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Continuous Qualitative Data Collection of Canadians' Views – December 2023 & January 2024

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Canada

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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 eighth and ninth cycles of the first year of this study included a total of eighteen focus groups with Canadian adults (18 years of age and older) conducted between December 5th, 2023, and January 31st, 2024.

Cette publication est aussi disponible en français sous le titre : Rapport final - Collecte continue de données qualitatives sur les opinions des Canadiens – décembre 2023 et janvier 2024.

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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: Donna Nixon

Date: February 21, 2024

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 18 online focus groups that were conducted between December 5th, 2023, and January 31st, 2024, 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 on federal activities related to the middle class, official languages, and the cost of groceries. All discussed what they had recently seen, read, or heard about the Government of Canada, with a few groups focusing on the federal government's recent announcement concerning international student study permits.

This research cycle also explored a range of issues related housing. Numerous groups discussed the content of the Government of Canada's updated housing plan, including potential titles for this initiative. Participants in the group comprised of renters residing in Hamilton engaged in discussions related to the rental market and the overall housing situation in their region. A group based in Vancouver shared their perspectives on densification, while homeowners from the Greater Toronto Area (GTA) discussed issues related to interest rates and mortgage renewal. Several groups were asked to share their perspectives on the current state of the Canadian economy and potential priority areas for the federal government to focus on in its upcoming Budget. A number of groups also discussed challenges in their local communities, while residents of the GTA focused on community safety and the prevalence of automobile theft in their region.

Other topics discussed this cycle included health care, carbon pricing and heat pumps, the situation in Ukraine, immigration, the Government of Canada's wordmark and musical signature, as well as creative concept testing related to supplemented foods.

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 renters, members of the middle class concerned about the cost of living, homeowners, aspiring homeowners, homeowners seeking to renew their mortgages in the next three years, parents of children under 12, university students, and lower income Canadians facing financial pressures.

Detailed Approach

- Eighteen groups across various regions in Canada.
- Ten groups were conducted among the general population residing in mid-size and major centres Atlantic Canada; Manitoba; the National Capital Region of Quebec; the Bas-Saint-Laurent, Gaspésie, and Côte-Nord Regions of Quebec; Surrey; Yukon; the Greater Montreal Area (GMA); Ontario's Niagara Region; the Greater Toronto Area (GTA); and Atlantic Canada.
- The other eight groups were conducted with key subgroups including:
 - Renters;
 - Middle class concerned about the cost of living;
 - Homeowners seeking mortgage renewal in the next three years;
 - Homeowners;
 - Parents of children under 12
 - University students
 - Lower income Canadians facing financial pressures; and,
 - Aspiring homeowners.
- Four of the groups 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, 134 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 (EST)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Mid-Size and Major Centres Atlantic Canada	1	EN	Tues, Dec 5 th	5:00-7:00 PM	General Population	8
Hamilton	2	EN	Wed, Dec 6 th	6:00-8:00 PM	Renters	7
Vancouver	3	EN	Thurs, Dec 7 th	9:00-11:00 PM	Middle Class Cost of Living Concerned	7
Manitoba	4	EN	Tues, Dec 12 th	7:00-9:00 PM	General Population	8
National Capital Region Québec	5	FR	Wed, Dec 13 th	6:00-8:00 PM	General Population	7
Greater Toronto Area (GTA)	6	EN	Thurs, Dec 14 th	6:00-8:00 PM	Homeowners Seeking Mortgage Renewal in the Next Three Years	7
Atlantic Canada	7	EN	Tues, Jan 9 th	5:00-7:00 PM	Homeowners	7
Bas-Saint-Laurent/Gaspésie/Côte-Nord Regions Quebec	8	FR	Wed, Jan 10 th	6:00-8:00 PM	General Population	7
Alberta	9	EN	Thurs, Jan 11 th	8:00-10:00 PM	Parents of Children Under 12	8
Surrey	10	EN	Tues, Jan 16 th	9:00-11:00 PM	General Population	7
Quebec	11	FR	Wed, Jan 17 th	6:00-8:00 PM	University Students	8
Mid-Size and Major Centres Manitoba	12	EN	Thurs, Jan 18 th	7:00-9:00 PM	Lower Income Canadians Facing Financial Pressures	8
Yukon	13	EN	Tues, Jan 23 rd	8:00-10:00 PM	General Population	7
Greater Montreal Area (GMA)	14	FR	Wed, Jan 24 th	6:00-8:00 PM	General Population	7
Niagara Region	15	EN	Thurs, Jan 25 th	6:00-8:00 PM	General Population	8
Greater Toronto Area (GTA)	16	EN	Mon, Jan 29 th	6:00-8:00 PM	General Population	8
Atlantic Canada	17	EN	Tues, Jan 30 th	5:00-7:00 PM	General Population	8
British Columbia	18	EN	Wed, Jan 31 st	9:00-11:00 PM	Aspiring Homeowners	7
Total number of participants						134

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. These included a range of actions and initiatives from the federal government aimed at growing the housing supply across Canada, the decision by the Bank of Canada to leave its policy interest rate unchanged, the announcement of sustainability-focused rebates such as the Oil to Heat Pump Affordability Program, and the announcement that the Government of Canada would be raising the cost-of-living financial requirement for international student study permit applications as well as setting an intake cap on these applications for 2024. Additional actions recalled by participants included the introduction of the Canadian Dental Care Plan (CDCP), and a ruling by the Federal Court of Canada that the Government of Canada's decision to declare a public order emergency under the *Emergencies Act* in early 2022 was unreasonable.

Participants also recalled activities related to the Government of Canada on the international stage. These included the provision of ongoing humanitarian assistance to civilians in Israel, the Gaza Strip, and the West Bank impacted by the ongoing conflict in that region, as well as the announcement of temporary immigration measures that would allow foreign national family members of Canadian citizens and Permanent Residents (PRs) to apply for free-exempt study or open work permits. Some also mentioned hearing about ongoing tensions between Canada and India following an announcement 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 June of 2023, as well as the attendance of several federal officials at the United Nations Climate Change Conference (COP28) which was held in Dubai, United Arab Emirates from November 30th, 2023, to December 12th, 2023.

International Student Study Permits (Greater Montreal Area)

Participants residing in the Greater Montreal Area (GMA) briefly discussed the issue of international students and the recent decision by the Government of Canada to temporarily cap new international student study permits. Several were of the impression that there had been an influx of international students to Canada in recent years and that this had served to exacerbate existing challenges related to the housing supply.

Informed that the Government of Canada had announced a temporary 2-year cap on new international student study permits, while a small number viewed this as a step in the right direction, very few felt that this action on its own would be sufficient to address current issues related to housing and immigration. Discussing the potential impacts of this measure, several expected that this would have a negative financial impact on many Canadian post-secondary institutions. It was believed that the fees and tuition paid by international students represented a significant source of revenue for Canadian universities and colleges and that these institutions may have to undergo budget reductions in response to this measure.



Asked whether they felt the Government of Canada was on the right or wrong track when it came to managing the immigration system, all believed it was headed in the wrong direction. It was strongly believed that the rate of immigration needed to be temporarily stabilized to allow for municipalities to make necessary upgrades to existing infrastructure and services in order to accommodate higher populations in the years to come.

Government of Canada Priorities and Performance (Mid-Size and Major Centres Atlantic Canada, Hamilton Renters, Vancouver Middle Class Concerned About the Cost of Living, Manitoba, National Capital Region Quebec, Alberta Parents of Children under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income, Greater Toronto Area, Atlantic Canada, British Columbia Aspiring Homeowners)

Twelve 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 positive and negative views. These included immigration, climate change and the environment, supports for post-secondary students, and Canada's reputation on the global stage.

Participants also identified a number of areas where they felt that the Government of Canada had performed well. Areas mentioned included the offering of a wide range of benefits and supports to Canadians, protecting and promoting diversity and multiculturalism within Canada, providing humanitarian assistance to civilians seeking protection from international conflicts, and its response to the COVID-19 pandemic.

Additionally, participants mentioned a range of areas in which they believed the Government of Canada had room for improvement. These included health care, inflation and the cost of living, the affordability of housing, and reconciliation with Indigenous peoples.

Prompted to identify what they viewed as the most important priority areas for the Government of Canada to be focusing on, many reiterated the need for further action towards improving housing affordability, bolstering the health care system, addressing the cost of living, mitigating the impacts of climate change, and pursuing further reconciliation with Indigenous peoples. Other important priority areas identified by participants included increasing supports for the education system, stabilizing the rate of immigration, providing greater supports for seniors and persons living with disabilities, and increasing funding towards law enforcement and public safety.

Middle Class Issues (Mid-Size and Major Centres Atlantic Canada, Hamilton Renters, Manitoba, Vancouver Middle Class Concerned about the Cost of Living, National Capital Region Quebec)

Participants in five groups took part in discussions related to the challenges currently facing middle class Canadians and actions that the federal government had taken to support middle class households. All felt that supporting the middle class was an important priority for the Government of Canada to focus on, with several of the impression that the middle class had been disappearing in



recent decades. Several reported having personally faced financial challenges over the past year and believed that factors such as inflation, high interest rates, and the cost of living in general had made it increasingly difficult to make ends meet financially. It was thought that the Government of Canada should work to expand the eligibility criteria for the benefits and supports it offers to account for the large portion of middle-class households who were believed to be struggling with the cost of living at present.

Discussing potential measures that the federal government could take to better support middle class Canadians, many felt that there needed to be a stronger focus on increasing the affordability of essential goods and services (such as groceries and gasoline) as well as reducing housing costs for homeowners as well as renters.

Participants in the group comprised of middle-income individuals residing in Vancouver who were concerned about the cost of living engaged in an extended conversation regarding their perspectives as members of the middle class. All felt that the quality of life for the middle class had changed in their lifetimes, with many believing that life had become considerably less affordable in recent years. Several expressed the view that it had become difficult for middle class families to get ahead financially and/or save for the future, due to what they perceived as a significant increase in prices across all sectors of the economy. Asked whether they felt that the Government of Canada cared about the middle class, very few believed that it did. Several strongly felt that greater urgency needed to be placed by the federal government on supporting middle class families and creating a long-term plan regarding how it would go about achieving this goal.

Official Languages (Quebec University Students)

Participants in the group comprised of university students residing in Quebec engaged in a brief conversation related to Canada's official languages. Asked how they would describe the current state of the country's official languages, a number were of the impression that there had been tension in their province as of late concerning this issue. This was thought to be mostly related to the Government of Quebec's Bill 96 which was viewed as having primarily been enacted to promote the use of the French language in the province and affirm the status of French as the common language of Quebec.

Asked what role they felt the Government of Canada should play in protecting and promoting the language rights of Quebecers, most believed that it should primarily be focused on ensuring that all federal services were available in both English and French in communities across the country. A few also believed that additional resources should be allocated by the federal government towards providing free or affordable language education in both official languages to all residents of Quebec, as well as Canada more broadly.

Groceries (Vancouver Middle Class Concerned about the Cost of Living, Atlantic Canada)

Participants in two groups were asked a few additional questions about recent measures taken by the Government of Canada related to the cost of groceries. Each group discussed activities from the federal government that had occurred in the days prior to the group being held.

The group based in Vancouver was provided with information related to a number of measures the Government of Canada had recently announced aimed at stabilizing rising grocery prices. While most reacted positively to these measures, a large number expected that the success of these actions would be largely dependent on how effectively they are implemented as well as the degree to which major grocery chains cooperate with these initiatives. Several believed that more urgent action needed to be taken by the Government of Canada on this front, and that a greater emphasis needed to be placed on creating a long-term plan to make groceries more affordable for all Canadians going forward.

At the beginning of their discussion, participants in Atlantic Canada were informed that the Government of Canada had sent a letter to the Competition Bureau, calling on it to start using the additional powers it had been provided to help compel major grocery chains to stabilize grocery prices for Canadians. While believing that it was important for the federal government to be focusing on this issue, participants felt that this action was unlikely to have much of an impact on the cost of groceries. A number believed that rather than imposing increased regulations, the federal government should be working to incentivize major grocers (through measures such as tax breaks) to stabilize or lower the prices they charge. It was also thought that more could be done to support smaller grocery businesses as well as to encourage greater competition within the grocery sector overall.

Housing (Hamilton Renters, Vancouver Middle Class Concerned about the Cost of Living, GTA Homeowners Expecting to Renew Mortgages in the Next Three Years, Atlantic Canada Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord Regions Quebec, Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income, Yukon, Greater Montreal Area, Niagara Region Ontario, British Columbia Aspiring Homeowners)

Thirteen groups engaged in conversations related to housing. These discussions respectively focused on updates that the federal government could potentially make to its housing plan, issues impacting renters, opinions related to increasing densification in Canadian municipalities, and the perspectives of homeowners related to current interest rates and the mortgage renewal process.

Housing Plan (Atlantic Canada Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord Regions Quebec, Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income, Yukon, Greater Montreal Area, Niagara Region Ontario, British Columbia Aspiring Homeowners)

Ten groups took part in conversations related to updates that the federal government was currently making to its housing plan. To begin, participants in the groups comprised of homeowners in Atlantic Canada, parents of children under 12 in Alberta, and residents of the Bas-Saint-Laurent, Gaspésie, and Côte-Nord regions of Quebec were asked how they would describe the current state of housing in Canada. All believed that the housing situation was facing considerable challenges, with a large number expressing the opinion that affordability and a limited supply of available housing had been significant issues in recent years. It was believed that these issues had made housing less affordable for homeowners while also making it difficult for prospective home buyers to qualify for mortgages.

Asked what they felt to be the biggest drivers of housing unaffordability at present, participants identified a range of issues. These included the perceived rising costs of home ownership, the increased cost of building new homes, and a higher rate of immigration in recent years.

Asked what actions they felt needed to be taken to address the housing situation, participants shared a number of suggestions. Several believed that the Government of Canada should place a greater focus on the building of publicly funded housing as well as transitioning existing buildings (such as unused office space) into residential complexes. Discussing additional actions that could be taken, participants recommended measures such as making it easier for prospective first-time home buyers to qualify for a mortgage, the implementation of rental caps and stricter regulations on short-term rentals, and temporarily reducing the rate of immigration for the next few years.

Provided with information regarding updates that were being considered by the Government of Canada to its housing plan, participants engaged in an exercise where they were asked to select which of the measures listed would be most important towards making housing more affordable. On balance, participants were most supportive of the initiatives to build more affordable housing units and assist a greater number of Canadians in achieving home ownership. Many believed that these initiatives would have the greatest positive impact and would benefit the largest number of Canadians. Several also selected the initiative of making the math work for homebuilders. It was widely felt that the cost of constructing homes had risen substantially in recent years and a number believed that assisting developers in building more homes would be a critical factor towards increasing the housing supply. While also believed by many to be important, only a small number of participants selected the initiatives related to addressing homelessness, changing the way communities build homes, and launching an industrial strategy.

Discussing whether there were any additional aspects that they felt the Government of Canada's housing plan should cover, participants suggested a number of areas. A number felt that the federal government should work to ensure that new arrivals to Canada were not just settling in major urban centres such as Toronto, Montreal, and Vancouver, but were being evenly distributed throughout the country. It was felt that taking this approach would help to reduce the pressure on what were viewed as hot housing markets in Canada's largest cities. Participants also believed that the federal government should focus on implementing greater protections for renters, including increased regulations related to practices such as renovictions as well as placing limits on rental increases by landlords while transitioning between tenants.

All groups engaged in an exercise where they were shown a list of potential titles for the housing plan and asked to select which they felt best suited this initiative. On balance, *Solving the Housing Crisis: Canada's Housing Plan* received the highest level of support among participants. Many believed it was the most straightforward title and effectively conveyed the gravity of the housing issue by referring to it as a crisis. *Building Canada: Canada's Renewed Housing Plan* and *A Road to Home* received a moderate level of support from participants. Regarding the former, several reacted positively to the use of terms such as 'building' and 'renewed', commenting that the phrasing invoked thoughts of a revitalized housing market and the rebuilding of the country on a national level. Considering the latter, many believed that this was the most creative of all the names, and that the notion of establishing a

home was something all Canadians could identify with and aspire to. Few selected *Canada's Enhanced Housing Plan* or *The Blueprint: Canada's 2030 Housing Plan*.

Renters (Hamilton Renters)

Participants in the group comprised of renters residing in Hamilton engaged in a discussion related to issues facing renters at present. Asked how they would describe the housing situation in their community, almost all believed that housing costs (including rent) had risen considerably in recent years and that there was a significant shortage of affordable rental housing in their community. Several expressed the opinion that along with rising rental costs, the quality and size of the rental units available in their area had also worsened as of late. In addition to what they viewed as a widespread lack of affordable rental options, participants believed that issues such as the high cost of living, rising immigration rates, and the perceived tendency of developers to build larger, more expensive homes (rather than affordable units) had contributed to growing housing challenges in their community.

Discussing actions that could be taken to improve the housing situation, participants believed that a greater focus needed to be placed on increasing the supply of affordable homes and rental units for lower and middle-income families, implementing measures such as rent caps, and adjusting municipal zoning laws to eliminate red tape and make it easier to build more homes, faster.

Asked whether they were aware of any recent actions from the federal government aimed at addressing the issues facing renters and increasing the rate of home construction across Canada, participants identified a range of initiatives. These included the introduction of programs such as the First-Time Home Buyer Incentive, First Home Savings Account (FHSA), the provision of a one-time \$500 top up for eligible low-income renters through the Canada Housing Benefit (CHB), and the creation of the Housing Accelerator Fund. Provided with information about the Housing Accelerator Fund, all reacted positively, with several expressing that this initiative would likely assist in growing the housing supply and improving the overall affordability of housing.

Questioned whether the federal government was headed in the right direction when it came to making home ownership more attainable for first-time home buyers, most were uncertain or held mixed views, with a smaller number believing that it was headed in the wrong direction. Provided with information related to actions the Government of Canada was taking to assist first-time home buyers almost all felt that these measures would be helpful towards improving the housing situation and making home ownership more attainable for Canadians. Asked whether they had any questions regarding any of the initiatives they had been shown, several expressed interest in learning more about rent-to-own housing options and the specifics of how these programs operate.

Densification (Vancouver Middle Class Concerned about the Cost of Living)

Participants in one group, comprised of middle-class individuals residing in Vancouver, took part in a conversation related to the housing situation in their community and their perspectives related to the densification of housing. All described the housing situation in Vancouver as being very poor and felt that housing needed to be a top priority for the Government of Canada.

Discussing what came to mind when they heard the term 'densification', participants expressed concerns related to what they viewed as rapid increases to the number of people living in a specific neighbourhood or area, and an overall reduction to individual living space as a result. Asked whether they felt that greater density was something that should be encouraged in Canada's larger cities, participants were mixed in their views. Among those who supported this action, it was felt that given the perceived high level of population growth in Canada over the past decade, that densification was a necessity in order to ensure a sufficient amount of housing would be available for everyone. For those who felt that densification should not be pursued, it was believed that taking this approach would lead to increased strain being placed on existing infrastructure such as hospitals, schools, waste management systems, and the energy grid.

Asked what types of infrastructure projects the Government of Canada should be investing in to best support growing communities, participants suggested a wide range of projects. These included expanding and repairing roadways and bridges, constructing new hospitals and health care facilities, increasing public transportation infrastructure, and building new community spaces including parks, playgrounds, and community gardens. Questioned whether they felt the Government of Canada should focus more on supporting the construction of affordable housing units, which are subsidized and rented at below-market rates or concentrate on maximizing the overall number of homes built, most believed that the primary focus should be on affordability. Among these participants, it was believed that affordability represented the most significant barrier related to housing in most parts of the country, and that increasing the supply of housing would do little to address the housing situation if the units built were not affordable.

Interest Rates and Mortgage Renewal (GTA Homeowners Expecting to Renew Mortgages in the Next Three Years)

Participants in one group, comprised of individuals residing in the Greater Toronto Area (GTA), engaged in an extended discussion related to interest rates and issues currently facing mortgage holders. All participants were homeowners who were planning to renew their mortgages within the next three years. Asked whether they were facing any significant challenges related to housing costs, many expressed concerns related to high interest rates and the impact that this would have on their financial situation going forward. Several were worried that their mortgage payments could as much as double when it came time to renew their mortgages in the next few years. A number also identified additional expenses related to homeownership, such as high energy costs and rising property taxes as other challenges that they were currently facing.

Asked what factors they felt contributed to changes in interest rates, many believed that the perceived high rate of inflation in recent years had played a significant role. Several believed that rising inflation had been exacerbated by the COVID-19 pandemic and had contributed to an overall increase in the cost of living.

Discussing the types of actions that they hoped to see from the Government of Canada in response to changing interest rates, several believed that efforts should be taken to reduce the overall cost of living and make life more affordable for Canadians, especially in terms of the cost of housing. A number believed that actions should be taken to support homeowners struggling with higher mortgage

payments, including implementing measures to prevent these individuals from potentially losing their homes.

Focusing on their own housing situations, all believed that their mortgages were currently affordable. Several, however, reiterated that this would likely no longer be the case once it came time to renew their mortgages. A few indicated that they had already begun to cut back on household spending in areas such as travel and recreation in anticipation of facing higher mortgage payments in the near future.

Asked what role they felt the Government of Canada should play in supporting homeowners who were renewing their mortgages, participants suggested a range of potential actions and initiatives. Several believed that it could provide Canadians with increased educational resources, financial literacy training, and information regarding what to expect and look out for while navigating the mortgage renewal process. A number also believed that further action could be taken to regulate the mortgage market to ensure that all Canadians were being offered a fair rate and not being taken advantage of or placed in potentially financially precarious positions by lenders.

Provided with information related to the recently announced Canadian Mortgage Charter, while most felt this represented a positive step by the Government of Canada, several questioned what specific regulations would be put in place to enforce the guidelines and expectations outlined by this initiative. Discussing specific measures included in this Charter, a number believed that the removal of compound interest during difficult times would be very helpful for those with significant debt loads. It was also felt that earlier communication from banks related to renewing their mortgages would assist mortgage holders in being better prepared for this process. Some also felt that the introduction of flexible payment options as well as the ability to switch lenders more easily at renewal would assist homeowners in obtaining the best terms possible for their renewed mortgage.

All felt that the Canadian Mortgage Charter was on the right track when it came to supporting mortgage holders. It was widely thought that while this would not solve the overall issue of housing affordability, the measures included would likely provide some degree of relief to Canadian homeowners concerned about their future mortgage payments.

Budget 2024 (Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income, Yukon, Greater Montreal Area, Niagara Region Ontario, Greater Toronto Area, Atlantic Canada, British Columbia Aspiring Homeowners)

Participants in nine groups engaged in conversations related to the 2024 federal Budget, which was expected to be tabled by the Government of Canada in the coming months. Asked how they felt the Canadian economy was performing at present, most were of the impression that it had faced numerous challenges in recent years and had not been performing well as of late. Many cited the perceived high rate of inflation and rising cost of living over the past few years as factors that they felt had negatively impacted the Canadian economy. The view was expressed by several that wages in general had not kept pace with the cost of living, and that not enough well-paying jobs were currently

available. It was felt that this had made it increasingly difficult for Canadians (and especially young people) to build wealth and save towards important goals such as purchasing a home.

Discussing what would need to happen for them to begin feeling optimistic about the Canadian economy, several believed that there would have to be observable growth of the country's gross domestic product (GDP) as well as the creation of more well-paying, full-time jobs for Canadians. A number expressed that they would begin to feel better about the Canadian economy once the cost of essentials such as groceries and gasoline became more affordable. Other factors mentioned by participants that they felt would inspire optimism in the economy included the lowering of interest rates, reduced federal spending, and increased efforts by the Government of Canada to address the national debt.

Participants next engaged in an exercise where they were presented with numerous items that could potentially be included in the 2024 Budget and asked to select those that they felt should be prioritized by the Government of Canada.

The initiative to address affordability and the high cost of living received the highest level of support among participants, with many believing that this would impact the largest number of households. The view was expressed that addressing this issue would be especially important for assisting groups such as younger Canadians and families with young children, who were believed to be facing considerable challenges in keeping up with the current cost of living.

Improving the health care system also received significant attention from participants. Many felt that health care had become increasingly inaccessible as of late, leading to an increasing number of negative health outcomes for Canadians.

Growing the housing supply and raising taxes on the wealthiest Canadians also received high levels of support. It was felt that increasing the housing supply would help to address the high demand for housing at present and would lead to lower housing costs in the long-term. Discussing the priority of raising taxes on the wealthiest Canadians, many believed that this would help to decrease what they viewed as the growing wealth gap between the richest and poorest Canadians and would assist in making life in Canada more equitable going forward.

There was a moderate level of support for actions such as maintaining a responsible plan for government spending, supporting the middle class, and providing more opportunities for good careers. Some also identified fighting climate change and promoting long-term economic growth through clean technology and energy as important priorities. Few participants selected the initiatives related to helping Canadians save for retirement, protecting seniors' benefits, and unlocking pathways to the middle class.

Carbon Pricing (Mid-Size and Major Centres Atlantic Canada, Atlantic Canada)

Two groups based in Atlantic Canada, one comprised of individuals residing in mid-size and major centres and the other conducted among the general population, took part in discussions related to the federal government's carbon pricing system. Asked whether, to the best of their knowledge, there was

currently a price on carbon in their province, most believed that there was, while a smaller number were more uncertain. Provided with information related to the measures the Government of Canada was taking to reduce carbon pollution, most were unsure as to whether they supported this approach.

Several felt that while carbon pricing was an important initiative, they did not want Canadians to incur higher financial costs for goods and services, especially if other jurisdictions throughout the world were not also doing their part to reduce emissions.

Those in the group conducted among the general population were asked what they perceived to be the main objectives of the price on carbon pollution. While most believed that this initiative had been introduced as a method of encouraging Canadian households and businesses to reduce their emissions and partake in more environmentally sustainable behaviours, very few felt that this strategy had been effective. It was thought that many households did not have the option to reduce emissions related to activities such as driving and heating their homes, and that a price on carbon had only served to make life more expensive for these families while doing little to curb emissions. A number believed that, given the global scale of the issue of climate change, any actions taken by Canadians would be negated so long as major emitters in other jurisdictions continued their industrial activities unabated.

Asked whether they had seen, read, or heard anything about the Climate Action Incentive Payment (CAIP), a number indicated that they had. Unprompted, a few recalled that they had received one of these payments in recent months. Most were of the impression that these payments were primarily aimed at compensating Canadians for the increased costs incurred due to the price on carbon, though few were aware of the specific mechanisms used to calculate them. Asked whether, to the best of their knowledge, they or someone in their household had received this rebate, a roughly equal number reported that they had as those who were more uncertain or did not believe they had received a payment.

Based on their understanding of the carbon pricing system, participants were asked if they felt this initiative had made them better or worse off financially. Several were uncertain and felt that it was difficult to determine the degree to which the price on carbon had impacted their financial situation, given that they were unsure as to how much they had paid in additional costs relative to the rebates they had received.

Heat Pumps (Atlantic Canada Homeowners, Atlantic Canada)

Participants in two groups based in Atlantic Canada, comprised of homeowners and members of the general population respectively, engaged in a conversation related to heat pumps and recent initiatives from the federal government aimed at encouraging Canadians to consider installing heat pumps in their own homes.

Those in the group comprised of homeowners were informed that the federal government would be increasing the amount of funding available for eligible homeowners looking to switch to a heat pump from \$10,000 to \$15,000, essentially making the average heat pump effectively free for low-to-median income households. While reacting positively to this initiative, several expected that their income

would be too high to qualify for this assistance. It was felt that in order to be more impactful in encouraging a greater number of households to make the switch to using a heat pump, the income thresholds for these supports would likely need to be increased substantially.

Both groups were asked whether they currently heated their home with a heat pump. Several in the group comprised of homeowners indicated that they did, while very few in the general population group reported the same. Among those who did not have a heat pump, when asked if they would consider switching from their home heating system, many indicated that they would. A number, however, were skeptical as to whether a heat pump would be able to sufficiently heat their home. Some of those who had already installed a heat pump reported having found it necessary to install additional heat pumps and/or had combined their heat pumps with other home heating systems such as those powered by electricity or burning wood.

Participants in the group comprised of homeowners were asked an additional question regarding what these upfront payments should be called. On balance, participants expressed a preference for the term *Heat Pump Bonus* as opposed to *Heat Pump Cheque*. It was thought that the term cheque was somewhat outdated in the digital age, especially given how few people participants believed still used cheques on a regular basis. A number suggested alternative terms that the Government of Canada could use to describe this program, including 'incentive', 'rebate', or 'initiative'.

Health Care (Mid-Size and Major Centres Atlantic Canada, Manitoba, Atlantic Canada)

Three groups took part in conversations related to health care and the issues currently impacting the health care systems in their respective provinces. Almost all believed that the health care system in their area was facing significant challenges. A large number had heard accounts of increasingly long wait times at emergency rooms and walk-in clinics, with several reporting having personally experienced waits of over 12 hours to receive care. Many believed that these long wait times were directly connected to what they viewed as a widespread shortage of doctors and nurses in their community. Discussing potential actions that could be taken by the federal government to address this issue, many believed that more needed to be done to recruit foreign-trained health professionals, as well as to streamline the certification process for these individuals, ensuring that they would be able to work in their fields of expertise upon arriving in Canada.

Participants residing in Manitoba and in mid-size and major centres in Atlantic Canada were presented with information regarding five priority areas that the Government of Canada had recently identified related to health care. These included addressing health worker shortages and reducing wait times, increasing access to family health services, improving long term care and home care, addressing mental health and substance use, and modernizing health data management and virtual care.

On balance, participants reacted largely positively to these priorities, with many expressing the view that all were important areas for the Government of Canada to be focusing on. Several believed that the priority of addressing health worker shortages and reducing wait times was of particular importance and felt that improvements on this front would likely have a positive impact on the rest of the priority areas listed above. The priorities of increasing access to family services, improving long

term and home care, and addressing mental health and substance use were also viewed as being of critical importance going forward. While a few felt that the priority of modernizing health data management and virtual care was less pressing than the other areas listed, some felt differently, believing that expanding the capacity of virtual care and making it easier for health data to be transferred between different health care providers would provide patients (and especially those living rurally) with a wider range of options when it came to accessing health care.

Opioids (Hamilton Renters)

One group, comprised of individuals residing in Hamilton, engaged in a brief conversation related to opioid addiction, both in their communities as well as across Canada more broadly. Almost all felt that opioids represented a major concern in their communities at present, with several believing that this issue had worsened in recent years. Asked whether they were hopeful that progress could be made on addressing this issue in the coming years, almost all indicated that they were.

Prompted to share what came to mind when they heard terms such as 'safe supply' and 'safe consumption sites', most believed that these phrases related to ensuring that individuals suffering from addiction were not consuming toxic drugs and had a safe location where they could consume illicit substances (such as opioids) in the presence of health workers. While generally supportive of initiatives such as these, some believed that there needed to be additional actions taken to address what were viewed as the root causes of addiction, such as challenges related to homelessness, poverty, and mental health.

Provided with information related to the Substance Use and Addictions Program (SUAP) reactions were mixed among participants. While a number believed that harm reduction initiatives played an important role in supporting those suffering from addiction, several believed this additional funding should instead be directed towards the treatment of addiction and assisting individuals to stop using these substances in the long term. Discussing the potential impacts of increasing funding towards harm reduction programs, a number believed that this could lead to decreased stigma towards those suffering from addiction and increased education among the public regarding the challenges faced by these individuals.

Asked what more the Government of Canada could be doing to address these issues, it was suggested that actions should be taken to find affordable housing for those suffering from addiction, providing these individuals with the opportunity to live in a safe and drug-free environment.

Community Safety (Greater Toronto Area)

Participants residing in the Greater Toronto Area (GTA) engaged in a brief discussion related to crime and their perspectives regarding the safety of their community. Asked how big of an issue they felt crime was in their community, many were of the impression that the crime rate had risen in recent years, and that incidents such as assaults, property damage, drug crime, and automobile theft had been occurring with increasing frequency as of late.

Asked whether they viewed auto theft as a major issue in the GTA, many indicated that they did, with several indicating having personally known someone who had been impacted by this type of crime. Almost all believed that this issue had increased considerably in recent years and recalled having heard far more about this topic as of late, both on the news and from personal connections. Describing what they felt was behind this perceived rise in automobile thefts, a number attributed this to the advanced technology in newer vehicles, believing these innovations had provided more ways for criminals to potentially break into and steal vehicles. It was also felt that a perceived growth in the global market for stolen vehicles had contributed to the increasing frequency of these crimes in the GTA and across Canada more broadly.

Discussing what should be done by the Government of Canada in response to rising auto theft, a number believed that a greater focus should be placed on increasing surveillance and inspections of shipping crates at Canadian ports to ensure that stolen vehicles were not being trafficked overseas. Additional actions suggested by participants included introducing legislation to increase the penalties for automobile theft, mandating that automakers install global positioning technology (GPS) technology in all new vehicles, and seeking to address what were viewed as the potential root causes of auto theft, such as poverty and gang activity. Informed that the Government of Canada was in the process of organizing a National Summit on Combatting Auto Theft, while most believed this to be a step in the right direction, a number believed that more urgent action would need to be taken in order to address this issue.

Immigration (Greater Toronto Area)

Participants residing in the Greater Toronto Area (GTA) took part in a brief conversation about immigration. Asked how they would describe the current state of the immigration system, all expressed concerns regarding the country's ability to maintain its current level of immigration while still being able to provide adequate housing and employment opportunities, health care, and education for those already living in Canada. All felt that the Government of Canada should decrease the rate of immigration going forward. While most supported continued immigration in the long term, it was felt that a temporary decrease would allow the country time to grow the housing supply and expand the capacity of important services and infrastructure to accommodate a larger population in the future.

Informed that the federal government had announced a temporary two-year cap on new international student study permits, participants expressed a range of reactions to this information. While some believed that this would have a positive impact on the housing situation, especially in terms of decreasing demand in the rental market, a roughly equal number were worried that this might lead to staffing and programming cuts at many Canadian universities and colleges which currently relied on the tuition paid by international students as a significant portion of their annual budgets.

Ukraine (Manitoba, National Capital Region Quebec)

Participants in two groups engaged in a discussion regarding the ongoing Russian invasion of Ukraine and the financial and military assistance provided to Ukraine by the Government of Canada over the

course of this conflict. All reported being aware of this issue, though with varying levels of familiarity. While most in the group based in Manitoba reported that they were no longer as worried about the conflict as they had once been, a few expressed concerns regarding the potential impacts this conflict could have on the Canadian economy and fuel prices. In contrast, most residing in Quebec expressed high levels of concern about the conflict. These concerns focused on numerous factors, including potential economic issues, global security and stability concerns (related in particular to Russia's possession of nuclear weapons), and a perceived lack of progress on negotiations towards a peaceful resolution to the conflict.

Asked if they felt it was important for Canada to continue to assist Ukraine, most in the group from Manitoba and all in Quebec felt that it was. Several highlighted the importance of this assistance to protecting the health and wellness Ukrainian civilians, who were believed to have suffered greatly due to this conflict. Among the small number in the group from Manitoba who viewed it as less important for Canada to help Ukraine, some expressed concerns regarding the financial cost of this ongoing support and whether these funds should instead be used to help Canadians in Canada who were currently struggling to make ends meet financially.

Discussing what they had seen, read, or heard regarding the federal government's response to the war in Ukraine, many reiterated their understanding that Canada had been providing financial and military assistance throughout the entirety of the conflict and had brought in many Ukrainians who had been displaced from their homes. Some also recalled the imposition of several sanctions by the Government of Canada on Russia, as well as upon numerous Russian individuals and businesses. All felt that the Government of Canada was currently on the right track with its response. Asked whether they felt the federal government should be doing more or less in its response to the conflict, most believed that the current approach was ideal and should be maintained.

Most reported having been at least somewhat aware of the recent visit by the President of Ukraine to Canada. Provided with information related to financial and military commitments that the Government of Canada had made to Ukraine during this visit, several in Manitoba questioned how long the Government of Canada could feasibly support the defence effort in Ukraine and worried that this conflict would continue for several years to come. Conversely, all in the group from Quebec expressed positive sentiments, believing that this type of ongoing support was necessary to help the Ukrainian war effort.

No participants were aware of the Canada-Ukraine Free Trade Agreement (CUFTA). Asked if it was important to have a free trade agreement with Ukraine, many expressed support for such an initiative, believing that this represented a non-violent, humanitarian approach to providing support to Ukraine that also had the potential to benefit Canadians and the Canadian economy.

Discussing whether they had ever come across information about this conflict that had seemed false or misleading, many reported that they had. Those who had encountered misinformation or disinformation reported that this had primarily come from sources on social media platforms such as Facebook. It was felt that, on balance, Canadian media organizations had been largely successful in filtering out misinformation and disinformation from their articles and broadcasts. This false and

misleading information was viewed by many as a major issue that, at minimum, may result in a lack of knowledge about the facts of the conflict, or, more critically, erode Canadians' support for Ukraine.

Government of Canada Wordmark (National Capital Region Quebec)

One group took part in a discussion related to the visual symbols and audio signature that the federal government uses to identify itself. Asked how they would typically go about identifying information as coming from the Government of Canada, many described a logo including the word 'Canada' and the Canadian flag that they believed accompanied all federal communications. Discussing specifically how they would determine whether information that they heard was emanating from the Government of Canada, several mentioned a jingle that typically followed federal advertisements or announcements on audio platforms such as the radio.

Presented with an image of the Government of Canada wordmark all recognized this symbol, with several confirming that this was the logo they had been referencing earlier. Asked what they felt the wordmark symbolized, many believed that it represented the federal government as well as Canada more broadly. Asked why they felt the Government of Canada included this symbol in its communications, most believed that it served as a visual indicator confirming that the information it accompanied was trustworthy and from an official source.

The group was next provided with a recording of the Government of Canada's audio signature. All were familiar with this jingle, with several describing it as being derived from the first four notes of the Canadian national anthem. Discussing what they felt to be the primary purpose of this jingle, all believed that (similar to the wordmark) it was used to confirm that audio information and advertisements were officially from the federal government and important to pay attention to.

Supplemented Foods Concept Testing (GTA Homeowners Expecting to Renew Mortgages in the Next Three Years)

Participants in one group were asked to share their perspectives related to creative concepts and messaging designed by the Government of Canada to highlight the potential risks related to supplemented foods, with a particular focus on products such as caffeinated energy drinks. Many felt that products such as energy drinks were being marketed too heavily towards younger Canadians and believed that this was an important issue for the federal government to be focusing on.

Shown a pair of visual concepts designed to highlight this issue, participants provided a wide range of reactions. While some thought that the campaign's 'read the label' message stood out to a greater extent in the shopping cart concept (where it was included in the image and as a hashtag in the text), several believed that the energy drink concept placed a more direct focus on the issue of supplemented foods, specifically in its inclusion of images of an energy drink can and a mock-up of an ingredient label. Some also spoke positively of the caution-identifier referenced in the right-hand concept and believed that the inclusion of this feature on food products would be helpful for parents in determining which products were safe to purchase for their children. Discussing the advertisements

more generally, many felt that the phrase ‘supplemented foods’ might be confusing to those who encounter it, with several expressing that they typically associated the term ‘supplemented’ with positive connotations such as bolstering one’s health through the use of supplemental micronutrients, such as vitamins or minerals, rather than potentially harming it.

Asked whether they believed that these concepts would catch their attention if they encountered them on social media, only a small number expected that they would. While a few felt that the inclusion of the Government of Canada wordmark, the verified checkmark, and the Healthy Canadians organization name would intrigue them and prompt them to learn more, most did not believe that the images and text used in the concepts would stand out amidst the rest of the content typically found on social media platforms. Discussing ways to improve these concepts, a number suggested that the mock-up of the ingredients label in the energy drink concept should be made more detailed as well as provide examples of potentially dangerous ingredients that parents and other consumers should be looking out for.

Community Challenges (Bas-Saint-Laurent/Gaspésie/Côte-Nord Regions Quebec, Yukon, Niagara Region Ontario)

Participants residing in Yukon, Ontario’s Niagara region, and the Bas-Saint-Laurent, Gaspésie, and Côte-Nord regions of Quebec, engaged in discussions related to the challenges currently facing their respective communities. Asked to identify what they viewed as the most important issues impacting their communities at present that required greater attention from the federal government, participants in all three groups identified health care as a major area of concern. Many described what they perceived as increasing challenges related to accessing health services in their community, including issues such as long wait times for emergency and primary care, a lack of family doctors, and limited resources available to treat issues related to mental health and addiction. Housing affordability was also identified by all groups as a significant concern in their communities. It was believed that housing costs had increased substantially for both homeowners and renters in recent years, and that there was a widespread shortage of safe and affordable housing available at present. Several also described what they viewed as a lack of well-paying, full-time employment opportunities in their respective regions, with some believing this was a particular issue for those living in smaller or rural communities.

Discussing the most important industries in their respective communities, participants in the Bas-Saint-Laurent, Gaspésie, and Côte-Nord regions identified areas such as agriculture, forestry, paper production, mining, tourism, and construction as playing significant roles in their local economies. Those residing in the Niagara region mentioned tourism, wine production, and manufacturing as important local sectors, with some specifically recalling recent investments made by the federal government towards the increased production of electric vehicles (EVs) in their area. Participants in Yukon identified mining, tourism, the transportation of goods and materials, and the construction of new infrastructure as the most important sectors in their region. Several in this group were of the impression that there were significant staffing shortages across many of these sectors (as well as in key areas such as health care) at present and that more needed to be done by governments at the federal and territorial level to recruit and incentivize skilled professionals to work and reside in the region.



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MORE INFORMATION

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Detailed Findings

Timeline of December 2023 & January 2024 Announcements

To help place the focus group discussions within the context of key events that occurred during the research cycle, below is a brief synopsis for the months of December 2023 and January 2024.

- December 1-7
 - December 1. The Minister of Environment and Climate Change represented Canada at the United Nations Climate Change Conference (COP28) in Dubai.
 - December 1. The Government of Canada announced a contribution of \$16 million to a global fund addressing loss and damage related to climate change in developing countries.
 - December 4. The Competition Bureau obtained a court order to investigate alleged misleading marketing practices involving Rogers Communications' unlimited data plans.
 - December 5. The Government of Canada announced that it has finalized an agreement with Visa and Mastercard to lower transaction fees for small businesses, a move that is projected to save eligible Canadian small businesses nearly \$1 billion over five years.
 - December 5. The Government of Canada announced the adoption of reforms to Canada's bail system going into effect January 6th, 2024, that would target serious repeat offenders and make it more difficult for these individuals to receive bail.
 - [Focus group was held with the general population in Mid-Size and Major Centres Atlantic Canada \(December 5th\).](#)
 - December 6. The Government of Canada and the Government of Saskatchewan announced a joint investment of \$13.5 million to support nine infrastructure projects across the province of Saskatchewan.
 - December 6. The Bank of Canada announced that it will be maintaining its policy interest rate at 5%.
 - [Focus group was held with renters in Hamilton \(December 6th\).](#)
 - December 7. The Government of Canada announced the proposal of a regulatory framework that would cap greenhouse gas emissions by 2030 at levels up to 38% lower than emissions recorded in 2019.
 - December 7. The Government of Canada announced that, as of January 1st, 2024, it will be raising the cost-of-living financial requirement for international students to ensure that they are financially prepared for living in Canada.
 - [Focus group was held with members of the middle class concerned about the cost of living in Vancouver \(December 7th\).](#)
- December 8-14
 - December 8. The Government of Canada announced that it is imposing sanctions against seven individuals involved in enacting human rights violations in Russia, Iran, and Myanmar.
 - December 11. The Government of Canada and the Government of Quebec announced a joint investment of \$70.4 million to support road improvements in the Outaouais region.

- December 11. The Government of Canada announced the introduction of the Canadian Dental Care Plan (CDCP), which aims to mitigate financial barriers to oral healthcare for up to 9 million uninsured Canadians by filling the gaps in existing coverage and provincial or territorial plans for eligible participants.
- December 11. The Minister of Indigenous Affairs introduced Bill C-61 to the House of Commons to improve reliable and safe access to clean drinking water for Indigenous communities across Canada.
- December 12. The Government of Canada announced that it is imposing sanctions on 30 Russian nationals who put forward candidacies during Russian-led elections held illegally in Ukraine in September of 2023.
- [Focus group was held with the general population in Manitoba \(December 12th\).](#)
- December 13. The Government of Canada announced an investment of over \$36.5 million towards five transit improvement projects across British Columbia.
- December 13. The Government of Canada announced that Bill C-56, *The Affordable Housing and Groceries Act*, was passed in the House of Commons. This legislation includes a number of measures such as removing the goods and services tax (GST) on new purpose-built rental housing, increasing competition across the grocery sector, and amending the *Competition Act* to stop anti-competition mergers between large grocery conglomerates and smaller grocery stores. The Bill will also empower the Competition Bureau to investigate and regulate price fixing.
- [Focus group was held with the general population in the National Capital Region of Quebec \(December 13th\).](#)
- [Focus group was held with homeowners seeking mortgage renewal in the next 3 years in the Greater Toronto Area \(December 14th\).](#)
- December 15-21
 - December 15. The Government of Canada announced its goal of accepting 51,615 refugees over the next three years.
 - December 15. The Government of Canada announced that Bill C-21, *An Act to amend certain Acts and to make certain consequential amendments (firearms)*, received royal assent, bringing into effect a series of laws increasing penalties for the smuggling and trafficking of firearms, freezing the sale, purchase, and transfer of handguns, as well as initiating emergency weapons prohibition orders.
 - December 15. The Government of Canada announced an investment of \$25 million through FedDev Ontario towards 11 projects devoted to creating and maintaining jobs in Windsor, London, Chatham, Sarnia, Barrie, Orillia, and Owen Sound.
 - December 15. The Minister of National Defence announced that Canada will be doubling its military presence in Latvia by 2026.
 - December 15. The Government of Canada announced that Bill C-56, the *Affordable Housing and Groceries Act*, had received royal assent.
 - December 15. The Government of Canada released the final regulations for the *Online News Act*, specifying whether the *Act* applies to a digital platform, how to interpret the *Act*, and when a digital platform is required to inform the Canadian Radio-television and Telecommunications Commission (CRTC) that the *Act* applies to it.

- December 15. The Government of Canada announced that federally regulated employers are now required to provide menstrual pads and tampons to their employees free of charge at their workplaces.
- December 18. The Government of Canada announced the creation of the Canadian Drug Agency (CDA) to improve the pharmaceutical system in Canada.
- December 19. The Group of Seven (G7) Foreign Ministers released a statement condemning North Korea's launch of an intercontinental ballistic missile on December 18th.
- December 19. The Government of Canada and the Government of Prince Edward Island (PEI) signed a bilateral agreement to invest more than \$94 million over the next three years to improve health care access and services.
- December 19. The Government of Canada announced that it had finalized its *Electric Vehicle Availability Standard*, a step that will help Canada achieve its goal of 100 per cent zero-emission vehicle sales by 2035.
- December 20. The Government of Canada announced that the CRTC would be bringing high-speed internet to all communities in Nunavut through the Broadband Fund.
- December 21. The Government of Canada announced new temporary immigration measures to help people affected by the Israel-Hamas conflict, including providing free-exempt study or work permits amongst other measures.
- December 21. The Government of Canada and the Government of Alberta signed a bilateral agreement that will provide \$1 billion over three years to improve health care for Albertans.
- December 22-32
 - December 22. The Government of Canada announced the launch of the Strengthened Heat Pump Program to lower energy bills and pollution in Newfoundland and Labrador.
- January 1-7
 - January 3. The Government of Canada issued a joint statement with several other governments condemning attacks by the Houthi organization against commercial vessels on the Red Sea.
- January 8-14
 - January 10. The Government of Canada and the Government of Nova Scotia signed a bilateral agreement that would provide \$355 million in funding over three years to improve health care.
 - January 10. The Government of Canada and Government of Yukon announced a joint investment of \$14 million to improve transportation between communities.
 - Focus group was held with the general population in the Bas-Saint-Laurent, Gaspésie, and Côte-Nord regions (January 10th).
 - Focus group was held with parents of children under 12 in Alberta (January 11th).
- January 15-21
 - January 15. The Government of Canada announced an investment of \$86 million in funding to 15 organizations across Canada to increase their capacities to recognize foreign credentials for approximately 6600 internationally educated health professionals to fill labour shortages in the health care field.

- Focus group was held with the general population in Surrey (January 16th).
- Focus group was held with university students in Quebec (January 17th).
- Focus group was held with lower income Canadians facing financial pressures in mid-size and major centres in Manitoba (January 18th).
- January 21. The Government of Canada announced that it will be holding a National Summit on Combatting Auto Theft on February 8th, 2024.
- January 22-31
 - January 22. The Government of Canada announced that it would be setting a temporary 2-year cap on the intake of international student permit applications (for a total of approximately 360,000 approved permits) in 2024.
 - Focus group was held with the general population in Yukon (January 23rd).
 - Focus group was held with the general population in the Greater Montreal Area (January 24th).
 - Focus group was held with the general population in the Niagara Region of Ontario (January 25th).
 - Focus group was held with the general population in the Greater Toronto Area (GTA) (January 29th).
 - January 29. The Government of Canada announced that it will be reforming the Apartment Construction Loan Program to offer low-cost loans towards the building of more student housing.
 - January 30. The Government of Canada announced an additional \$40 million in funding to provide humanitarian assistance to address needs related to the crisis in the Gaza Strip.
 - Focus group was held with the general population in Atlantic Canada (January 30th).
 - January 31. The Government of Canada announced an investment of \$121 million to prevent gun and gang violence in Ontario.
 - Focus group was held with aspiring homeowners in British Columbia (January 31st).

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:

- A range of actions and initiatives from the federal government aimed at building more homes, faster across Canada. Measures specifically mentioned by participants included the removal of the goods and services tax (GST) from the construction of new rental housing developments, as well as agreements the Government of Canada had reached with numerous municipalities through the Housing Accelerator Fund to provide additional funding towards the building of more homes;

- The decision by the Bank of Canada to maintain its policy interest rate at 5 per cent on December 6th, 2023, and January 24th, 2024;
- The announcement of sustainability-focused rebates such as the Oil to Heat Pump Affordability Program, and the continued offering of initiatives such as the Canada Greener Homes Grant and the Incentives for Zero-Emission Vehicles (iZEV) program.
- An announcement by the Minister of Immigration, Refugees, and Citizenship Canada (IRCC) that, as of January 1st, 2024, it would be raising the cost-of-living financial requirement for study permit applicants from \$10,000 to \$20,635. Additionally, IRCC announced that it would be extending the waiver allowing international students to work more than 20 hours per week until April 30th, 2024;
- Also related to international students, several recalled hearing an announcement that, beginning in 2024, the Government of Canada would be setting an intake cap on international student study permit applications for a period of two years;
- Announcements related to the ongoing roll-out of the Canadian Dental Care Plan (CDCP), which was expected to be made available to an increasing range of Canadian seniors and children under 18 over the course of the first half of 2024; and
- A ruling by the Federal Court of Canada that the Government of Canada's decision to declare a public order emergency under the *Emergencies Act* in early 2022, as well as the associated regulations that it enacted, was unreasonable and not a justified use of this Act.

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

- The provision of ongoing humanitarian assistance to civilians in Israel, the Gaza Strip, and the West Bank impacted by the attacks perpetrated by the Hamas terrorist organization against Israeli civilians on October 7th, 2023, as well as the subsequent military response by Israel. Several had heard that the federal government would be enacting temporary immigration measures including allowing foreign national family members of Canadian citizens and Permanent Residents (PRs) who have left Israel and the Palestinian territories to apply for free-exempt study or open work permits in Canada;
- Ongoing tensions between Canada and India following 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
- The attendance of several federal officials, including the Minister of Environment and Climate Change, at the 28th Conference of the Parties (COP28) to the United Nations Framework Convention on Climate Change (UNFCCC) which was held in Dubai, United Arab Emirates from November 30th, 2023, to December 12th, 2023.

International Student Study Permits (Greater Montreal Area)

Participants residing in the Greater Montreal Area (GMA) briefly discussed the issue of international students and the recent decision by the Government of Canada to temporarily cap new international student study permits. Asked whether they had recently seen, read, or heard anything about the Government of Canada and immigration, specifically as it relates to international students, many indicated that they had. Recalling what they had heard, several were of the impression that there had been an influx of international students to Canada in recent years and that this had served to exacerbate existing challenges related to the housing supply. To aid in conversation, participants were informed that:

The Government of Canada has announced a temporary 2-year cap on new international student study permits. With this cap, the Government of Canada is expecting 364,000 approved study permits in 2024, a decrease of 35% from 2023

While a small number believed this represented a step in the right direction, very few felt this action on its own would be sufficient to address current issues related to housing and immigration. The view was expressed by some that rather than focusing primarily on international students, the federal government should be working to reduce all forms of immigration (including for those seeking asylum). Discussing the potential impacts of this measure, several expected that this would have a negative financial impact on many Canadian post-secondary institutions. It was believed that the fees and tuition paid by international students represented a significant source of revenue for Canadian universities and colleges and that these institutions may have to undergo budget reductions in response to this measure. A small number expressed concern that taking this action would be unfair to prospective international students who had planned to study and build better lives in Canada and would now be denied this opportunity.

Asked whether they felt the Government of Canada was on the right or wrong track when it came to managing the immigration system, all believed it was headed in the wrong direction. Several felt that while immigration typically provided a positive economic and social benefit to Canadian communities, the higher number of immigrants in recent years had placed a strain on the housing and labour markets, as well as important services such as health care and education. It was strongly believed that the rate of immigration needed to be temporarily stabilized to allow for municipalities to make necessary upgrades to existing infrastructure and services in order to accommodate higher populations in the years to come. It was felt that a priority should also be placed on more targeted immigration going forward, with a primary focus on bringing in skilled workers in areas (such as health care and education) which were believed to be facing widespread labour shortages at present.

Government of Canada Priorities and Performance (Mid-Size and Major Centres Atlantic Canada, Hamilton Renters, Vancouver Middle Class Concerned About the Cost of Living, Manitoba, National Capital Region Quebec, Alberta Parents of Children under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income, Greater Toronto Area, Atlantic Canada, British Columbia Aspiring Homeowners)

Twelve 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 positive and negative views. These included:

- Immigration – Several expressed the view that the rate of immigration had been too high in recent years and that action needed to be taken to temporarily reduce the number of people coming to Canada, including refugees and those seeking asylum. It was felt that the current capacity of infrastructure and vital services could not accommodate further increases to the population and that a priority needed to be placed on supporting those already living in Canada. A smaller number felt differently, believing that the current immigration process was working well, and that the federal government had done a good job at vetting those coming to Canada and providing them with opportunities to work, gain valuable skills and training, and education in Canada's official languages. A few were of the opinion that a greater focus needed to be placed on streamlining the foreign credential recognition process and making it easier for those arriving in Canada to work in their fields of expertise and contribute to the Canadian economy;
- Climate change and the environment – A number believed that the Government of Canada had placed a strong focus on protecting the environment and working to mitigate the impacts of climate change. Others, however, believed that more urgent action was required on this front. The view was expressed that the federal government needed to direct additional resources to assist oil and gas producing provinces such as Alberta in transitioning their economies away from non-renewable resources, promoting the greater adoption and affordability of technology such as electric vehicles (EVs), and making greater investments towards areas such as upgrading and expanding public transportation infrastructure;

- Assistance for post-secondary students – While some felt that the federal government had taken steps as of late to make life more affordable for post-secondary students (including by permanently removing interest on federal student loans) others felt that more needed to be done in this area. Suggested actions included working to reduce the cost of tuition and other expenses related to post-secondary studies, as well as ensuring that all students had access to safe and affordable housing; and
- International reputation – While some felt that the Government of Canada currently had a strong reputation on the global stage and had performed well in recent years in maintaining close relationships with its international peers, others believed that its global influence had diminished as of late. Among these participants it was felt that there needed to be a renewed effort by the federal government to ensure that Canada continued to have a prominent voice concerning economic, environmental, and geopolitical issues going forward and was perceived as a global leader on these fronts. A few shared the opinion that Canada had become too closely involved in geopolitical conflicts (such as those in Eastern Europe and the Middle East) as of late and believed that it should consider reducing the amount of military assistance sent to countries such as Ukraine.

Participants also identified a number of areas where they felt that the Government of Canada had performed well, including:

- Supports for Canadians – Several thought that the federal government had performed well in providing a wide range of supports and benefits for Canadians. Initiatives specifically mentioned by participants included programs such as the Canada Child Benefit (CCB), the introduction of the Canada Dental Care Plan (CDCP), and agreements with individual provinces and territories to make child care more affordable, with the eventual goal of providing \$10 per day (on average, per child) child care, for Canadian families;
- Diversity and inclusiveness – A number believed that the federal government had done a good job in protecting and promoting diversity and multiculturalism throughout Canada. Several believed that the federal government had placed a strong focus on protecting the rights of marginalized groups such as racialized Canadians, 2SLGBTQI+ individuals, and other vulnerable groups;
- International assistance – Participants believed that the Government of Canada had been effective in providing humanitarian support to civilians in areas (such as Ukraine and Israel/the Gaza Strip) that had been impacted by conflict in recent years. A number spoke positively of the federal government's efforts to bring in and accommodate individuals who had temporarily been displaced from their homes and were seeking safe haven from these conflicts; and
- Response to the COVID-19 pandemic – A number felt that the federal government had performed well in its reaction to the COVID-19 pandemic, believing that it had reacted quickly and been adaptive in its response to what had been a rapidly evolving situation. Participants commented positively on the Government of Canada's actions to keep Canadians regularly informed about the actions it was taking as well as ensuring they had access to important preventative tools such as the COVID-19 vaccine.

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

- Health care – Many believed that far more action needed to be taken to address what they viewed as exceedingly long wait times for emergency and primary care and pervasive shortages of doctors and nurses in many parts of the country. It was believed that many Canadians were currently struggling to access health care in a timely fashion and that a significant number were unable to find family doctors in their communities. It was also felt that there needed to be a stronger focus placed on certain aspects of the health care system, including treatment for issues related to mental health and addiction.
- Cost of living – Several thought that more needed to be done to address what was perceived as the high cost of living at present. It was felt that life had become increasingly unaffordable for many Canadian families, including for essentials such as groceries and gasoline, and that action needed to be taken to stabilize prices in these areas. Additionally, a few were of the opinion that a greater focus needed to be placed on reining in federal spending, believing that high public spending had contributed to the increased rate of inflation in recent years;
- Housing - Many felt that housing represented a major problem at present and that the cost of housing had risen substantially in recent years. In addition to what they viewed as a widespread lack of affordable housing, several identified issues such as the perceived rise in homelessness in their communities, as well as challenges related to rising interest rates and the ability of homeowners to continue meeting their mortgage payments; and
- Reconciliation – While believing that the federal government had placed an emphasis on reconciliation with Indigenous peoples, few felt that tangible progress had been made on this front. It was felt that an increased focus needed to be placed on issues such as ensuring all Indigenous communities had access to potable drinking water, safe and affordable housing, health care, and the same level of federal services as the rest of Canadians.

Prompted to identify what they viewed as the most important priority areas for the Government of Canada to be focusing on, many reiterated the need for further action towards improving housing affordability, bolstering the health care system, addressing the cost of living, mitigating the impacts of climate change, and pursuing further reconciliation with Indigenous peoples. Other important priority areas identified by participants included increasing supports for the education system, stabilizing the rate of immigration, providing greater supports for seniors and persons living with disabilities, and increasing funding towards law enforcement and public safety.

Middle Class Issues (Mid-Size and Major Centres Atlantic Canada, Hamilton Renters, Manitoba, Vancouver Middle Class Concerned about the Cost of Living, National Capital Region Quebec)

Participants in five groups took part in discussions related to the challenges currently facing middle class Canadians and actions that the federal government had taken to support middle class households. All felt that supporting the middle class was an important priority for the Government of Canada to focus on, with several of the impression that the middle class had been disappearing in recent decades. While a few spoke positively about initiatives such as the Canada Child Benefit (CCB) and the First Home Savings Account (FHSA), most thought that more needed to be done by the Government of Canada on this front. Several reported having personally faced financial challenges over the past year and believed that factors such as inflation, high interest rates, and the cost of living in general had made it increasingly difficult to make ends meet financially. It was thought that the Government of Canada should work to expand the eligibility criteria for the benefits and supports it offers to account for the large portion of middle-class households who were believed to be struggling with the cost of living at present. A number were of the impression that while many programs and initiatives had been created by the federal government in recent years to assist Canadians with the cost of living, few of these were currently available to middle class families.

Discussing potential measures that the federal government could take to better support middle class Canadians, many felt that there needed to be a stronger focus on increasing the affordability of essential goods and services (such as groceries and gasoline) as well as reducing housing costs for homeowners as well as renters. Other potential actions suggested by participants included lowering federal taxes for middle income households, promoting the creation of more well-paying, full-time jobs, and encouraging greater competition in sectors such as retail grocery markets and telecommunications, which were believed to currently be dominated by a small number of large corporations.

Participants in the group comprised of middle-income individuals residing in Vancouver who were concerned about the cost of living engaged in an extended conversation regarding their perspectives as members of the middle class. Asked what they thought it meant to be a member of the middle class, several believed that this term had historically referred to those who, while not exceptionally wealthy, were financially comfortable and not living pay cheque to pay cheque. All felt that the quality of life for the middle class had changed in their lifetimes, with many believing that life had become considerably less affordable in recent years. Several expressed the view that it had become difficult for middle class families to get ahead financially and/or save for the future, due to what they perceived as a significant increase in prices across all sectors of the economy. A number believed that housing in particular had become increasingly unaffordable for middle income families, and that this had not been the case for previous generations. Asked whether they felt that the Government of Canada cared about the middle class, very few believed that it did. Several strongly felt that greater urgency needed to be placed by the federal government on supporting middle class families and creating a long-term plan regarding how it would go about achieving this goal.

This group was then presented with a list of numerous actions and initiatives taken by the Government of Canada in recent years to better support those struggling with the cost of living. These included:

- *The Canada Child Benefit (CCB);*
- *The Canada Workers Benefit (CWB);*
- *The Grocery Rebate;*
- *The Carbon Pollution Price Rebate (known formally as Climate Action Incentive Payments, CAIP);*
- *The First Home Savings Account;*
- *The First-Time Home Buyer Incentive;*
- *Working towards \$10-a-day child care;*
- *A dental care program for low-income Canadians;*
- *Lower taxes for the middle class; and*
- *Eliminating interest on federal student loans.*

When asked whether they were aware of any of these programs and policies, most indicated having previously heard of at least some of initiatives listed. A few specifically spoke positively about the Canada Child Benefit (CCB), believing that it had been very helpful at providing increased financial support for families with young children. Asked what impact, if any, they felt these initiatives would have on supporting the middle class, most believed they would likely have a moderate impact. Several, however, believed that much more work would need to be done by the federal government to make life more affordable for Canadians, including the middle class, going forward.

Official Languages (Quebec University Students)

Participants in the group comprised of university students residing in Quebec engaged in a brief conversation related to Canada's official languages. Asked how they would describe the current state of the country's official languages, a number were of the impression that there had been tension in their province as of late concerning this issue. This was thought to be mostly related to the Government of Quebec's Bill 96 which was viewed as having primarily been enacted to promote the use of the French language in the province and affirm the status of French as the common language of Quebec. Questioned as to what they had recently seen, read, or heard about minority language communities in Canada, a number described having heard about the challenges faced by Indigenous peoples who encountered difficulties in accessing services in their respective languages as well as preserving these languages for future generations.

Asked what role they felt the Government of Canada should play in protecting and promoting the language rights of Quebecers, most believed that it should primarily be focused on ensuring that all federal services were available in both English and French in communities across the country. A few also believed that additional resources should be allocated by the federal government towards providing free or affordable language education in both official languages to all residents of Quebec, as well as Canada more broadly.

Groceries (Vancouver Middle Class Concerned about the Cost of Living, Atlantic Canada)

Participants in two groups were asked a few additional questions about recent measures taken by the Government of Canada related to the cost of groceries. Each group discussed activities from the federal government that had occurred in the days prior to the group being held. The group based in Vancouver was conducted in December 2023 while the discussion in Atlantic Canada took place in January 2024. All participants felt that stabilizing the cost of groceries was an important priority for the Government of Canada to focus on.

The group based in Vancouver was provided with the following information:

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. As a result, Canadians can expect to see targeted actions, including discounts on a selection of grocery staples, price freezes, and price matching; and*
- *Proposing amendments to 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.*

While most reacted positively to these measures, a large number expected that the success of these actions would be largely dependent on how effectively they are implemented as well as the degree to which major grocery chains cooperate with these initiatives. Several believed that more urgent action needed to be taken by the Government of Canada on this front, and that a greater emphasis needed to be placed on creating a long-term plan to make groceries more affordable for all Canadians going forward.

At the beginning of their discussion, participants in Atlantic Canada were informed that on January 29th, 2024, the Government of Canada had sent a letter to the Competition Bureau, calling on it to start using the additional powers it had been provided to help compel major grocery chains to stabilize grocery prices for Canadians. While believing that it was important for the federal government to be focusing on this issue, participants felt that this action was unlikely to have much of an impact on the cost of groceries. Several believed that in a free market economy, the Government of Canada and agencies such as the Competition Bureau were limited in the actions that they could take to influence the prices charged by grocery chains. A few expressed the opinion that the perceived high cost of groceries had also been influenced by recent increases to the costs of producing and transporting food products and that major grocery chains were not solely to blame for high grocery prices at present. A number believed that rather than imposing increased regulations, the federal government should be working to incentivize major grocers (through measures such as tax breaks) to stabilize or lower the

prices they charge. It was also thought that more could be done to support smaller grocery businesses as well as to encourage greater competition within the grocery sector overall.

Housing (Hamilton Renters, Vancouver Middle Class Concerned about the Cost of Living, GTA Homeowners Expecting to Renew Mortgages in the Next Three Years, Atlantic Canada Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord Regions Quebec, Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income, Yukon, Greater Montreal Area, Niagara Region Ontario, British Columbia Aspiring Homeowners)

Thirteen groups engaged in conversations related to housing. These discussions respectively focused on updates that the federal government could potentially make to its housing plan, issues impacting renters, opinions related to increasing densification in Canadian municipalities, and the perspectives of homeowners related to current interest rates and the mortgage renewal process.

Housing Plan (Atlantic Canada Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord Regions Quebec, Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income, Yukon, Greater Montreal Area, Niagara Region Ontario, British Columbia Aspiring Homeowners)

Ten groups took part in conversations related to updates that the federal government was currently making to its housing plan. To begin, participants in the groups comprised of homeowners in Atlantic Canada, parents of children under 12 in Alberta, and residents of the Bas-Saint-Laurent, Gaspésie, and Côte-Nord regions of Quebec were asked how they would describe the current state of housing in Canada. All believed that the housing situation was facing considerable challenges, with a large number expressing the opinion that affordability and a limited supply of available housing had been significant issues in recent years. A number also identified higher interest rates over the past two years as another recent challenge related to housing. It was believed that these issues had made housing less affordable for homeowners while also making it difficult for prospective home buyers to qualify for mortgages. Asked what they felt to be the biggest drivers of housing unaffordability at present, participants identified a range of issues. These included:



- Rising costs of homeownership – Several believed that homeowners had faced rising costs as of late in areas such as mortgage payments, energy bills, and renovation projects and that this had made it far more difficult to balance their housing expenses with other aspects of their monthly budgets. As a result of these rising costs, it was believed that owners of rental properties had found it necessary to charge higher rents to tenants. This was felt to be a compounding issue, in that increasing rental rates made it more difficult for prospective home buyers to save up for the down payment required to purchase a home;
- Increased cost of building new homes – It was widely thought that the cost of homebuilding materials, labour, and the overall construction process had risen substantially over the past decade and had been exacerbated by the high rate of inflation and increases to the cost of living in recent years.
- Immigration – A number identified what they viewed as a higher rate of immigration in recent years as a contributing factor to rising housing costs. It was believed that as more people entered the country, the increasing demand for housing had driven up housing prices even further; and
- Migration to rural or less-populated areas – Some participants, including several residing in Atlantic Canada, believed that the migration of Canadians from more populated provinces such as Ontario to areas such as the Maritimes had served to significantly drive up the housing prices in many smaller communities. This issue was believed to have increased considerably over the course of the COVID-19 pandemic, where many were provided with the ability to work remotely and chose to move away from major urban centres.

Asked what actions they felt needed to be taken to address the housing situation, participants shared a number of suggestions. Several believed that the Government of Canada should place a greater focus on the building of publicly funded housing as well as transitioning existing buildings (such as unused office space) into residential complexes. A number thought that the federal government should provide greater oversight of the housing situation, including through the creation of a long-term housing plan and guidelines for provinces and territories to follow. It was felt that housing was a national concern and should not be primarily left to the provinces and territories to address. Discussing additional actions that could be taken, participants mentioned making it easier for prospective first-time home buyers to qualify for a mortgage, the implementation of rental caps and stricter regulations on short-term rentals, and temporarily reducing the rate of immigration for the next few years.

All groups were asked whether, as far as they knew, the Government of Canada had a plan to address the issues related to housing. Only a small number recalled hearing anything about a housing plan, and many expressed uncertainty regarding the specific actions that the federal government was currently taking related to housing. Among those who were aware of some initiatives from the Government of Canada related to housing, participants recalled actions such as the introduction of the First Home Savings Account (FHSA), the temporary ban on non-Canadians from purchasing residential property, the provision of a one-time \$500 top-up to low-income renters through the Canada Housing Benefit, additional funding to build new housing provided to municipalities through the Housing Accelerator Fund, and the removal of the goods and services tax (GST) from the construction of new

rental developments. A number in the group based in Yukon were of the impression that there had been significant federal investments towards the building of new housing in the territory in recent years.

To aid in the conversation, participants were shown the following information about the updates being considered to the Government of Canada's housing plan:

The Government of Canada is currently in the process of updating its housing plan. The items being considered as a part of this housing plan include:

- *Making the math work for homebuilders: Reduce construction costs so builders can construct new homes for less. This includes things like cutting the GST on construction materials;*
- *Changing the way communities build homes: Remove barriers to construction. This includes things like cutting red tape that prevents new homes from being built in communities;*
- *Launching an industrial strategy:*
 - *Develop and attract the skilled labour needed to build more homes faster. This includes things like supporting skills training programs and welcoming immigrants who have skills and expertise in construction.*
 - *Create a modular homes catalogue. These modular homes would be pre-designed, with parts that can be factory-built and then assembled on-site.*
- *Building more affordable housing units: Invest in the construction of non-market homes for low-income Canadians;*
- *Addressing homelessness: Provide long-term funding to communities to address homelessness; and*
- *Helping Canadians achieve homeownership: Offer programs like the First Home Savings Account and the First-Time Home Buyers Incentive.*

Participants next engaged in an exercise where they were asked to select which two of the above measures they felt would be most important towards making housing more affordable. On balance, participants were most supportive of building more affordable housing units and assisting a greater number of Canadians in achieving home ownership.

Many believed that building more affordable housing units would likely have the greatest positive impact and would benefit the largest number of Canadians. It was felt by a number that housing represented an essential need and that it was of critical importance that middle- and lower-income families have access to housing that was safe and affordable. The view was expressed that going forward, federal funding should only be made available for affordable housing projects, and that no public money should be devoted to what were viewed as luxury housing developments. It was thought that a greater focus on building affordable housing would provide Canadians with greater financial stability and flexibility in the long-term, allowing them to devote a larger amount of their income to other important aspects of their lives.

A large number also viewed helping Canadians achieve homeownership as an important priority for the federal government to focus on. Homeownership was viewed by many as being an important financial step for young families, and several expressed concerns that if action was not taken soon, purchasing a

home would become exceedingly difficult (and in some cases impossible) for future generations. Many felt it was important to focus on assisting more Canadians to become homeowners earlier in life, believing this would provide them with a greater time horizon for building equity in their home. It was also felt that taking this action would help to strengthen the middle class and help reduce what was viewed as a growing wealth disparity among Canadians. The view was also expressed that getting more people into the housing market would have the additional positive effect of taking pressure off the rental market and would help to reduce housing costs for both home buyers and renters alike.

Several also selected the initiative of making the math work for homebuilders. It was widely felt that the cost of constructing homes had risen substantially in recent years and a number believed that assisting developers in building more homes would be a critical factor towards increasing the housing supply. A number viewed subsidizing the cost of building materials as a particular area in which the federal government could have a positive impact on the homebuilding process. A few expressed the opinion that additional oversight would need to be implemented to ensure that federal financial support would be primarily directed towards the building of new affordable housing and not towards higher profits for housing developers.

While also believed by many to be important, only a small number of participants selected the initiatives related to addressing homelessness, changing the way communities build homes, and launching an industrial strategy.

Asked if they were confident that the Government of Canada would be able to make a positive impact on the housing situation by pursuing these initiatives, only a small number indicated that they were. Among those who did not express confidence, the view was expressed that while these initiatives sounded like steps in the right direction, participants would only begin to feel confident about this plan once they began to observe tangible progress in their own communities towards making housing more affordable. A number were of the impression that there was a significant labour shortage in the construction sector, and that this would have to be addressed if the pace of homebuilding was to be increased as planned. Concerns were also raised regarding whether developers would fully cooperate with these initiatives, with some believing that homebuilders would be likely to pursue profit over affordability at every opportunity possible. Among the smaller number who were more confident, it was felt that the country had previously dealt with significant housing issues at various points throughout its history and had always been able to overcome these challenges. It was felt that while the existing problems related to housing were significant and would take a long time to address, they were ultimately fixable, and housing could once again be made affordable for most Canadians.

Discussing whether there were any additional aspects that they felt the Government of Canada's housing plan should cover, participants suggested several areas. A number felt that the federal government should work to ensure that new arrivals to Canada were not just settling in major urban centres such as Toronto, Montreal, and Vancouver, but were being evenly distributed throughout the country. It was felt that taking this approach would help to reduce the pressure on what were viewed as hot housing markets in Canada's largest cities. Participants also believed that the federal government should focus on implementing greater protections for renters, including increased

regulations related to practices such as renovations as well as placing limits on rental increases by landlords while transitioning between tenants.

Participants were next asked to focus on specific phrases mentioned as part of the housing plan and to share their thoughts regarding what each meant to them. The phrases discussed varied between groups.

Making the Math Work for Builders

Several understood this phrase to mean that in order for a large number of homes to be built at a fast pace, there needed to be assurances in place that doing so would be economically viable for housing developers and homebuilders. It was believed that by taking this approach, the Government of Canada would likely focus on providing incentives and supports to builders in areas such as the procurement and transportation of building materials, the provision of wage subsidies, and assistance with construction-related energy and fuel costs. Asked whether they would be in favour of additional supports (such as tax breaks) for builders as a way of increasing the rate at which homes are built, several indicated that they would. Many, however, reiterated the view that there would need to be regulations and oversight in place to ensure that these savings would be utilized by developers to increase the rate at which homes are built and not go towards increased profits. A number did not see how providing developers with tax breaks would help to accelerate the homebuilding process and, as such, did not believe that this was an action that the federal government should be taking.

Changing the Way Communities Build Homes

A number believed that this phrase referred to the process of densification and the aim of increasing the number of people living in a single area through the construction of multi-level apartment buildings and high rises. Looking at this phrase slightly differently, some perceived it as referring to the construction of many different types of homes (such as a combination of single-family homes, apartments, and condominiums), and following a less standardized approach towards the building of housing. A few believed that this could also refer to the creation of a more holistic strategy towards homebuilding, with communities focusing on making investments towards increasing the capacity of important services and infrastructure in proportion to the rate at which new housing developments were built. Asked whether they felt that this phrase related to 'cutting red tape', several believed that it did and viewed the phrases as being closely connected. While a number expected that the loosening of regulations regarding where and what type of homes could be built in municipalities would likely lead to more homes being constructed, a number expressed concerns about taking this approach. Among these participants it was felt that the removal of these types of regulations could have an adverse impact on the surrounding environment and ecosystem. A few were also concerned that cutting red tape might lead to lower quality homes being built, with developers potentially cutting corners under a less stringent regulatory framework.

Building More Affordable Housing Units

Most believed that this phrase referred to the construction of more housing that would be affordable for middle- and lower-income families. It was thought that this would include affordable housing



available to purchase as well as subsidized or below-market rental rates. A few felt that this might also include an increased focus on the construction of co-op housing developments. Some viewed this phrase as referring to a more basic style of homebuilding, which focused on providing individuals with the bare necessities, with little in the way of additional features or amenities. Asked if they would be interested in receiving an incentive, such as a tax credit, in return for making investments towards the creation of more affordable housing units in their community, a number indicated that they would. For many, however, it was expressed that their answer would depend on specific details of this type of program such as the size of the tax credit and whether they would receive any additional returns on their investment. Several expressed that while they believed that this was an intriguing initiative, they did not expect that they would be in a financial position to make this type of investment at any point in the foreseeable future.

Welcoming immigrants with the skills needed to help build more homes

While many were of the opinion that welcoming immigrants who are skilled in homebuilding would likely accelerate the pace of new home construction, several were concerned about the potential strain they felt this might place on what they perceived as an already overheated housing market. It was felt that taking this action would potentially be unfair to both Canadians and new immigrants alike if there was not enough housing and key services (such as health care and education) available to meet the needs of an increased population.

Launching an industrial strategy

A number viewed this as referring to the establishment of a long-term strategy to build housing, including changing the way materials are procured and built. A number believed that an industrial strategy would have a particular focus on the increased use of pre-fabricated homes, which would have the majority of their parts built in a factory and then assembled on site. Most felt that if this led to the construction of a larger number of affordable homes, it was a strategy worth pursuing by the Government of Canada. A few expressed concerns about whether this approach would lead to job losses in the construction sector, while some in Yukon questioned whether these types of homes would be able to withstand the extreme cold experienced in many Northern communities at certain times of the year.

Participants in the groups comprised of homeowners in Atlantic Canada, parents of children under 12 in Alberta, and residents of the Bas-Saint-Laurent, Gaspésie, and Côte-Nord regions of Quebec were asked an additional question as to whether they supported the federal government increasing the amount it spends on housing in order to achieve the objectives outlined in its housing plan. Regionally, participants in Atlantic Canada and Quebec expressed far greater support for this action than those residing in Alberta. Among those who supported an increase in federal spending, several clarified that while they believed housing was an important area to invest in, they felt increased spending should be reallocated from existing programs rather than through an increase to the overall budget. A number of those opposed to an increase in spending, worried that doing so would eventually lead to higher taxes for Canadians.

All groups engaged in an exercise where they were shown a list of potential titles for the housing plan and asked to select which they felt best suited this initiative. These included:

- *Solving the Housing Crisis: Canada's Housing Plan;*
- *Building Canada: Canada's Renewed Housing Plan;*
- *The Blueprint: Canada's 2030 Housing Plan;*
- *Canada's Enhanced Housing Plan; and*
- *A Road to Home*

On balance, *Solving the Housing Crisis: Canada's Housing Plan* received the highest level of support among participants. Many believed it was the most straightforward title and effectively conveyed the gravity of the housing issue by referring to it as a crisis. It was thought that this title was also quite broad as to what it could encompass and would be appropriate for a multi-faceted, ambitious housing plan such as this.

Building Canada: Canada's Renewed Housing Plan and *A Road to Home* received a moderate level of support from participants. Regarding the former, several reacted positively to the use of terms such as 'building' and 'renewed', commenting that the phrasing invoked thoughts of a revitalized housing market and the rebuilding of the country on a national level. Considering the latter, many believed that this was the most creative of all the names, and that the notion of establishing a home was something all Canadians could identify with and aspire to. A number, however, felt differently and believed that *A Road to Home* was too vague and should potentially be combined with another of the titles (such as *A Road to Home: Canada's Enhanced Housing Plan*).

Few selected *Canada's Enhanced Housing Plan* or *The Blueprint: Canada's 2030 Housing Plan*. It was felt by some that referring to the housing plan as 'enhanced' might be taken by some to mean that the previous housing plan had not been successful and needed to be improved upon. A number also believed that the 2030 timeline outlined as part of the Blueprint title was both unrealistic considering the perceived size and scope of the housing problem, while also too far in the future for the housing plan to feel urgent and requiring immediate attention.

Renters (Hamilton Renters)

Participants residing in Hamilton engaged in a discussion related to issues facing renters at present. All had previously reported that they were currently renting their homes. Asked how they would describe the housing situation in their community, almost all believed that housing costs (including rent) had risen considerably in recent years and that there was a significant shortage of affordable rental housing in their community. Several expressed the opinion that along with rising rental costs, the quality and size of the rental units available in their area had also worsened as of late. A few were concerned about increasing density in their neighbourhoods, believing that a growing number of people were now living together in smaller spaces as a way of saving money on rent. In addition to what they viewed as a widespread lack of affordable rental options, participants believed that issues such as the high cost of living, rising immigration rates, and the perceived tendency of developers to build larger,

more expensive homes (rather than affordable units) had contributed to growing housing challenges in their community.

Discussing actions that could be taken to improve the housing situation, participants believed that a greater focus needed to be placed on increasing the supply of affordable homes and rental units for lower and middle-income families, implementing measures such as rent caps, and adjusting municipal zoning laws to eliminate red tape and make it easier to build more homes, faster. Questioned how long they expected it would take to address the issues contributing to the perceived unaffordability of rental housing in Hamilton, most believed that this would take at least five-to-ten years to accomplish.

Asked whether they were aware of any recent actions from the federal government aimed at addressing the issues facing renters and increasing the rate of home construction across Canada, participants identified a range of initiatives. These included the introduction of programs such as the First-Time Home Buyer Incentive, First Home Savings Account (FHSA), the provision of a one-time \$500 top up for eligible low-income renters through the Canada Housing Benefit (CHB), and the creation of the Housing Accelerator Fund. Related to the latter, participants were provided with the following information:

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. The Ontario provincial government has also agreed to remove their portion of the HST (provincial sales tax); 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.*

All reacted positively to this information, with several expressing that these initiatives would likely assist in growing the housing supply and improving the overall affordability of housing. A few felt that these actions could lead to increased density in their neighbourhoods and as a result could potentially place strain on important services such as health care and public transportation. It was widely believed, however, that this concern could be addressed so long as municipalities engaged in long-term planning and made corresponding investments towards upgrading infrastructure to accommodate a larger population. A number expressed the view that actions should be taken by the federal government to ensure that the housing built through these measures would be affordable to lower- and middle-income Canadians. Asked whether, having seen these measures, they felt the Government of Canada was on the right track when it came to housing, all believed that it was.

Questioned whether they hoped to be homeowners one day, almost all reported they did. Asked how likely they felt it was that they would eventually be able to achieve this goal, most expected that they would. Discussing whether the federal government was headed in the right direction when it came to making homeownership more attainable for first-time home buyers, most were uncertain or held mixed views, with a smaller number believing that it was headed in the wrong direction. To aid in

conversation, participants were provided with the following information related to actions the Government of Canada was taking to assist first-time home buyers:

- *Introducing a new Tax-Free First Home Savings Account to allow Canadians to save up to \$40,000, tax-free, to help buy their first home;*
- *The First-Time Home Buyer Incentive, a shared-equity mortgage with the Government of Canada which provides a 5% or 10% down payment towards the purchasing of a first home;*
- *Expanding the First Time Home Buyer Incentive to allow more flexibility and making it easier for single Canadians to access;*
- *Doubling the First-Time Home Buyers' Tax Credit to provide up to \$1,500 in direct support to home buyers to offset closing costs involved in buying a first home; and*
- *Investing \$200 million to increase rent-to-own housing options.*

Almost all felt these measures would be helpful towards improving the housing situation and making home ownership more attainable for Canadians. Asked whether they had any questions regarding any of these initiatives, several expressed interest in learning more about rent-to-own housing options and the specifics of how these programs operate. The view was expressed that the federal government should do more to communicate information about these initiatives to Canadians, with a number believing that many renters and aspiring home buyers were currently unaware of the supports available to them.

Densification (Vancouver Middle Class Concerned about the Cost of Living)

Participants in one group, comprised of middle-class individuals residing in Vancouver, took part in a conversation related to the housing situation in their community and their perspectives related to the densification of housing. All described the housing situation in Vancouver as being very poor, with many of the impression that both the affordability and availability of housing in their area had significantly worsened in recent years. A number reported that the cost of housing had become a major source of stress in their lives as of late. All felt that housing needed to be a top priority for the Government of Canada and that urgent action needed to be taken to make housing more affordable for homeowners and renters alike.

Asked whether they were aware of any recent actions or initiatives from the federal government, a few believed it had made announcements related to increasing the housing supply over the next few years though none could recall any specific details. Questioned whether they had heard anything about the Government of Canada providing additional funding to municipalities that commit to reducing red tape in order to build more housing, none indicated that they had. While several indicated support for this type of action, a few felt that they required more information regarding the types of regulations that would be modified and whether there would be any potential negative impacts to doing so.

Discussing what came to mind when they heard the term 'densification', participants expressed concerns related to what they viewed as rapid increases to the number of people living in a specific neighbourhood or area, and an overall reduction to individual living space as a result. To aid in

conversation, it was clarified that densification refers to the process of increasing the number of homes in a given area, typically by building more housing units or adding to existing structures. Asked whether they felt that greater density was something that should be encouraged in Canada's larger cities, participants were mixed in their views. Among those who supported this action, it was felt that given the perceived high level of population growth in Canada over the past decade, that densification was a necessity in order to ensure a sufficient amount of housing would be available for everyone. For those who felt that densification should not be pursued, it was believed that taking this approach would lead to increased strain being placed on existing infrastructure such as hospitals, schools, waste management systems, and the energy grid.

Focusing on densification in Vancouver specifically, a few thought that this could have a positive impact on the local economy and address perceived worker shortages in many sectors. Several felt otherwise, believing that many parts of Vancouver were already quite densely populated and that key services such as health care, child care, and education would potentially become overwhelmed if further densification were to occur.

Participants were next provided with information related to the Government of Canada's Housing Accelerator Fund:

The Government of Canada's Housing Accelerator Fund provides money to municipalities that agree to cut red-tape to build more homes faster. This money can be used for a range of things, including investing in local infrastructure projects needed to help support growing communities.

Asked what types of infrastructure projects the Government of Canada should be investing in to best support growing communities, participants suggested a wide range of projects. These included expanding and repairing roadways and bridges, constructing new hospitals and health care facilities, increasing public transportation infrastructure, and building new community spaces including parks, playgrounds, and community gardens. Questioned whether they felt the Government of Canada should focus more on supporting the construction of affordable housing units, which are subsidized and rented at below-market rates or concentrate on maximizing the overall number of homes built, most believed that the primary focus should be on affordability. Among these participants, it was believed that affordability represented the most significant barrier related to housing in most parts of the country, and that increasing the supply of housing would do little to address the housing situation if the units built were not affordable.

Interest Rates and Mortgage Renewal (GTA Homeowners Expecting to Renew Mortgages in the Next Three Years)

Participants in one group, comprised of individuals residing in the Greater Toronto Area (GTA), engaged in an extended discussion related to interest rates and issues currently facing mortgage holders. All participants were homeowners who were planning to renew their mortgages within the next three years. Asked whether they were facing any significant challenges related to housing costs, many expressed concerns related to high interest rates and the impact that this would have on their financial situation going forward. Several were worried that their mortgage payments could as much

as double when it came time to renew their mortgages in the next few years. A number also identified additional expenses related to homeownership, such as high energy costs and rising property taxes as other challenges that they were currently facing.

Asked what factors they felt contributed to changes in interest rates, many believed that the perceived high rate of inflation in recent years had played a significant role. Several believed that rising inflation had been exacerbated by the COVID-19 pandemic and had contributed to an overall increase in the cost of living. Questioned who they thought was responsible for setting interest rates, almost all believed that this was primarily the responsibility of the Bank of Canada. Discussing the types of actions that they hoped to see from the Government of Canada in response to changing interest rates, several believed that efforts should be taken to reduce the overall cost of living and make life more affordable for Canadians, especially in terms of the cost of housing. A number believed that actions should be taken to support homeowners struggling with higher mortgage payments, including implementing measures to prevent these individuals from potentially losing their homes.

Discussing their own housing situations, all believed that their mortgages were currently affordable. Several, however, reiterated that this would likely no longer be the case once it came time to renew their mortgages. A few indicated that they had already begun to cut back on household spending in areas such as travel and recreation in anticipation of facing higher mortgage payments in the near future.

Prompted to select one word to describe how they felt about renewing their mortgage, almost all participants chose words with negative connotations such as 'uncertain', 'scared', and 'fearful'. Several expressed concerns that they would face increased financial instability in the coming years, especially if interest rates did not decrease by the time it came for them to renew their mortgage. Asked about their relationship with their mortgage lenders, most described their interactions with lenders as having been largely positive and believed that the process of obtaining a mortgage had been relatively quick and straightforward. Questioned as to whether they were aware of any supports or services available to help them with managing their mortgage and/or planning for its renewal, none indicated that they were. Describing where they would go to learn more about the mortgage relief measures potentially available to them, a number indicated that they would likely turn to their bank or mortgage lender as well as individuals in their lives who had knowledge about mortgages. Few identified the federal government as a place they would look to for this type of information.

Asked what role they felt the Government of Canada should play in supporting homeowners who were renewing their mortgages, participants suggested a range of potential actions and initiatives. Several believed that it could provide Canadians with increased educational resources, financial literacy training, and information regarding what to expect and look out for while navigating the mortgage renewal process. A number also believed that further action could be taken to regulate the mortgage market to ensure that all Canadians were being offered a fair rate and not being taken advantage of or placed in potentially financially precarious positions by lenders. A few felt that the Government of Canada should also consider providing some form of financial assistance to households facing difficulties in affording their mortgage payments upon renewal. Questioned whether they had seen,

read, or heard anything about the federal government's Fall Economic Statement, few indicated that they had, and none could recall any specific details. To aid in conversation, participants were provided with the following information:

In its Fall Economic Statement, the Government of Canada announced the Canadian Mortgage Charter. The charter outlines guidelines and expectations for mortgage lenders to offer reasonable and tailored assistance to borrowers in need. It aims to ensure that those struggling with mortgage payments get timely and fair support from their mortgage lender, using all available resources to help them during tough times.

While most felt that the introduction of a Canadian Mortgage Charter represented a positive step by the Government of Canada, several questioned what specific regulations would be put in place to enforce the guidelines and expectations outlined by this initiative. Participants were next provided with information regarding specific elements of the Charter:

- *Extending Mortgage Payment Periods for Those in Need: Homeowners facing financial challenges can have their mortgage payment period extended temporarily;*
- *No Extra Fees for Help: Banks will not charge extra fees for measures that help homeowners struggling with their mortgages;*
- *Ease in Switching Lenders at Renewal: If you have an insured mortgage, you will not need to go through a new qualification process when switching to a different lender at the time of renewing your mortgage;*
- *Early Communication about Mortgage Renewal: Banks will contact homeowners 4-6 months before their mortgage is due for renewal to discuss different options;*
- *Flexible Payment Options for Struggling Homeowners: Homeowners facing financial difficulties can make large one-time payments or sell their homes without facing penalties, to avoid increasing their loan amount; and*
- *No Compound Interest During Hard Times: If the relief measures cause the mortgage balance to temporarily increase, banks will not charge extra interest on the added interest amount.*

On balance, participants were mostly positive in their reactions to these measures. A number believed that the removal of compound interest during difficult times would be very helpful for those with significant debt loads. It was also felt that earlier communication from banks related to renewing their mortgages would assist mortgage holders in being better prepared for this process. A few believed that this was already taking place and reported having received calls from their bank related to renewing their mortgage. Some also felt that the introduction of flexible payment options as well as the ability to switch lenders more easily at renewal would assist homeowners in obtaining the best terms possible for their renewed mortgage. While most supported the initiative to extend mortgage payment periods for those in financial need, a few were concerned that this initiative would also serve to prolong the debt loads of mortgage holders, potentially leading to larger debt payments being necessary in the future. Some questioned which department or agency would be responsible for administering and enforcing this charter, while others were curious as to how subjective criteria such as 'struggling' would be determined by the federal government.

All felt that the Canadian Mortgage Charter was on the right track when it came to supporting mortgage holders. It was widely thought that while this would not solve the overall issue of housing affordability, the measures included in this initiative would likely provide some degree of relief to Canadian homeowners concerned about their future mortgage payments. Participants hoped that the implementation of this Charter would facilitate increased competition among mortgage lenders and would hopefully lead to lower mortgage rates for Canadians going forward.

Budget 2024 (Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income, Yukon, Greater Montreal Area, Niagara Region Ontario, Greater Toronto Area, Atlantic Canada, British Columbia Aspiring Homeowners)

Participants in nine groups engaged in conversations related to the 2024 federal Budget, which was expected to be tabled by the Government of Canada in the coming months. To begin, participants were asked how they felt the overall Canadian economy was performing at present. Most were of the impression that the economy had faced numerous challenges in recent years and had not been performing well as of late. Many cited the perceived high rate of inflation and rising cost of living over the past few years as factors that they felt had negatively impacted the Canadian economy. It was believed that rising costs across almost all areas had served to make life less affordable for Canadians, with individuals having to devote an increasing portion of their income towards monthly bills and servicing debt and less towards savings and discretionary spending. The view was expressed by several that wages in general had not kept pace with the cost of living, and that not enough well-paying jobs were currently available. It was felt that this had made it increasingly difficult for Canadians (and especially young people) to build wealth and save towards important goals such as purchasing a home. A number were of the impression that wealth inequality had also risen in recent years, with a growing income disparity between the wealthiest Canadians and the rest of society. A small number felt differently, believing that the Canadian economy had performed better than their expectations as of late, especially considering the impact of ongoing global issues such as the aftermath of the COVID-19 pandemic, supply chain disruptions, and conflicts such as those currently taking place in Eastern Europe and the Middle East.

Discussing what would need to happen for them to begin feeling optimistic about the Canadian economy, several believed that there would have to be observable growth of the country's gross domestic product (GDP) as well as the creation of more well-paying, full-time jobs for Canadians. A number expressed that they would begin to feel better about the Canadian economy once the cost of

essentials such as groceries and gasoline became more affordable. Other factors mentioned by participants that they felt would inspire optimism in the economy included the lowering of interest rates, reduced federal spending, and increased efforts by the Government of Canada to address the national debt.

Participants next engaged in an exercise where they were presented with numerous items that could potentially be included in the 2024 Budget and asked to select (up to 3) those that they felt should be prioritized by the Government of Canada. These included:

- *Affordability/cost of living;*
- *Supporting the middle class;*
- *Unlocking pathways to the middle class;*
- *Growing the housing supply;*
- *More opportunities for good careers;*
- *Long-term economic growth through clean tech and energy;*
- *Helping Canadians save for retirement;*
- *Protecting seniors' benefits;*
- *Fighting climate change;*
- *Maintaining a responsible plan for government spending;*
- *Improving the health care system; and*
- *Raising taxes on the wealthiest Canadians*

The initiative to address affordability and the high cost of living received the highest level of support among participants, with many believing that this would impact the largest number of households. The view was expressed that addressing this issue would be especially important for assisting groups such as younger Canadians and families with young children, who were believed to be facing considerable challenges in keeping up with the current cost of living.

Improving the health care system also received significant attention from participants. Many felt that health care had become increasingly inaccessible as of late, leading to an increasing number of negative health outcomes for Canadians. The view was expressed that access to health care was a basic right for all Canadians and that more needed to be done to ensure health services were widely available in all parts of the country. A number felt that there needed to be a stronger focus placed by the Government of Canada on recruiting and incentivizing more doctors and nurses to practice in smaller and rural communities, including those in remote areas such as Canada's North.

Growing the housing supply and raising taxes on the wealthiest Canadians also received high levels of support. It was felt that increasing the housing supply would help to address the high demand for housing at present and would lead to lower housing costs in the long-term. Discussing the priority of raising taxes on the wealthiest Canadians, many believed that this would help to decrease what they viewed as the growing wealth gap between the richest and poorest Canadians and would assist in making life in Canada more equitable going forward.

There was a moderate level of support for actions such as maintaining a responsible plan for government spending, supporting the middle class, and providing more opportunities for good careers. Some also identified fighting climate change and promoting long-term economic growth through clean technology and energy as important priorities. Among these participants, it was felt that climate change represented a long-term, existential threat and that more urgent action was necessary to mitigate its potential effects as well as to transition towards a cleaner economy. Few selected the initiatives related to helping Canadians save for retirement, protecting seniors' benefits, and unlocking pathways to the middle class.

Participants were next presented with specific phrases or terms from this list of potential Budget priorities and asked to share what came to mind when they heard them. Discussing what they thought of when they heard the term *wealthiest Canadians*, most felt that this term referred to those in the top 1 per cent of income earners, as well as individuals working in what they perceived as high-income professions such as business executives, doctors, and professional athletes. A number also viewed this term as referring to those belonging to families with generational wealth who were able to generate income off existing investments and corporate holdings. Asked how much income they believed the wealthiest Canadians earned each year, participant estimates ranged from around \$100,000 to several million dollars per annum.

Questioned whether they viewed themselves as belonging to the middle class, most indicated that they did, with the exception of those in the group comprised of lower income individuals residing in Manitoba. Describing what they felt it meant to be a part of the middle class, a large number viewed a middle-class lifestyle as being one in which families were able to comfortably afford their monthly expenses while still having funds left over for savings. A few felt differently, believing that while the term middle class had once indicated a comfortable lifestyle, many middle-class households were now also struggling with the cost of living and increasingly had to take on debt to meet their monthly expenses.

Discussing what they believed it meant to *unlock pathways to the middle class*, most believed that this referred to making it easier for lower-income individuals to gain the skills and experience they required to join the middle class. Asked what types of investments they felt the Government of Canada should be making to assist individuals with joining and remaining in the middle class, participants provided a range of responses. These included increasing the number of grants and scholarships available for education and skills training, offering language training for new immigrants and others who may not fluently speak either of Canada's official languages, providing free financial literacy classes (especially for younger Canadians), and ensuring that individuals had access to full-time employment opportunities that provide a living wage and benefits. A number believed that in order to best assist those seeking to join the middle class, the Government of Canada should be focusing on reducing the overall cost of living for Canadians.

Asked how they would describe the Government of Canada's performance in supporting the middle class, while most believed that there continued to be room for improvement, a number were of the impression that some progress had been made in recent years. Among these participants, it was felt that recent initiatives from the federal government such as the affordable child care agreements

reached with the individual provinces/territories, the establishment of the Canada Dental Care Plan (CDCP), and the introduction of programs such as the First Home Savings Account (FHSA), were all likely to have a positive impact on supporting the middle class. Questioned as to how confident they were that the federal government would be able to deliver on its commitment to better support the middle class and those working to join it, most were uncertain. While it was generally felt that the Government of Canada was focusing on the right areas, many expected that it would take a long time to address the challenges currently facing middle class Canadians.

Describing what they believed represented a *good career* compared to a *good job*, most believed that a good job was typically work for which one was paid a living wage and treated fairly by their employer, but not necessarily a position that they would expect to hold for the majority of their professional career. Comparatively, many perceived a good career as referring to a long-term employment path for which one typically had pursued education/training, had the opportunity to grow and advance, and derived satisfaction from the work that they do. Several perceived a good career as being one in which an individual would be able to earn enough money to be comfortable, maintain a healthy work-life balance, and could reasonably expect to work in for a long-period of time. Almost all felt that a good career was preferable to a good job, believing that a good career typically provided individuals with a strong sense of financial security, personal satisfaction, and overall stability in their lives.

Asked what came to mind when they heard terms such as *clean energy* and *clean technology*, many thought of renewable energy sources such as solar, wind, and hydroelectricity, green technology such as electric vehicles (EVs), and the introduction of more sustainable industrial practices which focused on reducing emissions and other pollutants. Most believed that the Government of Canada should be making investments towards clean energy and clean technology. It was widely felt that this was where the global economy was likely headed and that by taking action on this front now, Canada could become a world leader in sustainable technology and businesses practices. It was also felt that these investments could serve as significant economic drivers, allowing for the creation of new industries and more jobs for Canadians. A few expressed the view that while it was important to place a greater focus on clean technology and energy going forward, it would likely take a long time to fully enact this transition. As such, it was felt by these participants that the introduction of clean energy and technology should be pursued gradually and would need to be accompanied by the continued use of traditional energy sources such as oil and gas for the foreseeable future.

Carbon Pricing (Mid-Size and Major Centres Atlantic Canada, Atlantic Canada)

Two groups based in Atlantic Canada, one comprised of individuals residing in mid-size and major centres and the other conducted among the general population, took part in discussions related to the federal government's carbon pricing system. Asked whether they were aware of any steps the Government of Canada had taken to reduce carbon pollution in Canada, participants mentioned a



range of initiatives. These included the provision of financial supports for home retrofitting projects (such as the installation of solar panels) through the Canada Greener Homes Grant, as well as incentives to encourage Canadians to make the switch to more environmentally friendly technology such as heat pumps and electric vehicles (EVs). Asked whether, to the best of their knowledge, there was currently a price on carbon in their province, most believed that there was, while a smaller number were more uncertain.

Participants in the group comprised of those living in mid-size and major centres were provided with the following information related to the carbon pricing system:

The Government of Canada is undertaking several measures to reduce carbon pollution. These measures include setting a price on carbon pollution, setting clean fuel standards, investing in renewable energy and clean technologies, and investing in energy efficiency programs. For today, we will be focusing on the first measure: setting a price on carbon pollution.

There are two parts to carbon pollution pricing – a fuel charge, which applies to things like oil and gas, and a separate system for industry. In provinces where the federal fuel charge applies, all direct proceeds are returned to Canadians, mostly through the pollution price rebate, also known as the Climate Action Incentive payments (CAIP), to households. Most households receive more money back through these payments than they pay on the fuel charge.

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. Rebate amounts are based on the number of individuals in a household, not how much energy a household uses, and most households receive more money back through the pollution price rebate than they pay on the fuel charge.

Questioned whether, having seen this information, they supported or opposed the implementation of a price on carbon, most were uncertain in their views. Several felt that while this was an important initiative, they did not want Canadians to incur higher financial costs for goods and services, especially if other jurisdictions throughout the world were not also doing their part to reduce emissions. A number expressed skepticism regarding whether the amounts they received back through Climate Action Incentive payments (CAIPs) truly reflected the increased costs of the price on carbon, and questioned how the federal government had gone about determining the amounts households would be receiving through these payments.

Those in this group were also provided with the following information related to increased payments for those living rurally:

For residents of small and rural communities, the pollution price rebate initially included a rural supplement of 10% (i.e., 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.

On October 26, 2023, the Government of Canada announced it would be doubling the rural top-up for pollution price rebates from 10% to 20%, starting April 2024, in recognition of rural Canadians' different energy needs – for example having to commute longer distances and having fewer available alternatives like public transit.

A roughly equal number believed that this approach to carbon pricing was fair to those living in rural and smaller communities as those who felt otherwise. Among those who believed this action was fair, participants expected that the top-up would be greatly helpful to those living rurally and would go a long way towards accounting for the increased costs they were likely now paying due to the price on carbon being in effect. Among those who felt differently, it was thought that even with this rural supplement, the amounts received by rural households would be unlikely to offset the increased costs they were now paying. A small number expressed the view that the CAIP should be income-tested and did not believe that those living rurally with high household incomes should be provided with this additional supplement.

Those in the group conducted among the general population were asked what they perceived to be the main objectives of the price on carbon pollution. While most believed that this initiative had been introduced as a method of encouraging Canadian households and businesses to reduce their emissions and partake in more environmentally sustainable behaviours, very few felt that this strategy had been effective. It was thought that many households did not have the option to reduce emissions related to activities such as driving and heating their homes, and that a price on carbon had only served to make life more expensive for these families while doing little to curb emissions. A number believed that, given the global scale of the issue of climate change, any actions taken by Canadians would be negated so long as major emitters in other jurisdictions continued their industrial activities unabated. A few expressed the opinion that rather than implementing a price on carbon, the Government of Canada should instead be focusing on providing increased financial supports and additional incentives such as tax breaks to assist households in adopting more sustainable behaviours.

Asked whether they had seen, read, or heard anything about the CAIP, a number indicated that they had, with a few of the impression that they had received one of these payments in recent months. Most were of the impression that these payments were primarily aimed at compensating Canadians for the increased costs incurred due to the price on carbon, though few were aware of the specific mechanisms used to calculate them. To aid in conversation, participants in this group were provided with the following information:

Newfoundland and Labrador, PEI, and Nova Scotia began using the federal carbon pricing system July 1, 2023. New Brunswick also began using the carbon pricing system's federal fuel charge, but they continued to use their own system for industry.

Under the federal system, all proceeds collected from the price on carbon pollution in each province will stay in that province. Using Newfoundland as an example - 90% of proceeds will be returned directly to Newfoundlanders through a rebate. A family of 4 will receive about \$1,312 each year, with payments going out quarterly, or every three months. The other 10 per cent will be used to support certain small businesses and Indigenous groups, as well as farmers.

Residents of small and rural communities receive an extra 10% top-up beyond the base rebate amount. Starting April 2024, the Government will double the rural top-up to 20%, because of the increased energy needs of rural residents and their reduced access to transportation options.

Reacting to this information, several questioned why the majority of the funds collected through the price on carbon were being returned to Canadian households. A number believed that these funds should instead be reinvested towards the development and implementation of green initiatives and innovations. Asked whether, to the best of their knowledge, they or someone in their household had received this rebate, a roughly equal number reported that they had as those who were more uncertain or did not believe they had received a payment.

Based on their understanding of the carbon pricing system, participants were asked if they felt this initiative had made them better or worse off financially. Several were uncertain and felt that it was difficult to determine the degree to which the price on carbon had impacted their financial situation, given that they were unsure as to how much they had paid in additional costs relative to the rebates they had received. A few believed that, if households were indeed receiving most of what they paid into the system back via CAIPs, the price on carbon had likely only had a limited impact on their finances. A small number were of the impression that they would have been impacted far more negatively by this initiative had the Government of Canada not made the decision to temporarily exempt home heating oil from the carbon pricing system.

Asked how they felt information about this rebate should be communicated to households, participants believed that the federal government should be proactively informing Canadians about this initiative on television, radio, and social media, through official federal websites, and via communications from agencies such as the Canada Revenue Agency (CRA).

Heat Pumps (Atlantic Canada Homeowners, Atlantic Canada)

Participants in two groups based in Atlantic Canada, comprised of homeowners and members of the general population respectively, engaged in a conversation related to heat pumps and recent initiatives from the federal government aimed at encouraging Canadians to consider installing heat pumps in their own homes. Asked whether they were aware of a recent announcement from the Government of Canada that it would be temporarily pausing the price on carbon for home heating oil until April 1st, 2027, a number indicated that they were. While most viewed this as an action that the federal government should be taking, few expected that it would benefit them personally. Several felt that this exemption should be expanded to all forms of home heating, especially given the high cost of living at present.

Those in the group comprised of homeowners were additionally informed that the federal government would be increasing the amount of funding available for eligible homeowners looking to switch to a

heat pump from \$10,000 to \$15,000, essentially making the average heat pump effectively free for low-to-median income households. While reacting positively to this initiative, several expected that their income would be too high to qualify for this assistance. A number believed that given the significant financial barriers many lower- and middle-income Canadians faced in purchasing a home, this program would likely only be useful to the small number of individuals who owned their own homes but were also considered low or middle income. It was felt that in order to be more impactful in encouraging a greater number of households to make the switch to using a heat pump, the income thresholds for these supports would likely need to be increased substantially.

Participants in both groups were asked whether they currently heated their home with a heat pump. Several in the group comprised of homeowners indicated that they did, while very few in the general population group reported the same. Among those who did not have a heat pump, when asked if they would consider switching from their home heating system, many indicated they would. A number, however, were skeptical as to whether a heat pump would be able to sufficiently heat their home. Several of those who already utilized heat pumps reported that a single heat pump was not able to fully warm their home on its own. Some heat pump users reported having found it necessary to install additional heat pumps and/or had combined their heat pumps with other home heating systems such as those powered by electricity or burning wood.

Both groups were informed that in addition to increasing the funding available to households for the purchase and installation of heat pumps, the Government of Canada would be providing an upfront payment of \$250 for low- to median-income households who heat their homes with oil and want to make the switch to a heat pump. Asked whether knowing about this initiative made them more likely to switch to a heat pump, very few indicated that it did, with several reiterating concerns about whether heat pumps would provide enough heating to warm their homes. A small number of those who did not own their own homes reported that while they would like to make use of these financial supports, they had no ability to do so as they were currently renting.

Participants in the group comprised of homeowners were asked an additional question regarding what these upfront payments should be called. On balance, participants expressed a preference for the term *Heat Pump Bonus* as opposed to *Heat Pump Cheque*. It was thought that the term cheque was somewhat outdated in the digital age, especially given how few people participants believed still used cheques on a regular basis. Several, however, thought that referring to this program as a bonus was also somewhat misleading, given their perception that a bonus was typically a reward for positive performance and was not really an accurate descriptor of these payments. A number suggested that the Government of Canada should instead consider using words such as 'incentive', 'rebate', or 'initiative', to describe this support.

Health Care (Mid-Size and Major Centres Atlantic Canada, Manitoba, Atlantic Canada)

Participants in three groups took part in conversations related to health care and the issues currently impacting the health care systems in their respective provinces. Almost all believed that the health care system in their area was facing significant challenges. A large number had heard accounts of increasingly long wait times at emergency rooms and walk-in clinics, with several reporting having personally experienced waits of over 12 hours to receive care. Many believed that long wait times were directly connected to what they viewed as a widespread shortage of doctors and nurses in their area, as well as across Canada more broadly. Several specifically mentioned having encountered difficulties in finding a family doctor and believed that many in their area were currently without a general practitioner and unable to access this type of care. It was felt that with fewer family doctors available, more people were turning to emergency rooms and/or walk-in clinics for their non-emergent health care needs, placing further strain on these services. The opinion was expressed that these challenges were felt to an even greater extent by those living in small or rural communities, who often had to travel significant distances to access a doctor or medical facility. A few who lived rurally reported that it was quite difficult to retain doctors and nurses in their area, believing that many health workers often opted to practice in larger, urban centres once these opportunities became available.

Asked what they felt to be the most pressing challenges related to health care in their respective areas, most reiterated concerns related to long wait times, pervasive shortages of doctors and nurses, and difficulties in finding a family doctor. Related to worker shortages, several believed that greater action needed to be taken to recruit foreign-trained health professionals, as well as to streamline the certification process for these individuals, ensuring that they would be able to work in their fields of expertise upon arriving in Canada. A few thought that efforts should be made to further expand the roles of other health professionals such as nurse practitioners and pharmacists, allowing these individuals to engage in activities such as diagnosing patients and writing prescriptions as a way of taking pressure off the limited number of available doctors at present. A number also believed that a greater focus needed to be placed on increasing investments in mental health treatment and resources. It was believed that many Canadians were currently struggling with issues related to their mental health, and that there were very few affordable resources available to assist these individuals.

Participants residing in Manitoba and in mid-size and major centres in Atlantic Canada were presented with information regarding five priority areas that the Government of Canada had recently identified related to health care. These included:

- *Addressing health worker shortages and reducing wait times;*
- *Increasing access to family health services;*
- *Improving long term care and home care;*
- *Addressing mental health and substance use; and*

- *Modernizing health data management and virtual care.*

On balance, participants reacted largely positively, with many expressing the view that all were important areas for the Government of Canada to be focusing on. Several believed that the priority of addressing health worker shortages and reducing wait times was of particular importance and felt that improvements on this front would likely have a positive impact on the rest of the priority areas listed above. The priorities of increasing access to family services, improving long term and home care, and addressing mental health and substance use were also seen as being of critical importance going forward. While a few felt that the priority of modernizing health data management and virtual care was less pressing than the other areas listed, some felt differently. Among these participants, it was believed that by expanding the capacity of virtual care and making it easier for health data to be transferred between different health care providers, patients (and especially those living rurally) would be provided with a wider range of options when it came to accessing health care in a timely fashion.

Opioids (Hamilton Renters)

One group, comprised of individuals residing in Hamilton, engaged in a brief conversation related to opioid addiction, both in their communities as well as across Canada more broadly. Almost all felt that opioids represented a major concern in their communities at present, with several believing that this issue had worsened in recent years. Asked whether they were hopeful that progress could be made on addressing this issue in the coming years, almost all indicated that they were. Prompted to share what came to mind when they heard terms such as 'safe supply' and 'safe consumption sites', most believed that these phrases related to ensuring that individuals suffering from addiction were not consuming toxic drugs and had a safe location where they could consume illicit substances (such as opioids) in the presence of health workers. While generally supportive of initiatives such as these, some believed that there needed to be additional actions taken to address what were viewed as the root causes of addiction, such as challenges related to homelessness, poverty, and mental health.

Participants were next provided with the following information related to the Substance Use and Addictions Program (SUAP):

Through the Substance Use and Addictions Program (SUAP), the Government of Canada is funding projects that address the harms associated with substance use. More specifically, through this program, the Government of Canada is funding safer supply and consumption site services, and they are also funding projects that focus on things like overdose prevention, education, detox support, peer support, outreach, mentorship, mental health supports, among other initiatives.

Reactions to this information were mixed. While a number believed that harm reduction initiatives played an important role in supporting those suffering from addiction, several believed this additional funding should instead be directed towards the treatment of addiction and assisting individuals to stop using these substances in the long term. Discussing the potential impacts of increasing funding towards harm reduction programs, a number believed that this could lead to decreased stigma towards those suffering from addiction and increased education among the public regarding the

challenges faced by these individuals. A few expressed concerns regarding the negative impact that an expansion of harm reduction programs could have on the surrounding community. Among these participants, it was felt that these initiatives could potentially lead to more individuals (and young people in particular) being compelled to try these substances, knowing these safeguards were in place. Asked what more the Government of Canada could be doing to address these issues, it was suggested that actions should be taken to find affordable housing for those suffering from addiction, providing these individuals with the opportunity to live in a safe and drug-free environment.

Community Safety (Greater Toronto Area)

Participants residing in the Greater Toronto Area (GTA) engaged in a brief discussion related to crime and their perspectives regarding the safety of their community. Asked to identify what they viewed as the most important issues impacting the GTA at present, participants mentioned areas such as the high cost of living, a perceived lack of affordable housing, difficulties accessing public transportation, and public safety. Questioned as to how big of an issue they felt crime was in their community, many were of the impression that the crime rate had risen in recent years, and that incidents such as assaults, property damage, drug crime, and automobile theft had been occurring with increasing frequency. Discussing whether they felt their community was safe, views were mixed. Among those who felt their area was relatively safe, it was believed that while crime was on the rise in some parts of the GTA, this issue was primarily contained to certain parts of the city and had not impacted their own neighbourhoods. While few of those who viewed their community as being somewhat unsafe expressed concerns for their personal safety, it was felt that property and auto theft was now far more of an issue than in years past.

Asked whether they viewed auto theft as a major issue in the GTA, many indicated that they did, with several indicating having personally known someone who had been impacted by this type of crime. Almost all believed that this issue had increased considerably in recent years and recalled having heard far more about this topic as of late, both on the news and from personal connections. Asked what they felt was behind this perceived rise in automobile thefts, a number attributed this to the advanced technology in newer vehicles, believing these innovations had provided more ways for criminals to potentially break into and steal vehicles. It was also felt that a perceived growth in the global market for stolen vehicles had contributed to the increasing frequency of these crimes in the GTA and across Canada more broadly. Describing steps that they had taken in response to rising concerns related to auto theft, a few reported having taken actions such as having purchased a lock for their steering wheel as well as driving older, less expensive cars in order for their automobile to be perceived as less of a target.

Discussing what should be done by the Government of Canada in response to rising auto theft, a number believed that a greater focus should be placed on increasing surveillance and inspections of shipping crates at Canadian ports to ensure that stolen vehicles were not being trafficked overseas. Additional actions suggested by participants included introducing legislation to increase the penalties for automobile theft, mandating that automakers install global positioning technology (GPS)

technology in all new vehicles, and seeking to address what were viewed as the potential root causes of auto theft, such as poverty and gang activity. Asked whether they were aware of any actions taken by the federal government in the past few years on this front, a few believed that it had established a task force to investigate and devise solutions to reduce auto theft going forward. To aid in conversation, participants were provided with the following information:

The Government of Canada is organizing a National Summit on Combatting Auto Theft. This summit will gather various groups, like government officials, law enforcement, and community leaders, to develop a coordinated response to auto theft. The focus will be on short and long-term solutions involving policing, border security, and other efforts that combat organized crime.

While most reacted positively to this information and felt that this was an important action for the Government of Canada to take, some believed that this issue needed to be approached with greater urgency, including providing law enforcement agencies with additional powers to open and inspect trucks and shipping crates they suspect may contain stolen vehicles.

Immigration (Greater Toronto Area)

Participants residing in the Greater Toronto Area (GTA) took part in a brief conversation about immigration. Asked how they would describe the current state of the immigration system, all expressed concerns regarding the country's ability to maintain its current level of immigration while still being able to provide adequate housing and employment opportunities, health care, and education for those already living in Canada. Describing what they viewed as the benefits of welcoming new immigrants, several believed that immigration provided the opportunity to increase Canada's diversity and introduce new cultures and perspectives to the country's population. A few also believed that immigration brought potential economic benefits, bringing in more skilled professionals to work in Canadian industries. Asked to what degree they agreed with the statement "*Canada needs to welcome more new immigrants to fill labour shortages and grow the economy*", almost all disagreed, reiterating concerns that the country would not be able to accommodate a further rise to its population. It was felt by a number that it would not be fair to bring in immigrants to contribute to the Canadian economy if there was not enough housing or service capacity in areas such as health care to meet their needs.

All felt that the Government of Canada should decrease the rate of immigration going forward. While most supported continued immigration in the long term, it was felt that a temporary decrease would allow the country time to grow the housing supply and expand the capacity of important services and infrastructure to accommodate a larger population in the future. A few also believed that future immigration should be more targeted and focused on bringing in skilled workers in sectors which were experiencing labour shortages at present. Asked whether they had seen, read, or heard anything about recent actions or initiatives from the federal government related to immigration, while several recalled hearing that action had been taken to temporarily cap the number of new international student study

permits, none could recall any specific details. To aid in conversation, participants were provided with the following information:

The Government of Canada has announced a temporary 2-year cap on new international student study permits. With this cap, the Government of Canada is expecting 364,000 approved study permits in 2024, a decrease of 35% from 2023

Participants expressed a range of reactions to this information. While some believed this would have a positive impact on the housing situation, especially in terms of decreasing demand in the rental market, a roughly equal number were worried that this might lead to staffing and programming cuts at many Canadian universities and colleges which currently relied on the tuition paid by international students as a significant portion of their annual budgets.

Ukraine (Manitoba, National Capital Region Quebec)

Participants in two groups engaged in a discussion regarding the ongoing Russian invasion of Ukraine and the financial and military assistance provided to Ukraine by the Government of Canada. All reported being aware of this issue, though with varying levels of familiarity. Many shared that while they had previously followed the conflict quite closely, they felt that they were no longer as well-informed as they had once been. For most, this was either due to a declining personal interest in seeking out information related to the conflict, or the impression that information was no longer as accessible through news and social media sources as it had once been. While most in the group based in Manitoba reported that they were no longer as worried about the conflict as they had once been, a few expressed concerns regarding the potential impacts this conflict could have on the Canadian economy and fuel prices. In contrast, most residing in Quebec expressed high levels of concern about the conflict. These concerns focused on numerous factors, including potential economic issues, global security and stability concerns (related in particular to Russia's possession of nuclear weapons), and a perceived lack of progress on negotiations towards a peaceful resolution to the conflict. Few in either group reported having been personally impacted by the conflict or had known someone who had.

Discussing how the conflict had shaped their perspectives regarding the current global security situation, many expressed that it was shocking to see countries in Europe engaged in an active military conflict. Some shared that this had made them feel that the world was a less stable and secure place than they had once believed. Others believed that this situation served as an indication of the erosion of what they had perceived as a rules-based international order, under which developed countries typically did not engage in open armed conflict with one another. A large number expressed gratitude that they lived in Canada, which they viewed as being far removed from military conflicts in other parts of the world and highly unlikely to experience an invasion by another country. Discussing additional global impacts that they believed had been caused by this conflict, participants mentioned issues such as rising fuel and energy costs, increased transportation costs, and higher prices for essentials such as groceries.

Asked if they felt it was important for Canada to continue to assist Ukraine, most in the group from Manitoba and all in Quebec felt that it was. Several highlighted the importance of this assistance to protecting the health and wellness of Ukrainian civilians, who were believed to have suffered greatly due to this conflict. Among the small number in the group from Manitoba who viewed it as less important, some expressed concerns regarding the financial cost of this ongoing support and whether these funds should instead be used to help Canadians in Canada who were currently struggling to make ends meet financially.

Engaging in an exercise where they were asked to select one word to describe the Government of Canada's approach to the war in Ukraine, participants provided a wide range of responses. Several selected words with positive connotations such as 'generous', 'humanitarian', and 'pillar', believing that Canada's support had been impactful in assisting Ukraine in defending itself as well as in taking in Ukrainian civilians seeking safe haven from the conflict. A roughly equal number, however, chose terms with more negative implications such as 'fear', 'slow', and 'skittish'. Among these participants, it was felt that Canada's contributions had not had much of an impact and that Ukraine's efforts to end the conflict had stalled, with little hope for peace in the foreseeable future.

Asked what they had seen, read, or heard regarding the federal government's response to the war in Ukraine, many reiterated their understanding that Canada had been providing financial and military assistance throughout the entirety of the conflict and had brought in many displaced Ukrainians. Some also recalled the imposition of several sanctions by the Government of Canada on Russia, as well as upon numerous Russian individuals and businesses. All felt that the Government of Canada was currently on the right track with its response. Unprompted, a number residing in Manitoba shared that while they were satisfied with the current approach by the federal government, they did not want to see Canada become further involved in the conflict. Asked whether their view of the federal government's performance on this front had changed over time, all reported that their opinions had remained relatively stable since the beginning of the conflict.

Discussing whether they thought the Government of Canada should be doing more or less in its response to the conflict, most believed that the current approach was ideal and should be maintained. A number in the group from Quebec expressed the opinion that while they felt the current level of military assistance from the federal government should remain the same, they would be in support of increasing the amount of humanitarian support (such as medical and food supplies) sent to assist Ukrainian civilians. Others were of the view that the best way the Government of Canada could support Ukraine would be to impose harsher economic penalties on Russia and its businesses and oligarchs. Asked whether they were aware of the implementation of any sanctions by the federal government on Russia in response to its invasion of Ukraine, several believed that Canada had imposed numerous sanctions on Russia, as well as Russian individuals and business entities. Asked to gauge the overall impact of the Government of Canada's support for Ukraine, almost all expressed uncertainty, with many feeling that they did not have enough information to properly evaluate the effectiveness of these measures.

Most reported having been at least somewhat aware of the recent visit by the President of Ukraine to Canada. To aid in the conversation, participants were provided with the following clarification:



President Zelenskyy recently addressed the House of Commons in Canada. During this visit, the Government of Canada committed to providing \$650 million in financial and military aid over three years, which will include supplying Ukraine with 50 armoured vehicles made in Canada.

Reacting to this information, several in Manitoba expressed the view that three years would be a long time for this conflict to continue for and questioned how long the Government of Canada could feasibly support the defence effort in Ukraine. A few in this group were of the opinion that these investments should instead be directed to the Canadian Armed Forces (CAF), which they believed were currently underfunded, underequipped, and using antiquated equipment. Conversely, all in the group from Quebec expressed positive sentiments, believing that this type of ongoing support was necessary to help the Ukrainian war effort.

No participants were aware of the Canada-Ukraine Free Trade Agreement (CUFTA). To clarify, participants were provided with the following information:

The Canada-Ukraine Free Trade Agreement is designed to improve the business relationship between Canada and Ukraine. It does this by giving special treatment to goods traded between the two countries and by setting up new rules for trading services and investment. The agreement now has added sections that focus on fair trade, which includes support for smaller businesses, ensuring trade benefits both men and women equally, and benefits Indigenous Peoples. This agreement is intended to support Ukraine as it rebuilds its economy after the invasion by Russia.

Asked if it was important to have a free trade agreement with Ukraine, many expressed support for such an initiative, believing that this represented a non-violent, humanitarian approach to providing support to Ukraine that also had the potential to benefit Canadians and the Canadian economy. Discussing the types of long-term assistance that Ukraine might need from Canada and the rest of the international community once the conflict had been resolved, many believed that the primary areas of support would likely concern the physical reconstruction of damaged infrastructure, buildings, and homes, as well as economic and financial support to help rebuild the country's economy. Several also shared their view that Ukraine would require security guarantees from the international community to ensure that it would not be attacked again.

Discussing whether they had ever come across information about this conflict that had seemed false or misleading, many reported that they had. Discussing examples of this information, several mentioned having encountered stories about how Ukraine had initiated the conflict against Russia, or in some way had provoked Russia into an invasion. Others reported seeing articles about how the Government of Russia was fighting to free the citizens of Ukraine from oppression, and that its invasion was supported by most of the Ukrainian people. Those who had encountered misinformation or disinformation reported that this had primarily come from sources on social media platforms such as Facebook. It was felt that, on balance, Canadian media organizations had been largely successful in filtering out misinformation and disinformation from their articles and broadcasts. Several, however, worried that the continued perpetuation of false and misleading information could result in a lack of knowledge about the facts of the conflict, or, more critically, erode Canadians' support for Ukraine. Asked whether they believed that false or misleading information was impacting their own abilities to discern the truth regarding this conflict, no participants felt this to be the case.

Government of Canada Wordmark (National Capital Region Quebec)

One group took part in a discussion related to the visual symbols and audio signature that the federal government uses to identify itself. Asked how they would typically go about identifying information as coming from the Government of Canada, many described a logo including the word 'Canada' and the Canadian flag that they believed accompanied all federal communications. Discussing specifically how they would determine whether information that they heard was emanating from the Government of Canada, several mentioned a jingle that typically followed federal advertisements or announcements on audio platforms such as the radio. Questioned whether they thought it was usually clear when information was coming from the federal government, most believed that it was. A number, however, indicated that they would still be likely to verify any information that they encountered online with a secondary source in order to be certain of its accuracy.

Participants were next presented with an image of the Government of Canada wordmark:



In the above image, the word "Canada" is written in black font over a white background. Over the final "a" there is a coloured, red and white, Canadian flag.

All recognized this symbol, with several confirming that this was the logo they had been referencing earlier. Asked what they felt the wordmark symbolized, many believed that it represented the federal government as well as Canada more broadly. While participants, on balance, held a mostly neutral opinion of the wordmark, a few reported that it provided them with a sense of pride and security, especially when they encountered it while travelling outside of Canada. A number also associated it with official documents or communications that they would receive from federal agencies such as the Canada Revenue Agency (CRA). Asked why they felt the Government of Canada included this symbol in its communications, most believed that it served as a visual indicator confirming that the information it accompanied was trustworthy and from an official source.

The group was next provided with a recording of the Government of Canada's audio signature:



GC approved musical signature for FIP.wav

Above is a short, two-second, audio clip featuring the opening notes of the Canadian national anthem.

All were familiar with this jingle, with several describing it as being derived from the first four notes of the Canadian national anthem. Discussing what they felt to be the primary purpose of this jingle, all believed that (similar to the wordmark) it was used to confirm that audio information and advertisements were officially from the federal government and important to pay attention to.

Supplemented Foods Concept Testing (GTA Homeowners Expecting to Renew Mortgages in the Next Three Years)

Participants in one group were asked to share their perspectives related to creative concepts and messaging designed by the Government of Canada to highlight the potential risks related to supplemented foods, with a particular focus on products such as caffeinated energy drinks. Asked whether they were parents, a large number indicated that they were, with several reporting having children who were aged 14 years or under. Many felt that products such as energy drinks were being marketed too heavily towards younger Canadians and believed that this was an important issue for the federal government to be focusing on. Participants were shown the following visual concepts one after the other, and then side by side:



Above are two social media posts from the Government of Canada. Both posts show a Canadian flag in the icon box at the top and use the handle "Healthy Canadians". The post on the left reads, "Some #SupplementedFoods, such as caffeinated energy drinks, are not recommended for those under the age of 14 because of the type or amount of supplemental ingredients. Make sure to #ReadTheLabel to make an informed choice. Learn more at: [<link>](#)". Below the text is an image of a shopper pushing a grocery cart holding several items with the caption "Read the label!" in a blue text box with white writing. Below the image is a blue banner with white text reading "CANADA.CA/HEALTH" on the left, and the Government of Canada Wordmark logo on the right.

The post on the right reads, "A new caution identifier will soon appear on some supplemented foods. It alerts you to read the cautions like "not recommended for those under 14 years old." Make sure to read the label to know whether there are cautions that apply to your child. Learn more at: [<link>](#) #SupplementedFoods #NutritionLabelling". Below the text is an image of a beverage in a large black can with a logo reading "Kinsaki" in large, green writing. Small writing on the can is enlarged in a text box beside the can in black and white. The text reads "!Supplemented/Supplémenté" in white against a black background. Below these words is "Health Canada / Santé Canada" in black writing against a white background. Underneath the text box is bolded black writing that reads, "Learn more about the new caution identifier on some supplemented foods". At the bottom, there is a blue banner with white text reading "CANADA.CA/HEALTH" on the left, and the Government of Canada Wordmark logo on the right.

Sharing their overall reactions, while some thought that the campaign's 'read the label' message stood out to a greater extent in the shopping cart concept (left-hand image), particularly via the placement of the hashtag), several believed that the energy drink concept (right-hand image) placed a more direct focus on the issue of supplemented foods, specifically in its inclusion of images of an energy drink can and a mock-up of an ingredient label. A few expressed the opinion that the image of the grocery cart in the left-hand concept did not align with the message of these advertisements, given that it primarily appeared to be filled with healthy foods such as fruits and vegetables. Some also spoke positively of the caution-identifier referenced in the right-hand concept and believed that the inclusion of this feature on food products would be helpful for parents in determining which products were safe to purchase for their children. Discussing the advertisements more generally, many felt that the phrase 'supplemented foods' might be confusing to those who encounter it, with several expressing that they typically associated the term 'supplemented' with positive connotations such as bolstering one's health through the use of supplemental micronutrients, such as vitamins or minerals, rather than potentially harming it.

Asked whether they believed that these concepts would catch their attention if they encountered them on social media, only a small number expected that they would. While a few felt that the inclusion of the Government of Canada wordmark, the verified checkmark, and the Healthy Canadians organization name would intrigue them and prompt them to learn more, most did not believe that the images and text used in the concepts would stand out amidst the rest of the content typically found on social media platforms. Discussing ways to improve these concepts, a number suggested that the mock-up of the ingredients label in the energy drink concept should be made more detailed as well as provide examples of potentially dangerous ingredients that parents and other consumers should be looking out for. A few also felt that the language used in both concepts should be made more urgent to better convey the potential health risks posed by supplemented foods. Asked whether anything about these concepts surprised them, several thought that it was concerning that the Government of Canada felt it was necessary to create this type of messaging in the first place. It was believed that this indicated that the consumption of supplemented foods had become an increasing problem for Canadians and that many were currently putting their health at risk by consuming these products.

Participants were next presented with a series of additional social media messages that could potentially accompany the images they had previously been shown. These included:

- *The new supplemented food caution identifier alerts consumers to review cautions on the back or side of a supplemented food or beverage. Make sure to read the label when shopping for foods to make informed choices for you and your family.*
- *#SupplementedFoods have specific labelling requirements. Make sure to read the label when shopping for foods to make informed choices for you and your family.*
- *A new caution identifier is starting to appear on some supplemented foods. It alerts you to read the cautions like "not recommended for those under 14 years old." This is because some of these foods contain supplemental ingredients, such as added caffeine, that are not suitable for that age group. Make sure to read the label to make informed food choices for your family."*
- *Attention parents and caregivers! Are your kids consuming supplemented foods, such as caffeinated energy drinks? These drinks are not recommended for those under the age of 14 because of the type or amount of supplemental ingredients in them. Learn more about supplemental food labels to make informed food choices for your family.*

Reactions to these potential messages varied widely among participants. Some spoke positively regarding what they viewed as the straightforward, succinct nature of the first two messages, believing that they were informative and effectively conveyed the issue of supplemented foods without being overbearing. A roughly equal number, however, expressed a preference for the fourth statement, believing that it better captured the urgency of this issue and had a less relaxed tone than the first two. A few also liked the third statement, feeling that it effectively balanced being informative while also using language that communicated to parents the seriousness of this issue, and encouraged them to take supplemental ingredients into account when making food choices for their families.

Community Challenges (Bas-Saint-Laurent/Gaspésie/Côte-Nord Regions Quebec, Yukon, Niagara Region Ontario)

Participants residing in Yukon, Ontario's Niagara region, and the Bas-Saint-Laurent, Gaspésie, and Côte-Nord regions of Quebec, engaged in discussions related to the challenges currently facing their respective communities. Asked to identify what they viewed as the most important issues impacting their communities at present that required greater attention from the federal government, participants in all three groups identified health care as a major area of concern. Many described what they perceived as increasing challenges related to accessing health services in their community, including

issues such as long wait times for emergency and primary care, a lack of family doctors, and limited resources available to treat issues related to mental health and addiction. Housing affordability was also identified by all groups as a significant concern in their communities. It was believed that housing costs had increased substantially for both homeowners and renters in recent years, and that there was a widespread shortage of safe and affordable housing available at present. Several also described what they viewed as a lack of well-paying, full-time employment opportunities in their respective regions, with some believing this was a particular issue for those living in smaller or rural communities.

A number in the Niagara region and Yukon described what they viewed as a lack of public transportation options in their communities. The view was expressed by participants in these groups that it was very difficult at present to travel from place to place in their area without a personal automobile. A few thought that the condition of roadways in their areas had worsened considerably as of late and that an increased focus needed to be placed by the federal and provincial/territorial governments towards repairing and upgrading this vital infrastructure. Participants in Yukon and the Bas-Saint-Laurent, Gaspésie, and Côte-Nord regions also identified climate change as a major concern impacting their communities at present. Several believed that the impacts of climate change had escalated in recent years, and viewed this as a contributing factor towards what they perceived as an increasing frequency of natural disasters such as wildfires and large-scale flooding in their local areas.

Discussing the most important industries in their respective communities, participants in the Bas-Saint-Laurent, Gaspésie, and Côte-Nord regions identified areas such as agriculture, forestry, paper production, mining, tourism, and construction as playing significant roles in their local economies. Those residing in the Niagara region mentioned tourism, wine production, and manufacturing as important local sectors, with some specifically recalling recent investments made by the federal government towards the increased production of electric vehicles (EVs) in their area. Participants in Yukon identified mining, tourism, the transportation of goods and materials, and the construction of new infrastructure as the most important sectors in their region. Several in this group were of the impression that there were significant staffing shortages across many of these sectors (as well as in key areas such as health care) at present and that more needed to be done by governments at the federal and territorial level to recruit and incentivize skilled professionals to work and reside in the region.

Asked an additional question as to whether the Government of Canada had done anything to support the important sectors in their area, none in the Bas-Saint-Laurent, Gaspésie, and Côte-Nord regions could recall any specific actions or initiatives. Discussing additional actions that they felt could be taken by the federal government to assist vital sectors such as mining, paper production, agriculture, and forestry, a number believed that increased investments should be made towards assisting these industries with modernizing their facilities and adopting more sustainable industrial practices. It was felt that taking this approach would assist these sectors with adapting to what participants expected would be a greener, more environmentally focused economy in the years to come.

Appendices

Appendix A – Recruiting Scripts

English Recruiting Scripts

December English Recruiting Script

**Privy Council Office
Recruiting Script – December 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 (EST)	Local Time	Location	Composition	Moderator
1	Tues, Dec 5 th	5:00-7:00 PM	6:00-8:00 (AST) 6:30-8:30 (NST)	Mid-Size and Major Centres Atlantic Canada	General Population	DN
2	Wed, Dec 6 th	6:00-8:00 PM	6:00-8:00 (EST)	Hamilton	Renters	MP
3	Thurs, Dec 7 th	9:00-11:00 PM	6:00-8:00 (PST)	Vancouver	Middle Class Cost of Living Concerned	MP
4	Tues, Dec 12 th	7:00-9:00 PM	6:00-8:00 (CST)	Manitoba	General Population	TBW
6	Thurs, Dec 14 th	6:00-8:00 PM	6:00-8:00 (EST)	Greater Toronto Area (Greater Toronto Area)	Homeowners Seeking Mortgage Renewal in the Next 3 Years	DN

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	THANK AND END
A marketing, branding, or advertising agency	THANK AND END
A magazine or newspaper	THANK AND END
A federal/provincial/territorial government department or agency	THANK AND END
A political party	THANK AND END
In public/media relations	THANK AND END
In radio/television	THANK AND END
No, none of the above	CONTINUE

1a. **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	
Atlantic Canada	<p>Major centres = >60,000</p> <p>Cities could include (but are not limited to): NS: Halifax, Cape Breton NB: Moncton, Saint John N&L: St. John's</p> <p>Mid-sized centres = 20,000-59,999</p> <p><u>NB</u>: Fredericton, Saint John, Quispamsis-Rothesay <u>PEI</u>: Charlottetown, Summerside <u>N&L</u>: Mount Pearl, Corner Brook, Conception Bay, Paradise</p> <p>ENSURE 2 PARTICIPANTS FROM EACH PROVINCE. ENSURE A GOOD MIX OF CITIES WITHIN EACH PROVINCE.</p>	CONTINUE – GROUP 1
Hamilton, Ontario	Hamilton	CONTINUE – GROUP 2
Vancouver, British Columbia	<p>Vancouver</p> <p>ENSURE PARTICIPANTS RESIDE IN VANCOUVER CITY PROPER.</p>	CONTINUE – GROUP 3
Manitoba	<p>Cities could include (but are not limited to):</p> <p>Winnipeg, Brandon, Steinbach, Thompson, Portage la Prairie, Winkler, Selkirk, Morden, Dauphin, The Pas, Flin Flon</p> <p>ENSURE A GOOD MIX.</p>	CONTINUE – GROUP 4
Greater Toronto Area, Ontario	<p>Cities could include (but are not limited to):</p> <p>Toronto, Ajax, Oshawa, Pickering, Whitby, Burlington, Oakville, Brampton, Mississauga, Markham, Newmarket, Richmond Hill, Vaughan</p> <p>ENSURE A GOOD MIX. NO MORE THAN 2 PER CITY.</p>	CONTINUE – GROUP 6
VOLUNTEERED Prefer not to answer		THANK AND END

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

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

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

Under 18 years of age	IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.
18-24	CONTINUE
25-29	
30-34	
35-44	
45-49	
50-54	
55+	
VOLUNTEERED Prefer not to answer	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE.

4. **ASK ONLY IF GROUP 2 or GROUP 6** Do you own or rent your current residence? **IF ASKED/CLARIFICATION REQUIRED:** You are considered a homeowner even if you have outstanding debt that you owe on your mortgage loan.

Own	CONTINUE Q.6
Rent	CONTINUE Q.4a
VOLUNTEERED Living at home	THANK AND END
VOLUNTEERED Other	THANK AND END
VOLUNTEERED Don't know/not sure	THANK AND END

4a. **ASK ONLY IF GROUP 2** What kind of residence are you renting?

Condo	CONTINUE – GROUP 2
Apartment	CONTINUE – GROUP 2
Single family home	CONTINUE – GROUP 2
Townhome	CONTINUE – GROUP 2
Other, please specify: _____	CONTINUE – GROUP 2

ENSURE A GOOD MIX.

5. **ASK ONLY IF GROUP 3** 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 Q5a.

- 5a. **ASK ONLY IF GROUP 3** How many family members rely on you for financial support? In other words, how many dependents do you have?

0
1
2-3
4 or more

ENSURE A GOOD MIX BY NUMBER OF DEPENDENTS. NO MORE THAN 2 WITH 0 DEPENDENTS. Note: Larger families/Individuals with a larger number of dependents may skew to higher incomes.

6. **ASK ONLY IF GROUP 6** Can you please tell me approximately when your mortgage will be up for renewal?

In the next 12 months	CONTINUE – GROUP 6
In the next 1-2 years	CONTINUE – GROUP 6
In the next 2-3 years	CONTINUE – GROUP 6
More than 3 years from now	THANK AND END
VOLUNTEERED Don’t know/not sure	THANK AND END

- 6a. **ASK ONLY IF GROUP 6** Which of the following best describes the residence you currently own?

Condo	CONTINUE – GROUP 6
Apartment	CONTINUE – GROUP 6
Single family home	CONTINUE – GROUP 6
Townhome	CONTINUE – GROUP 6
Other, please specify: _____	CONTINUE – GROUP 6

ENSURE A GOOD MIX.

7. **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	IF GROUP 3 – THANK AND END ALL OTHER GROUPS CONTINUE
\$20,000 to just under \$40,000	IF GROUP 3 – THANK AND END ALL OTHER GROUPS CONTINUE
\$40,000 to just under \$60,000	IF GROUP 3 – THANK AND END ALL OTHER GROUPS CONTINUE
\$60,000 to just under \$80,000	CONTINUE – GROUP 3
\$80,000 to just under \$100,000	CONTINUE – GROUP 3
\$100,000 to just under \$125,000	GROUP 3 IF Q5A = 0 OR 1, THANK AND END GROUP 3 IF Q5A = 2 OR MORE, CONTINUE

	ALL OTHER GROUPS CONTINUE
\$100,000 to just under \$150,000	IF GROUP 3 – THANK AND END ALL OTHER GROUPS CONTINUE
\$150,000 and above	IF GROUP 3 – THANK AND END ALL OTHER GROUPS CONTINUE
VOLUNTEERED Prefer not to answer	THANK AND END

GROUP 3 – 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.

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

Yes **CONTINUE**

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

9. As part of the focus group, you will be asked to actively participate in a conversation. 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**

3-5 **CONTINUE**

10. 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

11. **ASK ALL GROUPS** 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**

12. **ASK ALL GROUPS** 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**



- 13. ASK ALL GROUPS** 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.

- 14.** 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**

- 15.** How long ago was the last focus group you attended?

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

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

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

- 17.** 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.

- 18.** 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.



19. 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.

20. 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: _____

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



[DO NOT ASK] Gender RECORD BY OBSERVATION.

Male	CONTINUE
Female	CONTINUE

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

21. 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.

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: _____

January English Recruiting Script

Privy Council Office Recruiting Script – January 2024 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 (EST)	Local Time	Location	Composition	Moderator
1	Tues, Jan 9 th	5:00-7:00 PM	6:00-8:00 (AST) 6:30-8:30 (NST)	Atlantic Canada	Homeowners	DN
3	Thurs, Jan 11 th	8:00-10:00 PM	6:00-8:00 (MST)	Alberta	Parents of Children Under 12	TBW
4	Tues, Jan 16 th	9:00-11:00 PM	6:00-8:00 (PST)	Surrey	General Population	TBW
6	Thurs, Jan 18 th	7:00-9:00 PM	6:00-8:00 (CST)	Mid-Size and Major Centres Manitoba	Lower Income Canadians Facing Financial Pressures	DN
7	Tues, Jan 23 rd	8:00-10:00 PM	6:00-8:00 (MST)	Yukon	General Population	TBW
9	Thurs, Jan 25 th	6:00-8:00 PM	6:00-8:00 (EST)	Niagara Region	General Population	DN

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 | THANK AND END |
| A marketing, branding, or advertising agency | THANK AND END |
| A magazine or newspaper | THANK AND END |
| A federal/provincial/territorial government department or agency | THANK AND END |
| A political party | THANK AND END |
| In public/media relations | THANK AND END |
| In radio/television | THANK AND END |
| 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	
Atlantic Canada	<p>Cities/regions could include (but are not limited to):</p> <p><u>Nova Scotia</u>: Halifax, Cape Breton, New Glasgow, Glace Bay, Truro</p> <p><u>New Brunswick</u>: Greater Moncton Area, Greater Saint John Area, Quispamsis – Rothesay, Dieppe, Miramichi, Edmundston, Fredericton, Saint John</p> <p><u>Newfoundland & Labrador</u>: St. John’s, Corner Brook, Conception Bay, Mount Pearl</p> <p><u>Prince Edward Island</u>: Charlottetown, Charlottetown Region</p> <p>ENSURE A GOOD MIX OF CITIES/REGIONS ACROSS PROVINCES. NO MORE THAN 3 FROM EACH PROVINCE.</p>	CONTINUE – GROUP 1
Alberta	<p>Cities/towns could include (but are not limited to):</p> <p>Calgary, Edmonton, Red Deer, Lethbridge, Wood Buffalo, Airdrie, Fort McMurray, Medicine Hat, Grande Prairie</p> <p>ENSURE A GOOD MIX OF CITIES/TOWNS ACROSS THE REGION.</p>	CONTINUE – GROUP 3
Surrey, British Columbia	<p>Surrey</p> <p>PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTER PROPER.</p>	CONTINUE – GROUP 4
Mid-Size and Major Centres Manitoba	<p>Cities include:</p> <p>Mid-Size Centres: Population of 10,000-100,000</p> <p>Brandon, Steinbach, Winkler, Thompson, Selkirk</p> <p>Major Centres: Population of >100,000</p> <p>Winnipeg</p> <p>ENSURE A GOOD MIX ACROSS THE REGION.</p>	CONTINUE – GROUP 6
Yukon	<p>Cities could include (but are not limited to):</p> <p>Whitehorse, Dawson City</p>	CONTINUE – GROUP 7

	AIM FOR NO MORE THAN 4 FROM WHITEHORSE.	
Niagara Region	Cities/towns could include (but are not limited to): St. Catharines, Niagara Falls, Welland, Fort Erie, Grimsby, Lincoln, Thorold, Port Colborne, Niagara-on-the-lake, Pelham, Wainfleet ENSURE A GOOD MIX ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.	CONTINUE – GROUP 9
VOLUNTEERED Prefer not to answer		THANK AND END

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

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

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

Under 18 years of age	IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.
18-24	CONTINUE
25-29	
30-34	
35-44	
45-49	
50-54	
55+	
VOLUNTEERED Prefer not to answer	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE. GROUP 1 MAY SKEW MIDDLE-AGED/OLDER. GROUP 3 MAY SKEW YOUNGER.

4. **ASK ALL GROUPS** Do you own or rent your current residence? **IF ASKED/CLARIFICATION REQUIRED:** You are considered a homeowner even if you have outstanding debt that you owe on your mortgage loan.

Own	CONTINUE
Rent	IF GROUP 1 – THANK AND END ALL OTHER GROUPS - CONTINUE
VOLUNTEERED Living at home	IF GROUP 1 – THANK AND END ALL OTHER GROUPS - CONTINUE
VOLUNTEERED Other, please specify:	IF GROUP 1 – THANK AND END ALL OTHER GROUPS - CONTINUE
VOLUNTEERED Don't know/not sure	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE.

- 4a. **ASK ALL GROUPS** Which of the following best describes the residence you currently [own/rent]?

Condo	CONTINUE
Apartment	CONTINUE
Single family home	CONTINUE
Townhome	CONTINUE
Other, please specify: _____	CONTINUE

ENSURE A GOOD MIX.

5. **ASK ONLY IF GROUP 3** Do you have any children under the age of 12?

Yes **CONTINUE TO Q5a.**
 No **THANK AND END**
VOLUNTEERED Prefer not to answer **THANK AND END**

- 5a. **ASK ONLY IF GROUP 3** Could you please tell me the age(s) of your children?

Child	Age
1	
2	
3	
4	
5	

ENSURE A GOOD MIX BY AGE AND NUMBER OF CHILDREN IN EACH GROUP.

6. **ASK ONLY IF GROUP 6** How many people are currently living in your household?

Record response – **CONTINUE TO Q6a.**

6a. **ASK ONLY IF GROUP 6** How many people currently living in your household are over the age of 18, including yourself?

1 person **CONTINUE**
More than 1 person **CONTINUE**

7. **ASK ALL GROUPS** Which of the following categories best describes your total household income in 2023. That is, the total income of all persons in your household combined, before taxes?

Under \$20,000	CONTINUE FOR ALL GROUPS
\$20,000 to just under \$40,000	CONTINUE FOR ALL GROUPS
\$40,000 to just under \$60,000	IF MORE THAN 1 PERSON IN HOUSEHOLD – CONTINUE GROUP 6 ALL OTHER GROUPS - CONTINUE
\$60,000 to just under \$80,000	IF MORE THAN 1 PERSON IN HOUSEHOLD – CONTINUE GROUP 6 ALL OTHER GROUPS - CONTINUE
\$80,000 to just under \$100,000	IF GROUP 6 – THANK AND END ALL OTHER GROUPS - CONTINUE
\$100,000 to just under \$150,000	IF GROUP 6 – THANK AND END ALL OTHER GROUPS - CONTINUE
\$150,000 and above	IF GROUP 6 – THANK AND END ALL OTHER GROUPS - CONTINUE
VOLUNTEERED Prefer not to answer	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE.

8. **ASK ONLY IF GROUP 6** Which of the following options best describes your current financial situation?

I enjoy life thanks to the way I manage my money and I am confident about my financial future.

THANK AND END

Most of the time I can pay my bills each month. **CONTINUE TO Q8a.**

I am constantly concerned about my ability to pay for things each month. **CONTINUE TO Q8a.**

I have to draw from my savings, increase my credit, or defer my bill payments to make ends meet.

CONTINUE TO Q8a.

8a. **ASK ONLY IF GROUP 6** What would you do if you were facing an unexpected expense of \$400 or \$500? Would you...

Pay the expense with the help of immediately available funds (e.g., From your checking or savings account, cash, or a credit card that will be paid off in the same month) **CONTINUE (READ NOTE BELOW)**

Borrow the money to cover the expense, sell an asset to cover the expense, or not pay the expense immediately (e.g., Using a credit card that will be paid off over several months) **CONTINUE GROUP 6**

NOTE: IF THE RESPONDENT CHOOSES “MOST OF THE TIME I CAN PAY MY BILLS EACH MONTH” AT Q8. AND “PAY THE EXPENSE WITH THE HELP OF IMMEDIATELY AVAILABLE FUNDS” AT Q8a., THANK AND END.

ENSURE THE GROUP HAS A LARGER PORTION OF THOSE WHO RESPOND “BORROW THE MONEY TO COVER THE EXPENSE”

LIMIT THE NUMBER OF PEOPLE WHO SAY “MOST OF THE TIME I CAN PAY MY BILLS” AT Q8 AND “BORROW THE MONEY TO COVER THE EXPENSE” AT Q8a.

9. 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.”*

10. 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**

3-5 **CONTINUE**

11. 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

12. **ASK ALL GROUPS** 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**

13. **ASK ALL GROUPS** 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**

14. **ASK ALL GROUPS** 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.

- 15.** 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.19**

- 16.** How long ago was the last focus group you attended?

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

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

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

- 18.** 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.

- 19.** 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.



20. ASK ALL GROUPS EXCEPT 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.

21. 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: _____

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

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

Male	CONTINUE
Female	CONTINUE

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

23. 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.

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 Scripts

December French Recruiting Script

Bureau du Conseil privé
Questionnaire de recrutement – décembre 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 (HNE)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
5	13 décembre	6:00-8:00 PM	6:00-8:00 (HNE)	La région de la Capitale-Nationale du Québec	Population générale	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

Préféreriez-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

Français **CONTINUER**

Anglais **PASSER AU QUESTIONNAIRE ANGLAIS**

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

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

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

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

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

QUESTIONS DE SÉLECTION

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

Une société d'études de marché	REMERCIER ET CONCLURE
Une agence de commercialisation, de marque ou de publicité	REMERCIER ET CONCLURE
Un magazine ou un journal	REMERCIER ET CONCLURE
Un ministère ou un organisme gouvernemental fédéral, provincial ou territorial	REMERCIER ET CONCLURE
Un parti politique	REMERCIER ET CONCLURE
Dans les relations publiques ou les relations avec les médias	REMERCIER ET CONCLURE
Dans le milieu de la radio ou de la télévision	REMERCIER ET CONCLURE
Non, aucune de ces réponses	CONTINUER

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

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

2. 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**

3. Dans quelle ville habitez-vous?

LIEU	VILLES	
La région de la Capitale-Nationale du Québec	<p>Les villes peuvent notamment comprendre :</p> <p>Ville de Québec, Saint-Augustin-de-Desmaures, L’Ancienne Lorette, Saint-Raymond, Pont-Rouge, Stoneham-et-Tewkesbury, La Malbaie, Lac-Beauport, Sainte-Catherine-de-la-Jacques-Cartier, Boischatel</p> <p>ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA RÉGION. PAS PLUS DE DEUX PARTICIPANTS PAR VILLE.</p>	CONTINUER – GROUPE 5
RÉPONSE SPONTANÉE Préfère ne pas répondre		REMERCIER ET CONCLURE

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

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

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

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

ASSURER UNE BONNE REPRÉSENTATION DES ÂGES DANS CHAQUE GROUPE, S’IL Y A LIEU.



6. 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* ».

7. 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**

8. 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

9. 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**

10. Sur une échelle de 1 à 5 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**

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

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

12. 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**

13. 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**

14. 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**

15. 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 \$	CONTINUER
20 000 \$ à moins de 40 000 \$	CONTINUER
40 000 \$ à moins de 60 000 \$	CONTINUER
60 000 \$ à moins de 80 000 \$	CONTINUER
80 000 \$ à moins de 100 000 \$	CONTINUER
100 000 \$ à moins de 150 000 \$	CONTINUER
150 000 \$ ou plus	CONTINUER
RÉPONSE SPONTANÉE : Préfère ne pas répondre	REMERCIER ET CONCLURE

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

- Homme
- Femme

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

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

- Métier de la construction ou métier spécialisé
- 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
Services administratifs, services de soutien, services de gestion des déchets et services d'assainissement
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.

21. 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.

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 : _____

January French Recruiting Script

Bureau du Conseil privé Questionnaire de recrutement – janvier 2024 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 (HNE)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
2	10 janvier	6:00-8:00	6:00-8:00 (HNE)	Bas-Saint-Laurent/Gaspésie/Côte-Nord Regions	Population générale	MP
5	17 janvier	6:00-8:00	6:00-8:00 (HNE)	Québec	Étudiants universitaires	MP
8	24 janvier	6:00-8:00	6:00-8:00 (HNE)	Grande région de Montréal	Canadiens/canadiennes qui soignent les enfants et les parents âgés	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

Préféreriez-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

Français **CONTINUER**

Anglais **PASSER AU QUESTIONNAIRE ANGLAIS**

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

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

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

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

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

QUESTIONS DE SÉLECTION

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

Une société d'études de marché	REMERCIER ET CONCLURE
Une agence de commercialisation, de marque ou de publicité	REMERCIER ET CONCLURE
Un magazine ou un journal	REMERCIER ET CONCLURE
Un ministère ou un organisme gouvernemental fédéral, provincial ou territorial	REMERCIER ET CONCLURE
Un parti politique	REMERCIER ET CONCLURE
Dans les relations publiques ou les relations avec les médias	REMERCIER ET CONCLURE
Dans le milieu de la radio ou de la télévision	REMERCIER ET CONCLURE
Non, aucune de ces réponses	CONTINUER

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

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

2. 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**

3. Dans quelle ville habitez-vous?

LIEU	VILLES	
Bas-Saint-Laurent/Gaspésie/Côte-Nord Regions	<p>Les villes peuvent notamment comprendre :</p> <p><u>Bas-Saint-Laurent</u> : Rimouski, Rivière du Loup, Matane <u>Gaspésie</u> : Gaspé, Chandler, Sainte-Anne-des-Monts <u>Côte-Nord</u> : Sept-Îles, Baie-Comeau</p> <p>ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA RÉGION. PAS PLUS DE DEUX PARTICIPANTS PAR VILLE.</p>	CONTINUER – GROUPE 2
Québec	<p>Les villes peuvent notamment comprendre (mais ne sont pas limité à) :</p> <p>Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière, Saint-Jean-sur-Richelieu, Chateauguay, Drummondville, Granby, Saint-Hyacinthe</p> <p>ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA RÉGION.</p>	CONTINUER – GROUPE 5
Grande région de Montréal (GRM)	<p>Les villes peuvent notamment comprendre :</p> <p>Montréal, Laval, Longueuil, Terrebonne, Brossard, Saint-Jérôme, Blainville, Mirabel, Dollard-des-Ormeaux</p> <p>PAS PLUS DE DEUX PARTICIPANTS DE LA VILLE DE MONTRÉAL. ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU.</p>	CONTINUER – GROUPE 8
RÉPONSE SPONTANÉE Préfère ne pas répondre		REMERCIER ET CONCLURE

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

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

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

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

ASSURER UNE BONNE REPRÉSENTATION D'ÂGES DANS CHAQUE GROUPE, S'IL Y A LIEU. LE GROUPE 5 FAUSSERA PLUS JEUNE.

6. **DEMANDER SEULEMENT POUR LE GROUPE 5** Êtes-vous actuellement inscrit/inscrite à un programme universitaire?

Oui	CONTINUER
Non	REMERCIER ET CONCLURE
Ne sais pas/Préfère ne pas répondre	

- 6.a **DEMANDER SEULEMENT POUR LE GROUPE 5** Dans lequel des établissements d'enseignement postsecondaire suivants êtes-vous inscrit/inscrite?

Université – au premier cycle	CONTINUER
Université – aux cycles supérieurs	

ASSURER UN BON MÉLANGE.

7. **DEMANDER SEULEMENT POUR LE GROUPE 8** Qui sont les membres résidant dans votre ménage?

Parent(s)	SI LA REPONSE EST ENFANT(S) 0-17 ANS ET PARENT(S) - CONTINUER À Q7.a
Enfant(s) 0-5 ans	
Enfant(s) 6-11 ans	
Enfant(s) 12-17 ans	

Enfant(s) 18 ans ou plus	REMERCIER ET CONCLURE
Autre	
Ne sais pas/Préfère ne pas répondre	

7.a **DEMANDER SEULEMENT POUR LE GROUPE 8** Le parent ou les parents qui résident dans votre ménage se situent dans quelle tranche d'âge dans la liste suivante? **LIRE LA LISTE**

65-69 ans	REMERCIER ET CONCLURE
70-74 ans	CONTINUER
75-79 ans	
80-84 ans	
85-89 ans	
90 ans ou plus	
Aucune de ces options	REMERCIER ET CONCLURE
RÉPONSE SPONTANÉE Préfère ne pas répondre	

LIMITER LE NOMBRE DE PERSONNES QUI DISENT « 70-74 ANS ». ASSURER UN BON MÉLANGE D'ÂGES.

8. **DEMANDER A TOUS** Êtes-vous actuellement propriétaire ou locataire de votre résidence principale?
ECLAIRCISSEMENT AU BESOIN : Vous êtes considéré comme propriétaire même si vous avez une dette hypothécaire active.

Propriétaire	CONTINUER
Locataire	CONTINUER
RÉPONSE SPONTANÉE Habitant au domicile parentale	CONTINUER
RÉPONSE SPONTANÉE Autre, veuillez préciser :	CONTINUER
RÉPONSE SPONTANÉE Ne sais pas/Préfère ne pas répondre	REMERCIER ET CONCLURE

9. Parmi les choix suivants, lequel décrit le mieux la résidence dont vous êtes actuellement [propriétaire/locataire]?

Condo	CONTINUER
Appartement	CONTINUER
Maison unifamiliale	CONTINUER
Maison en rangée	CONTINUER
Autre, veuillez préciser : _____	CONTINUER

ASSURER UN BON MÉLANGE.



10. 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* ».

11. 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**

12. 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

13. 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**

14. Sur une échelle de 1 à 5 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**

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

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

16. 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.20**

17. 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**

18. 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**

19. 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.

20. Laquelle des catégories suivantes décrit le mieux le revenu annuel total de votre ménage en 2023 – c'est-à-dire le revenu cumulatif de l'ensemble des membres de votre ménage avant impôt?

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

ASSURER UN BON MÉLANGE, S'IL Y A LIEU. LE GROUPE 5 FAUSSERA PLUS BAS.



21. 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.

22. 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.

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

- Homme
- Femme

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

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

- Métier de la construction ou métier spécialisé
- 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
Services administratifs, services de soutien, services de gestion des déchets et services d'assainissement
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.

25. 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.

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 Guides

MASTER MODERATOR'S GUIDE

December 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.

GOVERNMENT OF CANADA IN THE NEWS (5-25 minutes) All locations

- What have you seen, read, or heard about the Government of Canada in the last few days?
 - Mid-Size & Major Centres Atlantic Canada, Vancouver Middle Class Cost of Living Concerned, Manitoba, National Capital Region Quebec What are your reactions to this news?
 - Vancouver Middle Class Cost of Living Concerned IF COST OF GROCERIES NOT MENTIONED: Have you seen, read, or heard anything from the Government of Canada about what it is doing to address the cost of groceries?
 - IF YES: What did you see, read, or hear? Where did you see, read, or hear this?
 - Manitoba, National Capital Region Quebec IF NOT MENTIONED: Have you seen, read, or heard anything about the Government of Canada related to international news?

Vancouver Middle Class Cost of Living Concerned The Government of Canada has announced steps it is taking to help tackle high grocery costs.

Vancouver Middle Class Cost of Living Concerned [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. As a result, Canadians can expect to see targeted actions, including discounts on a selection of grocery staples, price freezes, and price matching.
- Proposing amendments to 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.
- **Vancouver Middle Class Cost of Living Concerned** What are your reactions to each of these measures? How do you feel about this approach?
- **Vancouver Middle Class Cost of Living Concerned** Do you believe these actions will help make life more affordable for Canadians? Why or why not?

PERFORMANCE AND PRIORITIES (15-50 minutes) **All locations**

[[Now shifting away from the Government of Canada's work to help tackle high grocery costs/ Now we're going to move away from Government of Canada symbols and] [Thinking broadly about the Government of Canada ...]]

- What does the Government of Canada do well?
- What does the Government of Canada need to improve on? Why?
- In your opinion, what are the top issues that the Government of Canada should be prioritizing? Why?
 - **Mid-Size & Major Centres Atlantic Canada, Hamilton Renters, Manitoba, National Capital Region Quebec** IF NOT MENTIONED: What about support for the middle class?
 - **Mid-Size & Major Centres Atlantic Canada, Hamilton Renters, Manitoba, National Capital Region Quebec** Does the Government of Canada do enough to support the middle class? Why or why not?
 - What else could the Government of Canada do to support the middle class?
 - **Vancouver Middle Class Cost of Living Concerned** IF HOUSING NOT MENTIONED: What about housing? How would you describe the housing situation in your community, specifically?
 - **Vancouver Middle Class Cost of Living Concerned** How big of a priority should housing be for the Government of Canada?
 - **Vancouver Middle Class Cost of Living Concerned** What are the biggest challenges or issues when it comes to housing?



- **Vancouver Middle Class Cost of Living Concerned** What have you seen, read, or heard lately about the Government of Canada’s work on housing?
 - IF NOT MENTIONED: Have you heard anything about the federal government giving more money to municipalities that commit to reducing red tape in order to build more housing?
- **Vancouver Middle Class Cost of Living Concerned** Whether you’ve heard about this or not, how do you feel about the Government of Canada providing funding for housing to municipalities that cut red tape to expedite the construction of multi-unit buildings, among other things?
 - Do you think this approach will be effective in your community? Why or why not?
- **Vancouver Middle Class Cost of Living Concerned** When you hear the word “densification” what comes to mind? Can you explain in your own words what you think it means?

Vancouver Middle Class Cost of Living Concerned CLARIFY AS NEEDED: “Densification” is the process of increasing the number of homes in a given area, typically by building more housing units or adding to existing structures.

- **Vancouver Middle Class Cost of Living Concerned** In your opinion, is greater density something governments should be encouraging in Canada’s larger cities? Why or why not?
- **Vancouver Middle Class Cost of Living Concerned** When you picture the types of homes that might be built if governments were to focus more on greater density, what comes to mind?
- **Vancouver Middle Class Cost of Living Concerned** How do you feel about the idea of “densifying” your community?
- **Vancouver Middle Class Cost of Living Concerned** Would it have an impact on your community?
 - IF YES: What sort of impact do you anticipate – positive, negative, perhaps a bit of both?
 - PROBE AS NEEDED: What about impacts to public services like schools, hospitals, and transportation?
 - PROBE AS NEEDED: What about impacts on the availability and cost of housing? Are there any other ways your community could benefit from densification?
- **Vancouver Middle Class Cost of Living Concerned** Do you have any additional concerns about densifying your community?
 - IF YES: What are they?

Vancouver Middle Class Cost of Living Concerned The Government of Canada’s Housing Accelerator Fund provides money to municipalities that agree to cut red-tape to build more homes faster. This money can be used for a range of things, including investing in local infrastructure projects needed to help support growing communities.

- **Vancouver Middle Class Cost of Living Concerned** In your opinion, what type of infrastructure projects should the Government of Canada be investing in to best help support growing communities?
 - PROBE AS NEEDED: What about projects like public transit, drinking water and wastewater infrastructure, community energy systems, roads, bridges, bicycle lanes, or landscaping and new green spaces?
- **Vancouver Middle Class Cost of Living Concerned** Does knowing that the Government of Canada is helping to fund infrastructure projects that support growing communities affect your opinion about increasing housing density in Canadian cities? Why or why not?
- **Vancouver Middle Class Cost of Living Concerned** In your opinion, should the Government of Canada focus more on supporting the construction of affordable housing units, which are subsidized and rented at below-market rates, or should it concentrate on maximizing the overall number of homes built? Why do you feel this way?

CARBON PRICING (60 minutes) Mid-Size & Major Centres Atlantic Canada

- Are you aware of anything the Government of Canada is doing to reduce carbon pollution in Canada?
 - IF YES: What are your reactions to what you've seen, read, or heard?

CLARIFY: The Government of Canada is undertaking several measures to reduce carbon pollution. These measures include setting a price on carbon pollution, setting clean fuel standards, investing in renewable energy and clean technologies, and investing in energy efficiency programs. For today, we'll be focusing on the first measure: setting a price on carbon pollution.

- Before today, who was aware that the Government of Canada set a price on carbon pollution?
 - What, if anything, do you know about the price on carbon pollution?
- Based on what you already know, would you say you support or oppose putting a price on carbon pollution, or are you unsure?

Recently the Government of Canada made a few changes to the carbon pricing system. But first, I'm just going to explain how the system works broadly.

SHOW ON SCREEN:

There are two parts to carbon pollution pricing – a fuel charge, which applies to things like oil and gas, and a separate system for industry. In provinces where the federal fuel charge applies, all direct proceeds are returned to Canadians, mostly through the pollution price rebate, also known as the

Climate Action Incentive payments (CAIP), to households. Most households receive more money back through these payments than they pay on the fuel charge.

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. Rebate amounts are based on the number of individuals in a household, not how much energy a household uses, and most households receive more money back through the pollution price rebate than they pay on the fuel charge.

- Does what I've outlined here match what you already knew about how the carbon pricing system works?
 - Is there any information here that is new to you?

[SHOW OF HANDS FOR EACH] Does anyone here heat their home using....

1. A heat pump
2. Home heating oil

As you may have heard, the Government of Canada recently announced that it is pausing the carbon pollution price on home heating oil until April 1, 2027.

- What is your reaction to this change?
- Is this a step that you think the Government of Canada should or should not be taking?
- What impact, if any, does this change have on you?
- Does knowing this change the way you feel about the federal government's price on carbon pollution? How so?

SHOW ON SCREEN

When the Government of Canada announced the carbon pollution price pause on home heating oil, it also announced the following:

- It will make heat pumps free for low- to median-income Canadians in participating provinces (including Newfoundland); and

- A \$250 upfront payment for low- to median-income Canadians who want to make the switch to a heat pump.
- What are your initial reactions to these measures?
- FOR THOSE WITHOUT A HEAT PUMP, ASK: Would you be interested in installing a heat pump in your home? Why or why not?
 - What factors would encourage you to consider switching your current home heating system to a heat pump?
- How might these changes affect you or your community?
- Do you think these are actions the Government of Canada should be taking? Why or why not?
- What else should the Government of Canada do to help with the affordability of home heating?

SHOW ON SCREEN:

For residents of small and rural communities, the pollution price rebate initially included a rural supplement of 10% (i.e., 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.

On October 26, 2023, the Government of Canada announced it would be doubling the rural top-up for pollution price rebates from 10% to 20%, starting April 2024, in recognition of rural Canadians' different energy needs – for example having to commute longer distances and having fewer available alternatives like public transit.

- Does knowing about this top-up change how you feel about the price on pollution? Why or why not?
 - What are your reactions to the Government of Canada doubling the rural top-up?
- Is this approach of pollution pricing fair to Canadians living in rural and smaller communities? Why or why not?

HEALTHCARE (15 minutes) Mid-Size & Major Centres Atlantic Canada, Manitoba

- How would you describe the health care system in your province today?
 - How do you feel about the quality and availability of health care in your area?
- What are the most pressing challenges related to health care in your community?

- Has anyone heard about any recent commitments or announcements made by the Government of Canada on healthcare?

SHOW ON SCREEN:

The Government of Canada announced five priority areas in healthcare:

- (1) addressing health worker shortages and reducing wait times;
 - (2) increasing access to family health services;
 - (3) improving long term care and home care;
 - (4) addressing mental health and substance use; and
 - (5) modernizing health data management and virtual care.
- What are your initial reactions when you see this priority list?
 - Are there any priorities listed that you think are particularly important? Why is that?
 - Are there any priorities listed that you do not think should be there? Why is that?

HOUSING (60 minutes) Hamilton Renters

When you were recruited for this focus group, you indicated that you currently rent the place where you live. Could I confirm quickly with you now, using a show of hands, that is still the case?

- How would you describe the housing situation in your community? What about renting, specifically?
 - What are the biggest challenges when it comes to renting in your community? PROMPT AS NECESSARY: Affordability, quality, supply...
 - IF NOT MENTIONED: What about density? Is anyone concerned about their community becoming too dense? Why do you feel this way?
- IF AFFORDABILITY MENTIONED: In your opinion, what has contributed to the lack of affordable rental options in your community?
- Would you say the situation with respect to housing and the rental market has worsened, improved, or stayed the same over the last few years? PROMPT TO ENSURE AFFORDABILITY AND DENSITY ARE COVERED.
 - IF WORSENERD/IMPROVED: What's behind these changes?
 - What might help improve the situation?
 - When it comes to affordability specifically, what, if anything, needs to happen for the affordability of renting in Hamilton to improve?
 - How long do you think it will take to solve the issues behind the unaffordability of renting in Hamilton?



- To the best of your knowledge, has the Government of Canada done anything to address the issues facing renters?
- What, if anything, should the Government of Canada be doing to support renters?
- Have you seen, read, or heard anything from the Government of Canada about what it is doing to address home construction?
 - IF YES: What did you see, read, or hear? Where did you see, read, or hear this?

The Government of Canada has announced steps it is taking to help build more housing ...

[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. The Ontario provincial government has also agreed to remove their portion of the HST (provincial sales tax).
- 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?
- What impact, if any, do you think this could have in the area where you live?
- And thinking of the measures I showed you, would you say these put the Government of Canada on the right track or wrong track when it comes to housing? What makes you say that?
- Do you have any questions about these measures? Is anything unclear?
- Do you hope to be a homeowner one day?
 - IF NO: Why not?
 - IF YES: How likely do you feel it is that you will become a homeowner someday?
- What have you seen, read, or heard about the Government of Canada's policies on making homeownership more attainable for first-time home buyers?
- On making homeownership more attainable for first-time home buyers, has the Government of Canada generally been on the right track or wrong track? What makes you say that?

I'm now going to show you various housing initiatives from the Government of Canada. There are a few different categories, and we'll go through each category individually.

SHOW ON SCREEN:

- Introducing a new **Tax-Free First Home Savings Account** to allow Canadians to save up to \$40,000, tax-free, to help buy their first home;
- The **First-Time Home Buyer Incentive**, a shared-equity mortgage with the Government of Canada which provides a 5% or 10% down payment towards the purchasing of a first home;
- Expanding the **First Time Home Buyer Incentive** to allow more flexibility and making it easier for **single Canadians** to access;
- Doubling the **First-Time Home Buyers' Tax Credit** to provide up to \$1,500 in direct support to home buyers to offset closing costs involved in buying a first home;
- Investing \$200 million to increase **rent-to-own** housing options.

- What are your reactions to these measures?

- Are these measures on the right track or wrong track when it comes to making home ownership more attainable? Would any of these personally impact you?

- Do you have any questions about any of these measures?

- What else should the Government of Canada do to support first-time home buyers?

OPIOIDS (20 minutes) Hamilton Renters

Moving on to a different topic ...

- Would you say that opioid addiction is a major issue, a minor issue, or not an issue at all in your community?
 - How has this issue evolved over time?
 - Are you hopeful for progress in the coming years?
- What, if anything, has the Government of Canada done to address opioid addiction in Hamilton?
- What comes to mind when you hear 'safe supply' and 'safe consumption sites'?
 - How important, if at all, is it for those suffering with opioid addiction to have access to safe supply and safe consumption sites? Why do you feel this way?

CLARIFY: Through the Substance Use and Addictions Program (SUAP), the Government of Canada is funding projects that address the harms associated with substance use.

More specifically, through this program, the Government of Canada is funding safer supply and

consumption site services, and they are also funding projects that focus on things like overdose prevention, education, detox support, peer support, outreach, mentorship, mental health supports, among other initiatives.

- What are your reactions to the Government of Canada investing in harm reduction projects?
 - What impacts, if any, do you expect these projects to have?
- What else would you like to see the Government of Canada do to address these issues?

MIDDLE CLASS (25 minutes) Vancouver Middle Class Cost of Living Concerned

When we asked you to participate in this group, each of you identified as being part of the middle class...

- For you, what does it mean to be middle class?
- Has the quality of life of the middle class changed in your lifetime? Has it changed for you specifically?
 - IF YES: In what ways has it changed?
- Would you say the Government of Canada cares about the middle class? Why or why not?
- What has the Government of Canada done to support the middle class?

I'm now going to share something with you on the screen ...

[SHOW ON SCREEN]

- The Canada Child Benefit (CCB)
 - The Canada Workers Benefit (CWB)
 - The Grocery Rebate
 - The Carbon Pollution Price Rebate (known formally as Climate Action Incentive Payments, CAIP)
 - The First Home Savings Account
 - The First-Time Home Buyer Incentive
 - Working towards \$10-a-day childcare
 - A dental care program for low-income Canadians
 - Lower taxes for the middle class
 - Eliminating interest on federal student loans
- Who here is aware of any of these policies and programs the Government of Canada has put forward?

- How big of an impact, if any, do these measures have when it comes to supporting the middle class?

What else can the Government of Canada do to support the middle class?

UKRAINE (60 minutes) Manitoba, National Capital Region Quebec

- How familiar, if at all, are you with the war in Ukraine?
 - IF FAMILIAR: Can you share what you know or have heard about it?
- How concerned, if at all, are you about the war in Ukraine?
 - IF CONCERNED: What aspects of the war are most concerning to you?
- Does the war in Ukraine affect you or anyone you know personally?
- How has it influenced, if at all, your view of the world and Canada's place in it?
- In your opinion, how do you think the war in Ukraine has impacted the world?
 - Do you see any direct or indirect impacts on Canada?
 - IF NOT MENTIONED: What about when it comes to the economy or the cost of living?
- Do you think it's important for Canada to help Ukraine? Why or why not?

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.

- If you had to choose one word to describe the Government of Canada's approach to the war in Ukraine, what word would you use? Please write your answer in the chat.
 - MODERATOR TO ASK EACH PARTICIPANT: Can you explain why you chose this word?
- What, if anything, have you seen, read, or heard about the Government of Canada's response to the war in Ukraine?
 - What do you think about this?
- Would you say the Government of Canada has been more on the right track or more on the wrong track when it comes to this issue? Why do you feel this way?
 - IF WRONG TRACK: What should the Government of Canada do to get on the right track?
- Has your view on their performance changed over time?
 - IF YES: What changed your opinion?

- In your opinion, should the Government of Canada be doing more or less in response to the war in Ukraine? Why do you feel this way?
- What types of support, if any, are most important for Ukraine right now? PROMPT AS NEEDED: Humanitarian aid, military aid, diplomatic support, deepening economic partnerships...
- Are you aware of any humanitarian aid provided by Canada to Ukraine so far?
 - IF YES: What are your thoughts on the humanitarian aid provided by Canada to Ukraine so far?
 - How would you describe the level of humanitarian aid that's been given?
- Are you aware of any sanctions the Government of Canada has placed on Russia following its invasion of Ukraine?
 - IF YES: What are your thoughts on the sanctions the Government of Canada has placed?
 - Do you think sanctions against Russia are an effective way to support Ukraine? Why or why not?
- How much of an impact, if any, do you think Canada's support for Ukraine has had?
- Are you aware of the Government of Canada helping displaced Ukrainians come to Canada?
 - IF YES: What are your thoughts on the number of displaced Ukrainians coming to Canada?
 - Do you feel the government is doing enough, should do more, or should do less to welcome displaced Ukrainians to Canada? Why do you feel this way?
- What have you seen, read, or heard lately about Ukrainian President Zelenskyy's address to the House of Commons in Canada?

CLARIFY: President Zelenskyy recently addressed the House of Commons in Canada. During this visit, the Government of Canada committed to providing \$650 million in financial and military aid over three years, which will include supplying Ukraine with 50 armored vehicles made in Canada.

- What are your reactions to this?
- Do you support or oppose Canada providing Ukraine with this type of military and financial aid? Why or why not?
- Who here has seen, read, or heard anything recently about the Canada-Ukraine Free Trade Agreement? Can you share what you know about it?

CLARIFY: The Canada-Ukraine Free Trade Agreement is designed to improve the business relationship between Canada and Ukraine. It does this by giving special treatment to goods traded between the two countries and by setting up new rules for trading services and investment. The agreement now has added sections that focus on fair trade, which includes support for smaller businesses, ensuring trade benefits both men and women equally, and benefits Indigenous Peoples. This agreement is intended to support Ukraine as it rebuilds its economy after the invasion by Russia.

- How important, if at all, is having a free trade agreement with Ukraine?
- What kind of long-term support, if any, do you think Ukraine will need from Canada and the international community after the conflict is resolved?
 - How important, if at all, is it for Canada to keep supporting Ukraine through its economic reconstruction?
- Have you come across information relating to Russia’s invasion of Ukraine that seemed false or misleading? Can you provide any examples?
- As far as you know, when it comes to the war in Ukraine, is false or misleading information about what’s happening in the region a major issue, a minor issue, or not really an issue at all?
- What impact, if any, is false or misleading information having on your ability to tell the difference between true and false information about the conflict?

GC WORD MARK (20 minutes) National Capital Region Quebec

- When you notice information from the Government of Canada (online, on paper, on billboards, on TV, etc.), how do you know it is from the Government of Canada?
 - Is it clear to you that this is information that comes from the Government of Canada? Why? Why not?
 - IF NO: Can you give me an example of an instance when you weren’t sure?
- When you *hear* information, on the radio for instance, how do you know it’s from the Government of Canada?
 - Where do you typically hear this information? Radio? TV?
 - Are there specific statements or sounds that are used to identify the information is from the Government of Canada?

I’m now going to share something with you on screen ...

Show the “Canada” wordmark ON SCREEN

- Have you seen this symbol before? If so, where?

I want to ask you what this symbol means in general and also what it means to you personally.

- So first, what does this symbol mean in general? Is there anything else?
 - IF NOT MENTIONED: Do you think this symbol represents the Government of Canada? Why or why not?
- And what does this symbol mean to you personally?
 - PROBE IF NECESSARY: What are you most likely to associate this symbol with? How does it make you *feel*? Why?
 - Does the symbol represent positive or negative feelings/ideas? What makes you say that?
- Why do you think the Government of Canada uses this symbol in its communications/information?
- Where do you expect this symbol to be displayed?
- IF TRUST/CREDIBILITY/CONFIDENCE NOT MENTIONED, PROBE: When you notice this symbol, do you trust the information that comes along with it? Do you have confidence that the information is credible? Why or why not?

I'm now going to play a jingle for you. Please ensure your audio is turned up so you can hear it.

Play first 4 notes of O-Canada (musical signature)

- Have you heard this jingle before? If so, where?
- The Government of Canada uses this jingle in its communications. Why do you think they do that?

SUPPLEMENTAL FOODS SOCIAL MEDIA POSTS (30 minutes) GTA Homeowners Seeking Mortgage Renewal in the Next 3 Years

- Quick show of hands, who in this group is a parent?
 - Who is a parent of youth aged 14 and under?

We have two social media posts to show you related to supplemental foods. Tech support will share each post one at a time, then side-by-side. Once everyone has had a chance to review them, we will then discuss your reactions together.

SHOW ON SCREEN: Moderator to display each post one at a time on screen, then show both at the same time

- What is your overall reaction to these social media posts?
 - What, if anything, do you like? Why?
 - What, if anything, do you dislike? Why?
- Would you notice them? Would they capture your attention? Are they memorable? Why or why not?
 - IF GRAPHICS NOT MENTIONED: What do you think of using a realistic setting (i.e. grocery store) vs. a mock food package as the visual?
- If you saw these, would they motivate you to do anything? Why or why not?
 - IF YES : What would you be motivated to do?
 - Would you “like” these posts or share them? Why or why not?
- Was anything confusing or unclear? How so?
 - Did anything surprise you? Did you learn anything?
 - How could they be improved?

Alternate messages

We have some additional social media messages we would like to share that could be used with the graphics we reviewed already or in other posts.

SHOW ON SCREEN: Moderator to show alternate messages.

- What do you think of these messages?
- Are there any specific words or phrases that you find particularly compelling?
 - Are any problematic? Why?

INTEREST RATES (10 minutes) GTA Homeowners Seeking Mortgage Renewal in the Next 3 Years

Now I'd like to move away from social media posts and talk about housing...

- When it comes to housing costs, are you facing any significant challenges?
 - IF YES: What are they?
 - IF NOT MENTIONED: What about interest rates?
 - How much of a concern are interest rates when it comes to your mortgage?
- What factors do you think contribute to changes in interest rates?

- Who do you think is primarily responsible for setting interest rates?

CLARIFY: To confirm, the Bank of Canada sets the key interest rate.

- Knowing this, what would you like to see from the Government of Canada when it comes to responding to changes in interest rates?

MORTGAGE RENEWAL (60 minutes) GTA Homeowners Seeking Mortgage Renewal in the Next 3 Years

When we asked you to join our discussion this evening, each of you said you were seeking to renew your mortgage within the next three years ...

- Would you say that your current mortgage payments are affordable? Why or why not?

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.

- If you were to choose one word to describe how you feel about renewing your mortgage, which word would you choose? Please type it in the chat.
 - MODERATOR TO ASK EACH PARTICIPANT: Can you explain why you chose this word?
- Do you have any concerns about renewing your mortgage? If so, what are they?
- Generally, how would you describe your experiences in dealing with your mortgage lender?
- Are you aware of any support or services you can access to manage your mortgage or plan for its renewal?
 - IF YES: What are they?
- Where would you go to learn more about mortgage relief measures that are available to you?
 - IF NOT MENTIONED: What about the Government of Canada?
- What role should the Government of Canada play in supporting homeowners renewing their mortgages?

- Who here has seen, read, or heard anything about the Government of Canada's Fall Economic Statement?
 - What did you hear?
 - What do you think about what you heard?

PROMPT:

In its Fall Economic Statement, the Government of Canada announced the Canadian Mortgage Charter. The charter outlines guidelines and expectations for mortgage lenders to offer reasonable and tailored assistance to borrowers in need. It aims to ensure that those struggling with mortgage payments get timely and fair support from their mortgage lender, using all available resources to help them during tough times.

- What are your reactions to this?
 - In general, what impact do you think the Canadian Mortgage Charter might have?

We'll now go through specific elements of the Charter ...

SHOW ON SCREEN:

The Canadian Mortgage Charter

Canadians can expect the following:

1. **Extending Mortgage Payment Periods for Those in Need:** Homeowners facing financial challenges can have their mortgage payment period extended temporarily.
2. **No Extra Fees for Help:** Banks will not charge extra fees for measures that help homeowners struggling with their mortgages.
3. **Ease in Switching Lenders at Renewal:** If you have an insured mortgage, you won't need to go through a new qualification process when switching to a different lender at the time of renewing your mortgage.
4. **Early Communication about Mortgage Renewal:** Banks will contact homeowners 4-6 months before their mortgage is due for renewal to discuss different options.
5. **Flexible Payment Options for Struggling Homeowners:** Homeowners facing financial difficulties can make large one-time payments or sell their homes without facing penalties, to avoid increasing their loan amount.

6. **No Compound Interest During Hard Times:** If the relief measures cause the mortgage balance to temporarily increase, banks won't charge extra interest on the added interest amount.
- What are your reactions to each of these measures?
 - Are there any measures you think might benefit you in the future?
 - IF YES: Which ones?
 - Do you have any questions about any of these measures?
 - Would you say that the Canadian Mortgage Charter is on the right track or wrong track when it comes to supporting mortgage holders? Why or why not?
 - Is there anything in this list you think the Government of Canada should not be doing? Why do you feel this way?
 - Is there anything not included on this list that you think the Government of Canada should add?
 - How do you think the Canadian Mortgage Charter might impact your mortgage?
 - What about your renewal process?
 - How much of an impact do you think this will have on the ways mortgage lenders interact with mortgage holders?
 - What else would you like to see from the Government of Canada when it comes to supporting mortgage holders?

CONCLUSION (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.

MASTER MODERATOR'S GUIDE

January 2024

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.

GOVERNMENT OF CANADA IN THE NEWS (5-15 minutes) Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA, Niagara Region, GTA, Atlantic Canada, BC Aspiring Homeowners

- What have you seen, read, or heard about the Government of Canada in the last few days?
 - What are your reactions to this news?
- **GMA** What news have you seen, read, or heard lately about the Government of Canada and immigration?
 - AS NEEDED: What about the Government of Canada and international students?

GMA PROMPT: The Government of Canada has announced a temporary 2-year cap on new international student study permits. With this cap, the Government of Canada is expecting 364,000 approved study permits in 2024, a decrease of 35% from 2023.

- **GMA** What are your reactions to this decision? What impacts do you think this could have?
- **GMA** With this decision in mind, would you say the Government of Canada is generally on the right track or wrong track when it comes to managing the immigration system? Why do you feel this way?
 - IF WRONG TRACK: What would the Government of Canada need to do to get on the right track?

HEAT PUMPS (20 minutes) Atlantic Canada Aspiring Homeowners

- Have you heard, read or seen anything about the price on carbon pollution? What about:
 - The exemption for home heating oil for 3 years?
 - Doubling the rural top-up for pollution pricing rebates, increasing it from 10% to 20%? (Note: the pollution price rebate is the Climate Action Incentive Payment)

- Making the average heat pump effectively free for low- to median-income households by increasing the amount of funding available for eligible homeowners when they switch to a heat pump; funding will increase from \$10,000 to \$15,000.
- What is your impression of these measures? Are they on the right track or the wrong track? Why do you say that?
- SHOW OF HANDS: Does anyone here heat their home with a heat pump?
 - FOR THOSE WITHOUT A HEAT PUMP: Would you be interested in installing a heat pump in your home? Why or why not?
 - What factors would encourage you to consider switching your current home heating system to a heat pump?

CLARIFY: In addition to increasing the funding available to households, the Government of Canada will provide an upfront payment of \$250 for low- to median-income households who heat their homes with oil and want to make the switch to a heat pump.

- Does knowing this make you more or less likely to consider switching to a heat pump? Why or why not?

CLARIFY: Soon, the Government of Canada will begin sending out these payments to Canadians who qualify and have signed up for a heat pump.

- What do you think of the following proposed names for these payments? [MODERATOR TO ASK FOR EACH NAME:] Is this name clear?
- Is it memorable?
- Is it appropriate for the Government of Canada to use?

Heat Pump Bonus

Heat Pump Cheque

HOUSING PLAN (60-80 MINUTES) Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA, Niagara Region, BC Aspiring Homeowners

- Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12 How would you describe the current state of housing in Canada? What are the biggest issues when it comes to housing?

- Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12 In your opinion, what are the biggest causes of housing unaffordability?
- Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12 What needs to happen to address these issues in housing?
- Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA, Niagara Region, BC Aspiring Homeowners As far as you know, does the Government of Canada have a plan to address [these/housing] issues?
 - IF YES: What have you seen, read, or heard about this plan?
 - Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12 In your own words, how would you describe this plan so far?

Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA, Niagara Region, BC Aspiring Homeowners The Government of Canada is in the process of updating its housing plan and I would like to share with you some of the items it is considering.

SHOW ON SCREEN:

The items the Government of Canada is considering for its housing plan include:

1. **Making the math work for homebuilders:** Reduce construction costs so builders can construct new homes for less. This includes things like cutting the GST on construction materials.
2. **Changing the way communities build homes:** Remove barriers to construction. This includes things like cutting red tape that prevents new homes from being built in communities.
3. **Launching an industrial strategy:**
 - a. Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA,

Niagara Region Develop and attract the skilled labour needed to build more homes faster. This includes things like supporting skills training programs and welcoming immigrants who have skills and expertise in construction.

- b. Create a modular homes catalogue. These modular homes would be pre-designed, with parts that can be factory-built and then assembled on-site.

4. **Building more affordable housing units:** Invest in the construction of non-market homes for low-income Canadians.
5. **Addressing homelessness:** Provide long-term funding to communities to address homelessness.
6. **Helping Canadians achieve homeownership:** Offer programs like the First Home Savings Account and the First-Time Home Buyers Incentive.

POLL: I'm going to show you a poll. I'd like you to select which two items you think are most important in making housing more affordable. You may select up to two items.

Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA, Niagara Region, BC Aspiring Homeowners
 MODERATOR TO GO THROUGH EACH SELECTION: Why did you make these selections?

- Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA, Niagara Region, BC Aspiring Homeowners Are you confident that the Government of Canada will be able to make a difference when it comes to each of the items outlined? Why or why not?
 - Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA, Niagara Region, BC Aspiring Homeowners IF NOT CONFIDENT: What would you need to see to feel confident in the Government of Canada's ability to deliver on each of these items?
- Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA, Niagara Region, BC Aspiring Homeowners Are there other aspects that the plan should cover?

- Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA, Niagara Region, BC Aspiring Homeowners One of the items in the plan talks about ‘Making the Math Work for Builders’, what does this phrase mean to you?
 - Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA, Niagara Region, BC Aspiring Homeowners Would you support additional action to help build more houses, like giving builders tax breaks? Why or why not?

- Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA, Niagara Region, BC Aspiring Homeowners One of the items in the plan talks about ‘Changing the way communities build homes,’ what does this phrase mean to you?
 - What about ‘cutting red tape?’
 - Are both these terms referencing the same idea or are they different? Why or why not?
 - Yukon, GMA, Niagara Region, BC Aspiring Homeowners How important, if at all, is it for the Government of Canada to change the way communities build homes?

- Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA, Niagara Region, BC Aspiring Homeowners One of the items in the plan talks about ‘building affordable housing units,’ when you hear “affordable housing”, what comes to mind?
 - If you were to receive an incentive, like a tax credit, would you be interested in investing to help create more affordable housing units in your community?

- Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12 As discussed, the plan includes welcoming immigrants with the skills needed to help build more homes. When it comes to immigration, are there any other changes you think should be included in the plan?

Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12 CLARIFY: As you might imagine, in order to accomplish the objectives in its housing plan, the federal government might have to increase the amount it spends on housing.



- Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12 Do you support or oppose increasing the amount the federal government spends on housing? Why or why not?
- Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12 What if this added to the deficit? Would that change how you feel?
- Yukon, GMA, Niagara Region, BC Aspiring Homeowners One of the items in the plan talks about the Government of Canada ‘launching an industrial strategy,’ when you hear that, what comes to mind?
 - What about when you hear that the Government of Canada is reviving its ‘post-war housing strategy’ to build more homes faster?
- Yukon, GMA, Niagara Region, BC Aspiring Homeowners What do you think would be the impact of having a catalogue of pre-designed homes, where the parts would be built in a factory and then assembled at the building site?

Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA, Niagara Region, BC Aspiring Homeowners We have just spent a lot of time talking about the substance of the federal government’s housing plan. [Now, I would like to turn our attention briefly to some of the language used in the plan.]

- Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12 First, if you were to create a title for this housing plan, what would it be? Why did you choose this?

Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA, Niagara Region, BC Aspiring Homeowners I’d like to now share with you some additional proposed titles for the Government of Canada’s Housing and then we’ll conduct a poll.

POLL: First, I’ll share the proposed titles on screen with you and read through each. When we launch the poll, I’d like you to select which title you prefer for the Government of Canada’s housing plan. Please select one only. **TECH SUPPORT TO SHARE TITLES ON SCREEN AND MODERATOR TO READ THROUGH PRIOR TO CONDUCTING POLL.**

Solving the Housing Crisis: Canada's Housing Plan
 Building Canada: Canada's renewed Housing Plan
 The Blueprint: Canada's 2030 Housing Plan
 Canada's Enhanced Housing Plan
 A Road to Home

MODERATOR TO GO THROUGH EACH SELECTION:

- Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA, Niagara Region, BC Aspiring Homeowners Can you explain why you chose [insert title]?
- Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA, Niagara Region, BC Aspiring Homeowners Is there any title you think the Government of Canada should not go with? Why do you feel this way?
- Atlantic Canada Aspiring Homeowners, Bas-Saint-Laurent/Gaspésie/Côte-Nord, Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA, Niagara Region, BC Aspiring Homeowners Did you find any of them to be confusing or unclear?

COMMUNITY CHALLENGES (10-15 minutes) Bas-Saint-Laurent/Gaspésie/Côte-Nord, Yukon, Niagara Region

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?
 - Bas-Saint-Laurent/Gaspésie/Côte-Nord NOTE TO MODERATOR: FOR TWO OR THREE MAJOR SECTORS NAMED, PROBE:

- Has the Government of Canada has done anything to support these sectors?
- What else can the Government of Canada do to support these sectors?

PERFORMANCE AND PRIORITIES (10 minutes) Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, GTA, Atlantic Canada, BC Aspiring Homeowners

- Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, GTA, BC Aspiring Homeowners What does the Government of Canada do well?
- Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, GTA, BC Aspiring Homeowners What does the Government of Canada need to improve on? Why?
- Alberta Parents of Children Under 12, Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, GTA, Atlantic Canada, BC Aspiring Homeowners In your opinion, what are the top issues that the Government of Canada should be prioritizing? Why?
 - Alberta Parents of Children Under 12 IF NOT MENTIONED: What about support for families, including things like childcare?
 - What have you seen, read or heard lately about the Government of Canada bringing forward a childcare plan?
 - Alberta Parents of Children Under 12 Does the Government of Canada do enough to support families? Why or why not?
 - What else could the Government of Canada do to support families?
 - Atlantic Canada IF NOT MENTIONED: What about tackling high grocery prices and food inflation?
 - What have you seen, read, or heard lately about the Government of Canada's plan to tackle high grocery prices and food inflation?
- Quebec University Students How would you describe the current state of Canada's official languages? (Probe for French and English specifically)
- Quebec University Students What have you seen, read, or heard lately about issues impacting minority language communities in Canada? What do you think about what you've heard?
- Quebec University Students What role do you feel the Government of Canada has in promoting and protecting the language rights of Quebeckers?

Atlantic Canada PROMPT: Yesterday, the Government of Canada sent a letter calling on the Competition Bureau to start using its new powers to help stabilize grocery prices.

- **Atlantic Canada** What are your reactions to this news? How much of an impact, if at all, do you believe this will have?
- **Atlantic Canada** Based on what you know, if you had to explain the Government of Canada's plan to stabilize grocery prices to a friend, what would you tell them?
 - What do you think the Government of Canada's plan to stabilize grocery prices should include?

BUDGET (30 minutes) Surrey, Quebec University Students, Mid-Size and Major Centres Manitoba Lower Income Facing Financial Pressures, Yukon, GMA, Niagara Region, GTA, Atlantic Canada, BC Aspiring Homeowners

- In your opinion, how is the Canadian economy doing overall? Why do you feel this way? (AS NEEDED: What about when it comes to growth, jobs, inflation?)
 - IF ECONOMY DOING POORLY: What would need to happen for you to start feeling optimistic about the Canadian economy?

As you may be aware, the Government of Canada will soon be introducing a new budget outlining their spending priorities for the next fiscal year.

POLL: I'm going to show you another poll. I'd like you to select which items you think the Government of Canada should prioritize in the upcoming budget. You may select up to three items.
TECH SUPPORT TO SHARE TITLES ON SCREEN AND MODERATOR TO READ THROUGH PRIOR TO CONDUCTING POLL.

Affordability/Cost of living
Supporting the middle class
Unlocking pathways to the middle class
Growing the housing supply
More opportunities for good careers
Long-term economic growth through clean tech and energy
Helping Canadians save for retirement
Protecting seniors' benefits
Fighting climate change
Maintaining a responsible plan for government spending
Improving the healthcare system
Raising taxes on the wealthiest Canadians

- MODERATOR TO GO THROUGH EACH SELECTION: Why did you make this selection?
- When you hear “wealthiest Canadians”, who or what comes to mind?
 - How much do you think the “wealthiest Canadians” make per year, on average? (Prompt as needed: \$150,000 or more, \$250,000, \$500,000, more?)
- SHOW OF HANDS: Who feels they are part of the middle class?
- In your opinion, what does it mean to be middle class?
 - What does a middle-class lifestyle look like to you?
- What do you think it means to ‘unlock pathways to the middle class’?
 - What are the pathways to the middle class?
 - How can the Government of Canada best support those trying to join the middle class?
 - What type of investments do you think would help Canadians join and remain in the middle class?
 - Should the Government of Canada be prioritizing these types of investments? Why or why not?
- How would you describe the Government of Canada’s performance overall on supporting the middle class?
 - How confident are you, if at all, that the Government of Canada will be able to deliver on supporting the middle class and those working to join it?
- What is a ‘good career’? Is a ‘good career’ different than a ‘good job’?
 - IF YES: In which ways? Is one better to aspire to over another?
- What comes to mind when you think of clean technology? What about clean energy?
- Should the Government of Canada be encouraging investments in clean tech? What about in clean energy?
 - AS NEEDED: This could include investments in the manufacturing of batteries for electric vehicles, improving charging infrastructure for electric vehicles, building a national power grid that uses clean energy sources (like wind, solar, and hydroelectric), providing incentives for the adoption and manufacturing of green technologies (like solar panels and wind turbines), and developing clean fuel sources (like hydrogen), to name a few.

- Do you think investments in clean tech and energy lead to long-term economic growth? Why or why not?

COMMUNITY SAFETY (30 minutes) GTA

- What are the main issues affecting your community?
 - How big of an issue is crime in your community? What makes you say that?
 - What have you seen, read, or heard recently about this issue?
 - IF NOT MENTIONED: What about when it comes to auto theft?
 - How big of an issue is auto theft in the Greater Toronto Area? How do you know?
 - Has this affected you or people you know?
 - IF YES: How?
- Do you feel that your community is safe? Why or why not?
- As far as you can tell, has there been an increase, decrease, or no change in the level of auto theft in your community?
 - IF INCREASE: What have you noticed specifically?
 - What do you think is behind the increase in auto theft? What are some of the causes?
 - Have you changed any of your daily habits or behaviours because of this increase in auto theft?
 - IF YES: What have you changed?
 - What should be done, if anything, in response?
 - Is there anything you feel the Government of Canada should do to respond to the level of auto theft in your community?
- Do you know of anything the Government of Canada has done over the last few years to address this issue? Are they doing anything now?

PROMPT: The Government of Canada is organizing a National Summit on Combatting Auto Theft. This summit will gather various groups, like government officials, law enforcement, and community leaders, to develop a coordinated response to auto theft. The focus will be on short and long-term solutions involving policing, border security, and other efforts that combat organized crime.

- What are your reactions to this?
- What outcomes or initiatives do you hope to see from the National Summit on Combatting Auto Theft?
 - What type of short-term and long-term solutions do you think are needed to combat auto theft?

IMMIGRATION (30 minutes) GTA

- Overall, how would you describe the current state of the immigration system in Canada?
- What do you think are some of the benefits of welcoming new immigrants to Canada?
- To what extent do you agree or disagree with the following statement: “Canada needs to welcome more new immigrants to fill labour shortages and grow the economy”. Why do you feel this way?
- Do you have any concerns about welcoming new immigrants?
 - IF YES: What are your concerns?
 - What should the Government of Canada do to address these concerns?
- Do you think the Government of Canada should increase, decrease, or keep the rate of immigration at about the same level? Why?
 - IF INCREASE OR DECREASE: What impacts would this have in Canada, either socially or economically?
- What news have you seen, read, or heard lately about the Government of Canada and immigration?
 - AS NEEDED: What about the Government of Canada and international students?

PROMPT: The Government of Canada has announced a temporary 2-year cap on new international student study permits. With this cap, the Government of Canada is expecting 364,000 approved study permits in 2024, a decrease of 35% from 2023.

- What are your reactions to this decision? What impacts do you think this could have?
- With this decision in mind, would you say the Government of Canada is more on the right track or wrong track when it comes to managing the immigration system? Why do you feel this way?

- IF WRONG TRACK: What would the Government of Canada need to do to get on the right track?
- Before we move to the next section, do you have any other thoughts you would like to share on the Canadian immigration system?

HEALTH CARE (20 minutes) Atlantic Canada

- IF HEALTHCARE MENTIONED EARLIER AS A TOP ISSUE: Some of you noted that health care is one of the top issues impacting Atlantic Canadians.
- IF HEALTHCARE NOT MENTIONED EARLIER AS A TOP ISSUE: Thinking of the issues you identified as being the top issues impacting Atlantic Canadians, where does health care fit in? Is it more important, less important, or of the same importance?
- How would you rate the quality of the healthcare system where you live? What makes you say that?
- And what about access to healthcare services? What makes you say that?
- What are the biggest challenges facing health care in your area?
- Has anyone heard about any commitments or announcements made by the Government of Canada on healthcare?
 - PROBE: Have you heard anything about negotiations between the federal and provincial governments on funding for health care?
 - IF YES: What did you hear? What were your impressions of the negotiations?
- Would you say that when it comes to health care, the Government of Canada is generally on the right track or wrong track? Why do you say that?
 - IF WRONG TRACK: What could the federal government do to get on the right track?

CARBON PRICING (35 minutes) Atlantic Canada

Moving on to other Government of Canada initiatives ...

- How important, if at all, is it for the Government of Canada to reduce carbon pollution in Canada? Why?
- 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 your province today?
- What is the main objective of the price on carbon pollution?
- How effective do you think the price on carbon pollution has been?
- What, if anything, have you seen, read, or heard about the “Climate Action Incentive Payment”?
 - Whether you've heard of it or not, what does it mean to you?
- What about a carbon rebate – have you heard of something like that before?
 - Whether or not you’ve heard about it before, what does it mean to you?

SHOW ON SCREEN

Newfoundland and Labrador, PEI, and Nova Scotia began using the federal carbon pricing system July 1, 2023. New Brunswick also began using the carbon pricing system’s *federal fuel charge*, but they continued to use their own system for industry.

Under the federal system, all proceeds collected from the price on carbon pollution in each province will stay in that province. Using Newfoundland as an example - 90% of proceeds will be returned directly to Newfoundlanders through a rebate. A family of 4 will receive about \$1,312 each year, with payments going out quarterly, or every three months. The other 10 per cent will be used to support certain small businesses and Indigenous groups, as well as farmers.

Residents of small and rural communities receive an extra 10% top-up beyond the base rebate amount. Starting April 2024, the Government will double the rural top-up to 20%, because of the increased energy needs of rural residents and their reduced access to transportation options.

MODERATOR INFO IF NEEDED:

ANNUAL AMOUNTS FOR A FAMILY OF 4 [PER PROVINCE](#):

NL: \$1,312

NB: \$736

NS: \$992

PEI: \$960

- What are your reactions to this information?
 - Does it seem fair? Does it seem affordable?
 - IF NO: Why would the Government of Canada be using this system?
- To the best of your knowledge, have you or someone else in your household received this rebate?
 - IF YES: How much did you receive? How did you know what you received was a rebate for the price on carbon pollution?
 - IF NO: Why do you think you didn't receive it? Do you believe you are eligible to receive this rebate?
- Based on what you know about the price on carbon pollution and the rebate, has the system made you better off or worse off financially? Can you explain why you feel that way?
 - IF WORSE OFF: Do you feel you would be better off financially if the price on carbon pollution, including the rebate, didn't exist? Why do you feel this way?
- How do you think information about the rebate could be better communicated to Canadians?
 - Where would you go to look for information about it?
- Based on what you know, if you had to explain the price on pollution and the rebate system to a friend, what would you tell them?

CONCLUSION (5 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.

French Moderator's Guides

GUIDE DU MODÉRATEUR

Décembre 2023

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.

LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ (5-25 minutes) Tous les lieux

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours ?
 - Centres de taille moyenne et grands centres du Canada atlantique, personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver, Manitoba, région de la Capitale-Nationale (Québec) Quelles sont vos réactions à cette nouvelle?
 - Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver SI LE COÛT DES PRODUITS ALIMENTAIRES N'EST PAS MENTIONNÉ :
 - SI OUI : Qu'avez-vous vu, lu ou entendu? Où l'avez-vous vu, lu ou entendu?
 - Manitoba, région de la Capitale-Nationale (Québec) SI CE N'EST PAS MENTIONNÉ : Avez-vous vu, lu ou entendu quoi que ce soit au sujet du gouvernement du Canada en lien avec l'actualité internationale?

Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver Le gouvernement du Canada a annoncé les mesures qu'il entend prendre pour aider à faire face aux coûts élevés des produits d'épicerie...

[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. De ce fait, les Canadiens peuvent s'attendre à des mesures ciblées, notamment à des rabais sur une sélection de produits alimentaires de base, à un gel des prix et à une garantie du meilleur prix.

- 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.
- **Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver** Quelles sont vos réactions à ces mesures? Que pensez-vous de cette approche?
- **Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver** Croyez-vous que ces mesures contribuent à rendre plus abordable le coût de la vie des Canadiens? Pourquoi ou pourquoi pas?

PRIORITÉS ET PERFORMANCE (15-50 minutes) **Tous les lieux**

Délaissions maintenant les efforts déployés par le gouvernement du Canada pour aider à faire face à l’augmentation du coût des aliments/Laissons maintenant de côté les symboles du gouvernement du Canada pour parler du gouvernement fédéral de manière plus générale...

- Qu’est-ce que le gouvernement du Canada fait de bien?
- Sur quel plan le gouvernement du Canada doit-il s’améliorer? Pourquoi?
- À votre avis quels sont les principaux enjeux auxquels le gouvernement du Canada devrait accorder la priorité? Pourquoi?
 - **Centres de taille moyenne et grands centres du Canada atlantique, personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver, locataires vivant à**

- Hamilton, Manitoba, région de la Capitale-Nationale (Québec)** SI CE N'EST PAS MENTIONNÉ : Et pour ce qui du soutien apporté à la classe moyenne ?
- **Centres de taille moyenne et grands centres du Canada atlantique, locataires vivant à Hamilton, Manitoba, région de la Capitale-Nationale (Québec)** Le gouvernement du Canada en fait-il assez pour venir en aide à la classe moyenne? Pourquoi ou pourquoi pas ?
 - Que pourrait encore faire le gouvernement du Canada pour venir en aide à la classe moyenne ?
 - **Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver** SI LE LOGEMENT N'EST PAS MENTIONNÉ : Qu'en est-il du logement? Comment décririez-vous la situation du logement au sein de votre collectivité?
 - **Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver** Quel degré de priorité le gouvernement du Canada devrait-il accorder au logement?
 - **Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver** Quels sont les plus grands enjeux en matière de logement?
- **Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver** Qu'avez-vous vu, lu ou entendu au sujet du récent travail effectué par le gouvernement du Canada en matière de logement?
 - SI CE N'EST PAS MENTIONNÉ : Avez-vous entendu parler des fonds supplémentaires qu'accorde le gouvernement fédéral aux municipalités qui s'engagent à réduire leurs formalités administratives afin de construire davantage de logements?
 - **Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver** Que vous en ayez entendu parler ou non, que pensez-vous du fait que le gouvernement du Canada accorde des fonds pour le logement aux municipalités qui réduisent leurs formalités administratives afin d'accélérer la construction d'immeubles à logements multiples, entre autres choses?
 - Croyez-vous que cette approche se révélera efficace au sein de votre collectivité? Pourquoi ou pourquoi pas?
 - **Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver** Lorsque vous entendez le terme « densification », qu'est-ce qui vous vient à l'esprit? Pouvez-vous expliquer en vos propres mots ce que vous pensez que ce mot signifie?

Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver FOURNIR DES ÉCLAIRCISSEMENTS AU BESOIN : Le terme « densification » désigne le processus visant à augmenter le nombre de logements dans une zone donnée, généralement en construisant davantage d'unités d'habitation ou en agrandissant les structures existantes.



- **Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver** À votre avis, les différents paliers de gouvernement devraient-ils encourager une plus grande densité au sein des grandes villes canadiennes? Pourquoi ou pourquoi pas?
- **Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver** Lorsque vous pensez aux types de logements qui pourraient être construits si les différents paliers de gouvernement privilégiaient une plus grande densité, qu'est-ce qui vous vient à l'esprit?
- **Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver** Que pensez-vous de l'idée de « densifier » votre collectivité?
- **Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver** Une densification aurait-elle des répercussions au sein de votre propre collectivité?
 - SI OUI : À quel type de répercussions vous attendriez-vous — positives, négatives, ou peut-être les deux à la fois?
 - SONDER AU BESOIN : Qu'en serait-il des répercussions d'une densification sur les services publics et notamment sur les écoles, les hôpitaux et les transports en commun?
 - SONDER AU BESOIN : Et des répercussions sur l'offre de logements et leur coût? Y a-t-il d'autres avantages qu'une densification pourrait apporter à votre collectivité?
- **Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver** Avez-vous d'autres préoccupations quant à une éventuelle densification de votre collectivité?
 - SI OUI : Lesquelles?

Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver Par l'intermédiaire du Fonds pour accélérer la construction de logements, le gouvernement du Canada accorde du financement aux collectivités consentant à réduire leurs formalités administratives pour permettre la construction d'un plus grand nombre de logements plus rapidement. Ces fonds peuvent servir à diverses fins, notamment à financer des projets d'infrastructure locaux nécessaires au soutien de collectivités en expansion.

- **Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver** Dans quel type de projets d'infrastructure le gouvernement du Canada devrait-il, à votre avis, investir pour offrir un soutien optimal aux collectivités en expansion?
 - SONDER AU BESOIN : Devrait-il investir dans des projets portant sur le transport en commun, les infrastructures de distribution d'eau potable et de traitement des eaux usées, les systèmes énergétiques communautaires, des routes, des ponts, des pistes cyclables ou des aménagements paysagers et de nouveaux espaces verts?
- **Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver** Le fait de savoir que le gouvernement du Canada contribue au financement de projets d'infrastructure



visant à soutenir des collectivités en expansion a-t-il modifié votre opinion sur la densification de l'habitat au sein des villes canadiennes? Pourquoi ou pourquoi pas?

- **Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver** Le gouvernement du Canada devrait-il davantage s'attacher à soutenir la construction de logements abordables subventionnés et loués à des prix inférieurs à ceux du marché, ou devrait-il concentrer ses efforts à maximiser le nombre total de logements construits? Pourquoi êtes-vous de cet avis?

TARIFICATION DU CARBONE (60 minutes) Centres de taille moyenne et grands centres du Canada atlantique

- Avez-vous connaissance de mesures prises par le gouvernement du Canada pour réduire la pollution par le carbone au Canada?
 - SI OUI : Quelles sont vos réactions à ce que vous avez vu, lu, ou entendu?

FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS : Le gouvernement du Canada prend plusieurs mesures pour réduire la pollution par le carbone. Au nombre de ces mesures, la tarification de la pollution par le carbone, l'établissement de normes pour les combustibles propres, l'investissement dans des programmes d'efficacité énergétique. Nous allons aujourd'hui nous concentrer sur la première mesure : la tarification de la pollution par le carbone.

- Avant aujourd'hui, qui, parmi vous, savait que le gouvernement du Canada avait instauré une tarification de la pollution par le carbone?
 - Que savez-vous, le cas échéant, au sujet de la tarification de la pollution par le carbone?
- Compte tenu de ce que vous savez déjà, diriez-vous que vous êtes pour ou contre la tarification de la pollution par le carbone, ou en êtes-vous incertain(e)?

Le gouvernement du Canada a récemment apporté quelques modifications au système de tarification du carbone. Mais je vais d'abord vous expliquer le fonctionnement général de ce système.

AFFICHER À L'ÉCRAN :

La tarification du carbone comprend deux parties — une redevance sur les combustibles et un système pour les industries. Dans les provinces dans lesquelles s'applique la redevance sur les combustibles, tous les produits issus de la tarification par le carbone sont reversés aux Canadiens,

principalement sous forme de remises sur la tarification de la pollution, aussi appelées paiements de l'Incentif à agir pour le climat (PIAC).

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. Les montants des remises sont calculés en fonction du nombre de personnes composant un ménage, et non de la quantité d'énergie consommée par ce dernier, et la plupart des ménages reçoivent plus d'argent en vertu de la remise sur le prix de la pollution qu'ils n'en paient en vertu de la redevance sur les combustibles.

- Ce que je viens de vous expliquer correspond-il à ce que vous saviez déjà sur le fonctionnement du système de tarification du carbone?
 - Avez-vous appris quelque chose de nouveau dans ce que je viens de vous expliquer?

[VOTE À MAIN LEVÉE POUR CHAQUE MOYEN DE CHAUFFAGE] Y en a-t-il parmi vous qui chauffent leur maison à l'aide...?

3. d'une thermopompe
4. de mazout de chauffage

Comme vous le savez peut-être, le gouvernement du Canada a récemment annoncé qu'il suspendait la tarification de la pollution par le carbone s'appliquant au mazout domestique jusqu'au 1er avril 2027.

- Que pensez-vous de ce changement?
- Y a-t-il, à votre avis, une mesure que devrait ou ne devrait pas prendre le gouvernement du Canada?
- En quoi ce changement vous impacte-t-il personnellement?
- Le fait de savoir cela change-t-il votre opinion sur la tarification de la pollution par le carbone? Comment?

AFFICHER À L'ÉCRAN :

Lorsque le gouvernement du Canada a annoncé la suspension de la tarification de la pollution par le carbone pour les livraisons de mazout de chauffage, il a également annoncé ce qui suit :

- Il rendra gratuit l'achat de thermopompes pour les Canadiens à revenu faible ou médian dans les provinces participantes (y compris Terre-Neuve);
- Le versement d'un paiement initial de 250 dollars aux Canadiens à revenu faible ou médian désirant passer au chauffage par thermopompe.
- Quelles sont vos premières réactions à ces mesures?
- À CEUX QUI N'ONT PAS DE THERMOPOMPE, POSER LA QUESTION SUIVANTE : Seriez-vous favorable à l'installation d'une thermopompe dans votre maison? Pourquoi ou pourquoi pas?
 - Quels sont les facteurs qui vous inciteraient à envisager de remplacer votre système de chauffage actuel par une thermopompe?
- En quoi ces changements pourraient-ils affecter votre collectivité?
- Pensez-vous que ce sont des mesures que devrait prendre le gouvernement du Canada? Pourquoi ou pourquoi pas?
- Que devrait encore faire le gouvernement du Canada pour aider à rendre le chauffage domestique plus abordable?

AFFICHER À L'ÉCRAN :

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.

Le 26 octobre 2023, le gouvernement annonçait qu'il doublerait le supplément destiné aux communautés rurales par l'intermédiaire des remises sur la tarification de la pollution, en le faisant passer de 10 % à 20 % à compter d'avril 2024, pour tenir compte des besoins énergétiques propres aux Canadiens vivant en région rurale devant, à titre d'exemple, parcourir de plus grandes distances pour travailler et dont l'accès à des modes de transport en commun est limité.



- Le fait de savoir que ce supplément sera offert modifie-t-il votre opinion sur la tarification de la pollution? Pourquoi ou pourquoi pas?
 - Quelles sont vos réactions au doublement du supplément pour les communautés rurales annoncé par le gouvernement du Canada?
- Pourquoi ou pourquoi pas?

SOINS DE SANTÉ (15 minutes) Centres de taille moyenne et grands centres du Canada atlantique, Manitoba

- Comment décririez-vous le système de soins de santé de votre région?
 - Que pensez-vous de la qualité et de la disponibilité des soins de santé dans votre région?
- Quels sont les problèmes les plus urgents liés aux soins de santé au sein de votre communauté?
- Est-ce que quelqu'un parmi vous a entendu parler de récents engagements ou d'annonces faites par le gouvernement du Canada en matière de soins de santé?

AFFICHER À L'ÉCRAN :

Le gouvernement du Canada a récemment annoncé cinq domaines prioritaires en matière de soins de santé :

- (6) remédier aux pénuries de personnel de la santé et réduire les temps d'attente ;
 - (7) augmenter l'accès aux soins de santé familiale ;
 - (8) améliorer les soins de longue durée et les soins à domicile ;
 - (9) s'attaquer aux questions de santé mentale et de consommation de substances ;
 - (10) moderniser la gestion des données sur la santé et les soins virtuels.
- Quelles sont vos premières réactions lorsque vous voyez cette liste de priorités?
 - Parmi les priorités énumérées, y en a-t-il qui vous semblent particulièrement importantes? Pour quelles raisons?
 - Y a-t-il des priorités qui, selon vous, ne devraient pas figurer sur la liste? Pour quelles raisons?

LOGEMENT (60 minutes) Locataires vivant à Hamilton

Puis-je rapidement vérifier auprès de vous, par un vote à main levée?

- Comment décririez-vous la situation du logement au sein de votre collectivité? Et la situation en matière de location plus précisément? Quels sont les défis les plus importants en matière de location au sein de votre collectivité? DEMANDER AU BESOIN : Abordabilité, qualité, offre
 - SI CE N'EST PAS MENTIONNÉ : Et la densité? Quelqu'un parmi vous craint-il que sa collectivité ne devienne trop densément peuplée? Pourquoi êtes-vous de cet avis?
- SI L'ABORDABILITÉ EST MENTIONNÉE : À votre avis, à quoi le manque de logements locatifs abordables au sein de votre collectivité est-il attribuable?
- DEMANDER POUR S'ASSURER QUE L'ABORDABILITÉ ET LA DENSITÉ SONT COUVERTES.
 - SI EMPIRÉE/AMÉLIORÉE : Qu'est-ce qui explique ces changements?
 - Qu'est-ce qui pourrait contribuer à améliorer la situation?
 - En ce qui concerne plus particulièrement l'abordabilité, que faut-il faire, le cas échéant, pour améliorer l'accès à des logements locatifs abordables à Hamilton?
 - Combien de temps pensez-vous qu'il faudra pour résoudre les problèmes liés à l'inaccessibilité des logements locatifs à prix abordables à Hamilton?
- À votre connaissance, le gouvernement du Canada a-t-il fait quoi que ce soit pour résoudre les problèmes auxquels sont confrontés les locataires?
- Que devrait faire le gouvernement du Canada, le cas échéant, pour soutenir les locataires?
- Avez-vous vu, lu ou entendu quoi que ce soit de la part du gouvernement du Canada concernant les mesures qu'il prend pour faire face au construction de logement?
 - SI OUI : Qu'avez-vous vu, lu ou entendu? Où l'avez-vous vu, lu ou entendu?

Le gouvernement du Canada a annoncé les mesures qu'il prend pour contribuer à la construction d'un plus grand nombre de logements...

[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. Le gouvernement de l'Ontario a également consenti à supprimer la portion provinciale de la TVH (taxe provinciale).
- 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.
- Quelles sont vos réactions à ces mesures?
- Quel impact, le cas échéant, pensez-vous que ces mesures pourraient avoir dans la région où vous vivez?
- 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?
- Avez-vous des questions au sujet de ces mesures? Y a-t-il quelque chose qui n'est pas clair?
- Espérez-vous devenir propriétaire un jour?
 - SI NON : Pourquoi pas?
 - SI OUI : Quelle est la probabilité que vous deveniez un jour propriétaire?
- Qu'avez-vous vu, lu ou entendu au sujet des politiques du gouvernement du Canada à rendre l'accession à la propriété plus accessible pour les acheteurs d'une première propriété?
- Pour ce qui est de faciliter l'accès à la propriété aux acheteurs d'une première propriété, le gouvernement est-il sur la bonne voie ou sur la mauvaise voie? Qu'est-ce qui vous fait dire cela?

Je vais maintenant vous montrer diverses initiatives que le gouvernement du Canada a prises dans le domaine du logement. Ces initiatives se divisent en plusieurs catégories différentes, et nous allons les passer en revue une à une.

MONTRER À L'ÉCRAN :



- Mise en place du **compte d'épargne libre d'impôt pour l'achat d'une première propriété** permettant aux Canadiens d'épargner jusqu'à 40 000 dollars à l'abri de l'impôt destiné à les aider à acheter leur première propriété.
- **L'incitatif à l'achat d'une première propriété**, un prêt hypothécaire avec participation du gouvernement du Canada offrant 5 ou 10 % en mise de fonds pour l'achat d'une première propriété;
- Prolongement de **l'incitatif à l'achat d'une première propriété** permettant une plus grande souplesse et une plus grande facilité d'accès pour les Canadiens vivant seuls.
- Doublement du **crédit d'impôt pour les acheteurs d'une première propriété** afin de procurer jusqu'à 1 500 dollars en soutien direct aux acheteurs d'une propriété en vue de compenser les coûts de clôture liés à l'achat d'une habitation.
- Investissement de 200 millions de dollars afin d'élaborer et de développer des projets de **location avec option d'achat**.
- Quelles sont vos réactions à chacune de ces mesures?
- Ces mesures visant à faciliter l'accès à la propriété sont-elles sur la bonne voie ou sur la mauvaise voie? Pourriez-vous profiter de l'une ou l'autre de ces mesures personnellement?
- Avez-vous des questions concernant l'une ou l'autre de ces mesures?
- Que devrait encore faire le gouvernement du Canada pour soutenir les acheteurs d'une première propriété?

OPIOÏDES (20 minutes) Locataires vivant à Hamilton

Maintenant, j'aimerais parler d'un tout autre sujet...

- Diriez-vous que la dépendance aux opioïdes est un problème important, un problème mineur ou un problème inexistant dans votre communauté?
 - Comment cette question a-t-elle évolué au fil du temps?
 - Avez-vous bon espoir qu'il y aura des progrès dans ce dossier au cours des prochaines années?



- Qu'a fait le gouvernement du Canada, le cas échéant, pour lutter contre la dépendance aux opioïdes à Hamilton?
- Qu'est-ce qui vous vient à l'esprit en entendant les termes « approvisionnement plus sécuritaire » et « sites de consommation supervisée »?
 - Dans quelle mesure est-il important, le cas échéant, que les personnes aux prises avec une dépendance aux opioïdes puissent avoir accès à des sites d'approvisionnement et de consommation sûrs? Pourquoi êtes-vous de cet avis?

CLARIFIER AU BESOIN :

Par l'intermédiaire du Programme sur l'usage et les dépendances aux substances (PUDS), le gouvernement finance des projets visant à contrer les méfaits associés à l'usage de substances.

Dans le cadre de ce programme, le gouvernement du Canada finance plus particulièrement des sites d'approvisionnement et de consommation plus sûrs, ainsi que des projets axés sur la prévention des surdoses, la sensibilisation, le soutien à la désintoxication, le soutien par les pairs, l'action sociale, le mentorat et le soutien en matière de santé mentale, entre autres initiatives.

- Que pensez-vous du fait que le gouvernement du Canada investisse dans des projets de réduction des méfaits?
 - Quels seront, à votre avis, les impacts de ces projets, le cas échéant?
- Quelles sont les autres mesures que vous souhaiteriez que prenne le gouvernement du Canada pour résoudre ces problèmes?

CLASSE MOYENNE (25 minutes) Personnes de la classe moyenne préoccupées par le coût de la vie vivant à Vancouver

Lorsque nous vous avons invité à participer à ce groupe de discussion, chacun d'entre vous s'est identifié comme appartenant à la classe moyenne...

- Selon vous, que signifie être de la classe moyenne?
- La qualité de vie au sein de la classe moyenne a-t-elle changé au cours de votre vie? Votre propre qualité a-t-elle changé?

- SI OUI : En quoi a-t-elle changé?
- Diriez-vous que le gouvernement du Canada se soucie de venir aide à la classe moyenne?
Pourquoi ou pourquoi pas?
- Qu'a fait le gouvernement du Canada pour venir en aide à la classe moyenne?

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

[AFFICHER À L'ÉCRAN]

- L'Allocation canadienne pour enfants (ACE)
- L'Allocation canadienne pour les travailleurs (ACT)
- Le Remboursement pour l'épicerie
- Le Remboursement de la taxe sur la pollution par le carbone (anciennement connu sous le nom de Paiements de l'Incitatif à agir pour le climat, PIAAC)
- Le Compte d'épargne libre d'impôt pour l'achat d'une première propriété (CELIAPP)
- L'Incitatif à l'achat d'une première propriété
- Les efforts déployés pour mettre en place des services de garde d'enfants à 10 dollars par jour
- Un programme de soins dentaires pour les Canadiens à faible revenu
- Une réduction des impôts pour la classe moyenne
- Élimination des intérêts sur les prêts étudiants fédéraux
- Qui, parmi vous, est au courant des politiques et des programmes proposés par le gouvernement du Canada?
- Comment qualifieriez-vous l'impact qu'ont ces mesures destinées à venir en aide à la classe moyenne?
- Que peut encore faire le gouvernement du Canada pour venir en aide à la classe moyenne?

UKRAINE (60 minutes) Manitoba, région de la Capitale-Nationale (Québec)

- Dans quelle mesure êtes-vous renseigné(e), le cas échéant, au sujet de la guerre en Ukraine ?
 - SI RENSEIGNÉ(E) : Pouvez-vous nous faire part de ce que vous avez appris ou entendu à son propos ?



- Dans quelle mesure êtes-vous préoccupé(e), le cas échéant, par la guerre en Ukraine ?
 - SI PRÉOCCUPÉ(E) : Quels aspects de la guerre vous préoccupent le plus ?
- La guerre en Ukraine vous affecte-t-elle ou affecte-t-elle quelqu'un que vous connaissez personnellement ?
- En quoi a-t-elle influencé, le cas échéant, votre vision du monde et de la place qu'y occupe le Canada ?
- À votre avis, quelles ont été les répercussions mondiales de la guerre en Ukraine ?
 - Constatez-vous des répercussions directes ou indirectes sur le Canada ?
 - SI CE N'EST PAS MENTIONNÉ : Le coût de la vie en serait-il un ?
- Croyez-vous qu'il soit important que le Canada vienne en aide à l'Ukraine ? Pourquoi ou pourquoi pas ?

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

- Si vous deviez choisir un mot pour décrire l'approche de la guerre en Ukraine adoptée par le gouvernement du Canada, 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 ce mot ?
- Qu'avez-vous vu, lu ou entendu, le cas échéant, au sujet de la réponse du gouvernement du Canada à la guerre en Ukraine ?
 - Qu'en pensez-vous ?
- Diriez-vous que, dans ce dossier, le gouvernement du Canada a été davantage sur la bonne voie ou davantage sur la mauvaise voie ? Qu'est-ce qui vous incite à avoir cette opinion ?
 - SI SUR LA MAUVAISE VOIE : Que pourrait faire le gouvernement du Canada pour se mettre sur la bonne voie ?
- Votre avis sur sa performance a-t-il changé avec le temps ?

- SI OUI: Qu'est-ce qui vous a fait changer d'avis ?

- Le gouvernement du Canada devrait-il selon vous en faire plus ou en faire moins en réponse à la guerre en Ukraine ? Qu'est-ce qui vous incite à avoir cette opinion ?

- De quels types d'aides, le cas échéant, l'Ukraine a-t-elle le plus besoin à l'heure actuelle ?
SONDER SI NÉCESSAIRE : D'une aide humanitaire ? D'une aide militaire ? De soutien diplomatique ? D'un renforcement des partenariats économiques ?

- Avez-vous connaissance d'une quelconque aide humanitaire apportée par le Canada à l'Ukraine jusqu'à présent ?
 - SI OUI : Que pensez-vous de l'aide humanitaire fournie par le Canada à l'Ukraine jusqu'à présent ?
 - Comment décririez-vous la qualité de l'aide humanitaire qui a été fournie ?

- Êtes-vous au courant des sanctions que le gouvernement du Canada a imposées à la Russie à la suite de son invasion de l'Ukraine ?
 - SI OUI : Que pensez-vous des sanctions imposées par le gouvernement du Canada ?
 - Pensez-vous que des sanctions contre la Russie constituent un moyen efficace de venir en aide à l'Ukraine ? Pourquoi ou pourquoi pas ?

- Quelle a été selon vous l'ampleur de l'impact, le cas échéant, du soutien qu'apporte le Canada à l'Ukraine ?

- Êtes-vous au courant que le gouvernement du Canada aide des Ukrainiens déplacés à venir au Canada ?
 - SI OUI : Que pensez-vous du nombre d'Ukrainiens déplacés qui viennent au Canada ?
 - Estimez-vous que le gouvernement en fait assez, devrait en faire plus ou devrait en faire moins pour accueillir des réfugiés Ukrainiens au Canada ? Qu'est-ce qui vous incite à avoir cette opinion ?

- Qu'avez-vous vu, lu ou entendu récemment au sujet du discours qu'a prononcé le président ukrainien Zelensky à la Chambre des communes du Canada ?

ÉCLAIRCISSEMENTS : Le président Zelenskyy a récemment prononcé un discours à la Chambre des Communes du Canada. Lors de cette visite, le gouvernement du Canada s'est engagé à fournir une aide financière et militaire de 650 millions de dollars sur trois ans à l'Ukraine qui comprendra la fourniture de 50 véhicules blindés fabriqués au Canada.

- Quelles sont vos réactions à cette nouvelle ?
- Êtes-vous pour ou contre le fait que le Canada fournisse ce type d'aide militaire et financière ? Pourquoi ou pourquoi pas ?
- Qui parmi vous a récemment vu, lu ou entendu quoi que ce soit au sujet de l'accord de libre-échange Canada-Ukraine ? Pouvez-vous nous faire part de ce que vous savez à ce sujet ?

ÉCLAIRCISSEMENTS : L'Accord de libre-échange Canada-Ukraine vise à améliorer les relations commerciales entre le Canada et l'Ukraine. À cette fin, cet accord prévoit un traitement spécial pour les marchandises échangées entre les deux pays et établit de nouvelles règles relatives à l'échange de services et aux investissements. L'accord comporte désormais des articles supplémentaires portant tout particulièrement sur le commerce équitable, dont un soutien aux petites entreprises, la garantie que les échanges commerciaux profitent de manière égale aux hommes et aux femmes ainsi qu'aux populations Autochtones. Cet accord vise à apporter un soutien à l'Ukraine dans le cadre de la reconstruction de son économie après l'invasion de la Russie.

- Dans quelle mesure est-il important, le cas échéant, d'avoir un accord de libre-échange avec l'Ukraine ?
- De quel type de soutien à long terme, le cas échéant, pensez-vous que l'Ukraine aura besoin de la part du Canada et de la communauté internationale une fois le conflit résolu ?
 - Dans quelle mesure est-il important, le cas échéant, que le Canada continue à soutenir l'Ukraine tout au long de sa reconstruction économique ?
- Avez-vous eu connaissance d'informations relatives à l'invasion de l'Ukraine par la Russie qui vous ont semblé fausses ou trompeuses ? Pouvez-vous donner des exemples ?



- À votre connaissance, les informations fausses ou trompeuses concernant la guerre en Ukraine constituent-elles un problème majeur, un problème mineur ou sont-elles tout à fait sans importance ?
- Quelle incidence, le cas échéant, les informations fausses ou trompeuses au sujet du conflit ont-elles sur votre capacité à distinguer les informations véridiques des fausses ?

MOT-SYMBOLE DU GOUVERNEMENT DU CANADA (20 minutes) Région de la Capitale-Nationale
(Québec)

- Lorsque vous voyez de l'information du gouvernement du Canada (en ligne, sur papier, sur des panneaux d'affichage, à la télévision, etc.), comment savez-vous qu'elle provient du gouvernement du Canada ?
 - Est-il clair pour vous qu'il s'agit d'une information qui provient du gouvernement du Canada ? Pourquoi ? Pourquoi pas ?
 - SI NON : Pouvez-vous me donner un exemple d'un cas où vous n'aviez pas la certitude ?
- Lorsque vous *entendez* de l'information, à la radio par exemple, comment savez-vous qu'elle provient du gouvernement du Canada ?
 - Où écoutez-vous habituellement cette information ? À la radio ? À la télévision ?
 - Y a-t-il des phrases ou des sons spécifiques qui servent à identifier l'information provenant du gouvernement du Canada ?

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

AFFICHER À L'ÉCRAN LE MOT-SYMBOLE « CANADA »

- Avez-vous déjà vu ce symbole auparavant ? Si oui, où ?

J'aimerais vous demander ce que ce symbole signifie en général et aussi ce qu'il signifie pour vous personnellement.

- Tout d'abord, quelle est la signification générale de ce symbole ? Avez-vous quelque chose d'autre à ajouter ?

- SI CE N'EST PAS MENTIONNÉ : Pensez-vous que ce symbole représente le gouvernement du Canada ? Pourquoi ? Pourquoi pas ?
- Et que signifie ce symbole pour vous, personnellement ?
 - SONDER SI NÉCESSAIRE : À quoi est-il le plus probable que vous associiez ce symbole ? Que vous fait-il *ressentir* ? Pourquoi ?
 - Le symbole représente-t-il des idées ou des sentiments positifs ou négatifs ? Qu'est-ce qui vous fait dire cela ?
- Pourquoi pensez-vous que le gouvernement du Canada utilise ce symbole dans ses communications et informations ?
- Où vous attendez-vous à voir ce symbole affiché ?
- SI L'ON A TOUJOURS PAS MENTIONNÉ LA CONFIANCE/LA CRÉDIBILITÉ/LA CERTITUDE, SONDER : Lorsque vous apercevez ce symbole, faites-vous confiance aux informations qui l'accompagnent ? Avez-vous la certitude que l'information est crédible ? Pourquoi ? Pourquoi pas ?

Je vais maintenant vous faire jouer une signature musicale. Veillez à ce que le volume de votre système audio soit suffisamment élevé pour que vous puissiez l'entendre.

JOUER LA SIGNATURE MUSICALE « Ô Canada »

- Avez-vous déjà entendu cet indicatif sonore ? Si oui, où ?
- Le gouvernement du Canada utilise cet indicatif sonore dans ces communications. Pourquoi pensez-vous qu'il le fait ?

MESSAGES POUR LES MÉDIAS SOCIAUX PORTANT SUR LES ALIMENTS SUPPLÉMENTÉS (30 minutes)

Propriétaires de la région du Grand Toronto RGT désirant renouveler leur prêt hypothécaire au cours des trois prochaines années

- Par vote à main levée rapide, qui, parmi vous, a des enfants ?
 - Qui, parmi vous, a des enfants de moins de 14 ans ?

Nous avons deux messages portant sur les aliments supplémentés à vous montrer qui sont destinés aux médias sociaux. Le responsable du soutien technique affichera d'abord chaque message un à la

fois, puis, côte à côte. Une fois que tout le monde aura eu l'occasion de les étudier, nous discuterons ensemble de vos réactions à leur sujet.

AFFICHER À L'ÉCRAN : *Le modérateur affichera d'abord chaque message à l'écran un à la fois, puis les deux messages en même temps.*

- Quelle est votre réaction générale à ces messages pour les médias sociaux?
 - En quoi ces messages vous plaisent-ils, le cas échéant? Pourquoi?
 - En quoi ces messages vous déplaisent-ils, le cas échéant? Pourquoi?
- Les remarqueriez-vous? Captent-ils votre attention? S'en souvient-on facilement? Pourquoi ou pourquoi pas?
 - SI AUCUNE MENTION N'EST FAITE DES ÉLÉMENTS GRAPHIQUES : Que pensez-vous du recours à un décor réaliste (p. ex. un chariot d'épicerie contenant des aliments) plutôt qu'à un emballage d'aliment fictif en tant que composante visuelle?
- Si vous voyiez ces messages, vous inciteraient-ils à faire quelque chose? Pourquoi ou pourquoi pas?
 - SI OUI : Que vous inciteraient-ils à faire?
 - Seriez-vous porté à « aimer » ou à partager ces messages? Pourquoi ou pourquoi pas?
- Le contenu de ces messages prêterait-il à confusion ou manquait-il de clarté? Expliquez pourquoi.
 - Est-ce que quelque chose vous a surpris au sujet de ces messages? Avez-vous appris quelque chose?
 - Comment ces messages pourraient-ils être améliorés?

Autres messages

Nous aimerions vous montrer d'autres messages pour les médias sociaux qui pourraient être utilisés de concert avec les graphiques que nous avons déjà étudiés ou pour d'autres messages.

AFFICHER À L'ÉCRAN : *Le modérateur affichera les autres messages.*

- Que pensez-vous de ces messages?
- Comportent-ils des mots ou des phrases que vous trouvez particulièrement convaincants?
 - Certains de ces mots ou phrases posent-ils problème? Pourquoi?

TAUX D'INTÉRÊT (10 minutes) Propriétaires de la région du Grand Toronto RGT désirant renouveler leur prêt hypothécaire au cours des trois prochaines années

J'aimerais maintenant que nous laissions de côté les messages pour médias sociaux pour aborder la situation du logement...

- Faites-vous face à de quelconques difficultés liées aux coûts du logement?
 - SI OUI : À quelles difficultés?
 - SI CE N'EST PAS MENTIONNÉ : Et pour ce qui est des taux d'intérêt?
 - Quelle importance accordez-vous aux taux d'intérêt qui s'appliquent à votre prêt hypothécaire?
- Quels sont les facteurs qui, selon vous, peuvent faire fluctuer les taux d'intérêt?
- Qui, à votre avis, a pour principale responsabilité de fixer les taux d'intérêt?

FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS : Pour confirmation, c'est la Banque du Canada qui fixe le taux d'intérêt directeur.

- En sachant cela, que souhaiteriez-vous que le gouvernement du Canada fasse pour réagir aux fluctuations des taux d'intérêt?

RENOUVELLEMENT DU PRÊT HYPOTHÉCAIRE (60 minutes) Propriétaires de la région du Grand Toronto RGT désirant renouveler leur prêt hypothécaire au cours des trois prochaines années

Lorsque nous vous avons invité à participer à notre discussion de ce soir, chacun d'entre vous a déclaré avoir l'intention de renouveler son prêt hypothécaire au cours des trois prochaines années...

- Diriez-vous que vos paiements hypothécaires actuels sont abordables? Pourquoi ou pourquoi pas?

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.

- Si vous deviez choisir un mot pour décrire votre sentiment à l'égard du renouvellement de votre prêt hypothécaire, lequel choisiriez-vous? Veuillez l'afficher dans la fenêtre de clavardage.

- LE MODÉRATEUR DEMANDERA À CHAQUE PARTICIPANT ET PARTICIPANTE : Pouvez-vous expliquer pourquoi vous avez choisi ce mot?
- Avez-vous de quelconques préoccupations quant au renouvellement de votre prêt hypothécaire? Si oui, quelles sont-elles?
- Comment décririez-vous, d'une manière générale, vos interactions avec votre prêteur hypothécaire?
- Connaissez-vous les aides ou les services dont vous pouvez vous prévaloir pour gérer votre prêt hypothécaire ou planifier son renouvellement?
 - SI OUI : Lesquels?
- À qui vous adresseriez-vous pour obtenir davantage de renseignements sur les mesures d'allègement hypothécaire qui vous sont proposées?
 - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il du gouvernement du Canada?
- Quel devrait être le rôle du gouvernement du Canada pour venir en aide aux propriétaires qui renouvellent leur prêt hypothécaire?
- Avez-vous entendu quoi que ce soit au sujet de l'Énoncé économique de l'automne du gouvernement du Canada? Qu'avez-vous appris?
 - Que pensez-vous de ce que vous avez appris?

DEMANDER:

Dans son Énoncé économique de l'automne, le gouvernement du Canada a annoncé la création de la Charte hypothécaire canadienne. La charte définit les directives et attentes auxquelles les prêteurs hypothécaires doivent se conformer pour offrir une aide raisonnable et adaptée aux emprunteurs dans le besoin. Elle vise à garantir que les emprunteurs éprouvant des difficultés à rembourser leur prêt hypothécaire puissent bénéficier d'une aide rapide et impartiale de la part de leur prêteur, qui recourra à toutes les ressources disponibles pour leur venir en aide dans des moments difficiles.

- Que pensez-vous de cette charte?
 - Quel impact pourrait, selon vous, avoir la Charte hypothécaire canadienne?

Passons maintenant en revue certaines composantes de la Charte...

AFFICHER À L'ÉCRAN :

La Charte hypothécaire canadienne

Ce à quoi les Canadiens peuvent s'attendre :

7. **À ce que soient accordées des prolongations temporaires de la période d'amortissement aux personnes dans le besoin :** Les propriétaires éprouvant des difficultés financières peuvent demander une prolongation temporaire de leur période d'amortissement.
 8. **À ce qu'aucuns frais et supplémentaires ne leur soient facturés pour des mesures d'allègement :** Les banques renonceront à facturer des frais supplémentaires pour les mesures destinées à aider les propriétaires éprouvant des difficultés à rembourser leurs prêts hypothécaires.
 9. **À ce que soit facilité le changement de prêteur au moment du renouvellement de l'hypothèque :** Si vous êtes titulaire d'un prêt hypothécaire assuré, vous n'aurez pas à établir à nouveau votre admissibilité lorsque vous changez de prêteur au moment de renouveler votre hypothèque.
 10. **À une communication anticipée concernant le renouvellement de leur hypothèque :** Les banques communiqueront avec les propriétaires de quatre à six mois avant le renouvellement de leur hypothèque pour les informer de leurs différentes options de renouvellement;
 11. **À des options de paiement souples pour les propriétaires éprouvant des difficultés financières :** Afin d'éviter d'augmenter le montant de leur prêt hypothécaire, les propriétaires faisant face à des difficultés financières peuvent verser de grosses sommes en guise de paiements uniques ou vendre leur résidence sans encourir de pénalités.
 12. **À ce qu'aucun intérêt composé ne leur soit facturé lorsqu'ils connaissent des difficultés financières :** Dans le cas où les mesures d'allègement donnent lieu à une augmentation temporaire du solde hypothécaire, les banques ne factureront pas d'intérêts sur les intérêts.
- - Y a-t-il des mesures qui, à votre avis, pourraient vous être profitables à l'avenir?

○ SI OUI : Lesquels?

- Avez-vous des questions concernant l'un ou l'autre de ces mesures?
- Diriez-vous qu'avec la création de la Charte hypothécaire canadienne, le gouvernement est sur la bonne voie ou sur la une mauvaise voie pour ce qui est de soutenir les titulaires de prêts hypothécaires?
- Y a-t-il dans cette liste des choses que le gouvernement du Canada ne devrait pas faire, selon vous? Pourquoi êtes-vous de cet avis?
- Y a-t-il des éléments qui ne figurent pas sur cette liste et que le gouvernement du Canada devrait, selon vous, y ajouter?
- Quel impact la Charte hypothécaire canadienne pourrait-elle avoir sur votre hypothèque?
 - Et en ce qui concerne son processus de renouvellement?
- Dans quelle mesure cette charte influera-t-elle sur la façon dont les prêteurs interagissent avec les titulaires d'une hypothèque?
- Quelles autres initiatives souhaiteriez-vous que prenne le gouvernement du Canada pour venir en aide aux titulaires d'une hypothèque?

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.

Appendix C – Advertising Concepts

Government of Canada Wordmark

Canada 

In the above image, the word “Canada” is written in black font over a white background. Over the final “a” there is a coloured, red and white, Canadian flag.

Government of Canada Musical Signature



GC approved musical signature for FIP.wav

Above is a short, two-second, audio clip featuring the opening notes of the Canadian national anthem.

Supplemented Foods Concept Testing



Above are two social media posts from the Government of Canada. Both posts show a Canadian flag in the icon box at the top and use the handle "Healthy Canadians". The post on the left reads, "Some #SupplementedFoods, such as caffeinated energy drinks, are not recommended for those under the age of 14 because of the type or amount of supplemental ingredients. Make sure to #ReadTheLabel to make an informed choice. Learn more at: [<link>](#)". Below the text is an image of a shopper pushing a grocery cart holding several items with the caption "Read the label!" in a blue text box with white writing. Below the image is a blue banner with white text reading "CANADA.CA/HEALTH" on the left, and the Government of Canada Wordmark logo on the right.

The post on the right reads, "A new caution identifier will soon appear on some supplemented foods. It alerts you to read the cautions like "not recommended for those under 14 years old." Make sure to read the label to know whether there are cautions that apply to your child. Learn more at: [<link>](#) #SupplementedFoods #NutritionLabelling". Below the text is an image of a beverage in a large black can with a logo reading "Kinsaki" in large, green writing. Small writing on the can is enlarged in a text box beside the can in black and white. The text reads "!Supplemented/Supplémenté" in white against a black background. Below these words is "Health Canada / Santé Canada" in black writing against a white background. Underneath the text box is bolded black writing that reads, "Learn more about the new caution identifier on some supplemented foods". At the bottom, there is a blue banner with white text reading "CANADA.CA/HEALTH" on the left, and the Government of Canada Wordmark logo on the right.