prepared for the Privy Council Office**

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Canada 

# Continuous Qualitative Data Collection of Canadians' Views

## 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 sixth cycle of the first year of this study included a total of twelve focus groups with Canadian adults (18 years of age and older) conducted between September 6<sup>th</sup>, 2023, and September 28<sup>th</sup>, 2023.

Cette publication est aussi disponible en français sous le titre : Rapport final - Collecte continue de données qualitatives sur les opinions des Canadiens – septembre 2023.

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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: October 13, 2023

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 of Canada, as well as emerging trends.

This report includes findings from 12 online focus groups which were conducted between September 6<sup>th</sup>, 2023, and September 28<sup>th</sup>, 2023, in multiple locations across the country. Details concerning the locations, recruitment, and composition of the groups are provided in the section below.

The research for this cycle focused largely on the Government of Canada's priorities and performance on a range of issues important to Canadians. Related to this, some groups took part in targeted discussions focusing on federal activities related to climate change, public safety, and supporting middle-income Canadians. All participants discussed what they had seen, read, or heard about the federal government in recent days, with a number of groups engaging in extended conversations related to their news consumption habits and the response to recent wildfires and other extreme weather events.

This research cycle also explored issues related to housing, which were discussed by participants residing in the Northeastern Greater Toronto Area (GTA), Edmonton, and mid-size centres in Quebec. Several groups engaged in conversations related to affordability measures recently announced by the Government of Canada related to building more homes, stabilizing grocery prices, and supporting small businesses. A large number of groups were asked to evaluate potential branding concepts related to the introduction of the 9-8-8: Suicide Crisis Helpline. Participants residing in Saskatchewan who were currently in the labour force and construction/trades workers in Quebec discussed the current employment market in Canada, while heavy social media users based in Montreal shared their perspectives regarding issues related to news media and social media. One group comprised of

participants who identified as living with a disability engaged in a discussion related to the challenges faced by those with disabilities and actions being taken by the federal government to better assist these individuals.

Other topics discussed this cycle included the federal government's carbon pricing system, communications testing regarding initiatives to mitigate the impacts climate change, branding for Pacific Economic Development Canada (PacifiCan), and community challenges faced by those in the Northeastern GTA and Northeast Ontario.

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 location.
- Some groups focused on specific cohorts of the population including middle class Canadians, heavy social media users, those in the labour force aged 25-44, those working in trades/construction, persons living with disabilities, and members of the South Asian diaspora.

### Detailed Approach

- Twelve groups across various regions in Canada.
- Six groups were conducted among the general population residing in Calgary, Edmonton, mid-size centres in Quebec, rural Northeastern Ontario, Nova Scotia, and Interior B.C.
- The other six groups were conducted with key subgroups including:
  - Middle class Canadians;
  - Heavy social media users;
  - Members of the labour force, aged 25-44;
  - Construction/trades workers;
  - Persons living with disabilities; and
  - Members of the South Asian diaspora.
- The three groups based in Quebec were conducted in French. All other groups 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.



- Across all locations, 87 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium of \$125.

### Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EDT)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Northeast Greater Toronto Area	1	English	September 6	6:00-8:00	Middle Class Canadians	8
Montreal	2	French	September 7	6:00-8:00	Heavy Social Media Users	8
Edmonton	3	English	September 12	8:00-10:00	General Population	7
Rural Northeastern Ontario	4	English	September 13	6:00-8:00	General Population	7
Mid-Size Centres Québec	5	French	September 14	6:00-8:00	General Population	8
Nova Scotia	6	English	September 18	5:00-7:00	General Population	6
Saskatchewan	7	English	September 19	8:00-10:00	In the Labour Force, Aged 25-44	6
Calgary	8	English	September 20	7:00-9:00	General Population	6
Metro Vancouver	9	English	September 21	9:00-11:00	South Asian Diaspora	8
Ontario	10	English	September 26	6:00-8:00	Persons Living with Disabilities	7
Major Centres Quebec	11	French	September 27	6:00-8:00	Working in Trades/Construction	8
Interior British Columbia	12	English	September 28	9:00-11:00	General Population	8
<b>Total number of participants</b>						<b>87</b>

## Key Findings

### Government of Canada in the News (All Locations)

At the beginning of each group, participants were asked what they had seen, read, or heard about the Government of Canada in recent days. A wide range of announcements and initiatives were recalled, including the response to wildfires taking place in many parts of the country, the decision by the Bank of Canada to leave its policy interest rate unchanged at 5%, and the announcement that the federal



government would be removing the goods and services tax (GST) from the building costs of new rental developments. Other actions recalled included an announcement that the Employment Insurance (EI) premium rate would be rising by three cents in 2024, meetings between federal officials and the heads of major grocery chains to discuss ways to stabilize grocery prices for Canadians, and the investment of \$322 million (through the Strategic Innovation Fund) by the Government of Canada towards the building of a new electric vehicle (EV) battery materials production plant in Bécancour, Quebec.

Participants also recalled activities related to the Government of Canada on the international stage. These included the attendance of the Prime Minister and other federal officials at the Group of Twenty (G20) Summit in New Delhi, India, the announcement by the federal government that Canadian security agencies were in possession of intelligence potentially linking agents of the Government of India to the killing of a Canadian citizen in Surrey, British Columbia (B.C.) in June of 2023, and a visit by the President of Ukraine to Canada to discuss ways both governments could work together to strengthen ties between the two countries.

#### **News Sources (Montreal Heavy Social Media Users, Metro Vancouver South Asian Diaspora)**

Two groups engaged in a brief conversation related to the sources they typically use for news as well as their perspectives concerning the reliability of these sources. Asked which sources they used to receive their news participants mentioned traditional outlets such as the Globe and Mail and the National Post, televised news on channels such as the CBC, CTV, and TVA, radio news produced by CBC/Radio Canada, and search engines such as Google. Several also reported using social media platforms such as X (formerly Twitter), TikTok, Facebook, and Instagram. Discussing the reliability of these news sources, most were of the impression that news emanating from mainstream outlets was generally more trustworthy than the items they encountered on social media.

#### **Natural Disaster Response (Nova Scotia)**

Participants residing in Nova Scotia briefly discussed the federal government's response to Hurricane Lee which made landfall with near-hurricane strength in the province on September 16<sup>th</sup>, 2023. Asked whether they could recall any actions taken by the Government of Canada on this front, none could, with a number of the impression that the storm had not been as destructive as originally anticipated. Discussing the federal government's response to natural disasters more broadly, almost all believed that it had performed well in supporting Canadians and providing assistance in the wake of wildfires, flooding, and other extreme weather events that had been occurring in several parts of the country. A number were of the impression that the federal government had bolstered its ability to respond to natural disasters in recent years and hoped that it would continue to provide a high level of rapid and effective support going forward.

#### **Indo-Pacific Engagement (Metro Vancouver South Asian Diaspora)**

Participants in the group comprised of members of the South Asian diaspora residing in Metro Vancouver discussed the relationship between the Government of Canada and India as well as Indo-Pacific engagement more generally. Asked how they viewed the state of the relationship between Canada and India, most believed it to be quite tense at present. Several were worried that these

perceived tensions could create challenges for those who had family and close connections in both countries. Discussing whether they were aware of any actions from the Government of Canada related to its engagement with South Asian nations more broadly, some were of the impression that there were organizations in place that promoted trade and immigration between Canada and the Indo-Pacific region. Asked to identify the top issues impacting South Asian Canadians that the federal government should be prioritizing, a number believed that more needed to be done to address what they perceived as racism and discrimination towards South Asians and other visible minorities. It was felt that a greater focus on educating Canadians about South Asian issues and history could help to promote a better understanding of their culture and the challenges they have faced.

### **Government of Canada Priorities and Performance (All Locations)**

All groups took part in conversations related to the issues currently facing Canadians as well as their perspectives regarding the federal government's management of these priorities. Participants were asked to identify areas in which they felt the Government of Canada was performing well and areas where they felt there was room for improvement. On a number of issues participants shared both positive and negative views. These included inflation and the cost of living, health care, education, climate change and the environment, the response to the COVID-19 pandemic, and reconciliation with Indigenous peoples.

Discussing areas where they felt that the Government of Canada had been performing well as of late, participants mentioned actions to assist parents such as the Canada Child Benefit (CCB) and initiatives to make child care more affordable, as well as additional benefits and supports such as Employment Insurance (EI), the goods and services tax/harmonized sales tax (GST/HST) credit, and the introduction of the Canada Disability Benefit. Other areas mentioned included the response to wildfires that had been occurring in many parts of the country, protecting and promoting diversity and multiculturalism throughout Canada, and providing international assistance to countries such as Ukraine. Additionally, participants mentioned a number of areas in which the Government of Canada had room for improvement. These included housing, immigration, and what was perceived as the high tax burden of many Canadians who were currently struggling with the cost of living.

Asked to identify the top issues that they felt the Government of Canada should be prioritizing, many reiterated the need to focus on key areas such as inflation, the cost of living, housing, health care, immigration, and preparing for and mitigating the impacts of climate change. A number thought that a greater focus needed to be placed by the Government of Canada on reconciliation with Indigenous peoples, believing that not enough in the way of tangible progress had been made on this front. Participants also believed that there needed to be a greater focus on providing supports for vulnerable groups such as seniors, those living with disabilities, and individuals suffering from challenges related to mental health and addiction.

### **Middle Class Issues (Northeast GTA Middle Class)**

Participants residing in the Northeast of the Greater Toronto Area (GTA) took part in a brief discussion related to the challenges currently impacting middle class Canadians. All identified as being middle



class themselves. Asked to describe what they viewed as the top issues facing middle class Canadians at present, many mentioned the high rate of inflation and what they viewed as a substantial increase to the cost of living in recent years. Several were of the impression that prices for essentials such as groceries and gasoline had risen considerably as of late and that this had made it increasingly difficult for them to make ends meet financially. A number also mentioned difficulties related to housing costs, including higher mortgage payments and rising home energy rates.

Asked whether they had seen, read, or heard anything regarding actions from the Government of Canada to assist the middle class, few could recall anything. Almost all felt that the federal government was currently on the wrong track when it came to assisting the middle class. The view was expressed by several that middle-class Canadians should have the same level of access to the supports and benefits currently available to lower-income households. Discussing additional measures that could be taken by the federal government to assist the middle class, participants suggested actions such as lowering taxes for middle class households and increasing the range of benefits and supports available within Canada.

#### **Public Safety and Bail Reform (Metro Vancouver South Asian Diaspora)**

Participants in the group comprised of members of the South Asian Diaspora residing in Metro Vancouver briefly discussed public safety and recent actions from the federal government to reform the bail system in Canada. Participants did not recall having seen, read, or heard anything about this issue. Provided with information regarding actions by the Government of Canada to change the bail system to make it more difficult for individuals who have previously been found guilty of some types of violent crimes to be released on bail, all reacted positively to this initiative, believing that this represented an effective step towards reducing crime in their communities. It was thought that this action would hold repeat offenders to greater account and could help towards deterring further criminal activity going forward. Asked whether they felt that this would have an impact on reducing crime in Canada, while most did, many felt that in order to be effective this action would need to be accompanied by other measures such as increasing resources for law enforcement and taking steps to address what were viewed as the root causes of crime, such as homelessness, addiction, and issues related to mental health.

#### **Climate Change (Interior British Columbia)**

The group based in interior British Columbia (B.C.) engaged in a conversation related to climate change and the actions which could be taken on an individual and/or community level to mitigate the impacts of changing weather patterns and extreme weather events. A roughly equal number believed that climate change was a pressing issue as those who did not. Among those who were concerned, a number cited what they perceived as an increased number of natural disasters such as wildfires, flooding, and windstorms as well as more unpredictable weather patterns in recent years. Among those who were less concerned, it was felt that rising temperatures and other changes to typical weather patterns were likely part of a natural cycle and not connected to human activity. Asked what came to mind when they thought about the potential impacts of climate change, participants

mentioned issues such as droughts, flooding, wildfires, rising ocean levels, and extreme heat and cold in the summer and winter seasons respectively.

Participants widely felt that their communities were not sufficiently prepared for climate change. Asked whether they had taken any actions on this front within their own household, several reported having recently prepared emergency kits in the event that they were evacuated from their homes due to a natural disaster in their area. Several expected that their respective communities would be at a greater risk due to climate change over the next few decades.

Asked whether they had seen, read, or heard about any actions from the Government of Canada related to recent wildfires in B.C., a number recalled hearing that Canadian Armed Forces (CAF) personnel had been deployed to assist with the response. Almost all thought that the Government of Canada was on the wrong track when it came to responding to wildfires and felt that more needed to be done to prepare for and react to these types of events going forward.

### **Affordability Measures (Nova Scotia, Saskatchewan in the Labour Force, Calgary, Metro Vancouver South Asian Diaspora, Major Centres Quebec Working in Trades/Construction, Interior B.C.)**

Participants in six groups took part in discussions related to a range of affordability measures recently announced by the Government of Canada. Asked what they felt should be the federal government's top priority at present, a large number mentioned housing and what they viewed as a perceived lack of safe and affordable housing in many Canadian communities. Several believed that more also needed to be done to address the high cost of living at present, with a number commenting that it had become increasingly difficult to afford essentials such as groceries and gasoline as of late.

Asked whether they had recently seen, read, or heard anything from the Government of Canada regarding actions it was taking to address the housing situation, the cost of living, and/or providing supports for small businesses, several indicated that they had. A large number of responses focused on housing and included the announcement of an agreement between the federal government and the City of London, Ontario to build more housing as part of the Housing Accelerator Fund, the removal of the goods and services tax (GST) from the construction of new rental developments, and the introduction of the First Home Savings Account (FHSA) to assist prospective first-time home buyers with purchasing their first home.

### **Housing Initiatives (Nova Scotia, Saskatchewan in the Labour Force, Calgary, Metro Vancouver South Asian Diaspora, Major Centres Quebec Trades/Construction Workers, Interior British Columbia)**

All six groups were provided with information concerning a number of actions recently announced by the federal government related to building more homes faster: Several reacted positively to these initiatives, believing that they represented a step in the right direction. A large number, however, felt that these actions would do little to make housing more affordable in the immediate future and that

more urgent action would need to be taken to make housing more affordable for lower- and middle-income Canadians.

While many felt that removing the GST and asking provinces/territories to remove their portion of the harmonized sales tax (HST) from new rental developments would help to spur the construction of new projects, some expressed concerns that other constraints such as the high cost of materials, a shortage of labourers, and the need to adhere to municipal building requirements could lead to delays in the construction process. Several of those residing in more rural areas expected that these initiatives would have little impact on their own communities. Among these participants it was believed that efforts to increase the housing supply would primarily be focused on larger urban centres.

All groups with the exception of those residing in Metro Vancouver were asked a few additional questions related to exclusionary zoning. Very few indicated having previously heard of this term. Questioned how they felt about the Government of Canada asking local governments to end exclusionary zoning in exchange for funding towards the building of additional housing, participants were mixed in their reactions. While some felt that this could benefit urban centres that had limited space to expand outwards, a larger number believed that decisions related to changing exclusionary zoning laws should be considered on a municipality-by-municipality basis. It was felt that many communities that had been built primarily around single-family homes would face significant disruption if exclusionary zoning was ended completely and that this would have a negative impact on existing neighbourhoods and homeowners.

Asked whether they felt that the Government of Canada was on the right track when it came to addressing housing most felt that these measures did not go far enough to address what were seen as urgent problems related to housing affordability in many parts of the country. Several expressed the view that until tangible, measurable progress had been made towards making housing more affordable for a greater number of Canadians, they would continue to feel that the federal government was on the wrong track on this front.

### **Stabilizing Grocery Prices (Nova Scotia, Saskatchewan in the Labour Force, Calgary)**

Three groups were presented with information related to recent steps taken by the federal government towards stabilizing high grocery prices and increasing competition within the sector. A number expected that these actions would be beneficial to small businesses in this sector as well as increase the options available to Canadians when shopping for groceries. It was hoped that any additional tax revenue collected by the federal government through this initiative would be redistributed via the creation of programs and supports to assist Canadians with the purchase of groceries and other essentials.

Asked whether they felt that these actions would be helpful towards making life more affordable for Canadians, a large number did. Several, however, expected that the success of these initiatives would largely be dependent on their implementation and whether sufficient oversight of major grocery chains would be provided by the federal government. A few suggested that actions should also be taken by the Government of Canada to lower transportation costs (including fuel prices), believing that increased expenses in this area had been a major contributing factor behind rising grocery prices.

### **Small Business Supports (Nova Scotia, Saskatchewan in the Labour Force, Calgary)**

These three groups were also provided with details related to steps that the Government of Canada was taking to support small businesses, including an extension of the deadline for Canada Emergency Business Account (CEBA) loan repayments. Asked what impacts, if any, they thought that extending the loan repayment deadline by one year would have, most believed that this would assist small businesses by providing them with more time to repay the federal government. A few felt that the repayment deadline should be extended by five years or that these loans should be completely forgiven by the Government of Canada.

Engaging in an exercise where they were asked to select one word to describe the whole package of measures (housing initiatives, stabilizing grocery prices, and small business supports) that they had discussed, participants in these three groups provided a wide range of responses. While several selected positive terms such as 'effort', 'generous', 'responsive', and 'relief', a roughly similar number selected more negative words such as 'minimum', 'mediocre', 'slow', and 'inadequate'. Asked which measures they felt would have the most impact on them personally, most expected that the initiatives related to housing and (to a lesser extent) stabilizing grocery prices would have the greatest effect.

### **Housing (Northeast GTA Middle Class, Edmonton, Mid-Size Centres Quebec)**

Participants in three groups took part in conversations related to housing. All believed that housing was an important issue at present and needed to be a top priority for the federal government going forward. Asked whether they had recently seen, read, or heard anything related to the Government of Canada's policies on housing, only a small number had. Among those who had heard something, participants mentioned initiatives such as the introduction of the First Home Savings Account (FHSA), a one-time top-up to the Canada Housing Benefit (CHB) to help lower-income Canadians with the cost of rent, and the provision of a one-time Grocery Rebate to some households as a part of their quarterly Goods and Services Tax/Harmonized Sales Tax (GST/HST) credits. Asked to identify the most significant challenges related to housing that needed to be addressed by the federal government, participants put forward a range of responses. These included building more homes, providing greater assistance to first-time home buyers, lowering interest rates, temporarily reducing the rate of immigration as a way to alleviate demand for housing, and banning real estate speculation and the practice of individuals and businesses purchasing residential housing properties primarily as investment vehicles.

### **Housing Situation (Edmonton, Mid-Size Centres Quebec)**

The groups based in Edmonton and Quebec discussed the overall housing situation in Canada at present. Asked whether they thought that Canada was currently experiencing a housing crisis, all believed this to be the case. Discussing the factors driving this perceived housing crisis, many cited the high cost of purchasing a home in many parts of the country. It was believed that real estate speculation, the ability of individuals and businesses to own multiple homes, and the growing popularity of short-term rental platforms such as Airbnb had all contributed to rising rent and home prices over the past decade. Other factors believed to be contributing to the housing crisis mentioned



by participants included increased rates of immigration to Canada in recent years, the high costs of materials required to build new homes, and a focus by developers on accruing maximum profit rather than building affordable housing. Asked what progress on housing would look like to them, participants mentioned indicators such as lower home prices, a stabilization in rental costs, a visible decrease in the rate of homelessness in their communities, and a lower cost of living in general.

Discussing which level of government they believed was most responsible for addressing issues related to housing, most felt that due to the perceived size and scope of the housing crisis that all levels of government had a role to play. Describing specific actions which could be taken by the federal government related to housing, participants suggested initiatives such as increasing financial supports to provinces/territories to help build more homes, establishing and overseeing the progress of national housing goals, permanently banning non-Canadians from purchasing residential housing, temporarily lowering immigration rates to reduce housing demand, and regulating the number of residential properties that can be owned by an individual or business. Asked if they would support increased densification in their own communities most indicated that they would. It was felt that building more homes closer together was a viable solution to increasing the housing supply and could have the additional impact of revitalizing the downtown cores in many major urban centres throughout Canada. While still supporting densification, a few believed that these efforts should largely be targeted towards mid-size and major centres, feeling that those who preferred to live in less-populated rural areas should continue to have the ability to do so.

### **Housing Supply (Northeast GTA Middle Class)**

Participants residing in the Northeast GTA were asked a series of questions related to the housing supply and the challenge of building more homes, both in their local area as well as across Canada more broadly. Asked if they were familiar with the Housing Accelerator Fund, none were. After being provided with information about this program, a large number were concerned that this initiative would primarily benefit housing developers and questioned whether steps would be taken by the federal government to ensure that the housing built would be affordable for lower- and middle-income Canadians.

Asked whether they would support an increase to the housing supply in their area, several indicated that they would. Among the smaller number who were opposed to an increase in housing, a few clarified that they would be open to more homes gradually being built, so long as the number of new developments in the GTA was proportionate to other parts of the country. Questioned whether there should be consequences for municipalities that do not prioritize building enough homes, participants were mixed in their views. While some believed that there needed to be accountability for municipalities that did not prioritize addressing the housing needs of their residents, a similar number felt differently. Among these participants, it was felt that each municipality was dealing with its own unique challenges related to housing and that an increase in the housing supply might be difficult for some communities to achieve due to issues such as a lack of available land or environmental concerns.

Few were familiar with the term 'municipal zoning'. Informed that municipal zoning bylaws determine where housing can be built and the types of projects that can be developed, several expected that



these regulations likely had a significant impact on the ability of municipalities to build more homes. It was widely believed that municipal governments should be encouraged to change these bylaws to allow for more homes to be built. Asked what else they would like to see from the federal government related to building more homes, participants reiterated the need to ensure that any new homes being built would be affordable for most Canadians. Other potential actions suggested by participants included lowering interest rates, providing more supports for first-time home buyers, and addressing the overall cost of living to make it easier for Canadians to save towards the purchase of a home.

### **Jobs (Saskatchewan in the Labour Force, Major Centres Quebec Working in Trades/Construction)**

Participants in two groups engaged in discussions related to the current employment market and the Canadian economy more generally. To begin, participants in Saskatchewan were asked to share their perspectives related to the Government of Canada's management of the economy as of late. All felt that its performance had been average or slightly above average in this area. Several spoke positively regarding recent efforts by the federal government to reduce the rate of inflation, which was widely thought to have been one of the top economic issues over the past few years. A number commented that while they were dissatisfied with the current state of the economy, they believed that many of the economic challenges facing Canadians had been caused by external factors beyond the control of the federal government, such as the COVID-19 pandemic and the ongoing conflict in Ukraine.

Asked to describe what they viewed as the most important economic issues at present, participants mentioned areas such as inflation, the cost of living, a lack of safe and affordable housing, and the difficulties encountered by many in finding employment which paid a living wage. Focusing on retirement, many in the group based in Saskatchewan expressed concerns that due to the high cost of living and other financial challenges they would likely have to delay their retirement plans or may never be able to retire. A number commented that due to the rising costs of everyday expenses such as groceries, gasoline, and housing, it had become very difficult to plan and save for retirement. All felt that the current supports and benefits in place to assist retirees, such as the Canada Pension Plan (CPP) and Old Age Security (OAS), did not provide enough assistance to help Canadians maintain financial security in retirement. Informed that, as of 2019, the CPP was being gradually enhanced meaning that workers today would need to contribute a bit more annually but should end up with higher benefits when they retire, all expressed support for this change, with many feeling that this would help a greater number of Canadians achieve financial stability in their senior years.

Both groups were asked to share their perspectives regarding the current state of the employment market in Canada. Regionally, while those in Saskatchewan expressed mostly negative views, feeling that the rate of unemployment was increasing and that it was difficult to find a high-paying job, most residing in Quebec felt differently. Among this group, most held a positive view of the job market, with almost all being of the impression that many companies were hiring across a wide range of sectors at present, and that there were numerous opportunities for those currently looking for employment. Asked to identify which industries they felt would experience the most growth over the next five to ten years, participants in both groups identified information technology, artificial

intelligence (AI), mining, agriculture, energy production, and service and hospitality. Almost no participants in either group could recall any recent actions or initiatives undertaken by the Government of Canada to help create jobs or provide skills training. Most believed that the federal government was on the wrong track on this front and that far more needed to be done to support the training and development of Canadian workers.

### **9-8-8 Branding (Northeast GTA Middle Class, Montreal Heavy Social Media Users, Edmonton, Rural Northeastern Ontario, Mid-Size Centres Quebec)**

**Content Advisory: Please note that the following section deals with the topic of suicide and emotional distress and may be upsetting for some readers.**

Participants in five groups shared their perspectives regarding four potential creative concepts currently being developed by the federal government to inform Canadians about the introduction of the 9-8-8: Suicide Crisis Helpline. On balance, most favoured those concepts that featured a blend of bright and vivid colours (such as whites, blues, and yellows) with calming colours such as gray. Many also expressed a preference for concepts that prominently featured the 9-8-8 number and the text 'Suicide Crisis Helpline', believing that this was the most important information for these advertisements to convey. A number spoke positively of concepts that highlighted that those suffering from mental health emergencies could call or text this service, believing this was important information for those (younger people in particular) who preferred to communicate by texting.

### **News Media (Montreal Heavy Social Media Users)**

Participants residing in the City of Montreal engaged in a conversation related to the news industry in Canada. Asked to describe the ways in which they felt that the news media industry had changed over the last decade, a number believed that there were now far more subjects covered by news outlets and that the news appeared to move at a much faster pace. A few were concerned that the news had become more sensationalized in recent years, with outlets seeking to attract attention via provocative and/or inflammatory headlines that may not be fully representative of the actual issues at hand. All felt that Canadians now had more ways to access the news relative to previous decades. Several felt that the advent of the Internet and devices such as smartphones had made it far easier to access news at all times of the day and from a multitude of sources. Asked whether they felt that there was a wide variety of coverage about news and events in their local community, few believed this to be the case, with most reporting that the news they received was primarily focused on national and/or global events.

Most expected that there were far more news outlets at present relative to ten years ago, with several of the impression that this increase had been connected to the growing prominence of social media over the past decade. Almost all, however, thought that there were fewer jobs in journalism today compared to ten years ago. Informed that the number of news media outlets operating in Canada had declined over the past decade and that this had contributed to the disappearance of at least-one third of Canadian journalism jobs, participants were asked what they felt was behind this trend. A number

thought that the decrease in news outlets and jobs in journalism had at least in part been caused by what they saw as an increased focus by outlets on writing eye-catching headlines rather than in-depth journalism. Some also speculated that with a larger number of Canadians now accessing news on social media or other digital platforms, there was not as much attention being paid to more traditional outlets and, as a result, less revenue being generated by these news organizations. Several expressed concern regarding this trend, believing that a decrease in high-quality, independent journalism could lead to a greater prevalence of misinformation or disinformation being spread amongst Canadians.

Many felt that supporting the news media industry was an important priority for the federal government to focus on. Among these participants, it was thought that a robust, independent news industry was crucial to the ability of Canadians to stay informed about the events taking place around them. Asked whether they had seen, read, or heard anything from the federal government on this front, almost all were aware of the enactment of Bill C-18 (the *Online News Act*) and the subsequent decision by Meta to block news content for Canadian users on Facebook and Instagram. A number believed that it was important that news organizations be fairly compensated for the content they produce and felt that this was the right course of action from the Government of Canada. While hopeful that this action from the federal government would help to strengthen the Canadian news industry in the long term, a number were concerned about whether this would limit the overall ability of Canadians (and especially those who primarily relied upon social media) to remain informed about the news and events of importance to them.

### **Social Media (Montreal Heavy Social Media Users)**

Participants in the group comprised of heavy social media users residing in the city of Montreal briefly discussed their social media usage as well as the types of content that they typically engage with. Asked to identify the social media platforms they use most frequently, many mentioned Facebook and Instagram while a smaller number used platforms such as X (formerly Twitter) and TikTok. All participants viewed social media as an important source of information, with many believing that it was particularly useful for receiving updates related to their community and/or region. Discussing the types of content that they would typically follow and/or engage with, participants mentioned areas such as local news and events, national and global issues, as well as sports and entertainment.

Asked whether they followed any accounts or pages operated by the Government of Canada only a small number indicated that they did. Among these participants, platforms/accounts mentioned included the federal government's pages on LinkedIn as well as content from Health Canada. While not actively following the Government of Canada on social media, several also recalled having accessed content related to COVID-19 over the course of the pandemic. Questioned as to how the Government of Canada could communicate more effectively on social media, several believed that it was important for it to develop content specifically tailored to each platform rather than following a one-size-fits-all approach. A number felt that the federal government should prioritize creating concise, easily understandable content for its social media channels, believing that this was what the majority of social media users preferred.



### **Carbon Pricing (Rural Northeastern Ontario)**

Participants residing in rural communities in Northeastern Ontario took part in a conversation related to the Government of Canada's carbon pricing system. Asked whether they had heard about the implementation of a price on carbon by the federal government, most indicated that they had. Provided with information related to the this system, almost all reacted negatively, with many of the view that this this program would have little to no impact on reducing carbon emissions and mitigating the impacts of climate change. A number questioned how the revenue collected by the federal government through this program would be utilized and whether it would be directed towards initiatives related to fighting climate change. The view was expressed by some that climate change was a global issue and that unless other jurisdictions were also taking steps to reduce their emissions, these actions by the Government of Canada would likely have little impact.

Informed that the majority of the revenue collected via the price on carbon would be returned to Canadians via Climate action incentive payments (CAIPs), it was widely thought that these funds would be better directed towards initiatives to help prevent, mitigate, and respond to the impacts of climate change. A number worried that carbon pricing would disproportionately impact those living in rural communities, believing that these individuals often had to drive greater distances and utilize more fuel during their daily activities than those residing in urban centres. The view was added that while many larger cities had comprehensive public transportation systems, these methods of transportation were far more limited in rural communities. Almost all expected that the implementation of a price on carbon would have no impact on reducing their personal level of emissions.

### **Climate Change Message Testing (Nova Scotia, Calgary, Major Centres Quebec Working in Trades/Construction)**

Participants in three groups reviewed two potential scripts for advertisements currently being developed by the federal government. Both scripts focused on climate change and the actions that could be taken to mitigate its impacts. Participants were informed that these advertisements would be presented on various social media platforms, news websites, television, in cinemas, and on physical media such as bus benches and billboards.

Presented with the first script (focused on consumers), several spoke positively regarding what they viewed as the clarity of the message and the information. Asked to identify what they felt to be the main message of this advertisement, most believed that it focused on the actions that individuals can take in their daily lives to prepare for and mitigate climate change. A few also viewed this advertisement as being designed to inform Canadians about the supports available to them to engage in sustainable activities such as retrofitting their homes. It was suggested by some that this advertisement should also highlight the actions the Government of Canada was taking to mitigate climate change, believing that this would allow it to show the ways in which it was leading by example on this front.

Provided with the script for the second advertisement (focused on the federal government), most once again reacted positively. Several felt that it was encouraging to hear that the federal government

would be taking steps on numerous fronts to combat climate change. A large number commented that the information provided through this advertisement would motivate them to visit the website to learn more. Among those who felt somewhat differently, concerns were raised regarding the use of the term climate crisis (believing this to be hyperbolic) as well as whether these initiatives would increase the cost of living.

Informed that both advertisements would run at the same time and were designed to complement one another, almost all felt that this was the best way to present this information. A number felt that the ads should feature a similar visual design to highlight the connection between the two. A few believed that these advertisements should also provide a message of gratitude to Canadians for the actions they are already taking to reduce their carbon footprint and live more sustainable lifestyles.

### **Disability Benefits (Ontario Persons Living with Disabilities)**

Participants in one group engaged in a conversation regarding the benefits and supports available to those with disabilities. All reported that they were currently living with a disability. Asked to share their perspectives regarding what it meant to be a person living with a disability, almost all highlighted challenges related to transportation and travelling outside of their homes, a lack of accessibility to local businesses and services, and the high cost of equipment and care for people with disabilities.

Most were unaware of any recent initiatives from the Government of Canada aimed at supporting those with disabilities, believing that the majority of the programs and benefits they had access to were primarily provided by the provincial government. Discussing the biggest challenges faced by Canadians living with disabilities, many identified issues related to personal finances, transportation and mobility, the high costs of specialized equipment and services, and a limited understanding among the general public regarding the challenges that they face. All felt that the federal government had an important role to play in ensuring that Canadians with disabilities were able to access a basic income that enables them to meet their essential needs. It was believed that this was critical towards ensuring the ability of people with disabilities to live with dignity and on an equal level as non-disabled Canadians. Many also felt that the Government of Canada had a responsibility to ensure that those with disabilities were able to find and maintain well-paying employment and had access to the same level of social and economic inclusion as other Canadians.

Informed that the Government of Canada had recently passed legislation to create a new Canada Disability Benefit that would create a direct monthly payment to low-income Canadians of working age who were living with disabilities, several expressed that this was the first time they had heard about this initiative. Asked whether they supported this action by the federal government, many were uncertain, and felt that they required further information before they could provide a proper evaluation. All, however, indicated that they were generally supportive of any initiative aimed at reducing poverty among those with disabilities and believed that this was important action for the Government of Canada to be taking. Discussing the potential impacts of the new Canada Disability Benefit, many focused on the positive aspects of this program, including what they viewed as its potential to lift many of those living with disabilities out of poverty. It was felt that this program would go a long way towards assisting those with disabilities in accessing safe and affordable housing,

purchasing more and/or healthier groceries, and making it easier for them to afford the equipment, medications, and services they require as a part of their daily lives. Several commented that receiving a livable income each month would provide them with increased confidence, stronger mental health, and a higher overall quality of life. Asked who in the disabled community they felt this benefit should be targeted towards, all believed that this program should be made as broadly accessible as possible.

### **PacifiCan Branding (Metro Vancouver South Asian Diaspora, Interior British Columbia)**

Two groups based in British Columbia (B.C.) took part in a brief discussion related to Pacific Economic Development Canada (PacifiCan). Asked whether they had seen, read, or heard anything from the Government of Canada related to supporting small businesses and communities in B.C., none had. No participants were aware of any economic development agencies focused on B.C. operated by the federal government. No participants were familiar with the PacifiCan logo, and none had previously heard of the agency. Asked what they felt this agency may be focused on, while a few assumed it had something to do with economic development in Canada's Pacific region, none could provide any specific details.

### **Community Challenges (Northeast GTA Middle Class, Rural Northeastern Ontario)**

Participants residing in the northeast of the Greater Toronto Area (GTA) and those in rural communities in Northeastern Ontario engaged in discussions regarding the challenges facing their local areas at present. Participants in both groups identified issues such as homelessness, addiction, and challenges related to mental health as becoming increasingly prevalent in their respective communities. A number also described what they viewed as significant increases in the cost of living (and housing in particular) in recent years and believed that this was a challenge faced by many of those living in their area.

Discussing the most important sectors and industries in their communities, those in the northeast GTA identified the automotive industry, agriculture, and food production. Among those in the group from rural northeastern Ontario, almost all believed that mining was the most important industry in their area, with many identifying gold mining in particular. Other important sectors and industries mentioned included forestry, land development, and homebuilding. Asked whether they were aware of any actions or initiatives undertaken by the Government of Canada to support these sectors, few could recall anything. While none of those residing in the GTA were aware of any efforts by the federal government to support important sectors in their community, several felt that action should be taken to increase investments into public transportation and expand service offerings to make it easier for those in the GTA to commute throughout the region. A number also felt that greater actions should be taken to address the cost of living in general, as well as provide further investments towards areas such as agriculture and food production.



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**MORE INFORMATION**

The Strategic Counsel

Contract number: CW2241412

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# Detailed Findings



# Timeline of September 2023

## Announcements

To help place the focus group discussions within the context of key events which occurred during the month, below is a brief synopsis for the month of September of 2023.

- September 1-7
  - September 1. The Government of Canada announced its proposal for regulations concerning Bill C-18 (the *Online News Act*).
  - September 5. The Government of Canada announced an investment of nearly \$1.2 million to bring high-speed internet access to over 1600 households in Cape Breton, Nova Scotia.
  - September 5. The Government of Canada and the Government of Quebec announced that they are working with Volta Energy Solutions to establish a copper foil facility in Granby, Quebec to increase the production of electric vehicle (EV) batteries.
  - September 6. The Government of Canada announced that an Early Work Agreement worth up to \$15 million had been awarded to Sun Life Assurance Company of Canada. This agreement will enable Sun Life to undertake necessary work to ensure the timely launch and successful operation of the Canadian Dental Care Plan (CDCP).
  - September 6. The Bank of Canada announced that it would be maintaining the policy interest rate at 5%.
  - [Focus group was held with middle class Canadians in the Northeastern Greater Toronto Area \(GTA\) \(September 6<sup>th</sup>\).](#)
  - September 7. The Government of Canada announced an investment of over \$3.5 million to Hydrogen Optimized Inc. to expand their production of clean energy.
  - September 7. The Government of Canada announced an investment of \$1.3 million to improve sexual and reproductive health services in the Prairies.
  - September 7. The Government of Canada announced the establishment of a public inquiry to assess allegations of interference by China, Russia, and other foreign states and/or nonstate actors during Canada's 2019 and 2021 federal elections.
  - September 7. The Government of Canada and the Government of British Columbia (B.C.) announced an investment of over \$58 million to bring high-speed internet to over 5400 rural and remote households.
  - [Focus group was held with heavy social media users residing in Montreal \(September 7<sup>th</sup>\).](#)
- September 8-14
  - September 8. The Government of Canada announced the creation of a new \$8 million fund to address equity gaps for eligible distress and crisis centres across Canada and to complement the upcoming 9-8-8: Suicide Crisis Helpline.
  - September 11. The Government of Canada and the Government of Prince Edward Island (PEI) announced an investment of over \$46 million towards the province's agricultural industry under the Sustainable Canadian Agricultural Partnership (Sustainable CAP).

- September 11. The Government of Canada announced an investment of \$1.8 million for three community-led projects in Hamilton, Ontario to help improve health outcomes for people at risk of experiencing substance-related harms.
- September 12. Health Canada announced its authorization for the use of the new Moderna COVID-19 vaccine designed to target the Omicron XBB.1.5 subvariant.
- [Focus group was held with the general population in Edmonton \(September 12<sup>th</sup>\).](#)
- September 13. The Government of Canada and the Government of Saskatchewan announced a joint investment of \$1.7 million to upgrade drinking water and wastewater infrastructure.
- [Focus group was held with the general population in rural northeastern Ontario \(September 13<sup>th</sup>\).](#)
- September 14. The Government of Canada announced its approval of the Government of B.C.'s request for an exemption under the Controlled Drugs and Substances Act that will allow adults in the province to carry small amounts of certain illegal drugs without being subject to charges for personal possession.
- September 14. The Government of Canada announced it will be extending the deadlines for Canadian Emergency Business Account (CEBA) loan repayments as well as providing additional flexibilities for partial repayment of these loans.
- [Focus group was held with the general population in Quebec mid-size centres \(September 14<sup>th</sup>\).](#)
- September 15-21
  - September 15. The Government of Canada and the Federation of Canadian Municipalities announced an investment of \$15.1 million as a part of the Green Municipal Fund to support eco-friendly projects in four communities across Southern Ontario.
  - September 15. The Government of Canada announced sanctions against six additional members of the Iranian regime under the *Special Economic Measures (Iran) Regulations* for their participation in gross and systemic violations of human rights and grave threats to international peace and security.
  - September 15. The Government of Canada announced a donation of \$5 million to provide humanitarian relief in response to flooding in Libya.
  - September 17. The Government of Canada announced a contribution of \$33 million to a British-led partnership delivering high priority air defence equipment to Ukraine.
  - September 18. The Government of Canada announced changes to the Express Entry system for newcomers to Canada who have experience in transportation, as a measure to help reduce labour shortages in this sector.
  - September 18. The Government of Canada announced an investment of over \$175 million towards 12 clean energy projects in Alberta.
  - September 18. The Government of Canada and the Government of B.C. announced an investment of \$15 million to support public transit in Nanaimo.
  - September 18. The Government of Canada announced over \$175 million in investments for 12 Alberta-based clean energy projects operated by Indigenous and industry partners.
  - [Focus group was held with the general population in Nova Scotia \(September 18<sup>th</sup>\).](#)

- Focus group was held with members of the labour force in Saskatchewan (September 19<sup>th</sup>).
- Focus group was held with the general population in Calgary (September 20<sup>th</sup>).
- September 21. The Government of Canada announced that it would be providing Food Banks Canada with \$17.9 million to run a national pilot program to address barriers related to affordability and stigma that some Canadians face when accessing menstrual products.
- September 21. The Government of Canada announced the introduction of Bill C-56, (the *Affordable Housing and Groceries Act*), which would remove goods and services tax (GST) on the construction of new homes and work to increase competition in the grocery sector.
- Focus group was held with members of the South Asian diaspora in Metro Vancouver (September 21<sup>st</sup>).
- September 22-28
  - September 25. The Government of Canada and the Government of Nova Scotia announced a joint investment of \$11.9 million to support cleaner public transit in Kings County.
  - September 26. The Government of Canada announced an additional \$20 billion in financing through Canada Mortgage Bonds to build 30,000 more apartments per year.
  - Focus group was held with persons living with disabilities in Ontario (September 26<sup>th</sup>).
  - September 27. The Government of Canada announced that it would be providing \$14 million in development funding for 2 projects in support of health and essential services for Afghan refugees and host communities in Pakistan which had been impacted by large scale flooding in 2022.
  - September 27. The Government of Canada announced changes to the Express Entry system for newcomers to Canada with agricultural experience and French language capabilities, to reduce perceived labour shortages in many parts of the country.
  - Focus group was held with persons working in trades/construction in major Quebec centres (September 27<sup>th</sup>).
  - September 28. Health Canada announced the authorization of the use of a new Pfizer-BioNTech Comirnaty COVID-19 vaccine for people six months of age and older.
  - September 28. The Government of Canada announced a bilateral agreement with the provinces and territories for a \$2 billion Indigenous Health Equity Fund to improve the safe and effective provision of health care for Indigenous peoples across Canada.
  - September 28. The Government of Canada and the City of Saskatoon announced a joint investment of \$34 million to support Saskatoon's Green Network, providing green spaces to people and wildlife.
  - Focus group was held with the general population in Interior British Columbia (September 28<sup>th</sup>).
- September 29-30
  - September 29. The Government of Canada announced an investment of \$19 million to support electricity modernization in PEI.
  - September 29. The Government of Canada and the Government of Nunavut announced two bilateral agreements to invest \$17 million to address gender-based sexual violence.

- September 29. The Government of Canada announced the new Dairy Innovation and Investment Fund of \$333 million over ten years that will provide dairy processors with non-repayable contributions to support Canada's dairy sector.
- September 29. The Government of Canada and the Government of Yukon announced \$16 million to support water, sewer, and road improvements in Watson Lake.

## Government of Canada in the News (All Locations)

At the beginning of each group, participants were asked what they had seen, read, or heard about the Government of Canada in recent days. A wide range of announcements and initiatives were recalled, including:

- The response by the Government of Canada to wildfires taking place in many parts of the country, including the deployment of Canadian Armed Forces (CAF) personnel to assist in the relief effort and the provision of financial assistance and other supports to those who had been displaced from their homes;
- The decision by the Bank of Canada on September 6<sup>th</sup>, 2023, to maintain the policy interest rate at 5%;
- The announcement by the federal government that it would be introducing a new law to remove the goods and services tax (GST) from the costs of building new rental developments as well as asking provinces to remove the provincial component of sales taxes from these projects;
- An announcement by the Minister of Employment, Workforce Development, and Official Languages that the Employment Insurance (EI) premium rate in 2024 would be rising by three cents to \$1.66 per \$100 of insurable earnings;
- Meetings between federal officials and the heads of major grocery chains to discuss ways to stabilize grocery prices and make food more affordable for Canadian households; and
- An announcement by the Government of Canada that it would be investing \$322 million through the Strategic Innovation Fund towards the building of a new electric vehicle (EV) battery materials production plant in Bécancour, Quebec owned by a consortium formed by the Ford Motor Company and South Korean companies EcoProBM and SK On.

Participants also recalled activities related to the Government of Canada on the international stage. These included:

- The attendance of the Prime Minister and other federal officials at the Group of Twenty (G20) Summit which took place on September 9<sup>th</sup> and 10<sup>th</sup>, 2023, in New Delhi, India;
- The announcement by the federal government that Canadian security agencies were in possession of intelligence potentially linking agents of the Government of India to the killing of a Canadian citizen in Surrey, British Columbia (B.C.) in June of 2023;

- A visit by the President of Ukraine to Canada on September 21<sup>st</sup> and 22<sup>nd</sup>, 2023, to discuss ways both governments could work together to strengthen ties between the two countries and defend Ukraine against the Russian invasion of its territory; and
- The resignation of the Speaker of the House of Commons when it was revealed that an individual who had served in Ukraine under the command of Nazi Germany in WW2 had been recognized in Parliament during a visit by the Ukrainian President.

### **News Sources (Montreal Heavy Social Media Users, Metro Vancouver South Asian Diaspora)**

Two groups engaged in a brief conversation related to the sources they typically use for news as well as their perspectives concerning the reliability of these sources. Asked which sources they used to receive their news participants shared a range of responses. These included newspapers such as the Globe and Mail and the National Post, televised news on channels such as the CBC, CTV, and TVA, radio news produced by CBC/Radio Canada, and search engines such as Google. Several also reported using social media platforms such as X (formerly Twitter), TikTok, Facebook, and Instagram. Regarding the latter two platforms, a few commented that while they had used these for news in the past, this was no longer possible due to the recent decision by Meta to block news content for Canadians on its platforms. Discussing the reliability of these news sources, most were of the impression that news emanating from mainstream outlets was generally more trustworthy than the items they encountered on social media. Questioned whether they believed that some social media platforms were more reliable than others, a number were of the opinion that news content found on X and Facebook was often more accurate compared to news on Instagram and TikTok.

Asked an additional question regarding how much time they typically spent reading, watching, or listening to the news, most in the group comprised of heavy social media users residing in Montreal reported spending approximately one hour each day following the news, with other responses ranging from 10 minutes per day to several hours. Asked whether they would be likely to access news in a language other than English, several in the group comprised of members of the South Asian diaspora reported occasionally reading or watching news in languages such as Hindi, Punjabi, and Urdu.

### **Natural Disaster Response (Nova Scotia)**

Participants residing in Nova Scotia briefly discussed the federal government's response to Hurricane Lee which made landfall with near-hurricane strength in the province on September 16<sup>th</sup>, 2023. Asked whether they could recall any actions taken by the Government of Canada on this front, none could, with a number of the impression that the storm had not been as destructive as originally anticipated. Discussing the federal government's response to natural disasters more broadly, almost all believed that it had performed well in supporting Canadians in the wake of wildfires, flooding, and other extreme weather events that had been occurring in several parts of the country. It was widely felt that the Government of Canada had been effective in providing financial assistance and basic necessities to those displaced by wildfires in provinces such as Alberta and B.C. and had been swift in its deployment

of Canadian Armed Forces (CAF) and other emergency personnel to assist with the response to these emergencies. Several positively recalled the assistance provided by the federal government following Hurricane Fiona, which had made landfall in Atlantic Canada in September 2022. It was felt by participants that this support, provided at the request of provincial governments in the region, had been greatly beneficial to many residing in their local area. A number were of the impression that the federal government had bolstered its ability to respond to natural disasters in recent years and hoped that it would continue to provide a high level of rapid and effective support going forward.

### **Indo-Pacific Engagement (Metro Vancouver South Asian Diaspora)**

Participants in the group comprised of members of the South Asian diaspora residing in Metro Vancouver discussed the relationship between the Government of Canada and India as well as Indo-Pacific engagement more generally. All were aware of the recent revelation that the Government of Canada possessed intelligence potentially linking agents of the Government of India to the killing of a Canadian citizen in Surrey, B.C. on June 18<sup>th</sup>, 2023. Asked how they viewed the state of the relationship between Canada and India, most believed it to be quite tense at present. Several were worried that these perceived tensions could create challenges for those who had family and close connections in both countries. A number were also concerned about the economic ramifications of these developments, believing that India was a major trading partner and that an interruption to this relationship could cause difficulties for Canadian businesses and consumers. Asked whether they were aware of any actions from the Government of Canada related to its engagement with South Asian nations more broadly, some were of the impression that there were organizations in place that promoted trade and immigration between Canada and the Indo-Pacific region, though none could recall any specific details. Asked to identify the top issues impacting South Asian Canadians that the federal government should be prioritizing, a number believed that more needed to be done to address what they perceived as racism and discrimination towards South Asians and other visible minorities. It was felt that a greater focus on educating Canadians about South Asian issues and history could help to promote a better understanding of their culture and the challenges they have faced.

## Government of Canada Priorities and Performance (All Locations)

All groups took part in conversations related to the issues currently facing Canadians as well as their perspectives regarding the federal government's management of these priorities. Participants were asked to identify areas in which they felt the Government of Canada was performing well and areas where they felt there was room for improvement. On a number of issues participants expressed a range of views. These included:

- Inflation and the cost of living – A large number felt that more needed to be done by the federal government to address rising inflation and the perceived high cost of living at present. It was felt that many households were struggling due to a widespread rise in prices of everyday items, such as groceries and gasoline. A few felt differently, believing that the Bank of Canada had been effective in its actions to reduce inflation by raising interest rates and that considerable progress had been made on this front. A number also felt that recent action by the federal government to encourage major grocers to lower food prices represented a step in the right direction on this front;
- Health care – Several spoke positively of health care provision in Canada, believing it was affordable and relatively accessible to those who require it. Related to this, a few mentioned recent agreements reached between the federal government and the provinces/territories to provide additional health care funding through increases to Canada Health Transfer (CHT) payments. A number, however, believed that greater efforts needed to be taken by the federal government to reduce wait times for emergency care as well as important procedures and appointments. It was also thought that greater resources needed to be invested towards mental health in particular, with some being of the impression that a significant number of Canadians were currently struggling with challenges on this front;
- Education – Many praised the provision of universal primary and secondary education to all Canadians, with a number sharing the impression that Canada was a global leader on this front. A few, however, felt that more needed to be done by the federal government to assist post-secondary students. Suggested actions included working with post-secondary institutions to reduce tuition rates, ensuring students had access to safe and affordable housing, as well as providing support to those currently struggling with high levels of student debt;
- Climate change and the environment – A number spoke positively of what they viewed as a strong focus by the federal government on preparing for and mitigating the impacts of climate change. Participants specifically mentioned actions to promote more sustainable behaviours such as the implementation of a price on carbon and financial supports (such as the Canada Greener Homes Grant) to assist those looking to retrofit their homes to make them energy efficient. A few also felt that agencies such as Parks Canada had done a good job of protecting and preserving natural spaces across the country. However, a number of participants felt that more urgent action needed to be taken by the federal government on this front, believing that it was currently falling behind on meeting its obligations under international climate agreements such as the Paris Agreement;
- COVID-19 response – Some thought that the Government of Canada had performed well in its response to the COVID-19 pandemic, believing that it had been effective in adapting to the ever-changing nature of the virus as well as providing supports to Canadians through programs such as the Canada Emergency Response Benefit (CERB). A few held a different opinion, and expressed the view that these programs had been offered for too long and that the high costs of the CERB and other supports had contributed to rising inflation in recent years; and
- Reconciliation with Indigenous peoples – While a number felt that significant action had been taken by the federal government towards reconciliation with Indigenous peoples, several did



not believe that this had gone far enough. It was thought that many Indigenous communities currently faced challenges related to a lack of affordable housing, difficulties in obtaining clean drinking water, and limited access to health care and other important services. While a few felt that the introduction of a National Day of Truth and Reconciliation had been a step in the direction, it was thought that much more work needed to be done by the federal government on this front.

Participants also identified a number of areas where they felt that the Government of Canada had been performing well as of late, including:

- Actions to assist parents – Many spoke positively of the Canada Child Benefit (CCB), with several commenting that this support represented an important part of their monthly income. A number also mentioned actions taken by the Government of Canada to assist with making child care more affordable, including agreements it had reached with the provinces/territories to provide child care options for \$10 per day, on average. It was felt that this would be helpful to many parents, and mothers in particular, in assisting them with returning to the workforce;
- Benefits and supports – Several also mentioned additional benefits and supports provided by the federal government such as Employment Insurance (EI) and the goods and services tax/harmonized sales tax (GST/HST) credit. A number in the group comprised of those living with disabilities mentioned the introduction of the Canada Disability Benefit, and expected that this action would be helpful in making life more affordable for themselves and others in their community;
- Response to wildfires – A large number believed that the federal government had been effective in its response to large-scale wildfires which had occurred in recent months in British Columbia (B.C.), the Northwest Territories (NT), Alberta, Quebec, and Nova Scotia. A few expressed the view that increased action should be taken by the Government of Canada to prepare for future natural disasters such as these;
- Diversity and multiculturalism – Several felt that the federal government had done a strong job in protecting and celebrating multiculturalism and diversity across the country, including through its support for 2SLGBTQI+ individuals, racialized Canadians, and persons living with disabilities; and
- International assistance – A number thought that the Government of Canada had performed well on the global stage, providing financial and military support for Ukraine as well as humanitarian support in the wake of natural disasters such as the powerful earthquakes that had taken place in Türkiye and Syria in February of 2023.

Additionally, participants mentioned a number of areas in which the Government of Canada had room for improvement. These included:

- Housing - Many identified housing as a key area of concern at present. It was widely felt that there was a serious shortage of homes in many parts of the country and that a large number of Canadians were currently struggling to obtain safe and affordable housing. Due to what they viewed as exceedingly high housing prices, a number of younger participants expressed



worries that they may never be able to afford a home. Several mentioned having observed a visible increase in homelessness in their respective communities in recent years and believed that this had contributed to other issues such as addiction and rising criminal activity;

- Immigration – A number were concerned about what they viewed as the high level of immigration at present and questioned whether there were sufficient resources and infrastructure in place to meet the needs of a large number of new immigrants. A few felt that the rate of immigration should be reduced until additional housing, public transportation, and schools could be built to accommodate a significant influx to the population; and
- High taxes - Several felt that taxes were too high at present and that this was adding to the challenges many Canadian households were believed to be facing in making ends meet financially. It was felt that the federal government should consider providing temporary tax relief to those lower- and middle-income Canadians who were currently struggling with the cost of living.

Asked to identify the top issues that they felt the Government of Canada should be prioritizing, many reiterated the need to focus on key areas such as inflation, the cost of living, housing, health care, immigration, and preparing for and mitigating the impacts of climate change. A number thought that a greater focus needed to be placed by the Government of Canada on reconciliation with Indigenous peoples, believing that not enough in the way of tangible progress had been made on this front. Participants also believed that there needed to be a greater focus on providing supports for vulnerable groups such as seniors, those living with disabilities, and individuals suffering from challenges related to mental health and addiction. Some thought that more needed to be done to improve the education system across Canada, including increasing resources for the building of more schools, the recruitment, training, and hiring of more teachers, and ensuring that primary and secondary education in Canada continued to be of a high calibre. Also related to education, participants reiterated the need to make post-secondary education more affordable for Canadians. Asked an additional question as to whether their impression of the federal government had changed over the past year, a large number in the group based in Interior B.C. indicated that it had worsened. No participants reported holding a more positive opinion of the Government of Canada compared to one year ago.

### **Middle Class Issues (Northeast GTA Middle Class)**

Participants residing in the Northeast of the Greater Toronto Area (GTA) took part in a brief discussion related to the challenges currently impacting middle class Canadians. All identified as being middle class themselves. Asked to describe what they viewed as the top issues facing middle class Canadians at present, many identified the high rate of inflation and increases in the cost of living. Several were of the impression that prices for essentials such as groceries and gasoline had risen considerably in recent years and felt that it had become increasingly difficult for them to make ends meet financially as a result. A number also mentioned difficulties related to housing costs, including higher mortgage payments and rising home energy rates. Other challenges identified included a perceived lack of wage growth relative to the rate of inflation, difficulties in accessing many of the supports and benefits

available to lower-income Canadians, and what was viewed as an increasingly high tax burden for many middle-class households.

Asked whether they had seen, read, or heard anything as of late regarding actions from the Government of Canada to assist the middle class, a few mentioned having received Climate Action Incentive Payments (CAIPs) as part of the federal government's carbon pricing system. While a number were aware of the recent provision of a one-time Grocery Rebate as part of the quarterly GST/HST credit, it was widely thought that most middle-class households would not have been eligible to access this support. Almost all felt that the Government of Canada was currently on the wrong track when it came to assisting the middle class. Several felt that there should be increased access for middle-class Canadians to the supports and benefits they believed were currently available to lower-income households, especially given their impression that the middle class was also struggling financially at present. Discussing additional measures that could be taken by the federal government to assist the middle class, participants suggested actions such as lowering taxes for middle class households and increasing the range of benefits and supports available within Canada.

### **Public Safety and Bail Reform (Metro Vancouver South Asian Diaspora)**

Participants in the group comprised of members of the South Asian Diaspora residing in Metro Vancouver briefly discussed public safety and recent actions from the federal government to reform the bail system in Canada. Participants did not recall having recently seen, read, or heard anything about this issue. To aid in conversation, participants were provided with the following information:

*Bail is when a person charged with a criminal offence is released from custody while awaiting their trial. Those who are awaiting trial are still considered legally innocent (i.e., innocent until proven guilty). An individual can be released with or without conditions that they must follow during their release. Not everyone who is charged with a crime receives bail.*

*Under the Charter of Rights and Freedoms, accused people in Canada have the right to bail unless there is a compelling reason to keep them in custody, such as risk of flight or risk to public safety that cannot be addressed in any other way. The Government of Canada has introduced legislation to reform the bail system, which, if it became law, would make it more difficult for people who have been previously found guilty of some types of violent crimes to get out of jail while they await trial.*

All reacted positively to this initiative, believing that this represented an effective step towards reducing crime in their communities. It was felt that under the present system, far too many repeat offenders were being released on bail, and that this had contributed to an increase in crime in recent years. It was thought that this action would hold violent repeat offenders to greater account and could help towards deterring further criminal activity going forward. Asked whether they felt that this would have an impact on crime in Canada, most did. Many, however, felt that in order to be effective, this action would need to be accompanied by other measures such as increasing resources for law enforcement and taking steps to address what were viewed as the root causes of crime, such as homelessness, addiction, and issues related to mental health.

### **Climate Change (Interior British Columbia)**

The group based in interior British Columbia (B.C.) engaged in a conversation related to climate change and the actions which could be taken on an individual and/or community level to mitigate the impacts of changing weather patterns and extreme weather events. A roughly equal number believed that climate change was a pressing issue as those who did not. Among those who were concerned, a number cited what they perceived as an increased number of natural disasters such as wildfires, flooding, and windstorms as well as more unpredictable weather patterns in recent years. A few commented that while they were not personally concerned about climate change, they worried about the impact it may have on their children and grandchildren in the future. Among those who were less concerned, it was felt that rising temperatures and other changes to typical weather patterns were likely part of a natural cycle and not connected to human activity. Asked what came to mind when they thought about the potential impacts of climate change, participants mentioned issues such as droughts, flooding, wildfires, rising ocean levels, and extreme heat and cold in the summer and winter seasons respectively. Related to this, a few expressed concerns about how climate change might affect wildlife and natural ecosystems, as well as its potential negative impact on agriculture and aquaculture throughout Canada.

Participants widely felt that their communities were not sufficiently prepared for climate change. Asked whether they had taken any actions on this front within their own household, several reported having recently prepared emergency kits in the event that they were evacuated from their homes due to a natural disaster in their area. A small number had recently installed solar panels on their homes in order to be more energy efficient going forward. Several expected that their respective communities would be at a greater risk due to climate change over the next few decades. A few, however, reiterated the view that the impacts of climate change would be quite gradual and that this was not a pressing matter at present.

Asked whether they had seen, read, or heard about any actions from the Government of Canada related to recent wildfires in B.C., a number recalled hearing that Canadian Armed Forces (CAF) personnel had been deployed to assist with the response. Almost all thought that the Government of Canada was on the wrong track when it came to responding to wildfires and felt that more needed to be done to prepare for and react to these types of events going forward.

## Affordability Measures (Nova Scotia, Saskatchewan in the Labour Force, Calgary, Metro Vancouver South Asian Diaspora, Major Centres Quebec Working in Trades/Construction, Interior B.C.)

Participants in six groups took part in discussions related to a range of affordability measures recently announced by the Government of Canada. Asked what they felt should be the federal government's top priority at present, a large number mentioned housing and what they viewed as a perceived lack of safe and affordable housing in many Canadian communities. Several believed that more also needed to be done to address the high cost of living at present, with a number commenting that it had become increasingly difficult to afford essentials such as groceries and gasoline as of late. Other issues mentioned included health care (including an increased focus on mental health), rising immigration rates, and reconciliation with Indigenous peoples. Questioned whether supports for small businesses should be a priority for the federal government, participants were mixed in their opinions. While most felt that small businesses were an important part of the Canadian economy, a number questioned whether this represented a top priority at present.

Asked whether they had recently seen, read, or heard anything from the Government of Canada regarding actions it was taking related to addressing housing, the cost of living, and/or providing supports for small businesses, several indicated that they had. A large number of responses focused on housing and included the announcement of an agreement between the federal government and the City of London, Ontario to build more housing as part of the Housing Accelerator Fund, the removal of the goods and services tax (GST) from the construction of new rental developments, and the introduction of the First Home Savings Account (FHSA) to assist prospective first-time home buyers with purchasing their first home. Aside from housing, participants also mentioned recent discussions between the federal government and the heads of major grocers to discuss ways to stabilize grocery prices as well as extensions and greater flexibility regarding the repayment of Canada Emergency Business Account (CEBA) loans provided to small businesses and not-for-profits during the COVID-19 pandemic.

### **Housing Initiatives (Nova Scotia, Saskatchewan in the Labour Force, Calgary, Metro Vancouver South Asian Diaspora, Major Centres Quebec Trades/Construction Workers, Interior British Columbia)**

All six groups were provided with information about a number of actions recently announced by the federal government related to building more homes faster:

*The Housing Accelerator Fund is a fund designed to help cut red tape and incentivize municipalities to get the construction of new homes across Canada started more quickly. In addition to this, the Government of Canada has announced it is:*

- Introducing a new law to remove the GST (federal sales tax) from the costs of building new rental apartments;*
- Asking provinces to remove their portion of the HST (i.e. provincial sales taxes) from the costs of building new rental apartments, to match what the federal government is doing; and*
- Requiring local governments to end exclusionary zoning and encourage homes be built near public transit, in order to receive funding through the Housing Accelerator Fund.*

Several reacted positively to these initiatives, believing that they represented a step in the right direction and would have a positive impact on the housing situation in the long term. A large number, however, felt that these actions would do little to make housing more affordable in the immediate future and that more urgent action would need to be taken to make housing more affordable for lower- and middle-income Canadians. Related to this, a few felt regulations should be put into place to ensure that rental units built as a part of these initiatives would be maintained at an affordable rate upon entering the open rental market.

While many felt that removing the GST and asking provinces/territories to remove their portion of the harmonized sales tax (HST) from new rental developments would help to spur the construction of new projects, some expressed concerns that other constraints such as the high cost of materials, a shortage of labourers, and the need to adhere to municipal building requirements could lead to delays in the construction process. A number were also concerned that rental units built through these initiatives would likely be quite small and designed to maximize density wherever possible. Several of those residing in more rural areas expected that these initiatives would have little impact on their own communities. Among these participants it was believed that efforts to increase the housing supply would primarily be focused on larger urban centres. Questioned whether they expected that this action would help to accelerate the building process and add more jobs in the construction sector, a number in the group comprised of those residing in Quebec and working in the construction and trades sector felt that it would. Several, however, did not believe that this action represented a long-term solution towards assisting those in the construction sector, and that GST/HST only comprised a small portion of the costs that go into building new developments.

Asked an additional question as to whether they expected that provincial governments would agree to remove their portion of the HST on new rental developments, most residing in Nova Scotia, Saskatchewan, and Calgary did not believe that they would. It was felt by several that the provincial sales tax was an important component of many annual provincial budgets and that it would be difficult for these governments to lose this source of revenue on new housing developments. Informed that the Governments of British Columbia (B.C.), Ontario, and Newfoundland and Labrador had indicated that they would work with the federal government to ensure that their provinces' portion of the HST

would also be removed, participants in Saskatchewan were asked if they felt this would encourage other provinces/territories to do the same. While a number expected that it would, a few were less certain, believing that the response of each province would primarily be determined by its own unique financial situation.

All groups with the exception of those residing in Metro Vancouver were asked a few additional questions related to exclusionary zoning. Very few indicated having previously heard of this term. To clarify, participants were informed that exclusionary zoning occurs when local governments limit where certain types of housing can be built, often favouring detached homes. Questioned how they felt about the Government of Canada asking local governments to end exclusionary zoning in exchange for funding towards the construction of additional housing, participants were mixed in their reactions. While some felt that this could benefit urban centres that had limited space to expand outwards, a larger number believed that decisions related to exclusionary zoning laws should be considered on a municipality-by-municipality basis. There was a perception that communities which had been built primarily around single-family homes would face significant disruption if exclusionary zoning were ended completely and that this would have a negative impact on existing neighbourhoods and homeowners.

Having discussed these initiatives, participants were asked whether they felt that the Government of Canada was on the right track when it came to addressing housing. While a small number believed that these steps would have a positive impact on the housing situation going forward, most felt that these measures did not go far enough to address what were seen as urgent problems related to housing affordability in many parts of the country. Several expressed the view that until tangible, measurable progress had been made towards making housing more affordable for a greater number of Canadians, they would continue to feel that the federal government was on the wrong track on this front.

### **Stabilizing Grocery Prices (Nova Scotia, Saskatchewan in the Labour Force, Calgary)**

Three groups were presented with information related to recent steps taken by the federal government towards addressing high grocery prices. These included:

- *Calling a meeting with the heads of Canada's major grocery chains to discuss ways to stabilize food prices. The Government of Canada is also reviewing other tools at their disposal to stabilize grocery prices – for example, the possibility of introducing a new tax on the profits of large grocers; and*
- *Proposing to amend the Competition Act to give the Competition Bureau the power to:*
  - *Make businesses share necessary information to help with the Competition Bureau's review of their industry, instead of relying on them to do so voluntarily;*
  - *Get rid of a rule that currently allows company mergers to go ahead if they create significant cost savings, even if they lessen competition, lead to job losses or reduce choice for consumers; and*

- *Take actions against collaborations that stifle competition and consumer choice, in particular situations where large grocers prevent smaller competitors from opening nearby.*

Several reacted positively to this information, feeling that this represented an important step towards encouraging greater competition in the grocery sector. A number expected that these actions would be beneficial to small businesses in this sector as well as increase the number of options available to Canadians when shopping for groceries. It was hoped that any additional tax revenue collected by the federal government through this initiative would be redistributed via the creation of programs and supports to assist Canadians with the purchase of groceries and other essentials. A number expressed the opinion that rather than focusing on stabilizing grocery prices at current levels, efforts should be made by the federal government to bring prices back down to previous levels. A small number did not believe that these initiatives would be effective and worried that increased taxes on major grocery chains would ultimately be passed on to consumers.

Asked whether they felt these actions would be helpful towards making life more affordable for Canadians, a large number did. Several, however, expected that the success of these initiatives would largely be dependent on their implementation and whether sufficient oversight of major grocery chains would be provided by the federal government. A few suggested that actions should also be taken by the Government of Canada to lower transportation costs (including fuel prices), believing that increased expenses in this area had been a major contributing factor for rising grocery prices.

### **Small Business Supports (Nova Scotia, Saskatchewan in the Labour Force, Calgary)**

Participants were also provided with details related to steps the Government of Canada was taking to support small businesses:

*The Canada Emergency Business Account (CEBA) program provided interest-free, partially forgivable loans of up to \$60,000 to small businesses and not-for-profit organizations to help cover their operating costs during the pandemic. The Government of Canada announced it was extending the deadline for CEBA loan repayments, providing an additional year for term loan repayment.*

Only a small number reported having known someone who had accessed emergency business supports during the COVID-19 pandemic. Asked how many businesses they expected had utilized pandemic-related supports such as wage subsidies or taking out an emergency loan through the federal government, it was widely assumed that the majority of businesses had. A small number who owned a small business themselves reported having elected not to access these supports out of concern that doing so may have led to them owing a large amount of money to the federal government at a later date. Asked what impacts, if any, they thought that extending the loan repayment deadline by one year would have, most believed that this would assist small businesses by providing them with more time to rebuild their finances before having to repay the federal government. A few felt that the repayment deadline should be extended by five years or that these loans should be completely forgiven by the Government of Canada.



Engaging in an exercise where they were asked to select one word to describe the whole package of measures (housing initiatives, stabilizing grocery prices, and small business supports), participants in these three groups provided a wide range of responses. While several selected positive terms such as 'generous', 'responsive', and 'relief', a roughly similar number selected more negative words such as 'minimum', 'mediocre', 'slow', and 'inadequate'. Though no participants felt that these impacts would have a major impact on assisting Canadians who were currently struggling with the cost of living, most hoped that they would bring about some progress on this front. Asked which measures they felt would have the most impact on them personally, most expected that the initiatives related to housing and (to a lesser extent) stabilizing grocery prices would have the greatest effect.

## Housing (Northeast GTA Middle Class, Edmonton, Mid-Size Centres Quebec)

Participants in three groups took part in conversations related to housing. All believed that housing was an important issue at present and needed to be a top priority for the federal government going forward. Asked whether they had recently seen, read, or heard anything related to the Government of Canada's policies on housing, only a small number had. Among those who had heard something, participants mentioned initiatives such as the introduction of the First Home Savings Account (FHSA), a one-time top-up to the Canada Housing Benefit (CHB) to help lower-income Canadians with the cost of rent, and the provision of a one-time Grocery Rebate to some households as part of their quarterly Goods and Services Tax/Harmonized Sales Tax (GST/HST) credits. A few also recalled the recent announcement by the Government of Canada that it would be removing the GST from new purpose-built rental housing developments, with the aim of increasing the number of rental units being built across the country going forward. Asked to identify the most significant challenges related to housing that needed to be addressed by the federal government, participants put forward a range of responses. These included:

- Building more homes – Many believed that actions needed to be taken by the Government of Canada to increase the housing supply across the country and to ensure that all individuals had access to safe and affordable housing. It was felt that increasing the housing supply would help to meet the perceived high demand for housing in many Canadian municipalities. Though also believing that more housing needed to be built, a few were of the opinion that this would have to be done in a strategic way in order to not harm the surrounding environment and ecosystems;
- Assisting first-time home buyers – Several thought that more needed to be done to assist prospective first-time home buyers and reduce the overall cost of purchasing a home. It was felt that it had become increasingly difficult for lower- and middle-income families to enter the housing market and that this was a particular issue facing younger Canadians at present;
- Lowering interest rates - A number expressed the view that current interest rates were too high. It was felt that this had caused financial challenges for many homeowners whose





mortgage payments had risen substantially over the past year, as well as making it more difficult for prospective home buyers to qualify for a mortgage;

- Reducing immigration – Some believed that action needed to be taken to temporarily reduce the rate of immigration over the next few years. It was thought that recent increases in the size of the population in many parts of the country had significantly increased the demand for housing and that this trend would likely continue if the current rate of immigration was maintained; and
- Banning real estate speculation – A few believed that actions needed to be taken to treat housing more like a basic necessity rather than as a financial investment. The view was expressed that wealthy individuals and businesses should no longer be permitted to purchase large swaths of residential housing as investment vehicles, believing that this had served to dramatically raise home prices in recent decades.

Asked an additional question as to which level of government was best equipped to address the issues related to housing, most in the group based in the Northeast Greater Toronto Area (GTA) believed that all levels had a role to play. Several thought that the provincial and municipal governments should be responsible for carrying out housing policy and building more homes while the federal government should primarily be focused on providing financial assistance and establishing national objectives related to improving the housing situation. A small number believed that housing development should mostly be left to the private sector and that the federal government should take whatever steps it can to make it easier for developers to build more homes.

### **Housing Situation (Edmonton, Mid-Size Centres Quebec)**

The groups based in Edmonton and Quebec discussed the overall housing situation in Canada at present. To begin, participants engaged in an exercise where they were asked to use a single word to describe the state of housing in Canada. All participants selected words with negative connotations, including 'expensive', 'unaffordable', 'troubling', and 'crisis'. Asked whether they thought that Canada was currently experiencing a housing crisis, all believed this to be the case. Discussing the factors driving this perceived housing crisis, many cited the high cost of purchasing a home in many parts of the country. It was believed that real estate speculation, the ability of individuals and businesses to own multiple homes, and the growing popularity of short-term rental platforms such as Airbnb had all contributed to rising rent and home prices over the past decade. A few expressed the opinion that foreign investment into the Canadian residential real estate market in recent decades had also served to drive up home prices further and had negatively impacted prospective Canadian homebuyers in their attempts to purchase a home. Other factors believed to be contributing to the housing crisis mentioned by participants included increased rates of immigration to Canada in recent years, the high costs of materials required to build new homes, and a focus by developers on accruing maximum profit rather than building affordable housing.

All felt that the housing situation would take a long time for the Government of Canada to correct, with many expecting that it would be at least 5-10 years before any tangible progress could be made on this issue. Several felt that more needed to be done by the federal government to develop a long-

term plan to make housing more affordable for Canadians as well as to determine what actions could be taken in the short term to ensure that the housing crisis did not escalate further. Asked what progress on housing would look like to them, participants mentioned indicators such as lower home prices, a stabilization in rental costs, a visible decrease in the rate of homelessness in their communities, and a lower cost of living in general.

Discussing which level of government they believed was most responsible for addressing issues related to housing, most felt that due to the perceived size and scope of the housing crisis that all levels of government had a role to play. Describing specific actions which could be taken by the federal government related to housing, participants suggested initiatives such as increasing financial supports to provinces/territories to help build more homes, establishing and overseeing the progress of national housing goals, permanently banning non-Canadians from purchasing residential housing, temporarily lowering immigration rates to reduce housing demand, and regulating the number of residential properties that can be owned by an individual or business. Asked if they would support densification in their own communities, most indicated they would. It was felt that building more homes closer together was a viable solution to increasing the housing supply and could have the additional impact of revitalizing the downtown cores in many major urban centres throughout Canada. Several added, however, that any steps towards densification would need to be accompanied by proportional growth in vital areas such as health care, education, and public transportation to ensure that the needs of these growing populations would be able to be met. While still supporting densification, a few believed that these efforts should largely be targeted towards mid-size and major centres, feeling that those who preferred to live in less-populated rural areas should continue to have the ability to do so.

### **Housing Supply (Northeast GTA Middle Class)**

Participants residing in the Northeast GTA were asked a series of questions related to the housing supply and the challenge of building more homes, both in their local area as well as across Canada more broadly. Participants were unaware of any recent actions from the federal government related to encouraging the construction of more homes. Asked whether they would support an increase to the housing supply in their area, several indicated that they would. Among those who were opposed, a few clarified that they would be open to more homes gradually being built, so long as the number of new developments in the GTA were proportionate to other parts of the country. Questioned whether there should be consequences for municipalities that do not prioritize building enough homes, participants were mixed in their views. While some believed that there needed to be accountability for municipalities that did not prioritize addressing the housing needs of their residents, a similar number felt differently. Among these participants, it was felt that each municipality was dealing with its own unique challenges related to housing and that an increase in the housing supply might be difficult for some communities to achieve due to issues such as a lack of available land or environmental concerns. Discussing potential challenges related to building more homes faster in their community, a number reiterated the need for additional infrastructure such as hospitals, schools, and public transportation to accommodate an increase in the size of the local population. It was widely felt that this supporting infrastructure would need to be built either prior to or at the same time as any significant new housing developments.

Few participants were familiar with the term 'municipal zoning'. To aid in conversation, participants were informed that:

*Municipal zoning bylaws control the use of land in your community. These bylaws are set by municipal governments and state exactly how land may be used, where buildings and other structures can be located, the types of buildings that are permitted, and how they may be used.*

Several felt that municipal zoning likely had a significant impact on the ability of municipalities to build more homes. It was widely believed that municipal governments should be encouraged to change these bylaws to allow for more homes to be built. Asked what else they would like to see from the federal government related to building more homes, participants reiterated the need to ensure that new homes would be affordable for most Canadians. Other potential actions suggested by participants included lowering interest rates, providing more supports for first-time home buyers, and addressing the overall cost of living to make it easier for Canadians to save towards the purchase of a home.

## Jobs (Saskatchewan in the Labour Force, Major Centres Quebec Working in Trades/Construction)

Participants in two groups engaged in discussions related to the current employment market and the Canadian economy more generally. To begin, participants in Saskatchewan were asked to share their perspectives related to the Government of Canada's management of the economy as of late. All felt that its performance had been average or slightly above average in this area. Several spoke positively regarding recent efforts by the federal government to reduce the rate of inflation, which was widely thought to have been one of the top economic issues over the past few years. A number commented that while they were dissatisfied with the current state of the economy, they believed that many of the economic challenges facing Canadians had been caused by external factors beyond the control of the federal government, such as the COVID-19 pandemic and the ongoing conflict in Ukraine. While mostly satisfied with the Government of Canada's performance, several expressed concerns regarding what they viewed as a high rate of spending by the federal government in recent years, believing that this was having a negative impact on the economy and the rate of inflation, and felt that spending would need to be reduced to combat this. Asked to describe what they viewed as the most important economic issues at present, participants mentioned areas such as inflation, the cost of living, a lack of safe and affordable housing, and the difficulties encountered by many in finding employment which paid a living wage. While all felt that their wages were not currently keeping up with the cost of living and inflation, several were concerned that a large-scale increase in wages would serve to exacerbate the rate of inflation further. A small number who reported being small business owners themselves commented that they did not believe it would be financially feasible for their business to raise employee wages to keep pace with the rate of inflation.

Focusing on retirement, many in the group based in Saskatchewan expressed concerns that due to the high cost of living and other financial challenges they would likely have to delay their retirement plans or may never be able to retire. A number commented that due to the rising costs of everyday expenses such as groceries, gasoline, and housing, it had become very difficult to plan and save for retirement. A very small number reported having a private pension through their employer, which they believed would enable them to retire. All felt that the current supports and benefits in place to assist retirees, such as the Canada Pension Plan (CPP) and Old Age Security (OAS), did not provide enough assistance to help Canadians maintain financial security in retirement. Almost all reported being aware of the CPP. To aid in the discussion, participants were provided with the following clarification about the plan:

*The Canada Pension Plan is a monthly, taxable benefit that replaces part of your income when you retire. With very few exceptions, every person over the age of 18 who works in Canada outside of Quebec and earns more than a minimum amount (\$3,500 per year) must contribute to the Canada Pension Plan. If you have an employer, you pay half the required contributions (the amount comes off your paycheque), and your employer pays the other half. If you are self-employed, you make the whole contribution.*

Most viewed the CPP primarily as a supplementary source of income and did not believe that the amounts it provided would be enough to support their retirement on its own. A few hoped that the Government of Canada would consider increasing CPP payments to align more closely to a living wage, believing that this would provide considerable financial security for Canadian seniors. A small number of younger participants expressed concerns regarding the long-term sustainability of the CPP and worried that this program would no longer be available when it was time for them to retire. Participants were next informed that, as of 2019, the CPP was being gradually enhanced meaning that workers today would need to contribute a bit more annually but should end up with higher benefits when they retire. All expressed support for this change, with many feeling that this would help a greater number of Canadians achieve financial stability in their senior years.

Both groups were asked to share their perspectives regarding the current state of the employment market in Canada. Regionally, those residing in Saskatchewan expressed mostly negative views, feeling that the rate of unemployment was increasing and that it was difficult to find a high-paying job. Participants residing in Quebec and working in trades/construction felt differently. Among this group, most held a positive view of the job market, with almost all being of the impression that many companies were presently hiring across a wide range of sectors, and that there were numerous opportunities for those currently looking for employment. Several of the Quebec participants added the opinion that while the job market was strong for prospective employees, it had become more difficult for employers, whom they believed were struggling to find enough workers to fill open positions. A number commented that these perceived labour shortages had led to ongoing issues in the construction sector, leading to the postponement or cancellation of several projects. Sharing their expectations regarding what the job market would look like in five years, most in the Saskatchewan group expressed uncertainty, believing that this would depend on the measures taken by the Government of Canada to improve affordability and encourage wage growth for Canadian workers. A large number of those in the Quebec group were more pessimistic in their views and felt that

perceived labour shortages at present would have negative economic impacts in the years to come, leading to the closure of businesses and a decrease in the overall number of jobs available in the future. Asked to identify which industries they felt would experience the most growth over the next five to ten years, participants in both groups identified information technology, artificial intelligence (AI), mining, agriculture, energy production, and service and hospitality.

Very few participants in either group could recall any recent actions or initiatives undertaken by the Government of Canada to help create jobs or provide skills training. While a small number indicated that they had heard about federal educational and training supports for recent immigrants to Canada, none could recall any specific details related to this. Most believed that the federal government was on the wrong track on this front and that far more needed to be done to support the training and development of Canadian workers. Asked an additional question as to whether they felt the Government of Canada was headed in the right direction when it came to ensuring that workers were receiving the skills training needed to stay competitive, most residing in Quebec did not believe this to be the case. Several felt that an increased focus needed to be placed on assisting workers with obtaining the training and certification required to practice in their chosen fields in Canada.

## 9-8-8 Branding (Northeast GTA Middle Class, Montreal Heavy Social Media Users, Edmonton, Northeastern Rural Ontario, Mid-Size Centres Quebec)

**Content Advisory: Please note that the following section deals with the topic of suicide and emotional distress and may be upsetting for some readers.**

Five groups shared their perspectives regarding potential branding developed by the Government of Canada to advertise the introduction of the 9-8-8: Suicide Crisis Helpline. Participants were informed that they would be evaluating a series of creative concepts and were provided with the following information about the 9-8-8 service:

*The Government of Canada is currently working with the Centre for Addiction and Mental Health (CAMH) on the implementation of 9-8-8, a three-digit number for suicide prevention and emotional distress.*

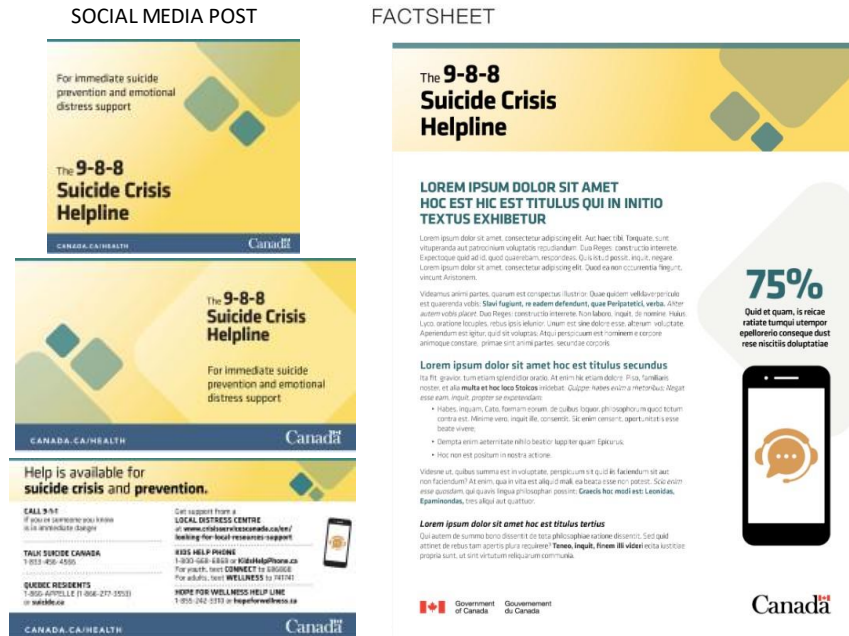
*Starting November 30, 2023, people in Canada, regardless of where they live, will have access to 24/7/365, bilingual, trauma-informed, and culturally appropriate suicide prevention and emotional distress support through phone and text. This service will be called: 9-8-8: Suicide Crisis Helpline.*

*The phoneline is for anyone, including those who are seeking support for a loved one.*

*9-8-8 will mostly be promoted by CAMH; the Government of Canada will also be promoting this new initiative, but it will be in the larger context of mental health and suicide prevention.*

Participants were next shown a series of four concepts and asked to provide feedback regarding the look, style, and tone of each design. The order in which the concepts were shown to participants varied among the groups.

## Concept 1



The above is an image containing four frames: a fact sheet on the right, and three social media posts on the left. At the top of the fact sheet is a banner with a yellow background and three semi-transparent blue squares of varying sizes set to the right. On the left of the banner is black text that reads "The 9-8-8 Suicide Crisis Helpline". To the right of the text is a graphic of a phone with the image of an orange headset around a text bubble on its screen. Above the phone is a small section for text, with a percentage in large lettering above. At the bottom of the fact sheet is a white banner with the Government of Canada logo.

The social media posts on the left display the same yellow and blue theme as the banner on the fact sheet. The first social media post reads "For immediate suicide prevention and emotional distress support" in the top left corner, with the same semi-transparent blue squares as the fact sheet banner on the right. Below, in bolded black text is "The 9-8-8 Suicide Crisis Helpline". At the bottom of the post is a blue banner containing the Government of Canada logo on the right and "CANADA.CA/HEALTH" on the left.

The second social media post contains the same thematic blue and yellow colouring. The semi-transparent blue squares appear on the left of the post. On the right is a soft yellow diamond within which is bolded black text reading "The 9-8-8 Suicide Crisis Helpline". Below the headline is "For immediate suicide prevention and emotional distress support" written in smaller text. At the bottom of the post is a blue banner containing the Government of Canada logo on the right and "CANADA.CA/HEALTH" on the left.

At the top of the third social media post is the same banner as the fact sheet with "Help is available for suicide crisis and prevention." on the right. Below the banner is a two-column list of mental health resources in black text against a white background. To the right of the list is a graphic of a phone with the same orange headset around a speech bubble as the fact



sheet. At the bottom of the post is a blue banner containing the Government of Canada logo on the right and "CANADA.CA/HEALTH" on the left.

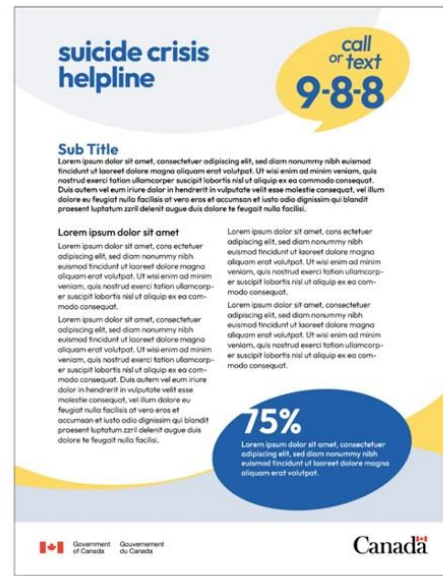
Sharing their initial reactions regarding this concept, participants were mixed on the prominent use of yellow in the design. While some found the yellow shade to be warm and inviting, others felt that it would be unlikely to catch their eye if they encountered it. A number commented positively regarding the grayish blue, believing it was calming and complemented the subject matter. A few thought that the 9-8-8 number should be more prominently featured, believing it could become lost amidst the other content on the page. Asked whether this design would motivate them to call this number if they or someone they knew were in emotional distress, several expressed uncertainty. It was generally felt by participants that the colour palette for this concept should be more vibrant with 9-8-8 more prominently featured in order to capture their attention and motivate them to call.

## Concept 2

### SOCIAL MEDIA POSTS



### FACTSHEET



The above is an image containing four frames: a fact sheet on the right, and three social media posts on the left. The colour theme of all four frames is grey, blue, yellow, and white. At the top of the fact sheet is a blue title aligned left that reads "suicide crisis helpline". To the right of the title is a yellow speech bubble with "call or text 9-8-8" written in blue. Aligned right towards the bottom is a blue bubble with a percentage sign and small white text inside. The white banner at the bottom houses the Government of Canada logo.

The first social media post contains the title "Suicide Crisis Helpline" in blue aligned left towards the bottom. Above the title in smaller blue font reads "For immediate suicide prevention and emotional distress support". Aligned to the right of the title are yellow and blue bubbles with "call or text" in blue in the first, and "9-8-8" written in white in the second. At the bottom of the post is a blue banner containing the Government of Canada logo on the right and "CANADA.CA/HEALTH" on the left.

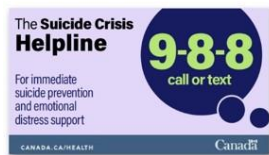
The second social media post retains the same structure and colouring as the first, the only changes being the larger title and speech bubbles, and a green portion added to the background on the right side of the page.

Aligned to the right of the third social media post is a yellow speech bubble with blue lettering inside reading "call or text". Below the bubble is the title "suicide crisis helpline" in blue lettering against a light grey background. To the right of the title is a two-column list of mental health resources in blue lettering against a white background. At the bottom of the post is a blue banner containing the Government of Canada logo on the right and "CANADA.CA/HEALTH" on the left.

Many reacted positively to the colour palette utilized in this concept, with several appreciating the use of gray and white as the primary colours in the design. Several felt that the design conveyed seriousness and neutrality, complemented by vibrant visual highlights via the yellow and blue text bubbles. A number also spoke positively regarding what they viewed as the prominence of the 9-8-8 number, observing that it had been highlighted in four different places and featured in an eye-catching manner in the speech bubbles. A few disliked the inclusion of a green shade in the middle-left text box, believing it looked out of place compared to the rest of the concept. Several expected that this concept would likely catch their attention if they or someone they knew were experiencing a crisis and commented positively regarding the invitation to 'call or text' believing it was important that people knew they could communicate with this service via text message.

### Concept 3

#### SOCIAL MEDIA POSTS



#### FACTSHEET



The above is an image containing four frames: a fact sheet on the right, and three social media posts on the left. The colour theme of the fact sheet is a light blue background with a bright green rectangular section to the right of the page. At the top is a small title in bold black lettering on the top left reading "The Suicide Crisis Helpline". Below the title, centred in the middle of the page is a dark blue bubble with two smaller purple bubbles on its lower right side. The bright green text within the larger



bubble reads “9-8-8” in large lettering with “call or text” below it. In the bright green rectangle is a purple percentage sign above a graphic of a phone with a text bubble and a ringing phone icon on its screen. The white banner at the bottom houses the Government of Canada logo.

The first social media post contains a light purple background. Aligned to the right is the same dark blue bubble with green text as the fact sheet. In the top left corner is the title “The **Suicide Crisis Helpline**” with “For immediate suicide prevention and emotional distress support” written in smaller text below. At the bottom of the post is a blue banner containing the Government of Canada logo on the right and “CANADA.CA/HEALTH” on the left.

The second social media post replicates the same structure as the first. This frame has a white background. The two smaller bubbles by the large dark blue bubble are positioned to the right and coloured light blue. The third post follows the same structure as the second with the addition of a phone graphic to the right of the page. The smaller bubbles are coloured in light green, and instead of white space to the left of the bubble, the background is light blue with a two-column list of mental health resources.

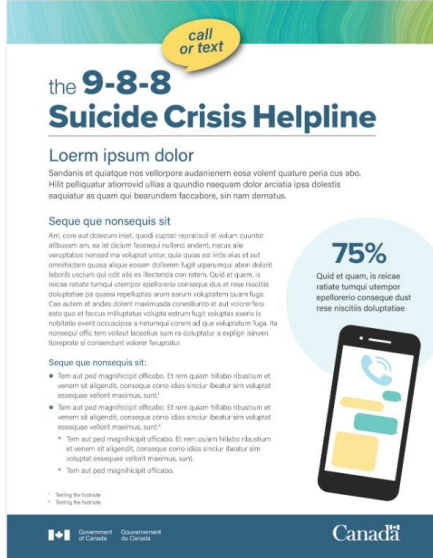
Several were of the opinion that the colour palette utilized in this concept was not visually appealing and was unlikely to capture their attention. A number spoke specifically about the shades of green employed in the design and expressed a preference for brighter, more vivid colours. A small number felt differently, believing that the bold colour choices were effective and would likely grab the attention of those who see it. A few reacted positively to the inclusion of navy blue in the circular text bubbles and thought the colour stood out well amidst the rest of the concept. A number felt this concept effectively featured the 9-8-8 number and believed that it would catch people’s attention and prompt them to want to learn more about the helpline. It was felt by many, however, that the ‘Suicide Crisis Helpline’ should be larger and more prominently featured. Some questioned the use of the smaller circular bubbles below the larger circles and felt that these made the design feel more cluttered. A few shared the opinion that the concept felt too much like a business advertisement and would have preferred it to have a warmer feel.

## Concept 4

### SOCIAL MEDIA POSTS



### FACTSHEET



The above is an image containing four frames: a fact sheet on the right, and three social media posts on the left. At the top of the fact sheet is a textured sandstone-style green to yellow banner without text. Below the banner is the title against a white background that reads "The 9-8-8 Suicide Crisis Helpline" in blue with a yellow speech bubble to the right of "9-8-8" reading "call or text". To the right of the text is a light blue bubble with a large percentage sign and a small amount of text. Below the bubble is a graphic of a cellphone displaying text bubbles and a ringing phone icon on the screen. The blue banner at the bottom houses the Government of Canada logo.

The first social media post contains the same textured banner as the fact sheet at the top and bottom of the page, with a white background in between. Aligned to the left against the white background is text that reads "For immediate suicide prevention and emotional distress support" in small black lettering. To the right of this text is a large yellow speech bubble with "9-8-8 call or text" written inside in blue. Below this section is the title "Suicide Crisis Helpline" in large blue lettering. At the bottom of the post is a blue banner containing the Government of Canada logo on the right and "CANADA.CA/HEALTH" on the left.

The second social media post contains the same structuring and design as the first except it is longer horizontally and shorter vertically.

The third social media post retains the textured banner at the top with the title "Suicide Crisis Helpline" below in blue lettering. Below a thin page break line is a two-column list of mental health resources written in blue against a white background. To the right of a list is a graphic of a cellphone with the same design as the fact sheet. Above the phone is a yellow speech bubble reading "9-8-8 call or text" in blue lettering. At the bottom of the post is a blue banner containing the Government of Canada logo on the right and "CANADA.CA/HEALTH" on the left.

A large number reacted positively to this concept, believing that it was vibrant and aesthetically appealing. Additionally, participants felt that it effectively highlighted the 9-8-8 number and conveyed that the service was a suicide crisis helpline. Several liked the combination of greens and blues utilized in the header and square text boxes. A few specifically mentioned the artistic design on the right portion of the header, believing that this added to the visual appeal of the concept. A small number

felt the font used within the text bubbles was too bright and stylistic, given the serious subject matter of the helpline.

After being presented with all four concepts, participants were asked to select the concept they felt would be most likely to grab their attention in a positive way and make them want to find out more about the 9-8-8: Suicide Crisis Helpline. Concepts 2 and 4 received the highest level of support among participants, with a smaller number selecting Concept 3 and very few preferring Concept 1. Generally, it was felt that Concepts 2 and 4 did the best job at featuring the 9-8-8 three-digit number in a way that would encourage Canadians to call or text. It was thought that these concepts had bright and vivid colour palettes and presented the subject matter in a serious but calming way. Those who preferred Concept 3 felt it was the boldest of the concepts and would be the most likely to catch the eye due to the unique colour choices incorporated in the design.

## News Media (Montreal Heavy Social Media Users)

Participants residing in the City of Montreal engaged in a conversation related to the news industry in Canada. All identified as heavy users of social media. Asked to describe the ways in which they felt that the news media industry had changed over the last decade, a number believed that the news now moved at a much faster pace. It was also felt that a greater focus was now being placed by news outlets on smaller articles and quick updates rather than longer, more informative journalism. A few were concerned that the news had become more sensationalized in recent years, with outlets seeking to attract attention via provocative and/or inflammatory headlines that were not always fully representative of the actual issues at hand. All felt that Canadians now had more ways to access the news relative to previous decades. Several felt that the advent of the Internet and devices such as smartphones had made it far easier to access news at all times of the day and from a multitude of sources. Asked whether they felt there was a wide variety of coverage about news and events in their local community, few believed this to be the case, with most reporting that the news they received was primarily focused on national and/or global events.

Most expected that there were far more news outlets at present relative to ten years ago, with several of the impression that this increase had been connected to the growing prominence of social media over the past decade. A smaller number felt differently, believing that due to the perceived decrease in local media in recent years there were likely fewer news outlets operating today. Almost all thought that there were fewer jobs in journalism today compared to ten years ago. To aid in conversation, participants were provided with the following information:

*Between 2008 and 2020, overall revenue for broadcast television, radio, newspapers and magazines fell by nearly \$6 billion. Since 2008, 474 news media outlets have closed in 335 communities across Canada. At least one-third of Canadian journalism jobs disappeared between 2010 and 2016.*

Asked what they felt was behind this trend, a number thought that the decrease in news outlets and jobs in journalism had at least in part been caused by what they saw as an increased focus by outlets on writing eye-catching headlines rather than in-depth journalism. Some also speculated that with a larger number of Canadians now accessing news on social media or other digital platforms, there was not as much attention being paid to more traditional outlets and, as a result, less revenue being generated by these news organizations. Several expressed concern regarding this trend, believing that a decrease in high-quality, independent journalism could lead to a greater prevalence of misinformation or disinformation being spread amongst Canadians. Discussing the potential impacts of a declining number of local news sources, participants were worried that this could lead to a lack of information and coverage of local happenings and fewer perspectives being shared from rural, Indigenous, and/or minority language communities. Asked what could be done to address this issue, participants suggested actions such as increasing public funding for local news outlets as well as ensuring all Canadians, including those in rural or remote communities, had access to high-speed internet, providing them with access to a wider range of news and perspectives from across Canada.

Most felt that supporting the news media industry was an important priority for the federal government to focus on. Among these participants, it was thought that a robust, independent news industry was crucial to the ability of Canadians to stay informed about the events taking place around them. While also believing this was important, a few felt that there were more pressing matters for the Government of Canada to focus on, such as inflation and the current high cost of living. Asked whether they had seen, read, or heard anything from the federal government on this front, almost all were aware of the enactment of Bill C-18 (the *Online News Act*) and the subsequent decision by Meta to block news content for Canadian users on Facebook and Instagram. To further clarify, participants were provided with the following information:

*Recently, the Government of Canada passed a law requiring some large digital platforms to pay news outlets for news stories on these companies' platforms. The Government of Canada says that since digital platforms benefit from sharing news content on their platforms, both directly (advertising near news) and indirectly (user engagement, data refinement, subsequent targeted advertising), it is important that these big tech companies compensate media fairly.*

A number believed that it was important that news organizations be fairly compensated for the content they produce and felt this was the right course of action from the Government of Canada. While hopeful this action from the federal government would help to strengthen the Canadian news industry in the long term, a number were concerned about whether this would limit the overall ability of Canadians (and especially those who primarily relied upon social media) to remain informed about the news and events of importance to them.

## Social Media (Montreal Heavy Social Media Users)

Participants in the group comprised of heavy social media users residing in the city of Montreal briefly discussed their social media usage as well as the types of content that they typically engage with.

Asked to identify the social media platforms they use most frequently, many mentioned Facebook and Instagram while a smaller number used platforms such as X (formerly Twitter) and TikTok. Focusing on Facebook in particular, several spoke positively of the platform's ability to provide them with online connections to their friends and relatives, as well as the ability to join groups of specific interest to them. Discussing how often they would use social media on a typical day participants provided a range of responses, spanning from twenty minutes to upwards of four hours per day. All participants viewed social media as an important source of information, with many believing that it was particularly useful for receiving updates related to their community and/or region. Discussing the types of content they would typically follow and/or engage with, participants mentioned areas such as local news and events, national and global issues, as well as sports and entertainment.

Asked whether they followed any accounts or pages operated by the Government of Canada, only a small number indicated they did. Among these participants, platforms/accounts mentioned included the federal government's pages on LinkedIn as well as content from Health Canada. While not actively following the Government of Canada on social media, several also recalled having accessed content related to COVID-19 over the course of the pandemic. Describing the types of content from the federal government that they would be most likely to engage with, participants mentioned areas such as taxes and finance, its response to global issues such as the conflict in Ukraine, and new laws and regulations for Canadians. Questioned as to how the Government of Canada could communicate more effectively on social media, several believed that it was important for it to develop content specifically tailored to each platform rather than following a one-size-fits-all approach. A number felt that the federal government should prioritize creating concise, easily understandable content for its social media channels, believing this was what the majority of social media users preferred.

## Carbon Pricing (Rural Northeastern Ontario)

Participants residing in rural communities in northeastern Ontario took part in a conversation related to the Government of Canada's carbon pricing system. Asked whether they had heard about the implementation of a price on carbon by the federal government, most indicated that they had. Many were aware that carbon pricing was currently in effect in Ontario, while a smaller number were uncertain. Very few were aware of Climate Action Incentive payments (CAIPs), with most of the impression that they had never received a CAIP. Among those who recalled receiving a CAIP, participants were uncertain as to what the eligibility criteria had been and why they had received one. To aid in the conversation, participants were provided the following clarification:

*In 2016, the Government of Canada announced a plan to put a price on carbon pollution across the country. There are two parts to carbon pollution pricing – a fuel charge and a separate system for industry. The one we'll be focusing on today is the fuel charge, which applies to things like oil and gas. Provinces and territories either use the federal price on pollution or propose their own systems, as long as it meets the standard set out by the federal government.*

Almost all reacted negatively to this information, with many of the view that this program would have little to no impact on reducing carbon emissions and mitigating the impacts of climate change. A number questioned how the revenue collected by the federal government through this program would be utilized and whether it would be directed towards initiatives related to fighting climate change. Several believed that businesses would likely pass any additional costs they incurred through carbon pricing on to the consumer and were concerned that this might lead to higher prices for essentials such as groceries and gasoline. A number were of the opinion that more action should be taken to reduce the carbon emissions of large businesses and corporations, believing that these represented the largest emitters at present. The view was expressed by some that climate change was a global issue and that unless other jurisdictions were also taking steps to reduce their emissions, these actions by the Government of Canada would likely have little impact. To aid in conversation, participants were provided with the following information:

*Starting in 2019, Ontario began using the federal system. Under the federal system, all proceeds collected from the price on carbon pollution in each province will stay in that province. Approximately 90% of proceeds will be returned directly to Ontarians via Climate Action Incentive payments (CAIP), which are sometimes referred to as pollution price rebates. Payments will go out quarterly (e.g., every 3 months), with a family of 4 receiving \$244 each quarter.*

*The goal of this system is to encourage people to reduce their emissions, while also giving them the flexibility to decide when and how to do it. The idea is that the more changes a household makes (e.g., using different modes of transportation, switching from a natural gas furnace to an electric heat pump), the more they will save by not having to pay the fuel charge. At the same time, most households receive more money back through the Climate Action Incentive payments than they pay on the fuel charge.*

Reacting to this information, several questioned why most of the money collected through the price on carbon was later being returned to Canadians via CAIPs. It was widely thought that the amounts collected via the carbon pricing system would be better directed towards initiatives to help prevent, mitigate, and respond to the impacts of climate change. A few believed that reducing carbon pollution should primarily be a responsibility of provincial/territorial governments and did not believe it was the role of the federal government to implement policies such as these. A number felt that this program would disproportionately impact those living in rural communities, believing that these individuals often had to drive greater distances and utilize more fuel during their daily activities than those residing in urban centres. The view was added that while many larger cities had comprehensive public transportation systems, these methods of transportation were far more limited in rural communities. Participants were provided with the following clarification regarding the CAIP supplement for residents of small and rural communities:

*For residents of small and rural communities, the Climate Action Incentive payments include a rural supplement of 10% (e.g., a 10% top up to their payments), since Canadians in these communities do not necessarily have the same options available to reduce their emissions, particularly when it comes to transportation.*

Asked whether they felt that this approach to carbon pricing was fair to those living in rural and smaller communities, most continued to believe that it was not. Almost all expected that the implementation of a price on carbon would have no impact on reducing their personal level of emissions. Several reiterated that due to the long distances that they were required to drive each day and the need to heat their homes, there was little they could do to reduce their level of emissions. A very small number felt differently, believing that they may be less likely to engage in activities that they knew had become more expensive due to the price on carbon. Asked what other impacts (aside from reducing emissions) a price on pollution might have, several felt that it contributed to their impression that the federal government did not understand the challenges faced by those living in rural communities. Most believed that the costs incurred by implementing a price on carbon would be too high for Canadian communities and that it would have a negligible impact towards reducing carbon emissions going forward.

## Climate Change Message Testing (Nova Scotia, Calgary, Major Centres Quebec Working in Trades/Construction)

Participants in three groups reviewed two potential scripts for advertisements currently being developed by the federal government to encourage Canadians to take greater action to combat climate change and inform them about actions being taken by the federal government on this front. Both scripts focused on climate change and the actions that could be taken to mitigate its impacts. Participants were informed that the advertisements would be presented on various social media platforms, news websites, television, in cinemas, and in physical locations such as on billboards and public transportation. To begin, participants were presented with the following potential dialogue:

*You know who is raising the bar in the fight against the climate crisis?*

*Julie, who replaced her broken gas-powered tools with an electric version.*

*Omar, who got solar panels installed with the help of a government grant.*

*Cindy and Ming, who are financing their new heat pump with government incentives.*

*Even Charles, who now takes the bus to work twice a week.*

*Learn more ways we can raise the bar together at [canada.ca/ClimateAction](https://canada.ca/ClimateAction)*

*A message from the Government of Canada*

Sharing their reactions, several spoke positively regarding what they viewed as the clarity of the message and the information presented. Asked to identify what they felt to be the main message, most believed it focused on the actions that individuals can take in their daily lives to prepare for and



mitigate climate change. A few also believed that the script was designed to inform Canadians about the supports available to them to take part in sustainable activities such as retrofitting their homes. Several expressed the view that the advertisement did not focus enough on actions that businesses and corporations could take to reduce their emissions and felt that too much responsibility was being placed on individuals to address this issue. It was suggested that the advertisement should also highlight the various actions taken by the Government of Canada to mitigate climate change, believing this would showcase the ways in which it was leading by example on this front. A few felt personally disconnected from the message, believing it was primarily targeted towards homeowners, those residing in urban centres, and younger people.

Participants were next presented with dialogue from a second script:

*The climate crisis is here and more urgent than ever. We are taking action to face this global challenge. We are proposing to regulate greenhouse gas emissions from electricity production - The Smart Renewable Electrification Pathways Program; investing to make Canada's power grids more energy-efficient - The Smart Grids Program; and incentivizing industries to reduce greenhouse gases and help move towards a cleaner future - Carbon Pollution Pricing.*

*Learn more ways we are taking action at [canada.ca/ClimateAction](http://canada.ca/ClimateAction)*

*A message from the Government of Canada*

Most reacted positively to the information provided in this script, believing it was encouraging to hear that the Government of Canada was taking steps on numerous fronts to combat climate change. Several felt that the information provided through this advertisement would motivate them to visit the website to learn more. Among those who felt somewhat differently, concerns were raised regarding the use of the term climate crisis (believing this to be hyperbolic) as well as whether these actions would increase the cost of living. A few felt the advertisement should provide more information regarding the specific actions the Government of Canada would be taking and how much these programs were expected to cost.

Informed that both advertisements would run at the same time and were designed to complement one another, almost all felt that this was the best way to present this information. A number felt that the ads should feature a similar visual design to highlight the connection between the two. A few believed that the advertisements should also provide a message of gratitude to Canadians for the actions they were already taking to reduce their carbon footprint and live more sustainable lifestyles.

## Disability Benefits (Ontario Persons Living with Disabilities)

Participants in one group, comprised of individuals living with disabilities, engaged in a conversation regarding the benefits and supports available to those with disabilities. To begin, participants were



asked to share their perspectives regarding what it meant to be a person living with a disability. Almost all spoke about the challenges they faced associated with their disabilities, including difficulties related to transportation and travelling outside of their homes, a lack of accessibility to local businesses and services, and the high cost of equipment and care for people with disabilities. Most were unaware of any recent initiatives from the Government of Canada to support those with disabilities, believing that the majority of the programs and benefits they had access to were primarily provided by the provincial government. Among those who were aware, a few indicated having accessed Canada Pension Plan (CPP) disability benefits and the Child Disability Benefit. While a small number believed that there were federal tax credits available to persons with disabilities, they were uncertain as to how to go about accessing them. Related to this, many felt that more needed to be done by the federal government to inform those with disabilities about the benefits and supports that they may be eligible for.

All felt that the federal government did not provide enough support to Canadians living with disabilities and many were of the impression that a number of supports and programs for disabled persons had been eliminated or had their funding reduced in recent years. The view was reiterated by many that the programs offered by the Government of Ontario had been far more impactful in assisting those with disabilities compared to supports at the federal level. Discussing the biggest challenges faced by Canadians living with disabilities, many identified issues related to personal finances, transportation and mobility, the high costs of specialized equipment and services, and a limited understanding among the general public regarding the challenges they face. Asked what role the federal government should play in addressing these challenges, participants believed that it should collaborate with disability-focused organizations to gain a better understanding of the optimal ways it could support those with disabilities. A number suggested that the Government of Canada should consider implementing new initiatives to address the multitude of challenges faced by those living with disabilities. All felt that the federal government had an important role to play in ensuring that Canadians with disabilities were able to access a basic income that enables them to meet their essential needs. It was believed that this was critical towards ensuring the ability of people with disabilities to live with dignity and on an equal level as non-disabled Canadians. Many also felt that the Government of Canada had a responsibility to ensure that those with disabilities were able to find and maintain well-paying employment and had access to the same level of social and economic inclusion as other Canadians.

Informed that, according to the most recent Canadian Survey on Disability from 2017, nearly 23 per cent of working-age persons with a disability were living in poverty (compared to approximately 9 per cent of those without a disability), very few were surprised. It was widely felt that the supports available to those with disabilities at both the federal and provincial level were insufficient to meet an individual's basic living needs and that this forced many of those with disabilities to live significantly below the poverty line. It was highlighted by several that due to these figures being from 2017, it was likely that the percentage of those with disabilities living in poverty was significantly higher now, especially in the wake of the financial challenges brought on by COVID-19 pandemic. Sharing their perspectives as to why those with disabilities experienced poverty to a greater extent than other Canadians, most reiterated the view that this was primarily due to the insufficient levels of financial

support provided to these individuals. It was also thought that many of those living with disabilities experienced a degree of discrimination from prospective employers, due to the belief that they may be less productive or reliable than non-disabled individuals. A number expressed having experienced these challenges themselves.

Participants were next informed that the Government of Canada had recently passed legislation to create a new Canada Disability Benefit that would create a direct monthly payment to low-income Canadians of working age who were living with disabilities. Reacting to this information, several questioned what the definition of 'low-income' was for this program, whether the receipt of this benefit would be impacted by spousal or other household income, and how this program would be funded. Several expressed that this was the first time they had heard about this initiative. Asked whether they supported this action by the federal government, many were uncertain, and felt that they would require further information before they could provide a proper evaluation. All, however, indicated that they were generally supportive of any initiative aimed at reducing poverty among those with disabilities and believed that this was important action for the Government of Canada to be taking. A number hoped that the federal government would engage with the disabled community as it worked to develop and implement this program.

Discussing the potential impacts of the new Canada Disability Benefit, many focused on the positive aspects of this program, including what they viewed as its potential to lift many of those living with disabilities out of poverty. It was felt that this program would go a long way towards assisting those with disabilities in accessing safe and affordable housing, purchasing more and/or healthier groceries, and making it easier for them to afford the equipment, medications, and services they require as a part of their daily lives. Several commented that receiving a livable income each month would provide them with increased confidence, stronger mental health, and a higher overall quality of life.

Asked who in the disabled community they felt this benefit should be targeted towards, all believed that this program should be made as broadly accessible as possible. A few were concerned that if the eligibility criteria were too narrow for this initiative, many of those with disabilities who were deemed ineligible would be discouraged and potentially feel like their own disabilities had been minimized. Discussing whether they thought that the new Canada Disability Benefit would impact them personally, most expected that it would. All felt that reducing poverty among persons with disabilities should be a top priority for the Government of Canada. It was widely felt that the introduction of the Canada Disability Benefit would have a positive impact on the economy, in that it would likely result in greater economic activity among those with disabilities who would now have enough income to focus on more than just meeting their basic survival needs.

## Pacific Economic Development Canada Branding (Metro Vancouver South Asian Diaspora, Interior British Columbia)

Two groups based in British Columbia (B.C.) took part in a brief discussion related to Pacific Economic Development Canada (PacifiCan). Asked whether they had seen, read, or heard anything from the Government of Canada related to supporting small businesses and communities in B.C., none had. Participants were unaware of any economic development agencies focused on B.C. operated by the federal government. To aid in the discussion, participants were shown the PacifiCan watermark:

# PacifiCan

The above is a blue watermark reading “**Pacifi**Can” against a white background with the letters “Pacifi” in bold and “Can” in plain text.

No participants were familiar with this logo, and none had previously heard of PacifiCan. When asked what they felt this agency may be focused on, a few assumed it had something to do with economic development in Canada’s Pacific region, however, none could provide specific details.

## Community Challenges (Northeast GTA Middle Class, Rural Northeastern Ontario)

Participants residing in the northeast of the Greater Toronto Area (GTA) and those in rural communities in Northeastern Ontario engaged in discussions regarding the challenges facing their local areas at present. Participants in both groups identified issues such as homelessness, addiction, and challenges related to mental health as becoming increasingly prevalent in their respective communities. A number also described what they viewed as significant increases in the cost of living (and housing in particular) in recent years and believed that this was a challenge faced by many of those living in their area. Several residing in the GTA expressed concerns regarding what they viewed as a recent increase in crime, especially related to property and automobile theft. A small number in this group also were of the impression that the quality and affordability of public transportation in their community had declined in recent years, making it difficult for them to commute to work without a car. Participants in rural northeastern Ontario expressed concerns about a lack of medical professionals and teachers in their communities and believed that this had contributed to a reduction in the quality of health care and education in their region. A large number believed that their communities were currently struggling to recruit and retain professionals across many sectors and that young people were leaving their region due to a lack of high-paying employment opportunities.



Discussing the most important sectors and industries in their communities, those in the northeast GTA identified the automotive industry, agriculture, and food production. A number specifically mentioned the newly constructed Amazon fulfillment centre in Bolton, Ontario, which was widely expected to be a driver of economic activity. Among those in the group from rural northeastern Ontario, almost all believed that mining was the most important industry in their area, with many identifying gold mining in particular. Other important sectors and industries mentioned included forestry, land development, and homebuilding.

Asked whether they were aware of any actions or initiatives undertaken by the Government of Canada to support these sectors, few could recall anything. A very small number in rural Northeastern Ontario reported hearing that the federal government was attempting to resume regular rail service between Toronto and North Bay and was examining the possibility of increasing incentives to attract professionals to work and live in Northern Ontario. While none of those residing in the GTA were aware of any efforts by the federal government to support important sectors in their community, several felt that action should be taken to increase investments into public transportation and expand service offerings to make it easier for those in the GTA to commute throughout the region. A number also felt that greater actions should be taken to address the cost of living in general, as well as provide further investments towards areas such as agriculture and food production.

# Appendix A – Recruiting Scripts

# English Recruiting Script

**Privy Council Office  
Recruiting Script – September 2023  
English Groups**

## Recruitment Specifications Summary

- Groups conducted online.
- Each group is expected to last for two hours.
- Recruit 8 participants.
- Incentives will be \$125 per person and will be sent to participants via e-transfer following the group.

Specifications for the focus groups are as follows:

Group	Date	Time (EDT)	Local Time	Location	Composition	Moderator
1	Wed, Sept 6 <sup>th</sup>	6:00 -8:00 PM	6:00-8:00 (EDT)	Northeast GTA	Middle Class Canadians	DN
3	Tues, Sept 12 <sup>th</sup>	8:00-10:00 PM	6:00-8:00 (MDT)	Edmonton	General Population	TBW
4	Wed, Sept 13 <sup>th</sup>	6:00-8:00 PM	6:00-8:00 (EDT)	Rural Northeastern Ontario	General Population	DN
6	Mon, Sept 18 <sup>th</sup>	5:00-7:00 PM	6:00-8:00 (ADT)	Nova Scotia	General Population	DN
7	Tues, Sept 19 <sup>th</sup>	8:00-10:00 PM	6:00-8:00 (CST)	Saskatchewan	In the Labour Force, Aged 25-44	TBW
8	Wed, Sept 20 <sup>th</sup>	8:00-10:00 PM	6:00-8:00 (CST)	Calgary	General Population	DN
9	Thurs, Sept 21 <sup>st</sup>	9:00-11:00 PM	6:00-8:00 (PDT)	Metro Vancouver	South Asian Diaspora	TBW
10	Tues, Sept 26 <sup>th</sup>	6:00-8:00 PM	6:00-8:00 (EDT)	Ontario	Persons Living with Disabilities	DN
12	Thurs, Sept 28 <sup>th</sup>	9:00-11:00 PM	6:00-8:00 (PDT)	Interior B.C.	General Population	TBW

## 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 **SWITCH TO FRENCH SCREENER**

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	<b>THANK AND END</b>

No, none of the above

**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	
Northeast GTA	<p><u>Towns include (inclusively):</u></p> <p>Aurora, Caledon, Township of King, East Gwillimbury, Whitchurch-Stouffville</p> <p><b>ENSURE A GOOD MIX.</b></p>	<b>CONTINUE – GROUP 1</b>
Edmonton	<p>City of Edmonton</p> <p><b>ENSURE PARTICIPANTS RESIDE IN EDMONTON PROPER.</b></p>	<b>CONTINUE – GROUP 3</b>
Rural Northeastern Ontario	<p>Cities could include (but not limited to):</p> <p>Killarney, Kapuskasing, Kirkland Lake, Cochrane, Espanola, Hearst, Iroquois Falls, Blind River, Markstay-Warren, Chapleau, Mattawa, Moosonee, Englehart, St. Charles, Thessalon, Smooth Rock Falls, Cobalt, Temagami, Spanish, Bruce Mines, Latchford, Wawa</p> <p><b>ENSURE A GOOD MIX OF TOWNS/TOWNSHIPS/VILLAGES ACROSS THE REGION. MAXIMUM TWO PER TOWN/TOWNSHIP/VILLAGE.</b></p>	<b>CONTINUE – GROUP 4</b>
Nova Scotia	<p>Cities could include (but are not limited to):</p> <p>Large population = 50,000+ Halifax</p> <p>Medium population = 30,00-50,000 Cape Breton-Sydney</p> <p>Small population = &lt;30,000 New Glasgow, Glace Bay, Kentville, Sydney Mines, Amherst, Bridgewater</p>	<b>CONTINUE – GROUP 6</b>



	<b>NO MORE THAN TWO PER CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</b>	
Saskatchewan	<p>Cities could include (but are not limited to):</p> <p>Large population = 100,000+ Saskatoon, Regina</p> <p>Medium population = 30,00-100,000 Prince Albert, Moose Jaw, Lloydminster</p> <p>Small population = &lt;30,000 Swift Current, Yorkton, North Battleford, Estevan, Warman, Weyburn, Martensville, Melfort, Humboldt, Meadow Lake.</p> <p><b>NO MORE THAN TWO PER CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</b></p>	<b>CONTINUE – GROUP 7</b>
Calgary	<p>City of Calgary</p> <p><b>ENSURE PARTICIPANTS RESIDE IN CALGARY PROPER.</b></p>	<b>CONTINUE – GROUP 8</b>
Metro Vancouver	<p>Cities could include (but are not limited to):</p> <p>Vancouver, Surrey, Burnaby, Richmond, Coquitlam</p> <p><b>ENSURE A GOOD MIX, NO MORE THAN 3 FROM VANCOUVER. NO MORE THAN 2 FROM EACH SURROUNDING CENTRE.</b></p>	<b>CONTINUE – GROUP 9</b>
Ontario	<p>Cities include (but are not limited to):</p> <p>Large population = 500,000+ Toronto (GTA), Ottawa, Hamilton, Kitchener (Kitchener-Waterloo-Cambridge).</p> <p>Medium population = 100,000-500,000 London, Oshawa, Windsor, St. Catherines-Niagara Falls, Barrie, Guelph, Kanata, Kingston, Milton, Brantford.</p> <p>Small population = &lt;100,000</p>	<b>CONTINUE – GROUP 10</b>

	Thunder Bay, Sudbury, Peterborough, Belleville, Sarnia, Welland, Sault Ste. Marie, Bowmanville, North Bay, Cornwall, Woodstock, St. Thomas, Chatham, Orangeville, Lindsay  <b>NO MORE THAN TWO PER CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</b>	
B.C. Interior	Cities include (but not limited to):  Kelowna, Kamloops, Prince George, Penticton, Cranbrook, Salmon Arm, Trail, Fruitvale, Williams Lake, Dawson Creek, Nelson, Golden, Burns Lake, Lillooet.  <b>ENSURE A GOOD MIX ACROSS THE REGION. NO MORE THAN 2 PER CITY.</b>	<b>CONTINUE – GROUP 12</b>
<b>VOLUNTEERED</b> Prefer not to answer		<b>THANK AND END</b>

2a. How long have you lived in [INSERT CITY]? **RECORD NUMBER OF YEARS.**

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. 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>GROUP 7 – THANK AND END CONTINUE FOR ALL OTHER GROUPS</b>
25-29	<b>CONTINUE</b>
30-34	<b>CONTINUE</b>
35-44	<b>CONTINUE</b>
45-49	<b>GROUP 7 – THANK AND END CONTINUE FOR ALL OTHER GROUPS</b>
50-54	<b>GROUP 7 – THANK AND END CONTINUE FOR ALL OTHER GROUPS</b>
55+	<b>GROUP 7 – THANK AND END CONTINUE FOR ALL OTHER GROUPS</b>
<b>VOLUNTEERED</b> Prefer not to answer	<b>THANK AND END</b>

**ENSURE A GOOD MIX.**

4. **ASK ONLY IF GROUP 1** Thinking about your household’s financial circumstances and outlook, would you consider yourself to be a member of Canada’s middle class, or not?

Not middle class

**THANK AND END**

Member of the middle class

**CONTINUE TO Q4a.**

- 4a. **ASK ONLY IF GROUP 1** How many family members rely on you for financial support? In other words, how many dependents do you have?

0

1-2

3-4

5 or more

5. **ASK ALL GROUPS** Which of the following categories best describes your total household income in 2022? That is, the total income of all persons in your household combined, before taxes?

Under \$20,000	<b>IF GROUP 1 – THANK AND END ALL OTHER GROUPS CONTINUE</b>
\$20,000 to just under \$40,000	<b>IF GROUP 1 – THANK AND END ALL OTHER GROUPS CONTINUE</b>
\$40,000 to just under \$60,000	<b>IF GROUP 1 – THANK AND END ALL OTHER GROUPS CONTINUE</b>
\$60,000 to just under \$80,000	<b>CONTINUE</b>
\$80,000 to just under \$100,000	<b>CONTINUE</b>
\$100,000 to just under \$150,000	<b>IF GROUP 1 – THANK AND END ALL OTHER GROUPS CONTINUE</b>
\$150,000 and above	<b>IF GROUP 1 – THANK AND END ALL OTHER GROUPS CONTINUE</b>
<b>VOLUNTEERED</b> Prefer not to answer	<b>THANK AND END</b>

**GROUP 1 – CONTINUE ONLY IF INCOME = \$60,000-\$100,000. (NOTE: MIDDLE CLASS USUALLY DEFINED AS PEOPLE WHO ARE NEITHER IN THE TOP 20% OR BOTTOM 20% OF INCOME EARNERS AND/OR WHO EARN BETWEEN 75%-200% OF MEDIAN HOUSEHOLD INCOME AFTER TAX WHICH COULD BE APPROX. \$45,000-\$120,000.)**

**ENSURE A GOOD MIX WHERE APPLICABLE.**

6. **ASK ALL GROUPS** Which of the following best describes the industry/sector in which you are currently employed?

Accommodation and Food Services

Administrative and Support, Waste Management and Remediation Services

Agriculture, Forestry, Fishing and Hunting

Arts, Entertainment and Recreation



- Automotive
- Construction
- Educational Services
- Finance & Insurance
- Health Care
- Social Assistance
- Information and Cultural Industries
- Management of Companies and Enterprises
- Manufacturing
- Mining, Quarrying, and Oil and Gas Extraction
- Other Services (except Public Administration)
- Professional, Scientific and Technical Services
- Public Administration
- Real Estate and Rental and Leasing
- Retail Trade
- Transportation and Warehousing
- Utilities
- Wholesale Trade
- Unemployed
- Full Time Student
- Retired
- Other, please specify: \_\_\_\_\_

**THANK AND END GROUP 7**  
**THANK AND END GROUP 7**

**ENSURE A GOOD MIX BY TYPE OF EMPLOYMENT IF APPLICABLE. NO MORE THAN TWO PER SECTOR. NO MORE THAN 2 WHO ARE UNEMPLOYED IN GROUP 7. NO INTERNATIONAL STUDENTS IN ALL GROUPS.**

**7. ASK ONLY IF GROUP 9** Do you identify your primary cultural and/or ethnic heritage to be South Asian?

- Yes **CONTINUE TO Q7a**
- No **THANK AND END**
- VOLUNTEERED** Prefer not to answer **THANK AND END**

**7a. ASK ONLY IF GROUP 9** From where did you and/or your family emigrate?

- India **CONTINUE TO Q7b.**
- Pakistan **CONTINUE TO Q7b.**
- Bangladesh **CONTINUE TO Q7b.**
- Sri Lanka **CONTINUE TO Q7b.**
- Nepal **CONTINUE TO Q7b.**
- Bhutan **CONTINUE TO Q7b.**

Other, please specify: \_\_\_\_\_ **CONTINUE TO Q7b.**  
**VOLUNTEERED** Prefer not to answer **THANK AND END**

**ENSURE A GOOD MIX BY COUNTRY/REGION OF EMIGRATION.**

7b. **ASK ONLY IF GROUP 9** Were you born in Canada?

Yes **SKIP TO Q9 - GROUP 9**  
 No **CONTINUE TO Q7c.**  
**VOLUNTEERED** Prefer not to answer **THANK AND END**

7c. **ASK ONLY IF GROUP 9** How many years have you lived in Canada?

Less than 5 years	<b>CONTINUE – GROUP 9</b>
5 to <10 years	
10 to <20 years	
20 to <30 years	
30 or more years	
Don't know/Prefer not to answer	<b>THANK AND END</b>

**ENSURE A GOOD MIX BETWEEN THOSE WHO WERE NOT BORN IN CANADA AND THOSE BORN IN CANADA. ENSURE A GOOD MIX BY TIME LIVED IN CANADA FOR THOSE NOT BORN IN CANADA.**

**ASK ONLY IF GROUP 10** Do you identify as a person with a disability?

**IF ASKED/CLARIFICATION REQUIRED:** A person with a disability is a person who has a long-term or recurring impairment (such as vision, hearing, mobility, flexibility, dexterity, pain, learning, developmental, memory or mental health-related) which limits their daily activities inside or outside the home (such as at school, work, or in the community in general).

Yes **CONTINUE TO Q8a.**  
 No **THANK AND END**  
**VOLUNTEERED** Prefer not to answer **THANK AND END**

8a. **ASK ONLY IF GROUP 10** How would you characterize your disability?

Vision (blindness) **CONTINUE TO Q8b.**

Hearing (deafness, deafened, or hard of hearing) **CONTINUE TO Q8b.**

Mobility **CONTINUE TO Q8b.**

Other visible disability, please specify: \_\_\_\_\_ **CONTINUE TO Q8b.**

Other invisible disability, please specify: \_\_\_\_\_ **CONTINUE TO Q8b.**

**VOLUNTEERED** Prefer not to answer **THANK AND END**

**ENSURE THOSE WITH HEARING OR OTHER DISABILITIES CAN HEAR/SPEAK TO PARTICIPATE IN AN ONLINE FOCUS GROUP. ENSURE A GOOD MIX BY TYPE OF DISABILITY.**

8b. **ASK ONLY IF GROUP 10** The online focus group discussion will require you to actively participate in a discussion through an online meeting software (such as Zoom). Given this, will you require any accommodations to participate?

Yes **RECORD REQUESTED ACCOMMODATIONS AND CONTINUE**  
 No **CONTINUE TO Q8c.**

**8c. ASK ONLY IF GROUP 10** Will you require a caregiver or other person to assist you in participating in the online focus group?

Yes **CONTINUE TO Q8d**  
No **CONTINUE TO Q9**

**8d. ASK ONLY IF GROUP 10** May I please have the name and contact information for the person that will be assisting you with participating in the online focus group? This will be used in the case that technical support needs to contact this person during the group.

**RECORD NAME AND TELEPHONE NUMBER.**

**THIS INFORMATION CAN BE COLLECTED AFTER RECRUITED IF NOT YET CONFIRMED.**

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

Male	<b>CONTINUE</b>
Female	<b>CONTINUE</b>

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

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.”*

As part of the focus group, you will be asked to actively participate in a conversation. Thinking of how you engage in group discussions, how would you rate yourself on a scale of 1 to 5 where 1 means ‘you tend to sit back and listen to others’ and 5 means ‘you are usually one of the first people to speak’?

1-2 **THANK AND END**  
**CONTINUE**

As this group is being conducted online, in order to participate you will need to have high-speed Internet and a computer with a working webcam, microphone and speaker. **RECRUITER TO CONFIRM THE FOLLOWING. TERMINATE IF NO TO EITHER.**

Participant has high-speed access to the Internet  
Participant has a computer/webcam



**ASK ALL GROUPS EXCEPT GROUP 10** Have you used online meeting software, such as Zoom, Webex, Microsoft Teams, Google Hangouts/Meet, etc., in the last two years?

Yes      **CONTINUE**  
No        **CONTINUE**

**ASK ALL GROUPS EXCEPT GROUP 10** How skilled would you say you are at using online meeting platforms on your own, using a scale of 1 to 5, where 1 means you are not at all skilled, and 5 means you are very skilled?

1-2      **THANK AND END**  
3-5      **CONTINUE**

**ASK ALL GROUPS EXCEPT GROUP 10** 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 RESPONDENT 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.**

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.18**

How long ago was the last focus group you attended?

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

**17a.** How many focus group discussions have you attended in the past 5 years?

0-4 groups            **CONTINUE**  
5 or more groups    **THANK AND END**

**17b.** On what topics were they and do you recall who or what organization the groups were being undertaken for?

**TERMINATE IF ANY ON SIMILAR/SAME TOPIC OR GOVERNMENT OF CANADA IDENTIFIED AS ORGANIZATION**

#### **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.



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 **THANK AND END**

**ENSURE A GOOD MIX.**

**ASK ALL GROUPS EXCEPT GROUP 9** Which of the following racial or cultural groups best describes you? (multi-select)

- White/Caucasian
- South Asian (e.g., East Indian, Pakistani, Sri Lankan)
- Chinese
- Black
- Latin American
- Filipino
- Arab
- Southeast Asian (e.g., Vietnamese, Cambodian, Thai)
- Korean or Japanese
- Indigenous
- Other (specify)

**VOLUNTEERED** Prefer not to answer **THANK AND END**

**ENSURE A GOOD MIX.**

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 \$125 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                    **CONTINUE**  
No                     **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 [INSERT RECRUITER] 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 at [support@thestrategiccounsel.com](mailto:support@thestrategiccounsel.com).

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. We also ask that you restart your computer prior to joining the group.

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 a 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

**Bureau du Conseil privé  
Questionnaire de recrutement – septembre 2023  
Groupes en français**

## Résumé des consignes de recrutement

- Groupes tenus en ligne.
- Durée prévue de chaque rencontre : deux heures.
- Recrutement de huit participants.
- Incitatifs de 125 \$ par personne, versés aux participants par transfert électronique après la rencontre.

Caractéristiques des groupes de discussion :

GROUPE	DATE	HEURE (HAE)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
2	7 septembre	6:00-8:00	6:00-8:00 (HAE)	Montreal	Utilisateurs intensifs des réseaux sociaux	MP
5	14 septembre	6:00-8:00	6:00-8:00 (HAE)	Centres de taille moyenne au Québec	Population générale	MP
11	27 septembre	6:00-8:00	6:00-8:00 (HAE)	Grandes villes au Québec	Travail dans le domaine des métiers ou dans la construction	MP



## Questionnaire de recrutement

### INTRODUCTION

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. / 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

Préférez-vous continuer en français ou en anglais? / Would you prefer to continue in English or French?  
**[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

6. 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

**CONCLURE**

**REMERCIER ET**

Un parti politique <b>CONCLURE</b>	<b>REMERCIER ET</b>
Dans les relations publiques ou les relations avec les médias <b>CONCLURE</b>	<b>REMERCIER ET</b>
Dans le milieu de la radio ou de la télévision <b>CONCLURE</b>	<b>REMERCIER ET</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**

**7.** Quelle est la première langue que vous avez apprise lorsque vous étiez enfant et que vous parlez toujours couramment aujourd'hui?

Anglais **REMERCIER ET CONCLURE**  
Français **CONTINUER**  
Autre [Préciser ou non la langue, selon les besoins de l'étude] **REMERCIER ET CONCLURE**  
Préfère ne pas répondre **REMERCIER ET CONCLURE**

**8.** Dans quelle ville habitez-vous?

LIEU	VILLES	
Ville de Montréal	Ville de Montréal  <b>LES PARTICIPANTS DOIVENT RÉSIDER À MONTRÉAL À PROPREMENT PARLER</b>	<b>CONTINUER – GROUPE 2</b>
Centres de taille moyenne au Québec	Ces villes peuvent notamment comprendre (mais ne sont pas limité à):  Taille moyenne = Population 50 000-99 999  <u>Les villes de taille moyenne :</u> Saint-Jean-sur-Richelieu, Chateauguay, Drummondville, Granby, Saint-Hyacinthe.  <b>PAS PLUS QUE DEUX PARTICIPANT PAR VILLE. ASSURER UN BON MÉLANGE.</b>	<b>CONTINUER – GROUPE 5</b>
Grandes villes au Québec	Ces villes peuvent notamment comprendre :	<b>CONTINUER – GROUPE 11</b>

	<p>Grandes villes = Population 100 000+</p> <p><u>Les grandes villes :</u> Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière.</p> <p><b>PAS PLUS QUE DEUX PARTICIPANT PAR VILLE. ASSURER UN BON MÉLANGE.</b></p>	
<p><b>RÉPONSE SPONTANÉE</b> Préfère ne pas répondre</p>		<b>REMERCIER ET CONCLURE</b>

9. Depuis combien de temps habitez-vous à [INSÉRER LE NOM DE LA VILLE]? **NOTER LE NOMBRE D'ANNÉES.**

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>

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

Homme  
Femme

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

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

Moins de 18 ans	<b>SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 18 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE.</b>
18 à 24 ans	<b>CONTINUER</b>
25 à 35 ans	<b>CONTINUER</b>
36 à 44 ans	<b>CONTINUER</b>
45 à 54 ans	<b>CONTINUER</b>
55 ans ou plus	<b>CONTINUER</b>
<p><b>RÉPONSE SPONTANÉE</b> Préfère ne pas répondre</p>	<b>REMERCIER ET CONCLURE</b>

**ASSURER UNE BONNE REPRÉSENTATION DES ÂGES DANS CHAQUE GROUPE, S'IL Y A LIEU. LE GROUPE 2 PEUT COMPTER UNE PROPORTION PLUS IMPORTANTE DE PARTICIPANTS PLUS JEUNES.**

12. **À DEMANDER SEULEMENT AU GROUPE 2** Lequel des énoncés suivants décrit le mieux votre rapport aux réseaux sociaux?

Je consulte plusieurs fois par jour mes pages sur les réseaux sociaux et je publie souvent des messages.	<b>PASSER À LA Q7a</b>
Je consulte plusieurs fois par jour mes pages sur les réseaux sociaux et je publie occasionnellement des messages.	<b>PASSER À LA Q7a</b>
Je consulte régulièrement mes pages sur les réseaux sociaux plusieurs fois par jour.	<b>PASSER À LA Q7a</b>
Je consulte au moins une fois par jour mes pages sur les réseaux sociaux.	<b>PASSER À LA Q7a</b>
Je consulte quelques fois par semaine mes pages sur les réseaux sociaux.	<b>REMERCIER ET CONCLURE</b>
Je ne consulte pas souvent mes pages sur les réseaux sociaux.	<b>REMERCIER ET CONCLURE</b>
Je n'ai pas de comptes sur les réseaux sociaux.	<b>REMERCIER ET CONCLURE</b>

**COMPTER UNE PROPORTION PLUS IMPORTANTE DE PARTICIPANTS QUI CONSULTENT PLUSIEURS FOIS PAR JOUR ET QUI PUBLIENT SOUVENT**

- 7a. **À DEMANDER SEULEMENT AU GROUPE 2** Combien de temps estimez-vous passer chaque jour sur les réseaux sociaux?

Je passe habituellement plus de quatre heures par jour sur les réseaux sociaux	<b>PASSER À LA Q7b</b>
Je passe habituellement entre 3 et 4 heures par jour sur les réseaux sociaux	<b>PASSER À LA Q7b</b>
Je passe habituellement une à deux heures par jour sur les réseaux sociaux	<b>REMERCIER ET CONCLURE</b>
Je passe habituellement moins d'une heure par jour sur les réseaux sociaux	<b>REMERCIER ET CONCLURE</b>

- 7b. **À DEMANDER SEULEMENT AU GROUPE 2** Lequel des énoncés suivants décrit le mieux la façon dont les autres interagissent avec vos contenus sociaux?

Je suis suivi(e) par un grand nombre de personnes sur les réseaux sociaux, qui commentent ou partagent souvent mes messages	<b>CONTINUER</b>
Je suis suivi(e) par un grand nombre de personnes sur les réseaux sociaux, qui ne commentent pas ou qui ne partagent souvent mes messages	<b>CONTINUER</b>

Je suis suivi(e) par un petit nombre/un nombre modéré de personnes sur les réseaux sociaux, qui commentent ou partagent souvent mes messages	<b>CONTINUER</b>
Je suis suivi(e) par un petit nombre/un nombre modéré de personnes sur les réseaux sociaux, qui ne commentent pas ou ne partagent pas souvent mes messages	<b>REMERCIER ET CONCLURE</b>
Je ne suis pas suivi(e) par un grand nombre de personnes/je ne suis pas suivie sur les réseaux sociaux	<b>REMERCIER ET CONCLURE</b>

**ASSURER UN MÉLANGE DE PARTICIPANTS EN FONCTION DU TEMPS PASSÉ SUR LES RÉSEAUX SOCIAUX, DE LA FRÉQUENCE DE PUBLICATION ET DU TYPE DE SUIVI. COMPTER UNE PROPORTION PLUS IMPORTANTE DE PARTICIPANTS SUIVIS PAR UN GRAND NOMBRE DE PERSONNES.**

8. Parmi les choix suivants, lequel décrit le mieux le secteur d'activité dans lequel vous travaillez?

Métier de la construction ou métier spécialisé	<b>GROUPE 11 – CONTINUER À Q8A</b>	
Administrations publiques		
Agriculture, foresterie, pêche et chasse		
Arts, spectacle et loisirs		
Autres services, sauf les administrations publiques		
Commerce de détail		
Commerce de gros		
Extraction minière, exploitation en carrière, et extraction de pétrole et de gaz		
Fabrication		
Finance et assurances		
Gestion de sociétés et d'entreprises		
Hébergement et services de restauration		
Industrie de l'information et industrie culturelle		<b>GROUPE 11 – REMERCIER ET CONCLURE</b>
Services administratifs, services de soutien, services de gestion des déchets et services d'assainissement		<b>TOUS LES AUTRES GROUPES - CONTINUER</b>
Services d'enseignement		
Services immobiliers et services de location et de location à bail		
Services professionnels, scientifiques et techniques		
Services publics		
Soins de santé et assistance sociale		
Transport et entreposage		
Sans emploi		
Aux études à temps plein		
À la retraite		
Autre situation ou autre secteur; veuillez préciser :		

**ASSURER UNE BONNE REPRÉSENTATION DES TYPES D'EMPLOI DANS CHAQUE GROUPE. PAS PLUS DE DEUX RÉPONDANTS PAR SECTEUR D'ACTIVITÉ. PAS D'ÉTUDIANTS ÉTRANGERS.**

**Q8a. À DEMANDER SEULEMENT AU GROUPE 11** Vous avez mentionné que vous travaillez dans le secteur de la construction ou que vous exercez un métier spécialisé. Lequel des choix suivants décrit le mieux votre activité professionnelle?

- Construction générale
- Électricien
- Monteur de lignes
- Soudeur
- Plombier
- Couvreur
- Charpentier
- Mécanicien
- Technicien spécialiste des systèmes de CVC
- Autre (veuillez préciser) :

**ASSURER UN BON MÉLANGE PAR TYPE DE MÉTIER. RECRUTER 3 PERSONNES EN CONSTRUCTION GÉNÉRALE. PAS PLUS DE 2 PERSONNES PAR MÉTIER.**

9. 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 ».

10. Dans le cadre du groupe de discussion, on vous demandera de participer activement à une conversation. En pensant à la manière dont vous interagissez lors de discussions en groupe, quelle note vous donneriez-vous sur une échelle de 1 à 5 si 1 signifie « j'ai tendance à ne pas intervenir et à écouter les autres parler » et 5, « je suis habituellement une des premières personnes à parler »?

1-2 **REMERCIER ET CONCLURE**

3-5 **CONTINUER**

11. Étant donné que ce groupe se réunira en ligne, vous aurez besoin, pour participer, d'un accès Internet haut débit et d'un ordinateur muni d'une caméra Web, d'un microphone et d'un haut-parleur en bon état de marche. **CONFIRMER LES POINTS CI-DESSOUS. METTRE FIN À L'APPEL SI NON À L'UN DES TROIS.**

Le participant a accès à Internet haut débit

Le participant a un ordinateur avec caméra Web

12. Avez-vous utilisé des logiciels de réunion en ligne tels que Zoom, Webex, Microsoft Teams, Google Hangouts/Meet, etc., au cours des deux dernières années?





Oui     **CONTINUER**  
Non     **CONTINUER**

**13.** Sur une échelle de 1 à 5 où 1 signifie que vous n'êtes pas du tout habile et 5 que vous êtes très habile, comment évaluez-vous votre capacité à utiliser seul(e) les plateformes de réunion en ligne?

1-2     **REMERCIER ET CONCLURE**  
3-5     **CONTINUER**

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.

**14.** 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 SIGNALA 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.**

**15.** 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.16**

**15a.** 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**

**15b.** 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**

**15c.** Quel était leur sujet, et vous rappelez-vous pour qui ou pour quelle organisation ces groupes étaient organisés?

**TERMINER SI LE SUJET EST SEMBLABLE OU IDENTIQUE, OU SI L'ORGANISATION NOMMÉE EST LE GOUVERNEMENT DU CANADA**

**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.



16. Laquelle des catégories suivantes décrit le mieux le revenu annuel total de votre ménage en 2022 – c'est-à-dire le revenu cumulatif de l'ensemble des membres de votre ménage avant impôt?

Moins de 20 000 \$	<b>CONTINUER</b>
20 000 \$ à moins de 40 000 \$	<b>CONTINUER</b>
40 000 \$ à moins de 60 000 \$	<b>CONTINUER</b>
60 000 \$ à moins de 80 000 \$	<b>CONTINUER</b>
80 000 \$ à moins de 100 000 \$	<b>CONTINUER</b>
100 000 \$ à moins de 150 000 \$	<b>CONTINUER</b>
150 000 \$ ou plus	<b>CONTINUER</b>
<b>RÉPONSE SPONTANÉE</b> : Préfère ne pas répondre	<b>REMERCIER ET CONCLURE</b>

**ASSURER UN BON MÉLANGE, S'IL Y A LIEU.**

17. Lequel ou lesquels des groupes raciaux ou culturels suivants vous décrivent le mieux? (Plusieurs choix possibles)

Blanc  
Sud-asiatique (p. ex., indien, pakistanais, sri-lankais)  
Chinois  
Noir  
Latino-américain  
Philippin  
Arabe  
Asiatique du sud-est (p. ex., vietnamien, cambodgien, thaïlandais)  
Coréen ou japonais  
Autochtone  
Autre groupe racial ou culturel (préciser)  
**RÉPONSE SPONTANÉE** : Préfère ne pas répondre

**ASSURER UN BON MÉLANGE.**

18. 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.**



19. 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 CONCLUREE**



## 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 125 \$ pour votre participation. Ce montant vous sera envoyé par transfert électronique après la tenue du groupe de discussion.

Veillez 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 [INSÉRER LE NOM DU RECRUTEUR] expliquant comment rejoindre le groupe en ligne. Si la connexion au système vous pose des difficultés, veuillez en aviser notre équipe de soutien technique à : [support@thestrategiccounsel.com](mailto:support@thestrategiccounsel.com).

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. Veuillez également redémarrer votre ordinateur avant de vous joindre au groupe.

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 Moderator's Guide

## MASTER MODERATOR'S GUIDE SEPTEMBER 2023

### **INTRODUCTION (10 minutes)** All locations

- 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.
- **GTA Middle Class, City of Montreal Heavy Social Media Users, Edmonton General Population, Rural Northeastern Ontario General Population, Quebec General Population** Moderator to also note that the topic of suicide will be a topic of discussion in the latter part of the agenda. Remind participants that their participation is voluntary, and they should feel free to step back from the conversation if they feel uncomfortable. Moderator will remind participants again when we reach that point in the discussion.
- **GVA South Asian Diaspora, BC Interior General Population** Are any of you small business owners (SHOW OF HANDS)?

### **GOVERNMENT OF CANADA IN THE NEWS [/NEWS CONSUMPTION] (5-15 minutes)**

- **GTA Middle Class, City of Montreal Heavy Social Media Users, Edmonton General Population, Rural Northeastern Ontario General Population, Quebec General Population, Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44, Ontario Persons Living with Disabilities, Major Centres Quebec Working in Trades/Construction, BC Interior General Population** What have you seen, read, or heard about the Government of Canada in the last few days?
  - **GTA Middle Class, BC Interior General Population** What are your reactions to this news?
  - **Edmonton General Population, Quebec General Population, Saskatchewan in the Labour Force Aged 25-44, Ontario Persons Living with Disabilities** Where did you hear, read, or see this information?
- **Nova Scotia General Population** Have you seen, read, or heard anything about the Government of Canada's response to Hurricane Lee?
  - Are they doing anything to help the affected provinces?

- **Nova Scotia General Population** What about the Government of Canada’s response to natural disasters more broadly – have you seen, read, or heard anything about what the federal government has done?
  - Do you think the federal government is on the right or wrong track when it comes to responding to natural disasters?
  
- **City of Montreal Heavy Social Media Users** How much time do you typically spend reading, watching, or listening to the news?
  
- **City of Montreal Heavy Social Media Users, GVA South Asian Diaspora** What are your primary sources for news? (TV news, radio, social media, friends/family?)
  - **City of Montreal Heavy Social Media Users** Are there any sources that are more or less reliable for news? If yes, which ones?
  - **City of Montreal Heavy Social Media Users** IF NOT MENTIONED: How many of you use social media to get news?
    - **City of Montreal Heavy Social Media Users** Are some platforms more credible or trustworthy than others when it comes to news? Why? Which do you find more/less credible?
  - **GVA South Asian Diaspora** Do you ever seek out news in a language other than English?
  - **GVA South Asian Diaspora** Are there any sources you turn to that specialize in news for South Asian audiences?
    - **GVA South Asian Diaspora** IF YES: What are they?
    - **GVA South Asian Diaspora** IF YES: How often do you turn to these sources?
  - **GVA South Asian Diaspora** Are there some news sources you trust more than others? Why do you say that?

**GOVERNMENT OF CANADA IN THE NEWS/INDO-PACIFIC ENGAGEMENT (20 minutes) GVA South Asian Diaspora**

- What have you seen, read, or heard about the Government of Canada in the last few days?
  - IF NOT MENTIONED: What about when it comes to Canada’s relationship with India?
    - What are your reactions to this news?
    - Where did you see, read, or hear this news?
    - How would you describe the state of the relationship between Canada and India?
  
- Have you read, heard or seen anything else about Canada’s engagement with South Asian nations more broadly?

**MIDDLE CLASS ISSUES (15 minutes)** GTA Middle Class

- What are some of the issues facing middle-class Canadians today?
- Have you heard, read, or seen anything about what the Government of Canada has done lately to help the middle class? If so, what was it?
- When it comes to supporting Canada's middle class, would you say the Government of Canada is on the right track or the wrong track? Why do you say that?
  - IF WRONG TRACK: What could the Government of Canada do to get on the right track?

**COMMUNITY CHALLENGES (15 minutes)** GTA Middle Class, Rural Northeastern Ontario General Population

Now I'd like to focus on your local community...

- What important issues facing your community do you think the Government of Canada should focus on?
- What are the most important sectors and industries for your local community?
- Which sectors and industries in your region do you feel need the most help?

NOTE TO MODERATOR: *For two or three major sectors named, probe if the Government of Canada has done anything to support these sectors. What else can the Government of Canada do to support these sectors?*

**HOUSING (35-40 minutes)** GTA Middle Class, Edmonton General Population

- **GTA Middle Class** What have you seen, read, or heard about the Government of Canada's policies on housing?
- **GTA Middle Class** What are the biggest challenges in housing that the Government of Canada should be addressing? Why should these challenges be prioritized?
  - IF NOT MENTIONED: What about building more homes?
- **GTA Middle Class** Who is best equipped to deal with these issues? Why? PROMPT FOR: The federal government, the provincial government, or your municipal government?



Shifting over to building more homes ...

- **GTA Middle Class** What have you seen, read, or heard about work the Government of Canada is doing or planning to do to encourage the construction of more homes?
- **GTA Middle Class** What have you seen, read, or heard about the Housing Accelerator Fund?

CLARIFY: The Housing Accelerator Fund is a \$4 billion fund that gives money to municipal governments to encourage them to take steps to increase local housing supply.

- What are your reactions to this?
- What impact do you think a fund like this will have?
- Would you support or oppose an increase to the housing supply in your area?
- **GTA Middle Class** Should there be consequences for municipalities that don't prioritize building enough homes? Why?
  - If YES: What consequences do you think would be appropriate?
- **GTA Middle Class** Do you have any concerns about building more homes in your community faster?
  - If YES: What are they?
- **GTA Middle Class** Who here is familiar with municipal zoning?

CLARIFY: A municipal zoning bylaw controls the use of land in your community. It is set by municipal governments and states exactly how land may be used, where buildings and other structures can be located, the types of buildings that are permitted, and how they may be used.

- **GTA Middle Class** What impacts, if any, do you think municipal zoning bylaws could have on building more homes?
- **GTA Middle Class** Do you think municipalities should be encouraged to make zoning changes to allow for more homes in their communities? Why?
  - What if these changes meant your neighbourhood would be more compact and populated?
- **GTA Middle Class** What else would you like to see from the Government of Canada when it comes to building more homes?
- **Edmonton General Population, Quebec General Population** In your opinion, what are the top issues that the Government of Canada should be prioritizing?

- IF NOT MENTIONED: What about housing? How big of a priority should housing be for the Government of Canada?
  - What are the biggest challenges or issues when it comes to housing?
- **Edmonton General Population, Quebec General Population** Have you seen, read, or heard about recent work the Government of Canada is doing on housing?
  - IF YES: What have you heard?

Let's take a little bit of a step back and take a look at the state of housing in Canada overall...

We're going to use the chat function for the next question. Please take a minute now to locate the chat function and ensure that you have selected [moderator] as the recipient.

- **Edmonton General Population, Quebec General Population** If you had to describe the state of housing in Canada using a single word, what would that word be? Please write your answer in the chat.
  - MODERATOR TO ASK EACH PARTICIPANT: Can you explain why you chose [insert word]?
  - IF NOT MENTIONED: Would you say Canada is in a 'housing crisis?' Why or why not?
    - IF YES: In your opinion, how did the housing crisis begin? What do you see as the main causes behind it?
- **Edmonton General Population, Quebec General Population** How long do you expect it will take to start seeing some progress on housing? How quickly do you expect to see change or improvement?
  - PROBE AS NECESSARY: For example, how soon do you think we'll see progress on things like the supply of affordable homes, housing prices, availability of affordable places to rent, rental prices?
  - What would that progress look like to you? What are some things you'll be looking for that would show improvement?
    - If you did see some progress, as you've described it, how would it make you feel?
  - What are some things you'll be looking for to see if the housing situation is getting worse?
- **Edmonton General Population, Quebec General Population** Who is most responsible for finding the solutions needed to make progress on housing?
  - PROMPT FOR: The federal government, the provincial government, municipal government

I'd like to use the chat function again for our next question ...

- **Edmonton General Population, Quebec General Population** Thinking of the federal government specifically, I'd like you to use the chat to complete this sentence: In order to address the housing crisis, the federal government should \_\_\_\_\_
  - MODERATOR TO ASK EACH PARTICIPANT: Can you explain why you wrote [insert answer]?
- **Edmonton General Population, Quebec General Population** How do you feel about the idea of building houses and apartments closer together in your community? This concept is often called 'densification'.
  - What impacts would densifying communities have? For example, do you feel it would have an impact on the housing situation? Why or why not?
  - Do you have any concerns about densifying communities?
- **Edmonton General Population, Quebec General Population** Is there anything else you would like to share about the housing situation with the Government of Canada that we haven't discussed? Do you have any other advice or feedback related to housing?

**9-8-8 BRANDING (30-45 minutes)** GTA Middle Class, City of Montreal Heavy Social Media Users, Edmonton General Population, Rural Northeastern Ontario General Population, Quebec General Population

During the following discussion, one of the topics we will address is suicide prevention and emotional distress. While we have tried to minimize any potential risks and discomfort, due to the sensitive nature of the topic, if at any time you feel uncomfortable or uneasy giving your opinion, please feel free not to answer any of the questions asked or step away.

If you or someone you know is going through a crisis and needs support, please know that there are mental health resources you can consult. Our tech support will provide you with some of these resources in the chat now. We will also send an email to each one of you after the group with this list of resources as well as additional numbers that you can call or text.

TECH SUPPORT TO PROVIDE LIST OF RESOURCES IN CHAT

- Talk Suicide Canada: [www.talksuicide.ca](http://www.talksuicide.ca) OR 1-833-456-4566
- The Hope for Wellness Helpline: <https://www.hopeforwellness.ca/>
- Get Help Here: <https://www.canada.ca/mental-health>
- Wellness Together Canada: <https://www.wellnesstogether.ca/en-CA>

On the topic of mental health resources ...

**SHOW ON SCREEN:** The Government of Canada is currently working with the Centre for Addiction and Mental Health (CAMH) on the implementation of 9-8-8, a three-digit number for suicide prevention and emotional distress.

Starting November 30, 2023, people in Canada, regardless of where they live, will have access to 24/7/365, bilingual, trauma-informed, and culturally appropriate suicide prevention and emotional distress support through phone and text. This service will be called: 9-8-8: Suicide Crisis Helpline.

The phonenumber is for anyone, including those who are seeking support for a loved one.

9-8-8 will mostly be promoted by CAMH; the Government of Canada will also be promoting this new initiative, but it will be in the larger context of mental health and suicide prevention.

**DO NOT SHOW, MODERATOR TO READ:** We are now going to review 4 different creative concepts that could be used by the Government of Canada. For each concept, we'll look at examples, including social media posts and a fact sheet that could be crafted using this same "look". Note that this same "look" could also be applied to various other communication materials related to mental health and suicide prevention, such as videos, posters, web banners and so on. This "look" would also be complementary to what CAMH will be using.

We want you to focus on the overall look, not the message itself. For example – don't focus on the exact wording used. We would like you to focus on things like the colours, shapes, forms, lettering style, etc.

#### **ORDER OF TESTING:**

GTA Middle Class: 1,2,3,4

City of Montreal Heavy Social Media Users: 2,3,4,1

Edmonton General Population: 3,4,1,2

Rural Northeastern Ontario General Population: 4,1,2,3

Quebec General Population: 1,3,2,4

**MODERATOR TO SHOW EACH CONCEPT RESPECTIVELY FOLLOWED BY THE SERIES OF QUESTIONS.  
MAX 5 MINUTES PER CONCEPT.**

Let's take a look at the first concept.

## SHOW CONCEPT 1

- How does this concept make you feel? What emotions or moods does it evoke? How so?
- If you or someone you knew were in a difficult mental state, would it motivate you to call?
- Overall, what do you think of the look of this concept?
- What specific elements do you like? And which do you dislike? PROMPT IF NECESSARY: The colours? The elements? The shapes or icons? The lettering style?
  - What makes you say that?
- What, if anything, do you think could make this concept more effective?

## HEAD TO HEAD

Now I'm going to show you a smaller image from each of the 4 concepts.

- **POLL:** I'm going to show you a poll. I'd like you to select which concept you feel is most likely to grab your attention in a positive way and perhaps make you want to find out more about the 9-8-8: Suicide Crisis Helpline, and/or use this service if you or someone you know is in need. Please select only 1.

MODERATOR TO SHOW RESULTS OF POLL AND READ OUT LOUD NUMBER/PERCENTAGE WHO VOTED FOR EACH CONCEPT. MODERATOR TO DISCUSS IN ORDER FROM HIGHEST TO LOWEST.

**PERFORMANCE AND PRIORITIES (10-60 minutes)** City of Montreal Heavy Social Media Users, Edmonton General Population, Rural Northeastern Ontario General Population, Quebec General Population, Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44, GVA South Asian Diaspora, Ontario Persons Living with Disabilities, Major Centres Quebec Working in Trades/Construction, BC Interior General Population

- What does the Government of Canada do well?
- What does the Government of Canada need to improve on?
  - GVA South Asian Diaspora Why do you say that?
- BC Interior General Population Has your opinion of the Government of Canada changed over the past year?
- GVA South Asian Diaspora, Ontario Persons Living with Disabilities, BC Interior General Population In your opinion, what are the top issues that the Government of Canada should be prioritizing?
  - GVA South Asian Diaspora Why are these issues important to prioritize?
  - GVA South Asian Diaspora IF NOT MENTIONED: What about housing affordability?

- **BC Interior General Population** IF NOT MENTIONED: What about climate change?
- **GVA South Asian Diaspora** Have you seen, read, or heard anything from the Government of Canada about what it is doing to address housing?
  - IF YES: What did you see, read, or hear? Where did you see, read, or hear this?

### SHOW ON SCREEN

The Government of Canada has announced steps it is taking to help build more homes. These steps include the Housing Accelerator Fund, which is a fund designed to help cut red tape and incentivize municipalities to get the construction of new homes across Canada started more quickly. The Government of Canada has also announced it is:

- Introducing a new law to remove the GST (federal sales tax) from the costs of building new rental apartments.
- Asking provinces to remove their portion of the HST (i.e., provincial sales taxes) from the costs of building new rental apartments, to match what the federal government is doing.
- Requiring local governments to end exclusionary zoning and encourage homes be built near public transit, in order to receive funding through the Housing Accelerator Fund.
- **GVA South Asian Diaspora** What are your reactions to these measures?
- **GVA South Asian Diaspora** Do you think removing the federal and provincial sales taxes on the construction of new apartment buildings will speed up home building? Why or why not?

Now shifting topics ...

- **GVA South Asian Diaspora** In your opinion, what are the top issues impacting South Asian Canadians that the Government of Canada should be prioritizing?
  - When it comes to these issues, would you say that the Government of Canada is generally on the right track or wrong track? Why do you say that?
    - IF WRONG TRACK: What does the Government of Canada need to do to get on the right track?
- **GVA South Asian Diaspora** What about international relations? Is this an issue that the Government of Canada should be prioritizing? Why/why not?
- **GVA South Asian Diaspora** When it comes to international relations, would you say the Government of Canada is on the right track or the wrong track? Why do you say that?

- **GVA South Asian Diaspora** And finally, what about public safety? Is this an issue that the Government of Canada should be prioritizing? Why/why not?
  - When it comes to public safety, would you say the Government of Canada is on the right track or the wrong track? Why do you say that?
- **GVA South Asian Diaspora** Has anyone heard, read, or seen anything lately about the bail system in Canada?

### SHOW ON SCREEN

Bail is when a person charged with a criminal offence is released from custody while awaiting their trial. As you probably know, people who are awaiting trial are legally innocent (i.e., innocent until proven guilty).

An individual can be released with or without conditions that they must follow during their release. Not everyone who is charged with a crime receives bail.

As you may know, under the Charter of Rights and Freedoms, accused people in Canada have the right to bail unless there is a compelling reason to keep them in custody, such as risk of flight or risk to public safety that cannot be addressed in any other way.

The Government of Canada has introduced legislation to reform the bail system, which, if it became law, would make it more difficult for people who have been **previously** found guilty of some types of violent crimes to get out of jail while they await trial.

- **GVA South Asian Diaspora** What is your reaction to this idea?
  - Do you support or oppose this idea, or are you unsure?
  - Do you have any concerns about reforms like this? PROBE: Do you have any concerns regarding fairness?
  - Do you think this would have an impact on crime in Canada? What about in your community?
- **GVA South Asian Diaspora** Can you think of anything else the Government of Canada could do to prevent crime?
  - PROBE: What about more mental health services? Addiction treatment? Housing?
    - Would these have an impact? Why/why not?
- **BC Interior General Population** How concerned are you, if at all, by climate change? Why do you say that?
- **BC Interior General Population** What comes to mind when you think about the potential impacts of climate change?

- Does climate change have any impact on things like wildlife, extreme-weather, extreme temperatures, floods, droughts, or wildfires?
  - IF YES: What impacts does it have?
  - IF NO: Why do you feel this way?
  - IF NOT MENTIONED: Do you think there is a connection between climate change and the frequency and severity of wildfires in Canada?
    - IF YES: How so?
    - IF NO: Why do you say that?
- **BC Interior General Population** How concerned are you about the potential impacts of climate change on your community?
- **BC Interior General Population** Have you seen any impacts of climate change in your community?
  - IF YES: What have you seen?
- **BC Interior General Population** How prepared, if at all, is your community to handle these potential impacts of climate change?
- **BC Interior General Population** In the past 12 months, have you or a family member taken any measures to prepare your household for any potential impacts of climate change?
- **BC Interior General Population** Over the next few decades, do you expect your community to be more at risk due to climate change?

Now I'd like to turn specifically to wildfires...

- **BC Interior General Population** What have you seen, read, or heard about the Government of Canada when it comes to responding to the wildfires in British Columbia?
  - How would you describe the Government of Canada's response to the wildfires? Would you say their response has been on the right track or the wrong track?
    - Why do you say that?

**NEWS MEDIA (25 minutes) City of Montreal Heavy Social Media Users**

Now I'd like to focus on news media more broadly, not just news related to the Government of Canada...

- What are your impressions of how the news media industry has changed over the last decade?
- Do Canadians have more, fewer, or about the same number of ways to access news?



- Would you say there is a wide variety of news coverage about events in your local community?
- Would you say there are more, fewer, or about the same number of news outlets today as there were a decade ago? CLARIFY AS NEEDED: News media outlets include publications or broadcast programs that provide news via different channels.
- As far as you know, are there more jobs, fewer jobs, or about the same number of jobs in journalism today than 10 years ago?

CLARIFY: Between 2008 and 2020, overall revenue for broadcast television, radio, newspapers and magazines fell by nearly \$6 billion. Since 2008, 474 news media outlets have closed in 335 communities across Canada. At least one third of Canadian journalism jobs disappeared between 2010 and 2016.

- As far as you know, what is behind these trends in the news media industry?
- To what extent, if at all, is this concerning to you? Why do you feel this way?
  - What impacts could a decreasing number of local news outlets have in Canada? Would it affect you personally?
    - IF NOT MENTIONED: What about in rural, remote, Indigenous, or minority language communities?
  - What, if anything, should be done to deal with this issue?
- How big of a priority, if at all, should it be for the Government of Canada to support the news media industry? What role should they play?
  - IF NOT MENTIONED PREVIOUSLY: Have you seen, read, or heard anything lately about the Government of Canada, news outlets, and large digital platforms?
    - IF AWARE: What are your reactions to what you heard?

CLARIFY: Recently, the Government of Canada passed a law requiring some large digital platforms to pay news outlets for news stories on these companies' platforms. The Government of Canada says that since digital platforms benefit from sharing news content on their platforms, both directly (advertising near news) and indirectly (user engagement, data refinement, subsequent targeted advertising), it's important that these big tech companies compensate media fairly.

- Whether you were aware of this or not before today, what are your reactions?
  - On balance, would you say you tend to support or tend to oppose this law?
  - What impacts could this law have?
  - Do you think it would help address the issues in the news media industry that we have been discussing? Why/why not?

- Do you have any questions or concerns about this law?

**SOCIAL MEDIA USAGE (25 minutes) City of Montreal Heavy Social Media Users**

When we asked you to come speak with us today, you each indicated you were frequent social media users ...

- Which social media platforms do you use the most? How frequently do you use social media on a typical day?
- Why do you use the social media platform you mentioned? What aspects or features of the platform appeal to you the most?
- How important is social media as a source of information for you? Are there any specific topics or types of information you rely on social media for?
- What type of content do you typically engage with the most? Can you provide any examples?
  - Why is this type of content the most engaging to you?
- Do you follow the Government of Canada, or any related accounts, on social media? If yes, on which platforms?
  - IF FOLLOW: Why do you follow the Government of Canada, or related accounts, on social media?
  - IF NOT FOLLOW: Why don't you follow the Government of Canada, or related accounts, on social media?
- Whether you follow any Government of Canada accounts or not, do you remember ever seeing any content from the Government of Canada? What can you remember?
- Have you ever interacted with content from the Government of Canada?
  - Whether you have or not, what type of content from the Government of Canada would you likely engage with?
- What advice would you give the Government of Canada, or associated accounts, when creating content for social media?
  - Are there any platforms you think the Government of Canada should have a bigger presence on?
- Are there any specific topics, formats, or approaches that you believe would be more effective in capturing the attention and engagement of social media users?

**CARBON PRICING (30 minutes) Rural Northeastern Ontario General Population**

- What, if anything, have you seen, read, or heard about carbon pollution pricing in Canada?
- As far as you know, is there a price on carbon pollution in Ontario today?
- Have you heard anything about Climate Action Incentive payments (CAIP), sometimes referred to as pollution price rebates?
  - What have you heard?
  - To the best of your knowledge, have you or someone else in your household received this payment?

In 2016, the Government of Canada announced a plan to put a price on carbon pollution across the country. There are two parts to carbon pollution pricing – a fuel charge and a separate system for industry. The one we’ll be focusing on today is the fuel charge, which applies to things like oil and gas. Provinces and territories either use the federal price on pollution or propose their own systems, as long as it meets the standard set out by the federal government.

- What are your reactions when you hear this information?
  - Do you support putting a price on carbon pollution? Why/why not?

**SHOW ON SCREEN:**

Starting in 2019, Ontario began using the federal system. Under the federal system, all proceeds collected from the price on carbon pollution in each province will stay in that province.

Approximately 90% of proceeds will be returned directly to Ontarians via Climate Action Incentive payments (CAIP), which are sometimes referred to as pollution price rebates. Payments will go out quarterly (e.g., every 3 months), with a family of 4 receiving \$244 each quarter.

The goal of this system is to encourage people to reduce their emissions, while also giving them the flexibility to decide when and how to do it. The idea is that the more changes a household makes (e.g., using different modes of transportation, switching from a natural gas furnace to an electric heat pump), the more they will save by not having to pay the fuel charge. At the same time, most households receive more money back through the Climate Action Incentive payments than they pay on the fuel charge.

- Overall, does this approach of pricing pollution make sense? Why or why not?
  - Do you have any questions about how it works? What are they?
  - Does it seem fair? Does it seem affordable?

For residents of small and rural communities, the Climate Action Incentive payments include a rural supplement of 10% (e.g., a 10% top up to their payments), since Canadians in these communities

don't necessarily have the same options available to reduce their emissions, particularly when it comes to transportation.

- Is this approach of pricing pollution fair to Canadians living in rural and smaller communities? Why or why not?
- Do you think a price on carbon pollution will discourage people from polluting? Why or why not? What about you, specifically?
  - What other impacts, if any, might a price on pollution have on Canadians?
  - In the short term, do you think the costs of a price on carbon pollution are greater than the costs of climate change to communities? Why?
    - What about in the long run?

**AFFORDABILITY MEASURES (30-50 minutes)** Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction, BC Interior General Population

- In your opinion, what should be the Government of Canada's top priority?
  - Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction, BC Interior General Population IF NOT MENTIONED: What about housing affordability?
  - Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44 IF NOT MENTIONED: What about making groceries more affordable?
  - Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44 IF NOT MENTIONED: What about supporting small businesses?
- Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction, BC Interior General Population Have you seen, read, or heard anything from the Government of Canada about what it is doing to address housing, [Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44 the cost of living, or provide relief to small business owners]?
  - Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction, BC Interior General Population IF YES: What did you see, read, or hear? Where did you see, read, or hear this?

Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction, BC Interior General Population The Government of Canada has announced steps it is taking to help build more housing, [Nova Scotia General Population,

Saskatchewan in the Labour Force Aged 25-44 tackle high grocery costs, and support small businesses].

Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction Let's start with the federal government's most recent measures on housing ...

Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction, BC Interior General Population [SHOW ON SCREEN]

The Housing Accelerator Fund is a fund designed to help cut red tape and incentivize municipalities to get the construction of new homes across Canada started more quickly. In addition to this, the Government of Canada has announced it is:

- Introducing a new law to remove the GST (federal sales tax) from the costs of building new rental apartments.
  - Asking provinces to remove their portion of the HST (i.e., provincial sales taxes) from the costs of building new rental apartments, to match what the federal government is doing.
  - Requiring local governments to end exclusionary zoning and encourage homes be built near public transit, in order to receive funding through the Housing Accelerator Fund.
- What are your reactions to these measures?
  - Do you think removing the federal and provincial sales taxes on the construction of new apartment buildings will speed up home building? Why or why not?
    - Major Centres Quebec Working in Trades/Construction How much of an impact do you think these measures will have on the construction sector as a whole?
    - Major Centres Quebec Working in Trades/Construction Do you believe that these policies will result in more construction jobs? Why/why not?
  - Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44 Do you think provinces will remove the provincial sales taxes, as per the federal government's request? Why do you say that?
    - Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44 The Governments of British Columbia, Ontario and Newfoundland and Labrador have indicated they support the removal of the federal and provincial sales taxes and will work with the federal government to ensure their provinces' portion of the HST is also removed in their respective provinces.

- Do you think other provinces will also remove their provincial sales taxes?
- Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction, BC Interior General Population Has anyone heard the term “exclusionary zoning” before?
  - IF YES: Can you briefly explain it?

CLARIFY: Exclusionary zoning occurs when local governments limit where certain types of housing can be built, often favouring detached homes.

- Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction, BC Interior General Population How do you feel about the Government of Canada asking local governments to end exclusionary zoning in exchange for funding for housing?
- Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction, BC Interior General Population What impact, if any, do you think this could have in the area where you live?
- Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction, BC Interior General Population And thinking of the measures I showed you, would you say these put the Government of Canada on the right track or wrong track on housing? What makes you say that?
- Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction, BC Interior General Population Knowing that the Government of Canada is taking these steps, does it change the way you view their management of housing? Why/ why not?
- Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction, BC Interior General Population Do you have any questions about these measures? Is anything unclear?
- Major Centres Quebec Working in Trades/Construction, BC Interior General Population Was there anything presented today that the Government of Canada should not be doing? Why?

Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44 Now let’s look at the federal government’s most recent steps to address high grocery prices ...

Nova Scotia General Population, Saskatchewan in the Labour Force Aged 25-44 [SHOW ON SCREEN]

The Government of Canada is working to stabilize rising groceries prices by:

- Calling a meeting with the heads of Canada’s major grocery chains to discuss ways to stabilize food prices. The Government of Canada is also reviewing other tools at their disposal to stabilize grocery prices – for example, the possibility of introducing a new tax on the profits of large grocers.
- Proposing to amend the Competition Act to give the Competition Bureau the power to:
  - Make businesses share necessary information to help with the Competition Bureau’s review of their industry, instead of relying on them to do so voluntarily;
  - Get rid of a rule that currently allows company mergers to go ahead if they create significant cost savings, even if they lessen competition, lead to job losses or reduce choice for consumers; and
  - Take actions against collaborations that stifle competition and consumer choice, in particular situations where large grocers prevent smaller competitors from opening nearby.
- What are your reactions to these measures? How do you feel about this approach?
- Do you believe these actions will help make life more affordable for Canadians? Why/ why not?
- Does knowing the Government of Canada is taking these steps change the way you view their management on affordability? Why/why not?
- Do you have any questions on these measures? Is anything unclear?

Now let’s look at the federal government’s most recent steps to support small businesses ...

**[SHOW ON SCREEN]**

The Canada Emergency Business Account (CEBA) program provided interest-free, partially forgivable loans of up to \$60,000 to small businesses and not-for-profit organizations to help cover their operating costs during the pandemic.

The Government of Canada announced it was extending the deadline for CEBA loan repayments, providing an additional year for term loan repayment.

- Did you or anyone you know benefit from emergency business supports during the pandemic?

- How many people do you think used emergency business supports, like taking out an emergency loan through the Government of Canada?
- What impacts, if any, will extending the loan repayment deadline by one year have?
- Do you have any questions on this measure? Is anything unclear?

We're going to use the chat function for the next question. Please take a minute now to locate the chat function and ensure that you have selected [moderator] as the recipient.

Thinking back to all the measures we've discussed today on housing, groceries, and small businesses...

- If you had to choose one word to describe this package of measures, what word would you use? Please write your answer in the chat.
  - MODERATOR TO ASK EACH PARTICIPANT: Can you explain why you chose [insert word]?
- Do you think these measures will have a major, minor or no impact on middle-class Canadians? What makes you say that? MODERATOR TO PROBE FOR POSITIVE VS NEGATIVE IMPACT
- Which of these steps, if any, is most important to you, personally?
- Was there anything presented today that the Government of Canada should not be doing? Why?

**CLIMATE LITERACY -AD MESSAGE TESTING (30 minutes) Nova Scotia General Population, Major Centres Quebec Working in Trades/Construction**

We are now going to review two potential ads that are currently being developed by the Government of Canada. These ads could be shown on digital media such as YouTube, news and other websites as well as on TV, cinema and other outdoor media (i.e., billboards, public transit, etc.).

I only have scripts for each, so I will read what you would hear as each ad plays. You will need to imagine the visuals that would accompany each message. I will read it to you twice, and then we will



discuss your thoughts. Feel free to take notes to help you remember what you liked and didn't like about the ad.

### **AD #1**

MODERATOR TO READ THE SCRIPT TWICE

You know who's raising the bar in the fight against the climate crisis?

Julie, who replaced her broken gas-powered tools with an electric version.

Omar, who got solar panels installed with the help of a government grant.

Cindy and Ming, who are financing their new heat pump with government incentives.

Even Charles, who now takes the bus to work twice a week.

Learn more ways we can raise the bar together at [canada.ca/ClimateAction](https://canada.ca/ClimateAction)

A message from the Government of Canada

- What are your initial thoughts about this ad?
- What do you think is the main message?
  - Is the message easy to understand?
  - Is this an appropriate message from the Government of Canada? What makes you say that?
- Does this ad speak to you? Why or why not?
- Does this ad motivate you to take action?
  - IF YES: What would you do?
- Do you have any other thoughts on what could make this ad more effective?

### **AD #2**

MODERATOR TO READ SCRIPT ONCE AND THEN NOTE: In the final version of the ad the program names (The Smart Renewable Electrification Pathways Program, The Smart Grids Program, and Carbon Pollution Pricing) will be shown on screen and not read by the narrator. I will read through the script one more time but please keep this in mind.

The climate crisis is here and more urgent than ever. We are taking action to face this global challenge. We're proposing to regulate greenhouse gas emissions from electricity production - The Smart Renewable Electrification Pathways Program; investing to make Canada's power grids more energy-efficient - The Smart Grids Program; and incentivizing industries to reduce greenhouse gases and help move towards a cleaner future - Carbon Pollution Pricing.

Learn more ways we are taking action at [canada.ca/ClimateAction](https://canada.ca/ClimateAction)

A message from the Government of Canada

- What are your initial thoughts about this ad?
- What do you think is the main message?
  - Is the message easy to understand?
  - Is this an appropriate message from the Government of Canada? What makes you say that?
- Does this ad speak to you? Why or why not?
- Does this ad motivate you to take action?
  - IF YES: What would you do?
- Do you have any other thoughts on what could make this ad more effective?

#### WRAP-UP

- Both ads will run at the same time. Does this make sense to you – that is, do you see the 2 ads as being connected? What makes you say that?
  - PROMPT AS NEEDED: When considering the 2 ads together, do you see one as focusing on what individuals can do and the other as focusing on what the Government of Canada is doing?
  - IF NEEDED: When considering the 2 ads together, do you see a larger message that it is everyone's responsibility to take action?

#### **Jobs (30-35 minutes) Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction**

- **Saskatchewan in the Labour Force Aged 25-44** Generally, how would you describe the Government of Canada's management of the economy? Are they generally on the right track or the wrong track? What makes you say that?

- **Saskatchewan in the Labour Force Aged 25-44** When we invited you to this focus group, you all indicated you were in the labour force. So as people currently in the workforce, which economic issues do you think are the most important?
- **Saskatchewan in the Labour Force Aged 25-44** Do you feel that your wages are keeping up with the cost of living and inflation? Why/ why not?
- **Saskatchewan in the Labour Force Aged 25-44** I know it may seem far off, but I'm wondering what your thoughts are about retirement. Is it something you think about a lot, a little, or not at all? Why?
  - To what degree are you concerned, if at all, about being able to retire? What specifically are you concerned about?
    - PROBE AS NEEDED: For example, are you concerned at all about finances, health, etc.
- **Saskatchewan in the Labour Force Aged 25-44** SHOW OF HANDS: Who here is familiar with the Canada Pension Plan (CPP)?

REVIEW AS NEEDED: The Canada Pension Plan is a monthly, taxable benefit that replaces part of your income when you retire. With very few exceptions, every person over the age of 18 who works in Canada outside of Quebec and earns more than a minimum amount (\$3,500 per year) must contribute to the Canada Pension Plan. If you have an employer, you pay half the required contributions (the amount comes off your paycheque), and your employer pays the other half. If you are self-employed, you make the whole contribution.

- **Saskatchewan in the Labour Force Aged 25-44** How do you feel about the CPP?
  - Is it worth contributing some of your earnings now to get some support later on in life?

As of 2019, the CPP is gradually being enhanced, which means that workers today will need to contribute a bit more annually, but should end up with higher benefits when they retire.

- **Saskatchewan in the Labour Force Aged 25-44** What do you think about this change?
  - Do you have any concerns? What are they?
- **Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction** Overall, how would you rate the state of the job market right now? Is it good, poor, or somewhere in between? Why [do you feel this way]?

- **Major Centres Quebec Working in Trades/Construction** How easy is it for someone like you to find a job in the field you're interested in? Are there any challenges/barriers you've encountered when searching for work?
  - Are there enough job opportunities in your area?
- **Major Centres Quebec Working in Trades/Construction** Are there labour shortages in your area?
  - IF YES: what are the impacts of labour shortages in your area?
- **Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction** Thinking about five years from now, do you imagine the Canadian job market will be worse, better, or the same? What makes you say that? Why do you feel this way?
- **Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction** Thinking five to ten years in the future ... [ **Major Centres Quebec Working in Trades/Construction** what do you think the job market in Canada might look like?]
  - **Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction** Which industries do you think will see the most growth?
  - **Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction** Which skills do you think will be in demand?
  - **Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction** How confident do you feel, if at all, that you will have a good job [five to ten years from now/in this future economy]? Why do you feel this way?
- **Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction** Would you say the Government of Canada is on the right track or wrong track when it comes to ensuring workers get the skills training they need to stay competitive? What makes you say that?
- **Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction** Would you say the Government of Canada is on the right track or wrong track when it comes to creating good jobs in Canada?
- **Saskatchewan in the Labour Force Aged 25-44, Major Centres Quebec Working in Trades/Construction** Are you aware of any work the Government of Canada is doing to help create jobs, provide skills training, or otherwise support workers?
  - What should the Government of Canada do to help?

**PACIFICAN BRANDING (15 minutes)** GVA South Asian Diaspora, BC Interior General Population

- Have you seen, read, or heard anything about support from the Government of Canada for small businesses and communities in BC?
  - IF YES: What have you heard?
- Have any of you heard about the Government of Canada's economic development agency focused on BC?
  - IF YES: What have you heard?
    - Do you know what this agency is called?

I'm going to show you something on the screen...

**SHOW PACIFICAN WATERMARK ON SCREEN**

# PacifiCan

- Have any of you seen this logo before?
  - IF YES: Where have you seen it?
- ASK ALL: Have any of you heard of PacifiCan?
  - IF YES: Can you briefly explain what it is?
  - IF NO: PacifiCan stands for the Pacific Economic Development Canada. Does that ring any bells?

**DISABILITIES BENEFITS (75 minutes)** Ontario Persons Living with Disabilities

Now I'd like to move onto a different topic...

When we first asked you to come speak with us today, you each indicated that you were a person living with a disability ...

- If you feel comfortable sharing, how would you define what it means to be a person living with a disability?
- Are you familiar with the programs and services offered by the Government of Canada aimed at supporting Canadians with disabilities? What do you know about them?

- IF YES: From your perspective, how effective are the current federal government supports for Canadians living with disabilities?
- Do you think persons living with disabilities get enough support, not enough support, or too much support from the federal government? Why do you say that?
- What are some of the biggest challenges Canadians living with disabilities face?
- What role, if any, should the Government of Canada play in addressing these challenges?
  - IF NOT MENTIONED: Does the Government of Canada have a role to play in ensuring persons with disabilities have a basic income to meet their basic needs? Why/ why not?
    - CLARIFY AS NEEDED: Basic needs might include rent, bills, and food
  - IF NOT MENTIONED: Does the Government of Canada have a role to play in ensuring persons with disabilities can find and keep good jobs? Why/why not?
    - IF YES: What should they do?
  - IF NOT MENTIONED: Does the Government of Canada have a role to play in ensuring the full social and economic inclusion of persons with disabilities? Why/why not?
    - IF YES: What should they do?

PROVIDE INFORMATION: According to the most recent Canadian Survey on Disability from 2017, nearly 23% of working-age persons with a disability are living in poverty, compared to about 9% for those without a disability.

- What are your reactions to this fact?
- What do you believe are the leading reasons contributing to persons with disabilities being more likely to be living in poverty?

PROVIDE INFORMATION: The Government of Canada has passed legislation to create a new Canada Disability Benefit, which will create a direct monthly payment to low-income Canadians with disabilities of working age.

- What are your initial reactions to this information?
- Were you aware of the Canada Disability Benefit before today?
- Do you support or oppose this initiative, or are you more neutral? Why?
- Do you have any questions about the Canada Disabilities Benefit? If yes, what are they?
- Is this something the Government of Canada should be doing? Why/why not?

- What impacts could a benefit like this have?
- Who within the broader disability community should this benefit be targeted to?
- Do you think this benefit would impact you personally?
  - IF NOT MENTIONED: What impacts could this benefit have on reducing poverty among persons living with disabilities?
    - How confident are you that this benefit will reduce poverty among persons with disabilities? Why do you feel this way?
    - How big of a priority, if at all, should reducing poverty among persons with disabilities be for the Government of Canada? Why/why not?
- In what ways could the Canada Disability Benefit contribute to promoting equality and inclusion for persons living with disabilities?
- Do you think the Canada Disability Benefit could have an impact on the economy? Would it be positive or negative?
- Of all the potential impacts we've discussed, which do you consider to be the most important? Why?

**CONCLUSION (5-10 minutes)** All locations

- Before we close, is there anything else you would like to say to the federal government? It can be an additional point related to anything we discussed today, or it could be something you think is important but wasn't discussed.
- GTA Middle Class, City of Montreal Heavy Social Media Users, Edmonton General Population, Rural Northeastern Ontario General Population, Quebec General Population Moderator to remind participants that we will send a follow-up email with a list of mental health resources.

# French Moderator's Guide

## GUIDE DU MODÉRATEUR – DOCUMENT MAITRE SEPTEMBRE

### **INTRODUCTION (10 minutes)** Tous les lieux

- 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.
- **Personnes de la classe moyenne de la région du Grand Toronto, utilisateurs intensifs de médias sociaux résidant à Montréal, population générale d'Edmonton** Le modérateur doit également prendre note que le thème du suicide fera l'objet d'une discussion dans la dernière partie de l'ordre du jour. Rappeler aux participants que leur participation est volontaire et qu'ils doivent se sentir libres de se retirer de la conversation s'ils ne se sentent pas à l'aise. Le modérateur le rappellera à nouveau aux participants lorsque nous aurons atteint ce point au cours de la discussion.
- **Membres de la diaspora sud-asiatique du district du Grand Vancouver, population générale du Secteur de l'intérieur de la C.-B.** Y a-t-il parmi vous des propriétaires de petites entreprises? (À MAIN LEVÉE)



**LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ/CONSOMATION DE NOUVELLES (5-15 minutes)**

- **Personnes de la classe moyenne de la région du Grand Toronto, utilisateurs intensifs de médias sociaux résidant à Montréal, population générale d'Edmonton, population générale de régions rurales du nord-est de l'Ontario, population générale du Québec, population générale de la Nouvelle-Écosse, personnes de la population active de la Saskatchewan âgées de 25 à 44 ans, personnes vivant avec un handicap résidant en Ontario, grands centres du Québec ouvriers de corps de métiers/de la construction, population générale du Secteur de l'intérieur de la C.-B.** Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours?
  - **Personnes de la classe moyenne de la région du Grand Toronto, population générale du Secteur de l'intérieur de la C.-B.** Quelles sont vos réactions à cette nouvelle?
  - **Population générale d'Edmonton, population générale du Québec, personnes de la population active de la Saskatchewan âgées de 25 à 44 ans, personnes vivant avec un handicap résidant en Ontario** Où avez-vous entendu, lu ou vu cette information?
- **Population générale de la Nouvelle-Écosse** Avez-vous vu, lu ou entendu quoi que ce soit sur la réponse du gouvernement du Canada à l'ouragan Lee?
  - Fait-il quelque chose pour aider les provinces affectées?
- **Population générale de la Nouvelle-Écosse** Et pour ce qui est de la réponse du gouvernement du Canada aux catastrophes naturelles en général avez-vous vu, lu ou entendu quoi que ce soit au sujet de ce qu'a fait le gouvernement fédéral?
  - Le gouvernement fédéral est-il à votre avis sur la bonne voie ou sur la mauvaise voie en ce qui concerne sa réponse aux catastrophes naturelles?
- **Utilisateurs intensifs de médias résidant à Montréal** Combien de temps passez-vous généralement à lire, à regarder ou à écouter les actualités?
- **Utilisateurs intensifs de médias résidant à Montréal** Quelle est votre principale source de nouvelles? (Télévision, radio, médias sociaux, amis ou famille?)
  - Y a-t-il certaines sources d'actualités qui sont plus fiables et d'autres qui le sont moins? Si oui, lesquelles?
  - SI CE N'EST PAS MENTIONNÉ : Combien d'entre vous consultent les médias sociaux pour les nouvelles?
    - Certaines plateformes sont-elles plus crédibles ou dignes de confiance que d'autres en ce qui a trait aux actualités? Pourquoi?

- Membres de la diaspora sud-asiatique du district régional du Grand Vancouver Vous arrive-t-il de rechercher des nouvelles d'actualité dans une langue autre que l'anglais?
- Membres de la diaspora sud-asiatique du district régional du Grand Vancouver Consultez-vous des sources spécialisées dans l'information destinée au public sud-asiatique?
  - Membres de la diaspora sud-asiatique du district régional du Grand Vancouver SI OUI : Lesquelles?
- Membres de la diaspora sud-asiatique du district régional du Grand Vancouver SI OUI : Avec quelle fréquence vous tournez-vous vers ces sources?
- Membres de la diaspora sud-asiatique du district régional du Grand Vancouver Y a-t-il des sources d'informations auxquelles vous faites plus confiance que d'autres? Pourquoi dites-vous cela?

#### **LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ/ENGAGEMENT INDOPACIFIQUE (20 minutes)**

##### **Membres de la diaspora sud-asiatique du district régional du Grand Vancouver**

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours?
  - SI CE N'EST PAS MENTIONNÉ : Et au sujet des relations entre le Canada et l'Inde?
    - Quelles sont vos réactions à cette nouvelle?
    - Où avez-vous entendu, lu ou vu cette nouvelle?
    - Comment décririez-vous l'état actuel des relations entre le Canada et l'Inde?
- Avez-vous lu, entendu ou vu quoi que ce soit d'autre au sujet de l'engagement du Canada avec les pays d'Asie du Sud en général?

##### **ENJEUX DE LA CLASSE MOYENNE Personnes de la classe moyenne de la région du Grand Toronto**

- Quels sont certains des enjeux auxquels sont aujourd'hui confrontés les Canadiens de la classe moyenne?
- Avez-vous lu, entendu ou vu quoi que ce soit au sujet de mesures récemment prises par le gouvernement du Canada pour venir en aide à la classe moyenne? Si oui, qu'avez-vous appris?
- Diriez-vous que le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie concernant son soutien à la classe moyenne? Pourquoi?
  - [SI SUR LA MAUVAISE VOIE] Que doit faire le gouvernement du Canada pour être sur la bonne voie?

**DÉFIS POUR LES COLLECTIVITÉS (20 minutes)** Personnes de la classe moyenne de la région du Grand Toronto, population générale de régions rurales du nord-est de l'Ontario

Maintenant, je voudrais qu'on se concentre sur votre communauté locale...

- Quels sont les enjeux importants auxquels votre collectivité est confrontée et sur lesquels, selon vous, le gouvernement du Canada devrait se concentrer?
  - Quels sont les plus importants secteurs d'activités et industries pour votre communauté locale?
  - 
  - Quels sont les secteurs d'activités et les industries de votre région qui, selon vous, ont le plus besoin d'aide?
- NOTE AU MODÉRATEUR : *Pour deux ou trois des secteurs importants cités, poser la question suivante : Que peut encore faire le gouvernement du Canada pour soutenir ces secteurs?*
- 

**LOGEMENT (20-35 minutes)** Personnes de la classe moyenne de la région du Grand Toronto, population générale d'Edmonton

- Personnes de la classe moyenne de la région du Grand Toronto Qu'avez-vous vu, lu, ou entendu au sujet des politiques de logement du gouvernement du Canada?
- Personnes de la classe moyenne de la région du Grand Toronto À votre avis quels sont les principaux enjeux auxquels le gouvernement du Canada devrait accorder la priorité? Pourquoi devrait-on accorder la priorité à ces enjeux?
  - SI CE N'EST PAS MENTIONNÉ : Et en ce qui concerne la construction d'un plus grand nombre de logements?
- Personnes de la classe moyenne de la région du Grand Toronto Qui est le mieux placé pour traiter ces questions? DEMANDER : Le gouvernement fédéral, le gouvernement provincial ou votre administration municipale? Pourquoi?

Passons à la construction d'un plus grand nombre de logements...

- **Personnes de la classe moyenne de la région du Grand Toronto** Qu'avez-vous vu, lu ou entendu au sujet des mesures qu'a prises ou que prévoit de prendre le gouvernement du Canada pour encourager la construction d'un plus grand nombre de logements?
- **Personnes de la classe moyenne de la région du Grand Toronto** Qu'avez-vous vu, lu ou entendu à propos du Fonds pour accélérer la construction de logements?  
ÉCLAIRCISSEMENTS : Le fonds pour accélérer la construction de logements est un fonds de 4 milliards de dollars destiné à encourager les administrations municipales à prendre des mesures pour augmenter l'offre de logements au niveau local.
  - Quelles sont vos réactions à cela?
  - Quel impact aura selon vous ce fonds?
  - Seriez-vous pour ou contre une augmentation de l'offre [locale] de logements dans votre région?
- **Personnes de la classe moyenne de la région du Grand Toronto** Devrait-il y avoir des sanctions pour les municipalités qui n'accordent pas la priorité à la construction d'un nombre suffisant de logements? Pourquoi?
  - SI OUI : Quelles sanctions seraient, à votre avis, appropriées?
- **Personnes de la classe moyenne de la région du Grand Toronto** Avez-vous des inquiétudes concernant la construction plus rapide d'un plus grand nombre de logements au sein de votre collectivité?
  - SI OUI : Lesquelles?
- **Personnes de la classe moyenne de la région du Grand Toronto** Qui parmi vous a entendu parler du zonage municipal?

ÉCLAIRCISSEMENTS : Les règlements de zonage régulent l'aménagement du territoire au sein de votre collectivité. Ces règlements sont établis par les administrations municipales et précisent en détail l'utilisation pouvant être faite d'un terrain, à quel endroit les bâtiments et autres structures peuvent être implantés ainsi que les types de bâtiments autorisés et leur utilisation.

- **Personnes de la classe moyenne de la région du Grand Toronto** Selon vous, quel impact, le cas échéant, croyez-vous que des règlements de zonage municipaux puissent avoir sur la capacité des municipalités à construire un plus grand nombre de logements?

- **Personnes de la classe moyenne de la région du Grand Toronto** Croyez-vous qu'on devrait inciter les municipalités à modifier leurs règlements de zonage pour permettre la construction d'un plus grand nombre de logements au sein de leurs collectivités? Pourquoi?
  - Et si ces modifications avaient pour effet de rendre votre quartier plus compacte et plus densément peuplé?
- **Personnes de la classe moyenne de la région du Grand Toronto** What else would you like to see from the Government of Canada when it comes to building more homes?
- **Population générale d'Edmonton, population générale du Québec** À votre avis quels sont les principaux enjeux auxquels le gouvernement du Canada devrait accorder la priorité?
  - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il du logement? Quel degré de priorité le gouvernement du Canada devrait-il accorder au logement?
    - Quels sont les plus grands défis en matière de logement?
- **Population générale d'Edmonton, population générale du Québec** Qu'avez-vous vu, lu ou entendu au sujet du récent travail effectué par le gouvernement du Canada en matière de logement?
  - SI OUI : Qu'avez-vous entendu?

Prenons un petit pas de recul et examinons la situation du logement au Canada dans son ensemble...

Nous utiliserons la fonction de clavardage pour la prochaine question. Veuillez prendre une minute pour repérer la fonction de clavardage et vous assurer d'avoir sélectionné [modérateur] comme destinataire.

- **Population générale d'Edmonton, population générale du Québec** Si vous deviez décrire la situation du logement au Canada en un seul mot, quelle serait-elle? Veuillez saisir votre mot dans la boîte de clavardage.
  - LE MODÉRATEUR DEMANDERA À CHAQUE PARTICIPANT ET PARTICIPANTE : Pouvez-vous expliquer pourquoi vous avez choisi [insérer le mot]?
  - SI CE N'EST PAS MENTIONNÉ : Diriez-vous que le Canada connaît une « crise du logement »? Pourquoi ou pourquoi pas?
    - SI OUI : Selon vous, comment la crise du logement a-t-elle commencé? Quelles sont les principales causes qui en sont à l'origine, selon vous?

- **Population générale d'Edmonton, population générale du Québec** Combien de temps pensez-vous qu'il faudra avant de commencer à voir des progrès en matière de logement? Quelles sont vos attentes quant à la rapidité avec laquelle vous verrez apparaître des changements ou des améliorations?
  - SONDER AU BESOIN : Par exemple, combien de temps faudra-t-il, selon vous, avant de voir des progrès sur des aspects tels que l'offre de logements abordables, les prix du logement, la disponibilité de logements abordables à louer, les prix des loyers?
  - À quoi ressemblerait le progrès pour vous? Quels sont certains signes qui, pour vous, témoigneraient d'une amélioration?
    - Si vous constatiez des progrès tels que vous les avez décrits, comment vous sentiriez-vous?
  - À quoi prêterez-vous attention pour savoir si la situation du logement s'aggrave?
- **Population générale d'Edmonton, population générale du Québec** À qui incombe principalement la responsabilité de trouver les solutions nécessaires pour réaliser des progrès en matière de logement?
  - DEMANDER : Le gouvernement fédéral, le gouvernement provincial ou votre administration municipale?

J'aimerais une fois de plus utiliser la fonction de clavardage pour notre prochaine question...

- **Population générale d'Edmonton, population générale du Québec** En pensant spécifiquement au gouvernement fédéral, j'aimerais qu'au moyen de la fonction de clavardage vous complétiez la phrase suivante : Afin de répondre à la crise du logement, le gouvernement fédéral devrait \_\_\_\_\_.
  - LE MODÉRATEUR DEMANDERA À CHAQUE PARTICIPANTE ET PARTICIPANT : Pouvez-vous expliquer pourquoi vous avez écrit [insérer la réponse]?
- **Population générale d'Edmonton, population générale du Québec** Que pensez-vous de l'idée de construire des maisons et des appartements plus proches les uns des autres dans votre collectivité? Ce concept est souvent appelé « densification ».
  - Quels seraient les impacts de la densification des collectivités? Par exemple, pensez-vous qu'elle aurait un impact sur la situation du logement? Pourquoi ou pourquoi pas?
  - Avez-vous des préoccupations concernant la densification des collectivités?
- **Population générale d'Edmonton, population générale du Québec** Y a-t-il autre chose que vous aimeriez dire au gouvernement du Canada concernant la situation du logement et dont nous

n'avons pas encore parlé? Avez-vous d'autres conseils ou commentaires à fournir avant de clore cette section?

### **Valorisation de l'image de marque du service 9-8-8 [Santé mentale et prévention du suicide]**

**(30 minutes)** Personnes de la classe moyenne de la région du Grand Toronto, utilisateurs intensifs de médias sociaux résidant à Montréal, population générale d'Edmonton, population générale de régions rurales du nord-est de l'Ontario, population générale du Québec

Au cours de la discussion qui suivra, nous aborderons notamment la question de la prévention du suicide et de la détresse émotionnelle. Bien que nous ayons essayé de minimiser les risques et les désagréments potentiels, en raison de la nature sensible du sujet, si vous vous sentez mal à l'aise ou gêné de donner votre avis, n'hésitez pas à ne pas répondre aux questions posées ou à vous retirer de la discussion.

Si vous ou une personne de votre entourage traversez une crise et avez besoin de soutien, sachez qu'il existe des ressources en matière de santé mentale que vous pouvez consulter. Notre service d'assistance technique vous fournira certaines de ces ressources dans la fenêtre de clavardage maintenant. Nous enverrons également un courriel à chacun d'entre vous après le groupe de discussion contenant cette liste de ressources ainsi que des numéros de téléphone supplémentaires à composer ou pour envoyer un message texte.

#### • LE SERVICE D'ASSISTANCE TECHNIQUE FOURNIRA UNE LISTE DES RESSOURCES DANS LA FENÊTRE DE CLAVARDAGE

- Parlons suicide Canada : [www.parlonssuicide.ca/](http://www.parlonssuicide.ca/) OU 1-833-456-4566
- Ligne d'écoute d'espoir pour le mieux-être : <https://www.espoirpourlemieuxetre.ca/>
- Obtenir de l'aide : <https://www.canada.ca/fr/sante-publique/services/services-sante-mentale/sante-mentale-obtenir-aide.html>
- Espace mieux-être Canada : : <https://www.wellnesstogether.ca/fr-ca/>

À propos des ressources en matière de santé mentale...

**MONTREZ À L'ÉCRAN :** Le gouvernement du Canada travaille actuellement, en collaboration avec le Centre de toxicomanie et de santé mentale (CAMH), à la mise en œuvre du 9-8-8, un numéro à trois chiffres pour la prévention du suicide et la détresse émotionnelle.

À compter du 30 novembre 2023, tous les Canadiens, quel que soit leur lieu de résidence, auront accès, 24 heures sur 24, 7 jours sur 7 et 365 jours par année, à un service bilingue de prévention du suicide et de soutien en cas de détresse émotionnelle culturellement adapté et tenant compte des traumatismes subis, par téléphone et par message texte. Ce service aura pour nom — 9-8-8 : Ligne d'aide en cas de crise de suicide.

La ligne téléphonique s'adresse à tout le monde, y compris aux personnes qui cherchent du soutien pour un être cher. Le 9-8-8 sera principalement promu par le CAMH; le gouvernement du Canada fera également la promotion de cette nouvelle initiative, mais dans le contexte plus large de la santé mentale et de la prévention du suicide.

**NE PAS MONTRER, LE MODÉRATEUR DOIT LIRE** : Nous allons maintenant examiner quatre concepts créatifs différents qui pourraient être utilisés par le gouvernement du Canada. Pour chaque concept, nous examinerons des exemples, y compris des messages sur les médias sociaux et une fiche d'information qui pourraient être élaborés en utilisant ce même « look ». Il convient de noter que ce même « look » pourrait également être appliqué à divers autres supports de communication liés à la santé mentale et à la prévention du suicide, tels que des vidéos, des affiches, des bannières Web, etc. Ce « look » serait également un complément aux supports que CAMH utilisera.

Nous voulons que vous vous concentriez sur l'aspect général et non sur le message lui-même. À titre d'exemple, ne vous focalisez pas sur la formulation exacte du message. Nous aimerions que vous vous concentriez sur des éléments tels que les couleurs, les formes, le type de lettrage, etc.

#### **ORDRE DES TESTS :**

Personnes de la classe moyenne de la région du Grand Toronto : 1, 2, 3, 4

Utilisateurs intensifs des médias sociaux de la ville de Montréal : 2, 3, 4, 1

Population générale d'Edmonton : 3, 4, 1, 2

Population de régions rurales du nord-est de l'Ontario : 4, 1, 2, 3

Population générale du Québec : 1, 3, 2, 4

**LE MODÉRATEUR MONTRERA CHACUN DES CONCEPTS RESPECTIVEMENT, SUIVI DE LA SÉRIE DE QUESTIONS. 5 MINUTES MAXIMUM PAR CONCEPT.**

Examinons le premier concept.

#### **MONTREZ LE CONCEPT 2**

- Que ressentez-vous à l'égard de ce concept? Quelles émotions ou humeurs suscite-t-il? Pourquoi?



- Si vous ou une personne de votre entourage vous trouviez en situation difficile sur le plan de la santé mentale, cela vous inciterait-il à appeler?
- Dans l'ensemble, que pensez-vous de l'aspect ou du look de ce concept?
- Quels sont les éléments qui vous plaisent particulièrement? Et quels sont ceux qui vous déplaisent? PRÉCISER AU BESOIN : Les couleurs? Les éléments? Les formes ou les icônes? Le style de lettrage?
  - Qu'est-ce qui vous fait dire cela?
- Qu'est-ce qui, selon vous, pourrait rendre ce concept plus efficace?

## TÊTE À TÊTE

Je vais maintenant vous montrer une plus petite image de chacun des 4 concepts.

- **SONDAGE** : Je vais vous montrer un sondage. J'aimerais que vous choisissiez le concept qui, selon vous, est le plus susceptible d'attirer votre attention de manière positive et de vous donner envie d'en savoir plus sur le 9-8-8 : Ligne d'aide en cas de crise de suicide et d'utiliser ce service si vous ou quelqu'un que vous connaissez en ressentez le besoin. Veuillez ne sélectionner qu'une seule réponse.

- LE MODÉRATEUR MONTRE LES RÉSULTATS DU SONDRAGE ET LIT À HAUTE VOIX LE NOMBRE/POURCENTAGE DE PERSONNES AYANT VOTÉ POUR CHAQUE CONCEPT. LE MODÉRATEUR DISCUTE DES POURCENTAGES DES RÉSULTATS ANS L'ORDRE, DU PLUS ÉLEVÉ AU PLUS BAS.

- **PERFORMANCES ET PRIORITÉS (10-60 minutes)** Utilisateurs intensifs de médias résidant à Montréal, population générale d'Edmonton, population générale de régions rurales du nord-est de l'Ontario, population générale du Québec, population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans, membres de la diaspora sud-asiatique du district régional du Grand Vancouver, personnes en situation de handicap vivant en Ontario, ouvriers de corps de métiers ou de la construction de grands centres du Québec, population générale du Secteur de l'intérieur de la C.-B.

- Qu'est-ce que le gouvernement du Canada fait de bien?
- Sur quel plan le gouvernement du Canada doit-il s'améliorer?
  - Membres de la diaspora sud-asiatique du district régional du Grand Vancouver Pourquoi dites-vous cela?

-

- **Population générale du Secteur de l'intérieur de la C.-B.** L'opinion que vous avez du gouvernement du Canada a-t-elle changé au cours de la dernière année?
  - **Membres de la diaspora sud-asiatique du district régional du Grand Vancouver, Personnes handicapées vivant en Ontario, population générale du Secteur de l'intérieur de la C.-B.** À votre avis, quels sont les principaux enjeux auxquels le gouvernement du Canada devrait accorder la priorité?
  - **Membres de la diaspora sud-asiatique du district régional du Grand Vancouver** Pourquoi ces enjeux sont-ils importants?
  - **Membres de la diaspora sud-asiatique du district régional du Grand Vancouver** SI CE N'EST PAS MENTIONNÉ : Qu'en est-il en matière d'abordabilité de logement?
  - **Population générale du Secteur de l'intérieur de la C.-B.** SI CE N'EST PAS MENTIONNÉ : Qu'en est-il en matière de changement climatique?
- **Membres de la diaspora sud-asiatique du district régional du Grand Vancouver** Avez-vous vu, lu ou entendu quoi que ce soit de la part du gouvernement du Canada sur les mesures qu'il prend pour remédier au problème du logement?
  - SI OUI : Qu'avez-vous vu, lu ou entendu? Où l'avez-vous vu, lu ou entendu?

**[AFFICHER À L'ÉCRAN]**

Le gouvernement du Canada a annoncé les mesures qu'il prend pour contribuer à la construction d'un plus grand nombre de logements. Ces mesures incluent Le Fonds pour accélérer la construction de logements, lequel est un fonds conçu pour réduire les formalités administratives et inciter les municipalités à démarrer plus rapidement la construction de nouveaux logements au Canada. En plus de cela, le gouvernement du Canada a annoncé ce qui suit :

- Introduire une nouvelle loi pour éliminer la TPS (taxe de vente fédérale) sur les coûts de construction de nouveaux appartements locatifs.
  - Demander aux provinces d'éliminer leur part de la TVH (c.-à-d. les taxes de vente provinciales) sur les coûts de construction de nouveaux appartements locatifs et de se joindre à l'action du gouvernement fédéral.
  - Exiger des administrations locales qu'elles mettent fin au zonage d'exclusion et encouragent la construction de logements à proximité des transports en commun afin de recevoir un financement grâce au Fonds pour accélérer la construction de logements.
- **Membres de la diaspora sud-asiatique du district régional du Grand Vancouver** Quelles sont vos réactions à ces mesures?

- **Membres de la diaspora sud-asiatique du district régional du Grand Vancouver** Pensez-vous que la suppression des taxes de vente fédérale et provinciale sur la construction de nouveaux immeubles résidentiels accélérera la construction de logements? Pourquoi ou pourquoi pas?

Passons maintenant à un autre sujet...

- **Membres de la diaspora sud-asiatique du district régional du Grand Vancouver** Quels sont, selon vous, les principaux enjeux auxquels les Canadiens d'origine sud-asiatique sont confrontés et auxquels le gouvernement du Canada devrait accorder la priorité?
  - En ce qui concerne ces priorités, le gouvernement du Canada est-il généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi dites-vous cela?
    - **SI SUR LA MAUVAISE VOIE** : Que doit faire le gouvernement fédéral pour se mettre sur la bonne voie?
- **Membres de la diaspora sud-asiatique du district régional du Grand Vancouver** Qu'en est-il des relations internationales? Est-ce un enjeu que le gouvernement fédéral devrait traiter en priorité? Pourquoi ou pourquoi pas?
- **Membres de la diaspora sud-asiatique du district régional du Grand Vancouver** En ce qui concerne les relations internationales, diriez-vous le gouvernement du Canada est généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi dites-vous cela?
- **Membres de la diaspora sud-asiatique du district régional du Grand Vancouver** Et finalement, qu'en est-il de la sécurité du public? Est-ce un enjeu que le gouvernement fédéral devrait traiter en priorité? Pourquoi ou pourquoi pas?
  - En ce qui concerne la sécurité du public, diriez-vous le gouvernement du Canada est généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi dites-vous cela?
- **Membres de la diaspora sud-asiatique du district régional du Grand Vancouver** Qu'avez-vous entendu, lu ou vu récemment au sujet du système canadien de mise en liberté?

#### **SHOW ON SCREEN**

Le cautionnement désigne la mise en liberté d'une personne accusée d'une infraction criminelle en attendant son procès. Comme vous le savez probablement, les personnes qui attendent d'être jugées sont présumées innocentes (c'est-à-dire innocentes tant qu'elles ne sont pas déclarées coupables).

Une personne peut être libérée avec ou sans conditions à respecter pendant sa libération. Ce ne sont pas toutes les personnes accusées d'un crime qui bénéficient d'une mise en liberté sous caution.

Comme vous le savez peut-être, en vertu de la *Charte canadienne des droits et libertés*, les personnes accusées ont le droit à la mise en liberté sous caution, à moins qu'il n'existe un motif valable de les

maintenir en détention, tel qu'un risque de fuite ou un risque pour la sécurité du public, et qu'il n'y a pas d'autres moyens d'y remédier.

Le gouvernement du Canada a déposé un projet de loi visant à réformer le système de cautionnement qui, s'il était adopté, compliquerait la mise en liberté de personnes attendant leur procès et ayant **précédemment** été reconnues coupables de certains types de crimes violents.

- **Membres de la diaspora sud-asiatique du district régional du Grand Vancouver** Quelle est votre réaction à cette idée?
  - Y êtes-vous favorable, opposé ou incertain?
  - Auriez-vous des préoccupations si le gouvernement du Canada allait de l'avant avec ce type de réforme? DEMANDER : Cela vous semble-t-il juste?
  - Pensez-vous que cela aurait un impact sur la criminalité au Canada? Et dans votre communauté?
- **Membres de la diaspora sud-asiatique du district régional du Grand Vancouver** Pouvez-vous penser à d'autres choses que le gouvernement du Canada pourrait faire pour prévenir la criminalité?
  - DEMANDER : Devrait-il offrir plus de services en santé mentale? De services de traitement en toxicomanie? Des logements?
    - Ces initiatives auraient-elles un impact? Pourquoi ou pourquoi pas?
- **Population générale du Secteur de l'intérieur de la C.-B.** Dans quelle mesure, le cas échéant, êtes-vous préoccupé(e) par le changement climatique? Pourquoi dites-vous cela?
- **Population générale du Secteur de l'intérieur de la C.-B.** Qu'est-ce qui vous vient à l'esprit lorsque vous pensez aux effets potentiels du changement climatique?
  - Le changement climatique a-t-il des impacts sur des éléments comme l'agriculture, la faune et la flore et entraîne-t-il des conditions météorologiques extrêmes, des températures extrêmes, des inondations, des sécheresses ou des incendies de forêt?
    - SI OUI : Quels sont les impacts?
    - SI NON : Pourquoi êtes-vous de cet avis?
    - SI CE N'EST PAS MENTIONNÉ : Croyez-vous qu'il existe un lien entre le changement climatique et la fréquence et la gravité des feux de forêt au Canada?
      - SI OUI : Comment sont-ils liés?
      - SI NON : Pourquoi dites-vous cela?

- **Population générale du Secteur de l'intérieur de la C.-B.** Dans quelle mesure êtes-vous préoccupé(e) par les effets potentiels du changement climatique sur votre collectivité?
- **Population générale du Secteur de l'intérieur de la C.-B.** Avez-vous constaté de quelconques effets du changement climatique au sein de votre collectivité?
  - SI OUI : Qu'avez-vous constaté?
- **Population générale du Secteur de l'intérieur de la C.-B.** Dans quelle mesure votre collectivité est-elle préparée à faire face à ces potentiels impacts du changement climatique?
- **Population générale du Secteur de l'intérieur de la C.-B.** Au cours des douze derniers mois, est-ce vous ou un membre de votre famille avez pris de quelconques mesures pour préparer les membres de votre ménage aux éventuels impacts du changement climatique?
- **Population générale du Secteur de l'intérieur de la C.-B.** Au cours des prochaines décennies, prévoyez-vous que votre collectivité sera davantage menacée en raison du changement climatique?

J'aimerais maintenant parler plus particulièrement des feux de forêt...

- **Population générale du Secteur de l'intérieur de la C.-B.** Qu'avez-vous vu, lu ou entendu au sujet de la réponse du gouvernement du Canada concernant les feux de forêt en Colombie-Britannique?
  - Comment qualifieriez-vous la réponse du gouvernement du Canada concernant les feux de forêt? Diriez-vous que sa réponse est sur la bonne voie ou la mauvaise voie?
    - Pourquoi dites-vous cela?

**MÉDIAS D'INFORMATION (25 minutes) Utilisateurs intensifs de médias d'information résidant à Montréal**

J'aimerais maintenant que nous nous concentrons sur les médias d'information de manière plus générale, et pas seulement sur les nouvelles liées au gouvernement du Canada...

- Quelles sont vos impressions sur la façon dont l'industrie des médias a changé au cours de la dernière décennie?
  - Les Canadiennes et Canadiens ont-ils plus de moyens, moins de moyens ou à peu près le même nombre de moyens d'accéder aux informations?

- Diriez-vous que la couverture de l'actualité concernant les événements de votre communauté locale est très variée?
- Diriez-vous qu'il y a plus, moins ou à peu près le même nombre d'organes d'information aujourd'hui qu'il y a dix ans? **ÉCLAIRCISSEMENTS AU BESOIN** : Les médias comprennent des publications ou des programmes de diffusion qui fournissent des informations par le biais de différents canaux.
- Y a-t-il, à votre connaissance, plus d'emplois, moins d'emplois ou à peu près le même nombre d'emplois en journalisme aujourd'hui qu'il y a dix ans?

**ÉCLAIRCISSEMENTS** : Entre 2008 et 2020, les recettes totales provenant de la diffusion télévisuelle, de la radio, des journaux et des revues ont chuté de près de 6 milliards de dollars. Depuis 2008, 474 médias ont fermé leurs portes dans 335 communautés à travers le Canada. Au moins un tiers des emplois en journalisme au Canada ont disparu entre 2010 et 2016.

- À votre connaissance, qu'est-ce qui explique ces tendances dans l'industrie des médias?
- Dans quelle mesure, le cas échéant, cela vous préoccupe-t-il? Pourquoi êtes-vous de cet avis?
  - Quels impacts la diminution du nombre de médias locaux pourrait-elle avoir au Canada? Cela vous concernerait-il personnellement?
    - **SI CE N'EST PAS MENTIONNÉ** : Qu'en est-il des communautés rurales, éloignées, autochtones ou des communautés linguistiques en situation minoritaire?
  - Qu'est-ce qui devrait être fait, s'il y a lieu, pour remédier à ce problème?
- Dans quelle mesure le gouvernement du Canada devrait-il accorder la priorité au soutien de l'industrie des médias? Quel rôle devrait-il jouer?
  - **SI CE N'EST PAS PRÉALABLEMENT MENTIONNÉ** : Avez-vous vu, lu ou entendu quoi que ce soit récemment au sujet du gouvernement du Canada, des médias et des grandes plateformes numériques?
    - **SI AU COURANT** : Que pensez-vous de ce que vous avez entendu?
- **ÉCLAIRCISSEMENTS** : Récemment, le gouvernement du Canada a adopté une loi obligeant certaines grandes plateformes numériques à payer les médias pour des nouvelles présentées sur leurs plateformes. Le gouvernement canadien estime que les plateformes numériques tirent profit de la diffusion de contenus d'actualité sur leurs plateformes, à la fois directement (publicités diffusées avant, après ou en fonction de nouvelles) et indirectement (mobilisation des utilisateurs,

affinement des données, publicité ciblée ultérieure), et qu'il est donc important que ces géants du numérique offrent une compensation équitable aux médias.

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- Que vous en ayez eu connaissance ou non avant aujourd'hui, que pensez-vous de cette situation?
  - Tout compte fait, diriez-vous que vous êtes plutôt pour ou plutôt contre cette loi?
  - Quels impacts pourrait avoir cette loi?
  - Pensez-vous qu'elle puisse contribuer à résoudre les enjeux de l'industrie des médias dont nous discutons? Pourquoi ou pourquoi pas?
  - Est-ce que quelqu'un a des questions ou des préoccupations au sujet de cette loi?
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**RECOURS AUX MÉDIAS SOCIAUX (25 minutes)** Utilisateurs intensifs de médias sociaux résidant à Montréal

Lorsque nous vous avons demandé de venir nous parler aujourd'hui, vous avez tous indiqué être des utilisateurs intensifs des médias sociaux...

- Quelles sont les plateformes de médias sociaux auxquelles vous recourez le plus souvent? À quelle fréquence recourez-vous aux médias sociaux au cours d'une journée normale?
- Pourquoi recourez-vous à la plateforme de médias sociaux que vous avez mentionnée? Quels sont les aspects ou les caractéristiques de la plateforme qui vous attirent le plus?
- Dans quelle mesure les médias sociaux sont-ils une source d'information importante pour vous? Y a-t-il des sujets ou des types d'informations spécifiques pour lesquels vous comptez sur les médias sociaux?
- Quel est le type de contenu qui vous intéresse le plus? Pouvez-vous donner des exemples?
  - Pourquoi est-ce que ce type de contenu vous interpelle le plus?
- Êtes-vous abonné(e) aux comptes de médias sociaux du gouvernement du Canada, ou à tout autre compte connexe? Si oui, sur quelles plateformes?
  - SI ABONNÉ(E) : Pourquoi êtes-vous abonné(e) aux comptes de médias sociaux du gouvernement du Canada, ou à des comptes connexes?
  - SI PAS ABONNÉ(E) : Pourquoi n'êtes-vous pas abonné(e) aux comptes de médias sociaux du gouvernement du Canada ou à des comptes connexes?
- Que vous soyez ou non abonné(e) à des comptes du gouvernement du Canada, vous souvenez-vous d'avoir déjà vu du contenu provenant du gouvernement du Canada? De quoi vous souvenez-vous?
- Avez-vous déjà interagi avec des contenus du gouvernement du Canada?

- Que vous l'ayez fait ou non, avec quels types de contenus du gouvernement du Canada seriez-vous susceptible d'interagir?
- Quels conseils donneriez-vous au gouvernement du Canada, ou aux comptes de médias sociaux associés, pour la création de contenus destinés aux médias sociaux?
  - Selon vous, y a-t-il des plateformes sur lesquelles le gouvernement du Canada devrait être plus présent?
  - Y a-t-il des thématiques, des formats ou des approches particuliers qui, selon vous, seraient plus efficaces pour attirer l'attention et susciter la participation des utilisateurs de médias sociaux?

**TARIFICATION DU CARBONE (30 minutes) Population générale de régions rurales du nord-est de l'Ontario**

- Qu'avez-vous lu, vu ou entendu, le cas échéant, au sujet de la tarification du carbone au Canada?
- À votre connaissance, existe-t-il actuellement une tarification du carbone en Ontario?
- Avez-vous entendu parler des paiements de l'Incitatif à agir pour le climat, parfois appelés remises de la tarification de la pollution?
  - Qu'avez-vous entendu dire à ce sujet?
  - À votre connaissance, est-ce que vous ou une autre personne de votre ménage avez reçu ce paiement?

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En 2016, le gouvernement du Canada a annoncé un plan visant à assurer la tarification de la pollution par le carbone dans l'ensemble du pays. La tarification du carbone comprend deux parties — une redevance sur les combustibles et un système pour les industries. Aujourd'hui, nous nous concentrerons sur la redevance sur les combustibles qui s'applique entre autres au pétrole et au gaz. Les provinces et les territoires peuvent soit appliquer la tarification fédérale sur la pollution ou proposer leurs propres systèmes, pour autant qu'il respecte la norme établie par le gouvernement fédéral.

- Quelles sont vos réactions lorsque vous entendez cela?
  - Êtes-vous en faveur de la tarification sur la pollution par le carbone? Pourquoi ou pourquoi pas?

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- **AFFICHER À L'ÉCRAN :**



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- À partir de 2019, Ontario a commencé à utiliser le système de tarification fédéral. En vertu de ce système, tous les produits issus de la tarification de la pollution par le carbone restent dans la province ou le territoire dans laquelle ou dans lequel ils ont été perçus. Environ 90 % des produits sont retournés directement aux résidents sous forme de paiement de l'Incitatif à agir pour le climat. Les paiements seront versés trimestriellement (c'est-à-dire tous les trois mois), et une famille de 4 personnes recevra 248 dollars par trimestre.

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Ce système a pour but d'encourager les gens à réduire leurs émissions, tout en leur donnant la possibilité de décider quand et comment le faire. L'idée étant que plus un ménage procède à des changements (par exemple, en utilisant d'autres modes de transport, en passant d'une fournaise au gaz naturel à une pompe à chaleur électrique), plus il économisera, car il n'aura pas à payer la redevance sur les combustibles. En outre, la plupart des ménages reçoivent plus d'argent sous forme de paiements de l'Incitatif à agir pour le climat que ce qu'ils paient en vertu de la redevance sur les combustibles.

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- Dans l'ensemble, cette approche de la tarification de la pollution est-elle sensée? Pourquoi ou pourquoi pas?
  - Avez-vous des questions sur son fonctionnement? Quelles sont-elles?
  - Ce système vous semble-t-il juste? Vous semble-t-il abordable?

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Pour les résidents de petites collectivités et de collectivités rurales, les paiements de l'incitation à l'action climatique comprennent un supplément rural de 10 % (c'est-à-dire un supplément de 10 % à leurs paiements), car les Canadiens de ces collectivités ne disposent pas nécessairement des mêmes options pour réduire leurs émissions, en particulier en matière de transport.

- Cette approche de la tarification de la pollution est-elle équitable à l'égard des Canadiens vivant dans des collectivités rurales et de petite taille? Pourquoi ou pourquoi pas?
- Croyez-vous qu'un prix sur la pollution par le carbone décourage les gens de polluer? Pourquoi/pourquoi pas? Vous découragera-t-il personnellement de polluer?
  - Quels autres effets, le cas échéant, un prix sur la pollution pourrait-il avoir sur les Canadiens?
  - À court terme, pensez-vous que les coûts d'une tarification de la pollution par le carbone sont plus importants que les coûts du changement climatique pour les collectivités? Pourquoi?
    - Et à long terme?

**MESURES VISANT À RENDRE LA VIE PLUS ABORDABLE (30-50 minutes)** Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers et de la construction de grands centres du Québec, population générale du Secteur de l'intérieur de la C.-B.

- À votre avis, quelle devrait être la priorité absolue du gouvernement du Canada?
  - Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans, Ouvriers de corps de métiers et de la construction de grands centres du Québec, population générale du Secteur de l'intérieur de la C.-B. Qu'en est-il de l'abordabilité du logement?
  - Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans SI CE N'EST PAS MENTIONNÉ : Qu'en est-il de rendre les produits d'épicerie plus abordables?
  - Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans SI CE N'EST PAS MENTIONNÉ : Qu'en est-il de soutenir les petites entreprises?
  
- Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec, population générale du Secteur de l'intérieur de la C.-B. Qu'avez-vous vu, lu ou entendu concernant ce que fait le gouvernement du Canada pour s'attaquer à la situation du logement? [Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans au coût de la vie ou pour venir en aide aux propriétaires de petites entreprises]?
  - Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec, population générale du Secteur de l'intérieur de la C.-B. SI OUI : Qu'avez-vous vu, lu ou entendu? Où l'avez-vous vu, lu ou entendu?

Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec, population générale du Secteur de l'intérieur de la C.-B. Le gouvernement du Canada a annoncé les mesures qu'il prendra pour favoriser la construction de plus de logements, [Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans stabiliser la hausse des prix des produits d'épicerie et venir en aide aux petites entreprises].

Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans

Commençons par les plus récentes mesures du gouvernement fédéral en matière de logement...

Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec, population générale du Secteur de l'intérieur de la C.-B. — [AFFICHER À L'ÉCRAN]

Le Fonds pour accélérer la construction de logements est un fonds conçu pour encourager l'allégement des formalités administratives et inciter les municipalités à accélérer la construction de nouveaux logements dans l'ensemble du Canada. En plus de cela, le gouvernement du Canada a annoncé ce qui suit :

- Introduire une nouvelle loi pour éliminer la TPS (taxe de vente fédérale) sur les coûts de construction de nouveaux appartements locatifs.
  - Demander aux provinces d'éliminer leur part de la TVH (c.-à-d. les taxes de vente provinciales) sur les coûts de construction de nouveaux appartements locatifs et de se joindre à l'action du gouvernement fédéral.
  - Exiger des administrations locales qu'elles mettent fin au zonage d'exclusion et encouragent la construction de logements à proximité des transports en commun afin de recevoir un financement grâce au Fonds pour accélérer la construction de logements.
- Quelles sont vos réactions à ces mesures?
  - Pensez-vous que l'élimination des taxes de vente fédérales et provinciales sur la construction de nouveaux immeubles d'appartements accélérera la construction de logements? Pourquoi ou pourquoi pas?
    - Ouvriers de corps de métiers ou de la construction de grands centres du Québec — Quel impact pensez-vous que ces mesures auront sur le secteur de la construction dans son ensemble?
    - Ouvriers de corps de métiers ou de la construction de grands centres du Québec — Pensez-vous que ces politiques se traduiront par un plus grand nombre d'emplois dans le secteur de la construction? Pourquoi ou pourquoi pas?
  - Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans Croyez-vous que les provinces éliminent les taxes de vente provinciales, comme le demande le gouvernement fédéral? Pourquoi dites-vous cela?
    - Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans Les gouvernements de la Colombie-Britannique, de l'Ontario et de Terre-Neuve-et-Labrador ont indiqué qu'ils soutenaient l'abolition des taxes de vente fédérales et provinciales et qu'ils collaboreraient avec le gouvernement

fédéral pour faire en sorte que la part de la TVH qui revient à leur province soit également abolie dans leurs provinces respectives.

- Croyez-vous que d'autres provinces aboliront leurs taxes de vente provinciales?
- Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec, population générale du Secteur de l'intérieur de la C.-B. Est-ce que quelqu'un a déjà entendu le terme « zonage d'exclusion »?
  - SI OUI : Pouvez-vous l'expliquer brièvement?

ÉCLAIRCISSEMENT : On parle de zonage d'exclusion lorsque les administrations locales limitent les endroits où certains types de logements peuvent être construits, en privilégiant souvent les maisons individuelles.

- Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec, population générale du Secteur de l'intérieur de la C.-B. Que pensez-vous du fait que le gouvernement du Canada demande au gouvernement du Québec de travailler avec les administrations locales pour mettre fin au zonage d'exclusion en échange d'un financement pour le logement?
- Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec, population générale du Secteur de l'intérieur de la C.-B. Quel impact, le cas échéant, pensez-vous que cela pourrait avoir dans la région où vous habitez?
- Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec, population générale du Secteur de l'intérieur de la C.-B. Et compte tenu des mesures que je vous ai montrées, diriez-vous qu'elles mettent le gouvernement du Canada sur la bonne voie ou sur la mauvaise voie en matière de logement? Qu'est-ce qui vous fait dire cela?
- Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec, population générale du Secteur de l'intérieur de la C.-B. Le fait que le gouvernement du Canada prenne ces mesures change-t-il votre perception de sa gestion de la question du logement? Pourquoi ou pourquoi pas?

- Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec, population générale du Secteur de l'intérieur de la C.-B. Avez-vous des questions au sujet de ces mesures? Y a-t-il quelque chose qui n'est pas clair?
- Ouvriers de corps de métiers ou de la construction de grands centres du Québec, population générale du Secteur de l'intérieur de la C.-B. Y a-t-il quelque chose qu'on vous a présenté aujourd'hui que le gouvernement du Canada ne devrait pas faire? Pourquoi?

Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans Examinons maintenant les mesures les plus récentes prises par le gouvernement fédéral pour faire face aux prix élevés des produits d'épicerie...

Population générale de la Nouvelle-Écosse, membres de la population active de la Saskatchewan âgés de 25 à 44 ans - [AFFICHER À L'ÉCRAN]

Le gouvernement du Canada s'emploie à stabiliser la hausse des prix des produits d'épicerie par les moyens suivants :

- En convoquant une réunion avec les dirigeants des principales chaînes d'épicerie canadiennes afin de discuter des moyens de stabiliser le prix des aliments. Le gouvernement du Canada passe également en revue les autres outils dont il dispose pour stabiliser les prix des produits d'épicerie, dont la possibilité d'instaurer une nouvelle taxes sur les recettes des grands épiciers;
- En proposant de modifier la *Loi sur la concurrence* afin de conférer au Bureau de la concurrence le pouvoir :
  - d'obliger les entreprises à échanger des renseignements essentiels avec le Bureau de la concurrence afin de l'aider à effectuer l'examen de leur secteur d'activité, au lieu de compter sur elles pour le faire sur une base volontaire;
  - de supprimer une règle autorisant actuellement les fusions d'entreprises à condition qu'elles permettent de réaliser d'importantes économies, même si elles affaiblissent la concurrence, entraînent des pertes d'emplois ou limitent le choix des consommateurs;
  - de prendre des mesures contre les collaborations ayant pour effet d'étouffer la concurrence et de restreindre le choix des consommateurs, en particulier dans les cas où de grands épiciers empêchent des concurrents plus modestes de s'installer dans leur voisinage.

- Quelles sont vos réactions à ces mesures? Que pensez-vous de cette approche?
- Ces mesures contribueront-elles, selon, vous à rendre la vie des Canadiens plus abordable? Pourquoi? Pourquoi pas?
- Le fait que le gouvernement du Canada prenne ces mesures change-t-il votre perception de sa gestion de la question de l'abordabilité? Pourquoi ou pourquoi pas?
- Avez-vous des questions au sujet de ces mesures? Y a-t-il quelque chose qui n'est pas clair?

Examinons maintenant les plus récentes mesures prises par le gouvernement fédéral pour venir en aide aux petites entreprises.

Le programme Compte d'urgence pour les entreprises canadiennes (CUEC) a accordé des prêts sans intérêt et partiellement remboursables d'un montant maximal de 60 000 dollars à des petites entreprises et à des organismes à but non lucratif pour les aider à assumer leurs frais d'exploitation pendant la pandémie.

Le gouvernement du Canada a annoncé qu'il reportait la date limite de remboursement des prêts accordés au titre du programme CUEC en prolongeant d'une année le délai de remboursement des prêts à terme.

- Est-ce que vous ou quelqu'un que vous connaissez avez bénéficié d'aides d'urgence destinées aux entreprises pendant la pandémie?
- À votre avis, combien de personnes ont recouru à des aides d'urgence destinées aux entreprises en contractant, par exemple, un prêt d'urgence auprès du gouvernement du Canada.
- Quel impact aura, le cas échéant, la prolongation d'un an du délai de remboursement des prêts?
- Avez-vous des questions au sujet de cette mesure? Y a-t-il quelque chose qui n'est pas clair?

Nous utiliserons encore la fonction de clavardage pour la prochaine question. Veuillez vous assurer d'avoir sélectionné [modérateur] comme destinataire.

En repensant à toutes les mesures concernant le logement, le prix des produits d'épicerie ainsi que les petites entreprises dont nous avons discuté aujourd'hui...

- Si on vous demandait de décrire cet ensemble de mesures en un seul mot, quel mot choisiriez-vous? Veuillez saisir votre mot dans la boîte de clavardage.
  - LE MODÉRATEUR DEMANDERA À CHAQUE PARTICIPANT ET PARTICIPANTE : Pouvez-vous expliquer pourquoi vous avez choisi [insérer le mot]?
- Croyez-vous que ces mesures aient un impact majeur, mineur ou qu'elles n'aient aucun impact sur les Canadiens de classe moyenne? Qu'est-ce qui vous fait dire cela? LE MODÉRATEUR SONDERA LES PARTICIPANTS (IMPACTS POSITIFS PAR RAPPORT À IMPACTS NÉGATIFS).
- Laquelle de ces mesures, le cas échéant, est la plus importante à vos yeux?
- Y a-t-il quelque chose qu'on vous a présenté aujourd'hui que le gouvernement du Canada ne devrait pas faire? Pourquoi?

**LITTÉRATIE CLIMATIQUE – Évaluation de messages publicitaires (30 minutes) Population générale de la Nouvelle-Écosse, ouvriers de corps de métiers ou de la construction de grands centres du Québec**

Nous allons maintenant examiner deux publicités potentielles que le gouvernement du Canada est actuellement en train de mettre au point. Ces publicités pourraient être diffusées sur des médias numériques tels que YouTube, des sites d'actualités et d'autres sites Web, ainsi qu'à la télévision, au cinéma et dans d'autres médias extérieurs (c.-à-d., panneaux-réclames, transports en commun, etc.).

Pour chacune d'entre elles, je ne dispose que de textes. Je vais donc vous lire ce que vous entendriez lors de la diffusion de chaque publicité. Vous devrez imaginer les images qui accompagneraient chaque message. Je vous le lirai deux fois, puis nous discuterons de ce que vous en pensez. N'hésitez pas à prendre des notes pour vous souvenir de ce qui vous a plu et déplu de la publicité.

**PUBLICITÉ n° 1**

LE MODÉRATEUR DEVRA LIRE LE TEXTE DEUX FOIS

Vous savez qui met la barre plus haut dans la lutte contre la crise climatique?

Julie, qui a remplacé ses outils à essence brisés par des versions électriques

Omar, qui a fait installer des panneaux solaires avec l'aide d'une subvention gouvernementale.

Cindy et Ming, qui financent leur nouvelle thermopompe grâce à des incitatifs gouvernementaux Et Charles, qui prend maintenant le bus pour aller au travail deux fois par semaine.

Tous ensemble, mettons la barre plus haut. Découvrez comment à [canada.ca/ActionClimat](https://canada.ca/ActionClimat)  
Un message du gouvernement du Canada

- Quelles sont vos premières réactions à cette publicité?
- Quel est le message principal selon vous?
  - Le message est-il facile à comprendre?
  - S'agit-il d'un message approprié de la part du gouvernement du Canada? Qu'est-ce qui vous fait dire cela?
- Cette publicité vous parle-t-elle? Pourquoi ou pourquoi pas?
- Cette publicité vous incite-t-elle à agir?
  - SI OUI : Que feriez-vous?
- Avez-vous d'autres idées de ce qui pourrait rendre cette publicité plus efficace?

## **PUBLICITÉ n° 2**

LE MODÉRATEUR DEVRA LIRE LE TEXTE UNE FOIS ET PRENDRE NOTE DE CE QUI SUIT : Dans la version définitive de la publicité, les noms des programmes (Le Programme des énergies renouvelables intelligentes et de trajectoires d'électrification, le Programme des réseaux intelligents et la Tarification de la pollution par le carbone) apparaîtront à l'écran et ne seront pas lus par le narrateur ou la narratrice. Je vais relire le texte une dernière fois, mais je vous demande de bien vouloir garder cela à l'esprit.

La crise climatique est là et plus urgente que jamais. Nous agissons pour relever ce défi mondial. Nous proposons de réglementer les émissions de gaz à effet de serre provenant de la production d'électricité — Le Programme des énergies renouvelables intelligentes et de trajectoires d'électrification; Nous investissons pour rendre les réseaux électriques du Canada plus écoénergétique — Le Programme des réseaux intelligents; et nous incitons les industries à réduire leurs émissions de gaz à effet de serre pour nous aider à aller vers un avenir plus propre — Tarification de la pollution par le carbone.

Pour en savoir plus sur les mesures que nous prenons, consultez le site [canada.ca/ActionClimat](https://canada.ca/ActionClimat)



Un message du gouvernement du Canada

- Quelles sont vos premières réactions à cette publicité?
- Quel est le message principal selon vous?
  - Le message est-il facile à comprendre?
  - S'agit-il d'un message approprié de la part du gouvernement du Canada? Qu'est-ce qui vous fait dire cela?
- Cette publicité vous parle-t-elle? Pourquoi ou pourquoi pas?
- Cette publicité vous incite-t-elle à agir?
  - SI OUI : Que feriez-vous?
- Avez-vous d'autres idées de ce qui pourrait rendre cette publicité plus efficace?

#### DISCUSSION RÉCAPITULATIVE

- Les deux publicités seront diffusées en même temps. Cela vous semble-t-il logique — autrement dit, voyez-vous un lien entre les deux publicités? Qu'est-ce qui vous fait dire cela?
  - DEMANDER AU BESOIN : Lorsque vous examinez les deux publicités ensemble, en voyez-vous une qui met l'accent sur ce que les individus peuvent faire et l'autre qui met l'accent sur ce que le gouvernement du Canada fait?
  - SI NÉCESSAIRE : Lorsque vous tenez compte de l'ensemble des deux publicités, y voyez-vous un message plus large selon lequel la responsabilité d'agir appartient à tout un chacun?

**EMPLOI (30-35 minutes)** Membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec

- **Membres de la population active de la Saskatchewan âgés de 25 à 44 ans** De manière générale, comment décririez-vous la gestion de l'économie par le gouvernement du Canada? Est-il généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi dites-vous cela?
- **Membres de la population active de la Saskatchewan âgés de 25 à 44 ans** Lorsque nous vous avons invité(e) à participer à ce groupe de discussion, vous avez tous indiqué faire partie de la

population active. Alors en tant que membres de la population active, Quels sont, selon vous, les enjeux économiques les plus importants?

- 
- **Membres de la population active de la Saskatchewan âgés de 25 à 44 ans** Estimez-vous que votre salaire augmente au même rythme que le coût de la vie et l'inflation? Pourquoi ou pourquoi pas?
- 
- Je sais que cela peut sembler loin, mais je me demande quelles sont vos réflexions au sujet de la retraite. Est-ce une chose à laquelle vous pensez beaucoup, un peu, ou pas du tout? Pourquoi?
  - Dans quelle mesure êtes-vous préoccupé(e), le cas échéant, par votre capacité à prendre votre retraite? Qu'est-ce qui vous préoccupe en particulier?
    - **SONDER SI NÉCESSAIRE** : À titre d'exemple, êtes-vous préoccupé(e) par vos finances, votre santé, etc.
- **Membres de la population active de la Saskatchewan âgés de 25 à 44 ans** À MAIN LEVÉE : Qui, parmi vous, a entendu parler du Régime de pensions du Canada (RPC)?

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CLARIFIER AU BESOIN : Le Régime de pensions du Canada est une prestation mensuelle imposable remplaçant une partie de votre revenu lorsque vous prenez votre retraite. À quelques exceptions près, toute personne de plus de 18 ans qui travaille au Canada à l'extérieur du Québec et dont le revenu annuel est supérieur à un montant minimum déterminé (3 500 \$ par année) doit cotiser au Régime de pensions du Canada. Si vous avez un employeur, vous devez payer la moitié des cotisations, et votre employeur, l'autre moitié. Si vous êtes un travailleur autonome, vous devez payer la totalité des cotisations.

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- **Membres de la population active de la Saskatchewan âgés de 25 à 44 ans** Que pensez-vous du RPC?
  - Vaut-il la peine de cotiser une partie de vos revenus aujourd'hui pour bénéficier d'une aide plus tard dans la vie?
- Les participants ont ensuite été informés qu'à partir de 2019, le RPC serait progressivement bonifié, ce qui signifiait que les travailleurs devraient aujourd'hui cotiser un peu plus chaque année, mais qu'ils bénéficieraient de prestations plus élevées au moment de leur départ à la retraite.
- **Membres de la population active de la Saskatchewan âgés de 25 à 44 ans** Que pensez-vous de ce changement?
  - Avez-vous des préoccupations? Quelles sont-elles?

- **Membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec** Dans l'ensemble, comment évalueriez-vous la situation sur le marché de l'emploi pour quelqu'un qui travaille dans les métiers? Est-elle bonne, mauvaise ou entre les deux? Pourquoi [dites-vous cela]?
  - **Ouvriers de corps de métiers ou de la construction de grands centres du Québec** Dans quelle mesure a-t-il été facile de vous trouver un emploi dans le domaine qui vous intéresse?
  - **Ouvriers de corps de métiers ou de la construction de grands centres du Québec** Avez-vous été confrontée à des difficultés ou à des obstacles lorsque vous cherchiez un emploi ou pendant que vous travailliez?
    - Existe-t-il suffisamment de possibilités d'emploi dans votre région?
  - **Ouvriers de corps de métiers ou de la construction de grands centres du Québec** Existe-t-il des pénuries de main-d'œuvre dans votre région?
    - SI OUI : Quels sont les impacts des pénuries de main-d'œuvre dans votre région?
  
- **Membres de la population active de la Saskatchewan âgés de 25 à 44 ans, Grands centres du Québec Travailleurs de métiers/de la construction** En pensant à ce que sera la situation sur le marché de l'emploi dans cinq ans, pensez-vous qu'elle sera pire, meilleure ou la même? Qu'est-ce qui vous fait dire cela?
  
- **Membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec** Dans cinq à dix ans... **ouvriers de corps de métiers ou de la construction de grands centres du Québec** [à quoi pourrait ressembler, selon vous, le marché de l'emploi au Canada?]

  - **Membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec** Quelles sont les industries qui, selon vous, connaîtront la plus forte croissance?
  - **Membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec** Quelles sont les compétences qui, selon vous, seront les plus recherchées?
  - **Membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec** Dans quelle mesure avez-vous confiance, le cas échéant, dans le fait que vous aurez un bon emploi dans cette économie de l'avenir? Qu'est-ce qui vous fait dire cela?

  
- **Membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec** Diriez-vous que le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie lorsqu'il s'agit de s'assurer que les

travailleuses et les travailleurs obtiennent les formations axées sur les compétences nécessaires au maintien de leur compétitivité?

- **Membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec** Diriez-vous que le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie en ce qui concerne la création d'emplois de qualité au Canada?
- **Membres de la population active de la Saskatchewan âgés de 25 à 44 ans, ouvriers de corps de métiers ou de la construction de grands centres du Québec** Avez-vous connaissance de ce que fait le gouvernement du Canada pour aider à créer des emplois, à fournir des formations axées sur des compétences ou pour soutenir les travailleurs?
  - Que devrait faire le gouvernement du Canada pour aider?

**VALORISATION DE L'IMAGE DE MARQUE DE PACIFICAN (15 minutes)** **Membres de la diaspora sud-asiatique du district régional du Grand Vancouver, population générale du Secteur de l'intérieur de la C.-B.**

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet des soutiens apportés par le gouvernement du Canada aux petites entreprises et aux collectivités de la Colombie-Britannique?
  - SI OUI : Qu'avez vu entendu?
- Quelqu'un parmi vous a-t-il entendu parler de l'agence de développement économique du gouvernement du Canada consacrée à la C.-B.?
  - SI OUI : Qu'avez vu entendu?
    - Connaissez-vous le nom de cette agence?

Je vais vous montrer quelque chose à l'écran...

**MONTRER LE FILIGRANE DE PACIFICAN À L'ÉCRAN**

# PacifiCan

- Avez-vous déjà vu ce logo?
  - SI OUI : Où l'avez-vous vu?

- DEMANDER A TOUS : Quelqu'un parmi vous a-t-il entendu parler de Pacifican?
  - SI OUI : Pouvez-vous nous expliquer brièvement de quoi il s'agit?
  - SI NON : PacifiCan est le diminutif de Développement économique Canada pour le Pacifique. Cela vous rappelle-t-il quelque chose?

**PRESTATIONS D'INVALIDITÉ (75 minutes) Personnes en situation de handicap vivant en Ontario**

J'aimerais maintenant passer à un autre sujet...

Lorsque nous vous avons invité(e) à participer à ce groupe de discussion, vous avez tous indiqué que vous étiez des personnes vivant avec un handicap.

- Si vous vous sentez à l'aise de nous en parler, comment définiriez-vous ce que cela signifie que d'être une personne handicapée?
- Avez-vous connaissance de programmes et de services offerts par le gouvernement du Canada qui sont destinés à venir en aide aux personnes handicapées? Qu'en pensez-vous?
  - SI OUI : De votre point de vue, dans quelle mesure les mesures de soutien actuelles du gouvernement destinées aux Canadiens vivant avec un handicap sont-elles efficaces?
  - Croyez-vous que les personnes vivant avec un handicap reçoivent suffisamment d'aide, pas assez d'aide ou trop d'aide de la part du gouvernement fédéral? Pourquoi dites-vous cela?
- Quels sont certains des principaux problèmes auxquels sont confrontés les Canadiennes et les Canadiens vivant avec un handicap?
- Quel rôle, le cas échéant, le gouvernement du Canada devrait-il jouer pour remédier à ces problèmes?
  - SI CE N'EST PAS MENTIONNÉ : Le gouvernement du Canada a-t-il un rôle à jouer pour garantir que les personnes handicapées disposent d'un revenu de base leur permettant de répondre à leurs besoins essentiels? Pourquoi ou pourquoi pas? ÉCLAIRCISSEMENTS AU BESOIN : Les besoins de base peuvent comprendre le loyer, les factures et la nourriture.
  - SI CE N'EST PAS MENTIONNÉ : Le gouvernement du Canada a-t-il un rôle à jouer pour faire en sorte que les personnes handicapées puissent trouver et conserver un bon emploi? Pourquoi ou pourquoi pas?
  - SI CE N'EST PAS MENTIONNÉ : Le gouvernement du Canada a-t-il un rôle à jouer pour assurer la pleine intégration sociale et économique des personnes handicapées? Pourquoi ou pourquoi pas?
    - SI OUI : Qu'est-ce qu'il devrait faire?

ÉCLAIRCISSEMENTS : Selon la dernière Enquête canadienne sur l'incapacité de 2017, près de 23 % des personnes handicapées et en âge de travailler vivent dans la pauvreté, contre environ 9 % pour les personnes n'ayant aucune incapacité.

- Que pensez-vous de cette réalité?
- Selon vous, quelles sont les principales raisons pour lesquelles les personnes handicapées sont plus susceptibles de vivre dans la pauvreté?

ÉCLAIRCISSEMENTS : Le gouvernement du Canada a adopté une loi visant à créer une nouvelle Prestation canadienne d'invalidité, qui permettra le versement d'une prestation mensuelle directe aux Canadiennes et Canadiens à faible revenu, en âge de travailler et handicapés.

- Que pensez-vous de cette information?
- Connaissez-vous la Prestation canadienne d'invalidité avant aujourd'hui?
- Êtes-vous pour ou contre cette initiative, ou êtes-vous plutôt « neutre »? Pourquoi?
- Avez-vous des questions concernant la Prestation canadienne d'invalidité? Si oui, quelles sont-elles?
- Quels impacts pourrait avoir une telle prestation?
- À quelles personnes au sein de l'ensemble de la communauté des personnes handicapées cette prestation devrait-elle s'adresser?
- Aurait-elle un impact sur vous personnellement? En aurait-elle un sur vos amis ou sur votre famille?
  - SI CE N'EST PAS MENTIONNÉ : Quels impacts pourrait avoir cette prestation dans la réduction de la pauvreté chez les personnes handicapées?
    - Dans quelle mesure avez-vous confiance que cette prestation réduira la pauvreté chez les personnes handicapées? Pourquoi êtes-vous de cet avis?
    - Dans quelle mesure la réduction de la pauvreté chez les personnes handicapées devrait-elle être une priorité pour le gouvernement du Canada, le cas échéant? Pourquoi ou pourquoi pas?



- De quelle façon la Prestation canadienne d'invalidité pourrait-elle contribuer à promouvoir l'égalité et l'inclusion en faveur des personnes handicapées?
- Pensez-vous que la Prestation canadienne d'invalidité pourrait avoir un impact sur l'économie? Cet impact serait-il positif ou négatif?
- De tous les impacts dont nous avons discuté, quel est celui que vous considérez comme le plus important? Pourquoi?

**CONCLUSION (5 minutes)** Tous les lieux

- Avant de conclure, y a-t-il autre chose que vous souhaiteriez dire au gouvernement fédéral? Il peut s'agir de précisions sur les sujets abordés aujourd'hui ou d'un sujet que vous jugez important, mais dont nous n'avons pas discuté.
- **Personnes de la classe moyenne de la région du Grand Toronto, Utilisateurs intensifs de médias résidant à Montréal** Le modérateur ou la modératrice rappellera aux participants que nous leur enverrons un courriel de suivi contenant une liste de ressources en santé mentale.

## Appendix C – Advertising Concepts





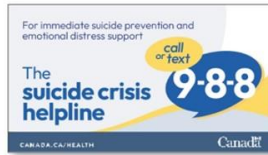
post is a blue banner containing the Government of Canada logo on the right and “CANADA.CA/HEALTH” on the left.

The second social media post contains the same thematic blue and yellow colouring. The semi-transparent blue squares appear on the left of the post. On the right is a soft yellow diamond within which is bolded black text reading “The 9-8-8 Suicide Crisis Helpline”. Below the headline is “For immediate suicide prevention and emotional distress support” written in smaller text. At the bottom of the post is a blue banner containing the Government of Canada logo on the right and “CANADA.CA/HEALTH” on the left.

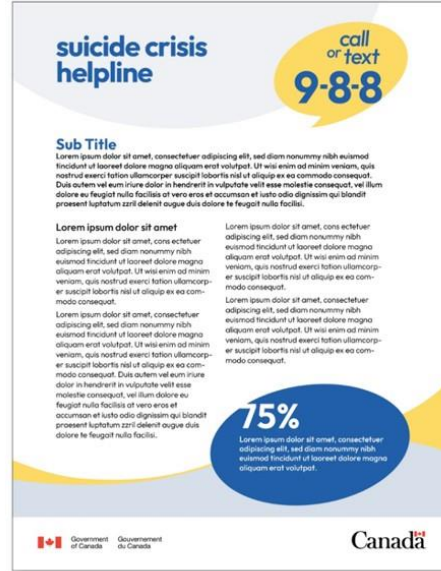
At the top of the third social media post is the same banner as the fact sheet with “Help is available for **suicide crisis** and **prevention.**” on the right. Below the banner is a two-column list of mental health resources in black text against a white background. To the right of the list is a graphic of a phone with the same orange headset around a speech bubble as the fact sheet. At the bottom of the post is a blue banner containing the Government of Canada logo on the right and “CANADA.CA/HEALTH” on the left.

Concept 2:

SOCIAL MEDIA POSTS



FACTSHEET



The above is an image containing four frames: a fact sheet on the right, and three social media posts on the left. The colour theme of all four frames is grey, blue, yellow, and white. At the top of the fact sheet is a blue title aligned left that reads "suicide crisis helpline". To the right of the title is a yellow speech bubble with "call or text 9-8-8" written in blue. Below is a subtitle in blue followed by Latin text against a white background to demonstrate the visual layout of text within the design. Aligned right towards the bottom is a blue bubble with a percentage sign and small white text inside. The white banner at the bottom houses the Government of Canada logo.

The first social media post contains the title "Suicide Crisis Helpline" in blue aligned left towards the bottom. Above the title in smaller blue font reads "For immediate suicide prevention and emotional distress support". Aligned to the right of the title are yellow and blue bubbles with "call or text" in blue in the first, and "9-8-8" written in white in the second. At the bottom of the post is a blue banner containing the Government of Canada logo on the right and "CANADA.CA/HEALTH" on the left.

The second social media post retains the same structure and colouring as the first, the only changes being the larger title and speech bubbles, and a green portion added to the background on the right side of the page.

Aligned to the right of the third social media post is a yellow speech bubble with blue lettering inside reading "call or text". Below the bubble is the title "suicide crisis helpline" in blue lettering against a light grey background. To the right of the title is a two-column list of mental health resources in blue lettering against a white background. At the bottom of the post is a blue banner containing the Government of Canada logo on the right and "CANADA.CA/HEALTH" on the left.

Concept 3:

SOCIAL MEDIA POSTS



FACTSHEET



The above is an image containing four frames: a fact sheet on the right, and three social media posts on the left. The colour theme of the fact sheet is a light blue background with a bright green rectangular section to the right of the page. At the top is a small title in bold black lettering on the top left reading “The **Suicide Crisis Helpline**”. Below the title, centred in the middle of the page is a dark blue bubble with two smaller purple bubbles on its lower right side. The bright green text within the larger bubble reads “9-8-8” in large lettering with “call or text” below it. Under the bubble is Latin text centred to the middle of the page to demonstrate the integration of information into the visual design. In the bright green rectangle is a purple percentage sign above a graphic of a phone with a text bubble and a ringing phone icon on its screen. The white banner at the bottom houses the Government of Canada logo.

The first social media post contains a light purple background. Aligned to the right is the same dark blue bubble with green text as the fact sheet. In the top left corner is the title “The **Suicide Crisis Helpline**” with “For immediate suicide prevention and emotional distress support” written in smaller text below. At the bottom of the post is a blue banner containing the Government of Canada logo on the right and “CANADA.CA/HEALTH” on the left.

The second social media post replicates the same structure as the first. This frame has a white background. The two smaller bubbles by the large dark blue bubble are positioned to the right and coloured light blue.

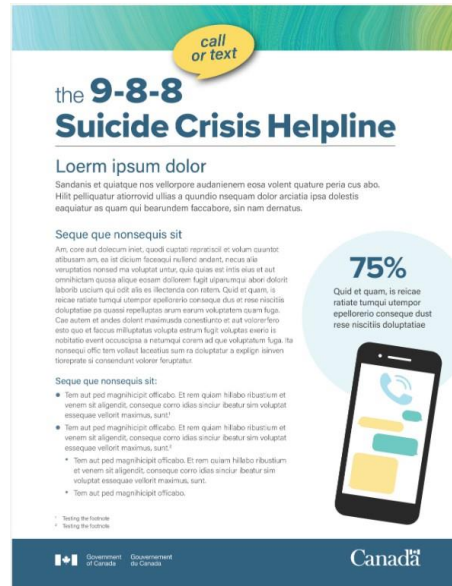
The third post follows the same structure as the second with the addition of a phone graphic to the right of the page. The smaller bubbles are coloured in light green, and instead of white space to the left of the bubble, the background is light blue with a two-column list of mental health resources.

Concept 4:

SOCIAL MEDIA POSTS



FACTSHEET



The above is an image containing four frames: a fact sheet on the right, and three social media posts on the left. At the top of the fact sheet is a textured sandstone-style green to yellow banner without text. Below the banner is the title against a white background that reads "The 9-8-8 Suicide Crisis Helpline" in blue with a yellow speech bubble to the right of "9-8-8" reading "call or text". Below the title is a thin page break line and Latin text to demonstrate how text fits into the visual design of the page. To the right of the text is a light blue bubble with a large percentage sign and a small amount of text. Below the bubble is a graphic of a cellphone displaying text bubbles and a ringing phone icon on the screen. The blue banner at the bottom houses the Government of Canada logo.

The first social media post contains the same textured banner as the fact sheet at the top and bottom of the page, with a white background in between. Aligned to the left against the white background is text that reads "For immediate suicide prevention and emotional distress support" in small black lettering. To the right of this text is a large yellow speech bubble with "9-8-8 call or text" written inside in blue. Below this section is the title "Suicide Crisis Helpline" in large blue lettering. At the bottom of the post is a blue banner containing the Government of Canada logo on the right and "CANADA.CA/HEALTH" on the left.

The second social media post contains the same structuring and design as the first except it is longer horizontally and shorter vertically.

The third social media post retains the textured banner at the top with the title "Suicide Crisis Helpline" below in blue lettering. Below a thin page break line is a two-column list of mental health resources written in blue against a white background. To the right of a list is a graphic of a cellphone with the



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same design as the fact sheet. Above the phone is a yellow speech bubble reading "9-8-8 call or text" in blue lettering. At the bottom of the post is a blue banner containing the Government of Canada logo on the right and "CANADA.CA/HEALTH" on the left.

**Concept 1 (French):**

**MÉDIA SOCIAUX:**

Pour une prévention immédiate du suicide et un soutien en cas de détresse émotionnelle

**Le service 9-8-8 ligne d'aide en cas de crise de suicide**

CANADA.CA/SANTE 

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**Le service 9-8-8 ligne d'aide en cas de crise de suicide**

Pour une prévention immédiate du suicide et un soutien en cas de détresse émotionnelle

CANADA.CA/SANTE 

---

**L'aide est disponible pour la crise du suicide et la prévention.**

**APPELEZ LE 9-8-8**  
 Si vous ou une personne qui vous connaît est en danger immédiat

**SERVICE CANADIEN DE PRÉVENTION DU SUICIDE** 1-833-456-4566

**RÉSIDENTS DU QUÉBEC**  
 1-866-APPELLE (1-866-277-3533) ou **SURDEAF** CA

**Centre de soutien de votre CENTRE DE DÉTRESSE LOCAL**  
[www.crisislinecanada.ca](http://www.crisislinecanada.ca)  
 #MesAmisSoutienEtSoutien

**JEUNESSE ÉCOUTE**  
 1-833-456-4568 ou [jeunessecoute.ca](http://jeunessecoute.ca)  
 Pour les jeunes, service **PARLER** au 505-5538  
 Pour les adultes, service **MIEUX** au 747-1212

**LIGNE D'ÉCOUTE D'ESPOIR POUR LE MEILLEUR ÊTRE**  
 1-855-242-3312 ou [espoirpourlemeilleur.ca](http://espoirpourlemeilleur.ca)

CANADA.CA/SANTE 

**FEUILLET D'INFORMATION :**

**Le service 9-8-8 ligne d'aide en cas de crise de suicide**

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LOREM IPSUM DOLOR SIT AMET HOC EST HIC EST TITULUS QUI IN INITIO TEXTUS EXHIBETUR

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 **Gouvernement du Canada / Government of Canada** 





Concept 3 (French):

MÉDIA SOCIAUX

**Ligne d'aide en cas de crise de suicide**

**9-8-8**  
appel ou texto

Pour une prévention immédiate du suicide et un soutien en cas de détresse émotionnelle

CANADA.CA/SANTE Canada

**Ligne d'aide en cas de crise de suicide**

**9-8-8**  
appel ou texto

Pour une prévention immédiate du suicide et un soutien en cas de détresse émotionnelle

CANADA.CA/SANTE Canada

**Ligne d'aide en cas de crise de suicide**

**9-8-8**  
appel ou texto

Appeler le 9-8-8 si vous ou une personne que vous connaissez est en danger immédiat

Services disponibles 24 heures sur 24

Appeler le 9-8-8 si vous ou une personne que vous connaissez est en danger immédiat

Services disponibles 24 heures sur 24

Appeler le 9-8-8 si vous ou une personne que vous connaissez est en danger immédiat

Services disponibles 24 heures sur 24

CANADA.CA/SANTE Canada

FEUILLET D'INFORMATION

**Ligne d'aide en cas de crise de suicide**

**9-8-8**  
appel ou texto

**Sous-titre**

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**SEQUE QUE NONSEQUIS SIT**

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2. Note on back of page

Government of Canada / Gouvernement du Canada

Canada

Concept 4 (French):

MÉDIA SOCIAUX:



**9-8-8**  
appel ou texto

**Ligne d'aide en cas de crise de suicide**

Pour une prévention immédiate du suicide et un soutien en cas de détresse émotionnelle

CANADA CITOYEN

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**9-8-8**  
appel ou texto

Pour une prévention immédiate du suicide et un soutien en cas de détresse émotionnelle

**Ligne d'aide en cas de crise de suicide**

CANADA CITOYEN

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**9-8-8**  
appel ou texto

**L'aide est disponible pour la crise du suicide et la prévention.**

**APPELEZ LE 9-1-1** si vous ou une personne que vous connaissez est en danger immédiat.

Obtenez les outils de votre **CENTRE DE DÉTRESSE LOCAL** : [www.1088.ca/centre-local](http://www.1088.ca/centre-local) | [1088@canada.ca](mailto:1088@canada.ca) | [1088.ca/centre-local](http://1088.ca/centre-local)

**SERVICE CANADIEN DE PRÉVENTION DU SUICIDE**  
1-833-456-4568

**JEUNESSE / ÉCOUTE**  
1-800-487-4873 ou [jeunesse.ca](http://jeunesse.ca)

Pour les jeunes, contactez **PARLÉZ-EN AU DÉTRESSE** Pour les adultes, contactez **9-8-8**

**LIÈGE D'ÉCOUTE D'ESPOIR POUR LE BIEN-ÊTRE**  
1-866-522-5252

**1088 APPELÉZ LE 9-1-1 AU SUICIDE.CA**  
1-866-522-5252

[1088.ca](http://1088.ca)

CANADA CITOYEN

FEUILLET D'INFORMATION :



**appel ou texto**

Le service **9-8-8 ligne d'aide en cas de crise de suicide**

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Government of Canada / Gouvernement du Canada

Canada

Pacific Economic Development Canada  
Branding

# PacifiCan

The above is a blue watermark reading “**Pacifi**Can” against a white background with the letters “Pacifi” in bold and “Can” in plain text.