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du Canada

Continuous Qualitative Data Collection of Canadians' Views – March 2024

Final Report

Prepared for the Privy Council Office

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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 eleventh cycle of the first year of this study included a total of twelve focus groups with Canadian adults (18 years of age and older) conducted between March 5th, 2024, and March 28th, 2024.

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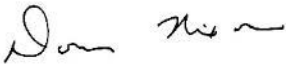
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Political Neutrality Certification

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

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

Signed:  _____

Date: April 24, 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 twelve online focus groups which were conducted between March 5th, 2024, and March 28th, 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. All groups engaged in discussions related to what they had seen, read, or heard about the federal government as of late as well as their perspectives regarding what they felt should be its top priorities going forward.

This research cycle also explored a range of issues related to pharmacare, out-of-status workers, immigration, and online safety. A few groups participated in discussions related to housing, with some engaging in specific conversations related to a potential Renters' Bill of Rights, mortgages, and the housing supply. Members of the middle class in major centres in Quebec spoke about the federal government's upcoming 2024 Budget, while those residing in Atlantic Canada discussed taxation. A group of millennials from mid-size centres in British Columbia (B.C.) and a group comprised of members of Generation Z residing in the Greater Toronto Area (GTA) engaged in conversations related to intergenerational issues. A number of groups were also asked to share their perspectives regarding social media concepts designed by the Government of Canada to highlight the potential dangers of supplemented foods.

Other topics explored in this cycle included carbon pricing, climateflation, and perspectives regarding diversity, equity, and inclusion in Canada.

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 Black Canadians, recent immigrants, millennials, middle class Canadians, members of Generation Z and prospective homeowners.

Detailed Approach

- Twelve groups across various regions in Canada.
- Six groups were conducted among the general population residing in British Columbia, Quebec, Urban Alberta, Ontario, Urban Manitoba, and Atlantic Canada.
- The other six groups were conducted among key subgroups including:
 - Black Canadians
 - Recent immigrants
 - Millennials
 - Middle class Canadians
 - Generation Z
 - Prospective homeowners
- The three groups based in Quebec were conducted in French. All other groups were conducted in English.
- All groups for this cycle were conducted online.
- A total of 8 participants were recruited for each group, assuming 6 to 8 participants would attend.
- Across all locations, 89 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium of \$125.

Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EDT)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Toronto	1	EN	Tues, March 5 th	6:00-8:00 PM	Black Canadians	8
British Columbia	2	EN	Wed, March 6 th	9:00-11:00 PM	General Population	7
Quebec	3	FR	Thurs, March 7 th	6:00-8:00 PM	General Population	6
Urban Alberta	4	EN	Tues, March 12 th	8:00-10:00 PM	General Population	7
Ontario	5	EN	Wed, March 13 th	6:00-8:00 PM	General Population	7
Greater Montreal Area	6	FR	Thurs, March 14 th	6:00-8:00 PM	Recent Immigrants	7
Mid-Size Centres British Columbia	7	EN	Tues, March 19 th	9:00-11:00 PM	Millennials, Age 28-43	8
Major Centres Quebec	8	FR	Wed, March 20 th	6:00-8:00 PM	Middle Class Canadians	7
Greater Toronto Area	9	EN	Thurs, March 21 st	6:00-8:00 PM	Generation Z, Age 18-27	8
Southwestern Ontario	10	EN	Tues, March 26 th	6:00-8:00 PM	Prospective Homeowners	8
Urban Manitoba	11	EN	Wed, March 27 th	7:00-9:00 PM	General Population	8
Atlantic Canada	12	EN	Thurs, March 28 th	5:00-7:00 PM	General Population	8
Total number of participants						89

Key Findings

Government of Canada in the News (All Locations)

At the beginning of each group, participants were asked what they had seen, read, or heard about the Government of Canada in recent days. A wide range of announcements and initiatives were recalled, including the announcement by the Government of Canada of the first phase of a national universal pharmacare program, the introduction of the Canada Dental Care Plan (CDCP), an upcoming increase (as of April 1st, 2024) to the federal price on carbon, the announcement of the creation of a new Renters' Bill of Rights, the discontinuation of the First-Time Home Buyer Incentive, and the decision by the Bank of Canada to maintain its policy interest rate at 5 per cent. A number of participants also recalled ongoing discussions related to the costs incurred during the development and implementation of the ArriveCan app, and the rejection by the Government of Canada of a request by



the Government of Quebec for it to receive complete jurisdictional control over immigration into the province.

Participants also recalled activities related to the Government of Canada on the international stage. These included the ongoing provision of humanitarian support to civilians in Israel, the Gaza Strip, and the West Bank, the continued provision of military and financial support to Ukraine in its efforts to defend itself against the Russian invasion of its territory, and efforts by the federal government to assist Canadian citizens, permanent residents, and their eligible family members to leave Haiti in the wake of its ongoing state of emergency.

Government of Canada Priorities and Performance (Toronto Black Canadians, British Columbia, Quebec, Urban Alberta, Ontario, Greater Montreal Area Recent Immigrants, Mid-Size Centres British Columbia Millennials, Major Centres Quebec Middle Class, Greater Toronto Area Generation Z, Southwestern Ontario Prospective Homeowners, Urban Manitoba)

Eleven 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 health care, immigration, education, and reconciliation with Indigenous peoples.

Participants also mentioned a number of areas where they felt that the Government of Canada had performed well. These included providing financial benefits and supports for Canadians, protecting and promoting diversity and multiculturalism, and providing humanitarian assistance to those impacted by events such as armed conflicts and natural disasters in other parts of the world.

Describing areas in which they believed the Government of Canada had room for improvement, participants mentioned the perceived high cost of living at present, a lack of affordable housing in many Canadian communities, and what was viewed as the high rate of taxation currently being paid by lower- and middle-income Canadians.

Asked to identify what they believed were the most important priorities for the federal government to be working on, a large number reiterated the need for a greater focus on areas such as reducing the cost of living, addressing housing unaffordability, making improvements to the health care system, lowering the cost of post-secondary education, and stabilizing the rate of immigration. Other priority areas mentioned by participants included the creation of more well-paying jobs for Canadians, continuing to work to make child care more affordable, and providing greater financial assistance to lower- and middle-income households currently struggling with the cost of living.

Black Canadians (Toronto Black Canadians)

Participants in one group, comprised of Black Canadians residing in Toronto, shared their perspectives related to their lives in Canada and actions that the Government of Canada had taken to better engage with and support Black Canadians. Asked to identify what they viewed as the top issues facing Black



Canadians that required greater prioritization from the federal government, participants commented on a range of areas. These included the need for increased investments towards housing and education in predominantly Black communities, making it easier for Black Canadians to enter the housing market, addressing perceived differences in the treatment of Black Canadians by law enforcement, and the need for greater representation of Black Canadians in positions of power and responsibility at all levels of government.

Questioned whether they viewed anti-Black racism as being a significant issue in Canada, almost all believed that it was. Several felt this issue had grown more prevalent in recent years and believed that a greater number of individuals now felt emboldened to engage in racist actions and behaviours. Many felt that more needed to be done by the federal government to ensure that equality rights, as outlined in the Charter of Rights and Freedoms, were being sufficiently upheld and that racism and discrimination were not occurring in Canada.

Asked whether they felt the Government of Canada was on the right track when it came to engaging with Black Canadians, all were uncertain, with none being aware of any actions or initiatives it had taken on this front. Discussing ways that it could increase its engagement with Black Canadians, many believed that more could be done by the federal government to reach out to and establish dialogues with leaders in Black communities. Additionally, it was thought that a greater focus should be placed on establishing initiatives, programs, and communications specifically targeted towards uplifting and empowering Black Canadians.

Pharmacare (Toronto Black Canadians, Ontario, Quebec, Mid-Size Centres British Columbia Millennials, Greater Toronto Area Generation Z)

Participants in five groups engaged in a conversation on pharmacare and recent actions by the Government of Canada related to the introduction of a national pharmacare program. Asked how significant a priority they felt health care was at present, almost all believed that this was one of the most pressing issues currently facing Canadians. Describing what they viewed as the biggest challenges related to health care provision in their communities, participants identified issues such as perceived shortages of doctors and nurses, long wait times at emergency rooms and walk-in clinics, difficulties finding a family doctor, and significant backlogs for those seeking appointments and/or procedures with specialists.

Asked specifically whether they viewed the cost of prescription medication as a major challenge facing Canadians, while most believed that it was, a few viewed this as a lower priority compared to other issues such as health worker shortages and long wait times. While several were of the impression that a large number of Canadians currently had coverage for prescription medications through their employers, it was felt that these drugs could be very expensive for those with only partial coverage or no coverage at all. Many felt that the perceived high cost of prescription drugs was having a negative impact on the mental and physical health of those struggling to afford these medications. It was felt that this issue represented a significant source of stress in the lives of many who were suffering from

chronic conditions, placing them in a precarious financial situation and forcing them to make cutbacks in other important areas of their lives.

While most were familiar with the term 'pharmacare', few were aware of any specific details as to what this type of program might entail. Asked whether they would support the introduction of a universal pharmacare plan in Canada under which everyone would receive prescription medication coverage, most reported that they would. It was felt that this could have a significant, and in some cases lifesaving, impact on those with serious conditions (such as diabetes or epilepsy) who were currently struggling to afford their medications. While still supporting the aim of increasing the affordability of medication in Canada, a number expressed concerns regarding what they expected would be the high financial costs of establishing and administering a national pharmacare program and worried that this might lead to an increase in taxes if implemented.

None were aware of any actions from the federal government related to the establishment of a national pharmacare program. Provided with information related to the introduction of the first phase of this program, almost all reacted positively. It was widely felt that this action by the Government of Canada was a step in the right direction and would likely have a positive impact on the lives of a large number of Canadians. All believed that it was important for the federal government to include diabetes medication in the first phase of this program, believing that this was a serious disease that was impacting a growing number of Canadian families. Most also viewed contraception as being important to include in this initial phase, believing this would be especially important towards supporting the health and overall wellbeing of women in Canada.

Describing the types of impacts they expected this initial phase would have, many believed that this expanded coverage would be especially beneficial to groups such as seniors and persons living with disabilities. It was felt that these groups typically had higher medication costs and fewer financial resources to afford these expenses. A number expected that this initial phase would also have the impact of creating positive momentum towards the provision of universal coverage for other medications and health supports (such as vision care and mental health resources) in the years to come.

Informed that a national pharmacare program could either be completely public, where all Canadians are on the same plan, or follow a 'close the gaps' approach that would allow people to continue to use existing public and private plans while providing coverage for those without, a larger number expressed a preference for a 'close the gaps' approach. Among these participants, it was felt that this approach would likely cost the federal government less money and would also allow those who preferred to keep their existing private coverage to do so. For the smaller number who favoured a universal pharmacare program, it was felt that this would be the most equitable approach and would ensure that everybody was provided the same standard of coverage.

Housing (Greater Toronto Area Generation Z, Southwestern Ontario Prospective Homeowners, Major Centres Quebec Middle Class)

Participants in three groups took part in conversations related to the housing situation in Canada. Discussions in the group comprised of prospective homeowners residing in Southwestern Ontario focused on issues such as the need for greater protections for renters and challenges related to obtaining and affording a mortgage, while those in the Greater Toronto Area (GTA) and major centres in Quebec discussed potential actions that could be taken to increase the housing supply.

Renters' Bill of Rights (Southwestern Ontario Prospective Homeowners)

To begin, participants were asked to identify what they felt to be the most important challenges facing Canadians related to housing that they believed required greater prioritization from the federal government. Almost all felt that more needed to be done to ensure that Canadians had access to safe and affordable housing (both for purchase and for rent) and many believed that actions needed to be taken to better protect the rights of renters. Several believed that there should be stricter regulations concerning the amount of rent landlords can charge, the rate at which rent can be increased, and how many properties individuals and companies are able to own as rental properties and/or investments.

Almost all participants indicated that they were currently renting their homes. When describing their experiences as renters, most felt that the rental market as a whole had become far more expensive in recent years, while some reported that their own rent had remained relatively stable and affordable. Asked how they would describe their rights as renters, most expressed uncertainty and did not feel that they had a strong understanding of the protections available to them.

Discussing what came to mind when they heard the term 'Renters' Bill of Rights', participants believed that this would include the regulations on rent that they had mentioned above as well as greater assurances that renters could not be discriminated against based on characteristics related to their race, gender, and/or sexuality, and clear national standards related to the degree of upkeep and maintenance required by owners of rental properties. Asked what additional rights or protections they felt should be included in a Renters' Bill of Rights, a number believed that practices such as renovictions and evictions of vulnerable groups (such as seniors and persons living with disabilities) should be regulated to a greater extent to ensure all renters are treated equitably through the eviction process.

All indicated that they would support the federal government working with provincial and territorial governments to establish the creation of a national Renters' Bill of Rights. A number expressed the view that collaboration between the different levels of government would be of critical importance in drafting this legislation. Among these participants, it was felt that provincial and territorial governments would likely have a better understanding of the unique challenges facing renters within their jurisdictions and have important insights as to what safeguards could be implemented to better protect renters going forward.

Mortgages (Southwestern Ontario Prospective Homeowners)

Focusing next on issues related to mortgages, participants were asked to share their experiences navigating the housing market in recent years. All had previously indicated they were seeking to purchase a home in the coming years, with almost all reporting being first time home buyers. It was widely felt by participants that housing prices in their communities had risen substantially over the past few years and had made the goal of purchasing a home prohibitively expensive for many Canadians, including themselves. Several described having faced challenges not only in being able to afford the down payment required to purchase a home at current prices, but also in obtaining a mortgage to finance this purchase. It was felt that due to recent increases to interest rates it had become increasingly difficult for prospective homebuyers to obtain a mortgage, especially if one did not have well-established credit.

Asked how big of a barrier affording a down payment was when it came to their plans to purchase a home, a roughly equal number of participants identified this as a major concern compared to those who felt otherwise. Questioned whether they had heard about the introduction of the FHSA, a number of participants indicated that they had, with almost all who were aware of this initiative reporting that they had opened an FHSA themselves. All who had opened an FHSA felt that it had made a positive impact on their ability to save towards a down payment.

Questioned whether they were concerned about the prospect of acquiring and subsequently paying off a mortgage, many indicated that they were. Several expressed concerns that once they had purchased a home, they would potentially never be able to pay off their mortgage given the significant amount of money they expected they would need to borrow, and the long time period required to pay it back.

All felt that interest rates were high at present, with several believing that increasing interest rates in recent years had placed many Canadian homeowners in a precarious financial position. A number were worried about the impact that higher interest rates would have on those homeowners who had purchased their homes when rates were considerably lower and would now be expected to make substantially higher monthly payments upon renewal of their mortgages in the months and years to come. It was expected that this sharp increase in housing costs would be unaffordable for many, and in some cases, would place Canadians at risk of losing their homes.

Discussing what they felt banks and other lenders should consider when determining eligibility for mortgages, participants suggested areas such as a lack of existing debt, consistency of employment, and the length of time spent residing in Canada. Asked whether rent payment history should be a consideration for lenders, most felt that it should, believing that this would be a helpful way for renters to build credit and demonstrate an ability to make future mortgage payments.

Informed that current mortgage rates are structured around terms of up to 25 years, participants were asked whether they felt that this was enough time to realistically pay off a mortgage. While some believed that, with stable employment and diligence towards making payments, this was a realistic timeframe, a roughly equal number thought that paying off a mortgage in 25 years would likely be difficult for the large number of homeowners they believed were currently living pay cheque to pay

cheque. Asked whether they felt lenders should be able to offer 30-year mortgages to first-time home buyers, almost all believed that they should. It was thought that this would provide additional financial flexibility for first-time home buyers and might remove some of the barriers they are currently facing related to affording a mortgage.

Participants next engaged in an exercise where they were presented with a number of potential actions that the Government of Canada could take related to housing and asked to select which they felt would have the most positive impact. The initiative to provide more low-cost financing to non-profits to improve and maintain affordable rental properties received the highest level of support among participants. It was felt that this action would have a considerable impact on lower- and middle-income Canadians and would represent an important step towards making housing more affordable. The initiatives to invest more in infrastructure to support the number of new homes being built in communities, provide low-cost financing to builders to encourage them to build more homes faster, taxing underutilized land, and improving the recognition of foreign construction qualifications and increasing construction worker training also received attention from participants. All felt that the federal government was on the right track with these priorities and expected that, if enacted, they would have a positive impact on the housing situation in Canada.

Housing Supply (Greater Toronto Area Generation Z, Major Centres Quebec Middle Class)

Participants in two groups engaged in a brief discussion related to the housing supply and potential actions by the federal government to build more housing on public lands. Asked what came to mind when they heard the term 'public lands', many believed that this primarily referred to land owned and maintained by the federal government. It was believed that this term could refer to land available for public use (such as parks and greenspaces) as well as those preserved for environmental conservation.

Asked whether they supported the Government of Canada taking action to allow for more homes to be built on public lands, almost all did. Several, however, clarified that they would only support this action if these homes were affordable for lower- and middle-income Canadians. A few expressed that their support for this type of measure would be dependent on whether there were any potential negative environmental consequences that could occur by taking this action.

Online Safety (British Columbia, Urban Alberta)

Two groups took part in conversations related to online safety and actions by the Government of Canada to combat hateful content and the proliferation of misinformation and disinformation in online spaces. When asked to identify what positive impacts, if any, participants felt the internet was having on society today, a range of responses were provided, including connecting with family and friends, a greater accessibility of knowledge and information, online services such as digital banking and health care, translation tools allowing individuals speaking different languages to communicate with one another, and greater access to entertainment.

Participants also identified a number of ways in which they felt that the internet had negatively impacted society. These included online harassment and cyberbullying, the spread of misinformation

and disinformation, online fraud, constant connection to one's workplace making it difficult to achieve a healthy work-life balance, and increased anxiety and depression believed to be associated with spending too much time online.

Questioned whether, to the best of their knowledge, there were currently protections in place to keep Canadians safe on the Internet, many believed that companies such as Google and Meta had filters and parental controls available to prevent children from accessing inappropriate content. Additionally, it was felt that most major social media platforms had policies in place to identify and remove hateful content, though many believed that these processes were not always effective. Asked whether they believed that social media companies were accountable for the impact of harmful content on their users, most believed that these companies had a responsibility to do their best to remove harmful content from their platforms.

Discussing whether they felt the Government of Canada should hold digital platforms accountable for addressing harmful content on their platforms, a large number believed that it should. It was thought that regulating the content available to Canadians was a responsibility of the federal government and that it, rather than online platforms, should be setting the standards and regulations.

No participants were aware of any actions or initiatives from the Government of Canada related to online platforms and harmful content. Asked specifically whether they had heard anything related to the *Online Harms Act*, a small number believed they had heard about this legislation in passing but none could recall any specific details. Provided with information about this Act, participants expressed a range of views. Among those who felt more positively, participants viewed the scope of the legislation put forth by the Government of Canada as a sufficient starting point and, so long as these measures were properly implemented, expected that this initiative would go a long way towards combatting harmful content online. For those who had a more neutral reaction, the view was reiterated that while it was important to work to reduce harmful content online, the perceived subjective nature of what could be defined as harmful could ultimately lead to the censorship of certain viewpoints. Many in both groups felt that a clear definition as to what was considered harmful content would need to be provided by the federal government prior to this legislation being enacted.

Discussing whether they expected this legislation would have a positive impact on protecting the online safety of Canadians, while most believed that it would, a few expected that this would primarily be dependent on how diligently these measures were enforced and whether social media companies would be able to effectively identify and remove harmful content posted on their platforms. Provided with information related to the types of content this legislation would prioritize all believed that these were the right types of content to prioritize and felt that taking this action would have a positive impact on reducing the prevalence of harmful content online.

It was shared with participants that this legislation would also create a Digital Safety Commission to enforce the rules and hold platforms accountable to remove harmful content posted by their users. Most believed that the establishment of this Digital Safety Commission would be an effective step towards addressing harmful content online, especially if it were provided with the authority to enforce penalties on companies that do not comply with the regulations. Several, however, felt that there would need to be a clear and transparent process related to the formation of this body, how its



members would be selected going forward, and the specific types of content that it would be focusing on.

To aid in conversation, participants were provided with information related to how hate speech would be defined under this legislation. Asked whether they felt this definition was clear, a large number expressed that it was somewhat confusing, with many focusing on the aspect that *'speech would not be classified as hate speech just because it expresses dislike or disdain, or it discredits, humiliates, hurts, or offends.'* Among these participants, it was thought that the definition was too vague when it came to differentiating between discriminatory, vilifying content and that which was disdainful, hurtful, and/or offensive.

Immigration (Quebec, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class)

Participants in the three groups based in Quebec engaged in conversations related to immigration and the Canadian immigration system at present. At the outset of their discussion, participants in the group comprised of individuals residing in the Greater Montreal Area (GMA) who had immigrated to Canada in the past ten years were asked to share their overall experiences with the Canadian immigration process. Most described their experiences as having been relatively positive and believed that this process had been fair and straightforward. Asked whether they had encountered any challenges related to application processing times, a small number recalled feeling the application process had been quite complex and that they had been required to submit a large amount of documentation and forms.

Discussing the resources available to newcomers upon their arrival, several were of the opinion that these were too focused on providing general information about Canada rather than practical skills and advice regarding how to best integrate into their local communities. It was widely felt that more needed to be done to assist newcomers to Quebec with learning the French language, becoming eligible for provincial health care coverage, finding employment in their fields of expertise, and recognizing the training and certification they had acquired prior to arriving in Canada.

All three groups were prompted to share their perspectives on the current Canadian immigration system. A wide range of opinions were provided, with several believing that there were both positive and negative aspects to the current system. Many thought that the immigration system had been effective in bringing in an increased number of newcomers in recent years and expected that this would have a positive impact on the Canadian economy and workforce. Some also believed that higher rates of immigration had increased the diversity and cultural richness of the Canadian population.

Discussing potential challenges related to higher immigration, a number were particularly concerned about whether there would be sufficient housing, infrastructure, and public services (such as health care, education, and public transportation) available to meet the needs of a growing population.

Asked whether they felt the Government of Canada should increase, decrease, or keep the rate of immigration relatively the same, a roughly equal number believed it should be increased as those who felt it should decrease or remain stable.

Participants in the group comprised of recent immigrants were asked a few additional questions related to the foreign credential recognition process. All believed this to be an important concern at present and many reported having been personally impacted by this issue or having known someone who had. Discussing the types of measures that should be taken by the Government of Canada to address this issue, participants suggested actions such as taking into account the years of experience one has practiced at their specialty in other countries, establishing credential verification systems with other countries, making it more affordable to obtain the certifications necessary to work in Canada, and providing incentives encouraging employers to recognize the credentials of recent immigrants and consider them for employment opportunities.

Life in Canada (Greater Montreal Area Recent Immigrants)

Participants in the group comprised of recent immigrants residing in the GMA also engaged in a brief discussion related to their experiences living in Canada thus far and their expectations for the future. Asked what motivated them to move to Canada, and Montreal in particular, many reported that they had come to Canada to join family members, several of whom resided in or around the GMA. Describing additional factors that had motivated them to come to Canada, a number cited what they viewed as the relative safety, high quality of living, and protections from discrimination that they associated with life in Canada.

While most felt that life in Canada had met or exceeded their expectations regarding its safety and the higher quality of life they could expect to enjoy, a number reported having felt surprised at what they viewed as the high cost of housing and challenges related to accessing health care in their community. A number expressed the view that while the cost of living had been relatively affordable when they first immigrated to Canada, it had risen substantially in recent years. Asked whether a lack of affordable housing would impact their decision to stay in Canada, a few indicated that it would, especially if they found that they could afford to purchase a home somewhere else.

Describing the advice that they would give to prospective immigrants coming to Canada, several suggested gaining a comprehensive understanding of the health benefits available to them, allowing them to better navigate the health care system in their province or territory upon their arrival. It was also felt that, if possible, immigrants should make every effort to secure employment prior to arriving in Canada, ensuring that they are not placed in a financially precarious position while also trying to establish a life in a new country.

Out-of-Status Workers (Quebec, Ontario, Mid-Size Centres British Columbia Millennials, Urban Manitoba, Atlantic Canada)

Five groups engaged in brief conversations related to out-of-status workers in Canada. Asked whether they were familiar with the terms 'out-of-status' or 'undocumented' people, many indicated that they were. A larger number reported familiarity with the term undocumented relative to out-of-status, believing that this referred to those who were living and/or working in Canada without a valid visa. Several were of the impression that this term primarily referred to those individuals who had initially arrived in Canada on valid study or work permits and had remained in the country after their visas had expired.

Asked whether they felt out-of-status workers residing in Canada should be provided with a pathway to permanent residency and citizenship, participants expressed a range of opinions. While some believed that there should be a degree of flexibility on this front for those whose documentation had temporarily lapsed and/or those who had applied and were waiting for the approval of a new work or study permit, a larger number did not believe any pathway to citizenship should be offered. Among these participants it was strongly felt that providing out-of-status workers with a pathway to permanent residency and citizenship would be unfair to those working to immigrate to Canada by following the official process. A number who had themselves immigrated to Canada by following the official channels felt that allowing out-of-status workers this opportunity would be very discouraging considering the many years it had taken them to acquire their permanent residency and citizenship.

Budget 2024 (Major Centres Quebec Middle Class)

One group, comprised of middle-class individuals residing in major centres in Quebec, engaged in a discussion related to the Government of Canada's upcoming 2024 Budget, scheduled to be tabled on April 16th, 2024. Asked how they felt the Canadian economy was currently performing overall, almost all believed that it was facing significant challenges at present, citing issues such as inflation, high interest rates, the rising cost of essentials such as groceries and gasoline, and a lack of affordable housing.

Engaging in an exercise where they were presented with a number of potential areas that the federal government could prioritize in the upcoming Budget, participants expressed the highest level of support for those measures related to growing the housing supply and addressing inflation and the high cost of living. While improving the health care system was also viewed by several as an important priority, few selected those priorities related to maintaining a responsible plan for federal spending, raising taxes on the wealthiest Canadians, unlocking pathways to the middle class, protecting seniors' benefits, and fighting climate change.

Asked whether they viewed themselves as being part of the middle class, most believed that they were. Describing what they felt it meant to be a part of the middle class, several thought that this typically referred to those individuals whose salaries were sufficient for them to afford their monthly expenses while still having some money left over at the end of each month to contribute to savings and/or for



discretionary spending. All felt that the federal government needed to do more to support the middle class, believing that many middle-class households were currently struggling to keep pace with the high cost of living at present.

Discussing whether they had confidence in the Government of Canada's ability to deliver on providing assistance to the middle class and those seeking to join it, participants were mixed in their opinions. While some expressed confidence and felt that the federal government would be able to have a positive impact in this regard, a roughly equal number were more uncertain, believing that success on this front would be dependant on the specific initiatives announced in the Budget and whether these could feasibly be accomplished.

Taxation (Atlantic Canada)

One group engaged in a discussion related to taxes and potential changes to taxation at the federal level. Asked if they believed that wealthy Canadians were currently paying their fair share in taxes, a larger number felt that they were not compared to those who were more uncertain. Several expressed the view that the Government of Canada should tax wealthier individuals at a higher rate while lowering taxes for lower- and middle-income households. Discussing whether they would support the creation of a wealth tax to be paid annually by the wealthiest Canadians, most indicated that they would, and all expressed support for this type of initiative if it were specifically applied to the top one per cent of income-earners in Canada.

Discussing the potential benefits of the creation of a wealth tax by the federal government, it was felt that in addition to potentially lowering the tax burden for the rest of Canadians, this increased tax revenue could be used to build vital infrastructure such as schools and hospitals as well as be directed towards addressing issues such as housing affordability and homelessness.

Asked whether they had previously heard the term 'capital gains', a number indicated that they had, believing this referred to the income individuals earned on investments that they had made, such as through the sale of securities such as stocks and bonds. Asked what types of people came to mind when they thought about individuals who earn income through capital gains, participants widely believed that capital gains could be earned by anybody, including those making contributions to programs such as a Registered Retirement Savings Plan (RRSP) or Tax-Free Savings Account (TFSA).

Informed that, in Canada, capital gains were currently subject to taxation, participants were asked whether this should continue to be the case. Several were uncertain, believing that while capital gains represented another type of income and should likely be subject to taxation, they did not believe this should apply to one-time transactions, such as the sale of one's primary residence, which they felt fell outside of the realm of traditional investing. Told that there was a measure known as the Principal Residence Exemption which allowed Canadians to avoid paying taxes on the sale of their primary home, all believed that this was a fair policy to have in place. It was felt that this would be effective in

financially protecting those homeowners who had owned their properties for a long time and had purchased them as a place to live rather than as an investment vehicle.

Intergenerational Issues (Mid-Size Centres British Columbia Millennials, Greater Toronto Area Generation Z)

Participants in two groups, composed of millennials residing in British Columbia (B.C.) and members of Generation Z residing in the Greater Toronto Area (GTA), took part in conversations related to their perspectives on the economy, social equity, and their aspirations for the future. To begin, participants were asked whether they felt the economy and their personal financial situation was better, worse, or similar to that of their parents when they were the same age. Almost all participants in both groups believed that their economic situation was considerably worse compared to previous generations and that life in general was far less affordable today. It was widely thought that the middle-class lifestyle enjoyed by their parents had become far more difficult to maintain and that wages had not remotely kept pace with perceived increases to the cost of living in recent decades.

Asked whether social equality had improved, most believed that it had. It was thought by many that there were now far more professional opportunities available for women today compared to previous generations and that while there was still work to be done, significant progress had been made in this area. Many also believed that there was now greater acceptance and protection of the rights of equity seeking groups such as visible minorities, members of the 2SLGBTQI+ community, and persons living with disabilities.

Discussing whether they felt they had the same or different goals compared to their parents, most believed that their goals were somewhat different. Some believed that they likely prioritized maintaining a work-life balance to a greater extent than their parents. While financial goals were viewed as being important, a number expressed that they did not wish to work a typical 9-5 lifestyle to achieve them and placed a high degree of value on the ability to have a flexible work schedule.

Focusing next on the tabling of the annual federal budget, participants were asked what areas they felt needed to be prioritized by the Government of Canada in the coming year. Almost all believed that a greater focus needed to be placed on addressing issues related to the cost of living and the ability of Canadians to afford essentials such as groceries and gasoline. Many felt that actions needed to be taken to reduce the cost of housing (both to purchase and to rent), believing that safe and affordable housing was a basic need that should be available to all Canadians. Other priority areas included the construction and repair of critical infrastructure (such as roadways and public transportation systems), creating more high paying jobs for Canadians, and making greater investments towards the Canadian Armed Forces (CAF) and national security.

Shown a list of potential measures that could be considered by the Government of Canada in its coming budget, almost all expressed support for the initiatives related to making housing more affordable for younger generations and securing jobs and investments in the economy of the future. Participants were mixed in their reactions to the initiative of asking the wealthiest Canadians to pay more in taxes in order to better support the rest of the population. A few felt that greater clarity

needed to be provided regarding who would be considered as the 'wealthiest Canadians' under this legislation.

Public Sentiment (Toronto Black Canadians)

Participants in one group, comprised of Black Canadians residing in Toronto, engaged in a brief discussion related to their expectations for the future as well as their perspectives regarding the current state of equity, diversity, and inclusiveness in Canada.

Asked what, if anything, made them feel optimistic about their future in Canada, many spoke positively about having access to publicly funded health care and retirement savings programs such as the Canada Pension Plan (CPP). Others identified the relatively high quality of life of Canadians and what they perceived to be a lower level of anti-Black racism and discrimination in Canada compared to other parts of the world.

Sharing their concerns related to life in Canada going forward, a large number identified the high cost of living as a significant issue, both at present as well as how it would potentially impact the long-term financial security of Canadians in the future. A small number expressed concerns related to a perceived increase in instances of overt racism against racialized people in Canada and were worried that this trend might continue in the years to come.

Describing the state of diversity, equity, and inclusion in Canada, many were positive in their impressions. It was widely thought that Canada was among the most diverse countries in the world, and was very welcoming and respectful of different cultures, beliefs, and values. A number shared the view that while Canada was mostly welcoming, more could be done to increase the representation of racialized individuals at all levels of government as well as place a greater focus on increasing the diversity of those working in executive roles at major Canadian corporations.

Carbon Pricing (Urban Manitoba, Atlantic Canada)

Participants in two groups engaged in discussions related to carbon pricing in Canada. Asked how important they felt it was for the federal government to be working to reduce carbon pollution, all in the group based in Atlantic Canada viewed this as being an issue of critical importance, and especially in terms of preserving a high quality of life for future generations. While also viewing climate change as an important issue, many of those residing in Manitoba felt that other challenges, such as those related to housing and the cost of living, were of greater importance at present.

Discussing what they had seen, read, or heard about carbon pollution pricing in Canada, while most believed that there was some form of federal carbon pricing currently in place in their respective provinces, few were aware of any specific details related to this initiative. Related to this, a number commented that it had become increasingly difficult to discern whether information they encountered related to carbon pricing was accurate, given what was viewed as the high amount of misinformation and disinformation currently being disseminated about this issue.

Questioned whether they felt the implementation of a price on carbon had been effective in reducing emissions, most expressed uncertainty. Several felt that, due to the relatively recent nature of the carbon pricing program, it was difficult to determine whether this initiative had been successful and that more time and data was needed.

While several reported having heard about the Canada Carbon Rebate (CCR), very few could recall any specific details about these payments. Provided with information about the carbon pricing system and the CCR, many expressed the view that the annual rebate for a family of four was too low to sufficiently account for the overall rise in prices they believed had resulted from carbon pricing. A number questioned how these amounts were calculated and whether this rebate would be available to all Canadians or if one would have to be below a certain income in order to be eligible for this program. Asked whether they supported or opposed the Government of Canada's carbon pricing system, almost all in Manitoba opposed this initiative while a roughly equal number of those in Atlantic Canada expressed support compared to those who were opposed or more uncertain in their views.

Several believed that a greater focus should be placed on changing the behaviours of major corporate and industrial emitters rather than individual households. It was felt that taking this approach would have a much greater effect on mitigating the impacts of climate change and would help to reduce the financial impacts of carbon pricing on those Canadians who were already struggling with the cost of living.

Climateflation (Atlantic Canada)

Participants in Atlantic Canada engaged in a brief discussion related to the concepts of "climateflation" and "heatflation". Asked whether they had heard either of these terms before, none indicated that they had. Describing what they believed these terms referred to, many expected that they were likely connected to the issue of climate change and the rising economic costs of its effects as well as efforts to mitigate its impacts going forward. To clarify, participants were informed that heatflation is when extreme heat, caused by climate change, makes food and other items more expensive, and that climateflation was a broader term that encompassed all of the ways in which climate change can cause prices to go up, including but not limited to extreme heat.

All believed that climate change was having at least some impact on the price of food. It was felt that in addition to extreme heat and drought making it more difficult for farmers to protect their crops and livestock, extreme weather events could also cause damage to vital roadways and infrastructure, making it more difficult to transport food products across the country. A few also expressed that in addition to impacting Canadian food production, climate change could also make it more expensive to import food products from other parts of the world that were also dealing with its effects.

While all felt that heatflation and climateflation represented an increasing concern for Canadians, a number believed that recent increases to food prices had also been caused by what they viewed as excessive profit-seeking from major grocery chains. With this in mind, it was believed that in order to make food more affordable, action would need to be taken by the Government of Canada to place stricter regulations on the prices that grocery companies can charge for their products.

Supplemented Foods Concept Testing (Ontario, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class, Urban Manitoba)

Four groups were asked to share their perspectives related to social media concepts designed by the Government of Canada to highlight recommendations related to supplemental foods. All participants were informed that these concepts had been specifically designed for those who were currently pregnant or breastfeeding.

While participant views on the concepts varied, a large number believed that the concept featuring the mock beverage product was effective in that it provided a clear example of a type of product that could include supplemented ingredients. It was felt that in order to increase the effectiveness of this campaign, a wider range of supplemented food products should be highlighted.

Participants were also shown a number of additional concepts, respectively featuring a pregnant woman, a pregnant woman and her partner, a group of pregnant women, and a breastfeeding mother. The concepts shown varied among the groups. Across all groups, most were of the opinion that, unless they were the target audience (i.e., pregnant or breastfeeding), these concepts would be unlikely to stand out to them if they encountered them on social media. Several believed that in order to be more successful in capturing the attention of social media users, these concepts should seek to add brighter colours, provide specific examples of the different types of supplemented food products, and ensure that a diverse group of pregnant or breastfeeding Canadians are featured in these advertisements. A number also felt that more should be done to reach out to the partners of those who were currently pregnant or breastfeeding, believing that they would also be interested in learning more about this issue.

Asked whether they would be likely to share, comment, or like these posts if they encountered them on social media, several expressed that they would only be likely to do so if they were currently pregnant or breastfeeding or were close to someone who was. Discussing whether had they learned anything from the posts or if anything had been surprising to them, several indicated having not been previously aware of supplemented foods and their associated health risks.



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Detailed Findings

Timeline of March 2024

Announcements

To help place the focus group discussions within the context of key events which occurred during the reporting cycle, below is a brief synopsis for the month of March 2024.

- March 1-7
 - March 3. The Government of Canada announced that it is imposing economic sanctions on six Russian officials related to their involvement in the death of Alexei Navalny, a Russian opposition leader, in February 2024.
 - March 4. The Government of Canada announced the release of the *Nursing Retention Toolkit*, a resource designed to help health employers standardize health care programs and better support nurses throughout Canada.
 - [Focus group was held with Black Canadians in Toronto \(March 5, 2024\).](#)
 - March 6. The Bank of Canada announced that it would be maintaining its policy interest rate at 5 per cent.
 - [Focus group was held with the general population in British Columbia \(March 6, 2024\).](#)
 - March 7. The Government of Canada announced an investment of \$211.6 million to Arcfield Canada in Calgary to sustain the Royal Canadian Air Force CF-18 Fleet.
 - [Focus group was held with the general population in Quebec \(March 7, 2024\).](#)
- March 8-14
 - March 8. The Government of Canada announced an investment of \$850 million to fund airfield infrastructure improvements at the Trenton Canadian Forces Base.
 - March 8. The Government of Canada announced that, after a temporary pause, it would continue to provide funding to the United Nations Relief and Works Agency (UNRWA) to address the humanitarian crisis in Gaza.
 - March 11. The Government of Canada announced that dental care providers can now sign-up to participate in the Canada Dental Care Program (CDCP).
 - [Focus group was held with the general population in urban Alberta \(March 12, 2024\).](#)
 - [Focus group was held with the general population in Ontario \(March 13, 2024\).](#)
 - [Focus group was held with recent immigrants in the Greater Montreal Area \(March 14, 2024\).](#)
- March 15-21
 - March 19. The Government of Canada announced that it would be providing an additional \$40 million in funding to Ukraine to assist it in obtaining artillery ammunition.
 - [Focus group was held with millennials in mid-size centres British Columbia \(March 19, 2024\).](#)
 - March 20. The Government of Canada announced an investment of \$100 million to provide higher quality health care to CAF members in the Ottawa-Vanier area.
 - March 20. The Government of Canada announced additional details on the proposed amendments to the *Canada Elections Act* including measures to increase voting across

- Canada, ensure the protection of private information, and safeguard the electoral process from foreign interference.
- Focus group was held with middle class Canadians in major centres Quebec (March 20, 2024).
 - March 21. The Government of Canada announced that the federal minimum wage will be increasing to \$17.30 per hour beginning April 1st, 2024.
 - Focus group was held with members of Generation Z in the Greater Toronto Area (March 21, 2024).
 - March 22-28
 - March 25. The Government of Canada announced that it will be facilitating small-scale departure options to bring at-risk Canadians in Haiti to the Dominican Republic.
 - Focus group was held with prospective homeowners in Southwestern Ontario (March 26, 2024).
 - March 26. The Government of Canada launched an investigation into delays in Canada Child Benefit (CCB) payments for temporary residents.
 - Focus group was held with the general population in urban Manitoba (March 27, 2024).
 - March 27. An act to amend the *Investment Canada Act* received royal assent, allowing the Government of Canada to enact additional powers to resolve national security threats involving foreign investment in Canada.
 - March 27. The Government of Canada announced a series of measures they would be including in the upcoming 2024 Budget, such as launching a new \$15 million Tenant Protection Fund, creating a new Canadian Renters' Bill of Rights, and making sure renters were able to build credit by making on-time bill payments.
 - Focus group was held with the general population in Atlantic Canada (March 28, 2024).
 - March 28. The Government of Canada announced that it will be launching the Child Care Expansion Loan Program as a part of its upcoming federal budget to fund the construction of new child care centres and renovate existing centres.
 - March 29-31
 - March 30. The Government of Canada announced that approximately 70 CAF members had been deployed to Haiti for a multinational security support mission.

Government of Canada in the News (All Locations)

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

- The announcement by the Government of Canada of Bill C-64, *An Act respecting pharmacare*, outlining the foundational principles for the first phase of a national universal pharmacare program and the actions that the federal government would be taking to provide Canadians with single-payer coverage for contraception and diabetes medications;
- The introduction of the Canadian Dental Care Plan (CDCP), a program seeking to ease financial barriers to accessing oral health care for eligible Canadian residents, with an initial focus on expanding dental coverage to seniors with an adjusted net family income of less than \$90,000;
- An upcoming increase (as of April 1st, 2024) to the federal price on carbon, with the minimum carbon pollution pricing benchmark rising from \$65 a tonne in 2023 to \$80 a tonne in 2024;
- The decision by the Bank of Canada on March 6th, 2024, to maintain its policy interest rate at 5 per cent;
- The announcement, as part of the upcoming 2024 federal Budget, of the creation of a new Canadian Renters' Bill of Rights which would seek to crack down on practices such as renovictions, create a national standard lease agreement, and provide renters with greater agency in their interactions with landlords;
- The discontinuation of the First-Time Home Buyer Incentive by the Canada Mortgage and Housing Corporation (CMHC), with the program no longer approving new requests after March 31st, 2024;
- The announcement by Immigration, Refugees, and Citizenship Canada (IRCC) 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;
- Ongoing discussions regarding the costs incurred by the Government of Canada related to the development and implementation of the ArriveCan app, including questions as to whether the contractors hired for this project had followed proper financial management practices and whether sufficient federal oversight had been in place; and
- A rejection by the Government of Canada of a request by the Government of Quebec for it to receive complete jurisdictional control over immigration into the province.

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

- The ongoing provision of humanitarian support to civilians in Israel, the Gaza Strip, and the West Bank that had been 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;

- The continued provision of military and financial support for Ukraine in its efforts to defend itself against the Russian invasion of its territory. A number recalled hearing about the Government of Canada's commitment of an additional \$3 billion in financial and military assistance, which had been announced during a visit by the Prime Minister and other federal officials to Kyiv, Ukraine on February 24th, 2024; and
- Efforts by the federal government to assist Canadian citizens, permanent residents, and their eligible family members to leave Haiti in the wake of civil unrest and its ongoing state of emergency. A few also recalled hearing that the Government of Canada had made a commitment of \$123 million towards the improvement of security conditions for the civilian population in Haiti.

Government of Canada Priorities and Performance (Toronto Black Canadians, British Columbia, Quebec, Urban Alberta, Ontario, Greater Montreal Area Recent Immigrants, Mid-Size Centres British Columbia Millennials, Major Centres Quebec Middle Class, Greater Toronto Area Generation Z, Southwestern Ontario Prospective Homeowners, Urban Manitoba)

Eleven 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:

- Health care – Several spoke positively of the Canadian health care system and the universal health coverage provided to all Canadians, including those with limited financial means. Participants specifically mentioned recent announcements related to the Canada Dental Care Plan (CDCP) and the introduction of a national pharmacare program as important steps by the federal government that they felt would further bolster the health care system. A number, however, believed that there was also considerable room for improvement when it came to health care provision in Canada. It was felt that far more needed to be done to address perceived shortages of doctors and nurses in many Canadian communities, as well as reported long wait times for those seeking to access care at emergency rooms and walk-clinics. A few felt that there also needed to be greater investments made towards areas such as mental

health and addictions treatment, believing these to be important issues that were facing an increasing number of Canadians;

- Immigration - A number of participants, including those who had gone through the immigration process themselves, spoke positively of the Canadian immigration system. Among these participants, it was felt that the Canadian system was typically well-run, fair, and provided a wide range of supports for newcomers, including resources and opportunities to assist them in integrating into their new communities. Several, however, were of the impression that too many immigrants had been admitted to Canada in recent years and that this was having a negative impact on the cost of living, the price of housing, and the ability of services and vital infrastructure to accommodate this increase to the population;
- Education – While some spoke positively regarding what they viewed as the high-quality universal primary and secondary education available to Canadian children, a number believed that actions needed to be taken to increase the wages of teachers and incentivize more people to enter this profession. It was felt that many communities were currently facing shortages of teachers and other education staff and that addressing this needed to be a top priority, which these participants believed fell within the purview of the federal government. A number also believed that more needed to be done to make post-secondary education more affordable for Canadians. Among these participants, it was felt that actions should be taken to lower tuition costs (also assumed to be a federal government responsibility) and provide more financial supports and education grants to those seeking to pursue post-secondary studies; and
- Reconciliation - Though some felt that the Government of Canada had placed a strong focus on highlighting and addressing the challenges facing Indigenous peoples, including through its establishment of a National Day for Truth and Reconciliation, many felt that more tangible actions needed to be taken on this front. The view was expressed that far too many Indigenous communities continued to face challenges related to a lack of clean drinking water, high costs for food and housing, and the intergenerational trauma stemming from the historic residential school system.

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

- Supports for Canadians – Many believed that the federal government had performed well in providing a wide range of benefits and supports for Canadians. Programs and initiatives mentioned by participants included the Canada Child Benefit (CCB), Employment Insurance (EI), the introduction of the First Home Savings Account (FHSA), pandemic-related benefits such as the Canada Emergency Response Benefit (CERB), and the decision to index benefits to the rate of inflation going forward;
- Diversity and multiculturalism – A number thought that the Government of Canada had performed well in protecting and promoting diversity and multiculturalism in all parts of the country. It was believed that the federal government had placed a strong focus on defending the rights of groups such as women, visible minorities, and members of the 2SLGBTQI+ community;

- Humanitarian assistance – A number were of the view that the federal government had also been effective in its support of those facing humanitarian crises across the world. Actions mentioned included sending supplies and resources to civilians facing conflicts in countries such as Ukraine, bringing in those seeking safe haven from these conflicts, and providing humanitarian assistance to those in countries impacted by large-scale natural disasters, such as earthquakes, wildfires, and hurricanes.

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

- Cost of living- A number believed that more needed to be done by the federal government to address what they viewed as the high cost of living at present. It was felt that a greater focus needed to be placed on making life more affordable for Canadians and that action needed to be taken to help reduce the costs of essentials, such as groceries. A number expressed the opinion that the federal government needed to reduce its spending, believing that growing deficits in recent years had contributed to rising inflation. A few believed that more needed to be done to make travelling around Canada more affordable. It was felt that travel to other parts of the country had become considerably more expensive in recent years, and that the suspension of services such as the Greyhound Canada bus lines had served to further exacerbate this issue.
- Housing - Many identified housings as a key area of concern. It was widely believed that housing had become increasingly less affordable for both renters and homeowners alike and that more needed to be done to ensure that all Canadians had access to safe and affordable housing. A number believed that a lack of available housing had contributed to a rise in other issues such as homelessness and addiction in their communities in recent years and worried that this trend would continue unless action was taken by the Government of Canada to address this issue; and
- Taxation – Several were of the impression that the taxes paid by Canadians were too high at present. Among these participants it was believed that the federal government should consider providing tax relief to lower- and middle-income Canadians who were currently struggling to make ends meet financially amidst the high cost of living.

Asked to identify what they viewed as the most important priorities that the federal government should be working on, a large number reiterated the need for a greater focus on areas such as reducing the cost of living, addressing housing unaffordability, making improvements to the health care system, lowering the cost of post-secondary education, and stabilizing the rate of immigration. Other priority areas mentioned by participants included the creation of more well-paying jobs for Canadians, continuing to work to make child care more affordable, and providing greater financial assistance to lower- and middle-income households currently struggling with the cost of living. A number believed that more should be done to assist seniors, both in terms of ensuring their ability to access health care as well as protecting their financial wellbeing.

Black Canadians (Toronto Black Canadians)

Participants in one group, comprised of Black Canadians residing in Toronto, shared their perspectives related to their lives in Canada and actions that the Government of Canada had taken to better engage with and support Black Canadians. Asked to identify what they viewed as the top issues facing Black Canadians that required greater prioritization from the federal government, participants commented on a range of areas. These included the need for increased investments towards housing and education in predominantly Black communities, making it easier for Black Canadians to enter the housing market, addressing perceived differences in the treatment of Black Canadians by law enforcement, and the need for greater representation of Black Canadians in positions of power and responsibility at all levels of government.

Asked whether they were aware of any actions from the Government of Canada related to assisting Black Canadians, while a small number had heard about the creation of the Black Entrepreneurship Program, no other initiatives could be recalled. Discussing whether they felt the Government of Canada was on the right track when it came to supporting Black Canadians, most expressed uncertainty, feeling that they did not know enough about its actions on this front to provide a proper evaluation.

Questioned whether they viewed anti-Black racism as being a significant issue in Canada, almost all believed that it was. Several felt this issue had grown more prevalent in recent years and believed that a greater number of individuals now felt emboldened to engage in racist actions and behaviours. In addition to a perceived rise in overt anti-Black racism, several also believed that this type of discrimination was occurring more subtly through actions such as microaggressions in the workplace as well as perceived unequal treatment of Black Canadians by law enforcement and others in positions of authority. Many felt that more needed to be done by the federal government to ensure that equality rights, as outlined in the Charter of Rights and Freedoms, were being sufficiently upheld and that racism and discrimination were not occurring in Canada.

Asked whether they felt the Government of Canada was on the right track when it came to engaging with Black Canadians, all were uncertain, with none being aware of any actions or initiatives it had taken on this front. Discussing ways that it could increase its engagement with Black Canadians, many believed that more could be done to reach out to and establish dialogues with leaders in Black communities. It was felt that by taking this action, the federal government could gain a better understanding of the specific needs of Black Canadians and how to address them. Additionally, it was thought that actions could be taken to establish more initiatives, programs, and communications specifically targeted towards uplifting and empowering Black Canadians. A few expressed the opinion that Black issues typically only received attention during Black History Month in February and at annual cultural events such as the Toronto Caribbean Carnival (also known as Caribana). Among these participants it was felt that a greater emphasis needed to be placed by the federal government on engaging with Black Canadians on a year-round basis going forward.

Pharmacare (Toronto Black Canadians, Ontario, Quebec, Mid-Size Centres British Columbia Millennials, Greater Toronto Area Generation Z)

Participants in five groups engaged in a conversation on pharmacare and recent actions by the Government of Canada related to the introduction of a national pharmacare program. Asked how significant a priority they felt health care was at present, almost all believed that this was one of the most pressing issues currently facing Canadians. Describing what they viewed as the biggest challenges related to health care provision in their communities, participants identified issues such as perceived shortages of doctors and nurses, long wait times at emergency rooms and walk-in clinics, difficulties finding a family doctor, and significant backlogs for those seeking appointments and/or procedures with specialists. Related to this, a few believed that more needed to be done to expedite the foreign credential recognition process, making it easier for doctors and nurses trained outside of Canada to practice in the country.

Asked specifically whether they viewed the cost of prescription medication as a major challenge facing Canadians, while most believed that it was, a few viewed this as a lower priority compared to other issues such as health worker shortages and long wait times. While several were of the impression that a large number of Canadians currently had coverage for prescription medications through their employers, it was felt that these drugs could be very expensive for those with only partial coverage or no coverage at all. This was seen as a particular challenge for lower income Canadians, who it was believed often had to balance the high costs of prescription medication with affording other essentials such as groceries and housing. Asked to estimate the percentage of Canadians that currently lacked prescription medication coverage, participant responses ranged from 20 per cent to as high as 80 per cent.

Many felt that the perceived high cost of prescription drugs was having a negative impact on the mental and physical health of those struggling to afford these medications. It was felt that this issue represented a significant source of stress in the lives of many who were suffering from chronic conditions, placing them in a precarious financial situation and forcing them to make cutbacks in other important areas of their lives. Furthermore, a number expressed concern that high medication costs could potentially have severe or even deadly consequences for those individuals who were forced to take actions such as rationing their medications or forgoing these drugs altogether due to being unable to afford them.

While most were familiar with the term 'pharmacare', few were aware of any specific details as to what this type of program might entail. Among the small number who were aware, it was believed that pharmacare was a system under which the federal government covered the costs of prescription medications for Canadians. Asked whether they would support the introduction of a universal pharmacare plan in Canada under which everyone would receive prescription medication coverage, most reported that they would. It was felt that this could have a significant, and in some cases life-

saving, impact on those with serious conditions (such as diabetes or epilepsy) who were currently struggling to afford their medications. While still supporting the aim of increasing the affordability of medication in Canada, a number expressed concerns regarding what they expected would be the high financial costs of establishing and administering a national pharmacare program and worried that this might lead to an increase in taxes if implemented.

None were aware of any actions from the federal government related to the establishment of a national pharmacare program. To aid in conversation, participants were provided with the following information:

On February 29th, 2024, the Government of Canada introduced legislation to move forward on implementing the first phase of a national pharmacare program to make prescription drugs more affordable and accessible to more Canadians.

If approved, the Government of Canada intends to work with the provinces and territories to provide universal, single-payer coverage for a number of contraception and diabetes medications. The Government of Canada also intends to establish a fund to help Canadians access supplies that diabetics need to manage and monitor their condition and administer their medication, like syringes and glucose test strips.

Almost all reacted positively to this information. It was widely felt that this action by the Government of Canada was a step in the right direction and would likely have a positive impact on the lives of a large number of Canadians. All believed that it was important for the federal government to include diabetes medication in the first phase of this program, believing that this was a serious disease that was impacting a growing number of Canadian families. A number who were pre-diabetic or diabetic themselves or knew people who were felt that this would have a life changing impact on those with these conditions.

Most also viewed contraception as being important to include in this initial phase, believing this would be especially important towards supporting the health and overall wellbeing of women in Canada. A few felt somewhat differently, believing that while contraception was important, there were already many avenues to access affordable contraception. Among these participants, it was felt that the Government of Canada should instead prioritize providing medication for other life-threatening conditions, such as cancer and epilepsy. Though believing it was a positive step to make prescription medication more affordable for Canadians, a few felt that a focus should also be placed by the federal government on promoting healthier living and active lifestyles, with the ultimate aim of reducing the number of Canadians relying on medication in the years to come.

Describing the types of impacts they expected this initial phase would have, many believed that this expanded coverage would be especially beneficial to groups such as seniors and persons living with disabilities. It was felt that these groups typically had higher medication costs and fewer financial resources to afford these expenses. A number expected that this initial phase would also have the impact of creating positive momentum towards the provision of universal coverage for other medications and health supports (such as vision care and mental health resources) in the years to come. Asked whether they had any questions about the program, a number reiterated concerns

related to how much a national pharmacare program would cost and whether this would lead to a rise in taxes. A few also questioned whether Canadians would have access to name brand (rather than generic) pharmaceuticals under this plan and what would happen to those who already had pharmacare coverage through their employers.

It was clarified for participants that, in order to implement this program, the federal government would have to collaborate with governments at the provincial/territorial level. Asked whether they would support their province's involvement in a national pharmacare program, almost all indicated they would. Many expressed that they would be extremely disappointed if a national pharmacare program was established and their province chose not to participate.

Informed that a national pharmacare program could either be completely public, where all Canadians are on the same plan, or follow a 'close the gaps' approach that would allow people to continue to use existing public and private plans while providing coverage for those without, a larger number expressed a preference for a 'close the gaps' approach. Among these participants, it was felt that this approach would likely cost the federal government less money and would also allow those who preferred to keep their existing private coverage to do so. For the smaller number who favoured a universal pharmacare program, it was felt that this would be the most equitable approach and would ensure that everybody was provided the same standard of coverage. Related to this, it was thought that a universal approach would help to avoid the creation of a two-tiered pharmacare system where some had access to a wide range of pharmaceuticals through their employers while others only received a minimum level of coverage.

A slightly larger number of participants reported currently having a prescription drug coverage plan compared to those who did not. Most of those who had coverage reported being relatively satisfied with their plan. A few believed that their coverage could be improved upon, particularly related to issues such as having to pay a co-pay amount when accessing their benefits or having to pay for services upfront and being required to submit amounts for reimbursement. While a small number expressed concerns that a national pharmacare program could lead to them receiving a lower standard of coverage in the future, most did not expect that their existing drug coverage would be impacted by this initiative.

Focusing on the national pharmacare program as a whole, almost all believed that it would have a positive impact on making life more affordable for Canadians. A few felt somewhat differently, believing that while this initiative had the potential to make life in Canada more affordable, this would ultimately depend on whether the savings incurred through this program outweighed the additional costs (such as potentially higher taxes) that would be incurred by implementing and administering this program. Discussing additional benefits of a national pharmacare program, a number believed that this would serve to take some pressure off of the health care system. It was felt that affordable drug coverage would allow a greater number of Canadians to manage their health issues more effectively, preventing them from escalating and requiring more frequent in-patient medical care. It was widely believed that a national pharmacare program would have a positive impact on improving health care provision in Canada as well as improving the quality of life for Canadians overall.

Housing (Greater Toronto Area Generation Z, Southwestern Ontario Prospective Homeowners, Major Centres Quebec Middle Class)

Participants in three groups took part in conversations related to the housing situation in Canada. Discussions in the group comprised of prospective homeowners residing in Southwestern Ontario focused on issues such as the need for greater protections for renters and challenges related to obtaining and affording a mortgage, while those in the Greater Toronto Area (GTA) and major centres in Quebec discussed potential actions that could be taken to increase the housing supply.

Renters' Bill of Rights (Southwestern Ontario Prospective Homeowners)

To begin, participants were asked to identify what they felt to be the most important challenges facing Canadians related to housing that they believed required greater prioritization from the federal government. Almost all felt that more needed to be done to ensure that Canadians had access to safe and affordable housing (both for purchase and for rent) and many believed that actions needed to be taken to better protect the rights of renters. Several believed that there should be stricter regulations concerning the amount of rent landlords can charge, the rate at which rent can be increased, and how many properties individuals and companies are able to own as rental properties and/or investments.

All thought that the Government of Canada should be doing more to assist those seeking to purchase their first home, believing that this would have a widespread positive impact on many Canadian families, including their own. Increasing the housing supply was also widely viewed as a major priority at present, with many believing that this area required far more urgent action on the part of the federal government. Asked whether they had recently seen, read, or heard about any actions from the Government of Canada related to housing, while a few recalled the introduction of the First Home Savings Account (FHSA), no other initiatives could be recalled.

Almost all participants indicated that they were currently renting their homes. When describing their experiences as renters, most felt that the rental market as a whole had become far more expensive in recent years, while some reported that their own rent had remained relatively stable and affordable. A few recalled having recently experienced financial challenges related to the increasing cost of renting and had been required to rely on family members in order to afford their rent. Asked how they would describe their rights as renters, most expressed uncertainty and did not feel that they had a strong understanding of the protections available to them. Discussing the type of role they felt the Government of Canada should have in protecting the rights of renters, most believed that it should be seeking to implement stronger regulations to ensure that landlords did not charge exorbitant rents and that renting remained an affordable option in Canadian communities.

Discussing what came to mind when they heard the term 'Renters' Bill of Rights', participants believed that this would include the regulations on rent that they had mentioned above as well as greater

assurances that renters could not be discriminated against based on characteristics related to their race, gender, and/or sexuality, and clear national standards related to the degree of upkeep and maintenance required by owners of rental properties. Asked what additional rights or protections they felt should be included in a Renters' Bill of Rights, a number believed that practices such as renovictions and evictions of vulnerable groups (such as seniors and persons living with disabilities) should be regulated to a greater extent to ensure all renters are treated equitably through the eviction process. Discussing how they felt the introduction of a Renters' Bill of Rights would impact the relationship between landlords and tenants, participants were mixed in their opinions. Some believed that this would lead to a more acrimonious relationship, particularly on the part of landlords, as there was a perception among participants that landlords would in turn feel that renting out their properties would not be as financially rewarding. Others felt otherwise and were of the view that an established Renters' Bill of Rights would serve to set more realistic expectations for both parties and lead to a more positive relationship in the long term.

All indicated that they would support the federal government working with provincial and territorial governments to establish the creation of a national Renters' Bill of Rights. A number expressed the view that collaboration between the different levels of government would be of critical importance in drafting this legislation. Among these participants, it was felt that provincial and territorial governments would likely have a better understanding of the unique challenges facing renters within their jurisdictions and have important insights as to what safeguards could be implemented to better protect renters going forward.

Mortgages (Southwestern Ontario Prospective Homeowners)

Focusing next on issues related to mortgages, participants were asked to share their experiences navigating the housing market in recent years. All had previously indicated they were seeking to purchase a home in the coming years, with almost all reporting being first time home buyers. It was widely felt by participants that housing prices in their communities had risen substantially over the past few years and had made the goal of purchasing a home prohibitively expensive for many Canadians, including themselves. Several described having faced challenges not only in being able to afford the down payment required to purchase a home at current prices, but also in obtaining a mortgage to finance this purchase. It was felt that due to recent increases to interest rates it had become increasingly difficult for prospective homebuyers to obtain a mortgage, especially if one did not have well-established credit. A number believed that insurance requirements from the Canada Mortgage Housing Corporation (CMHC) for all purchases with a down payment of less than 20 per cent, had also made the prospect of home ownership difficult for many potential home buyers. Describing additional challenges related to purchasing a home, participants mentioned the practice of large corporations purchasing large swaths of residential housing, believing that this had worked to drive up housing costs in many parts of the country and had decreased the supply of available housing for Canadian families.



Asked how big of a barrier affording a down payment was when it came to their plans to purchase a home, a roughly equal number of participants identified this as a major concern compared to those who felt otherwise. For those who expected this would be a barrier, a number believed that they would have to rely on their parents to afford their down payment, while a few did not know how they would be able to save up for the down payment required to purchase a home in their area.

Questioned whether they had heard about the introduction of the FHSA, a number of participants indicated that they had, with almost all who were aware of this initiative reporting that they had opened an FHSA themselves. To clarify, participants were informed that the Government of Canada had introduced the FHSA as a way to assist Canadians in saving up to \$40,000 tax-free, to help them purchase their first home. All who had opened an FHSA felt that it had made a positive impact on their ability to save towards a down payment. It was felt that having an account specifically designated towards saving up for a home provided them with additional incentive to make contributions each month, as well as providing them with a tangible financial goal to work towards.

Questioned whether they were concerned about the prospect of acquiring and subsequently paying off a mortgage, many indicated that they were. Several expressed concerns that once they had purchased a home, they would potentially never be able to pay off their mortgage given the significant amount of money they expected they would need to borrow, and the long time period required to pay it back. A number felt that they would struggle to be approved for a mortgage, citing issues such as perceived high interest rates at present, their personal financial situations, and the high borrowing amounts required to purchase a home in their area.

All felt that interest rates were high at present, with several believing that increasing interest rates in recent years had placed many Canadian homeowners in a precarious financial position. A number were worried about the impact that higher interest rates would have on those homeowners who had purchased their homes when rates were considerably lower and would now be expected to make substantially higher monthly payments upon renewal of their mortgages in the months and years to come. It was expected that this sharp increase in housing costs would be unaffordable for many, and in some cases, would place Canadians at risk of losing their homes. Asked whether they expected interest rates would increase, decrease, or remain relatively stable over the next few years, almost all felt that they would increase. It was widely thought that the costs of groceries, housing, energy, and many other essential areas had continued to rise in recent years and that higher interest rates would likely be required to stabilize prices. A small number felt that interest rates would likely remain the same and start to decrease gradually over the next few years.

Discussing what they felt banks and other lenders should consider when determining eligibility for mortgages, participants suggested areas such as a lack of existing debt, consistency of employment, and the length of time spent residing in Canada. Regarding the latter, a few were of the opinion that in order to be eligible for a mortgage from a Canadian lender, one should have to have resided in the country for a certain number of years. Asked whether rent payment history should be a consideration for lenders, most felt that it should, believing that this would be a helpful way for renters to build credit and demonstrate an ability to make future mortgage payments. A number, however, were worried that tenants could be unfairly impacted by landlords not accurately reporting their payment

history and felt that an independent verification system would have to be established in order to address this.

Informed that current mortgage rates are structured around terms of up to 25 years, participants were asked whether they felt that this was enough time to realistically pay off a mortgage. While some believed that, with stable employment and diligence towards making payments, this was a realistic timeframe, a roughly equal number thought that paying off a mortgage in 25 years would likely be difficult for the large number of homeowners they believed were currently living pay cheque to pay cheque. Asked whether they expected that they would be able to pay off their own mortgages over a span of 25 years, only a few believed that they would. A number reiterated their expectation that they would not be able to pay off their mortgage, likely passing on the debt to their children. Asked whether they felt lenders should be able to offer 30-year mortgages to first-time home buyers, almost all believed that they should. It was thought that this would provide additional financial flexibility for first-time home buyers and might remove some of the barriers they are currently facing related to affording a mortgage. Several expected that they would personally benefit from this and expected that, if implemented, this initiative would likely make home ownership more accessible to them. Questioned whether they felt that this initiative should only apply to newly constructed homes, participants widely believed that it should apply to all homes and that 30-year mortgages should be made as widely available to first-time home buyers as possible.

Participants next engaged in an exercise where they were presented with a number of potential actions that the Government of Canada could take related to housing and asked to select which three they felt would have the most positive impact. These included:

- *Invest more in infrastructure to support the number of new homes being built in communities;*
- *Make government-owned lands available to build housing on;*
- *Provide more low-cost financing to builders, so they can build more homes cheaper and faster;*
- *Tax underutilized land, like parking lots, otherwise known as "lazy land";*
- *Provide low-cost financing to non-profits to improve and maintain affordable rental properties;*
- *Invest in new building methods, like modular homes, to reduce costs and construction time; and*
- *Improve recognition of foreign construction qualifications and increase construction worker training.*

The initiative to provide more low-cost financing to non-profits to improve and maintain affordable rental properties received the highest level of support among participants. It was felt that this action would have a considerable impact on lower- and middle-income Canadians and would represent an important step towards making housing more affordable. A few also liked the focus on working with non-profit organizations, believing that these would place a greater emphasis on building affordable housing compared to profit-seeking developers. The initiatives to invest more in infrastructure to support the number of new homes being built in communities, provide low-cost financing to builders to encourage them to build more homes faster, taxing underutilized land, and improving the recognition of foreign construction qualifications and increasing construction worker training also received attention from participants. It was felt that these were all important areas that, if sufficiently



addressed, would have a significant impact on accelerating the pace at which new homes are being built in Canadian communities. Only a small number selected the initiatives to invest in new building methods (such as modular homes) and making federally owned lands available to build housing on. Regarding the latter, a number were of the impression that many federally owned lands were currently being preserved for environmental reasons and did not wish to see these lands developed on.

All felt that the federal government was on the right track with these priorities and expected that, if enacted, they would have a positive impact on the housing situation in Canada. Discussing whether there were any additional actions they felt the Government of Canada should focus on related to building more housing, a small number remarked that an emphasis should be placed on building housing in less-populated areas of the country. Among these participants, there was a perception that this would increase the economic productivity in these regions and would reduce the pressure on housing markets in major urban centres such as Toronto, Montreal, and Vancouver.

Housing Supply (Greater Toronto Area Generation Z, Major Centres Quebec Middle Class)

Participants in two groups engaged in a brief discussion related to the housing supply and potential actions by the federal government to build more housing on public lands. Asked what came to mind when they heard the term 'public lands', many believed that this primarily referred to land owned and maintained by the federal government. It was believed that this term could refer to land available for public use (such as parks and greenspaces) as well as those preserved for environmental conservation. Asked whether they felt that public lands meant the same thing as 'government lands', most did not believe that there was a difference between the terms.

Describing the types of homes that they would expect to be built on public lands, participants suggested a wide variety of housing types, including single-family detached homes and semi-detached homes in smaller communities as well as townhouses, condominiums, and apartment buildings in more heavily populated areas. Asked whether they supported the Government of Canada taking action to allow for more homes to be built on public lands, almost all did. Several, however, clarified that they would only support this action if these homes were affordable for lower- and middle-income Canadians. A few expressed that their support for this type of measure would be dependent on whether there were any potential negative environmental consequences that could occur by taking this action. A small number were opposed to this action, believing that greater attention should be placed on making existing homes more affordable rather than increasing the rate at which new homes are being built.

Online Safety (British Columbia, Urban Alberta)

Two groups took part in conversations related to online safety and actions by the Government of Canada to combat hateful content and the proliferation of misinformation and disinformation in online spaces. When asked to identify what positive impacts, if any, participants felt the internet was having on society today, a range of responses were provided, including:

- Connecting with family and friends – Many believed that the internet had made it much easier to stay connected with family and friends across the world. The ability to facilitate communication on a global scale was widely seen as one of the most positive impacts of the Internet on society;
- Accessibility of knowledge and information – A large number also identified the widespread accessibility to a vast array of knowledge and information on the internet as a major benefit. It was felt that the informational resources available for free on the internet allowed people to learn about an unlimited number of topics, from a wide range of knowledgeable sources. Additionally, the ability to store large amounts of data online via services such as Cloud computing was seen as a significant benefit by reducing the need for physical materials and allowing data to be shared instantly;
- Online services – Several felt that the ability to access important services such as banking, education, and digital health care was also an important positive impact of the internet, especially for those living rurally or remotely who would otherwise have to travel long distances to use these services.
- Communication and translation tools – Some believed that the Internet had also made it easier for individuals speaking different languages to communicate with one another, especially following the advent of recent language translation tools for computers and smartphones; and
- Entertainment – A number identified the Internet as an important source of amusement, allowing them to access a wide range of movies, television programs, and streaming content.

Participants also identified a number of ways in which they felt that the internet had negatively impacted society:

- Online harassment and cyberbullying – Many believed that the internet had made it far easier for individuals to engage in hateful behaviour, including through actions such as cyberbullying, online harassment, and disseminating hateful content. It was felt that the ability to remain anonymous on the internet had made it far easier for individuals to share hateful opinions without the fear of facing social stigma or reprisal;
- Spread of misinformation and disinformation – Related to the above, it was felt that the internet had also provided a platform for bad actors to spread misinformation and disinformation, intentionally posting news and information that they know to be false and/or misleading;



- Online fraud – Several also cited what they viewed as the prevalence of online scams as a drawback of the internet, believing this had negatively impacted the lives of many Canadians who had been taken advantage of by online fraud;
- Constant connection – Some also identified what they viewed as the expectation that one needed to be constantly connected to and reachable by employers, friends, and family at all hours. It was believed that this made it difficult for many to properly relax and enjoy a healthy work-life balance; and,
- Increased anxiety and depression – A number believed that the internet had been the source of a perceived sharp increase in anxiety and depression among Canadians, and young people in particular. It was felt that issues such as internet addiction, the need for validation on social media, and a lack of in-person connections had led to young people living less fulfilling lives compared to previous generations and was contributing to an increase in mental health issues among this cohort.

Asked if they felt that harmful content online was an issue, all believed that it was. Describing the types of content that they viewed as harmful, participants spoke about content that was graphically violent, pornographic, racist and discriminatory, and/or intentionally seeking to mislead and anger those who encounter it. Several expressed concerns about the impact that harmful content was having on young people, with a number worried about how this issue would affect their own children as they aged.

Questioned whether, to the best of their knowledge, there were currently protections in place to keep Canadians safe on the Internet, many believed that companies such as Google and Meta had filters and parental controls available to prevent children from accessing inappropriate content. Additionally, it was felt that most major social media platforms had policies in place to identify and remove hateful content, though many believed that these processes were not always effective. A number also believed that the Government of Canada had made efforts to educate Canadians on how to identify online scams and protect their information online. Asked whether they believed that social media companies were accountable for the impact of harmful content on their users, most believed that these companies had a responsibility to do their best to remove harmful content from their platforms. It was also felt, however, that individuals posting this content should be held accountable as well, as they were equally viewed as being responsible for disseminating harmful content.

Discussing whether they felt the Government of Canada should hold digital platforms accountable for addressing harmful content on their platforms, a large number believed that it should. It was thought that regulating the content available to Canadians was a responsibility of the federal government and that it, rather than online platforms, should be setting the standards and regulations. Several, however, believed that a balanced approach with careful consideration was required to ensure that the regulation of online content did not go too far towards limiting the ability of Canadians to freely express themselves online.

No participants were aware of any actions or initiatives from the Government of Canada related to online platforms and harmful content. Asked specifically whether they had heard anything related to the *Online Harms Act*, a small number believed they had heard about this legislation in passing but none could recall any specific details. To aid in conversation, participants were shown the following information:

The Government of Canada has introduced legislation designed to ensure digital platforms, specifically social media services, live streaming services and user-uploaded adult content services, are responsible for addressing harmful content. The legislation focuses on five key components:

- *Ensuring digital platforms reduce seven kinds of harmful content online;*
- *Changing the Criminal Code to better address hate crimes and hate propaganda;*
- *Changing the Canadian Human Rights Act to allow people to file complaints against those who post hate speech online;*
- *Enhancing laws to protect children from sexual exploitation; and*
- *Creating a new Digital Safety Commission to enforce the rules and keep digital platforms accountable*

Note that the new rules would not apply to private and encrypted messaging services (for example, WhatsApp, Signal, Telegram, etc.).

Participants expressed a range of reactions to this information. Regionally, while most in the group based in British Columbia (B.C.) reacted positively to this information, those residing in urban centres in Alberta held more neutral opinions. Among those who felt more positively, participants viewed the scope of the legislation put forth by the Government of Canada as a sufficient starting point and, so long as these measures were properly implemented, expected that this initiative would go a long way towards combatting harmful content online. For those who had a more neutral reaction, the view was reiterated that while it was important to work to reduce harmful content online, the perceived subjective nature of what could be defined as harmful could ultimately lead to the censorship of certain viewpoints. Many in both groups felt that a clear definition as to what was considered harmful content would need to be provided by the federal government prior to this legislation being enacted.

Groups were next provided with additional information related to specific components of the *Online Harms Act*:

Online platforms would be required to remove the following within 24 hours:

- *Content that sexually victimizes a child or revictimizes a survivor; and*
- *Intimate content communicated without consent.*

Platforms would also be required to reduce exposure to five categories of harmful content:

- *Content that encourages hatred;*
- *Content that incites violent extremism or terrorism;*

- *Content that incites violence;*
- *Content used to bully a child; and*
- *Content that induces a child to harm themselves*

Focusing on the requirement for platforms to remove specific content within 24 hours, participants were asked whether this was something that the federal government should be asking online platforms to do. All expressed strong support, with many believing that the timeframe of 24 hours was too long and that online platforms should be responsible for removing this type of content immediately upon its discovery. Asked if they had any questions about these aspects of the Act, a few asked how platforms would determine whether intimate content was posted without consent (i.e., would the victims have to report it?) and what the repercussions would be for those platforms that did not abide by these regulations. Discussing whether they expected this legislation would have a positive impact on protecting the online safety of Canadians, while most believed that it would, a few expected that this would primarily be dependent on how diligently these measures were enforced and whether social media companies would be able to effectively identify and remove harmful content posted on their platforms.

Discussing the five categories of harmful content that social media companies would be required to limit on their platforms, participants were asked whether these were the right areas for the Government of Canada to be focusing on. All believed that these were the right types of content to prioritize and felt that taking this action would have a positive impact on reducing the prevalence of harmful content online. A few, however, believed that greater clarity was necessary regarding what terms such as 'hatred' and 'extremism' would be defined as under this legislation. Asked whether there were any types of harmful content that they felt needed to be addressed specifically, a number believed that a greater focus needed to be placed on addressing online scams and misinformation/disinformation.

Participants were next provided with additional details related to this proposed requirement for digital platforms to reduce exposure to harmful content:

The proposed rules focus on ensuring online platforms take into account the level of risk of exposure to harmful content and then take steps to reduce those risks.

For example, online platforms would be asked to provide users with guidelines and tools to flag harmful content and block other users. They would also be asked to set up an internal point of contact for this kind of guidance and complaints.

Additionally, they would be required to label harmful content that they have reason to believe is being created and amplified through automated communications by computer programs (e.g. bots).

While all believed that these were important measures to take, several were of the impression that most online platforms already provided ways for users to identify and report harmful content they may encounter. A number believed that any guidelines implemented by the federal government on this

front would have to be tailored to each individual platform to account for differences in the ways in which these platforms present content to their users.

Focusing specifically on protecting children from harmful content online, participants were provided with the following information:

Online platforms would also be required to take into account the interests of children when designing products and features. For example:

- *Design features to limit children's exposure to harmful content, including explicit adult content, cyberbullying content and content that encourages self-harm;*
- *Provide parental control settings and safe search settings so that certain types of content would be unavailable via search;*
- *Design features such as limiting scrolling and autoplay for kids; and*
- *Not allowing adult users to message children who are not in their network.*

Participants shared a range of reactions to this information. Several believed this represented a step in the right direction and were under the impression that requiring design features such as limiting scrolling and autoplay for kids would go a long way in reducing their overall screentime. A number, however, expressed concerns that many of these initiatives would require online platforms to make significant changes to their algorithms and how they present content and that these may be difficult for them to enact. A few were also uncertain as to how platforms could monitor and prohibit adult users from messaging children who were not in their network without requiring all users to officially verify their age and identification for each platform they interact on. It was thought that this action, if implemented, could lead to privacy concerns among Canadians regarding the personal information they are required to share with these platforms. Asked whether they felt it would be best to restrict harmful content through parental and safe search controls or remove it altogether, most believed the most effective approach would be to require platforms to remove harmful content as soon as it is discovered. A small number expressed the view that it should be parents, not the federal government, who monitor and determine the content their children are accessing, and reiterated concerns that the legislation could unintentionally impact Canadians' ability to freely express themselves online.

It was shared with participants that this legislation would also create a Digital Safety Commission to enforce the rules and hold platforms accountable to remove harmful content posted by their users. Most believed that the establishment of this Digital Safety Commission would be an effective step towards addressing harmful content online, especially if it were provided with the authority to enforce penalties on companies that do not comply with the regulations. Several, however, believed that there would need to be a clear and transparent process related to the formation of this body, how its members would be selected going forward, and the specific types of content that it would be focusing on.

To aid in conversation, participants were provided with the following information for how hate speech would be defined under this legislation:

Specific detestation or vilification of an individual or group of individuals on the basis of a prohibited ground of discrimination (race, national or ethnic origin, colour, religion, age, sex, sexual orientation, gender identity or expression, marital status, family status, genetic traits, disability, or pardoned criminal records).

To be considered discriminatory, the hate speech would need to be communicated where it is likely to cause detestation or vilification of an individual or group.

Speech would not be classified as hate speech just because it expresses dislike or disdain, or it discredits, humiliates, hurts, or offends.

Asked whether they felt this definition was clear, a large number expressed that it was somewhat confusing, with many focusing on the aspect that '*speech would not be classified as hate speech just because it expresses dislike or disdain, or it discredits, humiliates, hurts, or offends.*' Among these participants, it was thought that the definition was too vague when it came to differentiating between discriminatory, vilifying content and that which was disdainful, hurtful, and/or offensive. While most believed it was important to include combatting hate speech as a part of this legislation, several were of the opinion that there was too much room for interpretation regarding the point at which content crossed the line into being hateful. A few believed that a more comprehensive definition should be provided as to what is considered hate speech, believing that humiliating, hurtful, and/or offensive content could also be hateful in many circumstances.

Immigration (Quebec, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class)

Participants in the three groups based in Quebec engaged in conversations related to immigration and the Canadian immigration system at present. At the outset of their discussion, participants in the group comprised of individuals residing in the Greater Montreal Area (GMA) who had immigrated to Canada in the past ten years were asked to share their overall experiences with the Canadian immigration process. Most described their experiences as having been relatively positive and believed that this process had been fair and straightforward. A number had obtained assistance from an immigration lawyer and believed that this had helped to expedite the speed at which their application was approved. A few recalled having had more complicated experiences, primarily due to them being in the process of immigrating during the COVID-19 pandemic and having faced long delays as a result. Asked whether they had encountered any challenges related to application processing times, a small number recalled feeling the application process had been quite complex and that they had been required to submit a large amount of documentation and forms.

Asked whether they had been able to easily access newcomer services upon their arrival, while some recalled having utilized language, employment, and integration services, very few felt that these had

been effective. A number were of the opinion that the current resources for newcomers were too focused on providing general information about Canada rather than practical skills and advice regarding how to best integrate into their local communities. It was widely felt that more needed to be done to assist newcomers with learning the French language, becoming eligible for provincial health care coverage, finding employment in their fields of expertise, and recognizing the training and certification they had acquired prior to arriving in Canada. A few expressed a desire for more in-person resources to be offered. Among these participants, it was believed that most of the resources for newcomers were primarily digitally based and offered little in the way of personal interaction.

All three groups were prompted to share their perspectives on the current Canadian immigration system. A wide range of opinions were provided, with several believing that there were both positive and negative aspects to the current system. Many thought that the immigration system had been effective in bringing in an increased number of newcomers in recent years and expected that this would have a positive impact on the Canadian economy and workforce. Some also believed that higher rates of immigration had increased the diversity and cultural richness of the Canadian population. Discussing potential challenges related to higher immigration, a number were particularly concerned about whether there would be sufficient housing, infrastructure, and public services (such as health care, education, and public transportation) available to meet the needs of a growing population. A few were also concerned about the ability and/or willingness of new immigrants to learn French, believing that this could have an impact on the unique Francophone culture of Quebec.

Asked whether they felt the Government of Canada should increase, decrease, or keep the rate of immigration relatively the same, a roughly equal number believed it should be increased as those who felt it should decrease or remain stable. Among those who felt immigration should be increased, it was felt that as the overall Canadian population aged, a larger number of workers would need to be brought in to ensure that labour shortages did not arise. A number also expected that higher immigration would lead to increased economic productivity and felt that, so long as sufficient improvements were made to infrastructure and the housing supply, Canada would be able to accommodate and benefit from a growing population. For those who felt the rate of immigration should decrease or stay the same, it was thought that high immigration in recent years had exacerbated challenges related to a perceived lack of available housing, the high cost of living, and pressure placed on vital sectors such as health care and education. The view was expressed that the federal government's primary focus should be on improving the lives of the existing population rather than seeking to bring in an increasing number of immigrants in the years to come.

Participants in the group comprised of recent immigrants were asked a few additional questions related to the foreign credential recognition process. To aid in conversation, participants were informed that:

Recognizing foreign credentials is when the federal, provincial, or territorial government determines that a license or certificate earned outside of Canada meets the standards in Canada, so that an individual can work in a specialized job. Examples of specialized jobs could be working as a doctor, accountant, or an electrician.

All believed this to be an important concern at present and almost all reported having been personally impacted by this issue or having known someone who had. Asked whether they could recall any actions or initiatives by the federal government on this issue, while a small number believed it had made it easier to transfer credentials earned outside of Canada, none could recall any details. Discussing the types of measures that should be taken by the Government of Canada to address this issue, participants suggested actions such as taking into account the years of experience one has practiced at their specialty in other countries, establishing credential verification systems with other countries, making it more affordable to obtain the certifications necessary to work in Canada, and providing incentives encouraging employers to recognize the credentials of recent immigrants and consider them for employment opportunities.

Life in Canada (Greater Montreal Area Recent Immigrants)

Participants in the group comprised of recent immigrants residing in the GMA also engaged in a brief discussion related to their experiences living in Canada thus far and their expectations for the future. Asked what motivated them to move to Canada, and Montreal in particular, many reported that they had come to Canada to join family members, several of whom resided in or around the GMA. Describing additional factors that had motivated them to come to Canada, a number cited what they viewed as the relative safety, high quality of living, and protections from discrimination that they associated with life in Canada. A few reported having chosen Montreal in particular due to them speaking French as their first language and a desire to enjoy the Francophone culture of the city.

While most felt that life in Canada had met or exceeded their expectations regarding its safety and the higher quality of life they could expect to enjoy, a number reported having felt surprised at what they viewed as the high cost of housing and challenges related to accessing health care in their community. A few expressed the opinion that health care had been more accessible in their former countries and felt that this was a significant area in need of improvement by the Government of Canada. Asked whether they felt the cost of living was manageable at present, very few believed that it was. A number expressed the view that while the cost of living had been relatively affordable when they first immigrated to Canada, it had risen substantially in recent years.

Focusing on housing specifically, almost all reported having faced challenges in affording to purchase a home, with a large number having yet to accomplish this goal. Asked whether a lack of affordable housing would impact their decision to stay in Canada, a few indicated that it would, especially if they found that they could afford to purchase a home somewhere else.

Asked what advice they would give to prospective immigrants coming to Canada, several suggested gaining a comprehensive understanding of the health benefits available to them, allowing them to better navigate the health care system in their province or territory upon their arrival. It was also felt that, if possible, immigrants should make every effort to secure employment prior to arriving in Canada, ensuring that they are not placed in a financially precarious position while also trying to establish a life in a new country.

Out-of-Status Workers (Quebec, Ontario, Mid-Size Centres British Columbia Millennials, Urban Manitoba, Atlantic Canada)

Five groups engaged in brief conversations related to out-of-status workers in Canada. Asked whether they were familiar with the terms 'out-of-status' or 'undocumented' people, many indicated that they were. A larger number reported familiarity with the term undocumented relative to out-of-status, believing that it referred to those who were living and/or working in Canada without a valid visa. Several were of the impression that this term primarily referred to those individuals who had initially arrived in Canada on valid study or work permits and had remained in the country after their visas had expired. To aid in conversation, participants were provided with the following information:

Out-of-status people are individuals living in Canada without legal immigration status. It could refer to someone whose work, study or visitor permit has expired, someone who made a refugee claim that was denied, or someone who entered Canada through unofficial pathways.

People without legal status are often employed as personal support workers or care aides in long-term care facilities, or in sectors like construction and agriculture.

Prompted to estimate how many out-of-status individuals were currently living in Canada, responses ranged from approximately 50,000 to upwards of 1 million. A number were of the impression that out-of-status workers were particularly prevalent in sectors such as construction and agriculture where it was easier to work for cash and without the proper documentation.

Asked whether they felt out-of-status workers residing in Canada should be provided with a pathway to permanent residency and citizenship, participants expressed a range of opinions. While some believed that there should be a degree of flexibility on this front for those whose documentation had temporarily lapsed and/or those who had applied and were waiting for the approval of a new work or study permit, a larger number did not believe any pathway to citizenship should be offered. Among these participants it was strongly felt that providing out-of-status workers with a pathway to permanent residency and citizenship would be unfair to those working to immigrate to Canada by following the official process. A number who had themselves immigrated to Canada by following the official channels felt that allowing out-of-status workers this opportunity would be very discouraging considering the many years it had taken them to acquire their permanent residency and citizenship. A few felt somewhat differently, believing that this pathway should exist in some circumstances for those individuals who had worked in Canada for many years and had established a life in their community. A small number felt that considerations should also be made on this front for those who had remained in Canada on an expired visa because of safety concerns related to returning to their country of origin.

Discussing whether there was an economic argument for providing workers with a pathway to permanent residency or citizenship, given that many out-of-status individuals did not currently pay income taxes, participants were again mixed in their reactions. While some felt that there was an economic argument to taking this approach, especially as a way of ensuring that tax revenue was

collected from these individuals, many strongly reiterated the view that out-of-status individuals should not be provided any sort of ability to bypass the standard immigration process. A number believed that rather than providing greater flexibility to out-of-status workers, there should instead be a focus on incentivizing Canadians and those who had immigrated to the country via existing immigration programs to work in sectors facing labour shortages and to crack down on employers who were currently making use of undocumented labour.

Budget 2024 (Major Centres Quebec Middle Class)

Participants in one group, comprised of middle-class individuals residing in major centres in Quebec, engaged in a discussion related to the Government of Canada's upcoming 2024 Budget, scheduled to be tabled on April 16th, 2024. Asked how they felt the Canadian economy was currently performing overall, almost all believed that it was facing significant challenges at present, citing issues such as inflation, high interest rates, the rising cost of essentials such as groceries and gasoline, and a lack of affordable housing.

Participants next engaged in an exercise where they were presented with a number of areas that the federal government could potentially prioritize in the budget and asked to select which three they felt would have the most positive impact on the lives of Canadians. The items shown to participants included:

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

The priorities related to addressing the cost of living and growing the housing supply received the highest level of support among participants. It was felt by many that addressing these areas would have a positive impact on the lives of many Canadians and would increase the economic viability of the country going forward. Improving the health care system was also viewed by several as an important priority. Participants expressed that perceived challenges related to health worker shortages and long wait times were currently limiting the ability of Canadians to access health care in many parts

of the country and that more needed to be done at the federal level to address this. Only a small number selected initiatives related to maintaining a responsible plan for federal spending, raising taxes on the wealthiest Canadians, unlocking pathways to the middle class, protecting seniors' benefits, and fighting climate change.

Participants were next presented with specific phrases from the list of potential budget priorities and asked to share their impressions upon hearing them. Asked who came to mind when they heard the term *wealthiest Canadians*, participants mentioned entrepreneurs, executives at major corporations, business owners, professional athletes, and those with generational wealth. Discussing how much they believed the wealthiest Canadians earned annually, estimates ranged from a minimum of \$500,000 to upwards of \$10 million, with most believing these individuals earned at least approximately \$2 million each year.

Discussing whether they viewed themselves as being part of the middle class, most believed that they were. Questioned what they felt it meant to be middle class, several thought that this typically referred to individuals whose salaries were sufficient to afford their monthly expenses but also left them with some money at the end of each month to contribute to savings and/or for discretionary spending. A few expressed concerns that the middle class was beginning to disappear, believing this to be the result of a growing wealth gap between the wealthiest and poorest Canadians. Asked what they felt it meant to *unlock pathways to the middle class*, participants viewed this as primarily referring to measures (such as improving housing affordability and reducing the cost of child care) that worked to make life more affordable for lower income Canadians.

All felt that the federal government needed to do more to support the middle class, believing that many middle class households were currently struggling to keep pace with the high cost of living. Questioned as to how the Government of Canada could better support those working to join the middle class, suggestions were limited however a few felt that efforts should be made to lower the cost of post-secondary education. Discussing whether they had confidence in the Government of Canada's ability to deliver on providing assistance to the middle class and those seeking to join it, participants were mixed in their opinions. While some expressed confidence and felt that the federal government would be able to have a positive impact in this regard, a roughly equal number were uncertain, believing that success on this front would be dependent on the specific initiatives announced in the Budget and whether these could feasibly be accomplished.

Questioned whether they believed that investments towards clean energy and clean technology would lead to long-term economic growth, participants expressed a range of opinions. While some believed that taking this approach would provide economic as well as environmental benefits for Canadians, a roughly equal number were more skeptical. Among these participants, it was felt that rather than investing too heavily into clean technology and energy, the Government of Canada should instead pursue a more diversified strategy, focusing on utilizing renewable as well as non-renewable energy and resources.

Taxation (Atlantic Canada)

One group engaged in a discussion related to taxes and potential changes to taxation at the federal level. To begin, participants were asked how much they felt one would need to earn per year in order to be considered wealthy. While responses ranged from around a minimum of \$150,000 to upwards of \$500,000, several clarified that they considered the term wealthy as being highly subjective and largely dependent on where one resided. Asked what other measures, apart from money, they would use to define wealth, participants mentioned assets such as property, vehicles, fine art, luxury items, and financial investments and holdings. A few viewed the ability to engage in activities, such as a yearly vacation, as also being indicative of one's wealth.

Asked if they believed that wealthy Canadians were currently paying their fair share in taxes, a larger number felt that they were not compared to those who were more uncertain. Several expressed the view that the Government of Canada should tax wealthier individuals at a higher rate while lowering taxes for lower- and middle-income households. Discussing whether they would support the creation of a wealth tax to be paid annually by the wealthiest Canadians, most indicated that they would, and all expressed support for this type of initiative if it were specifically applied to the top one per cent of income-earners in Canada. The view was expressed by a number that the income of many of the wealthiest Canadians was derived from the work of lower- and middle-income workers and that it was entirely fair that the top earners in the country pay a larger share of taxes each year.

Discussing the potential benefits of the creation of a wealth tax by the federal government, it was felt that in addition to potentially lowering the tax burden for the rest of Canadians, this increased tax revenue could be used to build vital infrastructure such as schools and hospitals as well as be directed towards addressing issues such as housing affordability and homelessness. Focusing on potential drawbacks of creating a wealth tax, a few expressed concerns that the wealthiest individuals would leave Canada altogether as a way of avoiding paying increased taxes and that this may have a negative impact on the Canadian economy in the long-term.

Asked whether they had previously heard the term 'capital gains', a number indicated that they had, believing this referred to the amount individuals earned on investments, such as through the purchase and sale of stocks and bonds. To aid in conversation, participants were provided with the following clarification:

Capital gains are the profits people make when they sell valuable assets they own for more money than they originally paid for them. Capital gains can be made from valuable assets like real estate, stocks and bonds, mutual funds, precious metals, art and collectibles, cryptocurrencies, vehicles, personal property, and more.

For example, if you purchased \$100 worth of stock and then sold those shares for \$150 two years later, you would have a capital gain of \$50.

Questioned whether they or someone they knew had made capital gains on their investments, only a small number reported that they had. Asked what types of people came to mind when they thought about individuals who earn income through capital gains, participants widely believed that capital gains could be earned by anybody, including those making contributions to programs such as a Registered Retirement Savings Plan (RRSP) or Tax-Free Savings Account (TFSA). Informed that, in Canada, capital gains were currently subject to taxation, participants were asked whether they felt this should continue to be the case. Several were uncertain, believing that while capital gains represented another type of income and should likely be subject to taxation, they did not believe this should apply to one-time transactions, such as the sale of one's primary residence, which they felt fell outside of the realm of traditional investing. Discussing what percentage of capital gains should be subject to taxation, several believed that all capital gains should be taxed, while a smaller number felt that this percentage should be much lower.

Asked whether they felt it was fair to tax capital gains from certain types of assets over others, most believed that it was, especially if this led to the wealthiest Canadians paying more in taxes. To aid in conversation, participants were provided with the following information:

Canada has something called "The Principal Residence Exemption" which lets Canadians avoid paying capital gains tax on the sale of their primary home. This means capital gains taxes only apply when people own multiple real estate properties and sell the ones they don't live in.

All felt that this was a fair policy to have in place, believing it would protect those homeowners who had owned their properties for a long time and had purchased them as a place to live rather than as an investment vehicle. Additionally, it was felt that this approach helped to discourage investment strategies such as house flipping and the purchasing of residential real estate primarily as an investment vehicle.

Intergenerational Issues (Mid-Size Centres British Columbia Millennials, Greater Toronto Area Generation Z)

Participants in two groups, composed of millennials residing in British Columbia (B.C.) and members of Generation Z residing in the Greater Toronto Area (GTA), took part in conversations related to their perspectives on the economy, social equity, and their aspirations for the future. To begin, participants were asked whether they felt the economy and their personal financial situation was better, worse, or similar to that of their parents when they were the same age. Almost all participants in both groups believed that their economic situation was considerably worse compared to previous generations and that life in general was far less affordable today. It was widely thought that the middle-class lifestyle enjoyed by their parents had become far more difficult to maintain and that wages had not remotely kept pace with perceived increases to the cost of living in recent decades. A number felt that life goals

such as purchasing a home had become increasingly out of reach for younger Canadians, with many reporting having faced challenges in this regard.

Asked whether social equality had improved, most believed that it had. It was thought by many that there were now far more professional opportunities available for women today compared to previous generations and that while there was still work to be done, significant progress had been made in this area. Many also believed that there was now greater acceptance and protection of the rights of equity seeking groups such as visible minorities, members of the 2SLGBTQI+ community, and persons living with disabilities. A few took a more nuanced perspective, believing that while social equality had likely improved overall in recent decades, there was still considerable division among society today. It was felt that many Canadians continued to experience discrimination and that more needed to be done by the federal government to address this issue and promote equality wherever it could.

Discussing whether they felt they had the same or different goals compared to their parents, most believed that their goals were somewhat different. Some believed that they likely prioritized maintaining a work-life balance to a greater extent than their parents. While financial goals were viewed as being important, a number expressed that they did not wish to work a typical 9-5 lifestyle to achieve them and placed a high degree of value on the ability to have a flexible work schedule. A number who reported being the children of immigrants believed that they had more ambitious goals than their parents. Among these participants, it was felt that due to being born and raised in Canada they had been provided with far more educational and social opportunities than their parents, and that this had allowed them to set higher aims in their professional and personal lives.

Focusing next on the tabling of the annual federal budget, participants were asked what areas they felt needed to be prioritized by the Government of Canada in the coming year. Almost all believed that a greater focus needed to be placed on addressing issues related to the cost of living and the ability of Canadians to afford essentials such as groceries and gasoline. Many felt that actions needed to be taken to reduce the cost of housing (both to purchase and to rent), believing that safe and affordable housing was a basic need that should be available to all Canadians. Other priority areas included the construction and repair of critical infrastructure (such as roadways and public transportation systems), creating more high paying jobs for Canadians, and making greater investments towards the Canadian Armed Forces (CAF) and national security.

Participants were next shown a list of potential measures that could be considered by the Government of Canada in its coming Budget:

- *Asking the wealthiest Canadians to pay a bit more in taxes to give everyone a fair shot at success;*
- *Making housing more affordable so your generation can get ahead; and*
- *Securing jobs and investing in the economy of the future*

Asked whether these were the right areas for the Government of Canada to be focusing on, almost all believed that making housing more affordable for younger generations and securing jobs and

investing in the economy of the future were important goals to focus on. It was felt that progress towards greater affordability of housing and higher paying jobs would have a significant impact on improving the overall wellbeing of Canadians, especially for younger generations who were believed to struggle with these issues to a greater extent compared to those who had come before them.

Participants were mixed in their reactions to the initiative of asking the wealthiest Canadians to pay more in taxes in order to better support the rest of the population. Some viewed this as being a prudent measure on the part of the federal government and expressed the opinion that a large portion of the top earning Canadians were currently not paying their fair share in taxes. A roughly equal number, however, felt otherwise, believing that it was unfair for those earning higher amounts to have to pay more in taxes and that this action did not align with capitalist economic values. A few felt that greater clarity needed to be provided regarding who would be considered as the 'wealthiest Canadians' under this legislation. Discussing whether they felt any additional priorities should be included instead of those listed, a number believed that a greater emphasis needed to be placed on reducing the cost of groceries as well as making increased investments towards improving health care provision for Canadians.

Public Sentiment (Toronto Black Canadians)

Participants in one group, comprised of Black Canadians residing in Toronto, engaged in a brief discussion related to their expectations for the future as well as their perspectives regarding the current state of equity, diversity, and inclusiveness in Canada.

Asked what, if anything, made them feel optimistic about their future in Canada, many spoke positively about having access to publicly funded health care and retirement savings programs such as the Canada Pension Plan (CPP). Others identified the relatively high quality of life of Canadians and what they perceived to be a lower level of anti-Black racism and discrimination in Canada compared to other parts of the world.

Sharing their concerns related to life in Canada going forward, a large number identified the high cost of living as a significant issue, both at present as well as how it would potentially impact the long-term financial security of Canadians in the future. Others expressed concerns related to the education system and shared the view that parents should have a larger role in determining what content was being taught to their children. A small number expressed concerns related to a perceived increase in instances of overt racism against racialized people in Canada and were worried that this trend might continue in the years to come.

Describing the state of diversity, equity, and inclusion in Canada, many were positive in their impressions. It was widely thought that Canada was among the most diverse countries in the world, and was very welcoming and respectful of different cultures, beliefs, and values. A number shared the view that while Canada was mostly welcoming, more could be done to ensure that diversity and multiculturalism was protected and promoted in every part of the country, believing that discrimination against visible minorities still occurred in some areas. Among these participants, it was

felt that greater efforts could be made to increase the representation of racialized individuals at all levels of government as well as place a greater focus on increasing the diversity of those working in executive roles at major Canadian corporations.

Carbon Pricing (Urban Manitoba, Atlantic Canada)

Participants in two groups engaged in discussions related to carbon pricing in Canada. To begin, participants were asked how important they felt it was for the federal government to be working to reduce carbon pollution. Regionally, all in the group based in Atlantic Canada viewed this as being an issue of critical importance going forward. Among these participants, it was felt that the impacts of climate change were being felt with increasing frequency and intensity as of late, with many recalling the destructive wildfires, windstorms, and flooding that had occurred in their region in recent years. While also viewing climate change as an important issue, many of those residing in Manitoba believed that other issues, such as those related to housing and the cost of living, were of greater importance at present. A few expressed the opinion that given the global nature of climate change, there was little that Canadians could accomplish by reducing their emissions if other major global emitters did not do the same.

Discussing what they had seen, read, or heard about carbon pollution pricing in Canada, while most believed that there was some form of federal carbon pricing currently in place in their respective provinces, few were aware of any specific details regarding this initiative. Related to this, a number commented that it had become increasingly difficult to discern whether information they encountered related to carbon pricing was accurate, given what was viewed as the high amount of misinformation and disinformation currently being disseminated on this issue. Asked what they perceived as being the primary objective of placing a price on carbon, most believed its purpose was to increase Canadians' awareness of the emissions they produced, and to encourage behaviours that were more sustainable and environmentally friendly.

Questioned whether they felt the implementation of a price on carbon had been effective in reducing emissions, most expressed uncertainty. Several felt that, due to the relatively recent nature of the carbon pricing program, it was difficult to determine whether this initiative had been successful and that more time and data was needed. A small number did not view carbon pricing as being effective in curbing emissions. Among these participants it was believed that many households would be unable and/or unwilling to drastically reduce emitting behaviours such as driving and heating their homes, even if these activities became more expensive in the years to come.

While several reported having heard about the Canada Carbon Rebate (CCR), very few could recall any specific details about these payments. A small number were of the impression that these amounts were primarily intended to assist Canadians in their ability to financially accommodate the additional

costs resulting from the carbon pricing system. To aid in the discussion, participants were shown the following information:

The federal pollution pricing creates a financial incentive for people and businesses to pollute less. The Canada Carbon Rebate (CCR) is a tax-free amount to help eligible individuals and families offset the cost of the federal pollution pricing. This year, a family of 4 in [province] can expect to receive [amount]. Residents of small and rural communities receive an extra 10% top-up beyond the base rebate amount. Starting April 2024, the Government is planning to double the rural top-up to 20%, because of the increased energy needs of rural residents and their reduced access to transportation options.

Sharing their reactions, many of those in Manitoba thought that the annual rebate for a family of four was too low to sufficiently account for the overall rise in prices they believed had resulted from carbon pricing. A number also questioned whether the 20 per cent rural top-up was sufficient, especially given their impression that the price of essentials such as gasoline and groceries had risen substantially (and potentially more than 20 per cent) over the past few years. While somewhat more receptive to this information, a number in the group based in Atlantic Canada questioned how these amounts were calculated and whether this rebate would be available to all Canadians or whether one would have to be below a certain income to be eligible for this program. Asked whether they supported or opposed the Government of Canada's carbon pricing system, almost all in Manitoba opposed this initiative while a roughly equal number of those in Atlantic Canada expressed support compared to those who were opposed or more uncertain in their views.

Participants in the group from Atlantic Canada were asked whether, to the best of their knowledge, they or someone in their household had received a CCR in the past. While most believed that they had, all felt that the rebate they had received had been less than the additional costs incurred as a result of carbon pricing. Adding to this, a number expressed the view that the carbon pricing system had served to further increase the rate of inflation in recent years and did not believe that the amounts provided through the CCR accounted for this overall rise in costs.

Both groups were next presented with information related to their specific region. Participants were informed that the Department of Finance Canada had calculated specifically how much more the average household would be receiving compared to what it pays into the carbon pricing program, for 2024 (e.g. \$365 more than it pays for the average Manitoban household). Asked whether this information changed their perspectives related to the carbon pricing program, few indicated that it had. Many expressed that they did not understand why they were paying into this program to begin with if a greater amount would eventually be returned to them. A number reiterated questions regarding how these amounts had been calculated, with many believing that it was unlikely that the amounts provided for the CCR were high enough to offset the additional costs they had incurred due to the carbon pricing system.

Asked if they had any suggestions related to improving carbon pricing in Canada, several believed that a greater focus should be placed on changing the behaviours of major corporate and industrial emitters rather than individual households. It was felt that taking this approach would have a much greater effect on mitigating the impacts of climate change and would help to reduce the financial impacts of carbon pricing on those Canadians who were already struggling with the cost of living.

Climateflation (Atlantic Canada)

Participants in Atlantic Canada engaged in a brief discussion related to the concepts of climateflation and heatflation. Asked whether they had heard either of these terms before, none indicated that they had. Describing what they believed these terms referred to, many expected that they were likely connected to the issue of climate change and the rising economic costs of its effects as well as efforts to mitigate its impacts going forward. To clarify, participants were provided with the following information:

Heatflation is when extreme heat, caused by climate change, makes food and other items more expensive, leading to higher inflation rates. This happens when heat damages crops, making things like flour cost more.

Climateflation is a broader term that encompasses all of the ways climate change causes prices to go up, including but not limited to extreme heat. It reflects the overall economic impact of a changing climate, including supply chain disruptions and increased costs for cooling, among many other things.

All believed that climate change was having at least some impact on the price of food. It was felt that in addition to extreme heat and drought making it more difficult for farmers to protect their crops and livestock, extreme weather events could also cause damage to vital roadways and infrastructure, making it more difficult to transport food products across the country. A few also expressed that in addition to impacting Canadian food production, climate change could also make it more expensive to import food products from other parts of the world that were also dealing with its effects.

All felt that heatflation and climateflation represented an increasing concern for Canadians, with many expecting that this would be a significant issue for future generations. A number, however, were of the perspective that, in addition to climate change, recent increases to food prices had also been caused by what they viewed as excessive profit-seeking from major grocery chains. With this in mind, it was believed that in order to make food more affordable, action would need to be taken by the Government of Canada to place stricter regulations on the prices that grocery companies can charge for their products.

Supplemented Foods Concept Testing (Ontario, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class, Urban Manitoba)

Four groups were asked to share their perspectives related to social media concepts designed by the Government of Canada to highlight recommendations related to supplemental foods. All participants were informed that these concepts had been specifically designed for those who were currently

pregnant or breastfeeding. Each group was shown one concept at a time (one after the other) and then side by side. All groups were shown the following post:



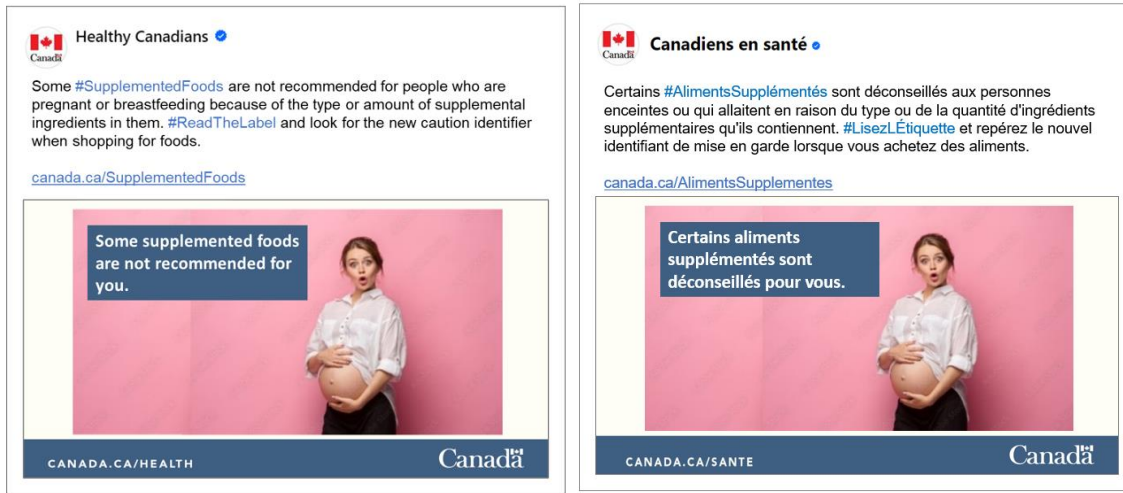
Both images depict identical social media posts. The image on the left is in English, and the image on the right is French.

The post on the left comes from the verified account "Healthy Canadians". The caption reads, "You will start seeing a supplemented food facts table on supplemented foods. This new table will help you know what you're eating or drinking to ensure the health and safety of you and your baby".

Below the caption is the link "canada.ca/SupplementedFoods" and several hashtags: "#SupplementedFoods #NutritionLabelling #SafePregnancy". Below, is an image showing two clear bottles containing yellow liquid, one facing forward and the other backward. The bottle on the left has a label showing the brand, while the bottle on the right is turned to show the nutritional label. A caption to the right of the bottle has arrows pointing to a labeling table and reads, "Learn more about the new supplemented food facts table". Below the image is a blue banner with the Government of Canada logo on the right and "CANADA.CA/HEALTH" on the left in white lettering.

The post on the right comes from the verified account "Canadiens en santé". Its first caption reads, "Vous commencerez à voir un tableau des renseignements sur les aliments supplémentés. Ce nouveau tableau vous aidera à savoir ce que vous mangez ou buvez afin de veiller à votre santé et à votre sécurité ainsi qu'à celles de votre bébé". Below the caption is the link "canada.ca/AlimentsSupplementes" and the hashtags "#AlimentsSupplémentés #ÉtiquetageNutritionnel". The caption on the image reads, "Apprenez-en plus sur le nouveau tableau de renseignements sur les aliments supplémentés".

In addition to the above, participants residing in Ontario and the Greater Montreal Area (GMA) were shown the following:



Both images depict identical social media posts. The image on the left is in English, and the image on the right is French.

The post on the left comes from the verified account “Healthy Canadians”. The caption reads, “Some #SupplementedFoods are not recommended for people who are pregnant or breastfeeding because of the type or amount of supplemental ingredients in them. #ReadTheLabel and look for the new caution identifier when shopping for foods”. Below the caption is the following link: “canada.ca/SupplementedFoods”. Underneath the caption is an image of a pregnant woman with a white button-up shirt against a pink background. She is exposing and holding her stomach with a surprised look on her face. To the left of the woman is a caption in white writing against a blue background that reads, “Some supplemented foods are not recommended for you”. Below the image is a blue banner with the Government of Canada logo on the right and “CANADA.CA/HEALTH” on the left in white lettering.

The post on the right comes from the verified account “Canadiens en santé”. The caption reads, “Certains #AlimentsSupplémentés sont déconseillés aux personnes enceintes ou qui allaitent en raison du type ou de la quantité d’ingrédients supplémentaires qu’ils contiennent. #LisezL’Étiquette et repérez le nouvel identifiant de mise en garde lorsque vous achetez des aliments”. Below the caption is the following link: “canada.ca/AlimentsSupplementes”. The caption on the image states, “Certains aliments supplémentés sont déconseillés pour vous”. Below the image is a blue banner with the Government of Canada logo on the right and “CANADA.CA/SANTE” on the left.

Asked to share their overall reaction, those residing in Ontario and the Greater Montreal Area were mostly neutral in their views, with a few expressing that they did not understand what was meant by the term supplemented foods. While speaking positively of the pink and blue colour palette, some felt that the image of a pregnant woman would not appeal to any individuals who were not currently pregnant; additionally, they found the information this concept was trying to convey to be less clear or direct compared to the beverage concept, with its supplemented food facts table. A few were of the opinion that the facial expression of the pregnant woman was too lighthearted given what they perceived as the seriousness of the message.

While most felt that they would be unlikely to notice either of these concepts if they encountered them on social media, it was acknowledged that they would be more likely to pay attention if they were pregnant or breastfeeding. Among the small number who thought these concepts might catch their attention, it was felt that them being posted by the Government of Canada might encourage them to take the information more seriously than if it were coming from another source. Asked to

provide suggestions regarding ways to make each concept more memorable (particularly for those who are pregnant or breastfeeding) participants offered a number of ideas. These included:

- Adding brighter colours, specifically for the post containing the mock food product;
- Providing a description of supplemented foods and specific examples of supplements that consumers should consider or look out for when purchasing products;
- Displaying a wider range of mock supplemented food products (e.g., beverages and protein bars); and
- Using an image with a more diverse group of pregnant people or people breastfeeding.

In addition to the image featuring the beverage container, participants in the group comprised of middle-class individuals residing in major centres in Quebec were presented with the following post and alternative image:



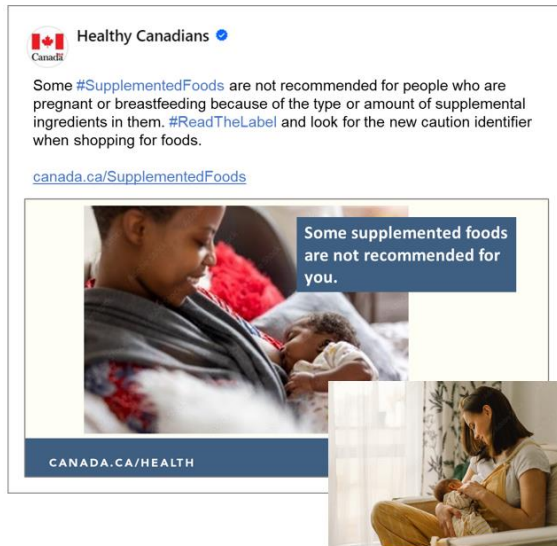
This image maintains identical French branding and captions as the previous French social media post. It has two image options. The first depicts a man and pregnant woman sitting together on the couch, smiling towards the camera. The man and woman have their hands on the woman's stomach. The second image option shows a group of pregnant women of diverse ethnicities standing together, each cupping their pregnant bellies, smiling, and chatting.

Most in this group expressed an appreciation for the federal government calling attention to supplemented foods and felt that it was important for Canadians and specifically pregnant people, to be aware that some supplemented foods were potentially dangerous for them to consume.

Discussing the concepts featuring the pregnant couple and the group of pregnant women, participants were mixed in their views as to which approach they preferred. While some preferred the image with the couple, as they felt this information was important for both pregnant people and their partners to know, others spoke positively of the group concept, believing it was more diverse and inclusive. Asked whether they had any suggestions for improving these concepts, participants felt that there should be

a greater incorporation of breastfeeding infants as a way to appeal to those who were currently at this stage in their parenthood journey.

In addition to the post featuring the mock beverage container, participants residing in urban Manitoba were shown the following social media post and alternative image:



The image depicts a social media post from the verified account “Healthy Canadians”. The caption reads, “Some #SupplementedFoods are not recommended for people who are pregnant or breastfeeding because of the type or amount of supplemental ingredients in them. #ReadTheLabel and look for the new caution identifier when shopping for foods”.

Below the caption is the following link: “canada.ca/SupplementedFoods”. Underneath the caption are two image options. The first shows a closeup of a woman smiling while she breastfeeds her baby. The second image option shows a different woman in a wider shot and from a different angle breastfeeding her baby. The caption on the first image reads, “Some supplemented foods are not recommended for you”. Below the first image is a blue banner with the Government of Canada logo on the right and “CANADA.CA/HEALTH” on the left in white lettering.

Reactions to these concepts were mixed. A number felt that these posts were somewhat vague and lacked specific information regarding what supplemented foods were. It was felt that a greater focus needed to be on the actual products that contained supplemented foods and that these concepts would be improved if paired with imagery such as the mock bottle in the first concept. No participants expressed a strong preference for either of the images featuring breastfeeding mothers. It was felt that both successfully conveyed feelings of warmth and motherhood and the desire to protect one’s child.

As a follow-up, all groups were asked whether they would be likely to share, comment, or like these posts if they encountered them on social media. While most were unsure if they would interact with concepts such as these under normal circumstances, several felt that they would be likely to engage with and/or share this content if they were pregnant or breastfeeding or had a partner who was. Discussing whether had they learned anything from the posts or if anything had been surprising to

them, several indicated having not been previously aware of supplemented foods and their associated health risks.

All groups were then 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 look for cautionary statements on the back or side of a product. If you are pregnant or breastfeeding, make sure to read the label when shopping because there may be a caution that applies to you.

If you're pregnant or breastfeeding, keep in mind that some #SupplementedFoods are not recommended for you. #ReadTheLabel.

Have you noticed a new supplemented food caution identifier on some foods? This identifier alerts consumers to look for cautionary statements on the back or side of a product. Because of the type or amount of supplemental ingredients, many supplemented foods are not recommended for people who are pregnant or breastfeeding. Make sure to read the label when shopping for foods.

Pregnant or breastfeeding? There's something you need to know! Caffeinated energy drinks are not recommended to people who are pregnant or breastfeeding because of the type or amount of supplemental ingredients. For others, if you consume caffeinated energy drinks, read the label to know how much caffeine is in the container and the maximum number of servings you could consume.

Like all parents, people who are pregnant and breastfeeding want what's best for their baby. And a big part of that begins by making informed food choices. Because of the type or amount of supplemental ingredients, many supplemented foods are not recommended for at-risk populations, such as people who are pregnant or breastfeeding. Make sure to read the label when shopping for foods.

Attention pregnant and breastfeeding people! Are you consuming supplemented foods, such as caffeinated energy drinks? These drinks are not recommended for you because of the type or amount of supplemental ingredients in them. Make sure to read the label when shopping for foods.

While reactions to the alternative messages varied, most expressed a preference for those messages that were short, straightforward, yet still had enough information for readers to understand what supplemented foods were and what to be aware of. Some responded positively to messages that posed a question (e.g., 'Pregnant or breastfeeding?'), feeling that this approach might prompt a greater number of individuals to stop and reflect upon the information they were reading. A number spoke positively regarding the 'ReadTheLabel' hashtag, viewing this as an effective call to action for this campaign. Discussing ways these phrases could be improved, a few believed that these concepts could be more inclusive by targeting all groups who faced greater risks by consuming supplemented foods, rather than primarily focusing on those who were pregnant or breastfeeding.

Appendices

Appendix A – Recruiting Scripts

English Recruiting Script

**Privy Council Office
Recruiting Script – March 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/EDT)	Local Time	Location	Composition	Moderator
1	Tues, March 5 th	6:00-8:00 PM	6:00-8:00 (EST)	Toronto	Black Canadians	DN
2	Wed, March 6 th	9:00-11:00 PM	6:00-8:00 (PST)	British Columbia	General Population	TBW
4	Tues, March 12 th	8:00-10:00 PM	6:00-8:00 (MDT)	Urban Alberta	General Population	TBW
5	Wed, March 13 th	6:00-8:00 PM	6:00-8:00 (EDT) 7:00-9:00 (CDT)	Ontario	General Population	DN
7	Tues, March 19 th	9:00-11:00 PM	6:00-8:00 (PDT)	Mid-Size Centres British Columbia	Millennials, Age 28-43	TBW
9	Thurs, March 21 st	6:00-8:00 PM	6:00-8:00 (EDT)	Greater Toronto Area (GTA)	Generation Z, Age 18-27	DN
10	Tues, March 26 th	6:00-8:00 PM	6:00-8:00 (EDT)	Southwestern Ontario	Prospective Homeowners	MP
11	Wed, March 27 th	7:00-9:00 PM	6:00-8:00 (CDT)	Urban Manitoba	General Population	TBW
12	Thurs, March 28 th	5:00-7:00 PM	6:00-8:00 (ADT) 6:30-8:30 (NDT)	Atlantic Canada	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	
Toronto	Toronto PARTICIPANTS MUST RESIDE IN THE ABOVE-NOTED CENTER PROPER.	CONTINUE – GROUP 1
British Columbia	Cities could include (but are not limited to): Vancouver, Kamloops, Chilliwack, City of Victoria, Maple Ridge, New Westminister, Prince George, Port Coquitlam, North Vancouver, Abbotsford, Burnaby, Coquitlam, Richmond, Surrey, Delta, Langley, White Rock, Chilliwack, Mission Hope, Maple Ridge, New Westminister, Port Moody ENSURE A GOOD MIX ACROSS THE REGION.	CONTINUE – GROUP 2
Urban Alberta	Cities include: Calgary, Edmonton, Red Deer, Lethbridge, Airdrie, Medicine Hat, Grande Prairie, Cochrane, , Leduc, Okotoks, Spruce Grove, St. Albert ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.	CONTINUE – GROUP 4
Ontario	Cities/regions could include (but are not limited to): Mid-size Centres: Population of 100,000 – 300,000 Cities could include (but are not limited to): Barrie, Brantford, Cambridge, Chatham-Kent, Guelph, Kingston, Kitchener, London, Milton, St. Catharines-Niagara, Sudbury, Waterloo, Windsor	CONTINUE – GROUP 5

	<p>Major Centres: Population of 300,000+</p> <p>Cities include Toronto, Ottawa-Gatineau, Mississauga, Brampton, Hamilton</p> <p>Small Centres: Population of <30,000</p> <p>Centres could include (but are not limited to): Keswick-Elmhurst Beach, Bolton, Midland, Alliston, Fergus, Collingwood, Lindsay, Owen Sound, Brockville, Wasaga Beach, Cobourg, Tillsonburg, Valley East, Pembroke, Smiths Falls, Simcoe, Strathroy, Port Colborne, Fort Erie, Amherstburg</p> <p>ENSURE A GOOD MIX OF MAJOR/MID-SIZE/SMALL CENTRES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	
Mid-Size Centres British Columbia	<p>Cities include:</p> <p>Mid-Size Centres: Population of 30,000-100,000</p> <p>Kamloops, Chilliwack, Prince George, Vernon, Courtenay, Campbell River, Penticton, Mission</p> <p>ENSURE A GOOD MIX ACROSS THE REGION.</p>	CONTINUE – GROUP 7
Greater Toronto Area	<p>Cities include:</p> <p>City of Toronto, Durham (Ajax, Clarington, Brock, Oshawa, Pickering, Whitby), Halton (Burlington, Halton Hills, Oakville, Milton), Peel (Brampton, Caledon, Mississauga), York (Markham, Vaughan, Richmond Hill, Newmarket, Aurora, King)</p> <p>ENSURE A GOOD MIX ACROSS THE REGION. NO MORE THAN 2 FROM THE CITY OF TORONTO OR PER REGION/COUNTY.</p>	CONTINUE – GROUP 9
Southwestern Ontario	<p>Cities include (but are not limited to):</p>	CONTINUE – GROUP 10

	<p>Brantford, Cambridge, Chatham, Guelph, Kitchener, London, Owen Sound, Sarnia, Stratford, Waterloo, Windsor, Woodstock</p> <p>NO MORE THAN TWO PER CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	
Urban Manitoba	<p>Cities include:</p> <p>Winnipeg, Brandon, Steinbach, Winkler, Thompson, Selkirk, Portage la Prairie, Morden</p> <p>ENSURE A GOOD MIX ACROSS THE REGION.</p>	CONTINUE – GROUP 11
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 12
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.
18-27	IF 18-27 CONTINUE – GROUP 9
28-43	IF 28-43 CONTINUE – GROUP 7
44-49	CONTINUE
50-54	
55+	
VOLUNTEERED Prefer not to answer	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE. GROUP 9 WILL BE COMPOSED ENTIRELY OF THOSE AGED 18-27. GROUP 7 WILL BE COMPOSED ENTIRELY OF THOSE AGED 28-43.

4. **ASK ALL GROUPS** 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 – **CONTINUE GROUP 1**
 - 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.**

5. **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	IF GROUP 10 – THANK AND END ALL OTHER GROUPS – CONTINUE
Rent	CONTINUE
VOLUNTEERED Living at home	
VOLUNTEERED Other, please specify:	
VOLUNTEERED Don't know/not sure	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE.

- 5a. **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.

6. **ASK ONLY IF GROUP 10** Are you looking to purchase a home sometime within the next 5 years?

Yes	CONTINUE
Not sure/Maybe	CONTINUE
No	THANK AND END
VOLUNTEERED Prefer not to answer	THANK AND END

SKEW TO THOSE WHO SAY 'YES.' NO MORE THAN 2 WHO SAY 'NOT SURE/MAYBE.'

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	
\$40,000 to just under \$60,000	
\$60,000 to just under \$80,000	
\$80,000 to just under \$100,000	
\$100,000 to just under \$150,000	
\$150,000 and above	THANK AND END
VOLUNTEERED Prefer not to answer	

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. **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.

20. [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 **CONTINUE TO INVITATION ON NEXT PAGE**

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 Script

Bureau du Conseil privé
Questionnaire de recrutement – mars 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
3	7 mars	6:00-8:00	6:00-8:00 (HNE)	Québec	Population générale	MP
6	14 mars	6:00-8:00	6:00-8:00 (HAE)	Grande région de Montréal	Immigrants récents	MP
8	20 mars	6:00-8:00	6:00-8:00 (HAE)	Grands centres du Québec	Canadiens/canadiennes de la classe moyenne	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 langue officielle du Canada que vous parlez principalement 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	
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 3
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 6
Grands centres du Québec	<p>Les villes peuvent notamment comprendre :</p> <p>Grands centres : Population 100 000+</p> <p><u>Les grandes villes</u> : Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière.</p> <p>PAS PLUS QUE DEUX PARTICIPANT PAR VILLE. ASSURER UN BON MÉLANGE.</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	REMERCIER ET CONCLURE
RÉPONSE SPONTANÉE Préfère ne pas répondre	

ASSURER UNE BONNE REPRÉSENTATION D'ÂGES DANS CHAQUE GROUPE, S'IL Y A LIEU.

6. **DEMANDER SEULEMENT POUR LE GROUPE 6** Êtes-vous né(e) au Canada?

Oui **REMERCIER ET CONCLURE**

Non **PASSER À LA Q6a.**

RÉPONSE SPONTANÉE, préfère ne pas répondre **REMERCIER ET CONCLURE**

- 6a. **DEMANDER SEULEMENT POUR LE GROUPE 6** Depuis combien d'années habitez-vous au Canada?

Moins de 5 ans	CONTINUER – GROUPE 6
5 ans à moins de 10 ans	
10 ans à moins de 20 ans	REMERCIER ET CONCLURE
20 ans à moins de 30 ans	
30 ans ou plus	
Ne sais pas/Préfère ne pas répondre	

7. **DEMANDER SEULEMENT POUR LE GROUPE 8** Lorsque vous pensez à la situation et aux perspectives financières de votre ménage, vous considèreriez-vous un membre de la classe moyenne ou non?

La classe Moyenne **CONITNUER À Q7a.**

Une autre classe **REMERCIER ET CONCLURE**

7a. DEMANDER SEULEMENT POUR LE GROUPE 8 Combien de membres de votre famille comptent sur votre soutien financier? Autrement dit, combien de personnes à charge avez-vous?

- 0
- 1-2
- 3-4
- 5 ou plus

7b. 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 \$	SI GROUPE 8 – REMERCIER ET CONCLURE CONTINUER TOUS LES AUTRES GROUPES
20 000 \$ à moins de 40 000 \$	
40 000 \$ à moins de 60 000 \$	
60 000 \$ à moins de 80 000 \$	CONTINUER – GROUPE 8
80 000 \$ à moins de 100 000 \$	
100 000 \$ à moins de 150 000 \$	SI GROUPE 8 – REMERCIER ET CONCLURE CONTINUER TOUS LES AUTRES GROUPES
150 000 \$ ou plus	
RÉPONSE SPONTANÉE : Préfère ne pas répondre	REMERCIER ET CONCLURE

POUR LE GROUPE 8, CONTINUER SEULEMENT SI \$60,000-\$100,000. (À NOTER : LA CLASSE MOYENNE EST DÉCRIT HABITUELLEMENT COMME CEUX/CELLE QUI NE S'INSCRIVENT NI DANS LES MEILLEURS 20% DE REVENU NI DANS LA TRANCHE DE 20% DE REVENU LE PLUS BAS ET/OU CEUX/CELLES QUI GAGNENT ENTRE 75%-200% DE REVENU MEDIAN DES MÉNAGES APRÈS IMPÔT (ENVIRON 45,000\$-120,000\$). ASSURER UN BON MÉLANGE, S'IL Y A LIEU.

8. DEMANDER À 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 précisez :	CONTINUER
RÉPONSE SPONTANÉE Ne sais pas/Préfère ne pas répondre	REMERCIER ET CONCLURE



8a. 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.

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

Oui	CONTINUER
Non	EXPLIQUER QUE : « <i>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.</i> ».

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

1-2	REMERCIER ET CONCLURE
3-5	CONTINUER

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

Le participant a accès à Internet haut débit
Le participant a un ordinateur avec caméra Web

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

Oui	CONTINUER
Non	CONTINUER

13. Sur une échelle de 1 à 5 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



14. 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.

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

Oui **CONTINUER**
Non **PASSER À LA Q.19**

16. 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**

17. 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**

18. 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.

19. 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.

20. 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.

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

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

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

Métier de la construction ou métier spécialisé	TOUS LES GROUPES - CONTINUER
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.

- 23.** 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 **CONTINUER À L'INVITATION**
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 NO 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.

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

Est-ce que vous accepteriez de participer?

Oui
Non

CONTINUER
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 Guide

MASTER MODERATOR'S GUIDE MARCH 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 minutes) Black Canadians, British Columbia, Quebec, Urban Alberta, Ontario, Greater Montreal Area Recent Immigrants, Mid-Size Centres BC Millennials, Major Centres Quebec Middle Class Canadians, Toronto Generation Z, Southwestern Ontario Prospective Homeowners, Urban Manitoba, Atlantic Canada

- What have you seen, read or heard about the Government of Canada in the last few days?
 - What do you think about what you saw, read, or heard?

PHARMACARE (45-55 minutes) Black Canadians, Quebec, Ontario, Toronto Generation Z

Quebec IF HEALTH CARE NOT MENTIONED ABOVE AS A PRIORITY ISSUE:

When discussing the top issues the Government of Canada should prioritize, none of you mentioned health care...

Quebec IF HEALTH CARE MENTIONED ABOVE AS A PRIORITY ISSUE:

When discussing the top issues the Government of Canada should prioritize, some of you mentioned health care...

Ontario, Toronto Generation Z Now I'd like to shift to a different topic completely...

- **Black Canadians, Ontario, Mid-Size Centres BC Millennials** In your opinion, what are the top issues that the Government of Canada should be prioritizing?
 - IF NOT MENTIONED: What about healthcare? **Black Canadians, Quebec** How big of a priority should healthcare be?
- **Black Canadians, Quebec, Ontario, Mid-Size Centres BC Millennials** What are the biggest challenges in healthcare that the Government of Canada should be addressing?
 - IF NOT MENTIONED: What about the cost of prescription medication in Canada? Would you say this issue is more important, as important, or less important than the healthcare challenges you mentioned earlier?

- **Black Canadians, Quebec, Ontario, Mid-Size Centres BC Millennials, Toronto Generation Z** How would you describe the state of prescription drug coverage in Canada today? Is it affordable? Is it accessible?
- **Black Canadians, Quebec, Ontario, Mid-Size Centres BC Millennials, Toronto Generation Z** If you had to guess what percentage of Canadians lack drug coverage, what would you estimate?
 - (AS NEEDED: would it be closer to 1%, 5%, 10%, 25%, more?)
- **Black Canadians, Quebec, Ontario, Mid-Size Centres BC Millennials, Toronto Generation Z** What are the biggest challenges, if any, that people without drug coverage face?
 - IF NOT MENTIONED: What about when it comes to their health and well-being? What about when it comes to the cost of living?
 - How much of an impact might these challenges have on their daily lives?
- **Black Canadians, Quebec, Ontario, Mid-Size Centres BC Millennials, Toronto Generation Z** Who here is familiar with the term pharmacare?
 - What does it mean to you?
 - Would you support a “universal” pharmacare plan where everyone gets drug coverage? Why or why not?
- **Black Canadians, Quebec, Ontario, Mid-Size Centres BC Millennials, Toronto Generation Z** Are you aware of anything the Government of Canada has done or is planning to do on pharmacare?
 - IF YES: What have you seen, read, or heard?

Black Canadians, Quebec, Ontario, Mid-Size Centres BC Millennials, Toronto Generation Z SHOW ON SCREEN

On February 29, 2024, the Government of Canada introduced legislation to move forward on implementing the first phase of a national pharmacare program to make prescription drugs more affordable and accessible to more Canadians.

If approved, the Government of Canada intends to work with the provinces and territories to provide universal, single-payer coverage for a number of contraception and diabetes medications. The Government of Canada also intends to establish a fund to help Canadians access supplies that diabetics need to manage and monitor their condition and administer their medication, like syringes and glucose test strips.

- **Black Canadians, Quebec, Ontario, Mid-Size Centres BC Millennials, Toronto Generation Z** What are your reactions to this information? Is this something the Government of Canada should be doing? Why or why not?
 - AS NEEDED: What are your reactions to the Government of Canada’s decision to begin its first phase of pharmacare with coverage of contraception and diabetes medications?
- **Black Canadians, Quebec, Ontario, Mid-Size Centres BC Millennials, Toronto Generation Z** MODERATOR TO PROBE ON BOTH CONTRACEPTION AND DIABETES MEDICATIONS: What impacts will this coverage have? Who will benefit most from this? Will this impact you or anyone you know?
- **Black Canadians, Quebec, Ontario, Mid-Size Centres BC Millennials, Toronto Generation Z** Do you have any questions or concerns with the Government of Canada covering contraception and diabetes medications?
- **Black Canadians, Quebec, Ontario, Mid-Size Centres BC Millennials, Toronto Generation Z** As we mentioned earlier, the federal government will have to work with the provinces and territories in order to provide pharmacare. Would you support Ontario’s involvement in a national pharmacare program? Why or why not?
 - How would you feel if other provinces joined a national pharmacare program, but Ontario chose not to?
- **Black Canadians, Quebec, Ontario, Mid-Size Centres BC Millennials, Toronto Generation Z** As the Government of Canada plans the next steps of its national pharmacare plan, what are the most important things it should keep in mind?
 - What other drugs should be covered?
 - Should it be completely public where all Canadians are on the same plan or should it “close the gaps” so that people can still use existing public and private plans, ensuring that everyone receives coverage, including those currently not covered?
 - In your view, what are the benefits and drawbacks of both approaches?
 - Which approach is more fair?
 - Do you have any concerns with either approach?
- **Black Canadians, Quebec, Ontario, Mid-Size Centres BC Millennials, Toronto Generation Z** Who here has a prescription drug coverage plan?
 - IF YES: Are you satisfied with your plan? Why or why not?
 - IF YES: Do you think a national pharmacare plan would have better or worse coverage than the plan you have now? Why?

- **Black Canadians, Quebec, Ontario, Mid-Size Centres BC Millennials, Toronto Generation Z** Would a national pharmacare plan have an impact on making life more affordable? Why or why not?
- **Black Canadians, Quebec, Ontario, Mid-Size Centres BC Millennials, Toronto Generation Z** What impacts would a national pharmacare plan have on our healthcare system?
 - What about on the health of Canadians?
 - Do you think there could be long-term savings for the healthcare system with a national pharmacare plan? Why or why not?
- **Black Canadians, Quebec, Ontario, Mid-Size Centres BC Millennials, Toronto Generation Z** Do you have any other questions or feedback about pharmacare?

PERFORMANCE AND PRIORITIES – [HOUSING] (10-30 minutes) **Black Canadians, British Columbia, Quebec, Urban Alberta, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians, Generation Z, Southwestern Ontario Prospective Homeowners, Urban Manitoba**

Black Canadians Now I'd like to move away from pharmacare and talk about the Government of Canada more broadly...

- **Black Canadians, British Columbia, Quebec, Urban Alberta, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians, Generation Z, Southwestern Ontario Prospective Homeowners, Urban Manitoba** What does the Government of Canada do well?
- **Black Canadians, British Columbia, Quebec, Urban Alberta, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians, Generation Z, Southwestern Ontario Prospective Homeowners, Urban Manitoba** What does the Government of Canada need to improve on?
- **Black Canadians, British Columbia, Quebec, Urban Alberta, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians, Generation Z, Southwestern Ontario Prospective Homeowners, Urban Manitoba** In your opinion, what are the top issues [Black Canadians are facing] that the federal government should be prioritizing?
 - **Southwestern Ontario Prospective Homeowners** IF NOT MENTIONED: What about housing?
 - **Southwestern Ontario Prospective Homeowners** What are the biggest challenges in housing that the Government of Canada should be addressing? Why should this challenge be prioritized?
 - **Southwestern Ontario Prospective Homeowners** IF NOT MENTIONED: What about helping Canadians buy their first homes?

- **Southwestern Ontario Prospective Homeowners** IF NOT MENTIONED: What about building more homes?
 - **Southwestern Ontario Prospective Homeowners** What have you seen, read, or heard lately about the Government of Canada's work on housing?
 - **Southwestern Ontario Prospective Homeowners** How do you feel about what you've seen, read, or heard?
- **Black Canadians** What news have you ever seen, read, or heard about the Government of Canada's past work on any of these issues?
- **Black Canadians** What work, if any, is the federal government planning to do on these issues?
- **Black Canadians** Are you aware of any other work the Government of Canada has done, or is planning to do, to help Black Canadians?
- **Black Canadians** When it comes to this work, is the federal government generally on the right track or wrong track? Why?
 - For those who say they are on the wrong track, what could the federal government do to get on the right track?
- **Black Canadians** IF NOT MENTIONED: What when it comes to housing?
 - What work, if any, is the federal government doing to help with housing issues?
 - When it comes to addressing housing issues, is the federal government generally on the right or wrong track? Why?
 - For those who say they are on the wrong track, what could the federal government do to get on the right track?
- **Black Canadians** IF NOT MENTIONED: What about anti-Black racism? How prevalent is anti-Black racism in Canada?
 - What work, if any, is the federal government doing to address anti-Black racism?
 - When it comes to combating anti-Black racism, is the federal government generally on the right or wrong track? Why?
 - For those who say they are on the wrong track, what could the federal government do to get on the right track?
- **Black Canadians** When it comes to engaging with Black Canadians, would you say the federal government is generally on the right or wrong track?
 - What are better ways for the federal government to engage with Black Canadians?

PUBLIC SENTIMENT (15 minutes) Black Canadians

Black Canadians Now, let's explore a broader topic...

- **Black Canadians** When thinking about your future living in Canada, what makes you feel optimistic?
- **Black Canadians** On the other hand, is there anything that makes you feel worried or concerned about you or your family's future in Canada?
 - IF YES: What makes you feel worried or concerned?
- **Black Canadians** How would you describe the state of diversity, equity, and inclusion in Canada?
 - Do you feel Canada is a society that welcomes and respects different cultures, beliefs, and values? Why or why not?

ONLINE SAFETY (90 minutes) British Columbia, Urban Alberta

Seeing as we're all talking to each other online right now, we already know that everyone here uses the internet.

- What are the positive impacts, if any, the internet and online world has on society today?
- Are there any drawbacks? What are they?
 - PROBE IF NOT MENTIONED: What about harmful content online? How would you define harmful content? What are some examples of it?
- How concerned are you, if at all, about harmful content on the internet?
- To the best of your knowledge, are there protections in place to keep Canadians safe on the internet?
 - What about when it comes to reducing the amount of harmful content Canadians are exposed to?
 - How confident are you, if at all, that online platforms have measures in place to reduce the amount of harmful content Canadians are exposed to?
 - What about for vulnerable people or children?
- Do you believe online platforms are accountable for harmful content on their platform and its impact on users? Should they be? Why or why not?

- Should the Government of Canada hold digital platforms accountable for addressing harmful content on their platforms? Why or why not?
- What have you seen, read, or heard lately about the Government of Canada, online platforms, and harmful content?
 - Have you heard anything about a proposed bill to address online harms, called the Online Harms Act?
 - IF YES: What have you heard?

SHOW ON SCREEN

The Government of Canada has introduced legislation designed to ensure digital platforms, specifically social media services, live streaming services and user-uploaded adult content services, are responsible for addressing harmful content. The legislation focuses on five key components:

1. Ensuring digital platforms reduce seven kinds of harmful content online
2. Changing the Criminal Code to better address hate crimes and hate propaganda
3. Changing the Canadian Human Rights Act to allow people to file complaints against those who post hate speech online
4. Enhancing laws to protect children from sexual exploitation
5. Creating a new Digital Safety Commission to enforce the rules and keep digital platforms accountable

Note that the new rules would not apply to private and encrypted messaging services (for example, WhatsApp, Signal, Telegram, etc.).

NOTE TO MODERATOR: IF PARTICIPANTS ASK ABOUT THE SPECIFICS OF THE FIVE KEY COMPONENTS (I.E., THE SEVEN KINDS OF HARMFUL CONTENT, DEFINITION OF HATE CRIME/PROPOGANDA, AND HATE SPEECH) NOTE THAT MUCH WILL BE COVERED SHORTLY AND WE ARE ONLY INTERESTED IN THEIR INITIAL REACTIONS.

- What is your initial impression of these measures – positive, negative, or somewhere in between? Why do you feel this way?
- Do you have any concerns or questions about anything in this list?

Now I'm going to share with you on screen a few more details about The Online Harms Act. If it becomes law, it would require online platforms to do the following:

SHOW ON SCREEN

Online platforms would be required to **remove** the following within 24 hours:

- Content that sexually victimizes a child or revictimizes a survivor
- Intimate content communicated without consent

Platforms would also be required to **reduce exposure** to five categories of harmful content:

- Content that encourages hatred
 - Content that incites violent extremism or terrorism
 - Content that incites violence
 - Content used to bully a child
 - Content that induces a child to harm themselves
-
- Thinking about the first two types of harmful content listed here (i.e., the first two bullet points) and the requirement for platforms to remove this content, in your opinion, is this something the Government of Canada should be asking platforms to do? Why or why not?
 - Do you have any questions about it? Concerns?
 - What impact, if any, would this requirement have on Canadians' safety online? What about the safety of children specifically?

Now turning to the five types of content to which platforms would be required to reduce exposure (i.e., the bottom five bullet points) ...

- Should the Government of Canada be focusing on these types of harmful content? Why or why not?
- Are there other types of harmful content you think should be addressed?
- Is there anything in this list that you think should not be included?

I'm going to provide you with some more details about the proposed requirement to reduce exposure to harmful content ...

SHOW ON SCREEN

The proposed rules focus on ensuring online platforms take into account the level of risk of exposure to harmful content and then take steps to reduce those risks.

For example, online platforms would be asked to provide users with guidelines and tools to flag harmful content and block other users. They would also be asked to set up an internal point of contact for this kind of guidance and complaints.

Additionally, they would be required to label harmful content that they have reason to believe is being created and amplified through automated communications by computer programs (e.g. bots).

- Do you have any questions or concerns about what I've just presented?

Now I'm going to provide you with some more details about the proposed requirement as it relates to children ...

SHOW ON SCREEN

Online platforms would also be required to take into account the interests of children when designing products and features. For example:

- design features to limit children's exposure to harmful content, including explicit adult content, cyberbullying content and content that encourages self-harm;
- parental control settings and safe search settings so that certain types of content would be unavailable via search;
- design features such as limiting scrolling and autoplay for kids; and
- not allowing adult users to message children who are not in their network.

So, to sum up, much of the proposed legislation is focused on reducing exposure to harmful content, rather than requiring online services to remove it - except in the 2 types of instances we discussed earlier. MODERATOR TO REMIND PARTICIPANTS IF NEEDED: Content that sexually victimizes a child or revictimizes a survivor; Intimate content communicated without consent.

- Do you think the federal government's approach is appropriate – that is, asking platforms to look at the level of risk of exposure to harmful content and make design choices to minimize that risk, rather than asking them to remove it (in most cases). Why or why not?

- Is there a different approach you would prefer the Government of Canada take when dealing with this issue?
- Do you think these requirements will have a major impact, minor impact, or no impact on online safety and the amount of harmful content Canadians are exposed to? How so?
- Do you think the Government of Canada will be able to ensure digital platforms comply with their obligations?

The proposed law would also create a Digital Safety Commission to enforce the rules and hold platforms accountable. This commission would be responsible for ordering the removal of content if it falls into the two categories we've discussed.

- How effective, if at all, do you think this Digital Safety Commission would be in ensuring platforms protect their users?
- Do you have any questions or concerns about this Commission?

In terms of hate speech, the proposal includes a definition for hate speech, based on decisions made by the Supreme Court of Canada.

SHOW ON SCREEN

Hate speech would be defined as the following:

Specific detestation or vilification of an individual or group of individuals on the basis of a prohibited ground of discrimination (race, national or ethnic origin, colour, religion, age, sex, sexual orientation, gender identity or expression, marital status, family status, genetic traits, disability, or pardoned criminal records).

To be considered discriminatory, the hate speech would need to be communicated where it is likely to cause detestation or vilification of an individual or group.

Speech would **not** be classified as hate speech just because it expresses dislike or disdain, or it discredits, humiliates, hurts or offends.

- Is this definition clear to you? Does it seem reasonable? Why or why not?



- In your view, should the Government of Canada include hate speech in the legislation? Why or why not?
- IF ANYONE WAS AWARE OF THE PROPOSED ONLINE HARMS ACT IN INITIAL DISCUSSION, MODERATOR TO ASK: Earlier, some of you said that you had heard about the proposed Online Harms Act. Does the information provided here align with what you heard, or did you have different perceptions of what this Act was about?

IMMIGRATION (20 minutes) Quebec, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians

Quebec Now I'd like to move to a completely different topic...

- Major Centres Quebec Middle Class Canadians Have you seen, read, or heard any news related to immigration in Canada or Quebec recently?
 - What do you think about what you saw, read, or heard?
- Quebec, Major Centres Quebec Middle Class Canadians Overall, how would you describe the current state of the immigration system in Canada?
- Quebec, Major Centres Quebec Middle Class Canadians What do you think are some of the benefits of welcoming new immigrants to Canada?
- Quebec, Major Centres Quebec Middle Class Canadians 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?
- Quebec, Major Centres Quebec Middle Class Canadians 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?
- Quebec, Major Centres Quebec Middle Class Canadians 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?

- **Quebec, Major Centres Quebec Middle Class Canadians** Before we move to the next section, do you have any other thoughts you would like to share on the Canadian immigration system?

Greater Montreal Area Recent Immigrants Now I'd like to shift to a different topic completely. When we invited you to this group, you each indicated you had moved to Canada within the last 10 years...

- **Greater Montreal Area Recent Immigrants** How would you describe your overall experience with the immigration process in Canada?
 - What about application processing times? Did you face any challenges?
 - Following your arrival, were you able to easily access newcomer services?
 - What went well?
 - What could have been improved?
 - Did you receive all of the services you needed?
 - IF NOT: What services did you need that you did not receive?
- **Greater Montreal Area Recent Immigrants** In your opinion, does the Government of Canada pay enough attention to recent immigrants? Why or why not?
- **Greater Montreal Area Recent Immigrants** What should the Government of Canada do to support recent immigrants?
- **Greater Montreal Area Recent Immigrants** Overall, 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 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 on Canada?
- **Greater Montreal Area Recent Immigrants** How important, if at all, are issues around recognizing foreign credentials?

Greater Montreal Area Recent Immigrants CLARIFY AS NEEDED:

Recognizing foreign credentials is when the federal, provincial, or territorial government determines that a license or certificate earned outside of Canada meets the standards in Canada, so that an individual can work in a specialized job. Examples of specialized jobs could be working as a doctor, accountant, or an electrician.

- **Greater Montreal Area Recent Immigrants** Is anyone here personally impacted or does anyone have family members impacted by issues with foreign credentials?

- **Greater Montreal Area Recent Immigrants** As far as you know, what, if anything, has the Government of Canada done to address the issues around recognizing foreign credentials?
- **Greater Montreal Area Recent Immigrants** What should the Government of Canada do on this issue?

OUT-OF-STATUS WORKERS (20 minutes) **Quebec, Ontario, Mid-Size Centres BC Millennials, Urban Manitoba, Atlantic Canada**

Now I'd like to talk to you about out-of-status people in Canada...

- Are you familiar with the term "out-of-status" or "undocumented" people?
 - What are out-of-status people?

CLARIFY:

Out-of-status people are individuals living in Canada without legal immigration status. It could refer to someone whose work, study or visitor permit has expired, someone who made a refugee claim that was denied, or someone who entered Canada through unofficial pathways.

People without legal status are often employed as personal support workers or care aides in long-term care facilities, or in sectors like construction and agriculture.

- If you were to estimate, how many out-of-status people do you think there are in Canada?
- Do you think out-of-status people should be given a path to permanent residency and citizenship?
 - Why or why not?
- Given that many out-of-status people don't pay income taxes and are doing jobs where labour shortages are experienced often, is there an economic argument in support of providing them with a path to permanent residency and citizenship?

SUPPLEMENTAL FOODS SOCIAL MEDIA POSTS (30 minutes) **Ontario, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians, Urban Manitoba**

Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians, Urban Manitoba Now I'd like to shift topics completely...

- **Ontario, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians, Urban Manitoba** Only if you feel comfortable sharing, I'd like to get a quick show of hands. Who is currently pregnant/breastfeeding or was in the past 5 years?
 - IF NONE CURRENTLY/IN THE PAST 5 YEARS: How about in the past 10 years?

Ontario, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians, Urban Manitoba We have two social media posts to show you related to supplemental foods. These posts are meant for those who are pregnant and/or breastfeeding. [For the first social media post, we have 2 image options.] 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.

Ontario, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians, Urban Manitoba **SHOW ON SCREEN:** *Moderator to display each post one at a time on screen, then show both at the same time.*

- **Ontario, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians, Urban Manitoba** What is your overall reaction to these social media posts?
 - What, if anything, do you like? Why?
 - What, if anything, do you dislike? Why?
- **Ontario, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians, Urban Manitoba** Would you notice them? Would they capture your attention? Are they memorable? Why or why not?
 - **Ontario, Greater Montreal Area Recent Immigrants** IF GRAPHICS NOT MENTIONED: What do you think of using a real person vs. a mock food package as the visual?
 - **Major Centres Quebec Middle Class Canadians, Urban Manitoba** For the first social media post, what do you think about showing a couple vs. showing several pregnant people?
 - **Ontario, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians, Urban Manitoba** Do you have any suggestions to make either one more noticeable, particularly for those who are pregnant or breastfeeding?
- **Ontario, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians, Urban Manitoba** 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?
 - Would you "comment" on these posts?
 - IF YES: What would you write?

- Ontario, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians, Urban Manitoba Was anything confusing or unclear? How so?
 - Did anything surprise you? Did you learn anything?
 - How could they be improved?

Additional messages

Ontario, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians, Urban Manitoba 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.

Ontario, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians
SHOW ON SCREEN: *Moderator to show alternate messages.*

- Ontario, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians, Urban Manitoba What do you think of these messages?
- Ontario, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class Canadians, Urban Manitoba Are there any specific words or phrases that you find particularly compelling?
 - Are any problematic? Why?

INTERGENERATIONAL ISSUES (30 minutes) Mid-Size Centres BC Millennials, Toronto Generation Z

Shifting topics again...

I'd like to get a quick show of hands for the following question.

- MODERATOR TO ASK FOR EACH ITEM BELOW: Raise your hand if you think **[INSERT ITEM BELOW]** _____ is better, worse, or about the same compared to when your parents were your age.
 - The economy
 - The middle-class lifestyle
 - Housing
 - Social equality
- For those who think any are about the same, what makes you say that?
- For those who think any of these are better now, what makes you say that?
- For those who think any of these are worse now, what makes you say that?

- As far as you can tell, what do you think has caused these changes?
 - PROBE AS NEEDED: The COVID-19 pandemic, recessions, decisions made by big business, government policies, global factors, etc.?
- Would you say your own goals and the kind of life you hope to achieve are similar to or different than those of your parents'? How so?
- As you may know, each year the Government of Canada puts forward a budget that outlines its priorities for the coming year. If you could identify one priority the Government of Canada should include in the upcoming federal budget, what would it be?

I'm going to share with you on screen some measures that the Government of Canada could prioritize in its upcoming budget...

SHOW ON SCREEN

- Asking the wealthiest Canadians to pay a bit more in taxes to give everyone a fair shot at success
- Making housing more affordable so your generation can get ahead
- Securing jobs and investing in the economy of the future
- How would you feel about the Government of Canada prioritizing these measures?
 - Should these be a major, minor, or not really a priority for the Government of Canada? Why?
 - Would you replace any of these with other priorities?
 - IF YES: What would you prioritize instead?

BUDGET (35 minutes) Greater Montreal Area Recent Immigrants

Moving on to another topic ...

- 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 a 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
Unlocking pathways to the middle class
Growing the housing supply
More opportunities for good careers
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?

- MODERATOR TO PAUSE ON "GROWING THE HOUSING SUPPLY": One step the Government of Canada could take to grow the housing supply is to build more homes on public land.
 - What does the term "public land" mean to you? Do you picture greenspace? Empty lots? Office buildings?
 - What about "government land" – does it mean the same thing or something different?
 - What about "federal land" – does it mean the same thing or something different?
 - What kind of homes would you expect to see built on public land?
 - Do you support or oppose the Government of Canada taking this kind of action? Why?

- 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?

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

HOUSING SUPPLY (10 minutes) Toronto Generation Z

Now I’d like to focus on housing specifically...

When it comes to housing, a step the Government of Canada could take to grow the housing supply is to build more homes on public land.

- What does the term “public land” mean to you? Do you picture greenspace? Empty lots? Office buildings?
 - What about “government land” – does it mean the same thing or something different?
 - What about “federal land” – does it mean the same thing or something different?

- What kind of homes would you expect to see built on public land?

- Do you support or oppose the Government of Canada taking this kind of action? Why?

RENTER’S BILL OF RIGHTS (30 minutes) Southwestern Ontario Prospective Homeowners

- By a show of hands, who here is currently a renter?
 - How would you describe your experience as a renter?
 - How would you describe your rights as a renter?
 - AS NEEDED: How well do you know your rights? What are your rights?

- How well are your rights protected?
- What role does the Government of Canada have in protecting the rights of renters?
- What comes to mind when you hear the phrase “Renter’s Bill of Rights?”
 - What kind of rights or protections do you think should be included in a Renter’s Bill of Rights?
 - How do you think a Renter’s Bill of Rights might impact the relationship between tenants and landlords?
 - In your opinion, do you think these impacts would be more positive or negative? Why?
- What are your thoughts on the Government of Canada creating a Renter’s Bill of Rights in collaboration with provinces and territories?
 - Would you support the creation of a Renter’s Bill of Rights by the Government of Canada and your provincial government? Why or why not?

MORTGAGES (45 minutes) Southwestern Ontario Prospective Homeowners

When we invited you here today, you each indicated you were planning to buy a home within the next few years...

- By a show of hands, who here is looking to buy their first home?
- How would you describe your experience navigating the housing market so far?
- What are some of the biggest barriers you’ve experienced to becoming a homeowner?
 - IF NOT MENTIONED: What about putting a downpayment on a home?
 - IF COMFORTABLE SHARING: How are you planning on financing your first home?
 - Has anyone here opened a Tax-Free First Home Savings Account?
 - CLARIFY AS NEEDED: The Government of Canada introduced **Tax-Free First Home Savings Accounts** to allow Canadians to save up to \$40,000 tax-free, to help buy their first home.
 - How much of an impact, if at all, has this account had on your home financing plans?
- How concerned are you, if at all, about getting and paying off a mortgage? What are your biggest concerns?
 - IF NOT MENTIONED: What about interest rates?
 - How would you describe the interest rate in Canada today?

- Over the next few years, do you expect interest rates to increase, decrease, or stay at about the same rate as they are now? Why do you think this will happen?
- What do you think banks should consider when determining eligibility for mortgages?
 - IF NOT MENTIONED: What about rent payment history?
- Do you think considering rent payment history would help or hurt people who are trying to get a mortgage? Why do you feel this way?
 - Should the Government of Canada set the expectation that banks are to consider rent payment history when determining eligibility for a mortgage? Why or why not?
- Currently, mortgage rates are structured around terms of up to 25 years. Is this enough time? Why or why not?
 - How do you feel about the prospect of paying off your mortgage within 25 years?
- How would you feel about the possibility of 30-year mortgages for first-time home buyers?
 - AS NEEDED: How would a 30-year mortgage option affect your willingness or ability to buy a home? How would it affect the affordability of paying off your mortgage?
 - How would you feel if this only applied to newly constructed homes?

There are many actions the Government of Canada could take to help address issues in housing.

POLL: I'm going to show you a poll. I'd like for you to select up to 3 measures you think could have the most positive impact. We will discuss your selections after. **TECH SUPPORT TO SHARE TITLES ON SCREEN AND MODERATOR TO READ THROUGH PRIOR TO CONDUCTING POLL.**

The Government of Canada could...

- Invest more in infrastructure to support the number of new homes being built in communities
- Make government-owned lands available to build housing on
- Provide more low-cost financing to builders, so they can build more homes cheaper and faster
- Tax underutilized land, like parking lots, otherwise known as "lazy land"
- Provide low-cost financing to nonprofits to improve and maintain affordable rental properties
- Invest in new building methods, like modular homes, to reduce costs and construction time
- Improve recognition of foreign construction qualifications and increase construction worker training

MODERATOR TO GO THROUGH EACH SELECTION: Why did you make these selections?

- What are your reactions to this list of measures overall?
- Is there anything you think the Government of Canada should not do? Why do you feel this way?

Is there anything missing from this list that the Government of Canada should do to help build more homes?

CARBON PRICING (35 minutes) Urban Manitoba, Atlantic Canada

Urban Manitoba Moving on to other Government of Canada initiatives ...

Atlantic Canada Now I'd like to focus on carbon pollution more specifically...

- Urban Manitoba, Atlantic Canada How important is it, if at all, for the Government of Canada to reduce carbon pollution in Canada? Why?
- Urban Manitoba, Atlantic Canada What, if anything, have you seen, read, or heard about carbon pollution pricing in Canada?
- Urban Manitoba, Atlantic Canada As far as you know, is there a price on carbon pollution in Manitoba today?
- Urban Manitoba, Atlantic Canada What is the main objective of the price on carbon pollution?
- Urban Manitoba, Atlantic Canada How effective do you think the price on carbon pollution has been?
- Urban Manitoba, Atlantic Canada What, if anything, have you seen, read, or heard about the Canada Carbon Rebate?
 - Whether you've heard of it or not, what does it mean to you?

Urban Manitoba **SHOW ON SCREEN**

The federal pollution pricing creates a financial incentive for people and businesses to pollute less.

The Canada Carbon Rebate (CCR) is a tax-free amount to help eligible individuals and families offset the cost of the federal pollution pricing.

This year, a family of 4 in Manitoba can expect to receive \$1,200. Residents of small and rural communities receive an extra 10% top-up beyond the base rebate amount. Starting April 2024, the Government is planning to double the rural top-up to 20%, because of the increased energy needs of rural residents and their reduced access to transportation options.

Atlantic Canada **SHOW ON SCREEN**

The federal pollution pricing creates a financial incentive for people and businesses to pollute less.

The Canada Carbon Rebate (CCR) is a tax-free amount to help eligible individuals and families offset the cost of the federal pollution pricing.

Using Newfoundland as an example, a family of 4 can expect to receive roughly \$1,200. Residents of small and rural communities receive an extra 10% top-up beyond the base rebate amount. Starting April 2024, the Government is planning to 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: \$1,192

NB: \$760

NS: \$824

PEI: \$880

- **Urban Manitoba, Atlantic Canada** What are your reactions to this information?
 - Does it seem fair? Does it seem affordable?
- **Urban Manitoba, Atlantic Canada** Based on what you know about the price on carbon pollution and the rebate, do you support or oppose the Government of Canada's carbon pricing system? What makes you say that?
- **Urban Manitoba, Atlantic Canada** To the best of your knowledge, have you or someone else in your household received this rebate?
 - IF YES: Do you think you get back more than you pay in carbon pricing? What makes you say that?



- **Urban Manitoba** The Department of Finance Canada has calculated that the average household in Manitoba will receive [\\$365 more than it pays this year](#). Does this affect your perspective at all?
- **Atlantic Canada** The Department of Finance Canada has calculated that the average household in Newfoundland will receive \$303 more than it pays this year. Does this affect your perspective at all?

MODERATOR INFO IF NEEDED:

AVERAGE HOUSEHOLD NET BENEFIT PER PROVINCE:

NL: \$303

NB: \$183

NS: \$157

PEI: \$173

- **Urban Manitoba, Atlantic Canada** Do you have any suggestions to improve the federal pricing system?
 - IF THEY SAY REMOVE IT: What would you do instead, if anything, to reduce Canada's greenhouse gas emissions?

HEATFLATION (10 minutes) Atlantic Canada

- Have you heard the term 'heatflation' before?
 - What do you think it means?
- What about 'climateflation'?
 - What do you think it means?

SHOW ON SCREEN

Heatflation is when extreme heat, caused by climate change, makes food and other items more expensive, leading to higher inflation rates. This happens when heat damages crops, making things like flour cost more.

Climateflation is a broader term that encompasses all of the ways climate change causes prices to go up, including but not limited to extreme heat. It reflects the overall economic impact of a changing climate, including supply chain disruptions and increased costs for cooling, among many other things.

- How much of an impact, if at all, does climate change have on the cost of food?

- How much of an issue, if at all, are heatflation and climateflation?

TAXATION (35 minutes) Atlantic Canada

Moving on to another topic ...

- In your opinion, how much money do you have to make to be considered wealthy?
- Other than income, how do you define wealth?
 - IF NOT MENTIONED: What about owning valuable assets?
 - In your opinion, what kind of valuable assets do wealthy people tend to own?
- Do you feel that wealthy Canadians pay their fair share in taxes? Why do you feel this way?
- How would you feel if the Government of Canada created a wealth tax to be paid annually by the wealthiest Canadians?
 - How would you feel if this tax applied specifically to the top 1% of income-earners in Canada? Would this be fair? Why or why not?
- What are some of the benefits or costs associated with a wealth tax?
- Would you support the creation of a wealth tax? Why or why not?
- Are there any alternatives to a wealth tax?
 - IF YES: What are they?
- I'd like to get a quick show of hands. Who here has heard about "capital gains" before today?
 - IF HEARD: What are capital gains?
 - IF NOT HEARD: What do you think capital gains might be?

CLARIFY

Capital gains are the profits people make when they sell valuable assets they own for more money than they originally paid for them. Capital gains can be made from valuable assets like real estate, stocks and bonds, mutual funds, precious metals, art and collectibles, cryptocurrencies, vehicles, personal property, and more.

For example, if you purchased \$100 worth of stock and then sold those shares for \$150 two years later, you would have a capital gain of \$50.

- Who here has ever made capital gains or knows someone who has made capital gains?

- When you think about individuals who earn money through capital gains, what types of people come to mind, if any?

In Canada, capital gains are subject to taxation. When someone sells a valuable asset for more than its original cost, they'll owe taxes on the capital gain.

- Do you think capital gains should be taxed? Why or why not?
- What impacts, if any, might a capital gains tax have?
- If you could decide a rate, what rate(s) between 0% to 100%, would you set the capital gains tax at? For example, let's say someone had a capital gain of \$50,000. What portion of that should be taxed – all of it (i.e. a rate of 100%), none of it (0%), or somewhere in between?
 - IF SOMEWHERE IN BETWEEN: What rate? Please explain your reasoning.
 - Who would benefit most from a lower capital gains tax?
 - Who would benefit most from a higher capital gains tax?
- How, if at all, would changes in capital gains taxes affect you personally or people you know?
- Do you think it's more or less fair to tax capital gains from certain types of assets over others?
- IF YES: Which assets? Why do you feel this way?
 - IF NOT MENTIONED: What about capital gains on real estate? How do you feel about capital gains taxes applying to real estate? Do you have any concerns?
 - IF YES: What are these concerns?

Canada has something called "The Principal Residence Exemption" which lets Canadians avoid paying capital gains tax on the sale of their primary home. This means capital gains taxes only apply when people own multiple real estate properties and sell the ones they don't live in.

- Does this seem fair? Why or why not?

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 Guide

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 minutes) Canadiens de race noire, Colombie-Britannique, Québec, régions urbaines de l'Alberta, Ontario, immigrants récents de la région métropolitaine de Montréal, millénariaux de centres de taille moyenne de la C.-B., Canadiens de la classe moyenne issus de grands centres du Québec, Canadiens de la génération Z de Toronto, candidats à la propriété du sud-ouest de l'Ontario, régions urbaines du Manitoba, Canada atlantique

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours?
 - Que pensez-vous de ce que vous avez vu, lu ou entendu?

ASSURANCE MÉDICAMENTS (45 à 55 minutes) Canadiens de race noire, Québec, Ontario, Canadiens de la génération Z de Toronto

Québec SI AUCUNE MENTION N'EST FAITE CI-DESSUS DES SOINS DE SANTÉ EN TANT QU'ENJEU PRIORITAIRE :

En discutant des principaux enjeux que devrait prioriser le gouvernement du Canada, aucun d'entre vous n'a mentionné les soins de santé...

Québec SI LES SOINS DE SANTÉ SONT MENTIONNÉS CI-DESSUS EN TANT QU'ENJEU PRIORITAIRE :

En discutant des principaux enjeux que devrait prioriser le gouvernement du Canada, certains d'entre vous ont mentionné les soins de santé...

Ontario, Canadiens de la génération Z de Toronto Maintenant, j'aimerais passer à un tout autre sujet...

- **Canadiens de race noire, Ontario, millénariaux de centres de taille moyenne de la C.-B.** Selon vous, quels sont les principaux enjeux auxquels le gouvernement du Canada devrait accorder la priorité?
 - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il de soins de santé?

- **Canadiens de race noire, Québec** Dans quelle mesure les soins de santé devraient-ils constituer une priorité majeure?
- **Canadiens de race noire, Québec, Ontario, millénariaux de centres de moyenne taille de la C.-B.** Quels sont les principaux enjeux en matière de soins de santé sur lesquels le gouvernement du Canada devrait se pencher?
 - SI CE N'EST PAS MENTIONNÉ : Et le coût des médicaments d'ordonnance? Diriez-vous que cet enjeu est plus important, aussi important ou moins important que les enjeux en matière de soins de santé que vous avez mentionnés précédemment?
- **Canadiens de race noire, Québec, Ontario, millénariaux de centres de moyenne taille de la C.-B., Canadiens de la génération Z de Toronto** Comment qualifieriez-vous la couverture actuelle pour médicaments d'ordonnance au Canada? Est-elle abordable? Est-elle accessible?
- **Canadiens de race noire, Québec, Ontario, millénariaux de centres de moyenne taille de la C.-B., Canadiens de la génération Z de Toronto** Si on vous demandait de deviner le pourcentage de Canadiens ne bénéficiant pas d'une assurance médicaments, quelle serait votre estimation?
 - (AU BESOIN : serait-il plus près de 1 %, 5 %, 10 %, 25 %, plus?)
- **Canadiens de race noire, Québec, Ontario, millénariaux de centres de moyenne taille de la C.-B., Canadiens de la génération Z de Toronto** Quels sont, le cas échéant, les principaux obstacles auxquels sont confrontées les personnes ne bénéficiant pas d'une assurance médicaments?
 - SI CE N'EST PAS MENTIONNÉ : Et lorsqu'il s'agit de leur santé et de leur bien-être? Qu'en est-il du coût de la vie?
 - Dans quelle mesure ces obstacles peuvent-ils impacter leur vie de tous les jours?
- **Canadiens de race noire, Québec, Ontario, millénariaux de centres de moyenne taille de la C.-B., Canadiens de la génération Z de Toronto** Qui parmi vous connaît le terme « régime d'assurance médicaments »?
 - Que signifie ce terme, d'après vous?
 - Seriez-vous en faveur d'un régime d'assurance-médicaments « universel » en vertu duquel tout le monde bénéficierait d'une assurance-médicaments? Pourquoi ou pourquoi pas?
- **Canadiens de race noire, Québec, Ontario, millénariaux de centres de moyenne taille de la C.-B., Canadiens de la génération Z de Toronto** Êtes-vous au courant d'initiatives qu'a pris ou que compte prendre le gouvernement du Canada en matière d'assurance médicaments?
 - SI OUI : Qu'avez-vous vu, lu ou entendu?

Canadiens de race noire, Québec, Ontario, millénariaux de centres de moyenne taille de la C.-B.,
Canadiens de la génération Z de Toronto

AFFICHER À L'ÉCRAN :

Le 29 février 2024, le gouvernement du Canada a présenté un projet de loi pour la mise en œuvre de la première phase d'un régime national d'assurance-médicaments afin d'améliorer l'accès aux médicaments sur ordonnance et les rendre plus abordables pour un plus grand nombre de Canadiens.

Si le projet de loi est approuvé, le gouvernement entend collaborer avec les provinces et territoires afin de fournir une couverture universelle à payeur unique pour un certain nombre de moyens de contraception et de médicaments contre le diabète. Le gouvernement du Canada entend également mettre en place un fonds pour soutenir l'accès de la population canadienne aux fournitures dont les personnes atteintes de diabète ont besoin pour gérer et surveiller leur maladie et administrer leurs médicaments, comme les seringues et les bandelettes de test de glycémie.

- **Canadiens de race noire, Québec, Ontario, millénariaux de centres de moyenne taille de la C.-B.,
Canadiens de la génération Z de Toronto** Quelles sont vos réactions à cette information? Est-ce quelque chose que le gouvernement du Canada devrait faire? Pourquoi ou pourquoi pas?
 - AU BESOIN : Comment réagissez-vous à la décision du gouvernement du Canada de mettre en œuvre la première phase d'un régime d'assurance-médicaments prévoyant la couverture des contraceptifs et de médicaments contre le diabète?
- **Canadiens de race noire, Québec, Ontario, millénariaux de centres de moyenne taille de la C.-B.,
Canadiens de la génération Z de Toronto** LE MODÉRATEUR S'ENQUIÈRERA DES CONTRACEPTIFS ET DES MÉDICAMENTS CONTRE LE DIABÈTE : Quels seront les impacts de cette couverture? Qui en bénéficiera le plus? Cette couverture vous concernera-t-elle ou concernera-t-elle quelqu'un que vous connaissez?
- **Canadiens de race noire, Québec, Ontario, millénariaux de centres de moyenne taille de la C.-B.,
Canadiens de la génération Z de Toronto** Avez-vous des questions ou des préoccupations concernant la couverture des contraceptifs et des médicaments contre le diabète?
- **Canadiens de race noire, Québec, Ontario, millénariaux de centres de moyenne taille de la C.-B.,
Canadiens de la génération Z de Toronto** Comme nous l'avons mentionné précédemment, le gouvernement fédéral devra collaborer avec les provinces et territoires pour mettre en œuvre un régime d'assurance médicaments. Seriez-vous favorable à ce que le Québec participe à un programme national d'assurance-médicaments? Pourquoi ou pourquoi pas?

- Que diriez-vous si d'autres provinces adhéraient à un régime national d'assurance-médicaments, mais que le Québec choisissait de ne pas adhérer?
- **Canadiens de race noire, Québec, Ontario, millénariaux de centres de moyenne taille de la C.-B., Canadiens de la génération Z de Toronto** Alors que le gouvernement du Canada planifie les prochaines étapes de son régime national d'assurance médicaments, quels sont les éléments les plus importants qu'il devrait garder à l'esprit?
 - Quels autres médicaments devraient être couverts?
 - Le régime d'assurance-médicaments devrait-il être entièrement, de sorte que tous les Canadiens bénéficient du même régime, ou devrait-il servir à combler les écarts, de sorte que les gens puissent continuer à utiliser les régimes publics et privés existants, en veillant à ce que tout le monde soit couvert, y compris ceux qui ne le sont pas actuellement?
 - Quels sont à votre avis les avantages et les inconvénients de ces deux approches?
 - Quelle est l'approche la plus équitable?
 - Avez-vous des préoccupations concernant l'une ou l'autre de ces approches?
- **Canadiens de race noire, Québec, Ontario, millénariaux de centres de moyenne taille de la C.-B., Canadiens de la génération Z de Toronto** Qui ici bénéficie d'un régime d'assurance médicaments?
 - SI OUI : Êtes-vous satisfait(e) de votre régime d'assurance-médicaments? Pourquoi ou pourquoi pas?
 - SI OUI : Croyez-vous qu'un régime national d'assurance-médicaments offrirait une meilleure ou une moins bonne couverture que votre régime actuel? Pourquoi?
- **Canadiens de race noire, Québec, Ontario, millénariaux de centres de moyenne taille de la C.-B., Canadiens de la génération Z de Toronto** Un régime d'assurance médicaments national contribuerait-il à rendre la vie des Canadiens plus abordable? Pourquoi ou pourquoi pas?
- **Canadiens de race noire, Québec, Ontario, millénariaux de centres de moyenne taille de la C.-B., Canadiens de la génération Z de Toronto** Quels seraient les impacts d'un régime national d'assurance médicaments sur notre système de soins de santé?
 - Et sur la santé des Canadiens?
 - Selon vous, un régime national d'assurance-médicaments permettrait-il au système de soins de santé de réaliser des économies à long terme? Pourquoi ou pourquoi pas?
- **Canadiens de race noire, Québec, Ontario, millénariaux de centres de moyenne taille de la C.-B., Canadiens de la génération Z de Toronto** Avez-vous d'autres questions ou commentaires concernant le régime d'assurance médicaments?

PERFORMANCE AND PRIORITIES – [LOGEMENT] (10 à 30 minutes) Canadiens de race noire, Colombie-Britannique, Québec, régions urbaines de l'Alberta, immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne issus de grands centres du Québec, Canadiens de la génération Z, candidats à la propriété du sud-ouest de l'Ontario

Canadiens de race noire J'aimerais maintenant passer à un autre sujet que l'assurance médicaments et parler du gouvernement du Canada de manière plus générale...

- Canadiens de race noire, Colombie-Britannique, Québec, régions urbaines de l'Alberta, immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne issus de grands centres du Québec, Canadiens de la génération Z, candidats à la propriété du sud-ouest de l'Ontario, régions urbaines du Manitoba Qu'est-ce que le gouvernement du Canada fait de bien?
- Canadiens de race noire, Colombie-Britannique, Québec, régions urbaines de l'Alberta, immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne issus de grands centres du Québec, Canadiens de la génération Z, candidats à la propriété du sud-ouest de l'Ontario Sur quel plan le gouvernement du Canada doit-il s'améliorer?
- Canadiens de race noire, Colombie-Britannique, Québec, régions urbaines de l'Alberta, immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne issus de grands centres du Québec, Canadiens de la génération Z, candidats à la propriété du sud-ouest de l'Ontario, régions urbaines du Manitoba Quels sont, à votre avis, les principaux problèmes auxquels [les Canadiens de race noire sont confrontés] et auxquels le gouvernement fédéral devrait accorder la priorité?
 - **Candidats à la propriété du sud-ouest de l'Ontario** SI CE N'EST PAS MENTIONNÉ : Qu'en est-il de logement?
 - **Candidats à la propriété du sud-ouest de l'Ontario** Quels sont les principaux problèmes en matière de logement sur lesquels devrait se pencher le gouvernement du Canada? Pourquoi devrait-on accorder la priorité à ce problème?
 - **Candidats à la propriété du sud-ouest de l'Ontario** SI CE N'EST PAS MENTIONNÉ : Aider les Canadiens à acheter leur première propriété fait-il partie des principaux problèmes?
 - **Candidats à la propriété du sud-ouest de l'Ontario** SI CE N'EST PAS MENTIONNÉ : Et en ce qui concerne la construction d'un plus grand nombre de logements?
- **Candidats à la propriété du sud-ouest de l'Ontario** Qu'avez-vous vu, lu ou entendu au sujet du récent travail effectué par le gouvernement du Canada en matière de logement?

- **Candidats à la propriété du sud-ouest de l'Ontario** Que pensez-vous de ce que vous avez vu, lu ou entendu?
- **Canadiens de race noire** Quelles nouvelles avez-vous déjà vues, lues ou entendues au sujet du travail effectué par le gouvernement du Canada dans le passé sur l'un de ces enjeux?
- **Canadiens de race noire** Quel travail, le cas échéant, le gouvernement fédéral prévoit-il de faire sur ces enjeux?
- **Canadiens de race noire** Êtes-vous au courant d'autres initiatives qu'a pris ou envisage de prendre le gouvernement du Canada pour venir en aide aux Canadiens de race noire?
- **Canadiens de race noire** En ce qui concerne ces initiatives, le gouvernement du Canada est-il généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi?
 - Parmi les personnes affirmant qu'il est sur la mauvaise voie, que pourrait, à votre avis, faire le gouvernement pour se remettre sur la bonne voie?
- **Canadiens de race noire** SI CE N'EST PAS MENTIONNÉ : Et que dire du racisme envers les Noirs? Quelle est l'ampleur du racisme envers les Noirs au Canada?
 - Que fait, le cas échéant, le gouvernement fédéral pour s'attaquer au racisme envers les Noirs?
 - En matière de lutte contre le racisme envers les Noirs, le gouvernement fédéral est-il généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi?
 - Pour les personnes qui affirment qu'il est sur la mauvaise voie, que pourrait faire le gouvernement fédéral pour se mettre sur la bonne voie?
- **Canadiens de race noire** Pour ce qui est de nouer un dialogue avec les Canadiens de race noire, diriez-vous que le gouvernement fédéral est sur la bonne voie ou sur la mauvaise voie?
 - Quels sont les moyens plus efficaces que le gouvernement fédéral pourrait employer pour nouer le dialogue avec les Canadiens de race noire?

SENTIMENT DU PUBLIC (15 minutes) Canadiens de race noire

J'aimerais maintenant aborder un sujet plus vaste.

- Lorsque vous pensez à votre avenir au Canada, qu'est-ce qui vous rend optimiste?
- D'autre part, y a-t-il des choses qui vous inquiètent ou vous préoccupent quant à votre avenir au Canada?
 - SI OUI : Lesquels?

- Comment décririez-vous la situation actuelle au Canada en matière de diversité, d'équité et d'inclusion?
 - Avez-vous le sentiment que le Canada est une société qui accepte et respecte différentes cultures, croyances et valeurs? Pourquoi ou pourquoi pas?

LA SÉCURITÉ EN LIGNE (90 minutes) Colombie-Britannique, régions urbaines de l'Alberta

Puisque nous discutons présentement en ligne, nous savons que vous utilisez tous l'Internet!

- Quels sont les impacts positifs de l'Internet et du cyberspace sur la société d'aujourd'hui?
- Y a-t-il des inconvénients? Lesquels?
 - SONDER SI CE N'EST PAS MENTIONNÉ : Et que dire des contenus préjudiciables en ligne? Comment définiriez-vous un contenu préjudiciable? Pouvez-vous en donner des exemples?
- Dans quelle mesure les contenus préjudiciables en ligne vous préoccupent-ils, le cas échéant?
- À votre connaissance, des mesures de protection ont-elles été mises en place pour assurer la sécurité des Canadiens en ligne.
 - Et pour ce qui est de réduire le nombre de contenus préjudiciables auxquels sont exposés les Canadiens?
 - Dans quelle mesure avez-vous confiance, le cas échéant, que les plateformes numériques aient mis en place des mesures pour réduire la quantité de contenus préjudiciables auxquels sont exposés les Canadiens?
 - Et auxquels sont exposés les personnes vulnérables et les enfants?
- Estimez-vous que les plateformes numériques sont responsables des contenus préjudiciables qu'elles diffusent et de leur impact sur les utilisateurs? Devraient-elles l'être? Pourquoi ou pourquoi pas?
- Le gouvernement du Canada devrait-il tenir les plateformes numériques responsables de la gestion des contenus préjudiciables sur leurs plateformes? Pourquoi ou pourquoi pas?
- Qu'avez-vous vu, lu ou entendu récemment au sujet du gouvernement du Canada, des plateformes numériques et des contenus préjudiciables?

- Avez-vous entendu parler d'un projet de loi visant à lutter contre les préjudices en ligne, appelé *Loi sur les préjudices en ligne*?
 - SI OUI : Qu'avez-vous entendu?

AFFICHER À L'ÉCRAN

Le gouvernement du Canada a déposé un projet de loi visant à garantir que les plateformes numériques, en particulier les services de médias sociaux, les services de diffusion en direct ainsi que les services de contenu pour adultes téléchargés par des utilisateurs, soient responsables de gérer les contenus préjudiciables. Le projet de loi s'articule autour de cinq éléments clés :

6. Veiller à ce que les plateformes numériques réduisent l'exposition à sept types de contenus préjudiciables en ligne;
7. Modifier le Code pénal pour mieux lutter contre la propagande et les crimes haineux;
8. Modifier la *Loi canadienne sur les droits de la personne* pour permettre aux citoyens de porter plainte contre ceux qui diffusent des propos haineux en ligne.
9. Resserrer les lois visant à protéger les enfants contre l'exploitation sexuelle;
10. Création d'une nouvelle commission de la sécurité numérique chargée de faire respecter les règles et de responsabiliser les plateformes numériques.

Notez que les nouvelles règles ne s'appliqueraient pas aux services de messagerie privée et cryptée (par exemple, WhatsApp, Signal, Telegram, etc.).

NOTE À L'ATTENTION DU MODÉRATEUR : SI LES PARTICIPANTS POSENT DES QUESTIONS SUR LES PARTICULARITÉS DES CINQ ÉLÉMENTS CLÉS (C'EST-À-DIRE LES SEPT TYPES DE CONTENUS PRÉJUDICIAIBLES, LA DÉFINITION DU CRIME HAINEUX/DE LA PROPAGANDE HAINEUSE ET DU DISCOURS HAINEUX), NOTEZ QUE CES ÉLÉMENTS SERONT ABORDÉS SOUS PEU ET QUE NOUS NE NOUS INTÉRESSONS QU'À LEURS RÉACTIONS INITIALES.

- Votre première impression de ces mesures est-elle positive, négative, ou ni positive ni négative? Pourquoi êtes-vous de cet avis?
- Avez-vous des préoccupations ou des questions concernant l'un ou l'autre des éléments de cette liste?

Je vais maintenant vous présenter à l'écran quelques détails supplémentaires concernant la *Loi sur les préjudices en ligne*. Si cette loi est adoptée, elle obligera les plateformes numériques à prendre les mesures suivantes :

AFFICHER À L'ÉCRAN

Les plateformes numériques seraient tenues de **retirer** les contenus suivants dans les 24 heures :

- Contenu représentant la victimisation sexuelle d'enfants ou perpétuant la victimisation de survivants et survivantes;
- Contenu intime communiqué de façon non consensuelle.

Les plateformes seraient également tenues de réduire l'exposition à sept types de contenu préjudiciable :

- Contenu fomentant la haine;
 - Contenu incitant à l'extrémisme violent ou au terrorisme;
 - Contenu incitant à la violence;
 - Contenu visant à intimider un enfant;
 - Contenu poussant un enfant à se porter préjudice.
-
- Concernant les deux premiers types de contenu préjudiciable énumérés ci-dessus (c'est-à-dire les deux premiers points centrés) et l'obligation des plateformes rendre ces contenus inaccessibles, est-ce à votre avis une exigence que le gouvernement du Canada devrait imposer aux plateformes? Pourquoi ou pourquoi pas?
 - Avez-vous des questions ou préoccupations?
 - En quoi cette exigence contribuerait-elle, le cas échéant, à la sécurité des Canadiens en ligne? Et plus particulièrement à la sécurité des enfants?

Passons maintenant aux cinq types de contenu dont les plateformes seraient tenues de réduire l'exposition (c'est-à-dire les cinq derniers points centrés)...

- Le gouvernement du Canada devrait-il se focaliser sur ces types de contenus préjudiciables? Pourquoi ou pourquoi pas?
- Y a-t-il, à votre avis, d'autres types de contenus préjudiciables qui devraient être pris en compte?
- Y a-t-il des éléments de cette liste qui, selon vous, ne devraient pas y figurer?

Je vais maintenant vous fournir d'autres détails concernant le projet de loi visant à réduire l'exposition aux contenus préjudiciables...

AFFICHER À L'ÉCRAN :

Les règles proposées visent essentiellement à s'assurer que les plateformes numériques évaluent le risque d'exposition à du contenu préjudiciable pour ensuite adopter des mesures pour réduire ces risques.

À titre d'exemple, les plateformes numériques seraient tenues de fournir aux utilisateurs et utilisatrices des lignes directrices et des outils leur permettant de signaler tout contenu préjudiciable et de bloquer d'autres utilisateurs et utilisatrices. Les plateformes seraient également tenues de mettre en place un point de contact interne pour recevoir les plaintes des utilisateurs et des utilisatrices ou leur prodiguer des conseils.

Elles seraient en outre tenues d'étiqueter les contenus préjudiciables dont elles ont des raisons de penser qu'ils sont créés et amplifiés au moyen de communications automatisées par des programmes informatiques (par exemple, des robots).

- Avez-vous des questions ou des préoccupations de ce que je viens de vous présenter?

Je vais maintenant vous fournir d'autres détails concernant le projet de loi qui ont trait aux enfants...

AFFICHER À L'ÉCRAN :

Les plateformes numériques seraient également tenues de prendre en compte les intérêts des enfants au moment de concevoir des produits et des fonctionnalités. À titre d'exemple :

- Concevoir des fonctionnalités pour limiter l'exposition à du contenu préjudiciable, notamment au contenu sexuel explicite, au contenu intimidant ou incitant à se porter préjudice;
- Inclure des paramètres de contrôle parental et de recherche sécuritaire afin que certains types de contenu soient inaccessibles lors d'une recherche.
- Concevoir des fonctionnalités limitant le défilement et la lecture automatique dans l'intérêt des enfants.
- Interdire aux utilisateurs adultes d'envoyer des messages à des enfants ne faisant pas partie de leur réseau.

En résumé, le projet de loi vise essentiellement à réduire l'exposition aux contenus préjudiciables, plutôt qu'à exiger des services en ligne qu'ils les retirent, sauf dans les deux types de cas que nous

avons précédemment évoqués. AU BESOIN, LE MODÉRATEUR RAPPELLERA CE QUI SUIVRAUX PARTICIPANTS : Tout contenu représentant une victimisation sexuelle d'enfants ou perpétuant la victimisation de survivantes et survivants. Tout contenu intime communiqué de façon non consensuelle.

- L'approche du gouvernement fédéral est-elle à votre avis appropriée, à savoir de demander aux plateformes d'évaluer le niveau de risque d'exposition à du contenu préjudiciable et de faire des choix conceptuels afin de minimiser ce risque, plutôt que de leur demander de le supprimer (dans la plupart des cas)? Pourquoi ou pourquoi pas?
 - Y a-t-il une approche différente que vous souhaiteriez qu'adopte le gouvernement du Canada pour remédier à cette problématique?
- Ces exigences auront-elles, selon vous, un impact majeur, mineur ou aucun impact sur la sécurité en ligne et la quantité de contenus préjudiciables auxquels les Canadiens sont exposés? Pourquoi êtes-vous de cet avis?
- Selon vous, le gouvernement du Canada parviendra-t-il à faire en sorte que les plateformes numériques respectent leurs obligations?

Le projet de loi prévoit également la création d'une commission de la sécurité numérique chargée de faire respecter les règles et de demander aux plateformes de rendre des comptes. Cette commission serait responsable d'ordonner le retrait de tout contenu s'inscrivant dans l'une ou l'autre des deux catégories dont nous avons discuté.

- À quel point pensez-vous que cette commission de la sécurité numérique serait efficace, le cas échéant, pour garantir que les plateformes protègent leurs utilisateurs?
- Avez-vous des questions ou des préoccupations concernant cette commission?

Pour ce qui est du discours haineux, la proposition comprend une définition de ce type de discours, basée sur des décisions de la Cour suprême du Canada.

AFFICHER À L'ÉCRAN

Le « discours haineux » serait défini comme suit :

Tout contenu d'une communication exprimant de la détestation ou diffamatoire à l'égard d'une personne ou d'un groupe de personnes en se fondant sur un motif de distinction illicite (soit la race,

l'origine nationale ou ethnique, la couleur, la religion, l'âge, le sexe, l'orientation sexuelle, l'identité ou l'expression de genre, l'état matrimonial, la situation de famille, les caractéristiques génétiques, le handicap ou la condamnation pour un crime pour lequel la personne accusée a obtenu le pardon ou dont le casier judiciaire a été suspendu).

Pour constituer une pratique discriminatoire, le discours haineux doit être communiqué de manière à fomenter l'aversion ou la diffamation d'une personne ou d'un groupe

Un discours n'entrerait **pas** dans la définition du discours haineux simplement parce qu'il exprime de l'aversion ou du dédain, ou parce qu'il discrédite, humilie, blesse ou offense.

- Cette définition est-elle claire selon vous? Vous semble-t-elle raisonnable? Pourquoi ou pourquoi pas?
- Le gouvernement devrait-il à votre avis inclure le discours haineux dans la législation? Pourquoi ou pourquoi pas?
- SI UN PARTICIPANT ÉTAIT AU COURANT DU PROJET DE LOI SUR LES PRÉJUDICES EN LIGNE LORS DE LA DISCUSSION INITIALE, LE MODÉRATEUR DEVRA POSER LA QUESTION SUIVANTE : Certains d'entre vous ont précédemment affirmé avoir entendu parler du projet de loi sur les préjudices en ligne. L'information fournie ici correspond-elle à ce que vous avez entendu, ou aviez-vous une perception différente de l'objet de cette loi?

IMMIGRATION (20 minutes) Québec, immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne issus de grands centres du Québec

Québec J'aimerais maintenant parler d'un tout autre sujet...

- **Canadiens de la classe moyenne issus de grands centres du Québec** Avez-vous lu, vu ou entendu des nouvelles récentes se rapportant à l'immigration au Canada ou au Québec?
 - Que pensez-vous de ce que vous avez lu, vu ou entendu?
- **Québec, Canadiens de la classe moyenne issus de grands centres du Québec** Comment décririez-vous l'état général actuel du système d'immigration au Canada?
- **Québec, Canadiens de la classe moyenne issus de grands centres du Québec** Quels sont, selon vous, les avantages liés au fait d'accueillir de nouveaux immigrants au Canada?

- **Québec, Canadiens de la classe moyenne issus de grands centres du Québec** Dans quelle mesure êtes-vous d'accord ou en désaccord avec l'énoncé suivant? : « Le Canada doit accueillir davantage de nouveaux immigrants pour contrer les pénuries de main-d'œuvre et contribuer à la croissance de l'économie. »
 - Pourquoi êtes-vous de cet avis?
- **Québec, Canadiens de la classe moyenne issus de grands centres du Québec** Avez-vous de quelconques appréhensions concernant l'accueil de nouveaux immigrants?
 - SI OUI : Quelles sont vos appréhensions?
 - Que devrait faire le gouvernement du Canada pour répondre à ces préoccupations?
- **Québec, Canadiens de la classe moyenne issus de grands centres du Québec** Pensez-vous que le gouvernement du Canada devrait augmenter, réduire ou maintenir le taux d'immigration à peu près au même niveau? Pourquoi?
 - SI AUGMENTER OU RÉDUIRE : Quels impacts cela aurait-il au Canada, que ce soit sur le plan social ou économique ?
- **Québec, Canadiens de la classe moyenne issus de grands centres du Québec** Avant de passer à la section suivante, avez-vous d'autres réflexions dont vous voudriez nous faire part concernant le système d'immigration canadien?

Immigrants récents de la région métropolitaine de Montréal Je vais maintenant aborder un sujet complètement différent. Lorsqu'on vous a invités à participer à ce groupe, chacun de vous a dit avoir déménagé au Canada au cours des 10 dernières années...

- **Immigrants récents de la région métropolitaine de Montréal** Comment décririez-vous votre expérience globale du processus d'immigration au Canada?
 - Qu'avez-vous pensé des délais de traitement des demandes? Avez-vous rencontré des difficultés en cours de route?
 - Après votre arrivée, avez-vous pu facilement accéder aux services qui sont offerts aux nouveaux arrivants?
 - Qu'est-ce qui a bien fonctionné?
 - Qu'est-ce qui aurait pu être amélioré?
 - Avez-vous reçu tous les services dont vous aviez besoin?
 - SI NON : Quels sont les services dont vous aviez besoin et que vous n'avez pas reçus?

- **Immigrants récents de la région métropolitaine de Montréal** À votre avis, le gouvernement du Canada porte-t-il suffisamment attention aux immigrants récents? Pourquoi ou pourquoi pas?
- **Immigrants récents de la région métropolitaine de Montréal** Que devrait faire le gouvernement du Canada pour soutenir les immigrants récents?
- **Grande région de Montréal immigrants récents** Dans l'ensemble, diriez-vous que le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie pour ce qui est de gérer le système d'immigration? Pourquoi?
 - Pensez-vous que le gouvernement du Canada devrait augmenter, réduire ou maintenir le taux d'immigration à peu près au même niveau? Pourquoi?
 - SI AUGMENTER OU RÉDUIRE : Quels impacts cela aurait-il au Canada?
- **Immigrants récents de la région métropolitaine de Montréal** Quelle importance revêtent, le cas échéant, les enjeux liés à la reconnaissance des titres de compétence étrangers?

Grande région de Montréal immigrants récents ÉCLAIRCISSEMENTS AU BESOIN : La reconnaissance des titres de compétences étrangers survient lorsque le gouvernement fédéral, provincial ou territorial détermine qu'une licence ou un certificat obtenu à l'extérieur du Canada répond aux normes canadiennes, de manière à ce qu'un travailleur puisse occuper un emploi spécialisé. Les médecins, les comptables et les électriciens sont des exemples d'emplois spécialisés.

- **Immigrants récents de la région métropolitaine de Montréal** Est-ce que quelqu'un parmi vous est personnellement touché par des problèmes liés à la reconnaissance des diplômes étrangers, ou l'un d'entre vous a-t-il un proche parent qui l'est?
- **Immigrants récents de la région métropolitaine de Montréal** À votre connaissance, qu'a fait le gouvernement du Canada, le cas échéant, pour résoudre les problèmes liés à la reconnaissance des diplômes étrangers?
- **Immigrants récents de la région métropolitaine de Montréal** Que devrait faire le gouvernement du Canada à ce sujet?

TRAVAILLEURS SANS STATUT (20 minutes) Québec, Ontario, millénariaux de grands centres de la C.-B., régions urbaines du Manitoba, Canada atlantique

J'aimerais maintenant vous parler des personnes sans statut au Canada...

- Connaissez-vous les termes « travailleurs sans statut » ou « sans-papiers »?
 - Que veut-on dire par « personnes sans statut »?

ÉCLAIRCISSEMENTS :

Les personnes sans statut sont des particuliers vivant au Canada sans statut d'immigrant légal. Le terme « personne sans statut » peut désigner une personne dont le permis de travail, d'études ou dont le titre de voyage a expiré, une personne ayant présenté une demande de statut de réfugié qui lui a été refusée, ou une personne qui est entrée au Canada par des voies non officielles.

Les personnes sans statut sont souvent employées comme auxiliaires de vie ou aides-soignants dans des établissements de soins de longue durée, ou dans des secteurs comme celui de la construction et de l'agriculture.

- Quelle serait votre estimation du nombre de personnes sans statut au Canada?
- Pensez-vous que les personnes sans statut devraient se voir offrir la possibilité d'obtenir un statut de résident permanent et la citoyenneté?
 - Pourquoi ou pourquoi pas?

Compte tenu du fait que de nombreuses personnes sans statut ne paient pas d'impôts sur le revenu et occupent des emplois pour lesquels des pénuries de main-d'œuvre se font souvent sentir, existe-t-il un argument économique justifiant de leur offrir une voie d'accès à la résidence permanente et à la citoyenneté?

MESSAGES SUR LES MÉDIAS SOCIAUX À PROPOS DES ALIMENTS SUPPLÉMENTÉS (30 à 35 minutes)

Ontario, immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne issus de grands centres du Québec, régions urbaines du Manitoba

Immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne issus de grands centres du Québec, régions urbaines du Manitoba

Maintenant, passons à un tout autre sujet...

- Ontario, immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne de grands centres du Québec, régions urbaines du Manitoba J'aimerais que vous répondiez à ma prochaine question en levant la main, seulement si vous êtes à l'aise de partager cette information : Qui est présentement enceinte ou qui allaite, ou qui a été enceinte ou qui allaitait au cours des cinq dernières années?
 - SI PERSONNE NE L'A ÉTÉ AU COURS DES CINQ DERNIÈRES ANNÉES : Et au cours des dix dernières années?

Ontario, immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne de grands centres du Québec, régions urbaines du Manitoba

Nous avons deux messages sur les médias sociaux à vous montrer concernant les aliments supplémentés. Dans le cas du premier

message, nous avons deux choix d'images. Les messages sont destinés aux femmes enceintes et/ou qui allaitent. Notre personnel technique va vous présenter les messages séparément, puis ensemble. Lorsque tout le monde les aura lus, nous discuterons ensemble de vos réactions.

Ontario, immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne de grands centres du Québec, régions urbaines du Manitoba

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

- Ontario, immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne de grands centres du Québec, régions urbaines du Manitoba Quelle est votre réaction générale à ces messages sur les médias sociaux?
 - Qu'est-ce qui vous plaît, le cas échéant? Pourquoi?
 - Qu'est-ce qui vous déplaît, le cas échéant? Pourquoi?

- Ontario, immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne de grands centres du Québec, régions urbaines du Manitoba Les remarqueriez-vous? Attireraient-ils votre attention? Sont-ils mémorables? Pourquoi ou pourquoi pas?
 - Ontario, immigrants récents de la région métropolitaine de Montréal SI LES GRAPHIQUES NE SONT PAS MENTIONNÉS : Que pensez-vous de l'utilisation d'une personne réelle ou d'un emballage alimentaire factice comme visuel?
 - Canadiens de la classe moyenne issus de grands centres du Québec, régions urbaines du Manitoba Pour la première poste, que pensez-vous de l'idée d'afficher un couple au lieu de plusieurs personnes enceintes?
 - Ontario, immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne issus de grands centres du Québec, régions urbaines du Manitoba Avez-vous des suggestions pour que l'un ou l'autre de ces messages capte plus l'attention, en particulier celle des femmes enceintes ou qui allaitent?

- Ontario, immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne issus de grands centres du Québec, régions urbaines du Manitoba Si vous voyiez ces images, vous inciteraient-elles à faire quelque chose? Pourquoi ou pourquoi pas?
 - SI OUI : Qu'est-ce que cela vous motiverait à faire?
 - Les 'aimeriez' vous ou les partageriez-vous? Pourquoi ou pourquoi pas?
 - Laisseriez-vous un 'commentaire'?
 - SI OUI : Qu'écririez-vous?



- Ontario, immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne issus de grands centres du Québec, régions urbaines du Manitoba Y a-t-il des éléments qui manquent de clarté ou qui portent à confusion? Expliquez.
 - Quelque chose vous a-t-il surpris? Avez-vous appris quelque chose?
 - Comment pourrait-on améliorer les messages?

Messages supplémentaires

Ontario, immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne issus de grands centres du Québec, régions urbaines du Manitoba Nous avons quelques messages supplémentaires pour les médias sociaux que nous aimerions partager et qui pourraient être utilisés avec les graphiques que nous avons déjà examinés ou dans d'autres publications.

Ontario, immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne issus de grands centres du Québec

AFFICHER À L'ÉCRAN : *Le modérateur montre les messages supplémentaires*

- Ontario, immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne issus de grands centres du Québec, régions urbaines du Manitoba Que pensez-vous de ces messages?
 - Ontario, immigrants récents de la région métropolitaine de Montréal, Canadiens de la classe moyenne issus de grands centres du Québec, régions urbaines du Manitoba Y a-t-il des mots ou des phrases que vous trouvez particulièrement convaincants?
 - Certains posent-ils problème? Pourquoi?

ENJEUX INTERGÉNÉRATIONNELS (30 minutes) Millénariaux de centres de taille moyenne de la C.-B., Canadiens de la génération Z de Toronto

Changeons à nouveau de sujet...

J'aimerais procéder à un rapide vote à main levée.

- DEMANDER POUR CHACUN DES ÉLÉMENTS SUIVANTS : Levez la main si vous estimez que **[INSÉRER UN DES ÉLÉMENTS FIGURANT CI-DESSOUS]** _____ est aujourd'hui meilleur(e), pire ou à peu près le ou la même que lorsque vos parents avaient votre âge.
 - La situation économique
 - Le mode de vie de la classe moyenne
 - La situation du logement
 - L'égalité sociale

- Pour ceux qui ont répondu « à peu près le ou la même » pour tous ces éléments, qu'est-ce qui vous fait dire cela?
- Pour ceux qui ont répondu que tous ces éléments étaient aujourd'hui meilleurs, qu'est-ce qui vous fait dire cela?
- Pour ceux qui ont répondu que tous ces éléments étaient pires aujourd'hui, qu'est-ce qui vous fait dire cela?
- D'après vous, qu'est-ce qui est à l'origine de ces changements?
 - SONDER SI NÉCESSAIRE : La pandémie de COVID-19, la récession, les décisions prises par les grandes entreprises, les politiques gouvernementales, les facteurs mondiaux, etc.?
- Diriez-vous que vos propres objectifs et le mode de vie auquel vous aspirez sont semblables à ceux de vos parents ou différents des leurs? En quoi sont-ils semblables ou différents?
- Comme vous le savez peut-être, le gouvernement du Canada présente chaque année un budget définissant ses priorités pour l'année à venir. Si vous deviez citer une seule priorité que le gouvernement du Canada devrait inclure dans le prochain budget fédéral, quelle serait-elle?

Je vais vous afficher quelques mesures que le gouvernement du Canada pourrait prioriser dans son prochain budget...

AFFICHER À L'ÉCRAN :

- Demander aux Canadiens les plus fortunés de payer un peu plus d'impôt pour donner à tous une chance équitable de réussir
- Rendre le logement plus abordable pour que votre génération puisse progresser.
- Garantir des emplois et investir dans l'économie de demain
- Que diriez-vous si le gouvernement du Canada priorisait ces mesures?
 - Ces mesures devraient-elles constituer une priorité majeure, mineure ou ne pas constituer une réelle priorité du gouvernement du Canada? Pourquoi?
 - Remplacerez-vous une ou plusieurs de ces priorités par d'autres priorités?
 - SI OUI : Par quelle(s) priorité(s) les remplacerez-vous?

BUDGET (35 minutes) Canadiens de la classe moyenne issus de grands centres du Québec

Passons à un autre sujet ...

- À votre avis, comment se porte l'économie canadienne dans son ensemble? Pourquoi êtes-vous de cet avis? (AU BESOIN : Et en matière de croissance, de création d'emplois, d'inflation?)
 - SI L'ÉCONOMIE SE PORTE MAL : Que faudrait-il qu'il se passe pour que vous commenciez à être optimiste concernant l'économie canadienne?

Comme vous le savez peut-être, le gouvernement du Canada présentera bientôt un nouveau budget exposant ses priorités en matière de dépenses pour le prochain exercice financier.

SONDAGE : Je vais procéder à un sondage. J'aimerais que vous sélectionniez les éléments que devrait, selon vous, privilégier le gouvernement du Canada dans le prochain budget. Vous pouvez choisir un maximum de trois éléments. LE RESPONSABLE DU SOUTIEN TECHNIQUE AFFICHERA LES TITRES À L'ÉCRAN ET LE MODÉRATEUR EN FERA LA LECTURE AVANT DE PROCÉDER AU SONDRAGE.

Abordabilité et coût de la vie

Ouvrir des voies vers la classe moyenne

Augmenter l'offre de logements

Accroître l'offre de bonnes carrières

Aider les Canadiens à épargner en vue de leur retraite

Protéger l'octroi de prestations de vieillesse

Lutter contre le changement climatique

Assurer la saine gestion d'un plan responsable en matière de dépenses publiques

Améliorer le système de soins de santé

Augmenter les impôts des Canadiens les plus fortunés

- LE MODÉRATEUR PASSERA EN REVUE LES CHOIX : Pourquoi avez-vous fait ce choix?
- LE MODÉRATEUR S'ARRÊTERA À « AUGMENTER L'OFFRE DE LOGEMENTS » : L'une des mesures que le gouvernement du Canada pourrait prendre afin d'augmenter l'offre de logements serait de faire construire plus de logements sur les terres publiques.
 - Que signifie pour vous le terme « terres publiques »? Est-ce que vous imaginez des espaces verts? Des terrains vagues? Des immeubles de bureaux?
 - Qu'en est-il des « terres du gouvernement »? Est-ce que cela signifie la même chose ou autre chose?

- Qu'en est-il des « terres fédérales »? Est-ce que cela signifie la même chose ou autre chose?
 - Quel genre de logements vous attendez-vous à voir construits sur des terres publiques?
 - Êtes-vous pour ou contre ce genre d'initiatives de la part du gouvernement du Canada? Pourquoi?
- Lorsqu'on parle des « Canadiens les plus fortunés », qui ou qu'est-ce qui vous vient à l'esprit?
 - Quel est, selon vous, le revenu annuel moyen des « Canadiens les plus fortunés »? (Demander au besoin : 150 000 \$ ou plus, 250 000 \$, 500 000 \$, plus que cela?)
- À MAIN LEVÉE : Qui, parmi vous, estime faire partie de la classe moyenne?
- Selon vous, que signifie être de la classe moyenne?
 - À quoi ressemble, d'après vous, un mode de vie propre à la classe moyenne?
- Qu'entend-on, selon vous, par « ouvrir des voies vers la classe moyenne »?
 - Quelles sont les voies vers la classe moyenne?
 - Comment le gouvernement du Canada peut-il soutenir au mieux les personnes qui tentent de rejoindre la classe moyenne?
 - Quels types d'investissements aideraient, selon vous, les Canadiens à rejoindre la classe moyenne et à y demeurer?
 - Le gouvernement du Canada devrait-il prioriser de tels investissements? Pourquoi ou pourquoi pas?
- Comment décririez-vous la performance globale du gouvernement du Canada en matière de soutien à la classe moyenne?
 - Dans quelle mesure avez-vous bon espoir, le cas échéant, que le gouvernement du Canada sera en mesure de soutenir la classe moyenne et ceux qui tentent de la rejoindre?
- Croyez-vous que le fait d'investir dans des technologies et des énergies propres favorise la croissance économique à long terme? Pourquoi ou pourquoi pas?

OFFRE DE LOGEMENTS (10 minutes) Canadiens de la génération Z de Toronto

J'aimerais maintenant qu'on se concentre tout particulièrement sur la question du logement...

En matière de logement, une mesure que pourrait prendre le gouvernement du Canada pour augmenter l'offre de logements consisterait à construire davantage de logements sur des terres publiques.

- Que signifie, à votre avis, le terme « terres publiques »? Évoque-t-il des espaces verts dans votre esprit? Des terrains vagues? Des immeubles de bureaux?
 - Et le terme « terres du gouvernement »? A-t-il le même sens ou un sens différent?
 - Et le terme « terres fédérales »? A-t-il le même sens ou un sens différent?
- Quels types de demeures vous attendriez-vous à ce que l'on construise sur des terres publiques?
- Êtes-vous pour ou contre l'adoption de telles mesures par le gouvernement du Canada? Pourquoi?

CHARTRE DES DROITS DES LOCATAIRES (30 minutes) – Candidats à la propriété du sud-ouest de l'Ontario

- Par vote à main levée
 - Comment décririez-vous expérience en tant que locataire?
 - Comment décririez-vous vos droits en tant que locataire?
 - AU BESOIN : Quel est votre degré de connaissance de vos droits? Quels sont vos droits?
 - Dans quelle mesure vos droits sont-ils bien protégés?
- Quel est le rôle du gouvernement du Canada en ce qui concerne la protection des droits des locataires?
- Qu'est-ce qui vous vient à l'esprit en entendant les mots « Charte des droits des locataires »?
 - Quels sont les droits et protections que devrait, selon vous, comprendre une charte des droits des locataires?
 - Quelles répercussions croyez-vous qu'une charte des droits des locataires pourrait avoir sur les rapports entre locataires et propriétaires?
 - À votre avis, ces répercussions seraient-elles davantage positives ou négatives? Pourquoi?
- Que pensez-vous de la création éventuelle d'une charte des droits des locataires dans le cadre d'une collaboration entre le gouvernement du Canada, les provinces et les territoires?
 - Seriez-vous favorable à ce que le gouvernement du Canada et votre gouvernement provincial élaborent conjointement une déclaration des droits des locataires? Pourquoi?

ou pourquoi pas?

PRÊTS HYPOTHÉCAIRES (45 minutes) Candidats à la propriété du sud-ouest de l'Ontario

Lorsque nous vous avons invité ici aujourd'hui, vous avez tous indiqué avoir l'intention d'acheter une propriété au cours des prochaines années...

- À main levée, qui parmi vous cherche à acheter sa première propriété?
- Comment décririez-vous votre expérience du marché du logement jusqu'à présent?
- Quels sont les principaux obstacles que vous avez rencontrés dans votre parcours pour accéder à la propriété?
 - AU BESOIN : Et le versement d'une mise de fonds pour l'achat d'une propriété?
 - SI LES PARTICIPANTS SE SENTENT À L'AISE D'EN PARLER : Comment comptez-vous financer l'achat de votre première propriété?
 - Qui parmi vous a ouvert un compte d'épargne libre d'impôt pour l'achat d'une première propriété?
 - CLARIFIER AU BESOIN : Le gouvernement du Canada a instauré le **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 pour les aider à acheter leur première propriété;
 - Quel impact ce compte a-t-il eu, le cas échéant, sur vos projets de financement résidentiel?
- Dans quelle mesure la perspective d'obtenir et de rembourser un prêt hypothécaire vous préoccupe-t-elle, le cas échéant? Quelles sont vos principales préoccupations à ce sujet?
 - SI CE N'EST PAS MENTIONNÉ : Et pour ce qui est des taux d'intérêt?
 - Comment qualifieriez-vous le taux d'intérêt actuel au Canada?
 - Au cours des prochaines années, pensez-vous que les taux d'intérêt augmenteront, diminueront ou seront à peu près les mêmes qu'aujourd'hui? Pourquoi êtes-vous de cet avis?
- Quels sont, à votre avis, les critères que devraient prendre en compte les banques au moment de déterminer l'admissibilité à un prêt hypothécaire?
 - SI CE N'EST PAS MENTIONNÉ : Et l'historique de paiements de loyer comme critère?
- Pensez-vous que la prise en compte de l'historique des paiements de loyer aiderait ou nuirait aux personnes désireuses d'obtenir un prêt hypothécaire? Pourquoi êtes-vous de cet avis?

- Le gouvernement du Canada devrait-il attendre des banques qu'elles prennent en compte l'historique des paiements de loyer au moment de déterminer l'admissibilité à un prêt hypothécaire? Pourquoi ou pourquoi pas?
- Actuellement, les taux hypothécaires sont structurés en fonction de durées d'emprunt pouvant aller jusqu'à 25 ans. Cette durée est-elle suffisante? Pourquoi ou pourquoi pas?
 - Que pensez-vous de la possibilité de rembourser votre prêt hypothécaire en 25 ans?
- Que penseriez-vous de la possibilité d'accorder des prêts hypothécaires sur 30 ans aux acheteurs d'une première propriété?
 - AU BESOIN : En quoi l'option d'un prêt hypothécaire sur 30 ans influencerait-elle votre volonté ou votre capacité d'acheter un logement? En quoi cette option aurait-elle une incidence sur l'abordabilité des remboursements de votre prêt hypothécaire?
 - Que penseriez-vous si cette option n'était offerte que pour les nouvelles constructions résidentielles?

Il existe de nombreuses mesures que pourrait prendre le gouvernement du Canada pour aider à remédier aux problèmes de logement.

SONDAGE : Je vais vous montrer un sondage. Je vous demanderais de choisir un maximum de 3 mesures qui selon vous pourrait avoir l'impact le plus positif. Nous discuterons ensuite de votre choix. LE RESPONSABLE DU SOUTIEN TECHNIQUE AFFICHERA LES TITRES À L'ÉCRAN ET LE MODÉRATEUR EN FERA LA LECTURE AVANT DE PROCÉDER AU SONDAGE.

Le gouvernement du Canada pourrait...

- Consentir des investissements plus importants dans les infrastructures afin d'encourager la construction d'un plus grand nombre de logements au sein des collectivités
- Consacrer des terres appartenant à l'État à la construction de logements
- Fournir davantage de financements à faible coût aux constructeurs, afin qu'ils puissent construire davantage de logements, à moindre coût et plus rapidement.
- Taxer des terrains sous-utilisés, notamment des aires de stationnement, autrement connus sous le nom de « terrains paresseux »
- Octroyer du financement à bon marché à des organismes sans but lucratif afin d'améliorer et entretenir des propriétés locatives abordables.
- Investir dans de nouvelles méthodes de construction, comme les maisons modulaires, afin de réduire les coûts et les délais de construction.
- Améliorer le processus de reconnaissance des titres de compétence en construction et augmenter les possibilités de formation offertes aux travailleurs de la construction

LE MODÉRATEUR PASSERA EN REVUE LES CHOIX : Pourquoi avez-vous fait ce choix?

- Quelles sont vos réactions à cette liste de mesures?
- Est-ce qu'il y a des choses que le gouvernement du Canada ne devrait pas faire? Pourquoi êtes-vous de cet avis?
- Y a-t-il une mesure ne figurant pas dans cette liste que devrait prendre le gouvernement du Canada pour soutenir la construction d'un plus grand nombre de logements?

TARIFICATION DU CARBONE (35 minutes) Régions urbaines du Manitoba, Canada atlantique

Régions urbaines du Manitoba Passons à d'autres initiatives du gouvernement du Canada...

Canada atlantique J'aimerais que nous nous concentrions tout particulièrement sur la pollution par le carbone...

- **Régions urbaines du Manitoba, Canada atlantique** À quel point est-il important pour le gouvernement du Canada de réduire la pollution par le carbone au Canada? Pourquoi?
- **Régions urbaines du Manitoba, Canada atlantique** Qu'avez-vous lu, vu ou entendu, le cas échéant, au sujet de la tarification du carbone au Canada?
- **Régions urbaines du Manitoba, Canada atlantique** À votre connaissance, la pollution par le carbone est-elle tarifée aujourd'hui (au Canada atlantique/Manitoba)?
- **Régions urbaines du Manitoba, Canada atlantique** Quel est le principal objectif de la tarification du carbone?
- **Régions urbaines du Manitoba, Canada atlantique** Dans quelle mesure estimez-vous que la tarification du carbone a été efficace jusqu'à présent?
- **Régions urbaines du Manitoba, Canada atlantique** Qu'avez-vous vu, lu ou entendu, le cas échéant, au sujet de la Remise canadienne sur le carbone?
 - Que vous en ayez entendu parler ou pas, en quoi consiste-t-elle, selon vous?

AFFICHER À L'ÉCRAN :

La tarification de la pollution par le carbone crée un incitatif financier encourageant particuliers et entreprises à polluer moins.

La Remise canadienne sur le carbone est un montant non imposable versé pour aider les particuliers et les familles à compenser le coût de la tarification fédérale de la pollution.

Le montant que peut s'attendre à recevoir une famille de 4 personnes au Manitoba est de 1 200 dollars. Les résidents de petites collectivités ou de collectivités rurales reçoivent un supplément de 10 % en plus du montant de base de la remise. À compter d'avril 2024, le gouvernement doublera le supplément rural, qui passera à 20 %, en raison des besoins énergétiques accrus des populations rurales et de leur accès limité à des moyens de transport.

Canada atlantique AFFICHER A L'ÉCRAN :

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En prenant pour exemple Terre-Neuve, une famille de 4 personnes peut s'attendre à recevoir environ 1 200 \$. Les résidents de petites collectivités ou de collectivités rurales reçoivent un supplément de 10 % en plus du montant de base de la remise. À compter d'avril 2024, le gouvernement doublera le supplément rural, qui passera à 20 %, en raison des besoins énergétiques accrus des populations rurales et de leur accès limité à des moyens de transport.

INFORMATION À L'INTENTION DU MODÉRATEUR, AU BESOIN :

MONTANTS ANNUELS PAR PROVINCE POUR UNE FAMILLE DE 4 PERSONNES :

T.-N. : 1 192 \$

N.-B. : 760 \$

N.-É. : 824 \$

Î.-P.-É. : 880 \$

- **Régions urbaines du Manitoba, Canada atlantique** Quelles sont vos réactions à cette information?
 - Ce système vous semble-t-il juste? Vous semble-t-il abordable?



- **Régions urbaines du Manitoba, Canada atlantique** D'après ce que vous savez sur la tarification de la pollution par le carbone et la remise, êtes-vous pour ou contre le système de tarification du carbone mis en place par le gouvernement du Canada? Qu'est-ce qui vous fait dire cela?
- **Régions urbaines du Manitoba, Canada atlantique** À votre connaissance, est-ce que vous ou une autre personne de votre ménage avez reçu ce paiement?
 - SI OUI : Pensez-vous que la tarification du carbone vous rapporte plus qu'elle ne vous coûte? Qu'est-ce qui vous fait dire cela?
- **Régions urbaines du Manitoba** Le ministère des Finances du Canada a calculé que le ménage moyen au Manitoba recevra 365 \$ de plus que ce qu'il aura payé cette année. Cela change-t-il votre point de vue?
- **Canada atlantique** Le ministère des Finances du Canada a calculé que le ménage moyen recevra 303 \$ de plus que ce qu'il aura payé cette année. Cela change-t-il votre point de vue?

INFORMATION À L'INTENTION DU MODÉRATEUR, AU BESOIN :

BÉNÉFICE NET D'UN MÉNAGE MOYEN PAR PROVINCE :

T.-N. : 303 \$

N.-B. : 183 \$

N.-É. : 157 \$

Î.-P.-É. : 173 \$

- **Régions urbaines du Manitoba, Canada atlantique** Avez-vous des suggestions pour améliorer le système de tarification fédéral?
 - S'IL EST MENTIONNÉ DE L'ABOLIR : Que feriez-vous à la place, le cas échéant, pour réduire les émissions de gaz à effet de serre au Canada?

THERMOFLATION (10 minutes) Canada atlantique

- Avez-vous déjà entendu parler du terme « thermoinflation »?
 - Que signifie ce terme à votre avis?
- Et le terme « inflation climatique »?
 - Que signifie ce terme à votre avis?

AFFICHER À L'ÉCRAN :

On parle d'inflation climatique lorsque des chaleurs extrêmes occasionnées par le changement climatique font augmenter le prix des aliments et d'autres articles entraînant des taux d'inflation plus élevés. Cela se produit lorsque des récoltes sont endommagées par la chaleur, ce qui fait augmenter le prix d'aliments comme la farine.

L'inflation climatique est un terme générique englobant toutes les façons dont le changement climatique peut entraîner une hausse des prix, y compris, mais sans s'y limiter, les chaleurs extrêmes. Elle reflète l'impact économique global d'un climat changeant, y compris les perturbations dans la chaîne d'approvisionnement et l'augmentation des coûts de refroidissement, parmi d'autres effets.

- À quel point le changement climatique a-t-il un impact, le cas échéant, sur le coût de la vie?
- À quel point la thermoflation et l'inflation climatique constituent-elles un problème, le cas échéant?

FISCALITÉ (35 minutes) Canada atlantique

Passons à un autre sujet...

- À votre avis, combien faut-il gagner pour être considéré riche?
- À part le niveau de revenu, comment définissez-vous la richesse?
 - SI CE N'EST PAS MENTIONNÉ : Et le fait de posséder des biens de valeur?
 - À votre avis, quels sont les biens de valeur que possèdent habituellement les gens fortunés?
- Estimez-vous que les Canadiens fortunés paient leur juste part d'impôts? Pourquoi êtes-vous de cet avis?
- Comment réagiriez-vous si le gouvernement du Canada créait un impôt sur la fortune que devraient payer chaque année les Canadiens les plus fortunés?
 - Seriez-vous d'accord pour que cet impôt s'applique spécifiquement au 1 % des personnes touchant les revenus les plus élevés au Canada? S'agirait-il d'une mesure équitable? Pourquoi ou pourquoi pas?
- Quels sont certains des avantages ou des coûts associés à un impôt sur la fortune?
- Seriez-vous favorable à la création d'un impôt sur la fortune? Pourquoi ou pourquoi pas?

- Existe-t-il des options de rechange à l'impôt sur la fortune?
 - SI OUI : Lesquelles?
- J'aimerais procéder à un rapide vote à main levée. Qui parmi vous a entendu parler de « gains en capital » avant aujourd'hui?
 - SI ENTENDU : En quoi consistent les gains en capital?
 - SI CE N'EST PAS MENTIONNÉ : Avez une idée de ce que pourraient être les gains en capital?

FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS :

Les gains en capital sont les profits que réalisent les gens en vendant des actifs de valeur pour un montant supérieur à celui qu'ils ont initialement payé pour les acquérir. Des gains en capital peuvent être réalisés à partir de biens de valeur comme les biens immeubles, les actions et les obligations, les fonds communs de placement, les métaux précieux, les œuvres d'art et les objets de collection, les cryptomonnaies, les véhicules, les biens personnels, entre autres.

À titre d'exemple, si vous avez acheté pour 100 \$ d'actions et que vous les vendez à 150 \$ deux ans plus tard, vous réalisez un gain en capital de 50 \$.

- Qui parmi vous a déjà réalisé des gains en capital ou connaît quelqu'un qui a réalisé des gains en capital?
- Lorsque vous pensez à des personnes qui gagnent de l'argent en réalisant des gains en capital, quels types de personnes vous viennent à l'esprit, le cas échéant?

Au Canada, les gains en capital sont imposables. Toute personne qui vend un bien de valeur à un prix supérieur à son coût initial doit payer des impôts sur le gain en capital.

- Estimez-vous que les gains en capital devraient être imposables? Pourquoi ou pourquoi pas?
- Quels impacts, le cas échéant, un impôt sur les gains en capital pourrait-il avoir?
- Si vous pouviez décider d'un taux, à quel taux compris entre 0 et 100 % fixeriez-vous l'impôt sur les gains en capital? À titre d'exemple, imaginons que quelqu'un ait réalisé un gain en capital de

50 000 \$. Quelle portion de cette somme devrait être soumise à l'impôt — la totalité (c'est-à-dire un taux de 100 %), aucune portion (0 %), ou un taux compris entre 0 % et 100 %?

- SI UN TAUX COMPRIS ENTRE 0 % et 100 % : À quel taux? Veuillez expliquer votre raisonnement.
 - Qui bénéficierait le plus d'une réduction de l'impôt sur les gains en capital?
 - Qui bénéficierait le plus d'une augmentation de l'impôt sur les gains en capital?
- En quoi, le cas échéant, des modifications de l'impôt sur les gains en capital vous affecteraient-elles personnellement ou affecteraient-elles des personnes de votre entourage?
 - Pensez-vous qu'il soit plus ou moins juste d'imposer les gains en capital provenant de certains types de biens plutôt que d'autres?
 - SI OUI : Quels biens? Pourquoi êtes-vous de cet avis?
 - SI CE N'EST PAS MENTIONNÉ : Et les gains en capital sur les biens immeubles? Que pensez-vous de l'impôt sur les gains en capital s'appliquant aux biens immeubles? Avez-vous des préoccupations?
 - SI OUI : Quelles sont ces préoccupations?

Le Canada a prévu un allègement fiscal appelé « L'exemption pour résidence principale » qui permet aux Canadiens d'éviter de payer de l'impôt sur la vente de leur résidence principale. En d'autres mots, cela signifie que l'impôt sur les gains en capital ne s'applique que lorsque des personnes possédant plusieurs propriétés immobilières vendent celles qu'ils n'habitent pas.

- Cela vous semble-t-il juste? Pourquoi ou pourquoi pas?

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 Supplemental Foods Concept Testing

Concept 1 (Ontario, Greater Montreal Area Recent Immigrants, Major Centres Quebec Middle Class, Urban Manitoba)



Both images depict identical social media posts. The image on the left is in English, and the image on the right is French.

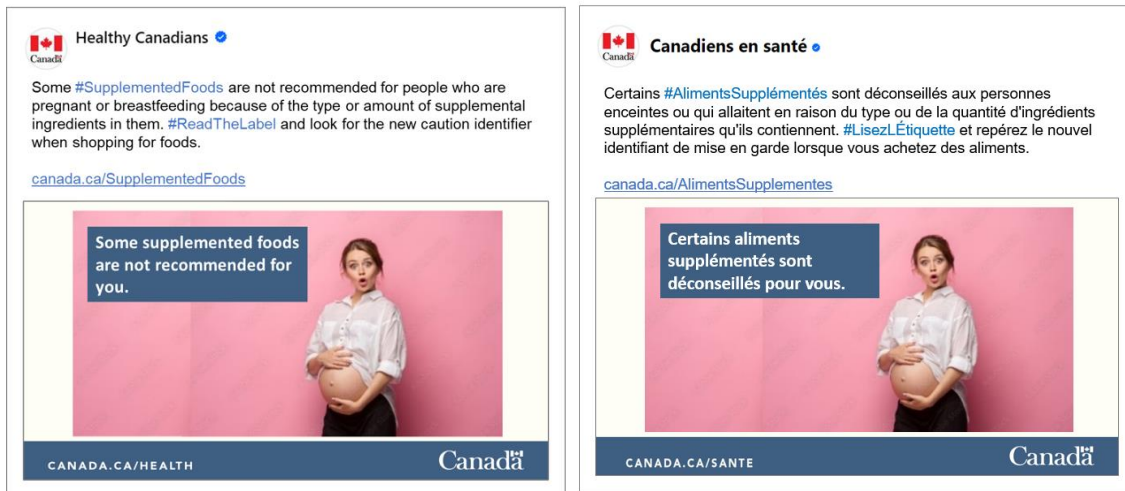
The post on the left comes from the verified account "Healthy Canadians". The caption reads, "You will start seeing a supplemented food facts table on supplemented foods. This new table will help you know what you're eating or drinking to ensure the health and safety of you and your baby".

Below the caption is the link "canada.ca/SupplementedFoods" and several hashtags: "#SupplementedFoods #NutritionLabelling #SafePregnancy". Below, is an image showing two clear bottles containing yellow liquid, one facing forward and the other backward. The bottle on the left has a label showing the brand, while the bottle on the right is turned to show the nutritional label. A caption to the right of the bottle has arrows pointing to the nutritional label and reads, "Learn more about the new supplemented food facts table". Below the image is a blue banner with the Government of Canada logo on the right and "CANADA.CA/HEALTH" on the left in white lettering.

The post on the right comes from the verified account "Canadiens en santé". Its first caption reads, "Vous commencerez à voir un tableau des renseignements sur les aliments supplémentés. Ce nouveau tableau vous aidera à savoir ce que vous mangez ou buvez afin de veiller à votre santé et à votre sécurité ainsi qu'à celles de votre bébé". Below the caption is the link "canada.ca/AlimentsSupplementes" and

the hashtags “#AlimentsSupplémentés #ÉtiquetageNutritionnel”. The caption on the image reads, “Apprenez-en plus sur le nouveau tableau de renseignements sur les aliments supplémentés”.

Concept 2 (Ontario, Greater Montreal Area Recent Immigrants)



Both images depict identical social media posts. The image on the left is in English, and the image on the right is French.

The post on the left comes from the verified account “Healthy Canadians”. The caption reads, “Some #SupplementedFoods are not recommended for people who are pregnant or breastfeeding because of the type or amount of supplemental ingredients in them. #ReadTheLabel and look for the new caution identifier when shopping for foods”. Below the caption is the following link: “canada.ca/SupplementedFoods”. Underneath the caption is an image of a pregnant woman with a white button-up shirt against a pink background. She is exposing and holding her stomach with a surprised look on her face. To the left of the woman is a caption in white writing against a blue background that reads, “Some supplemented foods are not recommended for you”. Below the image is a blue banner with the Government of Canada logo on the right and “CANADA.CA/HEALTH” on the left in white lettering.

The post on the right comes from the verified account “Canadiens en santé”. The caption reads, “Certains #AlimentsSupplémentés sont déconseillés aux personnes enceintes ou qui allaitent en raison du type ou de la quantité d’ingrédients supplémentaires qu’ils contiennent. #LisezLÉtiquette et repérez le nouvel identifiant de mise en garde lorsque vous achetez des aliments”. Below the caption is the following link: “canada.ca/AlimentsSupplementes”. The caption on the image states, “Certains aliments supplémentés sont déconseillés pour vous”. Below the image is a blue banner with the Government of Canada logo on the right and “CANADA.CA/SANTE” on the left.

Concept 3 (Major Centres Quebec Middle Class)

 **Canadiens en santé** •

Certains #AlimentsSupplémentés sont déconseillés aux personnes enceintes ou qui allaitent en raison du type ou de la quantité d'ingrédients supplémentaires qu'ils contiennent. #LisezLÉtiquette et repérez le nouvel identifiant de mise en garde lorsque vous achetez des aliments.

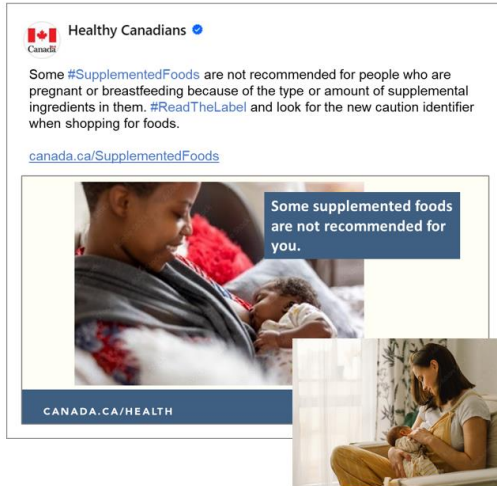
canada.ca/AlimentsSupplementes



Canada

This image maintains identical French branding and captions as the previous social media post on the left. This post contains two image options. The first depicts a man and pregnant woman sitting together on the couch, smiling towards the camera. The man and woman have their hands on the woman's stomach. The second image option shows a group of pregnant women of diverse ethnicities standing together, smiling, and chatting.

Concept 4 (Urban Manitoba)



The image depicts a social media post from the verified account "Healthy Canadians". The caption reads, "Some #SupplementedFoods are not recommended for people who are pregnant or breastfeeding because of the type or amount of supplemental ingredients in them. #ReadTheLabel and look for the new caution identifier when shopping for foods".

Below the caption is the following link: "canada.ca/SupplementedFoods". Underneath the caption are two image options. The first shows a woman smiling while she breastfeeds her baby. The second image option shows another woman from a different angle breastfeeding her baby. The caption on the first image reads, "Some supplemented foods are not recommended for you". Below the first image is a blue banner with the Government of Canada logo on the right and "CANADA.CA/HEALTH" on the left in white lettering.