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of Canada

Gouvernement
du Canada

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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 sixth cycle of the second year of this study included a total of twelve focus groups with Canadian adults (18 years of age and older) conducted between October 1st, 2024, and October 23rd, 2024.

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

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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: December 9, 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 October 1st, 2024, and October 23rd, 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 immigration, consumer protection, and communications related to climate change and the environment. Regarding the latter, groups shared their opinions related to messaging the Government of Canada was developing related to clean electricity as well as advertising concepts focusing on the Canada Carbon Rebate (CCR).

Participants also discussed what they had seen, read, or heard about the federal government as of late, as well as their impressions regarding its management of the most important priorities facing Canadians at present. Other topics focused on during this cycle included pharmacare, the Order of Canada, and the design of the EnerGuide home energy label.

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, such as those who are climate change supportive or ambivalent.

Detailed Approach

- Twelve groups were conducted across various regions in Canada.
- Eight groups were conducted among the general population residing in Urban Alberta and Manitoba, Rural Ontario, the Mauricie region of Quebec, London, Nova Scotia, Quebec City, Vancouver Island, and Prince Edward Island (PEI).
- The other four groups were conducted among climate change supportive and ambivalent individuals residing in Ontario, PEI, Nova Scotia, Newfoundland and Labrador, Quebec, Alberta, and Manitoba.
- 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, 90 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 |
|---|-------|----------|----------------------------|---------------|--------------------------------------|------------------------|
| Ontario | 1 | EN | Tues, Oct 1 st | 6:00-8:00 PM | Climate Change Supportive/Ambivalent | 7 |
| PEI, Nova Scotia, and Newfoundland & Labrador | 2 | EN | Wed, Oct 2 nd | 5:00-7:00 PM | Climate Change Supportive/Ambivalent | 8 |
| Quebec | 3 | FR | Wed, Oct 2 nd | 6:00-8:00 PM | Climate Change Supportive/Ambivalent | 8 |
| Manitoba & Alberta | 4 | EN | Thurs, Oct 3 rd | 8:00-10:00 PM | Climate Change Supportive/Ambivalent | 8 |
| Urban Alberta & Manitoba | 5 | FR | Tues, Oct 8 th | 8:00-10:00 PM | General Population | 8 |

| | | | | | | |
|-------------------------------------|----|----|-----------------------------|---------------|--------------------|-----------|
| Rural Ontario | 6 | EN | Wed, Oct 9 th | 6:00-8:00 PM | General Population | 8 |
| Mauricie Region Quebec | 7 | FR | Thurs, Oct 10 th | 6:00-8:00 PM | General Population | 6 |
| London | 8 | EN | Tues, Oct 15 th | 6:00-8:00 PM | General Population | 7 |
| Nova Scotia | 9 | EN | Wed, Oct 16 th | 5:00-7:00 PM | General Population | 8 |
| Quebec City | 10 | FR | Thurs, Oct 17 th | 6:00-8:00 PM | General Population | 5 |
| Vancouver Island | 11 | EN | Tues, Oct 22 nd | 9:00-11:00 PM | General Population | 8 |
| Prince Edward Island | 12 | EN | Wed, Oct 23 rd | 5:00-7:00 PM | General Population | 8 |
| Total number of participants | | | | | | 89 |

Key Findings

Government of Canada in the News (All Locations)

All groups were asked to share 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 Bank of Canada that it would be lowering its policy interest rate to 3.75 per cent, the announcement that Bill C-64 (*An Act Respecting Pharmacare*) had received royal assent, and the tabling by the Minister of Immigration, Refugees, and Citizenship Canada (IRCC) of the 2025-2027 Immigration Levels Plan which aimed at pausing population growth in the short-term in order to achieve well-managed, sustainable growth in the long term.

Participants also recalled hearing that the Government of Canada would be introducing a 100 per cent surtax on all Chinese-made electric vehicles (EVs) and that Global Affairs Canada had issued six Indian diplomats and consular officials with notices of expulsion from Canada in relation to a targeted campaign against Canadian citizens by agents linked to the Government of India.

Economic Indicators (Quebec Climate Change Supportive/Ambivalent, Mauricie Region Quebec, Prince Edward Island)

Three groups engaged in extended conversations related to economic indicators such as interest rates, inflation, and the current rate of unemployment.

Questioned whether they had seen, read, or heard anything recently about the Bank of Canada cutting interest rates, several indicated that they had. Among those who had heard something, participants were largely of the impression that the Bank of Canada had made a number of reductions to its policy interest rate over the past year. Asked how they felt lower interest rates might affect their respective households, participants were mixed in their opinions. While some who were expecting to renew their mortgages in the near future felt that this could lead to lower monthly mortgage payments for them, most did not believe that this action by the Bank of Canada would have a tangible impact on their personal financial situations.

Asked whether they had heard anything as of late about the rate of inflation, including reports that inflation had been easing in recent months, a smaller number reported having heard something compared to those who had not. While most felt that this was positive news, very few reported having noticed any reduction in prices in their own lives and were of the impression that a large number of Canadians in many parts of the country were continuing to face challenges related to the cost of living. Several expressed the opinion that even if the overall rate of inflation were to stabilize and remain at the Bank of Canada's target levels in the months and years to come, it was unlikely that businesses would lower prices back to what participants viewed as affordable rates for consumers.

Discussing whether they were aware of any news about the unemployment rate in Canada, only a small number reported having heard something. Informed that the unemployment rate was currently 6.6 per cent, compared to 5.4 per cent in 2023, and 5.7 per cent in 2019 before the COVID-19 pandemic, several expressed concern and were of the impression that this would likely have a particularly negative impact on the employment prospects of young adults, including those entering the workforce upon completion of their post-secondary education. A few believed that greater efforts needed to be taken by the federal government to create more high-paying job opportunities for Canadian workers and to encourage employers to raise the wages they are offering.

Government of Canada Priorities and Performance (London, Nova Scotia, Quebec City)

Three groups took part in a conversation related to issues currently facing Canadians as well as their perspectives regarding the Government of Canada's management of these priorities. Asked to identify what they viewed as the most important issues or areas for the federal government to be prioritizing at present, participants provided a range of responses. These included the cost of living, the affordability of housing, health care (including perceived long wait times and a shortage of doctors and nurses), immigration, climate change and the environment, and the provision of humanitarian assistance to those outside of Canada who had been impacted by conflicts and natural disasters.

Asked specifically if they felt the cost of living was a top issue that the Government of Canada should be focusing on, all believed that it was. Questioned whether they could recall any actions or initiatives from the federal government related to addressing the cost of living, participants recalled a range of programs aimed at supporting Canadians. These included the establishment of a national pharmacare program, the Canada Dental Care Plan (CDCP), the Canada Carbon Rebate (CCR), the Canada Disability Benefit, and the quarterly goods and services tax/harmonized sales tax (GST/HST) credit.



Discussing whether they felt the federal government was on the right track when it came to addressing the cost of living, almost all believed that it was headed in the wrong direction, with a smaller number more neutral or uncertain in their views. Describing actions that they felt the federal government could take to improve its management of the cost of living, many felt that more needed to be done to stabilize and lower the cost of groceries, including implementing stronger regulations and oversight of major grocery chains. It was also thought that more needed to be done to introduce greater competition into sectors such as telecommunications that were perceived as currently being dominated by a small number of major corporations.

Consumer Protection (London, Nova Scotia, Quebec City)

Three groups engaged in conversations related to the cost of living and actions that the federal government was taking to protect Canadian consumers. Asked how they would describe the current cost of living, all believed that it was exceptionally high, with a number of the impression that many households were struggling to afford basic necessities such as groceries and gasoline. Questioned what level of responsibility, if any, they felt private industry and corporations had in respect to rising costs, almost all believed that businesses and corporations had played a significant role in increasing the cost of living for Canadian consumers.

Very few reported feeling confident in the Government of Canada's ability to protect their rights and interests as consumers. A number expressed the view that while the federal government had taken some actions, such as summoning the heads of major grocery chains to Parliament to discuss ways to stabilize grocery prices, they did not believe that this had led to any noticeable reduction in prices for consumers. Discussing specific actions that they would like to see from the Government of Canada to better protect consumers, several believed that more needed to be done to increase competition within the Canadian marketplace and especially in sectors such as telecommunications that were believed to currently be dominated by a few major companies.

Provided with a list of actions and initiatives that the federal government had announced related to protecting consumer rights and reducing the costs paid by consumers, participants engaged in an exercise where they were asked to select which two measures they felt would be the most effective in protecting consumers and/or reducing consumer costs. On balance, participants expressed the greatest level of support for the creation of a Grocery Code of Conduct. It was widely felt that high grocery costs were an issue that was impacting a significant number of families at present and that by taking this action, the federal government could make tangible progress towards making groceries more affordable for all Canadians. Participants also expressed a high level of support for the initiative to strengthen the *Competition Act*. It was expected that taking this action would allow for increased competition in many sectors and would likely result in an increased range of choices and lower prices for consumers. A smaller number selected the actions to reduce practices related to predatory lending and to crack down on hidden fees charged by banks and telecommunications firms, while very few selected the initiative to enhance the rights of airline passengers.

Discussing what types of information they would be most likely to look for when it came to learning more about the Government of Canada's actions to reduce consumer costs and better protect



consumers, several expressed the desire for the creation of a centralized online location or digital app where they could quickly learn about their rights as consumers as well as who to contact if they felt that their rights had been violated. A number also wanted to learn more about ways that they could better protect themselves as consumers and suggestions regarding how they could save more money going forward. Discussing where they would likely go to find this information, participants mentioned sources such as official government websites, search engines such as Google, social media platforms, and by word of mouth from friends or family who were knowledgeable in this area.

Asked whether, having discussed the initiatives the Government of Canada was taking to protect consumers and address the cost of living, they felt these actions would be helpful in making life more affordable for them and their families, most believed that they would. For a number, however, it was thought that the impact of these initiatives would primarily be dependent on how effectively they were implemented, as well as the degree to which large businesses and corporations were held accountable to these new rules and regulations set out by the federal government.

Immigration (Urban Alberta and Manitoba, Rural Ontario, Mauricie Region Quebec, Vancouver Island, Prince Edward Island)

Five groups took part in conversations regarding immigration and the current state of the Canadian immigration system. Asked whether they had recently seen, read, or heard anything about immigration, participants mentioned a range of actions and initiatives related to the Government of Canada. Several recalled hearing that Immigration, Refugees, and Citizenship Canada (IRCC) had announced that it would be implementing an intake cap on international student study permit applications for 2024 and 2025, as well as limiting the number of hours international students can work off-campus to 24 hours per week. Participants also recalled that IRCC had announced that individuals who had entered Canada on visitor visas would no longer be able to apply for work permits while still inside the country.

Asked how they would describe the overall current state of the Canadian immigration system, while most expressed support for immigration more generally, many participants viewed the current system as being 'broken' and believed that there was significant room for improvement. A large number expressed the opinion that too many immigrants had been admitted to Canada over the past few years and that there was not enough housing and employment opportunities to meet the needs of these new arrivals. It was felt that the perceived strain on services and infrastructure believed to be caused by higher immigration in recent years was having a negative impact on those already living in Canada and newcomers alike.

Questioned whether they felt the Government of Canada was generally on the right track when it came to immigration, very few felt that it was. Many reiterated concerns about the perceived high rate of immigration in recent years and did not believe that this would be sustainable in the long term. It was felt that if high immigration persisted, many Canadian communities would ultimately be unable to meet the needs of their residents and that this could potentially bring about a significant shortage of jobs, affordable housing, and vital services such as health care and education. A number worried about the impact that high immigration could have on the cost of living and the availability of



resources in their community and expressed concerns about how this would impact their own lives as well as those of their children.

Asked whether they felt there were too many, too few, or about the right number of immigrants coming to Canada at present, on balance, a larger number thought that were currently too many immigrants coming to Canada compared to those who felt that immigration was at about the right level. Informed that this year the Government of Canada was aiming to welcome 485,000 new immigrants, most felt that this immigration target should be decreased, with a smaller number believing that immigration should be maintained at its current levels.

Discussing what impacts they felt a decrease in immigration would have on Canada from an economic and social perspective, several believed that this approach would help to provide Canadian communities with more time to increase the capacity of their respective housing supplies and infrastructure in order to welcome more immigrants in the future. A number expected that a decrease in immigration would lead to lower economic productivity in the short-term and worried that this action could potentially lead to labour shortages in many parts of the country. The opinion was expressed, however, that a reduction in immigration would likely lead to a more resilient national economy in the long-term as it would compel businesses to become more reliant on Canadian workers and would likely increase the number and quality of employment opportunities available to those already living in Canada.

Asked whether they felt, if immigration rates were to be reduced, should they be lowered in the short-term or the long-term, most believed that this should be a short-term initiative. Among these participants, it was widely felt that immigration provided economic and social benefits to Canada and that a higher number of new immigrants would be welcomed more positively once the country was better prepared to accommodate them. Questioned what they defined as 'short-term', most believed this to be a period somewhere between 2 to 5 years. Among the smaller number who felt that immigration should be reduced for a long period of time, the opinion was expressed that given the disproportionately high rate of immigration in recent years, it would take a considerable amount of time (likely between 10 to 20 years) for communities to increase their capacity to provide sufficient housing, employment opportunities, and social services to meet the needs of a large number of new arrivals in the future.

Discussing what additional actions would need to be taken for immigration to increase again, participants provided a range of suggestions. A number believed that there needed to be a greater distribution of new arrivals across the country. It was felt that at present, a significant amount of newcomers were choosing to reside in major centres in Toronto, Montreal, and Vancouver, and that this had placed increased strain on the housing market and cost of living in these cities. It was also thought that a greater focus should be placed on recruiting and bringing in immigrants with skills and training that would allow them to immediately contribute to in-demand sectors within the country. The view was expressed that the Government of Canada should work with the individual provincial/territorial governments to determine the unique needs of each jurisdiction in this respect.



Pharmacare (Vancouver Island)

Participants residing in Vancouver Island took part in a discussion regarding recent actions that the Government of Canada had taken towards the implementation of a national pharmacare program. Asked to describe what they viewed as the biggest challenges in health care that required greater attention from the federal government, many identified long wait times for emergency and primary care as a significant issue at present. Questioned whether they felt increasing the affordability of prescription medication was an important area for the Government of Canada to be focusing on, all believed that it was.

Prompted to describe the state of prescription drug coverage in Canada today, several felt that while prescription medication was relatively affordable for those who had health benefits through their employer, it could be very expensive for those without coverage. Describing what they viewed as the biggest challenges faced by people without drug coverage, participants mentioned issues such as affordability and financial hardship, the stress and uncertainty of how their medical conditions might impact their lives, and the potential for their conditions to worsen if they were unable to access the medication they required.

Questioned as to whether they would support a “universal” pharmacare plan, all expressed strong support, believing that this would provide significant assistance to those who were currently unable to afford their prescriptions. A number expressed the opinion that access to health care was a fundamental human right and that prescription medication should be included as an essential part of any universal health care system.

Provided with information related to the first phase of the federal government’s national pharmacare program, all reacted positively, with many believing that this type of initiative was long overdue. Asked what impacts they felt this coverage would have and who would benefit the most from this initiative, many expected that those with diabetes as well as women facing challenges accessing contraception would be the primary beneficiaries of the initial phase of this program. A number reported having family members with diabetes who they expected would benefit greatly due to their medication being covered as part of this program.

Asked whether they would support British Columbia (B.C.)’s involvement in a national pharmacare program, all reported that they would. Several reiterated the view that universal access to prescription medication was a critical part of health care provision and believed that B.C.’s inclusion in this program would have a positive impact on the overall health of many of those living in the province. Questioned as to how they would react if other provinces joined a national pharmacare program, but B.C. chose not to, almost all expressed that they would be disappointed and concerned about this outcome.

Discussing what they felt were the most important things for the Government of Canada to be keeping in mind as it planned the next steps of its national pharmacare program, participants shared a range of considerations. Many felt that the federal government should be prioritizing the inclusion of life-saving medications, including cancer treatments and mental health medications, in the next phase of this program as well as those for chronic conditions such as multiple sclerosis (MS). Several also believed that a priority would need to be placed on recruiting more health care workers (including



family doctors and pharmacists) to ensure that the country had the capacity to meet Canadians' prescription drug needs under this program.

When asked whether this plan should be completely public or utilize a "close the gaps" approach incorporating both public and private options, most expressed support for a fully public system where all Canadians were on the same plan. It was widely believed that a single, unified plan would be best suited to eliminate disparities in coverage and ensure that all individuals had equal access to care.

Order of Canada (Quebec City)

Participants residing in Quebec City engaged in a brief discussion related to the Order of Canada. Asked whether they were familiar with the Order of Canada, none indicated that they were. Provided with information about this award, participants were asked what types of achievements they felt would fall under the Order of Canada's criteria of having made "extraordinary contributions to the nation". A number of areas were identified, including contributions related to health and medical research, scientific discovery, technological advancement, humanitarian initiatives, and actions related to protecting the environment and mitigating the impacts of climate change.

Informed that candidates for the Order of Canada are nominated by members of the public, participants were asked whether they would ever consider nominating someone for the Order of Canada themselves. While a small number indicated that they would consider submitting a nomination for this award, none had any specific candidates in mind that they felt would qualify for this achievement.

Environment and Climate Change Messaging (Ontario Climate Change Supportive/Ambivalent, Quebec Climate Change Supportive/Ambivalent, Alberta and Manitoba Climate Change Supportive/Ambivalent, Urban Alberta and Manitoba, Rural Ontario)

Five groups took part in a discussion related to climate change and clean electricity. Asked what the term "clean electricity" meant to them, most believed that this referred to electricity generated using renewable energy sources, such as wind, solar, hydro, and nuclear power.

Participants engaged in an exercise where they were presented with a number of statements related to clean electricity and for each, were asked whether they agreed, disagreed, or had no opinion about the statement. The statements shown to participants varied between groups.

On balance, participants expressed a high level of support for statements that spoke to the importance of building and investing in the development of clean energy infrastructure and efforts to increase the resilience of electricity grids across the country. Many also agreed that regions such as the Prairies and Southern Ontario should be taking whatever steps they could to harness and utilize naturally occurring energy sources such as wind and solar power, believing that there were few potential drawbacks to taking this approach.



While some had concerns related to the safety of this technology, a large number expressed support for the increased development of nuclear energy as a source of clean electricity. The view was expressed that nuclear energy had a much greater energy-producing capacity compared to other renewable electricity sources, and that this technology was best positioned to serve as a reliable alternative to oil and gas.

Though expressing hope that increased investments towards clean electricity development would lead to lower energy prices for consumers, a number expressed skepticism regarding statements claiming that this would come to pass. While it was felt that the expanded use of clean electricity would help to build a more resilient energy grid, many believed that energy producers would ultimately be reluctant to lower the prices that they charge to consumers.

A number expressed concerns related to the statements that focused on technologies such as large-scale battery storage and electric vehicles (EVs). Several reported having heard that there were potential environmental concerns associated with the mining of the raw materials utilized in EV and other batteries as well as challenges in disposing of these batteries at the end of their lifespan.

Many also disagreed with statements claiming that renewable energy would eventually be able to meet all the energy needs of Canadians, including those living in harsh climates such as the Prairies. It was felt that non-renewable energy sources such as oil and gas would likely always play a role in this regard, and especially so for those living in rural and/or remote communities.

Asked an additional question as to whether they would be willing to pay slightly more in the short term to lay the foundation for a lower cost clean electricity transition over the longer term, participants provided a range of responses. Among those who supported paying slightly more in the short term to invest in the transition to clean electricity, it was felt that given the perceived gravity of the threat posed by climate change, it was necessary to take these types of actions now in order to protect the environment for future generations.

For those who were more uncertain as to whether they would be willing to pay more to accomplish this goal, many expressed the view that the cost of living was already very high at present and that they did not believe they would be able to financially accommodate any additional increases to their expenses. A number believed that rather than increasing the amount paid by taxpayers to support clean electricity initiatives, a greater responsibility should be placed on major energy providers to facilitate this transition and especially those that had reported record profits in recent years.

Climate Change Advertisement Message Testing (Ontario Climate Change Supportive/Ambivalent, Prince Edward Island, Nova Scotia, & Newfoundland Climate Change Supportive/Ambivalent, Quebec Climate Change Supportive/Ambivalent, Alberta and Manitoba Climate Supportive/Ambivalent)

Four groups shared their perspectives related to two potential advertisements currently being developed by the federal government to inform Canadians about the actions it was taking to address climate change. Groups were presented with scripts for these video ads and were informed that these



videos could appear on digital media such as YouTube and other online platforms as well as on television. Those residing in Quebec were read a French-language version of the script, while all other groups were read an English-language version.

To begin, participants were presented with a video script which was read to them twice, in succession. Sharing their initial reactions, participants were largely mixed in their opinions, with a roughly equal number reacting positively to the advertisement compared to those who felt otherwise. Among those who viewed the ad as being effective, a number commented positively regarding what they perceived as the script's environmental focus. It was believed that the opening imagery of forests, nature, and lush green spaces would appeal to a broad range of Canadians and that the visuals of the family enjoying the environment would be relatable for many viewers.

Among those who felt differently, a number believed that the script was attempting to fit too much content into one advertisement and were worried that this would lead to the ad being quite lengthy once filmed. Some were also of the opinion that the transitions described within the script would be potentially jarring for viewers and could distract from the video's overall messaging.

Asked to describe what they viewed as being the main message of the advertisement, many felt it was aiming to communicate that the federal government was focused on making life in Canada more sustainable and that it was taking actions, such as building more EV infrastructure and encouraging greater adoption of this technology, to achieve this. It was felt by several that the script was seeking to convey to viewers that the Government of Canada taking this approach would yield both environmental and economic benefits for them in the future. Questioned whether they felt this was an appropriate message to be coming from the federal government, most felt that it was. The view was expressed that as climate change and the environment were issues that impacted all Canadians, it was important for the federal government to be taking action on this front.

Identifying potential changes that could be made to make this ad more effective, several believed that the script was too focused on EVs and that more should be done to highlight the full scope of actions that the federal government was taking to mitigate the impacts of climate change. It was also felt that more could be done to highlight the everyday activities that Canadians could engage in, such as recycling or using public transportation, to reduce their own carbon footprints and help to promote a greener future.

Participants (with the exception of those residing in Quebec) were next presented with a second script that was read to them twice, in succession. Sharing their reactions, several spoke positively of what they viewed as the financial focus of this advertisement, believing that the imagery of individuals receiving their quarterly Canada Carbon Rebate (CCR) payments would likely be effective in grabbing the attention of viewers. A number specifically liked the ad's highlighting of the push notification that Canadians would receive when their CCR payments arrived, believing that this would be a convenient way to find out that these amounts had been deposited in their bank accounts. Feeling somewhat differently, a number expressed having found the ad somewhat confusing and did not believe it effectively explained how CCR amounts were calculated as well as whether any action was required on their end to receive their payments.



Asked what they felt was the main message of the ad, most believed it was to highlight the positive aspects of the federal government's carbon pricing system and to communicate to viewers that they would be automatically receiving quarterly CCR payments going forward. It was also felt that the advertisement was working to convey to viewers that they could benefit both economically and environmentally from this system going forward and that by implementing a price on carbon the Government of Canada was helping to build a more sustainable future. It was widely thought that the message of the ad was straightforward and would be easily understandable for most viewers. Questioned whether this was an appropriate message to be coming from the federal government, almost all believed that it was, reiterating the view that climate change was an issue that impacted all Canadians.

Discussing the two scripts they had been presented with, participants were asked whether they felt either of the two ads would be effective in terms of encouraging them to visit the website for more information. While several felt that the information included in the second advertisement regarding CCR payments was more interesting and impactful to them on a personal level, many expressed that, given that they were already aware of the carbon pricing initiative and how it worked, they would be unlikely to feel compelled to visit the website to learn more upon watching this video. With this in mind, a number felt that the call to action to visit the website was stronger in the first advertisement, believing that more viewers would be interested in learning about the federal government's Climate Plan, as this might include new information regarding the specific steps that it was taking to combat climate change.

Home Energy Label Design (Nova Scotia, Newfoundland & Prince Edward Island Climate Supportive/Ambivalent)

Participants in the group comprised of residents of Nova Scotia, Newfoundland, and Prince Edward Island (PEI) who were either supportive or ambivalent regarding climate change engaged in a discussion related to the design of home energy labels produced for the Government of Canada's EnerGuide program. Discussing whether they were familiar with home energy labels, a few indicated that they were, believing that they primarily served to provide homeowners with information related to their home's energy use as well as the financial cost of using certain appliances or heating/cooling systems.

Asked what types of information they would want a home energy label to tell them about their home, participants identified a range of areas. These included the overall energy consumption of their home on a daily, monthly, and annual basis, their energy consumption by source, the energy efficiency of their home and appliances, areas where their home's energy efficiency could be improved, and information as to where they could go to find out more about making these upgrades.

Participants were next provided with the following information related to the Government of Canada's EnerGuide program as well as a visual example of the EnerGuide home energy label. Describing their initial reactions to this label, while a number thought that the label was useful in that it provided them with a way to compare their home's energy efficiency to other similarly sized homes in their area, several felt that the information presented in the bottom half of the label was quite dense and difficult



to understand at first glance. Discussing additional information that they felt could be provided on this label, some believed that a greater focus should be placed on providing homeowners with an energy efficiency target that they could work towards achieving, especially if their home was on the lower end of the scale in this respect.

Questioned whether they felt a home energy label would assist them in making decisions regarding their home or a home they were considering purchasing or renting, most believed that it would. Many expressed a desire for their home to be as energy efficient as possible and expected that they would take the information provided on a home energy label into account when making a purchasing decision.

Participants were next shown a number of different examples of home energy labels from other countries around the world. Asked which labels they felt would be most useful, many spoke positively of those designs that they believed provided the most straightforward presentation of information when it came to better understanding their home's energy efficiency. Several specifically identified the designs that provided information regarding their home's annual estimated energy costs as well as the amount of money they could save by making their homes more energy efficient as being particularly effective.

MORE INFORMATION

The Strategic Counsel
Contract number: CW2241412
Contract award date: December 19, 2022
Contract value: \$1,629,482.60

Detailed Findings

Timeline of October 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 October 2024.

- October 1-7
 - Focus group was held with climate change supportive/ambivalent individuals in Ontario (October 1st)
 - Oct 2. The Minister of Environment and Climate Change, and the Minister of Health, announced a framework to protect the rights of Canadians to a healthy environment through the modernization and administration of the *Canadian Environmental Protection Act*.
 - Focus group was held with climate change supportive/ambivalent individuals in Prince Edward Island (PEI), Nova Scotia, and Newfoundland (October 2nd)
 - Focus group was held with climate change supportive/ambivalent individuals in Quebec (October 2nd)
 - Oct 3. The Government of Canada announced funding of \$13.6 million from National Resources Canada's Enabling Small Modular Reactors (SMR) Program for nine research projects aimed at promoting the safe, commercial development of SMRs to contribute to the building of a low-carbon economy and to help combat climate change.
 - Focus group was held with climate change supportive/ambivalent individuals in Alberta and Manitoba (October 3rd)
- October 8-14
 - Focus group was held with the general population in Urban Alberta and Manitoba (October 8th)
 - Focus group was held with the general population in Rural Ontario (October 9th)
 - Focus group was held with the general population in the Mauricie region of Quebec (October 10th)
 - Oct 10. The Government of Canada and Government of Alberta announced an investment of \$18 million towards upgrades to public buildings located throughout Alberta.
 - Oct 10. The Government of Canada announced up to \$500 million in funding for the Smart Renewables and Electrification Pathways program (SREPs) Utility Support Stream.
- October 15-21
 - Focus group was held with the general population in London (October 15th)
 - Oct 15. As part of the quarterly Canada Carbon Rebate (CCR) payment issued on October 15, eligible rural families received an additional one-time 20 per cent top-up to retroactively make up for the announced doubling of the rural top-up for the April 15 and

July 15 payments, effectively adding a one-time 40 per cent top-up to the base amount of this quarter's CCR.

- Oct 15. The Government of Canada announced that B.S.B. Manufacturing Ltd. would be receiving \$1.2 million to seize future growth opportunities in the industry with the addition of new automated production equipment and facility upgrades. This additional funding was aimed at increasing the company's capacity to produce electric vehicle (EV) and hybrid vehicle components and enhancing its ability to fulfill new contracts within the EV industry.
- [Focus group was held with the general population in Nova Scotia \(October 16th\)](#)
- Oct 16. The Government of Canada announced over \$6.5 million in funding for three projects supporting Southern Ontario's manufacturing sector.
- Oct 16. The Government of Canada announced up to \$4 million in funding to NPower Canada towards their NPowering Underrepresented Youth to Overcome Barriers to Employment project.
- [Focus group was held with the general population in Quebec City \(October 17th\)](#)
- Oct 21. The Minister of Employment, Workforce Development, and Official Languages, announced that from November 8, 2024, the starting hourly wage for workers coming into Canada through the high-wage stream of the Temporary Foreign Workers Program will be increased by 20 per cent from its current level.
- October 22-31
 - [Focus group was held with the general population in Vancouver Island \(October 22nd\)](#)
 - [Focus group was held with the general population in PEI \(October 23rd\)](#)
 - Oct 24. The federal government announced an investment of \$94.7 million towards the Climate Toolkit for Housing and Infrastructure (CTHI) initiative. As part of this investment, the Government of Canada launched a suite of tools, resources, and support services that will be available, free of cost, to communities to assist them in adapting their infrastructure to changing climate conditions and to reduce greenhouse gas emissions during the construction of new homes and infrastructure.
 - Oct 30. The federal government announced an investment of nearly \$20 million to the Independent Electricity System Operator (IESO) as part of the Green Industrial Facilities and Manufacturing Program (GIFMP).
 - Oct 30. The Government of Canada announced temporary measures to support Canadian citizens, permanent residents, and their immediate family members who have left Lebanon, as well as Lebanese nationals already in Canada who were currently unable to return home.

Government of Canada in the News (All Locations)

All groups were asked to share 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 Bank of Canada on October 23rd, 2024, that it would be lowering its policy interest rate to 3.75 per cent;
- The announcement that Bill C-64, *An Act Respecting Pharmacare*, had received royal assent and would immediately be enacted to provide Canadians with universal access to contraception and diabetes medications;
- The tabling by the Minister of Immigration, Refugees, and Citizenship Canada (IRCC) of the 2025-2027 Immigration Levels Plan, which would aim to pause population growth (including reducing the number of new permanent residents) in the short-term in order to achieve well-managed, sustainable growth in the long term. Also related to immigration, a number recalled previous announcements by IRCC related to actions it was taking to implement an intake cap on international student study permit applications for 2024 and 2025;
- The announcement by the Canada Border Services Agency (CBSA) that between March 2024 and August 2024, it had made over 60 seizures of methamphetamine in British Columbia (B.C.) that had been destined for export to Australia;
- The announcement by the Government of Canada that it would be introducing a 100 per cent surtax on all Chinese-made electric vehicles (EVs), effective October 1st, 2024; and
- An announcement by Global Affairs Canada on October 14th, 2024, that it had issued six Indian diplomats and consular officials with notices of expulsion from Canada in relation to a targeted campaign against Canadian citizens by agents linked to the Government of India.

Participants in the groups based in Prince Edward Island (PEI) and Vancouver Island were asked an additional question as to whether they had seen, read, or heard anything related to the Government of Canada and dental care. Several recalled having heard about the ongoing rollout of the Canada Dental Care Plan (CDCP) and were of the impression that this program was, at present, primarily available to seniors, children, and lower-income households. To aid in conversation, participants were informed that the CDCP was now providing dental coverage for seniors 65 and over, children under 18, and adults with a valid Disability Tax Credit certificate. While all reacted positively to this information and expected that this initiative would be highly beneficial for those who were eligible for these services, a large number felt that more needed to be done to expand the reach of this program, with the aim of making dental coverage universally available to all Canadians in the years to come.

Participants in PEI were also asked whether they had heard anything as of late related to a two-ferry service from Nova Scotia to PEI. A number recalled hearing that these ferries had faced challenges in recent years, including the need to repair significant damage related to incidents such as on-board fires, collisions, and machinery breakdowns. Discussing whether they felt it was important for there to



be a two-ferry service between Nova Scotia and PEI, a large number believed that it was. Several expressed the opinion that these ferries provided a useful alternative to the Confederation Bridge for PEI residents and tourists alike. It was also felt that the ferries provided an effective way to transport essential goods and supplies into the province, and that this was especially helpful for those living in more rural communities.

The group based in PEI were also asked whether they had recently seen, read, or heard anything related to Fisheries and Oceans Canada and the management of fisheries in Canada. A few mentioned a recent announcement by the department that it would be issuing personal use seal licenses to harvesters in New Brunswick and PEI and were of the impression that this was the first time in several years that that these types of licences had been issued. A small number also recalled hearing about recent concerns related to a parasite, known as multinucleate sphere X (MSX) that was currently threatening PEI's oyster industry. Asked whether they thought that the Government of Canada was on the right track when it came to protecting local fisheries, most were uncertain and expressed that they did not know enough about its activities on this front to formulate an opinion.

Participants in the group comprised of residents of Quebec who were either supportive or ambivalent regarding climate change were asked an additional question related to the Temporary Foreign Worker Program (TFWP). Questioned whether they had seen, read, or heard anything as of late about changes to the TFWP, a number were of the impression that steps had been taken to reduce the number of individuals entering Canada through this program going forward. While some believed that this action could increase the number of employment opportunities available to Canadians (and younger individuals in particular), a number expressed concerns as to how this would impact sectors (such as agriculture and health care) that they believed relied heavily on TFWs to fill labour shortages.

Economic Indicators (Quebec Climate Change Supportive/Ambivalent, Mauricie Region Quebec, Prince Edward Island)

Three groups engaged in extended conversations related to economic indicators such as interest rates, the economic growth rate, unemployment, and the Canadian economy as a whole.

Questioned whether they had seen, read, or heard anything recently about the Bank of Canada cutting interest rates, several indicated that they had. Among those who had heard something, participants were largely of the impression that the Bank of Canada had made a number of reductions to its policy interest rate over the past year. Asked how they felt lower interest rates might affect their respective households, participants were mixed in their opinions. While some who were expecting to renew their mortgages in the near future felt that this could lead to lower monthly mortgage payments for them, most did not believe that this action by the Bank of Canada would have a tangible impact on their personal financial situations. A number expressed the view that lower interest rates would do little to address what they viewed as the most pressing issues facing them at present, such as high grocery prices and a perceived lack of affordable housing.

Asked whether they had heard anything as of late about the rate of inflation, including reports that inflation had been easing in recent months, a smaller number reported having heard something



compared to those who had not. To aid in conversation, participants were informed that the inflation rate had dropped to 2 per cent for August 2024 (compared to 2.5 per cent for July 2024), hitting the Bank of Canada's set target. While most felt that this was positive news, very few reported having noticed any reduction in prices in their own lives and were of the impression that a large number of Canadians in many parts of the country were continuing to face challenges related to the cost of living. Several expressed the opinion that even if the overall rate of inflation were to stabilize and remain at the Bank of Canada's target levels in the months and years to come, it was unlikely that businesses would lower prices back to what participants viewed as affordable rates for consumers.

Discussing whether they had heard anything about Canada's economic growth rate, only a small number indicated that they had. To aid in conversation, participants were provided with the following information:

Economic growth is typically measured through GDP. GDP stands for Gross Domestic Product. It measures the monetary value of final goods and services produced in a country in a given period of time. The annualized rate of GDP growth for the Canadian economy was 2.1 per cent for the most recent quarter of 2024, which was well above the Bank of Canada's 1.5 per cent estimate from July.

Reacting to this information, most believed that while this might be encouraging news for the Canadian economy and could enhance the country's position in the global economic marketplace, it was largely believed that this would have little impact on the lives of individual Canadians. Several were of the opinion that while a higher economic growth rate would be beneficial to Canadian businesses, it was unlikely that these increased profits would lead to higher wages for workers and/or lower prices for consumers.

Asked whether they were aware of any news about the unemployment rate in Canada, only a small number reported having heard something. Among these participants, a roughly equal number reported having heard that unemployment had lowered as of late, compared to those who believed the rate of unemployment had increased. Discussing the current job market, many believed that while there were numerous employment opportunities available to workers in Canada, few of these offered a living wage and/or full-time hours. A number were of the impression that a growing number of Canadians had begun to find it necessary to work multiple part-time jobs in order to continue to make ends meet financially. To clarify, participants were informed that the unemployment rate was currently 6.6 per cent, compared to 5.4 per cent in 2023, and 5.7 per cent in 2019 before the COVID-19 pandemic. Several expressed concern upon hearing that unemployment had been rising and were of the impression that this would likely have a particularly negative impact on the employment prospects of young adults, including those entering the workforce upon completion of their post-secondary education. A number believed that greater efforts needed to be taken by the federal government to create more high-paying job opportunities for Canadian workers and to encourage employers to raise the wages they are offering.

Questioned whether any of the indicators they had discussed had impacted how they felt about the direction of the Canadian economy and/or their own financial futures, most were uncertain. While many felt it was encouraging that metrics such as inflation were lowering, they were also of the



expectation that it would take several years for this to have a notable impact on their personal financial situations. Asked to share their expectations regarding what the cost of living would look like one year from now, most believed that it would either be slightly lower or would remain largely the same. It was hoped that efforts would continue to be made by the Government of Canada to make life more affordable for lower- and middle-income households, and to reduce the number of families who were living pay cheque to pay cheque and struggling to make ends meet financially.

Government of Canada Priorities and Performance (London, Nova Scotia, Quebec City)

Three groups took part in a conversation related to issues currently facing Canadians as well as their perspectives regarding the Government of Canada's management of these priorities. Asked to identify what they viewed as the most important issues for the federal government to be prioritizing at present, participants provided a range of responses. These included:

- Cost of living – Many felt that more needed to be done by the Government of Canada to address the cost of living, including challenges related to the perceived high costs of essentials such as groceries and gasoline, the rising rate of inflation in recent years, and higher than normal interest rates;
- Housing – Several identified what they viewed as a lack of affordable housing in their communities. It was believed that housing had become increasingly unaffordable for both homeowners and renters alike and that more needed to be done at all levels of government to increase the supply of housing in Canadian communities and to lower housing costs to make homeownership and renting more affordable for lower-and-middle income Canadians;
- Health care – A large number mentioned health care as an area that required greater prioritization from the federal government. It was felt that more needed to be done to address issues such as perceived long wait times for primary and emergency care, widespread shortages of doctors and nurses in many parts of the country, and what was viewed as a dearth of family doctors and walk-in clinics in many Canadian communities. It was also thought that a greater focus should be placed on making further investments towards expanding health care services for seniors and to ensure that all Canadians (including lower-income individuals) had access to the life-saving medications they require;
- Immigration – Participants also viewed immigration as having become an increasingly pressing issue. It was believed that many communities were currently facing challenges in accommodating the higher number of new immigrants in recent years and several expressed concerns that there were not enough employment opportunities and housing available to support the recent influx of new arrivals. A few felt that more needed to be done by the Government of Canada to streamline the foreign credential recognition process and make it



easier for immigrants to work in their fields of expertise. It was believed that taking this action would allow for new immigrants to make a positive contribution to the Canadian economy immediately upon their arrival as well as make it easier for them to establish their new lives in Canada;

- Climate change – A number felt that more needed to be done to address and mitigate the potential impacts of climate change. Among these participants, it was thought that climate change represented one of the most pressing issues facing Canadians at present and that greater urgency needed to be taken on this front; and
- International assistance – A few felt that the federal government should play a larger role on the international stage, particularly when it came to providing humanitarian support for civilians impacted by violent conflicts, such as those in the Middle East.

Asked specifically if they felt the cost of living was a top issue that the Government of Canada should be focusing on, all believed that it was. Questioned whether they could recall any actions or initiatives from the federal government related to addressing the cost of living, participants recalled a range of programs aimed at supporting Canadians. These included the establishment of a national pharmacare program, the Canada Dental Care Plan (CDCP), the Canada Carbon Rebate (CCR), the Canada Disability Benefit, and the quarterly goods and services tax/harmonized sales tax (GST/HST) credit. A few also recalled the provision of a one-time \$500 top-up to the Canada Housing Benefit to support eligible lower-income renters, as well as a one-time Grocery Rebate that was issued to eligible Canadians in July 2023.

Discussing whether they felt the federal government was on the right track when it came to addressing the cost of living, almost all believed that it was headed in the wrong direction, with a smaller number more neutral or uncertain in their views. Describing actions that they felt the federal government could take to improve its management of the cost of living, many felt that more needed to be done to stabilize and lower the cost of groceries, including implementing stronger regulations and oversight of major grocery chains. It was also thought that more needed to be done to introduce greater competition into sectors such as telecommunications that were perceived as currently being dominated by a small number of major corporations. Other actions suggested by participants included the Government of Canada taking additional steps to increase the housing supply by constructing publicly owned housing developments, forgiveness of student loans for those currently burdened by large amounts of student debt, and tax relief for lower- and middle-income households who were struggling to make ends meet financially.

Consumer Protection (London, Nova Scotia, Quebec City)

Three groups engaged in conversations related to the cost of living and actions that the federal government was taking to protect Canadian consumers. Asked how they would describe the current



cost of living, all believed that it was exceptionally high, with a number of the impression that many households were struggling to afford basic necessities such as groceries and gasoline. Questioned what level of responsibility, if any, they felt private industry and corporations had in respect to rising costs, almost all believed that businesses and corporations had played a significant role in increasing the cost of living for Canadian consumers. While it was believed that issues in recent years such as the COVID-19 pandemic and reported global supply chain interruptions had also contributed to rising costs, many were of the impression that businesses and corporations had used these issues as justification to raise their prices to exceptionally high levels as a way of earning additional profit.

Asked whether they felt sufficiently protected as consumers in Canada, participants largely indicated that they did not. Discussing whether they were aware of any rights they had as consumers or whether there were any rules or regulations that corporations were required to follow when it came to areas such as pricing and consumer protection, few indicated that they were. Among the smaller number who were aware of some of these regulations, some were of the impression that an air passengers bill of rights had been put into place by the federal government, while others believed that regulations had also been implemented to crack down on potentially monopolistic practices by major corporations in sectors such as telecommunications. A few were also of the impression that if consumers had complaints about the practices of certain businesses, they had the ability to take these issues to the Office of Consumer Affairs, which was believed to have the power to advocate on the behalf of Canadian consumers.

Questioned whether they were confident in the Government of Canada's ability to protect their rights and interests as consumers, very few indicated that they were. While most believed that there were mechanisms that the federal government could use to further regulate the behaviours of major businesses and corporations, it was thought that little had been done to protect Canadian consumers in recent years. A number expressed the view that while the Government of Canada had taken some actions, such as summoning the heads of major grocery chains to Parliament to discuss ways to stabilize grocery prices, this had not led to any noticeable reduction in the prices paid by consumers. While most felt that the federal government should be doing more to assist consumers and implement stronger regulations on major corporations, a few were of the opinion that there was only so much that could be done without interfering with the functioning of the free market.

Discussing specific actions that they would like to see from the federal government to better protect consumers, several believed that more needed to be done to increase competition within the Canadian marketplace and especially in sectors such as telecommunications that were believed to currently be dominated by a few major companies. A few also suggested that actions should be taken to cap the prices that can be charged for essentials such as groceries and rent in order to ensure that all Canadians were able to afford the basic necessities they require to survive.

Asked whether they had seen, read, or heard anything about any actions the Government of Canada had taken to address the cost of groceries, while a few mentioned the provision of a one-time grocery rebate to eligible Canadians in 2023, no other initiatives could be recalled. Questioned whether they were aware of any actions from the federal government related to reducing costs for consumers in



areas other than groceries, a small number were of the impression that it had been working in recent years to reduce mobile and data costs for Canadians and believed that some progress had been made on this front.

No participants felt that the Government of Canada was on the right track when it came to lowering costs and/or protecting consumers, with many expressing that they were largely unaware of any actions that it was currently taking on this front. To aid in conversation, participants were provided with a list of actions and initiatives that the federal government had announced related to protecting consumer rights and reducing the costs paid by consumers. These included:

- *Strengthening the Competition Act - Made changes to the Competition Act to enhance the Competition Bureau's ability to prevent unfair business practices, stop anti-competitive behaviors, and enforce greater penalties for companies that abuse their market dominance;*
- *Creating the Grocery Code of Conduct - Working with provinces, territories and grocers to develop a grocery code of conduct that will create new rules for grocery retailers about fees they can charge suppliers and how they will deal with disputes. All five major grocers have agreed to accept its adoption;*
- *Cracking down on hidden fees in telecoms and banks - Taking steps to reduce the unnecessary fees Canadians pay and making things like banking, Internet and cell phone plans cheaper;*
- *Cracking down on predatory lending - Predatory lenders can take advantage of some of the most vulnerable people in our communities often by extending very high interest loans. The Government of Canada aims to crack down on predatory lending by making changes to the Criminal Code by lowering the criminal rate of interest from 47 per cent to 35 per cent APR by early next year; and*
- *Airline passenger rights - Taking further steps to strengthen the Canadian Transportation Agency, by making airlines more accountable, and ensuring that passengers are fairly compensated for delays and cancellations.*

Participants next engaged in an exercise where they were asked to select which two measures they felt would be the most effective in protecting consumers and/or reducing consumer costs. On balance, participants expressed the greatest level of support for the creation of a Grocery Code of Conduct. It was widely felt that high grocery costs were an issue that was impacting a significant number of families at present and that by taking this action, the federal government could make tangible progress towards making groceries more affordable for all Canadians. Participants also expressed a high level of support for the initiative to strengthen the *Competition Act*. It was felt that taking this action would allow for increased competition in many sectors and would likely result in an increased range of choices and lower prices for consumers. A few felt that this could also help to increase the viability of smaller businesses, making it easier for them to compete with the larger corporations in their sectors.

A smaller number selected the actions to crack down on hidden fees charged by banks and telecommunications firms, and to reduce practices related to predatory lending. Regarding the former, it was felt that hidden or extra fees had become commonplace across many sectors (in

addition to banks and telecommunications) and that any action that could be taken to reduce or eliminate these charges would be a step in the right direction. Likewise, many viewed predatory lending as an issue of increasing concern and believed that it was important for the federal government to be taking action to ensure that lenders were not taking advantage of those who were struggling with the cost of living at present. Very few selected the initiative to strengthen airline passenger rights.

Discussing what types of information they would be most likely to look for when it came to learning more about the Government of Canada's actions to reduce consumer costs and better protect consumers, several expressed a desire for the creation of a centralized online location or digital app where they could quickly learn about their rights as consumers as well as who to contact if they felt that their rights had been violated. It was suggested that this information should be broken down by specific business sectors in order to make it easier to navigate. A number also wanted to learn more about how to better protect themselves as consumers and suggestions regarding how they could save more money going forward. It was believed that having this information would make it easier for individuals to navigate the consumer landscape and reduce their personal cost of living. Discussing where they would likely go to find this information, participants mentioned sources such as official government websites, search engines such as Google, social media platforms, and by word of mouth from friends or family who were knowledgeable in this area.

Asked whether, having discussed the initiatives the Government of Canada was taking to protect consumers and address the cost of living, they felt that these actions would be helpful in making life more affordable for them and their families, most believed that they would. Several expected that the actions to address the cost of groceries and increase competition within the Canadian market would be especially effective in creating a fairer, more affordable economy, where less households would face difficulties in making ends meet financially. For a number, however, it was felt that the impact of these initiatives would primarily be dependent on how effectively they were implemented, as well as the degree to which large businesses and corporations were held accountable to these new rules and regulations set out by the Government of Canada.

Immigration (Urban Alberta and Manitoba, Rural Ontario, Mauricie Region Quebec, Vancouver Island, Prince Edward Island)

Five groups took part in conversations regarding immigration and the current state of the Canadian immigration system. Asked whether they had recently seen, read, or heard anything about immigration, participants mentioned a range of actions and initiatives related to the Government of Canada. Several recalled hearing that Immigration, Refugees, and Citizenship Canada (IRCC) had announced that it would be implementing an intake cap on international student study permit applications for 2024 and 2025, as well as limiting the number of hours international students can work off-campus to 24 hours per week. Participants also recalled that IRCC had announced that individuals



who had entered Canada on visitor visas would no longer be able to apply for work permits while still inside the country. Also related to immigration, a number residing in Alberta and Manitoba recalled actions that the Government of Canada had taken in recent years to bring in and accommodate Ukrainian citizens seeking safe haven from the conflict in their country. Among those who were unaware of any specific actions that had been taken related to immigration, several were of the impression that the rate of immigration had been higher than usual in recent years and that this had placed increased strain on important areas such as housing and health care.

Asked how they would describe the overall current state of the Canadian immigration system, while most expressed support for immigration more generally, many participants viewed the current system as being 'broken' and believed that there was significant room for improvement. A large number expressed the opinion that too many immigrants had been admitted to Canada over the past few years and that there was not enough housing and employment opportunities to meet the needs of these new arrivals. It was felt that the perceived strain on services and infrastructure believed to be caused by higher immigration in recent years was having a negative impact on those already living in Canada and newcomers alike. Several believed that the federal government needed to place a greater emphasis on recruiting skilled immigrants to Canada, with a particular focus on bringing in individuals with training and experience in sectors that were currently facing labour shortages (such as health care, education, and construction). A small number felt more positively about immigration at present. Among these individuals, it was felt that many of the new arrivals in recent years had come to Canada to escape dangerous situations in their home countries and that it was important for the federal government to be doing what it could to assist those in need.

Questioned whether they felt the Government of Canada was generally on the right track when it came to immigration, very few felt that it was. Many reiterated concerns about the perceived high rate of immigration in recent years and did not believe that this would be sustainable in the long term. It was felt that if high immigration persisted, many Canadian communities would ultimately be unable to meet the needs of their residents and that this could potentially bring about a significant shortage of jobs, affordable housing, and vital services such as health care and education. A number worried about the impact that high immigration could have on the cost of living and the availability of resources in their community and expressed concerns about how this would impact their own lives as well as those of their children. Among the smaller number who believed that the Government of Canada was on the right track when it came to immigration, a number commented positively on what they viewed as its recent actions to restrict the number of new immigrants coming to Canada, with the aim of stabilizing the immigration system going forward. It was felt that efforts specifically related to capping the number of newcomers coming to Canada on international student study permits and temporary foreign worker (TFW) visas had been important steps in the right direction by the federal government.

Participants residing in the Mauricie region of Quebec were asked a few additional questions related to the potential benefits and drawbacks of welcoming new immigrants. Identifying potential benefits, many focused on the economic contributions they believed that new immigrants would bring to Canada. It was felt that many immigrants had useful skills and experience that could readily contribute

to the Canadian economy and address perceived labour shortages across many important sectors. Focusing on immigration to Quebec more specifically, a number also felt that recruiting a greater number of French-speaking immigrants could greatly help in promoting and strengthening the continued use of the French-language in Quebec society.

Prompted to share any concerns they potentially had related to welcoming new immigrants, a number believed that efforts would need be taken to ensure that new arrivals had adequate access to employment opportunities, housing, and other services to ensure that communities would not struggle to accommodate higher populations. Some also were worried that immigrants could find it challenging to integrate into primarily Francophone communities and were concerned that this could potentially lead to the formation of insular immigrant communities with little connection to Quebec's broader society. Asked how the Government of Canada should go about addressing these concerns, several felt that more should be done to ensure that new immigrants had access to the resources they required (such as language training, social assistance, and employment opportunities) to properly integrate into their new communities upon their arrival. A few also believed that the individual provinces/territories should be able to provide greater input when it came to determining immigration targets. Among these participants, it was believed that provincial/territorial governments would likely have a better understanding of their unique economic and social needs and welcoming capacities.

All five groups were asked whether they felt there were too many, too few, or about the right number of immigrants coming to Canada at present. On balance, a larger number thought that were currently too many immigrants coming to Canada compared to those who felt that immigration was at about the right level. Informed that this year the Government of Canada was aiming to welcome 485,000 new immigrants, participants were asked whether this target should be increased, decreased, or kept about the same for 2025. Most felt that this immigration target should be decreased, with a smaller number believing that immigration should be maintained at its current levels.

Asked what impacts they felt a decrease in immigration would have on Canada from an economic and social perspective, several believed that this approach would help to provide Canadian communities with more time to increase the capacity of their respective housing supplies and infrastructure in order to welcome more immigrants in the future. Many expressed the opinion that to best support new immigrants, there first needed to be sufficient resources and services in place to accommodate their needs and ensure that they would be able to economically support themselves. A number expected that a decrease in immigration would lead to lower economic productivity in the short-term and worried that this action could potentially lead to labour shortages in many parts of the country. The opinion was expressed, however, that a reduction in immigration would likely lead to a more resilient national economy in the long-term as it would compel businesses to become more reliant on Canadian workers and would likely increase the number and quality of employment opportunities available to those already living in Canada.

Participants next engaged in an exercise where they were presented with pairs of statements and asked to identify which they felt would be most likely to occur if the Government of Canada decided to

reduce the number of new immigrants in 2025. The first pair of statements shown to participants were:

Housing will become more affordable

Housing construction will slow due to labour shortages

On balance, a roughly equal number felt that housing would become more affordable compared to those who believed that housing construction would slow as a result of labour shortages. Among those who felt housing would become more affordable, it was believed that limiting immigration would lead to less demand on the housing market and, as a result, would likely help to make housing more affordable in the long term. Related to this, a few were of the impression that recent actions taken to cap the number of international students coming to Canada had already served to lower rental rates and increase the availability of rental units in their respective communities. Several, however, were of the opinion that housing affordability was an issue that was impacted by a multitude of factors in addition to immigration and believed that while curbing the number of new arrivals may be somewhat helpful on this front, it would not on its own be enough to make housing more affordable in Canadian communities.

For those who agreed with the second statement, a number were of the impression that the construction sector was already highly dependent on immigrant workers and expected that curtailing immigration would serve to significantly reduce the building of new homes in the short-term. It was felt that if this approach were taken by the federal government, it would need to make a concerted effort to encourage more Canadians to consider pursuing careers in construction and the trades. A few felt somewhat differently, believing that while lower immigration could potentially slow home construction somewhat, there were other issues (such as the red tape related to the types and quantities of homes that can be built in specific communities) that were having a greater impact in this regard.

The second pair of statements presented to participants were:

Healthcare wait times will become shorter

Healthcare wait times will become longer due to labour shortages

Most thought that the second statement, predicting longer health care wait times due to labour shortages, was the more likely outcome of a reduction in immigration. Among these participants, a number were of the impression that a significant proportion of health care workers in their communities were immigrants and that lower immigration in the future would lead to fewer foreign trained doctors and nurses coming to work in Canada going forward. It was felt that the health care system in many parts of the country was already facing widespread worker shortages and that lower immigration would likely exacerbate these further. A number expressed the opinion that the most effective action that the Government of Canada could take to reduce health care wait times would be to streamline the foreign credential recognition process in order to allow a greater number of new immigrants with training and education in the health care sector to work in their fields of expertise. Among the smaller number who felt the first statement was more likely, the view was expressed that



high immigration in recent years had placed increased demand on health care services, and that fewer newer arrivals coming to Canada would help to lower this demand back down to what they perceived as a more manageable level. A few did not agree with either statement. Among these participants, it was felt that immigration only had a limited impact on health care wait times and that a reduction in immigration would likely have little effect on this issue either way.

Participants were next shown a series of statements, one at a time, and asked whether they agreed, disagreed, or had no opinion on the viewpoint presented. The statements shown to participants were:

Reducing immigration could result in slower economic growth.

On balance, most participants agreed with this statement. It was felt by several that if fewer immigrants were coming to Canada it was likely that there would be a drop in economic production due to businesses having a smaller labour force to draw upon. The view was expressed that immigrants also made significant contributions to the economy as consumers and that a lower number of immigrants would likely mean less revenue for Canadian businesses. A number took a more nuanced opinion, believing that while overall economic growth and metrics such as Canada's gross domestic product (GDP) might decrease due to a reduction in immigration, the economic situation might improve for many on the individual level as they would likely have greater access to high paying jobs and would face less competition for jobs from foreign-trained workers. Among the small number who disagreed with this statement, a few expressed the impression that many newcomers to Canada were struggling to find work and that this had led to an increased strain on federal and provincial services and supports. With this in mind, it was felt that a reduction in immigration could lead to a more efficient economy and a lower rate of unemployment overall.

Canadians may have to wait longer to retire if immigration is reduced.

Very few agreed with this statement. It was widely felt that while lower immigration may lead to labour shortages due to the greater number of Canadians expected to be retiring in the coming years, it would not have any impact on the retirement plans of these individuals. The view was expressed that while some may feel compelled to stay in their jobs longer if there were no workers available to replace them, retirement was primarily an individual decision and unrelated to the rate of immigration. Among the small number who agreed with this statement, a few felt that with less newcomers paying into programs such as the Canada Pension Plan (CPP) and Old Age Security (OAS), it would be more difficult for Canadians to afford to retire in the future due to a potential lack of sufficient funding for these programs.

Reducing immigration may reduce tax revenue, leaving less money for programs and services.

A roughly equal number of participants agreed with this statement compared to those who felt otherwise. Among those who agreed, several thought that it was intuitive that a lower tax base would likely lead to less money being available to pay for programs and services for Canadians. For those who felt differently, while many expected that tax revenue may decrease in the short term due to lower immigration, most felt that this would likely be balanced out by the corresponding decrease in the number of individuals coming to Canada and accessing federal programs and services. A number were more uncertain in their views, believing that immigration, tax revenue, and program and service



delivery were all complexly interwoven and that it was difficult to predict what impacts a reduction in immigration would ultimately have.

Reducing immigration may reduce tax revenue, meaning governments may have to increase taxes.

Almost all disagreed with this statement. Several felt that rather than increasing taxes, governments at all levels should instead be focused on reducing their own spending to accommodate for any reductions in tax revenue that resulted from lower immigration. A few were of the opinion that public spending at the federal and provincial/territorial level was already quite high and that governments at all levels should be seeking to reduce their spending, regardless of the rate of immigration.

Reducing immigration may result in labour shortages.

Almost all agreed with this statement. Several reiterated their concerns related to existing labour shortages in key sectors such as health care, agriculture, and construction, and believed that a reduction in immigration would increase these shortages further. While not necessarily disagreeing with this statement, a few hoped that if immigration were reduced, it would lead to employers offering more competitive wages to Canadian workers, due to their being less available workers to draw upon.

Asked whether they felt, if immigration rates were to be reduced, should they be lowered in the short-term or the long-term, most believed that this should be a short-term initiative. Among these participants, it was widely felt that immigration provided economic and social benefits to Canada and that a higher number of new immigrants would be welcomed more positively once the country was better prepared to accommodate them. Questioned what they defined as 'short-term', most believed this to be a period somewhere between 2 to 5 years. Among the smaller number who felt that immigration should be reduced for a long period of time, the opinion was expressed that given the disproportionately high rate of immigration in recent years, it would take a considerable amount of time (likely between 10 to 20 years) for communities to increase their capacity to provide sufficient housing, employment opportunities, and social services to meet the needs of a large number of new arrivals in the future.

Discussing what additional actions would need to be taken for immigration to increase again, participants provided a range of suggestions. A number believed that there needed to be a greater distribution of new arrivals across the country. It was felt that at present, a significant amount of newcomers were choosing to reside in major centres in Toronto, Montreal, and Vancouver, and that this had placed increased strain on the housing market and cost of living in these cities. It was also thought that a greater focus should be placed on recruiting and bringing in immigrants with skills and training that would allow them to immediately contribute to in-demand sectors within the country. The view was expressed that the Government of Canada should work with the individual provincial/territorial governments to determine the unique needs of each jurisdiction in this respect. A few also felt that they would need to see a visible reduction in the rate of homelessness and unemployment in their communities in order for them to feel comfortable welcoming newcomers.

Pharmacare (Vancouver Island)

Participants residing in Vancouver Island took part in a discussion regarding recent actions that the Government of Canada had taken towards the implementation of a national pharmacare program. Asked to describe what they viewed as the biggest challenges in health care that required greater attention from the federal government, many identified long wait times for emergency and primary care as a significant issue at present. A number described having personally faced challenges accessing health care in their community, citing difficulties related to securing a family doctor and a lack of walk-in clinics in their area. Asked whether increasing the affordability of prescription medication was an area that the Government of Canada should be focusing on, all felt that it was. It was widely believed that all Canadians (and especially those with life-threatening conditions) should have access to the prescription medications that they required at little to no financial cost.

Asked to describe the state of prescription drug coverage in Canada today, several felt that while prescription medication was relatively affordable for those who had health benefits through their employer, it could be very expensive for those without coverage. This was felt to be a particular issue for lower-income individuals with chronic conditions who could potentially be forced to choose between affording necessities such as groceries and paying for potentially life-saving prescription medication. Describing what they viewed as the biggest challenges faced by people without drug coverage, participants mentioned issues such as affordability and financial hardship, the stress and uncertainty of how their medical conditions might impact their lives, and the potential for their conditions to worsen if they were unable to access the medication they required.

Questioned as to whether they would support a “universal” pharmacare plan, all expressed strong support, believing that this would provide significant assistance to those who were currently unable to afford their prescriptions. It was also felt that a universal pharmacare program would have additional positive impacts in that it would likely take strain off the health care system as well as lead to a healthier workforce and more productive economy as a result. A number expressed the opinion that access to health care was a fundamental human right and that prescription medication should be included as an essential part of any universal health care system. Asked whether they were aware of any actions or initiatives from the Government of Canada related to pharmacare, none indicated that they were. To aid in conversation, participants were shown the following:

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.

On October 10, 2024, the bill completed its final reading in the Senate and was approved. Now, 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.



All reacted positively to this information, with many believing that a national pharmacare program was long overdue. Asked what impacts they felt this coverage would have and who would benefit the most from this initiative, many expected that those with diabetes as well as women facing challenges accessing contraception would be the primary beneficiaries of the initial phase of this program. A number reported having family members with diabetes who they expected would benefit greatly due to their medication being covered as part of this program. A small number expressed curiosity about the specifics of this initiative, including whether there would be a sliding scale for coverage based on income, and whether minors would require parental consent in order to access contraception. It was also questioned whether the medications would be available through pharmacies or would require a visit to a doctor or walk-in clinic, sparking some concerns related to its impact on the healthcare system.

Asked whether they would support British Columbia (B.C.)'s involvement in a national pharmacare program, all reported that they would. Several reiterated the view that universal access to prescription medication was a critical part of health care provision and believed that B.C.'s inclusion in this program would have a positive impact on the overall health of many of those living in the province. Questioned as to how they would react if other provinces joined a national pharmacare program, but B.C. chose not to, almost all expressed that they would be disappointed and concerned about this outcome. A few commented that this would only be acceptable if the Government of B.C. had established its own pharmacare program that provided equivalent or better coverage compared to the national program.

Discussing what they felt were the most important things for the Government of Canada to be keeping in mind as it planned the next steps of its national pharmacare program, participants shared a range of considerations. Many felt that the federal government should be prioritizing the inclusion of life-saving medications, including cancer treatments and mental health medications, in the next phase of this program as well as those for chronic conditions such as multiple sclerosis (MS). Several also believed that a priority would need to be placed on recruiting more health care workers (including family doctors and pharmacists) to ensure that the country had the capacity to meet Canadians' prescription drug needs under this program. A few also believed that considerations should be made to increase the number of medications manufactured within Canada in order to promote greater domestic self-sufficiency in this regard.

When asked whether this plan should be completely public or utilize a "close the gaps" approach incorporating both public and private options, most expressed support for a fully public system where all Canadians were on the same plan. It was widely believed that a single, unified plan would be best suited to eliminate disparities in coverage and ensure that all individuals had equal access to care. Discussing whether they felt a national pharmacare plan would help to make life in Canada more affordable, most believed that it would have a positive impact, and would be particularly beneficial for those without drug coverage and/or individuals facing high prescription costs at present.



Order of Canada (Quebec City)

Participants residing in Quebec City engaged in a brief discussion related to the Order of Canada. Asked whether they were familiar with the Order of Canada, no participants indicated that they were. To aid in conversation, participants were provided with the following information:

The Order of Canada is an award presented by the Governor General of Canada that honours people who have made extraordinary contributions to the nation. The Order of Canada recognizes people in all sectors of society, and all individuals who make outstanding contributions to their field of endeavour are eligible for appointment to the Order of Canada.

Asked what types of achievements they felt would fall under the Order of Canada's criteria of having made "extraordinary contributions to the nation", participants identified a range of areas. These included contributions related to health and medical research, scientific discovery, technological advancement, humanitarian initiatives, and actions related to protecting the environment and mitigating the impacts of climate change.

Informed that candidates for the Order of Canada are nominated by members of the public, participants were asked whether they would ever consider nominating someone for the Order of Canada themselves. While a small number indicated that they would consider submitting a nomination for this award, none had any specific candidates in mind that they felt would qualify for this achievement.

Environment and Climate Change

Messaging (Ontario Climate Change

Supportive/Ambivalent, Quebec Climate Change

Supportive/Ambivalent, Alberta and Manitoba

Climate Change Supportive/Ambivalent, Urban

Alberta and Manitoba, Rural Ontario)

Five groups took part in a discussion related to climate change and clean electricity. Asked what the term "clean electricity" meant to them, most believed that this referred to electricity generated using renewable energy sources, such as wind, solar, hydro, and nuclear power. A few also believed that clean electricity referred to energy sources that did not produce greenhouse gas emissions or leave a carbon footprint.



Participants engaged in an exercise where they were presented with a number of statements related to clean electricity and for each, were asked whether they agreed, disagreed, or had no opinion about the statement. The statements shown to participants varied between groups.

The two groups based in Ontario were shown the following statements:

- *#1 - Building a clean electricity grid is a key first step to fight climate change and to power a future with electric vehicles, heat our homes and non-polluting industries.*
- *#2 - Southern Ontario has great potential for wind and solar power, and harnessing these resources is key to supporting growth and a prosperous future for the region.*
- *#3 - Nuclear power technologies and nuclear expertise are advancing in Ontario and should continue to play a central role in the future of the province's power production.*
- *#4 - Encouraging the development of more wind and solar energy is good for the economy and will create lasting jobs in the province.*
- *#5 - I would prefer new electricity production to come from clean energy like solar and wind, as opposed to fossil fuels, like natural gas.*
- *#6 - Renewable electricity sources are the future thanks to decreasing costs of production and advancements in technology, like large-scale batteries.*
- *#7 - Clean electricity is a competitive advantage that will attract investments to Ontario, from companies who want their products to be made using clean energy.*

On balance, participants expressed the highest level of support for Statement #5, with all agreeing that it would be preferable for new electricity production to come from clean energy sources such as solar and wind, as opposed to fossil fuels like oil and natural gas. Many believed that this approach would produce environmental benefits, in that it would likely lead to cleaner air and less pollution produced by the burning of fossil fuels. It was also felt that a greater focus on producing clean electricity would also provide economic benefits for Canada, with many believing that this was where the global energy marketplace was likely heading in the years to come. A few, however, clarified that while they would prefer for all new electricity to be produced using clean energy sources, they were unsure as to how feasible this would be in the short-term.

Many also agreed with Statements #1 and #2. Regarding Statement #1, several believed that building a clean energy grid was an important step towards mitigating the impacts of climate change and would help to lay the foundation for a more sustainable future. It was thought that if there was to be a successful large-scale transition among Canadians towards using more renewable energy sources, a sufficient amount of clean electricity infrastructure would first need to be constructed in order to ensure that these energy sources would have sufficient capacity to meet the electricity needs of



Canadians. Similarly, most agreed with Statement #2 and believed that renewable energy sources such as wind and solar would be critical towards meeting the energy needs of Canadians going forward. A number were of the impression that windmills and wind-power were already prominently used in many parts of Southern Ontario and that this type of energy generation had played an important role in providing the region with a cleaner, more resilient energy grid.

A large number also expressed support for Statement #3 and believed that the increased use of nuclear power and technologies had incredible potential as a clean energy source going forward. A number expressed the opinion that nuclear power had a much higher energy-producing capacity compared to other renewable sources such as wind and solar and that increased investments in this area would help to provide Canadians with a source of cleaner, more reliable electricity. While a few expressed concerns regarding the safety of nuclear energy, and particularly the disposal of nuclear waste, most believed that this technology was relatively safe and would be beneficial overall in the fight against climate change.

Several also agreed with Statement #6, believing that the increased use of renewable energy was where most of the world was heading and that advancements in technologies such as large-scale batteries would be instrumental in phasing out non-renewable sources such as oil and gas. A number, however, expressed concerns about the potential environmental damages related to the mining of the raw materials required for these batteries and whether they could be safely disposed of at the end of their lifespans. It was felt by some that in order for them to fully support this statement, assurances would need to be provided that the production and use of these batteries would not be harmful to the environment.

While most supported the notion of Statement #4 that the increased development of wind and solar energy would be beneficial for the economy and create lasting jobs in Ontario, several expressed that they did not know enough about this topic to determine whether this statement was accurate. It was thought by a number that while new jobs may be created related to the construction of infrastructure such as windmills and solar panels, it was difficult to determine whether these jobs would still be required once this infrastructure was built. A few felt they would require more information regarding the types of lasting jobs that would be created in order to fully agree with this statement.

Similarly, many questioned Statement #7, believing that while it was possible that the increased development of clean energy in Ontario would attract more businesses to operate in the province, they were uncertain whether this would actually provide the province with a competitive advantage on this front. The opinion was expressed that many other countries were already pursuing clean energy initiatives and that increased development in this area would not be much of a differentiator for Ontario. A few believed that corporations would likely be more focused on factors such as the cost of doing business and the potential for higher profits when determining where to invest and set up new operations and that clean energy capacity would likely be a secondary consideration on this front.

Participants residing in Quebec were shown the following statements:

- *#1 - Increasing the production of clean, renewable electricity from our network will help stabilize the price of electricity.*



- #2 - *The Government of Canada should address climate change in a way that will keep the cost of electricity affordable in Quebec*
- #3 - *Canada should meet the growing demand for electricity for homes and businesses by investing in clean electricity sources, such as wind, solar and nuclear power, as well as battery storage.*
- #4 - *Building a clean electricity grid is an important first step in fighting climate change and building a future in which our vehicles are electric, our homes are heated with electricity, and our industries are non-polluting.*

Participants expressed the greatest level of support for Statement #3, with all agreeing that the Government of Canada should be working to meet the growing demand for electricity for homes and businesses by investing clean electricity sources and battery storage technology. It was widely felt that in addition to providing for more environmentally friendly energy sources, there were no drawbacks to diversifying the electricity grid with clean energy sources and that this would likely lead to more reliable electricity production going forward. Most also agreed with Statement #2, believing that it was very important for the federal government to be focused on ensuring that the actions it was taking to combat climate change would not lead to energy becoming unaffordable for those in Quebec. It was thought that, given the high cost of living at present, the federal and provincial governments should be working to collaborate in whatever ways they could to ensure that energy costs remained affordable for consumers as the country transitioned towards the increased use of renewable energy sources.

A slightly larger number of participants agreed with Statements #1 and #4 as those who felt otherwise. Among those who supported Statement #1, it was felt that the increased production of clean, renewable energy would lead to more stable electricity prices in that with more energy sources to draw upon, it was likely that it would become more affordable for energy producers to meet the electricity needs of consumers. For those who were more skeptical, it was felt that while the electricity grid may become more resilient of the greater development of clean energy, it was unlikely that energy producers would be willing to lower the rates they charge to make them more affordable for consumers. Focusing on Statement #4, while many felt that building a clean electricity grid was an important step in combatting climate change, several questioned whether electric vehicles (EVs) should play such a critical role in this strategy. Among these participants, a number expressed concerns regarding the capacity of the electricity grid to support a large-scale transition to EVs as well as whether these vehicles would be able to function in the extreme cold that many parts of Quebec experience during the winter months.

The two groups comprised of individuals residing in Alberta and Manitoba were presented with the following statements:



- #1 - *The sunny and windy environment of the Prairies is its greatest resource for developing new clean sources of power like wind and solar power.*
- #2 - *Encouraging the development of more wind and solar energy is good for the economy and will create jobs in the province.*
- #3- *I would prefer new electricity production to come from clean energy like solar and wind, as opposed to fossil fuels, like natural gas.*
- #4 - *Renewable and clean electricity production is the future thanks to decreasing costs of production and advancements in technology, like large-scale batteries.*
- #5 - *Building more clean energy sources will meet all the energy needs of the Prairies.*
- #6 - *Some fossil fuel electricity production will always be necessary in the harsh climate of the Prairies.*
- #7 - *The federal government should encourage building new power lines connecting neighbouring provinces and territories to keep prices affordable for everyone.*

On balance, Statement #6 received the highest level of support among participants, with all agreeing that some fossil fuel electricity production would likely always be necessary in the harsh climate of the Prairies. While most believed that it was an important step to increase investments towards renewable energy sources, it was widely felt that non-renewable energy sources would continue to play an important role in areas of the Prairies that experienced harsh climates, and especially for those living in rural or remote communities who they believed would have greater difficulty in accessing and utilizing renewable energy sources. Most also agreed with Statement #1, believing that there were very few potential drawbacks to increasing the capacity of Prairie provinces to harness and utilize renewable sources such as wind and solar. It was felt that taking this approach would help to build a more reliable and resilient electricity grid going forward.

Participants were also largely supportive of Statements #2 and #7. Regarding Statement #2, many were of the impression that there was a global trend towards the increased development of renewable energy sources and that this would likely lead to the creation of many new jobs in this area. The opinion was expressed that the Prairie provinces and Canada more generally would experience numerous economic benefits by investing in natural energy sources such as solar and wind-generated energy. Focusing on Statement #7, several thought that it was important for the individual provinces/territories to work together to assist one another in keeping energy costs affordable for their residents. It was thought that greater connectivity between the provinces/territories could be helpful in emergency situations such as grid failures, in that it would be easier for different parts of the country to come to the aid of jurisdictions facing these challenges. A few believed that the Government of Canada should be taking steps to provide financial support to the provinces/territories to assist them in building a more interconnected energy system.

A slightly larger number agreed with Statement #3 as those who felt otherwise. Among those who supported this statement, many expressed the opinion that if renewable energy could be produced at the same capacity as non-renewable energy sources, this would undoubtedly be preferable as it would likely yield significant environmental benefits. For those who were more uncertain or disagreed with this statement, it was felt that while it would be a positive step for all new electricity production to come from clean energy sources, they believed it was very unlikely that renewable sources would have the ability at any point in the foreseeable future to reliably produce the amount of energy required by Canadians.

Very few agreed with Statements #4 and #5. Regarding Statement #4, several were of the impression that green energy was costlier to produce relative to non-renewable sources such as oil and gas. It was felt that in order to produce the amount of energy needed to meet the needs of consumers, significant amounts would have to be invested towards the building of new clean energy infrastructure such as windmills and solar panels. A number also reported having heard that battery technology could be quite damaging to the environment, especially in terms of mining the raw materials required to produce them. Focusing on Statement #5, while many reiterated their support for increased investments towards clean energy, a large number did not find it likely that clean electricity technologies would ever advance to the point where they could reliably meet the energy needs of everyone living in the Prairies.

All groups were asked an additional question as to whether they would be willing to pay slightly more in the short term to lay the foundation for a lower cost clean electricity transition over the longer term. Regionally, a greater number of those in the groups based in Ontario were in favour of making these investments compared to those in Alberta, Manitoba, and Quebec. Among those who supported paying slightly more in the short term to invest in the transition to clean electricity, it was felt that given the perceived gravity of the threat posed by climate change, it was necessary to take these types of actions now in order to protect the environment for future generations. A number, however, expressed that there would need to be complete transparency as to what actions were being taken to facilitate this transition, who would be responsible for building this infrastructure, and how much these initiatives would cost.

Among those who were more uncertain as to whether they would be willing to pay more to accomplish this goal, many expressed the view that the cost of living was already very high at present and that they did not believe they would be able to financially accommodate any additional increases to their expenses. A number believed that rather than increasing the amount paid by taxpayers to support clean electricity initiatives, a greater responsibility should be placed on major energy providers to facilitate this transition and especially those that had reported record profits in recent years.



Climate Change Advertisement Message Testing (Ontario Climate Change Supportive/Ambivalent, Prince Edward Island, Nova Scotia, & Newfoundland Climate Change Supportive/Ambivalent, Quebec Climate Change Supportive/Ambivalent, Alberta and Manitoba Climate Supportive/Ambivalent)

Four groups shared their perspectives related to two potential advertisements currently being developed by the federal government to inform Canadians about the actions it was taking to address climate change. All participants had previously reported either being supportive or ambivalent regarding the issue of climate change. Groups were presented with scripts for these video ads and were informed that these videos could appear on digital media such as YouTube and other online platforms as well as on television. Those residing in Quebec were read a French-language version of the script, while all other groups were read an English-language version.

To begin, participants were presented with the following script, which was read to them twice, in succession:

The video opens on a wide shot of a beautiful Canadian forest. We see birds chirping and beautiful rivers running below.

VO: Canada's Climate Plan is focused on helping the environment AND the economy.

The camera goes above the trees and then directly into them.

VO: The Government of Canada is reducing millions of tons of pollution...

VO: AND supporting the creation of thousands of new jobs.

The camera follows a tree trunk down towards the ground. Just as it hits the grass on the ground, a transition moment happens and the scene flips upside down. As the environment flips, the base of the tree trunk flips to suddenly become the base of a charging station in a public EV bus parking lot. The camera moves up the base of the charger and pulls out to reveal the lot. We see a worker installing a new charging station.

VO: By investing in green technology and growing industries...

VO: We are taking action to help move towards a cleaner future.



The camera moves gradually to show the front of a bus. Just as we cross the front of the bus, this acts as a transition wall to a new environment. The scene changes and the bus is now a green space maintenance vehicle in a park. There is a worker planting a tree and another cleaning up some litter.

We see a happy family of three in the park before pulling out to see a beautiful overhead shot of the park with nature thriving all around.

VO/SUPER: Have it both ways with Canada's Climate Plan. To Learn More Visit Canada.ca/climateplan.

Cut to Government of Canada end slate with mnemonic and the Government of Canada logo.

Sharing their initial reactions, participants were largely mixed in their opinions, with a roughly equal number reacting positively to the advertisement compared to those who felt otherwise. Among those who viewed the ad as being effective, a number commented positively regarding what they perceived as the script's environmental focus. It was believed that the opening imagery of forests, nature, and lush green spaces would appeal to a broad range of Canadians and that the visuals of the family enjoying the environment would be relatable for many viewers. A number also liked what they viewed as the advertisement's positive tone, believing it presented an optimistic vision as to what life in Canada would look like in the years to come. Among those who felt differently, a number believed that the script was attempting to fit too much content into one advertisement and were worried that this would lead to the ad being quite lengthy once filmed. Some were also of the opinion that the transitions described within the script would be potentially jarring for viewers and could distract from the video's overall messaging. A few specifically felt the transition from lush green spaces to electric vehicle (EV) charging stations would not be received well by viewers, believing it implied that forests and natural areas would be replaced by EV infrastructure. A small number felt differently, believing that the transitions provided dynamic visuals and would keep viewers engaged while watching the ad.

Asked to describe what they viewed as being the main message of the advertisement, many felt it was aiming to communicate that the federal government was focused on making life in Canada more sustainable and that it was taking actions, such as building more EV infrastructure and encouraging greater adoption of this technology, to achieve this. It was felt by several that the script was seeking to convey to viewers that the Government of Canada taking this approach would yield both environmental and economic benefits for them in the future. A few also believed that the advertisement was seeking to reassure those working in the oil and gas sector that there would be a large number of new jobs created in the renewable energy field in the years to come. Questioned whether they felt this was an appropriate message to be coming from the federal government, most felt that it was. The view was expressed that as climate change and the environment were issues that impacted all Canadians, it was important for the federal government to be taking action on this front.

Discussing whether the advertisement spoke to them or motivated them to take action, few felt that it did. Many expressed the view that while they felt the environment was an important area to focus on, they did not believe that the ad provided them with much in the way of new information on this issue. Several thought that the optimistic future portrayed in the advertisement was somewhat unrealistic and that bringing about these changes would be more challenging to bring about than the ad seemed to imply. Some also felt that the advertisement did not sufficiently address concerns they had related



to the expanded use of EV technology, including the perceived environmental damage caused by mining the raw materials used in EV batteries and challenges related to disposing of these batteries at the end of their lifespans. Among the smaller number who believed that the ad would motivate them to take action, participants expected that after encountering this advertisement they would be more likely to check out the website promoted in the video in order to learn more about the actions that the federal government was taking to protect the environment.

Identifying potential changes that could be made to make this ad more effective, several believed that the script was too focused on EVs and that more should be done to highlight the full scope of actions that the federal government was taking to mitigate the impacts of climate change. It was also felt that more could be done to highlight the everyday activities that Canadians could engage in, such as recycling or using public transportation, to reduce their own carbon footprints and help to promote a greener future. Some thought that a greater focus could also be placed on including imagery of families living in and enjoying urban environments and greener spaces, believing that this would relate more to the lives of those who may not live close to the types of forests and natural areas described in the script.

Participants (with the exception of those residing in Quebec) were next presented with a second script that was read to them twice, in succession:

The video opens on a hiker walking through a scenic forest. He stops and pull out a digital camera to take a shot of the beautiful landscape.

VO: Greenhouse gas pollution heats the planet and threatens our nature.

The image goes into the hiker's camera as the hiker snaps a photo.

As the hiker snaps the photo, we go through the hiker's camera lens and a transition moment happens. The lens acts as a tunnel and the scene flips upside down. The image pulls out of the back of a man's phone who is mowing his lawn with a battery-powered mower.

VO: Canada's carbon price is designed to protect our environment by reducing this pollution...

VO: AND the Canada Carbon Rebate gives money back to Canadians.

We see the man looking at his phone and we see a notification on his screen that he has received the Canada Carbon Rebate deposit to his bank account.

SUPER: In [province], an individual gets [amount] this year, with a bonus for those in rural areas.

The man puts his phone back in his pocket and continues to mow the lawn with a battery-operated lawn mower. The camera moves gradually to show the end of the driveway where his spouse is receiving their young child as he comes back home in a school bus. They then head together towards the house.

VO: Contributing to a cleaner future and putting money back into your pocket.

The camera pulls out to a beautiful overhead scenic shot of the neighbourhood.

VO/SUPER: Have it both ways with the Canada Carbon Rebate. To learn more visit Canada.ca/carbonrebate.

Cut to Government of Canada end slate with mnemonic and the Government of Canada logo.

Sharing their reactions, several spoke positively of what they viewed as the financial focus of this advertisement, believing that the imagery of individuals receiving their quarterly Canada Carbon Rebate (CCR) payments would likely be effective in grabbing the attention of viewers. A number specifically liked the ad's highlighting of the push notification that Canadians would receive when their CCR payments arrived, believing that this would be a convenient way to find out that these amounts had been deposited in their bank accounts. Feeling somewhat differently, a number expressed having found the ad somewhat confusing and did not believe it effectively explained how CCR amounts were calculated as well as whether any action was required on their end to receive their payments. A few were also of the opinion that the advertisement's inclusion of technology such as battery-powered lawn mowers would be unrelatable to many Canadians, given their impression that few households were currently using these types of mowers.

Asked what they felt was the main message of the ad, most believed it was to highlight the positive aspects of the federal government's carbon pricing system and to communicate to viewers that they would be automatically receiving quarterly CCR payments going forward. It was also felt that the advertisement was working to convey to viewers that they could benefit both economically and environmentally from this system going forward and that by implementing a price on carbon the Government of Canada was helping to build a more sustainable future. It was widely thought that the message of the ad was straightforward and would be easily understandable for most viewers. Questioned whether this was an appropriate message to be coming from the federal government, almost all believed that it was, reiterating the view that climate change was an issue that impacted all Canadians.

While many believed that the perceived financial focus of the ad would be relatable to a large number of viewers, few reported that this ad spoke to them or motivated them to take action. For several, it was felt that given that they already were aware of the CCR program and how it worked, that this ad would be unlikely to prompt them to take any additional actions to find out more about this initiative. A number, however, questioned the accuracy of the script's claim that the carbon pricing system would help to contribute to a cleaner future while putting money back in their pockets. Among these participants it was widely believed that the additional costs incurred by Canadians as a result of the carbon pricing system were far greater than the amounts that they would receive back through CCR payments. A small number indicated that viewing this advertisement might prompt them to want to check out the website to learn more about how CCR amounts are calculated and whether these amounts differed depending on where in the country one lived.

Discussing the two scripts they had been presented with, participants were asked whether they felt either of the ads would be effective in terms of encouraging them to visit the website for more information. While several felt that the information included in the second advertisement regarding CCR payments was more interesting and impactful to them on a personal level, many expressed that, given that they were already aware of the carbon pricing initiative and how it worked, they would be

unlikely to feel compelled to visit the website to learn more upon watching this video. With this in mind, a number felt that the call to action to visit the website was stronger in the first advertisement, believing that more viewers would be interested in learning about the federal government's Climate Plan, as this might include new information regarding the specific steps that were being taken to combat climate change as well as the types of new jobs that would be created as a result of increased investments towards renewable energy and clean technology such as EVs.

Home Energy Label Design (Nova Scotia, Newfoundland & Prince Edward Island Climate Supportive/Ambivalent)

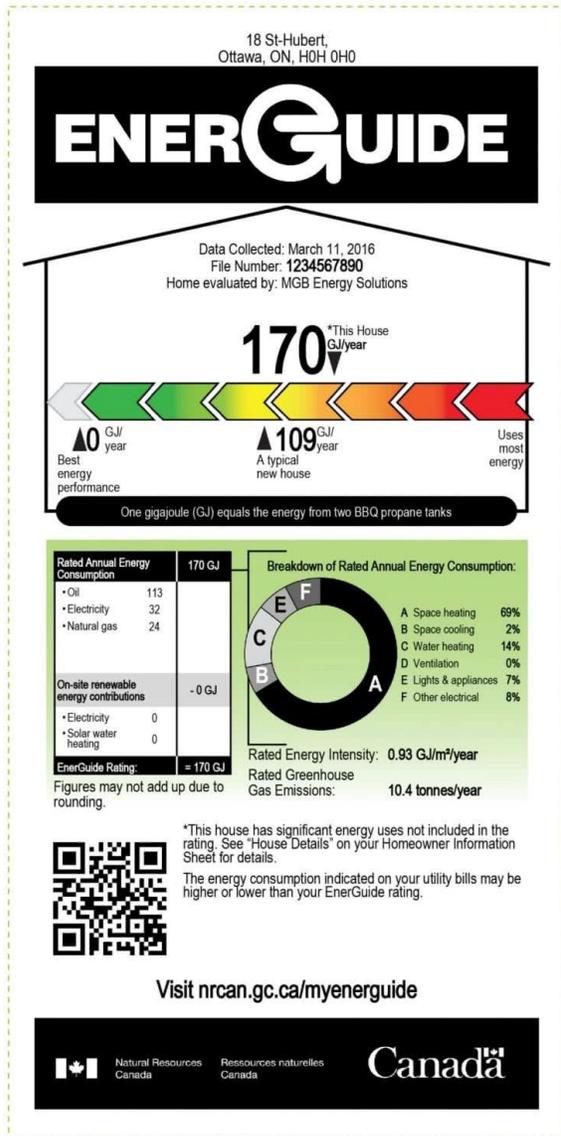
Participants in the group comprised of residents of Nova Scotia, Newfoundland, and Prince Edward Island (PEI) who were either supportive or ambivalent regarding climate change engaged in a discussion related to the design of home energy labels produced for the Government of Canada's EnerGuide program. Asked whether they were currently homeowners, several indicated that they were, with a smaller number reporting that they were hoping to purchase a home within the next few years. Discussing whether they were familiar with home energy labels, a few indicated that they were, believing that they primarily served to provide homeowners with information related to their home's energy use as well as the financial cost of using certain appliances or heating/cooling systems. A number recalled having personally encountered a home energy label on appliances within their homes as well as while engaging in home retrofitting projects such as installing heat pumps. To aid in conversation, participants were provided with the following information:

A home energy label is designed to help you better understand a home's energy performance. It can help you make decisions when buying or renting, take action to reduce your home's energy use and greenhouse gas emissions, and potentially increase the value of your home once energy efficiency improvements are made.

Asked what types of information they would want a home energy label to tell them about their home, participants identified a range of areas. These included the overall energy consumption of their home on a daily, monthly, and annual basis, their energy consumption by source, the energy efficiency of their home and appliances, areas where their home's energy efficiency could be improved, and information as to where they could go to find out more about making these upgrades. Discussing what information they would like to see specifically regarding the energy costs of their home, participants expressed a desire to learn more about how much they could save financially by making upgrades to their home, how much these upgrades would potentially cost, and how long it would take for the costs of these upgrades to be offset by their annual energy savings.

Participants were next provided with the following information related to the Government of Canada's EnerGuide program as well as a visual example of the EnerGuide home energy label:

The Government of Canada has a program called EnerGuide, where individuals can have an evaluation of their home to help them understand how it uses energy now and identify retrofits to help improve energy efficiency. An energy advisor assesses the entire home and provides an EnerGuide rating and an energy efficiency report. The advisor also provides a label that is an official record of the home's energy performance and can provide helpful information when making decisions about buying, selling, or renovating one's home.



In the above image, the word "EnerGuide" is written in bold in white font over a black background. Below, there is an energy consumption rating with a large "170 GJ/year" in bold black font, indicating the energy use of the house. The rating is accompanied by a colored scale from green to red, with the

needle pointing towards the higher energy consumption side. Further down, there is a circular graph marked from A to F, depicting a breakdown of the home's rated annual energy consumption by category:

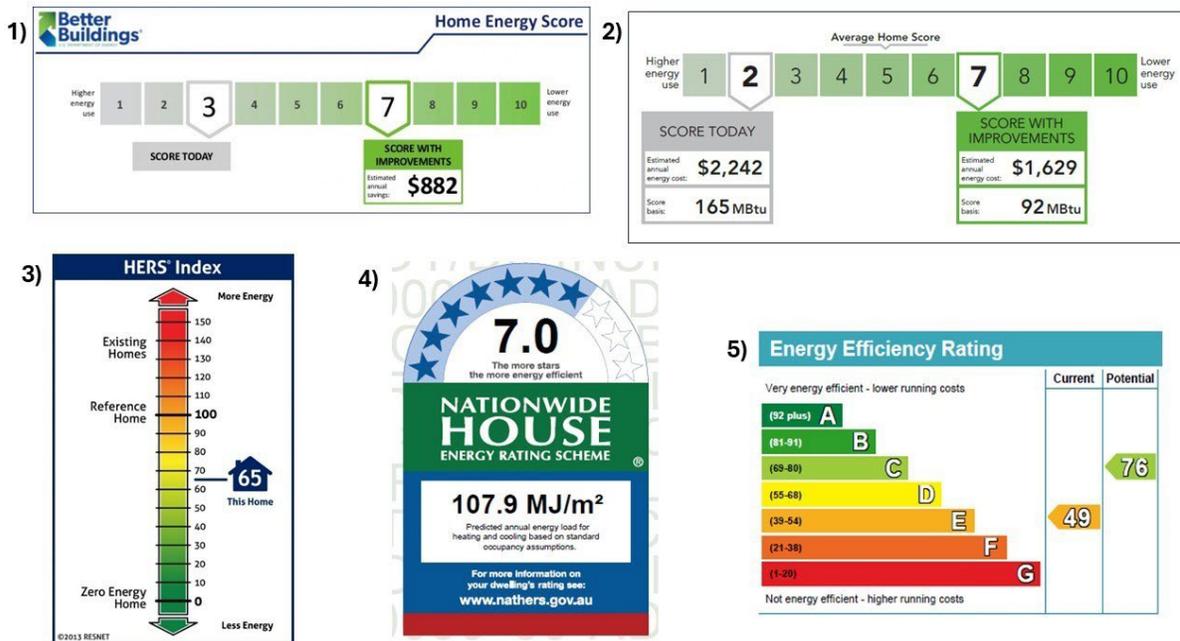
- A (Space heating): 69%
- B (Space cooling): 2%
- C (Water heating): 14%
- D (Ventilation): 0%
- E (Lights & appliances): 7%
- F (Other electrical): 8%

At the bottom, there is a QR code on the left and a message directing to visit "nrcan.gc.ca/myenergiguide" on the underneath. At the bottom of the EnerGuide label in a black box, there are two logos. On the left is the Natural Resources Canada (NRC) logo, which features a maple leaf symbol alongside the words "Natural Resources Canada" in English and "Ressources naturelles Canada" in French. On the right is the official Government of Canada logo.

Describing their initial reactions to this label, several were uncertain, with some expressing that they did not have any frame of reference to compare the label to and, as such, were unsure as to how effective this design was. While a number thought that the label was useful in that it provided them with a way to compare their home's energy efficiency to other similarly sized homes in their area, several felt that the information presented in the bottom half of the label was quite dense and difficult to understand at first glance. A few spoke positively of the label's design as a whole, believing that it was aesthetically pleasing and that the information was presented in a way that would likely capture their attention. Discussing additional information that they felt could be provided on this label, some believed that a greater focus should be placed on providing homeowners with an energy efficiency target that they could work towards achieving, especially if their home was on the lower end of the scale in this respect. Participants also recommended additional improvements to the design such as increasing the use of colour to make the design more visually engaging as well as providing more specific information regarding which aspects of their home's energy use were having the greatest impact on their energy efficiency rating.

Questioned whether they felt a home energy label would assist them in making decisions regarding their home or a home they were considering purchasing or renting, most believed that it would. Many expressed a desire for their home to be as energy efficient as possible and expected that they would take the information provided on a home energy label into account when making a purchasing decision. Among those who were already homeowners, it was felt that home energy labels provided useful information regarding their existing heating/cooling systems and appliances and most expected that these labels would be helpful in informing their decisions regarding the types of home retrofitting projects they would be interested in engaging in.

Participants were next shown a number of different examples of home energy labels from other countries around the world:



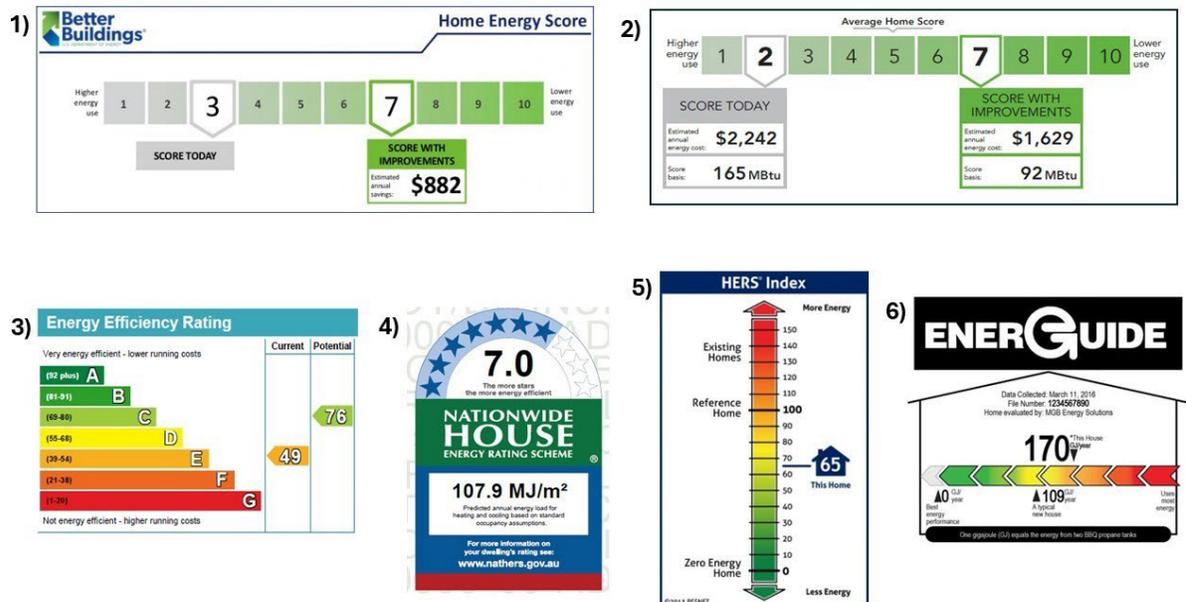
This image presents five different energy efficiency labels from various systems used to evaluate the energy performance of homes.

- **Better Buildings Home Energy Score (Label 1)**: This label from the U.S. Department of Energy shows a scale from 1 to 10, where 1 represents higher energy use and 10 lower energy use. The current home has a score of 3, meaning higher energy use, but with improvements, it could achieve a score of 7, saving an estimated \$882 annually.
- **Average Home Score (Label 2)**: Another label using a 1 to 10 scale, where 1 represents higher energy use and 10 lower energy use. The current home has a score of 2 with an estimated energy cost of \$2,242 per year, but improvements could increase the score to 7 and reduce costs to \$1,629 annually.
- **HERS Index (Label 3)**: The Home Energy Rating System (HERS) Index evaluates a home's energy performance relative to a reference home, with lower scores indicating better efficiency. A score of 100 represents the baseline, while a score of 65 for this home shows it is more energy efficient than the average.
- **Nationwide House Energy Rating Scheme (Label 4)**: This Australian label assigns stars based on energy efficiency, with more stars indicating better performance. The house here has a score of 7 stars, consuming 107.9 MJ/m² annually for heating and cooling.

- **Energy Efficiency Rating (Label 5):** A UK-based label uses a scale from A to G, with A being very energy efficient and G being inefficient. This home has a current score of 49 (category E) but has the potential to improve to a score of 76 (category C) with certain upgrades.

Asked which labels they felt would be most useful, many spoke positively of designs #1 and #2, believing that these provided the most straightforward presentation of information when it came to better understanding their home's energy efficiency. Several specifically identified the information regarding their home's annual estimated energy costs (on design #2) as well as the amount of money they could save by making their homes more energy efficient (designs #1 and #2) as being particularly useful metrics to include on these labels. While few mentioned designs #3 and #5, a small number spoke positively of the use of bright colours on these labels, believing that this helped to make them stand out compared to the other designs. No participants expressed an opinion regarding design #4.

Participants were next shown a third image containing the EnerGuide label as well as the examples of other designs from across the world:



The above image presents all 6 of the previously described labels:

- **Better Buildings Home Energy Score (Label 1)**
- **Average Home Score (Label 2)**
- **HERS Index (Label 3)**
- **Nationwide House Energy Rating Scheme (Label 4)**
- **Energy Efficiency Rating (Label 5)**



- **EnerGuide (Label 6)**

Asked which label they felt would be the most useful in terms of making decisions about a home they were considering buying or renting, almost all reiterated their preference for designs #1 and #2. It was widely felt that these labels were straightforward, easy to understand, and would be effective in providing current and prospective homeowners/renters alike with practical information regarding how they can make their homes more energy efficient and save money in the process.

Appendices

Appendix A – Recruiting Scripts

English Recruiting Script

Privy Council Office Recruiting Script – October 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:

| Gro up | Date | Time (EDT) | Local Time | Location | Composition | Moderat or |
|-----------|----------------------------|------------------|--|---|---|---------------|
| 1 | Tues, Oct 1 st | 6:00-8:00 PM | 6:00-8:00 PM (EDT) | Ontario | Climate Change Supportive/Ambivale nt | MP |
| 2 | Wed, Oct 2 nd | 5:00-7:00 PM | 6:00-8:00 (ADT) 6:30-8:30 (NDT) | PEI, Nova Scotia, Newfoundland | Climate Change Supportive/Ambivale nt | DN |
| 4 | Thurs, Oct 3 rd | 8:00-10:00 PM | 6:00-8:00 PM (MDT) 6:00-8:00 PM (CST) 7:00-9:00 PM (CDT) | Alberta, Manitoba | Climate Change Supportive/Ambivale nt | TBW |
| 5 | Tues, Oct 8 th | 8:00-10:00 PM | 6:00-8:00 PM (MDT) 6:00-8:00 PM (CST) 7:00-9:00 PM (CDT) | Urban Prairies (excluding Saskatchewan) | General Population | TBW |
| 6 | Wed, Oct 9 th | 6:00-8:00 PM | 6:00-8:00 PM (EDT) | Rural Ontario | General Population | DN |
| 8 | Tues, Oct 15 th | 6:00-8:00 PM | 6:00-8:00 PM (EDT) | London | General Population | TBW |
| 9 | Wed, Oct 16 th | 5:00-7:00 PM | 6:00-8:00 PM (ADT) | Nova Scotia | General Population | DN |
| 11 | Tues, Oct 22 nd | 9:00-11:00 PM | 6:00-8:00 PM (PDT) | Vancouver Island | General Population | MP |
| 12 | Wed, Oct 23 rd | 5:00-7:00 PM | 6:00-8:00 PM (ADT) | Prince Edward Island | General Population | TBW |



Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

English **CONTINUE**
French **SWITCH TO FRENCH SCREENER**

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

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

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

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

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

SCREENING QUESTIONS

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

| | |
|--|----------------------|
| A market research firm | 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
In radio/television
No, none of the above

THANK AND END
THANK AND END
CONTINUE

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

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

2. In which city do you reside?

| LOCATION | CITIES | |
|--------------------------------|---|---|
| Ontario | <p>Cities/regions could include (but are not limited to):</p> <p><u>Major Centres: Population of 300,000+</u> Toronto, Ottawa-Gatineau, Mississauga, Brampton, Hamilton</p> <p><u>Mid-size Centres: Population of 100,000 – 300,000</u> Barrie, Brantford, Cambridge, Chatham-Kent, Guelph, Kingston, Kitchener, London, Milton, St. Catharines-Niagara, Sudbury, Waterloo, Windsor</p> <p><u>Small Centres: Population of <30,000</u> 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.</p> | <p>CONTINUE – GROUP 1</p> |
| PEI, Nova Scotia, Newfoundland | <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>Newfoundland & Labrador:</u> St. John’s, Corner Brook, Conception Bay, Mount Pearl</p> <p><u>Prince Edward Island:</u> Charlottetown, Summerside</p> | <p>CONTINUE – GROUP 2</p> |

| | | |
|-------------------|--|----------------------------------|
| | <p>ENSURE A GOOD MIX OF CITIES/REGIONS ACROSS PROVINCES. NO MORE THAN 3 FROM EACH PROVINCE.</p> | |
| Alberta, Manitoba | <p>Cities include (but are not limited to):</p> <p><u>Manitoba</u>: Winnipeg, Brandon, Steinbach, Winkler, Portage la Prairie, Thompson, Selkirk, Morden.</p> <p><u>Alberta</u>: Calgary, Edmonton, Red Deer, Lethbridge, Airdrie, Fort McMurray, Medicine Hat, Grande Prairie, Spruce Grove, Fort Saskatchewan, Chestermere, Beaumont, Camrose, Stony Plain, Sylvan Lake.</p> <p>ENSURE 2 PARTICIPANTS FROM EACH PROVINCE. NO MORE THAN 1 FROM EACH CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.</p> | <p>CONTINUE – GROUP 4</p> |
| Urban Prairies | <p>Cities include (but are not limited to):</p> <p><u>Alberta</u>: Calgary, Edmonton, Airdrie, Red Deer</p> <p><u>Manitoba</u>: Winnipeg, Brandon, Steinbach, Winkler</p> <p>ENSURE 2 PARTICIPANTS FROM EACH PROVINCE. ENSURE A GOOD MIX FROM EACH PROVINCE.</p> | <p>CONTINUE – GROUP 5</p> |
| Rural Ontario | <p>Population = <30,000</p> <p>Cities 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>MAX 2 PARTICIPANTS FROM EACH CITY. ENSURE A GOOD MIX ACROSS THE REGION.</p> | <p>CONTINUE – GROUP 6</p> |
| London | <p>City of London</p> <p>PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTER PROPER.</p> | <p>CONTINUE – GROUP 8</p> |

| | | |
|--|--|----------------------------|
| Nova Scotia | <p>Cities could include (but are not limited to):</p> <p><u>Large population = 50,000+</u> Halifax</p> <p><u>Medium population = 30,00-50,000</u> Cape Breton-Sydney</p> <p><u>Small population = <30,000</u> New Glasgow, Glace Bay, Kentville, Sydney Mines, Amherst, Bridgewater</p> <p>NO MORE THAN TWO PER CITY. ENSURE A GOOD MIX ACROSS THE REGION.</p> | CONTINUE – GROUP 9 |
| Vancouver Island | <p>Cities include (but are not limited to):</p> <p>Victoria, Nanaimo, Courtenay, Campbell River, Parksville, Duncan, Port Alberni, Lady Smith, Sooke</p> <p>ENSURE A GOOD MIX ACROSS THE REGION. NO MORE THAN TWO PER CITY. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p> | CONTINUE – GROUP 11 |
| Prince Edward Island | <p>Cities could include (but are not limited to):</p> <p>Charlottetown, Summerside, Stratford, Cornwall</p> <p>MAX 4 PARTICIPANTS FROM CHARLOTTETOWN.</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. |
| 18-24 | ALL LOCATIONS = CONTINUE |
| 25-34 | |
| 35-44 | |
| 45-54 | |
| 55+ | |
| VOLUNTEERED Prefer not to answer | THANK AND END |

4. **ASK ONLY IF GROUPS 1, 2 & 4** Which one of the following five descriptions most closely resemble your own thinking?
1. I strongly believe in climate change and think it is caused by humans. I am extremely worried about it. I am committed to taking climate action and think my actions would have an effect, but I am not particularly hopeful about progress overall. **THANK AND END**
 2. I strongly believe in climate change and think it is mostly caused by humans. I am very worried about it. I am willing to take climate action and think my actions would have some effect. **CONTINUE**
 3. I mostly believe in climate change and think it is probably caused by humans, but sometimes I feel a bit confused about the issue and am only moderately worried about it. I am somewhat willing to take climate action. **CONTINUE**
 4. I do not have strong feelings about climate change and am a bit uncertain about what causes it. I am not too worried about it. I am not particularly willing to take climate action and am unsure that my actions would have an effect. **THANK AND END**
 5. I do not believe in climate change or that it is caused by humans. I feel no confusion about the issue, and am not at all worried about it. I am very unwilling to take climate action and do not think my actions would have any effect. **THANK AND END**

2 = SUPPORTIVE, 3 = AMBIVALENT. ENSURE A GOOD MIX BETWEEN THOSE WHO ARE SUPPORTIVE AND AMBIVALENT BUT LEAN TOWARDS SUPPORTIVE.

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 | CONTINUE |
| Rent | |
| 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. 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.”*

7. 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**

8. 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

9. 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**

10. 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**

11. 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?

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, ASSESS WHETHER ACCOMODATIONS CAN BE MADE.

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

Yes **CONTINUE**
No **SKIP TO Q.16**

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

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

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

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

15. 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.

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

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

VOLUNTEERED Prefer not to answer **THANK AND END**
ENSURE A GOOD MIX.

17. **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.

18. **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 |
| \$20,000 to just under \$40,000 | |
| \$40,000 to just under \$50,000 | |
| \$50,000 to just under \$65,000 | |
| \$65,000 to just under \$80,000 | |
| \$80,000 to just under \$100,000 | |
| \$100,000 to just under \$125,000 | |
| \$100,000 to just under \$150,000 | |



| | |
|---|----------------------|
| \$150,000 and above | |
| VOLUNTEERED Prefer not to answer | THANK AND END |

ENSURE A GOOD MIX.

19. **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
- Latin American
- Filipino
- Arab
- Southeast Asian (e.g., Vietnamese, Cambodian, Thai)
- Korean or Japanese
- Indigenous
- Other (specify)

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

ENSURE A GOOD MIX.

20. **[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 – octobre 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 :

| GRUPE | DATE | HEURE (HNE) | HEURE (LOCALE) | LIEU | COMPOSITION DU GROUPE | MODÉRATEUR |
|-------|------------|-------------|-----------------|--------------------|--------------------------------------|------------|
| 3 | 2 octobre | 6:00-8:00 | 6:00-8:00 (HAE) | Québec | Climatofervents et climatosceptiques | MP |
| 7 | 10 octobre | 6:00-8:00 | 6:00-8:00 (HAE) | Région de Mauricie | Population générale | MP |
| 10 | 17 octobre | 6:00-8:00 | 6:00-8:00 (HAE) | Ville de Québec | Population générale | MP |

Questionnaire de recrutement

INTRODUCTION

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

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

NOTER LA LANGUE ET CONTINUER

Français **CONTINUER**

Anglais **PASSER AU QUESTIONNAIRE ANGLAIS**



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

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

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

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

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

QUESTIONS DE SÉLECTION

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

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

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

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

2. Quelle est la 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 | Les villes peuvent notamment comprendre (mais ne sont pas limité à) : Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière, Saint-Jean-sur-Richelieu, Chateauguay, Drummondville, Granby, Saint-Hyacinthe ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA RÉGION. | CONTINUER – GROUPE 3 |
| Région de Mauricie | Les villes peuvent notamment comprendre : <u>Mauricie</u> : Trois-Rivières, Shawinigan, La Tuque, Louiseville, Saint-Tite, Saint-Luc-de-Vincennes ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA RÉGION. | CONTINUER – GROUPE 7 |
| Ville de Québec | Ville de Québec. LES PARTICIPANTS DOIVENT RÉSIDER DANS LEDIT CENTRE. | CONTINUER – GROUPE 10 |
| 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 29 ans | |
| 30 à 34 ans | |
| 35 à 44 ans | |
| 45 à 49 ans | |
| 50 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.

1. **À DEMANDER SEULEMENT AU GROUPE 3** Vous trouverez ci-dessous cinq descriptions résumant les différentes façons de penser des Canadiens en matière de changements climatiques. Laquelle se rapproche le plus de votre propre vision des choses?
2. Je crois fortement aux changements climatiques et je pense qu'ils sont causés par les humains. Je suis extrêmement inquiet(ète) à ce sujet. Je suis déterminé(e) à adopter des mesures en faveur du climat et je crois que mes actions peuvent avoir un effet, bien que je ne sois pas particulièrement optimiste quant aux progrès attendus
3. Je crois fortement aux changements climatiques et pense qu'ils sont principalement causés par les humains. Je suis très inquiet(ète) à ce sujet. Je suis prêt(e) à adopter des mesures pour lutter contre les changements climatiques et je pense que mes actions auront un certain impact.
4. En général, je crois aux changements climatiques et je pense qu'ils sont probablement causés par les humains. Mais parfois, je me sens un peu perplexe face à cette question et je ne suis que moyennement inquiet(ète) à ce sujet. Je suis relativement disposé(e) à adopter des mesures en faveur du climat.
5. Je ne suis pas très sensible aux changements climatiques et j'ai des doutes quant à leurs causes. Je ne suis pas trop inquiet(ète) à ce sujet. Je ne suis pas particulièrement désireux(euse) d'adopter des mesures en faveur du climat et je ne suis pas certain(e) que mes actions auraient un quelconque effet.
6. Je ne crois pas aux changements climatiques et je ne crois pas qu'ils soient causés par les humains. Je ne ressens aucune confusion à ce sujet et je ne suis pas du tout inquiet(ète). Je suis très peu disposé(e) à adopter des mesures en faveur du climat et je ne crois pas que mes actions auraient un quelconque effet.

2 = CLIMATOFERVENTS, 3 = CLIMATOSCEPTIQUES. ASSURER UNE BONNE MÉLANGE MAIS COMPRENENT PLUS DE CLIMATOFERVENTS.

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

| | |
|--------------|------------------|
| Propriétaire | CONTINUER |
|--------------|------------------|



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

7. 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.

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

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

9. 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**

10. 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

11. 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**



12. 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**

13. 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?
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, ÉVALUER SI DES AMÉNAGEMENTS PEUVENT ÊTRE FAITS.

14. 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**

15. 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**

16. 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**

17. 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.

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



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

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

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

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

Non **REMERCIER ET CONCLUREE**

INVITATION



J'aimerais vous inviter à ce groupe de discussion en ligne, qui aura lieu le **[DONNER LA DATE ET L'HEURE EN FONCTION DU N° DE GROUPE INDIQUÉ DANS LE TABLEAU, PAGE 1]**. La discussion durera deux heures et vous recevrez 125 \$ pour votre participation. Ce montant vous sera envoyé par transfert électronique après la tenue du groupe de discussion.

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

Est-ce que vous accepteriez de participer?

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

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

Nom :

Numéro de téléphone :

Adresse courriel :

Vous recevrez un courrier électronique du **[INSÉRER LE NOM DU RECRUTEUR]** expliquant comment rejoindre le groupe en ligne. Si la connexion au système vous pose des difficultés, veuillez en aviser notre équipe de soutien technique à : support@thestrategiccounsel.com.

Nous vous prions de vous mettre en ligne au moins 15 minutes avant l'heure prévue, afin d'avoir le temps de vous installer et d'obtenir l'aide de notre équipe de soutien en cas de problèmes techniques. Veuillez également redémarrer votre ordinateur avant de vous joindre au groupe.

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

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

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____

DATE DU RECRUTEMENT : _____

Appendix B – Discussion Guides

English Moderator's Guide

MASTER MODERATOR'S GUIDE OCTOBER 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/ECONOMIC INDICATORS (5-50 minutes) Ontario/Atlantic Canada/Quebec/Prairies Climate Change Supportive and Ambivalent, Urban Prairies, Rural Ontario, Mauricie Region, London, Nova Scotia, Quebec City, Vancouver Island, Prince Edward Island

- What have you seen, read, or heard about the Government of Canada in the last few days?
 - Where did you read, see, or hear this news?
- Quebec Climate Change Supportive and Ambivalent, Mauricie Region, Prince Edward Island Have you seen, read, or heard anything recently about the Bank of Canada cutting interest rates?
 - Quebec Climate Change Supportive and Ambivalent, Mauricie Region, Prince Edward Island IF YES: What are your thoughts on this?
 - Quebec Climate Change Supportive and Ambivalent, Mauricie Region, Prince Edward Island How do you think it might affect your household, if at all?
- Quebec Climate Change Supportive and Ambivalent, Mauricie Region, Prince Edward Island What about the inflation rate in Canada? Have you seen, read, or heard anything recently about the inflation rate easing in Canada? [NOTE TO MODERATOR: The inflation rate dropped to 2% for August (compared to 2.5% for July), hitting the Bank of Canada's set target.]
 - Quebec Climate Change Supportive and Ambivalent, Mauricie Region, Prince Edward Island IF YES: What are your thoughts and reactions to this news?
 - Quebec Climate Change Supportive and Ambivalent, Mauricie Region, Prince Edward Island Have you noticed any changes in your daily life due to inflation?
- Quebec Climate Change Supportive and Ambivalent, Mauricie Region, Prince Edward Island What about the economic growth rate in Canada?
 - Quebec Climate Change Supportive and Ambivalent, Mauricie Region, Prince Edward Island IF YES: What are your thoughts and reactions to this news?

- Quebec Climate Change Supportive and Ambivalent, Mauricie Region, Prince Edward Island IF NO, MODERATOR TO SHARE INFORMATION ON GDP AND PROVIDE A BRIEF EXPLANATION: GDP stands for Gross Domestic Product. It measures the monetary value of final goods and services produced in a country in a given period of time. GDP growth: the Canadian economy grew 2.1% at an annualized rate in the most recent quarter of 2024, which was well above the Bank of Canada's 1.5% estimate from July.
- Quebec Climate Change Supportive and Ambivalent, Mauricie Region, Prince Edward Island What, if anything, do economic growth numbers tell you about your future economic wellbeing?
- Quebec Climate Change Supportive and Ambivalent, Mauricie Region, Prince Edward Island What about the unemployment rate in Canada?
 - Quebec Climate Change Supportive and Ambivalent, Mauricie Region, Prince Edward Island IF YES: What are your thoughts and reactions to this news?
 - Quebec Climate Change Supportive and Ambivalent, Mauricie Region, Prince Edward Island IF NO: The unemployment rate is currently 6.6%, compared to 5.4% in 2023, or 5.7% in 2019 before the pandemic. What are your thoughts about this information?
- Quebec Climate Change Supportive and Ambivalent, Mauricie Region, Prince Edward Island Do any of these indicators – interest rates, inflation rates, economic growth rates, or unemployment rates – have an impact on how you feel about the direction of the economy and your own financial future?
 - Quebec Climate Change Supportive and Ambivalent, Mauricie Region, Prince Edward Island What about your expectations around the cost of living? Why is that?
- Quebec Climate Change Supportive and Ambivalent Changing topics, what have you seen, read, or heard recently, if anything, about immigration and changes to the Temporary Foreign Worker Program in Canada?
 - Quebec Climate Change Supportive and Ambivalent IF YES: What are your thoughts and reactions to it?
- Vancouver Island, Prince Edward Island IF NOT MENTIONED: Have you heard anything related to the Government of Canada and dental care?
 - Vancouver Island, Prince Edward Island IF YES: What have you heard? What are your reactions?
 - Vancouver Island, Prince Edward Island CLARIFY: The Canadian Dental Care Plan provides dental coverage for seniors 65 and over, children under 18, and adults with a valid Disability Tax Credit certificate.



- **Vancouver Island, Prince Edward Island** What are your thoughts about this program?
- **Prince Edward Island** IF NOT MENTIONED: Have you heard anything related to a two-ferry service from Nova-Scotia to Prince-Edward-Island?
 - **Prince Edward Island** IF YES: What have you heard? What are your reactions?
 - **Prince Edward Island** Do you think it's important to have a two-ferry service between NS and PEI?
- **Prince Edward Island** What, if anything, have you seen, read, or heard recently about the Department of Fisheries and Oceans and their management of fisheries in Canada?
 - **Prince Edward Island** When it comes to protecting local fisheries, would you say the Government of Canada is on the right track, wrong track, or neither?

CLIMATE CHANGE – AD MESSAGE TESTING (45 minutes) **Ontario/Atlantic Canada/Prairies Climate Change Supportive and Ambivalent,**

We are now going to review two potential ads that are currently being developed by the Government of Canada. These ads could be shown on digital media such as YouTube, news and other websites as well as on TV.

I only have video scripts for each, so I will read a description of the imagery and what you would hear as each ad plays. You will need to imagine the visuals that would accompany each message. I will read you the script twice, and then we will discuss your thoughts. Feel free to take notes to help you remember what you liked and didn't like about the ad.

AD #1 – NATIONAL

Concept 2 – National - English

MODERATOR TO READ THE SCRIPT TWICE

The video opens on a wide shot of a beautiful Canadian forest. We see birds chirping and beautiful rivers running below.

VO: Canada's Climate Plan is focused on helping the environment AND the economy.

The camera goes above the trees and then directly into them.

VO: The Government of Canada is reducing millions of tons of pollution...

VO: AND supporting the creation of thousands of new jobs.



The camera follows a tree trunk down towards the ground. Just as it hits the grass on the ground, a transition moment happens and the scene flips upside down. As the environment flips, the base of the tree trunk flips to suddenly become the base of a charging station in a public EV bus parking lot. The camera moves up the base of the charger and pulls out to reveal the lot. We see a worker installing a new charging station.

VO: By investing in green technology and growing industries...

VO: We are taking action to help move towards a cleaner future.

The camera moves gradually to show the front of a bus. Just as we cross the front of the bus, this acts as a transition wall to a new environment. The scene changes and the bus is now a green space maintenance vehicle in a park. There's a worker planting a tree and another cleaning up some litter.

We see a happy family of three in the park before pulling out to see a beautiful overhead shot of the park with nature thriving all around.

VO/SUPER: Have it both ways with Canada's Climate Plan. To Learn More Visit Canada.ca/climateplan.

Cut to Government of Canada end slate with mnemonic and the Government of Canada logo.

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



AD #2 – REGIONAL

Concept 2 – Regional – English

MODERATOR TO READ THE SCRIPT TWICE

The video opens on a hiker walking through a scenic forest. He stops and pull out a digital camera to take a shot of the beautiful landscape.

VO: Greenhouse gas pollution heats the planet and threatens our nature.

The image goes into the hiker’s camera as the hiker snaps a photo.

As the hiker snaps the photo, we go through the hiker’s camera lens and a transition moment happens. The lens acts as a tunnel and the scene flips upside down. The image pulls out of the back of a man’s phone who is mowing his lawn with a battery-powered mower.

VO: Canada’s carbon price is designed to protect our environment by reducing this pollution...

VO: AND the Canada Carbon Rebate gives money back to Canadians.

We see the man looking at his phone and we see a notification on his screen that he's received the Canada Carbon Rebate deposit to his bank account.

Ontario Climate Change Supportive and Ambivalent SUPER: In Ontario, an individual gets \$560 this year, with a bonus for those in rural areas.

Atlantic Canada Climate Change Supportive and Ambivalent SUPER: In Newfoundland and Labrador, an individual gets \$596 this year, with a bonus for those in rural areas. [Moderator to inform participants that the super will change for each province and that we are using Newfoundland and Labrador as an example]

Prairies Climate Change Supportive and Ambivalent SUPER: In Alberta, an individual gets \$600 this year, with a bonus for those in rural areas. [Moderator to inform participants that the super will change for each province and that we are using Alberta as an example.]



The man puts his phone back in his pocket and continues to mow the lawn with a battery-operated lawn mower. The camera moves gradually to show the end of the driveway where his spouse is receiving their young child as he comes back home in a school bus. They then head together towards the house.

VO: Contributing to a cleaner future and putting money back into your pocket.

The camera pulls out to a beautiful overhead scenic shot of the neighbourhood.

VO/SUPER: Have it both ways with the Canada Carbon Rebate. To learn more visit Canada.ca/carbonrebate.

Cut to Government of Canada end slate with mnemonic and the Government of Canada logo.

- What are your initial thoughts about this ad?

- What do you think is the main message of the ad?
 - Is the message easy to understand?
 - Is this an appropriate message from the Government of Canada? What makes you say that?

- Does this ad speak to you? Why or why not?

- Does this ad motivate you to take action?
 - IF YES: What actions would you take?

- Do you have any other thoughts on what could make this ad more effective?

- Thinking about both of the ads we discussed, would they be effective in terms of encouraging you to visit the website for more information? What makes you say that?

ENVIRONMENT AND CLIMATE CHANGE MESSAGING (30-45 minutes) Ontario/Quebec/Prairies
Climate Change Supportive and Ambivalent, Urban Prairies, Rural Ontario

Shifting topics, now I'd like to talk about clean electricity.

- What does the term "clean electricity" mean to you?

CLARIFY AS NEEDED: Clean electricity refers to electrical power generated by sources such as wind, solar, nuclear or hydropower.

I want to show you a few statements about clean electricity and for each one I would like you to let me know whether it's something you agree or disagree with or have no opinion on.

MODERATOR TO SHOW STATEMENTS ON SCREEN ONE AT A TIME. AFTER EACH STATEMENT ASK FOR A SHOW OF HANDS FOR AGREE/DISAGREE/NO OPINION AND REASONS

Ontario Climate Change Supportive and Ambivalent

1. Building a clean electricity grid is a key first step to fight climate change and to power a future with electric vehicles, heat our homes and non-polluting industries.
2. Southern Ontario has great potential for wind and solar power, and harnessing these resources is key to supporting growth and a prosperous future for the region.
3. Nuclear power technologies and nuclear expertise are advancing in Ontario and should continue to play a central role in the future of the province's power production.
4. Encouraging the development of more wind and solar energy is good for the economy and will create lasting jobs in the province.
5. I would prefer new electricity production to come from clean energy like solar and wind, as opposed to fossil fuels, like natural gas.
6. Renewable electricity sources are the future thanks to decreasing costs of production and advancements in technology, like large-scale batteries.
7. Clean electricity is a competitive advantage that will attract investments to Ontario, from companies who want their products to be made using clean energy.

Quebec Climate Change Supportive and Ambivalent

1. Adding more clean and renewable electricity to our grid will help to stabilize electricity prices
2. The Government of Canada should fight climate change in a way that will keep the cost of electricity affordable in Quebec.

3. Canada should meet the increasing demand for electricity for homes and businesses by investing in clean electricity like wind, solar, nuclear, and battery storage.
4. Building a clean electricity grid is a key first step to fight climate change and to power a future with electric vehicles, heat our homes and non-polluting industries.

Prairies Climate Change Supportive and Ambivalent, Urban Prairies

1. The sunny and windy environment of the Prairies is its greatest resource for developing new clean sources of power like wind and solar power.
2. Encouraging the development of more wind and solar energy is good for the economy and will create jobs in the province.
3. I would prefer new electricity production to come from clean energy like solar and wind, as opposed to fossil fuels, like natural gas.
4. Renewable and clean electricity production is the future thanks to decreasing costs of production and advancements in technology, like large-scale batteries.
5. Building more clean energy sources will meet all the energy needs of the Prairies.
6. Some fossil fuel electricity production will always be necessary in the harsh climate of the prairies.
7. The federal government should encourage building new power lines connecting neighbouring provinces and territories to keep prices affordable for everyone.

Rural Ontario

1. Building a clean electricity grid is a key first step to fight climate change and to power a future with electric vehicles, heat our homes and non-polluting industries.
2. Southern Ontario has great potential for wind and solar power, and harnessing these resources is key to supporting growth and a prosperous future for the region.
3. Nuclear power technologies and nuclear expertise are advancing in Ontario and should continue to play a central role in the future of the province's power production.

4. Encouraging the development of more wind and solar energy is good for the economy and will create lasting jobs in the province.
 5. I would prefer new electricity production to come from clean energy like solar and wind, as opposed to fossil fuels, like natural gas.
 6. Renewable electricity sources are the future thanks to decreasing costs of production and advancements in technology, like large-scale batteries.
 7. Clean electricity is a competitive advantage that will attract investments to Ontario from companies who want their products to be made using clean energy.
- Would you be willing to pay slightly more in the short term to lay the foundation for a lower cost clean electricity transition over the longer term?

HOME ENERGY LABEL DESIGN (45 minutes) Atlantic Canada Climate Change Supportive and Ambivalent

Now we would like to ask you about home energy labels.

- Before we get started, does anyone own a home?
- Is anyone planning to buy a home within the next two years?
- Is anyone familiar with home energy labels?
 - IF YES: Can you explain what they are?
 - IF YES: Has anyone ever received or come across a home energy label?
 - IF YES: How did that come about?

Here is a brief description: A home energy label is designed to help you better understand a home's energy performance. It can help you make decisions when buying or renting, take action to reduce your home's energy use and greenhouse gas emissions, and potentially increase the value of your home once energy efficiency improvements are made.

- What information would you want a home energy label to tell you about your home?
 - Would you be interested in:
 - How energy efficient your home is?

- How much energy it uses overall and/or by source (e.g. oil, electricity, natural gas)?
 - Your home's estimated energy cost (the amount you spend on energy bills to operate your home)?
 - Your home's greenhouse gas emissions?
 - The potential to improve your home's energy efficiency through upgrades/renovations?
- What kind of energy cost information would you be most interested in seeing?
 - Would you be interested in:
 - How much your current annual energy costs are?
 - How much your annual energy costs would be if you made upgrades?
 - How much money you could save by making upgrades?
 - How long it would take for the cost of making these upgrades to pay off?

The Government of Canada has a program called EnerGuide, where individuals can have an evaluation of their home to help them understand how it uses energy now and identify retrofits to help improve energy efficiency. An energy advisor assesses the entire home and provides an EnerGuide rating and an energy efficiency report. The advisor also provides a label that is an official record of the home's energy performance and can provide helpful information when making decisions about buying, selling, or renovating one's home.

Now let's look at Canada's current EnerGuide home energy label.

SHOW IMAGE 1 – ENERGUIDE LABEL ON SCREEN

- What are your initial reactions to the label?
 - PROMPT: What comes to mind when you see this label? What do you think this label is saying about this home?
- Do you find it easy or difficult to understand the information presented on the label?
 - PROMPT: What do you find is particularly easy or difficult to understand? Why?
- What information on the label is most or least useful?
 - PROMPT: Why do you think this information is/is not useful?

- Would this label help you make decisions about your home or a home you were considering buying or renting?
 - IF YES: How might this label influence your decision-making?
- Would you change anything about this label to make it more useful for informing decisions about buying, renting, or renovating a home?
 - PROMPT: Would you make any changes to the label design or presentation? Would you add, change or remove any of the information?

Let's imagine scenarios where you received this label, such as when planning to renovate your home to make it more energy efficient or when considering buying or renting a home.

- What would your next steps be, based on this label:
 - If you were planning to renovate your home?
 - If you were considering buying or renting the home?

Now let's look at some home energy labels from other countries around the world. You'll be presented with several energy ratings on the screen and then asked a few questions about them. Please take note of your reactions to them, such as what you like or dislike about the look and feel, how clear they are, and how useful they are.

SHOW IMAGE 2 – OTHER LABELS ON SCREEN

- What do you like or dislike about the different labels?
- Which rating is most useful?
 - PROMPT: Why do you say that?
- Which rating scale is easiest to understand?

Now I'm going to show you an image with all the labels you've seen today.

SHOW IMAGE 3 - ALL LABELS ON SCREEN

- From all the labels we've shown you today, which one would be the most useful for making decisions about your home or homes you were considering buying or renting?
 - PROMPT: Why do you say that?

- **(IF THERE IS ENOUGH TIME)** Do you have any overall comments about the different label designs?
IMMIGRATION (45 – 60 minutes) Urban Prairies, Rural Ontario, Mauricie Region, Vancouver Island, Prince Edward Island

I want to start off by having a discussion about immigration in Canada.

Vancouver Island, Prince Edward Island Let's move on to a discussion about immigration in Canada.

- Have you heard, read or seen anything lately about immigration?
 - IF YES: What specifically have you heard about the Government of Canada's immigration policies?
- Overall, how would you describe the current state of the immigration system in Canada?
- Would you say that when it comes to immigration, the Government of Canada is generally on the right track or wrong track? Why do you say that?
- In your opinion do you feel that there are too many, too few, or about the right number of immigrants coming to Canada? Why do you say that?
- Mauricie Region What do you think are some of the benefits of welcoming new immigrants to Canada?
 - Mauricie Region What about to the province of Quebec, specifically?
- Mauricie Region Do you have any concerns about welcoming new immigrants?
 - Mauricie Region IF YES: What are your concerns?
- Mauricie Region What should the Government of Canada do to address these concerns?
- This year, the Government of Canada is aiming to welcome 485,000 immigrants to Canada. When it comes to immigration **next year**, do you think the Government of Canada should increase, maintain, or decrease the number of immigrants? SHOW OF HANDS
 - FOR THOSE WHO SAY INCREASE: What impacts would this have in Canada, either socially or economically?
 - FOR THOSE WHO SAY DECREASE: What impacts would this have in Canada, either socially or economically?

Let's say the Government of Canada reduces the number of immigrants...



I want to show you a few pairs of statements. For each pair I would like you to let me know which one you think would be more likely to occur if the Government of Canada reduced the number of immigrants.

MODERATOR TO SHOW STATEMENT PAIRS ON SCREEN ONE AT A TIME. AFTER EACH PAIR ASK FOR A SHOW OF HANDS FOR WHICH ONE THEY THINK IS MORE LIKELY AND REASONS

1. Housing will become more affordable
 2. Housing construction will slow due to labour shortages
-
1. Healthcare wait times will become shorter
 2. Healthcare wait times will become longer due to labour shortages

And still thinking of the scenario where the Government of Canada reduces the number of immigrants.

I want to show you a few statements about the possible impacts of reduced immigration and for each one I would like you to let me know whether it's something you agree or disagree with or have no opinion on.

MODERATOR TO SHOW STATEMENTS ON SCREEN ONE AT A TIME. AFTER EACH STATEMENT ASK FOR A SHOW OF HANDS FOR AGREE/DISAGREE/NO OPINION AND REASONS

1. Reducing immigration could result in slower economic growth.
 2. Canadians may have to wait longer to retire if immigration is reduced.
 3. Reducing immigration may reduce tax revenue, leaving less money for programs and services.
 4. Reducing immigration may reduce tax revenue, meaning governments may have to increase taxes.
 5. Reducing immigration may result in labour shortages.
-
- In your opinion, if immigration rates were to be reduced, do you think it should be short-term or long-term? Why do you feel this way?
 - What would you consider to be the short-term or long-term?
 - What would need to happen before immigration rates may be able to increase again?



- **Urban Prairies, Rural Ontario, Mauricie Region** Before we move to the next section, do you have any other thoughts you would like to share on the Canadian immigration system?
- **Vancouver Island, Prince Edward Island** Do you have any other thoughts you would like to share on the Canadian immigration system?

PERFORMANCE AND PRIORITIES (20 minutes) **London, Nova Scotia, Quebec City**

- In your opinion, what are the top issues the Government of Canada should be prioritizing?
 - IF NOT MENTIONED: What about with the cost of living?
- What work, if any, is the Government of Canada doing to help with the cost of living?
- When it comes to addressing the cost of living, is the Government of Canada generally on the right or wrong track? What makes you say that?
- For those who say they are on the wrong track, what could the federal government do to get on the right track?

CONSUMER PROTECTION/COST OF LIVING (70-80 minutes) **London, Nova Scotia, Quebec City**

Now I'd like to talk about the cost of living more broadly...

- How would you describe the current cost of living?
- What level of responsibility, if any, do you think private industry/corporations have with respect to rising costs?
 - As far as you know, what are your rights as consumers?
 - As far as you know, what are some ways you can protect yourself?
 - How confident are you in your ability to defend your rights and interests as a consumer on your own?
- As a consumer, do you feel that you are sufficiently protected?
- Are you aware of any rules or regulations corporations must follow when it comes to things like pricing and consumer protection?
- Are you confident in the Government of Canada's ability to protect your rights and interests as consumers? Why or why not?



- What should the Government of Canada do to protect you as a consumer? What specific actions should they take to protect your rights?
- Have you seen, read, or heard anything from the Government of Canada about what it is doing to address the cost of groceries?
 - IF YES: What did you see, read, or hear? Where did you see, read, or hear this?
- What specific actions or initiatives have you seen, read, or heard about the Government of Canada's efforts to protect consumers?
 - When it comes to protecting consumers, would you say the Government of Canada is on the right track, wrong track, or neither? Why would you say that?
- What specific actions or initiatives have you seen, read, or heard about the Government of Canada's efforts to reduce costs for consumers?
 - When it comes to reducing costs for consumers, would you say the Government of Canada is on the right track, wrong track, or neither? Why would you say that?

I'm going to show you a list of actions the Government of Canada is taking to protect consumer rights and interests and reduce costs for consumers.

SHOW ON SCREEN

- **Strengthening the Competition Act:** Made changes to the Competition Act to enhance the Competition Bureau's ability to to prevent unfair business practices, stop anti-competitive behaviors, and enforce greater penalties for companies that abuse their market dominance.
- **Creating the Grocery Code of Conduct:** Working with provinces, territories and grocers to develop a grocery code of conduct that will create new rules for grocery retailers about fees they can charge suppliers and how they will deal with disputes. All five major grocers have agreed to accept its adoption.
- **Cracking down on hidden fees in telecoms and banks:** Taking steps to reduce the unnecessary fees Canadians pay and making things like banking, Internet and cell phone plans cheaper.
- **Cracking down on predatory lending:** Predatory lenders can take advantage of some of the most vulnerable people in our communities often by extending very high interest loans. The

GC aims to crack down on predatory lending by making changes to the *Criminal Code* by lowering the criminal rate of interest from 47% to 35% APR by early next year.

- **Airline passenger rights:** Taking further steps to strengthen the Canadian Transportation Agency, by making airlines more accountable, and ensuring that passengers are fairly compensated for delays and cancellations.

POLL: Now I'd like to conduct a poll. I'd like you to choose which measures you think will be the most effective in protecting consumers and/or reducing costs for consumers. You can select up to 2. If you don't think any message is effective, select "None would be effective." (the last option).

1. Grocery Code of Conduct
2. Changes to the Competition Act/Competition Bureau
3. Tackling hidden fees in telecoms and banks
4. Crackdown on predatory lending
5. Airline passenger rights
6. None would be effective

NOTE TO MODERATOR – *After the poll has closed, review results and ask the following:*

- In your opinion, why is [insert measure chosen] more effective than the other messages?

Now I want to focus on where you would go to get information on how to protect yourself as a consumer.

- When it comes to the Government of Canada's efforts to **protect consumers or to reduce costs for consumers**, what type of information would you be looking for? PROMPT AS NEEDED:
 - Tips on how to protect yourself?
 - Tips on how to save money?
 - Information about what actions the Government of Canada is taking?
 - Something else?
- Where would you look to obtain this type of information (e.g., Internet search engine, social media, news, etc.)?
- Personally, would enhanced consumer protections, such as the ones we discussed, make life more affordable for you and/or your family?
 - Would it contribute to reducing the cost of living? Why/why not?



ORDER OF CANADA (10 minutes) Quebec City

- Has anyone heard of the Order of Canada?
 - IF YES: Can you describe what it is?

The Order of Canada is an award presented by the Governor General of Canada that honours people who have made extraordinary contributions to the nation. The Order of Canada recognizes people in all sectors of society, and all individuals who make outstanding contributions to their field of endeavour are eligible for appointment to the Order of Canada.

- When you hear that the Order of Canada honours people who have made "extraordinary contributions to the nation," what kinds of contributions do you consider are worthy of being recognized?
- Candidates for receiving the Order of Canada are nominated by members of the public. Could you see yourself nominating someone to the Order of Canada? Why or why not?

PHARMACARE (40 minutes) Vancouver Island

I'd like to talk about a different topic...

- 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 we just discussed?
- How would you describe the state of prescription drug coverage in Canada today? Is it affordable? Is it accessible?
- What are the biggest challenges, if any, that people without drug coverage face?
- Would you support a "universal" pharmacare plan where everyone gets drug coverage? Why or why not?
- 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?

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.

On October 10, 2024, the bill completed its final reading in the Senate and was approved. Now, 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.

- 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?
- 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?
- Do you have any questions or concerns with the Government of Canada covering contraception and diabetes medications?
- As we mentioned earlier, the federal government will have to work with the provinces and territories in order to provide pharmacare. Would you support British Columbia’s involvement in a national pharmacare program? Why or why not?
 - How would you feel if other provinces joined a national pharmacare program, but British Columbia chose not to?
- 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?
 - Do you have any concerns with either approach?



- Would a national pharmacare plan have an impact on making life more affordable? Why or why not?
- What impacts would a national pharmacare plan have on our healthcare system?
- Do you have any other questions or feedback about pharmacare?

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

GUIDE DU MODÉRATEUR - DOCUMENT MAÎTRE

Octobre 2024

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/INDICATEURS ÉCONOMIQUES (5 à 50 minutes) — Climatofervents et climatosceptiques résidant en Ontario, au Canada atlantique, au Québec et dans les Prairies, régions urbaines des Prairies, régions rurales de l'Ontario, région de la Mauricie, London, Nouvelle-Écosse, ville de Québec, île de Vancouver, Île-du-Prince-Édouard.

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours?
 - Où avez-vous entendu, lu ou vu cette information?
- Climatofervents et climatosceptiques résidant au Québec, région de la Mauricie, Île-du-Prince-Édouard — Avez-vous vu, lu ou entendu quelque chose récemment au sujet de la Banque du Canada et de la réduction de son taux d'intérêt directeur?
 - Climatofervents et climatosceptiques résidant au Québec, région de la Mauricie, Île-du-Prince-Édouard — SI OUI : Qu'en pensez-vous?
 - Climatofervents et climatosceptiques résidant au Québec, région de la Mauricie, Île-du-Prince-Édouard — De quelle façon cela pourrait-il affecter, le cas échéant, votre ménage?
- Climatofervents et climatosceptiques résidant au Québec, région de la Mauricie, Île-du-Prince-Édouard — Qu'en est-il du taux d'inflation au Canada? Avez-vous récemment vu, lu ou entendu quoi que ce soit au sujet du recul du taux d'inflation au Canada? [NOTE AU MODÉRATEUR : Le taux d'inflation a reculé à 2 % en août (comparativement à 2,5 % en juillet), atteignant ainsi l'objectif que s'était fixé la Banque du Canada].
 - Climatofervents et climatosceptiques résidant au Québec, région de la Mauricie, Île-du-Prince-Édouard — SI OUI : Quelles sont vos réflexions et vos réactions au sujet de cette nouvelle?

- **Climatofervents et climatosceptiques résidant au Québec, région de la Mauricie, Île-du-Prince-Édouard** — Avez-vous remarqué des changements dans votre vie quotidienne en raison de l'inflation?
- **Climatofervents et climatosceptiques résidant au Québec, région de la Mauricie, Île-du-Prince-Édouard** — Qu'en est-il du taux de croissance économique au Canada?
 - **Climatofervents et climatosceptiques résidant au Québec, région de la Mauricie, Île-du-Prince-Édouard** — SI OUI : Quelles sont vos réflexions et vos réactions au sujet de cette nouvelle?
 - **Climatofervents et climatosceptiques résidant au Québec, région de la Mauricie, Île-du-Prince-Édouard** — SI NON, LE MODÉRATEUR DONNERA DES INFORMATIONS SUR LE PIB ET FOURNIRA UNE BRÈVE EXPLICATION : PIB signifie produit intérieur brut. Le PIB mesure la valeur monétaire des biens et services finaux produits dans un pays au cours d'une période donnée. Croissance du PIB : l'économie canadienne a progressé à un taux annualisé de 2,1 % au cours du plus récent trimestre de 2024, soit à un taux nettement supérieur au 1,5 % estimé par la Banque du Canada en juillet.
 - **Climatofervents et climatosceptiques résidant au Québec, région de la Mauricie, Île-du-Prince-Édouard** — Que vous disent, le cas échéant, les chiffres en matière de croissance économique sur votre bien-être économique futur?
- **Climatofervents et climatosceptiques résidant au Québec, région de la Mauricie, Île-du-Prince-Édouard** — Qu'en est-il du taux de chômage au Canada?
 - **Climatofervents et climatosceptiques résidant au Québec, région de la Mauricie, Île-du-Prince-Édouard** — SI OUI : Quelles sont vos réflexions et réactions au sujet de cette nouvelle?
 - **Climatofervents et climatosceptiques résidant au Québec, région de la Mauricie, Île-du-Prince-Édouard** — SI NON : Le taux de chômage se situe actuellement à 6,6 %, comparativement à 5,4 % en 2023, et 5,7 % en 2019, avant la pandémie. Que pensez-vous de cette information?
- **Climatofervents et climatosceptiques résidant au Québec, région de la Mauricie, Île-du-Prince-Édouard** – Certains de ces indicateurs – taux d'intérêt, taux d'inflation, taux de croissance économique ou taux de chômage — ont-ils un impact sur votre perception de l'orientation que prend l'économie et de votre propre avenir financier?
 - **Climatofervents et climatosceptiques résidant au Québec, région de la Mauricie, Île-du-Prince-Édouard** — Qu'en est-il de vos attentes concernant le coût de la vie? Pour quelle raison?



- **Climatofervents et climatosceptiques résidant au Québec** — Dans un autre ordre d'idées, qu'avez-vous vu, lu ou entendu récemment, s'il y a lieu, au sujet de l'immigration et des changements apportés au Programme des travailleurs étrangers temporaires au Canada?
 - **Climatofervents et climatosceptiques résidant au Québec** — SI OUI : Quelles sont vos réflexions et vos réactions au sujet de cette nouvelle?
- **Île de Vancouver, Île-du-Prince-Édouard** — SI CE N'EST PAS MENTIONNÉ : Avez-vous entendu parler de quoi que ce soit en lien avec gouvernement du Canada et les soins dentaires?
 - **Île de Vancouver, Île-du-Prince-Édouard** — SI OUI : Qu'avez-vous entendu à ce sujet? Quelles sont vos réactions à ce que vous avez entendu?
 - **Île de Vancouver, Île-du-Prince-Édouard** — FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS : Le Régime canadien de soins dentaires offre une couverture dentaire aux personnes âgées de 65 ans et plus, aux enfants de moins de 18 ans et aux adultes titulaires d'un certificat pour le crédit d'impôt pour personnes handicapées valide.
 - **Île de Vancouver, Île-du-Prince-Édouard** — Que pensez-vous de ce programme ?
- **Île de Vancouver, Île-du-Prince-Édouard** — SI CE N'EST PAS MENTIONNÉ Avez-vous entendu quoi que ce soit au sujet du service de traversier à deux navires entre la Nouvelle-Écosse et l'Île-du-Prince-Édouard?
 - **Île-du-Prince-Édouard** — SI OUI : Qu'avez-vous entendu à ce sujet? Quelles sont vos réactions?
 - **Île-du-Prince-Édouard** — À votre avis, est-il important d'avoir un service de traversier à deux navires entre la Nouvelle-Écosse et l'Île-du-Prince-Édouard?
- **Île-du-Prince-Édouard** — Qu'avez-vous récemment vu, lu ou entendu, le cas échéant, au sujet du ministère des Pêches et des Océans et de sa gestion des pêches au Canada?
 - **Île-du-Prince-Édouard** — En matière de protection des pêches de la région, diriez-vous que le gouvernement du Canada est sur la bonne voie, sur la mauvaise voie ou ni sur l'une ni sur l'autre?

CHANGEMENT CLIMATIQUE – ÉVALUATION DE MESSAGES PUBLICITAIRES (30 à 45 minutes)

Climatofervents et climatosceptiques résidant en Ontario, au Canada atlantique, au Québec et dans les Prairies.

Climatofervents et climatosceptiques résidant en Ontario, au Canada atlantique et dans les Prairies
— Nous allons maintenant examiner de potentielles publicités que le gouvernement du Canada



s'emploie actuellement à mettre au point. Cette publicité pourrait être diffusée sur des plateformes numériques comme YouTube, des sites d'actualités et d'autres sites Web, ainsi qu'à la télévision.

Pour chacune de ces vidéos, je ne dispose que de scripts. Je vais donc vous décrire les images que l'on verrait ainsi que ce que l'on entendrait en visionnant la publicité. Vous devrez imaginer les images qui accompagneront le message. Je vous lirai le script deux fois, après quoi vous me direz ce que vous en pensez. N'hésitez pas à prendre des notes pour vous souvenir de ce qui vous a plu et déplu de la publicité.

Climatofervents et climatosceptiques résidant au Québec — Nous allons maintenant examiner une publicité potentielle que le gouvernement du Canada est actuellement en train de mettre au point. Cette publicité pourrait être diffusée sur des plateformes numériques comme YouTube, des sites d'actualités et d'autres sites Web, ainsi qu'à la télévision.

Pour chacune de ces vidéos, je ne dispose que de scripts. Je vais donc vous décrire les images que l'on verrait ainsi que ce que l'on entendrait en visionnant la publicité. Vous devrez imaginer les images qui accompagneront le message. Je vous lirai le script deux fois, après quoi vous me direz ce que vous en pensez. N'hésitez pas à prendre des notes pour vous souvenir de ce qui vous a plu et déplu de la publicité.

PUBLICITÉ 1 — NATIONALE

Concept 2 – National – Français

LE MODÉRATEUR LIRA LE TEXTE DEUX FOIS

La vidéo commence avec le plan large d'une belle forêt canadienne. On aperçoit des oiseaux gazouillants et de belles rivières coulant en contrebas.

VHC : Le Plan climatique du Canada vise à soutenir l'environnement ET l'économie.

On passe à un plan au-dessus des arbres avant de plonger directement sous le couvert des arbres.

VHC : Le gouvernement du Canada réduit des millions de tonnes de pollution...

VHC :... EN PLUS de favoriser la création de milliers de nouveaux emplois.

La caméra longe le tronc d'un arbre de haut en bas jusqu'au sol. Dès qu'on atteint l'herbe au sol, un moment de transition se produit et le plan se renverse. À mesure que l'environnement se renverse, la base du tronc d'arbre bascule et se transforme soudainement en socle de borne de recharge située dans un parc de stationnement réservé aux autobus électriques d'un réseau de transport en commun.



La caméra se déplace en remontant le long du socle de la borne de recharge avant de s'en distancer pour révéler l'aire de stationnement. On aperçoit un ouvrier installant une nouvelle borne de recharge.

VHC : En investissant dans les technologies vertes et les industries en croissance...

VHC :... nous passons à l'action pour contribuer à un avenir plus propre.

Dans le plan suivant, la caméra se déplace progressivement pour montrer l'avant de l'autobus. Au moment où nous croisons l'avant de l'autobus, ce dernier sert de plan de coupe vers un nouvel environnement. On enchaîne avec un autre plan de coupe et l'autobus devient maintenant un véhicule d'entretien des espaces verts dans un parc. On aperçoit un ouvrier plantant un arbre et un autre ramassant des débris.

On aperçoit une famille de trois personnes joyeuses dans le parc, avant qu'on s'éloigne sur une magnifique vue aérienne du parc où tout autour la nature est florissante.

VHC/SUPER : Gagnez sur tous les fronts avec le Plan climatique du Canada. Pour en apprendre davantage, visitez la page Canada.ca/plan-climatique.

On enchaîne avec la claquette de fin du gouvernement du Canada montrant l'élément mnémotechnique et le logo du gouvernement du Canada.

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



- **Climatofervents et climatosceptiques résidant au Québec** — Cette publicité serait-elle efficace pour ce qui est de vous inciter à consulter le site Web pour obtenir davantage d'informations? Qu'est-ce qui vous fait dire cela?

Climatofervents et climatosceptiques résidant en Ontario, au Canada atlantique et dans les Prairies —

Publicité n° 2 — RÉGIONALE

Concept 2 – Régional – Français

LE MODÉRATEUR LIRA LE TEXTE DEUX FOIS

La vidéo débute avec le plan d'un randonneur traversant une forêt pittoresque. Ce dernier s'arrête et s'arme d'une caméra numérique pour prendre une photo du magnifique paysage.

VHC : La pollution par les gaz à effet de serre a pour effet de réchauffer la planète et constitue une menace pour nos milieux naturels.

L'image pénètre à l'intérieur de la caméra du randonneur alors qu'il prend une photo.

Alors que le randonneur prend la photo, le spectateur se voit passer par la lentille de sa caméra et on assiste à un moment de transition. La lentille agit comme un tunnel et le plan se renverse. L'image paraît sortir de l'endos du téléphone cellulaire d'un homme en train de tondre sa pelouse à l'aide d'une tondeuse à batterie.

VHC : Le système de tarification du carbone canadien est conçu pour protéger notre environnement en réduisant la pollution par le carbone...

VHC : ET la Remise canadienne sur le carbone (RCC) remet de l'argent dans les poches des Canadiens.

On aperçoit l'homme lisant un avis sur l'écran de son téléphone intelligent l'informant que la Remise canadienne sur le carbone avait été déposée dans son compte bancaire.

Climatofervents et climatosceptiques résidant en Ontario - VHC/SUPER : Cette année, le montant versé aux particuliers en Ontario est de 550 \$ et un supplément est versé à ceux qui vivent en région rurale.



Climatofervents et climatosceptiques résidant au Canada atlantique — SUPER : Cette année, le montant versé aux particuliers en Ontario est de 550 \$ et un supplément est versé à ceux qui vivent en région rurale. [Le modérateur informera les participants que le texte surimprimé changera pour chaque province et que nous utilisons Terre-Neuve-et-Labrador comme exemple].

Climatofervents et climatosceptiques résidant dans les Prairies — SUPER : Cette année, le montant versé aux particuliers en Ontario est de 550 \$ et un supplément est versé à ceux qui vivent en région rurale. [Le modérateur informera les participants que le texte surimprimé changera pour chaque province et que nous utilisons l'Alberta comme exemple].

L'homme remet son téléphone dans sa poche et continue de tondre la pelouse à l'aide d'une tondeuse à batterie. La caméra se déplace graduellement vers l'extrémité de l'allée où son épouse accueille leur jeune enfant alors qu'il rentre de l'école en autobus scolaire.

VHC : Contribuer à un avenir plus propre et remettre de l'argent dans vos poches.

La caméra s'éloigne ensuite pour révéler un magnifique plan d'ensemble pittoresque du quartier.

VHC/SUPER : Soyez gagnant sur tous les fronts avec la Remise canadienne sur le carbone. Pour en apprendre davantage, visitez la page Canada.ca/plan-climatique.

On enchaîne avec la claquette de fin du gouvernement du Canada montrant l'élément mnémorique et le logo du gouvernement du Canada.

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



- Avez-vous d'autres idées de ce qui pourrait rendre cette publicité plus efficace?
- En pensant aux deux publicités dont nous avons parlé, seraient-elles efficaces en ce qu'elles vous inciteraient à visiter le site Web pour obtenir plus de renseignements? Qu'est-ce qui vous fait dire cela?

MESSAGES SUR L'ENVIRONNEMENT ET LES CHANGEMENTS CLIMATIQUES (30 à 45 minutes)

Climatofervents et climatosceptiques résidant en Ontario, au Québec et dans les Prairies, régions urbaines des Prairies, régions rurales de l'Ontario —

J'aimerais maintenant passer à un autre sujet et discuter d'électricité propre.

- Que signifie pour vous le terme « électricité propre »?

FOURNIR DES ÉCLAIRCISSEMENTS AU BESOIN : Le terme « électricité propre » désigne l'énergie électrique produite par des sources d'énergie renouvelable comme l'énergie éolienne, solaire, nucléaire ou hydroélectrique.

Je vais vous montrer quelques énoncés au sujet de l'électricité propre et j'aimerais que vous me disiez si vous êtes d'accord, en désaccord ou sans opinion avec chacun d'entre eux.

LE MODÉRATEUR LES AFFICHERA LES AFFIRMATIONS À L'ÉCRAN UN À LA FOIS; APRÈS CHACUNE, ON DEMANDERA DE LEVER LA MAIN POUR INDICHER SI L'ON EST D'ACCORD, EN DÉSACCORD OU SANS OPINION À L'ÉGARD DE L'AFFIRMATION ET POUR QUELLES RAISONS.

Climatofervents et climatosceptiques résidant en Ontario

1. Développer un réseau d'alimentation en électricité propre constitue une première étape essentielle à la lutte contre le changement climatique, à l'alimentation de futurs véhicules électriques, au chauffage de nos maisons et de nos industries non polluantes.
2. Le potentiel du sud de l'Ontario en matière d'énergie éolienne et solaire est considérable, et le développement de ces ressources est essentiel au soutien de la croissance et pour garantir un avenir prospère à la région.
3. Les technologies liées à l'énergie nucléaire et l'expertise nucléaire progressent en Ontario et devraient continuer à jouer un rôle dans l'avenir de la production d'électricité de la province.



4. Favoriser la production d'une plus grande quantité d'énergie éolienne et solaire est bénéfique pour l'économie et créera des emplois dans la province.
5. Je préférerais que la nouvelle production d'électricité provienne d'énergies propres et notamment de l'énergie solaire et éolienne, plutôt que de combustibles fossiles comme le gaz naturel.
6. L'avenir est aux sources d'électricité renouvelables, et ceci grâce à la diminution des coûts de production et aux progrès technologiques, comme les batteries à grande capacité.
7. L'électricité propre constitue un avantage concurrentiel qui attirera des investissements en Ontario de la part d'entreprises souhaitant que leurs produits soient fabriqués à l'aide d'énergies propres.

Climatofervents et climatosceptiques résidant au Québec

1. Accroître la production d'électricité propre et renouvelable de notre réseau contribuera à stabiliser le prix de l'électricité.
2. Le gouvernement du Canada devrait lutter contre les changements climatiques de manière à permettre que le coût de l'électricité demeure abordable au Québec.
3. Le Canada devrait répondre à la demande croissante d'électricité pour les foyers et les entreprises en investissant dans des sources d'électricité propre, comme l'énergie éolienne, solaire et nucléaire, ainsi que dans le stockage d'électricité par batterie.
4. Développer un réseau d'alimentation en électricité propre constitue une première étape essentielle à la lutte contre le changement climatique, à l'alimentation de futurs véhicules électriques, au chauffage de nos maisons et de nos industries non polluantes.

Climatofervents et climatosceptiques résidant dans les Prairies, régions urbaines des Prairies

1. L'environnement ensoleillé et venteux des Prairies présente un excellent potentiel pour le développement de nouvelles sources d'électricité propre, dont l'énergie éolienne et solaire.
2. Favoriser la production d'une plus grande quantité d'énergie éolienne et solaire est bénéfique pour l'économie et créera des emplois dans la province.



3. Je préférerais que la nouvelle production d'électricité provienne d'énergies propres et notamment de l'énergie solaire et éolienne, plutôt que de combustibles fossiles comme le gaz naturel.
 4. L'avenir est aux sources d'électricité renouvelables, et ceci grâce à la diminution des coûts de production et aux progrès technologiques, comme les batteries à grande capacité.
 5. La construction de nouvelles infrastructures d'énergie propre permettra de répondre à tous les besoins énergétiques des Prairies.
 6. La production d'électricité à partir de combustibles fossiles sera toujours nécessaire dans le climat rigoureux des Prairies.
-
7. Le gouvernement fédéral devrait encourager une coopération régionale pour le développement de réseaux électriques permettant d'acheminer de l'électricité entre provinces et territoires voisins.

Régions rurales de l'Ontario

1. Développer un réseau d'alimentation en électricité propre constitue une première étape essentielle à la lutte contre le changement climatique, à l'alimentation de futurs véhicules électriques, au chauffage de nos maisons et de nos industries non polluantes.
2. Le potentiel du sud de l'Ontario en matière d'énergie éolienne et solaire est considérable, et le développement de ces ressources est essentiel au soutien de la croissance et pour garantir un avenir prospère à la région.
3. Les technologies liées à l'énergie nucléaire et l'expertise nucléaire progressent en Ontario et devraient continuer à jouer un rôle dans l'avenir de la production énergétique de la province.
4. Favoriser la production d'une plus grande quantité d'énergie éolienne et solaire est bénéfique pour l'économie et créera des emplois dans la province.
5. Je préférerais que la nouvelle production d'électricité provienne d'énergies propres et notamment de l'énergie solaire et éolienne, plutôt que de combustibles fossiles comme le gaz naturel.



6. L'avenir est aux sources d'électricité renouvelables, et ceci grâce à la diminution des coûts de production et aux progrès technologiques, comme les batteries à grande capacité.
 7. L'électricité propre constitue un avantage concurrentiel qui attirera des investissements en Ontario de la part d'entreprises souhaitant que leurs produits soient fabriqués à l'aide d'énergies propres.
- Accepteriez-vous de payer un peu plus à court terme pour jeter les bases d'une transition vers une électricité propre moins coûteuse à plus long terme?

CONCEPTS D'ÉTIQUETTES D'EFFICACITÉ ÉNERGÉTIQUE RÉSIDENIELLE (45 minutes) –

Climatofervents et climatosceptiques résidant au Canada atlantique —

Nous aimerions maintenant vous poser des questions au sujet des étiquettes d'efficacité énergétique résidentielle.

- Avant de commencer, quelqu'un parmi vous est-il propriétaire d'une maison?
- Quelqu'un parmi vous a-t-il l'intention d'acheter une propriété d'ici les deux prochaines années?
- Est-ce que quelqu'un parmi vous a déjà entendu parler des étiquettes d'efficacité énergétique résidentielle?
 - SI OUI : Pouvez-vous nous expliquer en quoi elles consistent?
 - SI OUI : Avez-vous déjà reçu ou vu une étiquette d'efficacité énergétique résidentielle?
 - SI OUI : Dans quelles circonstances?

En voici une brève description : L'étiquette d'efficacité énergétique résidentielle est conçue pour vous aider à mieux comprendre le rendement énergétique de votre domicile. Elle peut vous aider à prendre des décisions éclairées lors de l'achat ou de la location, à prendre des mesures pour réduire les émissions de gaz à effet de serre de votre domicile et à en augmenter la valeur une fois les améliorations en matière d'efficacité énergétique apportées.

- Quels sont les renseignements que vous souhaiteriez qu'une étiquette d'efficacité énergétique résidentielle vous fournisse au sujet de votre domicile?
 - Souhaiteriez-vous connaître l'efficacité énergétique de votre domicile et sa consommation d'énergie globale ou selon la source (p. ex. mazout, électricité, gaz naturel)?
 - Souhaiteriez-vous connaître le coût énergétique estimé de votre domicile (le montant que vous dépensez en factures d'énergie pour alimenter votre domicile)?

- Souhaiteriez-vous obtenir des renseignements au sujet des émissions de gaz à effet de serre de votre domicile?
- Souhaiteriez-vous pouvoir améliorer l'efficacité énergétique de votre domicile au moyen d'améliorations ou de rénovations?
- Quel type de renseignements relatifs aux coûts énergétiques souhaiteriez-vous obtenir en priorité?
 - Souhaiteriez-vous savoir :
 - À combien s'élèvent actuellement vos coûts énergétiques annuels?
 - À combien s'élèveraient vos coûts énergétiques annuels si vous apportiez des améliorations à votre domicile?
 - Combien d'argent vous pourriez économiser en apportant ces améliorations?
 - Combien de temps il vous faudrait pour amortir le coût de ces améliorations?

Le gouvernement du Canada a mis en place un programme, appelé EnerGuide, permettant aux particuliers d'obtenir une évaluation de leur domicile qui les aidera à comprendre sa consommation d'énergie actuelle et à déterminer les rénovations à effectuer pour en améliorer le rendement énergétique. Un conseiller ou une conseillère en efficacité énergétique procède à une évaluation complète de la maison et fournit des cotations EnerGuide ainsi qu'un rapport sur l'efficacité énergétique. Le conseiller ou la conseillère fournit également une étiquette qui constitue un enregistrement officiel du rendement énergétique d'un domicile et peut fournir des renseignements utiles lors de la prise de décisions concernant l'achat, la vente ou la rénovation d'une habitation.

Examinons maintenant l'étiquette d'efficacité énergétique résidentielle EnerGuide actuelle du Canada.

AFFICHER L'IMAGE 1 — ÉTIQUETTE ENERGUIDE À L'ÉCRAN

- Quelles sont vos premières réactions à l'étiquette?
 - DEMANDER : Qu'est-ce qui vous vient à l'esprit en voyant cette étiquette? Quels renseignements cette étiquette fournit-elle, selon vous, au sujet de ce domicile?
- Les renseignements figurant sur l'étiquette sont-ils faciles ou difficiles à comprendre?
 - DEMANDER : Qu'est-ce qui, selon vous, est particulièrement facile ou difficile à comprendre? Pourquoi?
- Quels renseignements figurant sur l'étiquette sont les plus utiles ou les moins utiles?
 - DEMANDER : Pourquoi estimez-vous que ces renseignements sont utiles ou qu'ils ne le sont pas?

- Cette étiquette vous aiderait-elle à prendre des décisions concernant votre domicile ou un domicile que vous envisageriez d'acheter ou de louer?
 - SI OUI : En quoi cette étiquette pourrait-elle influencer sur votre prise de décisions?
- Apporteriez-vous de quelconques modifications à cette étiquette pour qu'elle soit plus utile à la prise de décisions éclairées concernant l'achat, la vente ou la rénovation d'une habitation?
 - DEMANDER : Apporteriez-vous de quelconques modifications à la conception ou à la présentation de l'étiquette? Ajouteriez-vous, modifieriez-vous ou supprimeriez-vous des renseignements sur l'étiquette?

Imaginons des situations dans lesquelles vous auriez reçu cette étiquette, que ce soit au moment de planifier la rénovation de votre domicile pour la rendre plus écoénergétique ou au moment d'en planifier la vente.

- Quelles seraient les prochaines mesures que vous prendriez en fonction de cette étiquette :
 - Si vous planifiez de rénover votre domicile?
 - Si vous envisagiez d'acheter la propriété ou de louer le logement?

Examinons maintenant quelques étiquettes d'efficacité énergétique résidentielle d'autres pays à travers le monde. Plusieurs cotations du rendement énergétique vous seront présentées à l'écran et quelques questions vous seront posées à leur sujet. Veuillez prendre note de vos réactions à chacune d'elle, notamment des aspects qui vous plaisent ou vous déplaisent concernant leur apparence, leur intelligibilité et leur utilité.

AFFICHER L'IMAGE 2 — ÉTIQUETTE ENERGUE À L'ÉCRAN

- En quoi les différentes étiquettes vous plaisent-elles ou vous déplaisent-elles?
- Quelle cotation est la plus utile?
 - DEMANDER : Pourquoi dites-vous cela?
- Quelle échelle de cotation est la plus facile à comprendre?

Je vais maintenant vous montrer une image sur laquelle figurent toutes les étiquettes qui vous ont été présentées aujourd'hui.

AFFICHER L'IMAGE 3 — ÉTIQUETTE ENERGUE À L'ÉCRAN



- Parmi toutes les étiquettes dont vous avez pris connaissance aujourd’hui, laquelle serait la plus utile pour prendre des décisions concernant votre domicile?
 - DEMANDER : Pourquoi dites-vous cela?
- (SI L’ON DISPOSE D’ASSEZ DE TEMPS) Avez-vous des commentaires généraux à formuler au sujet de la conception des différentes étiquettes?

IMMIGRATION (45 à 60 minutes) — Régions urbaines des Prairies, régions rurales de l’Ontario, région de la Mauricie, île de Vancouver, île-du-Prince-Édouard

Régions urbaines des Prairies, régions rurales de l’Ontario, région de la Mauricie — J’aimerais que nous commençons par discuter de l’immigration au Canada.

île de Vancouver, île-du-Prince-Édouard — Enchaînons maintenant avec une discussion sur l’immigration au Canada.

- Avez-vous récemment lu, vu ou entendu quoi que ce soit au sujet de l’immigration au Canada?
 - SI OUI : Qu’avez-vous appris au juste au sujet des politiques du gouvernement du Canada en matière d’immigration?
- Comment décririez-vous l’état général actuel du système d’immigration au Canada?
- Diriez-vous qu’en matière d’immigration, le gouvernement fédéral est généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi dites-vous cela?
- Selon vous, le nombre d’immigrants arrivant au Canada est-il trop élevé, trop faible ou à peu près convenable? Pourquoi dites-vous cela?
- Région de la Mauricie — quels sont, selon vous, les avantages liés au fait d’accueillir de nouveaux immigrants au Canada?
 - Région de la Mauricie — Et pour la province du Québec, en particulier?
- Région de la Mauricie — Avez-vous de quelconques appréhensions concernant l’accueil de nouveaux?
 - Région de la Mauricie — SI OUI :
- Région de la Mauricie — Que devrait faire le gouvernement du Canada pour répondre à ces préoccupations?



- Cette année, le gouvernement canadien a pour objectif d'accueillir 485 000 immigrants au Canada. Pour ce qui est de l'immigration l'année prochaine, pensez-vous que le gouvernement du Canada devrait augmenter, maintenir ou diminuer le nombre d'immigrants qu'il accueille? (À MAIN LEVÉE)
 - POSER LA QUESTION SUIVANTE À CEUX QUI RÉPONDENT « AUGMENTER » : Quels impacts cette augmentation aurait-elle au Canada, que soit sur les plans social ou économique.
 - POSER LA QUESTION SUIVANTE À CEUX QUI RÉPONDENT « DIMINUER » : Quels impacts cette diminution aurait-elle au Canada, que soit sur les plans social ou économique.

Supposons que le gouvernement du Canada décide de réduire le nombre d'immigrants qu'il accueille...

J'aimerais vous montrer quelques paires d'énoncés. Pour chacune des paires, j'aimerais que vous me disiez quel énoncé serait le plus susceptible de se produire si le gouvernement du Canada réduisait le nombre d'immigrants qu'il accueille.

LE MODÉRATEUR AFFICHERA LES PAIRES D'ÉNONCÉS UNE À LA FOIS À L'ÉCRAN. APRÈS CHAQUE PAIRE AFFICHÉE, DEMANDEZ AUX PARTICIPANTS DE LEVER LA MAIN POUR INDIQUER QUEL ÉNONCÉ EST LE PLUS PROBABLE ET POUR QUELLES RAISONS.

1. Le logement deviendra plus abordable
 2. Des pénuries de main-d'œuvre ralentiront la construction de logements
-
1. Les temps d'attente pour obtenir des soins de santé deviendront plus courts
 2. Les temps d'attente pour obtenir des soins de santé deviendront plus longs en raison de pénuries de main-d'œuvre

Toujours en supposant que le gouvernement du Canada décide de réduire le nombre d'immigrants qu'il accueille...

J'aimerais vous montrer quelques énoncés concernant les impacts potentiels d'une immigration réduite et que pour chacun d'eux vous me disiez s'il s'agit d'un énoncé avec lequel vous êtes d'accord, en désaccord ou au sujet duquel vous êtes sans opinion.

AFFICHER À L'ÉCRAN UNE À LA FOIS. APRÈS CHAQUE ÉNONCÉ, DEMANDEZ AUX PARTICIPANTS DE LEVER LA MAIN POUR INDIQUER QU'ILS SONT D'ACCORD, EN DÉSACCORD OU SANS OPINION ET EN D'EN EXPLIQUER LES RAISONS.



1. Une réduction de l'immigration pourrait entraîner un ralentissement de la croissance économique.
 2. Les Canadiens pourraient devoir attendre plus longtemps avant de prendre leur retraite en cas de réduction de l'immigration.
 3. Une réduction de l'immigration pourrait entraîner une diminution des recettes fiscales, ce qui se traduirait par moins d'argent pour les programmes et les services.
 4. Une réduction de l'immigration pourrait entraîner une diminution des recettes fiscales, ce qui signifie que les gouvernements pourraient devoir augmenter les impôts.
 5. Une réduction de l'immigration pourrait entraîner des pénuries de main-d'œuvre.
- À votre avis, si les taux d'immigration devaient être réduits, pensez-vous qu'il faudrait le faire à court terme ou à long terme? Pourquoi êtes-vous de cet avis?
 - Que considérez-vous comme étant à court terme ou à long terme?
 - Que faudrait-il qu'il se passe pour que les taux d'immigration puissent à nouveau augmenter?
 - **Régions urbaines des, régions rurales de l'Ontario, région de la Mauricie** — Avant de passer à la section suivante, avez-vous d'autres réflexions dont vous souhaiteriez nous faire part concernant le système d'immigration canadien?
 - **Île de Vancouver, Île-du-Prince-Édouard** — Avez-vous d'autres réflexions dont vous souhaiteriez nous faire part concernant le système d'immigration canadien?

PERFORMANCE ET PRIORITÉS (20 minutes) — **London, Nouvelle-Écosse, ville de Québec**

- Quels sont, selon vous, les principaux enjeux auxquels le gouvernement du Canada devrait accorder la priorité?
 - SI CE N'EST PAS MENTIONNÉ : Le coût de la vie en serait-il un?
- Quel travail le gouvernement du Canada fait-il, le cas échéant, pour aider à réduire le coût de la vie?
- Diriez-vous que pour faire face au coût de la vie, le gouvernement fédéral est généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi dites-vous cela?



- Parmi les personnes affirmant qu'il est sur la mauvaise voie, que pourrait, à votre avis, faire le gouvernement pour être sur la bonne voie?

PROTECTION DU CONSOMMATEUR/COÛT DE LA VIE (70 à 80 minutes) — London, Nouvelle-Écosse, ville de Québec

J'aimerais maintenant parler du coût de la vie de manière plus générale...

- Comment qualifieriez-vous le coût de la vie actuel?
- Dans quelle mesure considérez-vous comme responsables, le cas échéant, le secteur et les sociétés privées de l'augmentation des coûts?
 - À votre connaissance, quels sont vos droits en tant que consommateur ou consommatrice?
 - À votre connaissance, quels sont quelques-uns des moyens de vous protéger?
 - Dans quelle mesure avez-vous confiance en votre capacité à défendre vous-mêmes vos droits et intérêts en tant que consommateur?
- En tant que consommateur, estimez-vous être suffisamment protégé?
- Avez-vous connaissance de quelconques règles ou règlements que doivent respecter les entreprises en matière de fixation de prix et de protection du consommateur?
- Avez-vous confiance en la capacité du gouvernement du Canada à protéger vos droits et intérêts en tant que consommateur? Pourquoi ou pourquoi pas?
- Que devrait faire le gouvernement du Canada pour vous protéger en tant que consommateur? Quelles mesures particulières devrait-il prendre pour protéger vos droits?
- Avez-vous vu, lu ou entendu quoi que ce soit de la part du gouvernement du Canada concernant les mesures qu'il prend pour faire face au coût des produits alimentaires?
 - SI OUI : Qu'avez-vous vu, lu ou entendu? Où l'avez-vous vu, lu ou entendu?
- Quelles mesures ou initiatives précises avez-vous vues, lues ou entendues concernant les efforts déployés par le gouvernement du Canada pour protéger le consommateur?
 - En matière de protection du consommateur, diriez-vous que le gouvernement du Canada est sur la bonne voie, sur la mauvaise voie, ou ni sur l'une ni sur l'autre? Pourquoi dites-vous cela?

- Quelles mesures ou initiatives précises avez-vous vues, lues ou entendues concernant les efforts déployés par le gouvernement du Canada pour réduire les coûts à la consommation?
 - En matière de réduction des coûts à la consommation, diriez-vous que le gouvernement fédéral est sur la bonne voie, sur la mauvaise voie, ou ni sur l'une ni sur l'autre? Pourquoi dites-vous cela?

Je vais vous montrer une liste de mesures que prend le gouvernement du Canada pour protéger les droits et intérêts du consommateur et réduire les coûts à la consommation.

AFFICHER À L'ÉCRAN :

- **Renforcement de la *Loi sur la concurrence*** : A apporté des modifications à la *Loi sur la concurrence* pour renforcer la capacité du Bureau de la concurrence à prévenir les pratiques commerciales déloyales, à prévenir les comportements anticoncurrentiels et à imposer des pénalités plus sévères aux entreprises abusant de leur position dominante sur le marché.
- **Création du Code de conduite du secteur des produits d'épicerie** : Collaboration avec les provinces, les territoires et les épiciers en vue d'élaborer un code de conduite du secteur des produits de l'épicerie qui établira de nouvelles règles destinées aux détaillants en alimentation concernant les frais qu'ils sont en droit de facturer à leurs fournisseurs et le mode de résolution de litiges auquel ils devront se conformer. Les cinq principaux grands épiciers ont approuvé son adoption.
- **Adoption de mesures sévères contre les frais de télécommunication et les frais bancaires cachés** : Prise des mesures visant à réduire les frais indésirables que paient les Canadiens et à rendre plus abordables les services bancaires, les forfaits Internet et les forfaits de téléphonie mobile.
- **Adoption de mesures sévères contre les prêts à conditions abusives** : Les prêteurs abusifs profitent souvent de certaines des personnes les plus vulnérables de nos communautés en accordant des prêts à très hauts taux d'intérêt. Le gouvernement du Canada entend sévir contre les prêts à conditions abusives en apportant des modifications au *Code criminel* afin d'abaisser le taux d'intérêt de 47 % illégal au taux annuel en pourcentage (TAP) de 35 % d'ici le début de l'année prochaine.
- **Protection des droits des passagers aériens** : Prise de mesures supplémentaires pour renforcer les capacités de l'Office des transports du Canada, en responsabilisant davantage

les compagnies aériennes et en veillant à ce que les passagers soient équitablement indemnisés en cas de retards et d'annulations.

SONDAGE : J'aimerais maintenant procéder à un sondage. J'aimerais que vous choisissiez les mesures qui seront, à votre avis, les plus efficaces en matière de protection du consommateur et de réduction des coûts à la consommation. Vous pouvez choisir un maximum de 2 mesures. Si vous êtes d'avis qu'aucune mesure ne sera efficace, sélectionnez « Aucune mesure ne serait efficace. » (le dernier choix de réponse).

1. Modifications à la Loi sur la concurrence
2. Code de conduite du secteur des produits d'épicerie
3. Adoption de mesures sévères contre les frais de télécommunication et les frais bancaires cachés
4. Adoption de mesures sévères contre les prêts à conditions abusives
5. Protection des droits des passagers aériens
6. Aucune mesure ne serait efficace

NOTE AU MODÉRATEUR – *Une fois le sondage terminé, examinez les résultats et posez la question suivante :*

- À votre avis, pourquoi l'/le/la [insérer la mesure choisie] est-il ou est-elle plus efficace que d'autres mesures?

J'aimerais maintenant que nous nous concentrons sur la question de savoir comment vous vous y prendriez pour obtenir de l'information sur les moyens de vous protéger en tant que consommateur.

- Lorsqu'il s'agit des efforts déployés par le gouvernement du Canada pour **protéger le consommateur ou réduire les coûts à la consommation**, quel type d'information chercheriez-vous à obtenir? DEMANDER AU BESOIN :
 - Conseils sur les moyens de vous protéger?
 - Conseils pour épargner de l'argent?
 - Information sur les mesures prises par le gouvernement su Canada?
 - Autre information?
- Où chercheriez-vous à obtenir ce type d'information (p. ex. sur Internet au moyen d'un moteur de recherche, sur les médias sociaux, par le biais des nouvelles d'actualité, entre autres)?



- En ce qui vous concerne personnellement, des mesures de protection renforcées comme celles dont nous avons discuté contribueraient-elles à rendre la vie plus abordable dans votre intérêt ou celui de votre famille?
 - Contribueraient-elles à réduire le coût de la vie? Pourquoi ou pourquoi pas?

ORDRE DU CANADA (10 minutes) - Ville de Québec

- Quelqu'un parmi vous a-t-il entendu parler de l'Ordre du Canada?
 - SI OUI : Pouvez-vous nous expliquer de quoi il s'agit?

L'Ordre du Canada est une distinction honorifique décernée par le gouverneur général du Canada en reconnaissance de la contribution extraordinaire qu'une personne a apportée à la nation. L'Ordre du Canada reconnaît des citoyens de tous les milieux de la société, et toute personne ayant apporté une contribution exceptionnelle à son domaine d'activité peut faire l'objet d'une nomination à l'Ordre du Canada.

- Sachant maintenant que l'Ordre du Canada distingue des personnes ayant apporté une « contribution extraordinaire à la nation », quels types de contributions méritent, selon vous, d'être reconnues?
- Les candidats à l'Ordre du Canada sont nommés par des membres du public. Pensez-vous pouvoir proposer la candidature de quelqu'un à l'Ordre du Canada? Pourquoi ou pourquoi pas?

ASSURANCE MÉDICAMENTS (40 minutes) — Île de Vancouver

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

- 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 dont nous venons de discuter?
- Comment qualifieriez-vous la couverture actuelle pour médicaments d'ordonnance au Canada? Est-elle abordable? Est-elle accessible?
- Quels sont, le cas échéant, les principaux obstacles auxquels sont confrontées les personnes ne bénéficiant pas d'une assurance médicaments?

- 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?
- Êtes-vous au courant d'initiatives qu'a prises ou que compte prendre par le gouvernement du Canada en matière d'assurance médicaments?
 - SI OUI : Qu'avez-vous, vu, lu ou entendu à ce sujet?

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.

Le 10 octobre 2024, le projet de loi a été soumis à une ultime lecture, puis adopté. Le gouvernement entend maintenant 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 créer un fonds pour aider les Canadiens à accéder aux fournitures dont les personnes atteintes de diabète ont besoin à la fois pour gérer et surveiller leur maladie et à administrer leurs médicaments, comme les seringues et les bandelettes de test de glycémie.

- Quelles sont vos réactions à cette information? S'agit-il d'une mesure que devrait prendre le gouvernement du Canada? Pourquoi ou pourquoi pas?
 - DEMANDER 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?
- LE MODÉRATEUR ENQUÊTERA AU SUJET 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?
- Avez-vous des questions ou des préoccupations concernant la couverture des contraceptifs et des médicaments contre le diabète?
- 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 la Colombie-Britannique participe à un programme national d'assurance médicaments? Pourquoi ou pourquoi pas?

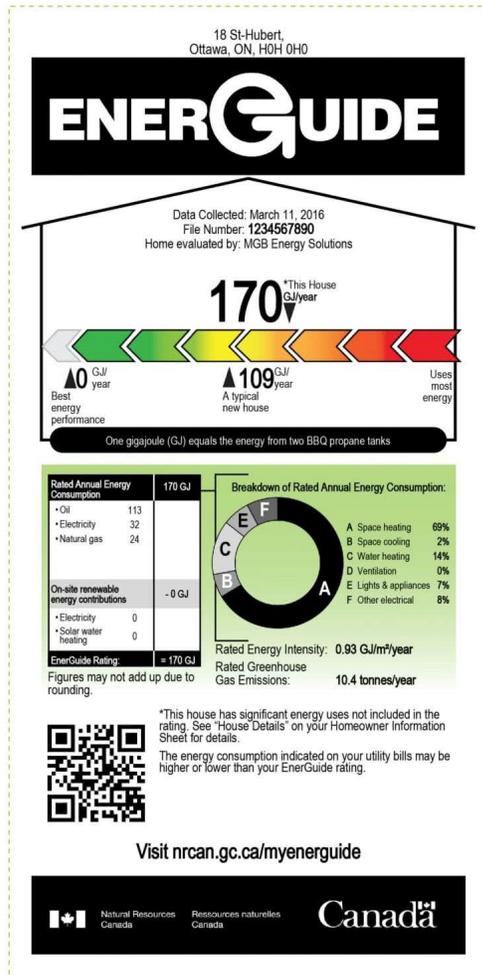
- Que diriez-vous si d'autres provinces adhéraient à un régime national d'assurance médicaments, mais que la Colombie-Britannique choisissait de ne pas y adhérer?
- Alors que le gouvernement du Canada planifie les prochaines étapes de son régime national d'assurance médicaments, quels sont les éléments 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?
 - Avez-vous des préoccupations concernant l'une ou l'autre de ces approches?
- Un régime d'assurance médicaments national contribuerait-il à rendre la vie des Canadiens plus abordable? Pourquoi ou pourquoi pas?
- Quelles seraient les impacts d'un régime national d'assurance médicaments sur notre système de soins de santé?
- Avez-vous d'autres questions ou commentaires concernant le régime d'assurance médicaments?

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

EnerGuide Label

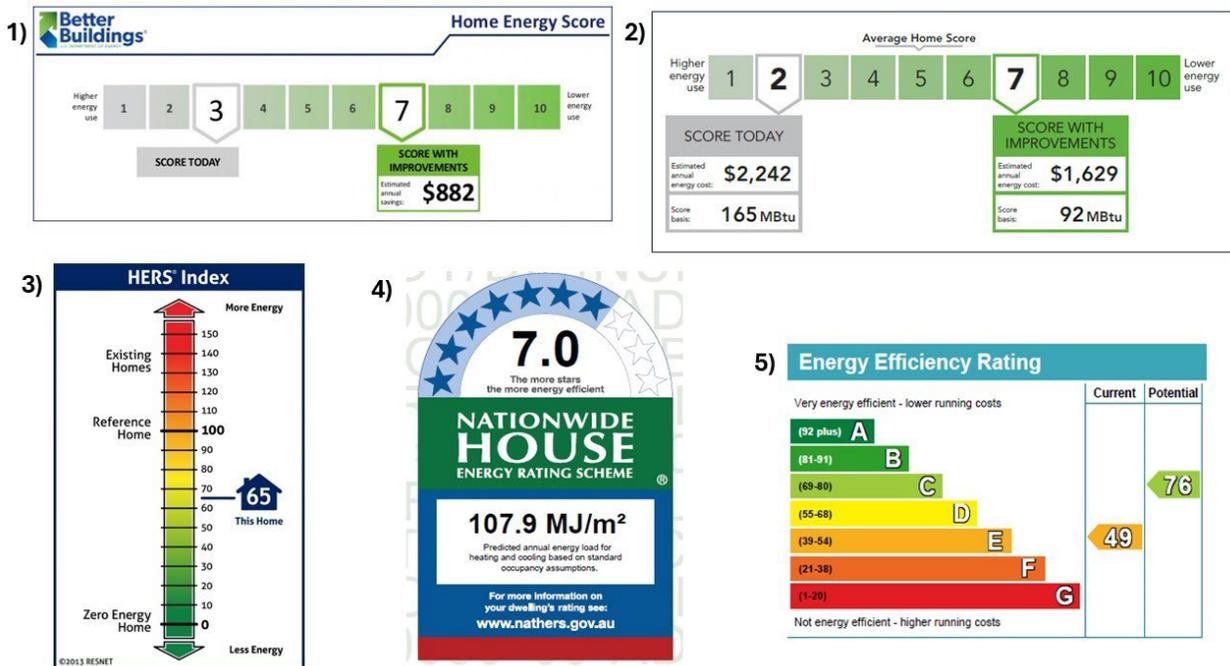


In the above image, the word "EnerGuide" is written in bold in white font over a black background. Below, there is an energy consumption rating with a large "170 GJ/year" in bold black font, indicating the energy use of the house. The rating is accompanied by a colored scale from green to red, with the needle pointing towards the higher energy consumption side. Further down, there is a circular graph marked from A to F, depicting a breakdown of the home's rated annual energy consumption by category:

- A (Space heating): 69%
- B (Space cooling): 2%
- C (Water heating): 14%
- D (Ventilation): 0%
- E (Lights & appliances): 7%
- F (Other electrical): 8%

At the bottom, there is a QR code on the left and a message directing to visit "nrcan.gc.ca/myenergiguide" on the underneath. At the bottom of the EnerGuide label in a black box, there are two logos. On the left is the Natural Resources Canada (NRC) logo, which features a maple leaf symbol alongside the words "Natural Resources Canada" in English and "Ressources naturelles Canada" in French. On the right is the official Government of Canada logo.

Other Labels

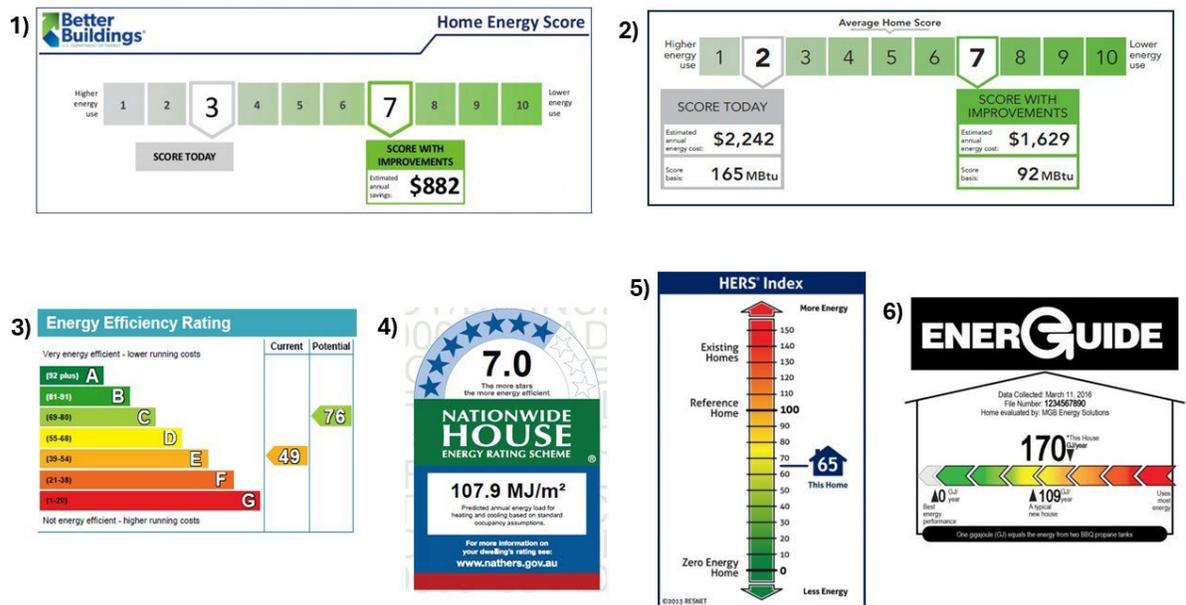


This image presents five different energy efficiency labels from various systems used to evaluate the energy performance of homes.

24. **Better Buildings Home Energy Score (Label 1)**: This label from the U.S. Department of Energy shows a scale from 1 to 10, where 1 represents higher energy use and 10 lower energy use. The current home has a score of 3, meaning higher energy use, but with improvements, it could achieve a score of 7, saving an estimated \$882 annually.
- **Average Home Score (Label 2)**: Another label using a 1 to 10 scale, where 1 represents higher energy use and 10 lower energy use. The current home has a score of 2 with an estimated energy cost of \$2,242 per year, but improvements could increase the score to 7 and reduce costs to \$1,629 annually.
 - **HERS Index (Label 3)**: The Home Energy Rating System (HERS) Index evaluates a home's energy performance relative to a reference home, with lower scores indicating better efficiency. A score of 100 represents the baseline, while a score of 65 for this home shows it is more energy efficient than the average.

- **Nationwide House Energy Rating Scheme (Label 4):** This Australian label assigns stars based on energy efficiency, with more stars indicating better performance. The house here has a score of 7 stars, consuming 107.9 MJ/m² annually for heating and cooling.
- **Energy Efficiency Rating (Label 5):** A UK-based label uses a scale from A to G, with A being very energy efficient and G being inefficient. This home has a current score of 49 (category E) but has the potential to improve to a score of 76 (category C) with certain upgrades.

All Labels



The above image presents all 6 of the previously described labels:

- **Better Buildings Home Energy Score (Label 1)**
- **Average Home Score (Label 2)**
- **HERS Index (Label 3)**
- **Nationwide House Energy Rating Scheme (Label 4)**
- **Energy Efficiency Rating (Label 5)**
- **EnerGuide (Label 6)**