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of Canada

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du Canada

Continuous Qualitative Data Collection of Canadians' Views – December 2024 & January 2025

Final Report

Prepared for the Privy Council Office

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Canada 

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Supplier Name: The Strategic Counsel
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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The eighth and ninth cycle of the second year of this study included a total of fifteen focus groups with Canadian adults (18 years of age and older) conducted between December 3rd, 2024, and January 28th, 2025.

Cette publication est aussi disponible en français sous le titre : Rapport final - Collecte continue de données qualitatives sur les opinions des Canadiens – décembre 2024 et janvier 2025.

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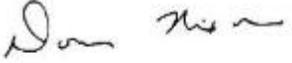
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Political Neutrality Certification

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

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

Signed:  _____

Date: March 13, 2025

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 fifteen online focus groups which were conducted between December 3rd, 2024, and January 28th, 2025, 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 on a range of key topics related to the Government of Canada, its policies, and current economic and social issues. Many groups participated in discussions about recent news involving the federal government, including their perspectives on the ongoing relationship between the Government of Canada and the United States (U.S.). Topics discussed on this front included overall impressions of the Canada-U.S. relationship, proposed tariffs on Canadian exports to the U.S., issues related to the security of the Canada-U.S. border, and the amount that the Government of Canada is currently spending on national defence.

Other topics discussed by participants included the cost of living, the employment market, long-term drinking water advisories in Indigenous communities, and immigration. Some groups also briefly focused on topics such as reusable bags, the Government of Canada wordmark, and the WeatherCAN app, while others shared their perspectives on creative concepts related to the Canada Revenue Agency (CRA), messaging and label designs for supplemented foods, and videos related to palliative care in Canada.



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

Methodology

Overview of Groups

Target audience

- Canadian residents, 18 and older.
- Groups were split primarily by location.
- Some groups focused on specific cohorts of the population including Indigenous peoples, homeowners, renters, immigrants, employed women and men aged 24-34, and seniors aged 65+.

Detailed Approach

- Fifteen groups were conducted across various regions in Canada.
- Eight groups were conducted among the general population residing in British Columbia (B.C.), Quebec, the Prairies, Atlantic Canada, Ontario, border cities, and Southwestern Ontario.
- The other groups were conducted among key subgroups including:
 - Indigenous peoples residing in the Prairies;
 - Homeowners residing in the Greater Vancouver Area (GVA);
 - Renters residing in B.C.;
 - Immigrants residing in the Greater Montreal Area (GMA);
 - Employed women ages 24-34 residing in Halifax Regional Municipality (HRM);
 - Employed men ages 24-34 residing in the Greater Toronto Area (GTA); and
 - Seniors aged 65+ residing in Quebec
- The 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, 114 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
British Columbia	1	EN	Tues, Dec 3 rd	9:00-11:00 PM	General Population	8
Prairies	2	EN	Wed, Dec 4 th	8:00-10:00 PM	Indigenous Peoples	5
Quebec	3	FR	Thurs, Dec 5 th	6:00-8:00 PM	General Population	8
Prairies	4	EN	Tues, Dec 10 th	8:00-10:00 PM	General Population	7
Atlantic Canada	5	EN	Wed, Dec 11 th	5:00-7:00 PM	General Population	8
Ontario	6	EN	Thurs, Dec 12 th	6:00-8:00 PM	General Population	8
Greater Vancouver Area	7	EN	Tues, Jan 7 th	9:00-11:00 PM	Homeowners	7
British Columbia	8	EN	Wed, Jan 8 th	9:00-11:00 PM	Renters	8
Greater Montreal Area	9	FR	Thurs, Jan 9 th	6:00-8:00 PM	Immigrants	8
Halifax Regional Municipality	10	EN	Tues, Jan 14 th	6:00-8:00 PM	Employed Women 24-34	8
Greater Toronto Area	11	EN	Thurs, Jan 16 th	6:00-8:00 PM	Employed Men 24-34	8
Border Cities	12	FR	Tues, Jan 21 st	7:00-9:00 PM	General Population	8
Southwestern Ontario	13	EN	Wed, Jan 22 nd	6:00-8:00 PM	General Population	8
Quebec	14	FR	Thurs, Jan 23 rd	6:00-8:00 PM	Seniors, Aged 65+	7
Prairies	15	EN	Tues, Jan. 28 th	8:00-10:00 PM	General Population	8
Total number of participants						114

Key Findings

Government of Canada in the News (Prairies December 2024, Atlantic Canada, Ontario, Greater Vancouver Homeowners, British Columbia Renters, Greater Montreal Area Immigrants, Halifax Regional Municipality Employed Women 24-34, Greater Toronto Area Employed Men 24-34, Border Cities, Southwestern Ontario, Quebec Seniors 65+, Prairies January 2025)

Twelve 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 an announcement by the federal government that it would be temporarily removing the goods and services tax/harmonized sales tax (GST/HST) on a wide range of holiday essentials beginning December 14th, 2024, the announcement by the Bank of Canada that it would be lowering its policy interest rate to 3.25 per cent, and the tabling of the federal government's annual Fall Economic Statement (FES).

Participants also recalled hearing that the Canadian Union of Post Workers (CUPW) would be ending its job action following a decision by the Canada Industrial Relations Board (CIRB) ordering Canada post employees to return to work, and that Immigration, Refugees, and Citizenship Canada (IRCC) announced that it would be temporarily reducing its immigration targets for the coming years as a way of stabilizing population growth in Canada for the long term.

Other announcements and initiatives from the federal government mentioned by participants included discussions between the Prime Minister and the premiers of Canada's provinces and territories regarding how best to respond to the imposition of potential tariffs by the United States (U.S.), the release by the Foreign Interference Commission of its final report related to the public inquiry into foreign interference in federal electoral processes and democratic institutions, the announcement that the Prime Minister would be resigning effective March 2025, and that Parliament would be prorogued until March 24th, 2025, during which time a new leader would be selected.

Economic Indicators (Greater Vancouver Area Homeowners, British Columbia Renters, Halifax Regional Municipality Employed Women 24-34)

Three groups took part in extended discussions related to economic indicators such as interest rates, the economic growth rate, the rate of unemployment, and the Canadian economy as a whole.

Asked whether they felt the federal government was on the right or wrong track specifically when it came to its management of the Canadian economy, most viewed it as being headed in the wrong direction. Several expressed concern regarding what they viewed as high rates of deficit spending by the federal government in recent years and worried how this might impact the national debt in the long term. Other economic issues mentioned included the value of the Canadian dollar (CAD) at present, a lack of affordable housing in many parts of the country, and what was viewed as a lack of competition in important sectors such as groceries and telecommunications.



Questioned as to whether they had seen, read, or heard anything recently related to the Bank of Canada cutting interest rates, most indicated that they had, with several believing that interest rates had recently been lowered. On balance, most viewed this as a step in the right direction and felt that lower interest rates would likely have a positive impact on the Canadian economy and would help to make life more affordable for some households.

Discussing whether they had recently heard anything about the inflation rate in Canada, while several indicated that they had, few could recall any specific details. Informed that the inflation rate in November 2024 was at 1.9 per cent and that this had hit the Bank of Canada's set target, while a few believed that this might represent a step in the right direction for the economy overall, participants largely felt that their lives had not become any more affordable as of late. Many were of the impression that the cost of essentials such as groceries had continued to increase in recent months.

Discussing what they believed the unemployment rate in Canada was at present, most estimated it to be somewhere between 5 and 8 per cent. Informed that, as of November 2024, the unemployment rate was 6.8 per cent, compared to 5.4 per cent in 2023, several viewed this information as concerning and worried how this might affect the financial wellbeing of Canadians. Some specifically expressed concerns about how rising unemployment would impact younger people and their ability to gain valuable working experience and begin to establish themselves financially. A few felt that more should be done by the Government of Canada to create jobs and assist workers in gaining the education and training they required to excel in the current employment market.

Asked whether any of these economic indicators impacted how they felt about the direction of the Canadian economy and their own financial future, many reported feeling more pessimistic about their own situation and the economy as a whole. Several were of the impression that, taken as a whole, these statistics indicated a potential downturn for the Canadian economy, with a small number expressing concerns that this could eventually lead to a recession. Discussing how these indicators impacted their own expectations related to the cost of living going forward, while most hoped that life in Canada would become more affordable, few believed that there was any evidence of this occurring in the near future.

Canada-United States Relations (Prairies December 2024, Atlantic Canada, Ontario, British Columbia Renters, Greater Montreal Area Immigrants, Halifax Regional Municipality Employed Women 24-34, Greater Toronto Area Employed Men 24-34, Border Cities, Southwestern Ontario, Quebec Seniors 65+, Prairies January 2025)

Eleven groups engaged in conversations related to the relationship between the Government of Canada and the United States (U.S.). These discussions focused on participants' overall impressions of the Canada-U.S. relationship, the potential imposition of U.S. tariffs on Canadian goods, the security of the Canada-U.S. border, and expenditures related to national defence.

Overall Impressions (Prairies December 2024, Atlantic Canada, Ontario)

Three groups engaged in discussions related to their overall impressions of the Canada-U.S. relationship and the potential impacts of the recent American election on Canada going forward. These conversations were conducted in December 2024 and prior to the U.S. presidential inauguration in January 2025. Asked how they would describe their overall impression of the U.S., participants provided a range of responses. Several expressed that while they continued to have positive relationships with the Americans they knew personally, they were of the impression that U.S. society had become increasingly divided on a number of social issues, therefore having a negative impact on the U.S. as a whole. A number reported viewing the U.S. as a global military and economic superpower and felt that it had recently become more protectionist in its policies. This was seen as having a negative impact on its relationships with close allies such as Canada.

Discussing how they felt the recent U.S. election results might impact Canada going forward, several expressed concerns related to the potential imposition of economic tariffs by the U.S. on Canada. In addition, some anticipated that there would be increased pressure by the U.S. for Canada to increase its national defence spending, believing that North American defence would be a major priority for the incoming American administration.

Asked whether they felt there were any positive developments that could arise for Canada as a result of a new U.S. administration, a number hoped that this would unite Canadians and compel them to work together in the face of potential tariffs and other challenges. Many felt that a disruption of the Canada-U.S. trade relationship would likely compel the Government of Canada to seek out other foreign trading partners. Furthermore, some believed that this would ultimately lead to a more resilient Canadian economy in the long-term.

Identifying what they viewed as the Government of Canada's most important interests when it came to its relationship with the U.S., participants provided a range of responses, including areas such as trade and economic policy, national defence, and immigration. Questioned as to whether they felt the Government of Canada was doing enough to protect and advance Canadian interests in its interactions with the U.S., a roughly equal number did not believe that it was compared to those who were more uncertain or felt that they did not know enough about this issue to provide a proper evaluation. Among those who felt that the federal government could be doing more, a number believed that Canada had become dependent on the U.S. in areas such as trade and national defence. As such, they believed that our economies had become increasingly inextricably linked over time. A number thought that more needed to be done by the federal government to increase the self-sufficiency of the Canadian economy, including manufacturing more goods and products domestically and relying less on trade with U.S.



Tariffs (Prairies December 2024, Atlantic Canada, Ontario, British Columbia Renters, Greater Montreal Area Immigrants, Halifax Regional Municipality Employed Women 24-34, Greater Toronto Area Employed Men 24-34, Border Cities, Southwestern Ontario, Quebec Seniors 65+, Prairies January 2025)

All eleven groups discussed the potential implementation of tariffs on Canadian goods by the U.S. government. As the situation evolved in real time, so did the content of these discussions. Asked whether they had seen, read, or heard anything about proposed tariffs on products coming from Canada and going into the U.S., almost all reported that they had, with several recalling that the U.S. was planning on implementing a 25 per cent tariff on all Canadian imports at some point in the near future.

Almost all expected that tariffs would have a negative impact on both the Canadian economy as well as the financial wellbeing of Canadian businesses and families. Several believed that if these tariffs were implemented, Canadian and American jobs would be placed at risk, including in key sectors such as steel production and automobile manufacturing. Many expected that U.S. tariffs would increase the cost of both Canadian and American-manufactured goods and would bring about additional expenses for many Canadian businesses that were dependent on American products as a part of their supply chain.

Questioned as to whether they expected these tariffs would have any impact on them personally, most believed that they would. For many, it was thought that the tariffs would likely increase the cost of living for Canadians, with a number expressing concern that a growing number of households would feel strained financially. Several worried about their own financial situations, believing that it was already difficult to make ends meet and that tariffs could potentially exacerbate this issue further. Some were specifically concerned about the impact on fuel and energy costs, especially given both nations' mutual reliance to meet their respective energy needs.

Asked how they would want the federal government to respond, many believed that, if faced with tariffs from the U.S., the Government of Canada should implement reciprocal tariffs of its own, matching those put into place by the U.S. government. A number believed that retaliatory tariffs should specifically focus on Canada's natural resource exports (such as oil, natural gas, hydroelectricity, and lumber) which they believed the U.S. was heavily reliant on at present. The view was also expressed that the Government of Canada should diversify its trading partners, while noting a certain deterioration of trust in the U.S. as a trading partner.

Four groups, respectively comprised of individuals residing in Canadian border cities, Quebec seniors aged 65 and older, residents of Southwestern Ontario, and the general population of the Prairies (January 2025) were asked additional questions related to the proposed tariffs and the potential response to them. Discussing how they felt about renegotiating the Canada-United States-Mexico Agreement (CUSMA), while a number were open to it, several believed this could negatively affect consumer prices for Canadians and Americans alike, and therefore lead to negative economic outcomes in Canada, such as job losses.



Discussing the potential responses by the federal and provincial/territorial governments to these tariffs, participants in the four groups identified above were asked whether they would prefer the federal government to take the lead, for all provinces/territories to take their own initiatives, or for a joint approach among the different levels of government. On balance, most expressed a preference for a joint approach, with many believing that it was very important for the federal and provincial/territorial governments to be united and working as one when it came to preparing for and responding to these tariffs.

Participants in these four groups engaged in an exercise where they were presented with a list of potential actions that the Government of Canada could take in response to potential U.S. tariffs and asked to select the measures that they felt would be most effective. On balance, participants expressed the highest level of support for Canada imposing retaliatory tariffs on American imports. It was widely felt that imposing dollar-for-dollar tariffs on American goods was the most straightforward response for the federal government to take, and that this would likely have a tangible impact on American consumers and the U.S. economy. A large number also supported the restriction of hydroelectricity and oil and gas exports to the U.S., believing that these measures would have an immediate negative economic impact on the numerous American states that currently relied on Canada to meet their energy needs. Several also felt that it was important for the federal government to encourage Canadians to “buy Canadian”. Among these participants, it was thought that a greater emphasis by consumers on purchasing locally sourced goods would help to reinvigorate the local economies in their area, while also stimulating the Canadian economy as a whole.

Border Security (British Columbia Renters, Halifax Regional Municipality Employed Women 24-34, Greater Toronto Area Employed Men 24-34, Border Cities, Southwestern Ontario, Quebec Seniors 65+, Prairies January 2025)

Seven groups were asked a few additional questions related to the security of the Canada-U.S. border, with a specific focus on alleged issues such as irregular migrants entering the U.S. from Canada and the illegal trafficking of fentanyl into the U.S. across the Canada-U.S. border.

Asked whether, as far as they knew, the crossing of migrants from Canada to the U.S. was a major issue, a minor issue, or not really an issue at all, almost all viewed this as being a minor issue or not an issue at all. While several believed that there may have been some instances of irregular migrants crossing from Canada into the U.S. in recent years, none viewed this as a pervasive problem.

Discussing whether they viewed fentanyl crossing the border from Canada into the U.S. as being a major issue, most once again did not believe this was a significant area of concern at present. While many viewed fentanyl as a major challenge in Canadian communities due to the substance’s addictive nature and the reported increasing number of deaths associated with it, they questioned the extent to which significant amounts of fentanyl were crossing into the U.S. from Canada.

Participants in the groups comprised of renters in British Columbia (B.C.), employed women aged 24-34 in the Halifax Regional Municipality (HRM), and employed men aged 24-34 residing in the Greater Toronto Area (GTA) were provided with additional information related to actions that the Government of Canada had recently proposed to address concerns related to border security and immigration.

Asked whether they felt these measures represented a step in the right direction, a larger number believed that they were compared to those who felt otherwise. Among the smaller number who felt differently, several raised concerns about what they viewed as the high \$1.3 billion projected cost that would be incurred by the Government of Canada in taking these actions. Among these participants it was believed that this funding could be better allocated towards addressing other important issues such as the high cost of living and the perceived lack of affordable housing in Canadian communities.

National Defence Spending (Border Cities, Southwestern Ontario, Quebec Seniors 65+, Prairies January 2025)

Four groups engaged in conversations related to the amount the Government of Canada spends on national defence as well as recent calls from the U.S. encouraging Canada to increase its spending in this area. Asked whether they had recently seen, read, or heard anything related to this topic, only a small number indicated that they had. Among those who had heard something, a number were of the impression that actions had recently been taken by the federal government to allocate more financial resources towards securing the Canada-U.S. border as well as discussions as to whether the federal government should increase the amount it spends overall on national security.

Discussing whether they felt the Government of Canada was spending too much, too little, or the right amount on national defence, most believed that it was not spending enough on this area at present. Several were of the impression that the Government of Canada was currently spending considerably less on national defence compared to its allies (such as the U.S.) and did not believe that it was doing enough to meet its obligations with respect to defence alliances such as the North Atlantic Treaty Organization (NATO). A few expressed the opinion that a lack of investment towards national security in recent decades had led to Canada becoming too reliant on allies such as the U.S. for its protection and believed that action needed to be taken to increase the country's autonomy in this regard.

Participants in the groups based in border cities, Southwestern Ontario, and Quebec were informed that the Government of Canada has committed to increase its defence spending to meet NATO's target of 2 per cent of its Gross Domestic Product (GDP) by 2032. Reacting to this, almost all felt that it was important for Canada to eventually meet this target. Informed that there had recently been requests from the U.S. for Canada to shorten its timeline and meet NATO's defence spending target before 2032, participants in these groups were asked whether they supported or opposed the Government of Canada increasing its defence spending more quickly. On balance, a larger number felt that the federal government should maintain its existing target compared to those who felt this timeline should be accelerated.

Those residing in the Prairies were provided with updated information and were told that the Government of Canada had recently indicated that it would aim to increase its defence spending to meet NATO's 2 per cent of GDP target by 2027, five years ahead of the previous timeline of 2032. Several reacted positively to this information, with a number believing that this accelerated target would lead to a strengthened CAF in the years to come and a more robust national defence system overall. A few felt differently, believing that increasing national defence spending too quickly could place financial strain on the federal government and could lead to less funding being devoted to other important areas such as housing, health care, and education.



Discussing the specific areas that they felt the federal government should be prioritizing in its efforts to increase its national defence spending, participants in all four groups provided a range of responses. These included the security of the Arctic, upgrading essential weaponry and equipment, increasing CAF recruitment efforts, and defending Canada's borders against potential outside threats. Several specifically identified cybersecurity as an emerging concern and believed that more needed to be done to ensure the country was prepared to repel malicious hackers and other potential attacks against Canada's online infrastructure.

Asked why they felt the U.S. had been making these requests for Canada to increase its national defence spending more quickly, several believed that this was primarily due to an increasing desire by the U.S. government for Canada to be more self-sufficient in this regard. Questioned as to whether they thought the U.S. calling on Canada to spend more on national defence made this issue more important, very few felt this to be the case. While many reiterated the view that increasing national defence spending was an important priority to be focusing on, almost all believed that this was ultimately the Government of Canada's decision, independent of external pressures.

Cost of Living (British Columbia, Prairies December 2024, Atlantic Canada, Ontario, Greater Vancouver Area Homeowners, British Columbia Renters, Greater Montreal Area Immigrants, Halifax Regional Municipality Employed Women 24-34, Greater Toronto Area Employed Men 24-34)

Nine groups took part in conversations related to the cost of living, as well as recent measures that had been announced by the federal government to help make life more affordable for Canadians. Asked how they would describe the current cost of living, almost all perceived it as being high, with many expressing the opinion that life in Canada had become increasingly unaffordable as of late. Describing the impacts that the cost of living was having on their own households, many reported having begun to engage in cost-saving practices such as seeking out sales and discounts, purchasing non-brand name items, and cutting down on what they viewed as more expensive food items such as beef and fresh fruits and vegetables. A number indicated that they were no longer engaging in activities such as dining out at restaurants, going on vacation, and/or partaking in other recreational pastimes, as they were no longer affordable.

Asked how they would describe the Government of Canada's performance in addressing the cost of living, many were uncertain. While several were of the impression that the cost of living had been on the rise in many countries in the wake of the COVID-19 pandemic, a large number felt that the federal government could be doing more to assist Canadians on this front. The opinion was expressed that while the federal government had taken some steps to reduce the cost of living in recent years, these had primarily been short-term solutions and had done little to address this issue in the long term. Discussing additional actions that the federal government could take, participants mentioned potential initiatives such as encouraging employers to offer higher wages to Canadians, reducing federal spending with the aim of achieving a balanced budget, and lowering the amounts that Canadians pay in taxes.



Provided with information related to actions that the federal government was taking to assist Canadians with the cost of living, including temporarily removing the goods and services tax/harmonized sales tax (GST/HST) on the purchases of many goods for a period of two months and proposing a \$250 payment to eligible working Canadians, participants provided a range of responses. While many felt that these actions were a step in the right direction and expected that they might provide Canadians with some financial relief, most did not believe that they represented a long-term solution to addressing the high cost of living. Several felt that, rather than lasting for two months, the GST/HST holiday should be kept in place for a longer period of time (such as six months to a year) in order to have a more substantial impact on assisting Canadians. For those who were provided with information about the potential provision of a \$250 payment to eligible working Canadians, while most believed that this money would provide some temporary relief, it was widely felt that the \$250 amount would not be enough to have a tangible impact on their overall financial situation.

Asked whether, when thinking about these actions from the federal government, they felt it was on the right or wrong track when it came to addressing the cost of living, a roughly equal number thought it was headed in the right direction as those who were more negative or uncertain in their views. Among those who felt the federal government was on the right track, many expressed the opinion that any action related to addressing the cost of living was a step in the right direction and would be helpful to Canadians. For those who felt that the Government of Canada was on the wrong track or who were more uncertain, several thought that these initiatives would ultimately have little effect in assisting Canadians with the cost of living. Among these participants, the view was expressed that greater efforts needed to be taken by the federal government to regulate the behaviours of major corporations, including placing caps on the prices that businesses can charge for essentials such as groceries, rent, and gasoline.

Employment Market (Halifax Regional Municipality Employed Women 24-34, Greater Toronto Area Employed Men 24-34)

Two groups, comprised respectively of employed women aged 24-34 residing in the Halifax Regional Municipality (HRM) and employed men aged 24-34 in the Greater Toronto Area (GTA), discussed the employment market in their areas as well as across Canada more broadly. Asked how they would rate the state of the job market right now, most believed that it was quite poor. Several were of the impression that while there were many part-time or contract positions currently available, there was very little in the way of full-time opportunities that offered both a living wage and sufficient benefits. A number were of the impression that the employment market had become increasingly competitive in recent years and that even those with post-secondary degrees were struggling to find work.

Thinking five years into the future, participants were asked whether they expected the employment market in Canada would be better, worse, or about the same. On balance, a larger number felt that the job market would worsen going forward, with a number expressing concerns about the impact that automation and the advent of technologies such as artificial intelligence (AI) would have on reducing the number of jobs available to Canadians. Among the smaller number who were more optimistic

about the job market going forward, it was felt that as issues such as inflation and the high cost of living abated, more opportunities would eventually become available to Canadian workers.

Discussing whether the Government of Canada could be doing more to support workers, a large number felt that it could. Describing additional actions that could be taken by the federal government on this front, participants mentioned potential initiatives such as increasing the number of sick days guaranteed to Canadian workers, making it more affordable for workers to obtain the training and education they require to excel in their fields of expertise, reducing the amount that small businesses pay in taxes, and streamlining the foreign credential recognition process to make it easier for newcomers to make an immediate contribution to the Canadian economy upon their arrival.

Long-Term Drinking Water Advisories (British Columbia, Prairies Indigenous Peoples, Quebec, Prairies, Atlantic Canada, Ontario)

Six groups engaged in conversations related to efforts taken by the Government of Canada to ensure access to clean drinking water on First Nations reserves. Asked whether they had seen, read, or heard anything about this issue as of late, while several reported having heard that the federal government was taking action to lift drinking water advisories, very few could recall any specific details.

Participants were presented with two potential social media posts currently being developed by the Government of Canada related to long-term drinking water advisories. The first concept (an infographic video) was shown to participants twice, in succession. Sharing their initial reactions, a number thought that this concept had been helpful in providing them with a better understanding of this issue, including the extent to which long-term drinking water advisories had been impacting Indigenous communities in Canada. While a few reacted positively upon learning that the federal government had lifted 83 per cent of all existing advisories, several expressed the opinion that until safe drinking water was made widely available in all Indigenous communities throughout Canada, it was difficult to feel positively about the federal government's performance on addressing this issue.

Asked whether they believed that this concept would be likely to capture their attention, many felt that it would, with a number of the opinion that the bright colour palette would be especially eye catching. All in the group comprised of Indigenous peoples thought that this infographic would attract their attention, with several expressing that this was an issue of great importance to them given the impact that it was having on their own communities and loved ones.

Questioned as to whether they would be likely to click on the website link if they encountered this advertisement, only a small number felt that they would. Many described that they typically preferred to scroll through posts on social media rather than clicking on links and did not believe that the infographic would compel them to visit the website. Among the smaller number who expected that they would visit the website, most indicated that they were curious to learn more about this issue and especially about the specific actions that had been taken to help each individual community.

Now having seen this infographic, participants were asked how they would rate the federal government's progress on this issue. A roughly equal number felt that the Government of Canada had

made considerable progress on addressing long-term drinking water advisories as those who believed that only limited progress had been made. Among those who felt that there had been significant progress, most believed that the federal government had made a strong commitment to addressing this issue and that 83 per cent of cases resolved represented a large number of communities that now had clean drinking water as a result of its efforts.

Presented with a second infographic (this time a still image), most reacted positively, with many believing that this design presented important information related to these drinking water advisories in a clear and straightforward way. Many spoke positively of the inclusion of numbers and statistics regarding the Government of Canada's progress on this issue, with a number specifically identifying the statistic that approximately half a million more people now had access to clean drinking water as being particularly effective. Likewise, the information included regarding the number of communities that had now been helped through these actions was also seen as compelling by participants. A few also spoke positively regarding what they perceived as the incorporation of Indigenous artistic styles and motifs into the design, believing that these were important elements to include given the subject matter.

Asked whether they felt this infographic would capture their attention, most believed that it would. A number commented positively regarding the inclusion of key informational points in bubbles, believing that this was an effective way of indicating where one should direct their attention when encountering this design. A few felt somewhat differently, believing that the infographic was attempting to communicate too much information at once and that the design could be improved by focusing on a more select number of key statistics.

Questioned as to whether they would be likely to click through to the website if they encountered this infographic, a large number indicated that they would, with many expressing an interest in learning more about the data supporting the statistics (such as the number of advisories lifted) that had been presented on the infographic.

Asked whether, overall, they thought that this was something the Government of Canada should be promoting, almost all believed that it was. For most, it was felt that these infographics provided important information and transparency related to the size and scope of this issue, as well as the progress that had been made thus far towards lifting these advisories. A small number felt somewhat differently, believing that while this was an important issue for the federal government to be focusing on, they would rather see additional financial resources devoted to lifting the remaining advisories as opposed to being allocated towards a promotional campaign.

Immigration (Greater Montreal Area Immigrants)

One group, comprised of immigrants residing in the Greater Montreal Area (GMA), took part in a conversation related to immigration and the Canadian immigration system. Asked to describe how they felt about Canada's immigration system, many were of the impression that it had become increasingly strained as of late. The view was expressed that due to the higher rate of immigration in

recent years, the Canadian immigration system had become overburdened and that this had led to lengthier processing times for immigration and permanent residency applications.

Discussing how they felt the Canadian immigration system compared to those of other countries, most believed that Canada's system was among the best in the world. The view was reiterated that while the immigration process could be lengthy and time-consuming, it was generally a fair system and one that was open to people from all over the world. A few expressed a more nuanced opinion, believing that while the Canadian immigration system was typically of a high calibre, increased immigration rates in recent years as well as what were perceived as frequently changing immigration policies had served to make the system less stable and reliable compared to in years past.

Describing what role, if any, they felt immigration had played in Canadian society over the years, almost all thought that it had positively impacted many facets of life in Canada. Several identified what they viewed as the economic benefits of immigration. Among these participants it was believed that immigrants had played a vital role in bolstering the Canadian workforce, both in the past and at present, and that immigrations had made important contributions towards keeping the Canadian economy productive and strong. A number also spoke positively of the impact of immigration in increasing the diversity of perspectives and backgrounds of those living in Canada, believing that this had made Canada a stronger, more inclusive country as a result.

Participants were informed that, in recent years, the federal government had stated that it was seeking to attract more immigrants to Canada as a way of assisting the country in dealing with perceived labour shortages in the wake of the COVID-19 pandemic. Asked whether they thought this was the right approach for the Government of Canada to have taken, participants were mixed in their opinions. While some believed that increasing the rate of immigration had been a prudent approach to address post-pandemic labour shortages, several felt differently. Among these participants, it was thought that there had not been sufficient preparation to ensure that communities had enough housing, service capacity (in areas such as health care and education), and infrastructure to accommodate large influxes to their populations and that this had placed increasing strain on these areas in recent years.

Provided with information regarding actions that the Government of Canada was taking stabilize the rate of immigration going forward, most reacted positively. It was felt by many that by temporarily reducing the rates of immigration over the next few years, the Government of Canada would be providing communities with additional time to build more housing, construct additional infrastructure, and increase the capacity of vital areas such as health care, education, and child care.

Reusable Bags (Ontario)

One group, comprised of individuals residing in Ontario, took part in a brief conversation related to reusable bags. All reported regularly using reusable bags in their daily activities. Describing what they would typically use reusable bags for, participants mentioned a wide range of activities, including carrying groceries, packing lunches, transporting supplies for school or work, and storing things such as winter clothes or sporting equipment.

Discussing whether they felt they had too many reusable bags, participants were mixed in their opinions. While some believed that they currently owned an excessive number of reusable bags, a roughly equal number felt that they only had a moderate amount. Among those who thought that they had too many bags at present, participants primarily attributed this to instances where they had forgotten their reusable bags when going to places such as the grocery store and had been required to purchase additional bags as a result.

WeatherCAN App (British Columbia Renters, Greater Montreal Area Immigrants)

Two groups engaged in brief discussions related to the Government of Canada's WeatherCAN app. Asked whether they were familiar with this app, very few indicated that they were. Among the small number who reported having previously heard about this app, it was believed that its primary purpose was to provide Canadians with updates about the weather and potential weather-related warnings and advisories occurring in their local areas.

Provided with information about the WeatherCAN app, many reported already having a weather app pre-loaded on their mobile devices and questioned how (if at all) this app differed from the other apps that were already widely available. Asked whether this app was something that the Government of Canada should be developing and promoting, none felt that it was, believing that there were already several free and reliable weather apps available to Canadians, and that this was not a priority that the federal government needed to be focusing on.

Government of Canada Wordmark (British Columbia, Atlantic Canada)

Two groups engaged in conversations related to the visual symbols and audio signatures that the federal government uses to identify itself. Asked how they would typically go about recognizing information as coming from the Government of Canada, several described a logo incorporating the word 'Canada' and the Canadian flag that they believed frequently accompanied visual federal information and communications. Questioned whether it was usually clear as to whether information was coming from the federal government, most believed that it was.

Discussing how they would go about recognizing information they audibly hear as being from the federal government, many described a jingle that typically plays at the end of audio communications. Several also believed that official federal communications typically stated at the end that they had been messages from the Government of Canada.

Presented with an image of the Government of Canada wordmark, all recalled having seen this symbol before, with several identifying it as the logo they had been describing earlier. Discussing what the wordmark meant to them generally, many viewed it as representing authority, trustworthiness, and professionalism. Asked whether they felt this symbol represented the federal government, all believed that it did. Questioned as to what the wordmark meant to them on a personal level, several associated it with a sense of home, safety, and national pride, with some commenting that seeing this symbol (especially while travelling abroad) provided them with an increased sense of security.

Asked why they thought the Government of Canada utilized this symbol in its communications, most believed that it was to provide a consistent, easily recognizable visual cue that would allow individuals to immediately identify information and messaging as being from the federal government. The view was also expressed that the wordmark served as an indicator to Canadians that the information it was accompanying was important and worth paying attention to. Asked where they expected this symbol to be displayed, participants expected that it would likely be featured on print communications and messaging, on television and digital advertisements, on physical signage such as bus bench ads and billboards, and on buildings owned or operated by the federal government.

Participants were next played a recording of the Government of Canada's audio signature. All reported having heard this jingle previously, with a number recognizing it as being derived from the opening bars of the national anthem. Discussing why they felt the federal government used this jingle in its communications, many believed that, similar to the wordmark, it provided an easily identifiable audio cue that Canadians could associate with the Government of Canada

Canada Revenue Agency Creative Concept Testing (Prairies Indigenous Peoples, Quebec)

Participants in two groups, respectively comprised of individuals residing in Quebec and Indigenous peoples living in the Prairies, shared their perspectives related to creative concepts currently being tested by the Canada Revenue Agency (CRA). Asked whether they had recently seen, read, or heard anything about the federal government providing additional support to Canadians to assist them with the rising cost of living, several reported having heard that the federal government would be temporarily removing the goods and services tax/harmonized sales tax (GST/HST) on select items and services, including dining at restaurants and children's clothing.

After being provided with information about this upcoming tax break, participants engaged in an exercise where they were asked to share their thoughts regarding a series of advertising concepts that had been developed to communicate information about this upcoming tax break.

Presented with the first concept, a large number thought that its focus on products for infants and toddlers would likely appeal primarily to those Canadians who were currently raising small children and, as a result, did not believe that the concept would resonate with the broader population. For most, it was felt that the content of this concept was not relevant enough to their own lives to appeal to them and, as such, they would be unlikely to pay attention to it. Describing ways by which they felt this concept could be improved, several believed that a more visually appealing colour palette could be utilized as a way of grabbing the attention of those who encountered this ad. It was also thought that placing a wider focus on the range of different items and services included in this tax break (as opposed to focusing primarily on children's items), would make the concept more appealing to a broader range of Canadians.

Presented with a second creative concept, participants were largely positive in their reactions. Many liked that the concept prominently featured what viewed as the key information related to this measure, believing that this straightforward approach would be effective in getting the attention of viewers' and increasing their awareness about this tax break. Asked whether they would be likely to

click through to the website if they encountered this concept, while most expected that they would, a smaller number felt differently. Among these participants, the view was expressed that the concept provided sufficient information about what this tax break entailed and that, as a result, they did not believe they would feel compelled to seek out any additional details about this initiative.

Supplemented Food Label Concept Testing (British Columbia, Prairies Indigenous Peoples, Quebec, Greater Toronto Area Employed Men 24-34, Border Cities, Quebec Seniors 65+)

Six groups took part in conversations related to messaging and creative concepts that were being developed by the federal government to raise awareness about a new symbol that would soon be appearing on food products in Canada to alert consumers about the potential health risks of consuming certain ingredients. Discussions in the groups comprised of Indigenous peoples living in the Prairies and the general populations of British Columbia (B.C.) and Quebec focused on potential messaging designed by the Government of Canada, while those in the groups comprised of Quebec seniors 65 years and older, those living in border cities, and employed men aged 24-34 residing in the Greater Toronto Area (GTA) shared their opinions related to potential social media posts.

Supplemented Foods Message Testing (British Columbia, Prairies Indigenous Peoples, Quebec)

At the outset of these conversations, participants were informed that they would be reviewing messaging that was currently being developed by Health Canada to raise awareness about a new symbol that was beginning to appear on food packaging across the country. Presented with an example of this symbol, very few reported having seen it before.

Participants were next provided with different examples of potential messaging that had been developed by Health Canada to be used on social media, other digital platforms, and on infographics, to increase awareness about this new symbol. On balance, participants reacted mostly positively to these various messages, with a number indicating that they now had a much better understanding of what this symbol meant and how they could utilize it when deciding what food products to purchase for themselves and their families. Several reacted especially positively to the messaging that included information related to medical conditions such as heart disease, type 2 diabetes, and high blood pressure, and believed that this was an effective way of communicating to Canadians about the potential health risks of purchasing and consuming food products that were high in certain nutrients.

While most felt that these messages were clear and straightforward, a few felt that they could be improved by providing more specific information regarding what levels of nutrients such as sugar and sodium were healthy to consume and at what point they should begin to become concerned about their intake of these ingredients. A few also believed that more information should be provided regarding the standards that would be used to determine whether a food was considered to be processed or not processed, while a small number questioned whether this symbol would be included on products such as milk and cheese that, while higher in fat, could be perceived as being an important part of a healthy diet.

Potential Social Media Posts (Greater Toronto Area Employed Men 24-34, Border Cities, Quebec Seniors 65+)

Three groups shared their perspectives related to potential social media posts (shown below) that were being developed by the federal government to inform Canadians about this new symbol. The order in which the posts were shown to participants varied among the groups.

Presented with a potential social media featuring a range of products, such as popcorn, a chocolate bar, and a juice box, while most reacted positively, a few felt that this information was somewhat redundant, given their impression that most people already knew that products such as chocolate bars and popcorn could pose health risks if consumed in excess. Asked whether they understood the message of this post, most believed that it was primarily to inform consumers that certain products had high amounts of potential nutrients of concern and that a new symbol would soon be appearing on food packaging to highlight this.

Prompted to identify the aspects of the post that they had either liked or disliked, participants provided a range of responses. A number spoke positively of the variety of food products showcased in the design, as well as what they perceived as the bright colours of the images. The view was expressed that the vivid colours of the food packages contrasted well against the black and white of the text. Describing potential areas for improvement, a few felt that the text should be made more visible, including highlighting and increasing the size of key words or phrases so that they stood out more against the overall design. Asked whether this post was memorable and/or would capture their attention if they encountered it online, most believed that it would, with many reiterating that the bright colours were very effective in drawing their eyes to the design.

A second concept, featuring an image of a mother and child shopping for groceries, was shown to participants. Prior to viewing the concept, participants were informed that the image shown would ultimately be animated to mimic a GIF, which is essentially a short soundless video that loops continuously and does not require anyone to press play. On balance, reactions to this concept were mostly positive, with a number believing that the imagery of a parent shopping with their child would resonate with many Canadians, and especially those who were currently raising children.

Discussing ways by which this the design could be improved, several believed that the text above the image could be more concise, and that certain key words or phrases could be highlighted to stand out more. While most liked the imagery of the mother and child, a number felt that a more dynamic and eye-catching image of a parent shopping with their child could have been utilized to make the design more attention grabbing. Questioned as to whether this advertisement would be likely to capture their attention, while most believed that it would, very few expected that they would interact or engage with the post if they encountered it while scrolling.



A third concept was also shown to participants featuring a mock popcorn product and the magnifying glass symbol. On balance, most reacted positively to this concept, with many specifically identifying the popcorn bag being displayed so prominently as an aspect that they particularly liked. Several identified the amount of information and imagery contained within this post as being well balanced and believed that this would make the post easily understandable to those who encountered it.

Asked whether this post was likely to capture their attention, most felt that it would, with a number reiterating that they would likely initially be drawn in by the prominence of the popcorn bag and the new symbol. Discussing whether they would interact or engage with this post, while a small number felt they might send it to connections of theirs who were interested in nutrition and healthy eating, very few expected that they would like or share the post themselves.

Palliative Care Video Testing (Greater Vancouver Homeowners, Southwestern Ontario, Prairies January 2025)

Three groups shared their perspectives related to a video designed by the Government of Canada related to palliative care. To begin, participants were asked whether they were currently caring for someone and/or knew someone who was living with a serious illness such as amyotrophic lateral sclerosis (ALS), Alzheimer's, genetic diseases, and cardiovascular diseases, among others. On balance, a roughly equal number reported either knowing or caring for someone who had a serious illness as those who did not.

Participants were next shown a video that had been produced by the federal government about palliative care and were asked to share their initial reactions. On balance, most viewed the video in a positive light, believing that it provided a hopeful and uplifting representation of palliative care and would be reassuring to those with loved ones who required this type of care. A number who had experience with a loved one in palliative care felt somewhat differently. Among these participants, it was felt that while the video was hopeful in tone, the imagery depicted did not align with their own experiences with palliative and long-term care, with a number of whom had the impression that these types of facilities were frequently overburdened and did not have access to health care resources at the level depicted in the video.

Describing specific elements of the video that they liked, several reiterated feeling positively about the video's emphasis on communicating that palliative care was not just for elderly individuals and/or end of life care and could be accessed by patients of all age groups, including those with treatable diseases or illnesses. A number also liked the video's focus on the varied activities that palliative patients could partake in while receiving care, as well as the efforts taken by palliative caregivers to improve the quality of life and mental wellbeing of those in their care. Discussing areas that could be improved, a few felt that the video should place additional emphasis on those (such as family and friends) who take on the role of caregivers for individuals in palliative care, believing that these individuals also experienced considerable emotional challenges and grief over the course of the palliative process.



Discussing how the video made them feel on a personal level, many reported feeling emotional and expressed that the video had prompted them to consider what it would be like if their own loved ones (including elderly parents and children) required palliative care. Questioned as to whether they would notice this video and/or if it would capture their attention, a larger number answered affirmatively compared to those who felt otherwise. Several believed that the important subject nature, striking imagery, and what they viewed as the emotional impact of the video would be effective in capturing their attention if they encountered it on television or while scrolling on their mobile devices.

Questioned as to whether they felt it was appropriate for the Government of Canada to be communicating in this way about palliative care almost all believed that it was. Asked if they thought that seeing this video would motivate them to take action, a number indicated that they would be interested in learning more about the palliative approach to care and would be more inclined to reach out to and check in on loved ones who may be suffering from chronic health issues.

Asked to suggest ways by which this video could be improved, several felt that greater efforts should be taken to create a more cohesive storyline throughout the video, as well as to shorten the video to make it more appealing to viewers who encounter it while scrolling. A number also believed that greater details needed to be provided regarding the specific actions the federal government was taking to improve palliative care in Canada as well as information regarding how viewers could go about accessing palliative care resources in their respective areas.

MORE INFORMATION

The Strategic Counsel

Contract number: CW2241412

Contract award date: December 19, 2022

Contract value: \$1,629,482.60

Detailed Findings

Timeline of December 2024 and January 2025 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 months of December 2024 and January 2025.

- December 1-7
 - December 3rd. The Government of Canada announced that it would be providing over \$2.6 million in funding for seven projects in the Prairies under Natural Resources Canada's Climate Change Adaptation Program (CCAP).
 - Focus group was held with the general population in British Columbia (B.C.) (December 3).
 - Focus group was held with Indigenous peoples residing in the Prairies (December 4).
 - December 5th. The Government of Canada announced that it would be contributing \$40 million through the Strategic Innovation Fund (SIF) towards supporting Quebec-based Aramis Biotechnologies' \$80 million project to advance plant-based vaccines and therapeutics and to proceed with the development of a next-generation influenza vaccine.
 - December 5th. The Government of Canada announced over \$256.7 million in funding towards eight clean electricity projects in Saskatchewan, through the Future Electricity Fund. It was also announced that, as part of this funding, \$42 million would be devoted towards Indigenous clean energy projects in the province.
 - December 5th. The Government of Canada announced that it had reached a bilateral agreement with the Government of Alberta to invest over \$162 million towards improving access to select new drugs for rare diseases, and to support enhanced access to existing drugs, early diagnosis, and screening.
 - December 5th. The Government of Canada announced that it would be adding an additional 324 unique makes and models of assault-style firearms to the list of prohibited firearms in Canada.
 - Focus group was held with the general population in Quebec (December 5).

- December 8-14
 - December 10th. The Government of Canada announced that it would be doubling the loan limit for the Canada Secondary Suite Loan Program from \$40,000 to \$80,000, making it easier for homeowners to convert an unused basement into a rental apartment or a garage into a laneway home, with the aim of increasing density in Canadian communities.
 - Focus group was held with the general population in the Prairies (December 10).
 - December 11th. The Bank of Canada announced that it would be lowering its policy interest rate to 3.25 per cent.
 - Focus group was held with the general population in Atlantic Canada (December 11).
 - December 12. The Minister of Environment and Climate Change announced that the federal government would be aiming to reduce its emissions by 45–50 per cent below

2005 levels by 2035, as part of its commitment to maintaining Canada's path towards a strong, net-zero economy.

- [Focus group was held with the general population in Ontario \(December 12\)](#).
- December 13. The Government of Canada announced investments totalling over \$152 million for nine clean electricity projects in Alberta through the Smart Renewables and Electrification Pathways Program (SREPs).
- December 14th. The beginning of the federal government's two-month temporary removal of the goods and services tax/harmonized sales tax (GST/HST) on a range of holiday essentials, lasting until February 15th, 2025.
- December 15-21
 - December 16th. The Government of Canada tabled its 2024 Fall Economic Statement (FES), outlining its economic plan to reduce everyday costs, invest in economic growth that raises wages, and put more money in the pockets of Canadians.
 - December 16th. The Canada Industrial Relations Board (CIRB) announced its decision to put an end to job action by the Canadian Union of Post Workers (CUPW), ordering Canada Post employees to return to work and for postal operations to resume;
 - December 17th. The Government of Canada announced that it would be investing \$1.3 billion towards bolstering border security and strengthening the Canadian immigration system. Specific measures announced included detecting and disrupting the fentanyl trade, introducing significant new tools for law enforcement, enhancing operational coordination, increasing information sharing, and minimizing unnecessary border volumes.
- December 22-31
 - December 30th. The Government of Canada announced its intention to amend the *Income Tax Act* to extend the donation for making donations eligible for tax support in the 2024 tax year, until February 28th, 2025.
- January 1-7
 - January 2nd. The Canada Border Services Agency (CBSA) announced plans to launch its first preclearance operation in 2025. This joint initiative between Canada and the U.S. would include Canadian border services officers working at a shared facility at the Cannon Corners port of entry in New York state, examining travellers and goods and deciding whether they are admissible into Canada.
 - January 3rd. The Minister of Public Safety announced the launch of a series of federally led border security exercises, in collaboration with provincial and territorial governments, aimed at further strengthening the Government of Canada's ability to prepare for and respond to events and situations that may arise on either side of the Canada-U.S. border.

- January 6th. It was announced that the Prime Minister would be resigning effective March 2025, and that Parliament would be prorogued until March 24th, 2025, during which time a new leader would be selected.
- January 7th. The Government of Canada announced over \$11 million towards projects aimed at advancing the technologies required to further strengthen Canada's clean fuels and alternative fuels sector.
- Focus group was held with homeowners in the Greater Vancouver Area (GVA) (January 7).
- January 8-14
 - Focus group was held with renters in B.C. (January 8).
 - Focus group was held with immigrants in the Greater Montreal Area (GMA) (January 9)
 - January 13th. The Minister of Mental Health and Addictions and Associate Minister of Health announced over \$1.3 million in funding towards Operation Come Home, an organization based in Ottawa, Ontario that supports homeless youth aged 16-25 who are street-involved and/or are at risk of harms from substance use.
 - January 14th. The Minister of Environment and Climate Change (also responsible for the Canada Water Agency) announced an investment of over \$700,000 to five freshwater projects based in the Golden Horseshoe region and aimed at increasing the water quality and health of the Great Lakes ecosystem.
 - Focus group was held with employed women aged 24-34 residing in the Halifax Regional Municipality (HRM) (January 14).
- January 15-21
 - January 15th. The Government of Canada and the Government of New Brunswick announced a bilateral agreement that would invest over \$32 million towards improving access to selected new drugs for rare diseases and to support enhanced access to existing drugs, early diagnosis, and screening.
 - January 16th. The Government of Canada announced the successful negotiation of a General Security of Information Agreement (GSOIA) concerning industrial security and national defence with the Government of Poland.
 - Focus group was held with employed men aged 24-34 in the Greater Toronto Area (GTA) (January 16).
 - Focus group was held with the general population residing in border cities (January 21)
 - Focus group was held with the general population residing in Southwestern Ontario (January 22)
- January 22-31
 - Focus group was held with the general population residing in Southwestern Ontario (January 22)
 - Focus group was held with seniors residing in Quebec, aged 65 and older (January 23)

- January 24th. The Government of Canada signed a bilateral agreement with the Government of Ontario, investing over \$535 million towards improving access to selected new drugs for rare diseases, and supporting enhanced access to existing drugs, early diagnosis, and screening.
- January 28th. The Government of Canada announced that it would be investing \$960,000 to support the ongoing operations of the Nickel Basin Federal Development Corporation (Nickel Basin) over a three-year period. This funding would be aimed at increasing job creation efforts, assisting businesses, and stimulating economic development in the Greater Sudbury Area.
- January 28th. The Government of Canada announced over \$39 million towards addressing homelessness as part of the Unsheltered Homelessness and Encampments Initiative (UHEI).
- January 28th. The Foreign Interference Commission released its final report related to the public inquiry into foreign interference in federal electoral processes and democratic institutions.
- [Focus group was held with the general population residing in the Prairies \(January 28\)](#)
- January 30th. The Government of Canada announced the launch of the Rural Community Immigration Pilot and Francophone Community Immigration Pilot programs. Together, these initiatives will work to provide 18 communities with a permanent residency pathway to attract and retain newcomers who can fill key jobs and are seeking to live in these areas for the long term.

Government of Canada in the News (Prairies December 2024, Atlantic Canada, Ontario, Greater Vancouver Homeowners, British Columbia Renters, Greater Montreal Area Immigrants, Halifax Regional Municipality Employed Women 24-34, Greater Toronto Area Employed Men 24-34, Border Cities, Southwestern Ontario, Quebec Seniors 65+, Prairies January 2025)

Twelve 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 Government of Canada that it would be temporarily removing the goods and services tax/harmonized sales tax (GST/HST) on a wide range of holiday essentials between December 14th, 2024, and February 15th, 2025. Additionally, a number recalled hearing that the federal government would be providing eligible working Canadians with a one-time \$250 payment at some point in early 2025;
- The announcement by the Bank of Canada on December 11th, 2024, that it would be lowering its policy interest rate to 3.25 per cent;
- The tabling by the federal government on December 16th, 2024, of its annual Fall Economic Statement (FES);
- The end of ongoing job action by the Canadian Union of Post Workers (CUPW) following a decision by the Canada Industrial Relations Board (CIRB) on December 16th, 2024, ordering Canada Post employees to return to work and for postal operations to resume;
- The announcement by Immigration, Refugees, and Citizenship Canada (IRCC) that it would temporarily be reducing its immigration targets as a way of stabilizing population growth in Canada for the long term. As part of this initiative, participants recalled hearing that the Government of Canada would be placing a cap on the number of international student study permits that it would be issuing in 2025, as well as reducing its permanent residency (PR) targets for the next few years;
- An announcement by the federal government that it would be adding an additional 324 unique makes and models of assault-style firearms to the list of prohibited firearms in Canada;
- The provision of quarterly Canada Carbon Rebate (CCR) payments to eligible Canadians on January 15th, 2025;
- The announcement by the Government of Canada that it would be deferring its planned increase to the capital gains inclusion rate until January 1st, 2026.

- The announcement by the federal government that it would be extending the deadline for making charitable donations eligible for tax support in the 2024 tax year, until February 28th, 2025;
- Discussions between the Prime Minister and the premiers of Canada's provinces/territories regarding how best to respond to the imposition of potential tariffs by the United States (U.S.);
- The release by the Foreign Interference Commission of its final report related to the public inquiry into foreign interference in federal electoral processes and democratic institutions; and
- The announcement that the Prime Minister would be resigning effective March 2025, and that Parliament would be prorogued until March 24th, 2025, during which time a new leader would be selected.

Economic Indicators (Greater Vancouver Area Homeowners, British Columbia Renters, Halifax Regional Municipality Employed Women 24-34)

Three groups took part in extended discussions related to economic indicators such as interest rates, the economic growth rate, the rate of unemployment, and the Canadian economy as a whole.

Thinking about the Government of Canada overall, participants were asked whether they felt it was generally headed in the right or wrong direction. On balance, a larger number felt that the federal government was currently on the wrong track compared to those who believed it was headed in the right direction or who were more uncertain in their opinions. Regionally, most in the group comprised of homeowners residing in the Greater Vancouver Area (GVA) felt that the Government of Canada was on the right track, while a larger number of those in the groups comprised of renters living in British Columbia (B.C.) and employed women ages 24-34 residing in the Halifax Regional Municipality (HRM) thought that it was headed in the wrong direction.

For those who were more positive in their opinions, it was felt that the federal government had been doing what it could to assist Canadians facing challenges related to the higher rate of inflation and rising cost of living in recent years. A number expressed the view that many countries were facing these types of challenges in the wake of the COVID-19 pandemic, and they did not believe that issues such as inflation or the high cost of living had resulted from or been exacerbated by the policies implemented by the Government of Canada. Among those who felt that the federal government was headed in the wrong direction, several cited the challenges that they had personally faced in recent years in making ends meet financially. A number, including those who perceived themselves as earning relatively high salaries, believed that life in Canada had become increasingly unaffordable and that not enough was being done by the Government of Canada to address these challenges.

Asked whether they felt the federal government was on the right or wrong track specifically when it came to its management of the Canadian economy, most viewed it as being headed in the wrong direction. Several expressed concern regarding what they viewed as high rates of deficit spending by the federal government in recent years and worried how this might impact the national debt in the long term. Other economic issues mentioned included the value of the Canadian dollar (CAD) at present, a lack of affordable housing in many parts of the country, and what was viewed as a lack of

competition in important sectors such as groceries and telecommunications. Among the smaller number who thought that the Government of Canada was on the right track when it came to the economy, it was felt that while economic issues such as the high cost of living had continued to persist, the federal government was aware of these challenges and taking steps to address them.

Questioned as to whether they had seen, read, or heard anything recently related to the Bank of Canada cutting interest rates, most indicated that they had, with several believing that interest rates had recently been lowered. To aid in conversation, participants were informed that on December 11th, 2024, the Bank of Canada had cut its key policy rate by 50 basis points to 3.25 per cent. On balance, most viewed this as a step in the right direction and felt that lower interest rates would likely have a positive impact on the Canadian economy and would help to make life more affordable for some households. Asked whether they believed this would have a positive impact on their own financial situations, several in the group of homeowners in the GVA who were either currently on variable rate mortgages or who were scheduled to renew their mortgages in the coming months expected that it would. While believing that lower interest rates might stimulate economic activity and/or make it easier for them to obtain a mortgage in the future, few in the groups comprised of employed women residing in the HRM and renters in B.C. thought the policy rate cut would have an immediate impact on their households.

Discussing whether they had recently heard anything about the inflation rate in Canada, while several indicated that they had, few could recall any specific details. Participants provided a wide range of estimates regarding the current rate of inflation, with some believing that it was around 1-2 per cent while others were of the impression that it was upwards of 10 per cent. To clarify, participants were informed that the inflation rate in November 2024 was at 1.9 per cent (compared to 2 per cent in October and 1.6 per cent in September), and that this had hit the Bank of Canada's set target. While a few believed that this might represent a step in the right direction for the economy overall, participants largely felt that their lives had not become any more affordable as of late. Many were of the impression that the cost of essentials such as groceries had continued to increase in recent months.

Asked if they had seen, read, or heard anything about Canada's economic growth rate, few indicated that they had. To aid in conversation, participants were informed that:

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 Canadian economy grew 0.3 per cent in the third quarter of 2024. This translates to a 1 per cent annualized growth rate in the third quarter, lower than the Bank of Canada's 1.5 per cent estimate.

Reacting to this information, several expressed concern upon learning that the Canadian economy's annualized growth rate had fallen short of the Bank of Canada's estimate. While few viewed this as positive news, most did not believe that the rate of economic growth would have an impact on their own financial situation. A small number worried that a lower economic growth rate, combined with perceived higher rates of immigration in recent years, would serve to make life in Canada less affordable going forward.



Discussing what they believed the unemployment rate in Canada was at present, most estimated it to be somewhere between 5 and 8 per cent. It was clarified for participants that, as of November 2024, the unemployment rate was 6.8 per cent, compared to 5.4 per cent in 2023, and 5.7 per cent in 2019 prior to the COVID-19 pandemic. Several viewed this information as concerning and worried how this might affect the financial wellbeing of Canadians. Some specifically expressed concerns about how rising unemployment would impact younger people and their ability to gain valuable working experience and begin to establish themselves financially. Several expressed surprise at hearing that the rate of unemployment was as high as it was, with a number of the impression that many businesses in their local area were currently trying to hire workers and were unable to find staff. The view was expressed that while numerous jobs were available, few offered a living wage and/or sufficient benefits, and, as a result, were not seen as attractive opportunities by prospective workers. A few felt that more should be done by the Government of Canada to create jobs and assist workers in gaining the education and training they required to excel in the current employment market.

Asked whether any of these economic indicators impacted how they felt about the direction of the Canadian economy and their own financial future, many reported feeling more pessimistic about their own situation and the economy as a whole. Several were of the impression that, taken as a whole, these statistics indicated a potential downturn for the Canadian economy, with a small number expressing concerns that this could eventually lead to a recession. A few were especially worried about rising unemployment and believed that this, combined with what they perceived as increasing automation by businesses, could lead to more Canadians losing their jobs in the years to come. Discussing how these indicators impacted their own expectations related to the cost of living going forward, while most hoped that life in Canada would become more affordable, few believed that there was any evidence of this occurring in the near future.

Canada-United States Relations (Prairies December 2024, Atlantic Canada, Ontario, British Columbia Renters, Greater Montreal Area Immigrants, Halifax Regional Municipality Employed Women 24- 34, Greater Toronto Area Employed Men 24-34, Border Cities, Southwestern Ontario, Quebec Seniors 65+, Prairies January 2025)

Eleven groups engaged in conversations related to the relationship between the Government of Canada and the United States (U.S.). These discussions focused on participants' overall impressions of the Canada-U.S. relationship, the potential imposition of U.S. tariffs on Canadian goods, the security of the Canada-U.S. border, and expenditures related to national defence.

At the outset of their conversations, participants in seven groups (comprised respectively of the general population of the Prairies (2 groups), Atlantic Canada, Ontario, Southwestern Ontario, and Canadian border cities, as well as Quebec seniors aged 65 and above) were prompted to select a word or phrase that described how they viewed the current Canada/U.S. relationship. A large number selected words with negative connotations such as 'tense', 'volatile', 'strained', 'precarious', and 'worrisome', while some chose more ambiguous phrases such as 'fluid', 'uncertain', and 'complicated'. Only a few selected words with positive connotations, choosing terms such as 'friendly', 'siblings', and 'aligned'.

Overall Impressions (Prairies December 2024, Atlantic Canada, Ontario)

Three groups engaged in discussions related to their overall impressions of the Canada-U.S. relationship and the potential impacts of the recent American election on Canada going forward. These conversations were conducted in December 2024 and prior to the U.S. presidential inauguration in January 2025. Asked how they would describe their overall impression of the U.S., participants provided a range of responses. Several expressed that while they continued to have positive relationships with the Americans they knew personally, they were of the impression that U.S. society had become increasingly divided on a number of social issues, therefore having a negative impact on the U.S. as a whole. A number reported viewing the U.S. as a global military and economic superpower and felt that it had recently become more protectionist in its policies. This was seen as having a negative impact on its relationships with close allies such as Canada. A few thought that criminal activity using firearms were increasing in some parts of the U.S., and perceived it as being less welcoming to people of diverse backgrounds.

Discussing how they felt the recent U.S. election results might impact Canada going forward, several expressed concerns related to the potential imposition of economic tariffs by the U.S. on Canada. A number worried that tariffs would increase costs for both domestic and imported goods and could lead to large-scale job loss across many different sectors. In addition, some anticipated that there would be increased pressure by the U.S. for Canada to increase its national defence spending, believing that North American defence would be a major priority for the incoming American administration. A few were less concerned about the potential impacts of the U.S. election, believing that, given the interconnectedness of Canada and the U.S. (both on an economic and societal level), it was unlikely that the incoming American government would seek to negatively impact Canada, as doing so would likely have an adverse impact on U.S. interests as well.

Asked whether they felt there were any positive developments that could arise for Canada as a result of a new U.S. administration, a number hoped that this would further unite Canadians and push them to work together to address common challenges related to tariffs and trade. The opinion was expressed that a disruption of the Canada-U.S. trade relationship would likely compel the Government of Canada to seek out other foreign trading partners. Furthermore, some believed that this would ultimately lead to a more resilient Canadian economy in the long-term. A few also believed that Canada would welcome an increased number of skilled immigrants who would be more inclined to

choose Canada over the U.S. given its unwavering support for diversity and inclusion, yielding immense potential benefits to Canada as a result.

Identifying what they viewed as the Government of Canada's most important interests when it came to its relationship with the U.S., participants provided a range of responses. These included:

- Trade and economic policy – Many identified trade and the economy as the most important priorities for the federal government when it came to its relationship with the U.S. Several believed that the protection of Canadian workers, consumers, and businesses would need to be a top priority for the Government of Canada in anticipation of potential tariffs stemming from the U.S. It was also felt that a focus would need to be placed on ensuring that the Canadian dollar (CAD) would not be negatively impacted as a result;
- National defence – Several also believed that national defence would be a top priority for the Government of Canada, with a number identifying the U.S. as Canada's most important military ally. It was felt that the U.S. and Canada were heavily reliant on one another for national defence, especially in regions such as the Arctic and along Canada's coastlines, and that this relationship would need to be carefully maintained going forward; and
- Immigration – A few expected that immigration would also be an important priority for the federal government when it came to managing its relationship with the new U.S. administration. The view was expressed that, should the incoming U.S. administration follow through with its proposed immigration policies, the Government of Canada would need to be vigilant in ensuring that there would not be an influx of irregular migration into Canada by individuals attempting to circumvent these policies.

Questioned as to whether they felt the Government of Canada was doing enough to protect and advance Canadian interests in its interactions with the U.S., a roughly equal number did not believe that it was compared to those who were more uncertain or felt that they did not know enough about this issue to provide a proper evaluation. Among those who felt that the federal government could be doing more, a number believed that Canada had become dependent on the U.S. in areas such as trade and national defence. Given the possibility of loosening ties between Canada and the U.S., more needed to be done to establish and strengthen relationships with other nations.. A number also thought that more needed to be done by the federal government to increase the self-sufficiency of the Canadian economy, including manufacturing more goods and products domestically and relying less on trade with the U.S.

Tariffs (Prairies December 2024, Atlantic Canada, Ontario, British Columbia Renters, Greater Montreal Area Immigrants, Halifax Regional Municipality Employed Women 24-34, Greater Toronto Area Employed Men 24-34, Border Cities, Southwestern Ontario, Quebec Seniors 65+, Prairies January 2025)

All eleven groups discussed the potential implementation of tariffs on Canadian goods by the U.S. government. As the situation evolved in real time, so did the content of these discussions. Asked whether they had seen, read, or heard anything about proposed tariffs on products coming from



Canada and going into the U.S., almost all reported that they had, with several recalling that the U.S. was planning on implementing a 25 per cent tariff on all Canadian imports at some point in the near future.

To aid in conversation, participants were provided with information regarding these proposed tariffs. The information shown to participants evolved as the situation developed:

Recently, the President-elect of the United States announced that the American Government would impose 25 per cent tariffs on Canadian and Mexican imports as early as January. (Shown to Prairies December 2024, Atlantic Canada, Ontario)

Recently, the President-elect of the United States announced that the American Government would impose 25 per cent tariffs on Canadian and Mexican imports as early as January, unless Canada addresses migrants crossing from Canada to the U.S., as well as fentanyl crossing the border. (Shown to B.C. Renters, GMA Immigrants, HRM Employed Women 24-34, GTA Employed Men 24-34)

Recently, the United States indicated that the American Government will look into its free trade deal with Canada and Mexico to determine whether or not the United States should continue to participate in this deal. The United States has also signalled that it may impose tariffs as high as 25 per cent on Canadian and Mexican imports, unless Canada addresses migrants crossing from Canada to the U.S., as well as fentanyl crossing the border. (Shown to Border Cities, Southwestern Ontario, Quebec Seniors 65+, Prairies January 2025)

Discussing what, if anything, they had heard regarding the Government of Canada's response to the proposed tariffs, participants provided a range of responses. Several reported hearing that the Prime Minister (PM) had convened a meeting with the Canada's provincial and territorial premiers to discuss a response and potential strategies for addressing these tariffs. A number also recalled having heard that the PM had recently travelled to meet with the U.S. President-elect to discuss issues related to fentanyl, immigration, and trade.

Almost all expected that tariffs would have a negative impact on both the Canadian economy as well as the financial wellbeing of Canadian businesses and families. Several believed that if these tariffs were implemented, Canadian and American jobs would be placed at risk, including in key sectors such as steel production and automobile manufacturing. Many expected that U.S. tariffs would increase the cost of both Canadian and American-manufactured goods and would bring about additional expenses for many Canadian businesses that were dependent on American products as a part of their supply chain.

Questioned as to whether they expected these tariffs would have any impact on them personally, most believed that they would. For many, it was thought that the tariffs would likely increase the cost of living for Canadians, with a number expressing concern that a growing number of households would feel strained financially. Several worried about their own financial situations, believing that it was already difficult to make ends meet and that tariffs could potentially exacerbate this issue further. Some were specifically concerned about the impact on fuel and energy costs, especially given both nations' mutual reliance to meet their respective energy needs. Unprompted, a number indicated that,

if tariffs were imposed, they would be far less likely to purchase products manufactured in the U.S. and would instead seek out goods made in their own local community/region.

Asked how they would want the federal government to respond, many believed that, if faced with tariffs from the U.S., the Government of Canada should implement reciprocal tariffs, matching those put into place by the U.S. government. A number believed that retaliatory tariffs should specifically focus on Canada's natural resource exports (such as oil, natural gas, hydroelectricity, and lumber) which they believed the U.S. was heavily reliant on at present. The view was also expressed that the Government of Canada should strengthen its relationships with other major trading partners, while noting a certain deterioration of trust in the U.S. as a major trading partner. A few felt somewhat differently, believing that the best course of action would be for the federal government to negotiate with the U.S. to find a way to avoid these potential tariffs, including by addressing the American government's concerns related to irregular migrants and fentanyl entering into the U.S. from Canada. Asked what, if anything, the Government of Canada should do to assist businesses and industries impacted by these potential tariffs, a number felt that action could be taken to provide subsidies and tax breaks to impacted sectors, with the primary focus of ensuring that Canadian workers did not lose their jobs.

Four groups, respectively comprised of individuals residing in Canadian border cities, Quebec seniors aged 65 and older, residents of Southwestern Ontario, and the general population of the Prairies (January 2025) were asked additional questions related to the proposed tariffs and the potential response to them. Discussing how they felt about the U.S. looking into renegotiating the Canada-United States-Mexico Agreement (CUSMA), while a number were open to negotiating a new agreement, several were concerned that the U.S. would likely prioritize securing more favourable terms for its own interests, potentially at Canada's expense. A number believed that a renegotiated CUSMA could lead to higher consumer prices for Canadians and Americans alike, with some expressing worries that a contentious negotiating process could lead to an economic downturn in Canada and job losses for Canadian workers.

Discussing the potential reaction by the federal and provincial/territorial governments to these tariffs, participants in the four groups identified above were asked whether they would prefer the federal government to take the lead, for all provinces/territories to take their own initiatives, or for a joint approach among the different levels of government. On balance, most expressed a preference for a joint approach, with many believing that it was very important for the federal and provincial/territorial governments to be united and working as one when it came to preparing for and responding to these tariffs. The view was expressed that the inclusion of the provincial/territorial governments would be critical in informing the Government of Canada's response, in that these governments would likely have a better understanding of the unique economic strengths and weaknesses of their respective jurisdictions. A smaller number felt somewhat differently, believing that Canada's response to tariffs should be primarily coordinated by the federal government. Among these participants, it was thought that given that this was an international issue involving another country, the Government of Canada should be the primary body coordinating the response, as it was responsible for protecting the interests of all Canadians. Participants largely believed that individual provinces and territories should



not take the lead in responding to the tariffs by pursuing their own initiatives, with a number expressing that this would signal a lack of unity on Canada's part.

Asked how likely they felt it was that the U.S. would end up imposing tariffs on Canadian goods, a large number expected that these tariffs would ultimately go forward. Several, however, thought that it was unlikely that they would be set at 25 per cent, believing that if tariffs were put into place, they would be somewhere in the 5 to 10 per cent range. A smaller number expect that the U.S. would rescind the implementation of tariffs, with some of the impression that the potential imposition of tariffs was a negotiating tactic for the U.S. to obtain a more favourable trade balance. Several were uncertain in their views and expressed that it was very difficult to determine the likely outcome.

To conclude their conversation, participants in these four groups engaged in an exercise where they were presented with a list of potential actions that the Government of Canada could take in response to potential U.S. tariffs and asked to select the measures that they felt would be most effective. These included:

- *Canada imposes its own tariffs on American imports;*
- *Canada restricts hydroelectricity exports to the U.S.;*
- *Canada restricts oil and gas exports to the U.S.;*
- *Canada restricts critical mineral exports to the U.S.;*
- *Canada limits dairy imports from the U.S.; and*
- *Canada encourages consumers to "buy Canadian" to support businesses affected by tariffs.*

Participants in the groups comprised of seniors in Quebec and the general population of the Prairies were presented with alternate wording related to the initiative for the Government of Canada imposing its own tariffs, as well as an additional measure related to targeted tariffs:

- *Canada imposes dollar-for-dollar tariffs on American imports*
- *Canada imposes targeted tariffs on items like orange juice, bourbon, and motorcycles.*

On balance, participants expressed the highest level of support for Canada imposing tariffs of its own on American imports. It was widely felt that imposing dollar-for-dollar tariffs on American goods was the most straightforward response for the federal government to take, and that this would likely have a tangible impact on American consumers and the U.S. economy. A large number also supported the restriction of hydroelectricity and oil and gas exports to the U.S., believing that these measures would have an immediate negative economic impact on the numerous American states that currently relied on Canada to meet their energy needs. Several felt that it was important for the federal government to encourage Canadians to "buy Canadian". Among these participants, it was thought that a greater emphasis by consumers on purchasing locally sourced goods would help to reinvigorate the local economies in their area, while also stimulating the Canadian economy as a whole. A few, however, acknowledged that it was not always affordable to purchase locally made goods, and that this approach would not be possible for all households. Only a small number chose the measure to restrict critical mineral exports to the U.S. and very few selected the initiatives to restrict dairy imports from the U.S. and/or impose targeted tariffs on items such as orange juice, bourbon, and motorcycles.



Border Security (British Columbia Renters, Halifax Regional Municipality Employed Women 24-34, Greater Toronto Area Employed Men 24-34, Border Cities, Southwestern Ontario, Quebec Seniors 65+, Prairies January 2025)

Seven groups were asked a few additional questions related to the security of the Canada-U.S. border, with a specific focus on alleged issues such as irregular migrants entering the U.S. from Canada and the illegal trafficking of fentanyl into the U.S. across the Canada-U.S. border.

Asked whether, as far as they knew, the crossing of migrants from Canada to the U.S. was a major issue, a minor issue, or not really an issue at all, almost all viewed this as being a minor issue or not an issue at all. A number expressed having been largely unaware of this topic, and as a result felt that it was challenging to provide an informed response. While several believed that there may have been some instances of irregular migrants crossing from Canada into the U.S. in recent years, none viewed this as a pervasive problem. A number expressed the opinion that there had likely been a similar (if not higher) rate of irregular migrants entering into Canada from the U.S. in recent years, and that the American government had as much responsibility as the Government of Canada when it came to addressing its concerns on this front.

Discussing whether they viewed fentanyl crossing the border from Canada into the U.S. as being a major issue, most once again did not believe this was a significant area of concern at present. While many viewed fentanyl as a major challenge in Canadian communities, due to the substance's addictive nature and the reported increasing number of deaths associated with it, they questioned the extent to which significant amounts of fentanyl were crossing into the U.S. from Canada. The view was expressed that fentanyl was likely entering into both Canada and the U.S. from many countries and via a range of different ports of entry. As such, while several thought it was important for border security officials and law enforcement to be cracking down on this substance, it was not believed that this issue was solely the responsibility of the Government of Canada to address.

Participants in the groups comprised of renters in British Columbia (B.C.), employed women aged 24-34 in the Halifax Regional Municipality (HRM), and employed men aged 24-34 residing in the Greater Toronto Area (GTA) were provided with additional information related to actions that the Government of Canada had recently proposed to address concerns related to border security and immigration:

In response to the American President-elect's announcement, the Government of Canada recently announced a \$1.3 billion package to help secure the border and strengthen the immigration system. The package includes:

- *Support for law enforcement for detecting and intercepting illegal drugs, including new Artificial Intelligence (AI) tools and canine teams;*
- *Strengthening 24/7 surveillance of the Canada-U.S. border, including helicopters and drones;*
- *Tools that target organized crime and fentanyl trafficking more effectively; and*
- *Support for reducing unnecessary border volumes, including the ability to cancel, change, or suspend immigration documents to manage the number of people coming or transiting through Canada and imposing new costs and restrictions on countries that do not rapidly facilitate the return of their citizens when they are in violation of Canadian immigration law.*

Asked whether they felt these measures represented a step in the right direction, a larger number believed that they were compared to those who felt otherwise. While a number reiterated the opinion that neither irregular migration nor the trafficking of fentanyl into America across the Canada-U.S. border represented a major concern, several thought that these measures would be effective in addressing these issues in the limited instances where they did occur. The view was expressed that any action taken to crack down on fentanyl was a step in the right direction, especially given the perceived serious impact that fentanyl was having on many Canadian communities. Among the smaller number who felt differently, several raised concerns about what they viewed as the high \$1.3 billion projected cost that would be incurred by the Government of Canada in taking these actions. It was thought that this funding could be spent on addressing other important issues such as the high cost of living and perceived lack of affordable housing at present.

National Defence Spending (Border Cities, Southwestern Ontario, Quebec Seniors 65+, Prairies January 2025)

Four groups engaged in conversations related to the amount the Government of Canada spends on national defence as well as recent calls from the U.S. encouraging Canada to increase its spending in this area. Asked whether they had recently seen, read, or heard anything related to this topic, only a small number indicated that they had. Among those who had heard something, a number were of the impression that actions had recently been taken by the federal government to allocate more financial resources towards securing the Canada-U.S. border as well as discussions as to whether the federal government should increase the amount it spends overall on national security.

Discussing whether they felt the Government of Canada was spending too much, too little, or the right amount on national defence, most believed that it was not spending enough on this area at present. Several were of the impression that the Government of Canada was currently spending considerably less on national defence compared to its allies (such as the U.S.) and did not believe that it was doing enough to meet its obligations with respect to defence alliances such as the North Atlantic Treaty Organization (NATO). A number recalled hearing reports that the equipment and weaponry utilized by the Canadian Armed Forces (CAF) had become out of date and felt that more needed to be done to ensure that Canada would have the capacity to defend itself against modern weaponry and other emerging threats, such as potential cyberattacks. A few expressed the opinion that a lack of investment towards national security in recent decades had led to Canada becoming too reliant on allies such as the U.S. for its protection and believed that action needed to be taken to increase the country's self-sufficiency in this regard. Only a small number felt that the Government of Canada was spending the right amount in this area, and very few believed that it was spending too much.

Participants in the groups based in border cities, Southwestern Ontario, and Quebec were provided with the following information:

The Government of Canada has committed to increase its defense spending to meet NATO's target of 2 per cent of its Gross Domestic Product (GDP) by 2032. This increase in spending will include investments

in areas like modernizing NORAD (otherwise known as North American Aerospace Defence Command) for Arctic security, purchasing new equipment like fighter jets, and improving cybersecurity and recruitment efforts for the Armed Forces.

Asked how they felt about the federal government increasing its defence spending to meet NATO's 2 per cent of GDP target by 2032, almost all believed that it was important for Canada to eventually meet this target. A few felt differently, expressing concerns that an increase in national defence spending by the Government of Canada would lead to less funding being devoted towards other important areas, such as bolstering the economy and reducing the cost of living.

Informed that there had recently been requests from the U.S. for Canada to shorten its timeline and meet NATO's defence spending target before 2032, participants in these groups were asked whether they supported or opposed the Government of Canada increasing its defence spending more quickly. On balance, a larger number felt that the federal government should maintain its existing target compared to those who felt this timeline should be accelerated. Among those who felt the federal government should maintain its 2032 target, many believed that hitting this target more rapidly would likely lead to Canadians paying higher rates in taxes and could potentially lead to many households being placed in increasingly financially precarious positions as a result. Concerns were also expressed about the impact that a rapid increase in defence spending would have on the national debt, which was already believed by some to be high at present. For the smaller number who felt the 2 per cent of GDP target should be achieved sooner, it was believed that national defence was a very important issue for the federal government to be focusing on and that it was important for Canada to be prepared to defend itself in the event of a large-scale armed conflict breaking out in the next few years.

Those residing in the Prairies were provided with updated information, following indications by the federal government that it would be increasing its national defence spending:

The Government of Canada has recently indicated that it would aim to increase defence spending to meet NATO's target of 2 per cent of GDP by 2027, which is five years ahead of its previous timeline of 2032. This increase in spending will include investments in areas like modernizing NORAD (otherwise known as North American Aerospace Defence Command) for Arctic security, purchasing new equipment like fighter jets, and improving cybersecurity and recruitment efforts for the Armed Forces.

Most reacted positively to this information, with several believing that this accelerated target would lead to a strengthened CAF in the years to come and a more robust national defence system overall. A number believed that it was important for the Government of Canada to be meeting its NATO defence spending obligations as soon as possible and felt that this action represented a significant step in the right direction. A few felt differently, believing that increasing national defence spending too quickly could place financial strain on the federal government and could lead to less funding going to other important areas such as housing, health care, and education.

Discussing the specific areas that they felt the federal government should be prioritizing in its efforts to increase its national defence spending, participants in all four groups provided a range of responses. These included the security of the Arctic, upgrading essential weaponry and equipment,

increasing CAF recruitment efforts, and defending Canada's borders against potential outside threats. Several specifically identified cybersecurity as a growing concern and believed that more needed to be done to ensure the country was prepared to repel malicious hackers and other potential attacks against Canada's online infrastructure. A few took a more nuanced opinion, believing that while it was important for the Government of Canada to be meeting its defence obligations to its allies, they hoped the majority of this increase in spending would be devoted towards peacekeeping efforts rather than militaristic aims.

Participants in Quebec and the Prairies were also informed that recently, the U.S. had also said that it would be asking all countries in NATO, including Canada, to increase spending on defence to 5 per cent of GDP (which is more than any country in NATO currently spends on defence). On balance, very few felt that this was a feasible target, and none believed that a spending increase of this magnitude would be possible at any point in the near future. While a number reiterated the view that it was important for the federal government to ultimately reach its goal of spending 2 per cent of GDP on national defence, it was largely felt that attempting to reach the 5 per cent target suggested by the U.S. would have a detrimental impact on the Canadian economy overall.

All four groups were asked why they felt the U.S. had been making these requests for Canada to increase its national defence spending more quickly. On balance, several believed that this was primarily due to an increasing desire by the U.S. for Canada to be more self-sufficient in this regard. A number also were of the impression that the U.S. was becoming increasingly concerned about potential incursions by foreign adversaries into Canada's North and, as a result, wanted to see greater investments from the federal government towards addressing this priority. Questioned as to whether they thought the U.S. calling on Canada to spend more on national defence made this issue more important, very few felt this to be the case. While many reiterated the view that increasing national defence spending was an important priority to be focusing on, almost all believed that this was ultimately the Government of Canada's decision and was not something that should be influenced by the views of other countries.

Cost of Living (British Columbia, Prairies December 2024, Atlantic Canada, Ontario, Greater Vancouver Area Homeowners, British Columbia Renters, Greater Montreal Area Immigrants, Halifax Regional Municipality Employed Women 24-34, Greater Toronto Area Employed Men 24-34)

Nine groups took part in conversations related to the cost of living, as well as recent measures that had been announced by the federal government to help make life more affordable for Canadians.

Asked how they would describe the current cost of living, almost all perceived it as being high, with many of the opinion that life in Canada had become increasingly unaffordable as of late. Describing the impacts that the cost of living was having on their own households, many reported having begun to engage in cost-saving practices such as seeking out sales and discounts, purchasing non-brand name items, and cutting down on what they viewed as more expensive food items such as beef and fresh fruits and vegetables. Several described that they were only able to afford essentials at present and mentioned that, due to recent increases to their monthly expenses, they no longer had money left over for disposable income or to contribute to savings. A number indicated that they were no longer engaging in activities such as dining out at restaurants, going on vacation, and/or partaking in other recreational pastimes, primarily due to no longer being able to afford these activities.

All participants, with the exception of the group comprised of employed men aged 24-34 in the Greater Toronto Area (GTA), were asked to describe what they viewed as the Government of Canada's role when it came to addressing the cost of living. Participants identified numerous areas that they felt the federal government was responsible for, including setting the country's fiscal and economic policy, establishing a national minimum wage, regulating the practices of businesses to ensure that they were not taking advantage of Canadian consumers, and ensuring that there was sufficient competition in key sectors such as groceries and telecommunications.

Asked how they would describe the Government of Canada's performance in addressing the cost of living, many in these groups were uncertain. While several were of the impression that the cost of living had been on the rise in many countries in the wake of the COVID-19 pandemic, a large number felt that the federal government could be doing more to assist Canadians on this front. The opinion was expressed that while the federal government had taken some steps to reduce the cost of living in recent years, these had primarily been short-term solutions and had done little to address this issue in the long term. Discussing additional actions that the federal government could take, participants mentioned potential initiatives such as encouraging employers to offer higher wages to Canadians, reducing federal spending with the aim of achieving a balanced budget, and reducing the amounts that Canadians pay in taxes.

All nine groups were asked what they had recently seen, read, or heard about the Government of Canada providing additional support to help Canadians with the rising cost of living, including providing a tax break for all Canadians and a rebate for working Canadians. Almost all reported having heard about this tax break, with many of the impression that the federal government would be temporarily removing the goods and services tax/harmonized sales tax (GST/HST) on the purchases of many goods for a period of two months. Likewise, most had heard about the provision of a rebate for working Canadians, with several believing that the Government of Canada would be offering \$250 payments to eligible workers at some point in early 2025. Other initiatives mentioned by participants related to assisting Canadians with the cost of living included the federal government's recent establishment of the Canada Dental Care Plan (CDCP), increases in payments to seniors through programs such as Old Age Security (OAS), and the provision of family-oriented benefits such as the Canada Child Benefit (CCB).

To aid in conversation, participants were provided with information regarding the actions that the federal government was taking to assist Canadians with the cost of living. Those groups that were held in December 2024 were shown the following:

The Government of Canada recently announced that for 2 months starting December 14, 2024, it will exempt the GST/HST on essentials like prepared foods and snacks, restaurant meals, beer and wine, children's clothing and footwear, car seats, diapers, children's toys, books and puzzles, and Christmas trees, among others. Additionally, working Canadians who earned up to \$150,000 will receive a \$250 cheque in early spring 2025.

Groups conducted in January 2025 were provided with similar information, but without the details related to the \$250 payment to working Canadians:

Starting December 14, 2024, until February 15, 2025, the Government of Canada is exempting the GST/HST on essentials like prepared foods and snacks, restaurant meals, beer and wine, children's clothing and footwear, car seats, diapers, children's toys, books, and puzzles, among others.

Reacting to this information, while many felt that these actions represented a step in the right direction and expected that they might provide Canadians with some financial relief, most did not believe that they provided a long-term solution to addressing the high cost of living. Several expressed the view that, rather than lasting for two months, the GST/HST holiday should be kept in place for a longer period of time (such as six months to a year) in order to have a more substantial impact on helping Canadians. A number of those who did not have children did not expect that the GST/HST holiday would have much of an impact on them, given their impression that this measure was primarily aimed at helping families in affording essentials for their kids. A few worried about the potential consequences of temporarily removing GST/HST on these goods and questioned whether this would lead to a loss of revenue for the federal government. For those who were provided with information about the potential provision of a \$250 payment to eligible working Canadians, while most believed that this money would provide some temporary relief, it was widely felt that the \$250 amount would not be enough to have a tangible impact on their overall financial situation.

Participants in the groups conducted after the beginning of the GST/HST holiday on December 14th, 2024, were asked whether they had noticed any changes in the costs of their purchases in the weeks following this measure being implemented. On balance, while some reported having noticed that their bills at grocery stores and restaurants had been slightly lower, very few felt that there had been a noticeable change in how much they were spending overall. Asked whether they expected that this tax holiday would be helpful to themselves and/or other Canadians, while a few felt that it might assist businesses such as restaurants and smaller retailers in attracting more customers, the view was reiterated by many that this initiative would have minimal impact in the long term.

All groups were asked whether, when thinking about these actions from the federal government, they felt it was on the right or wrong track when it came to addressing the cost of living. Participants expressed a range of views, with a roughly equal number believing the Government of Canada was headed in the right direction as those who were more negative or uncertain in their views. Among those who felt the federal government was on the right track, many expressed the opinion that any

action from the federal government related to addressing the cost of living represented a step in the right direction and would be helpful to Canadians. A number also reacted positively to the measure to temporarily reduce the amounts Canadians pay in GST/HST, with some expressing the view that Canadians generally paid too much in taxes at present. For those who thought that the Government of Canada was on the wrong track or who were more uncertain, several voiced the opinion that these initiatives would ultimately be ineffective in assisting Canadians with the cost of living. Instead, a number felt that a greater emphasis needed to be placed by the federal government on regulating the behaviours of major corporations, including placing caps on the prices that businesses can charge for essentials such as groceries, rent, and gasoline.

Employment Market (Halifax Regional Municipality Employed Women 24-34, Greater Toronto Area Employed Men 24-34)

Two groups, comprised respectively of employed women aged 24-34 residing in the Halifax Regional Municipality (HRM) and employed men aged 24-34 in the Greater Toronto Area (GTA), discussed the employment market in their areas as well as across Canada more broadly. Asked how they would rate the state of the job market right now, most believed that it was quite poor. Several were of the impression that while there were many part-time or contract positions currently available, there was very little in the way of full-time opportunities that offered both a living wage and sufficient benefits. A number who were in the process of trying to change jobs reported that they had found it very difficult to find a well-paying job in their field of expertise. The view was expressed that even when one did find a promising job opportunity in a field of interest to them, the hiring process was often quite lengthy for these positions and could last between six months to a year. A number were of the impression that the employment market had become increasingly competitive in recent years and that even those with post-secondary degrees were struggling to find work.

Thinking five years into the future, participants were asked whether they expected the employment market in Canada would be better, worse, or about the same. On balance, a larger number felt that the job market would worsen going forward, with a number expressing concerns about the impact that automation and the advent of technologies such as artificial intelligence (AI) would have on reducing the number of jobs available to Canadians. It was also thought that, given perceived higher rates of immigration in recent years, that the job market would remain highly competitive for the foreseeable future and that there would not be enough well-paying jobs available to meet the needs of Canadian workers. Among the smaller number who were more optimistic about the job market going forward, it was felt that as issues such as inflation and the high cost of living abated and the economy adjusted to the recent influx to the population, more opportunities would eventually become available to Canadian workers.

Asked whether they thought the federal government was on the right track when it came to creating good jobs for Canadians, many were uncertain, with a number of the opinion that job creation was

primarily a responsibility of the private sector. Discussing whether the Government of Canada could be doing more to support workers, a large number felt that it could. Describing additional actions that could be taken by the federal government on this front, participants mentioned potential initiatives such as increasing the number of sick days guaranteed to Canadian workers, making it more affordable for workers to obtain the training and education they require to excel in their fields of expertise, reducing the amount that small businesses pay in taxes, and streamlining the foreign credential recognition process to make it easier for newcomers to make an immediate contribution to the Canadian economy upon their arrival.

Long-Term Drinking Water Advisories (British Columbia, Prairies Indigenous Peoples, Quebec, Prairies, Atlantic Canada, Ontario)

Six groups engaged in conversations related to efforts taken by the Government of Canada to ensure access to clean drinking water on First Nations reserves. Asked whether they had seen, read, or heard anything about this issue as of late, while several reported having heard that the federal government was taking action to lift drinking water advisories, very few could recall any specific details. A small number in the group comprised of Indigenous peoples living in the Prairies reported that there had been increased activity in their communities in recent years to address this issue, including a greater number of young people now choosing to study and work in water treatment.

Participants were next presented with two potential social media posts currently being developed by the Government of Canada related to long-term drinking water advisories. The first concept (an infographic video) was shown to participants twice, in succession:



The video opens with a blue and white patterned background displaying the text, *“Clean water, strong communities: tracking progress”*. It then transitions to a map of Canada, where the Northwest Territories and Yukon are highlighted in light blue, while the provinces are shown in dark blue. White dots mark the number of long-term drinking water advisories still in place, with Ontario having the most. In the top right corner, the year “2015” is displayed alongside the statistic “0%.” Below the map, the text reads, *“Progress made to address long-term drinking water advisories since 2015”*. As the years progress, the percentage steadily increases by about 10%, with the number of white dots on the provinces decreasing. By 2024, the final statistic reaches “83%,” with significantly fewer white dots remaining, and only Ontario, Manitoba, and Saskatchewan still affected. The video then zooms in on the “83%” statistic and shows a glass of water being filled. The text on screen states, *“83% of long-term advisories have been lifted, impacting 8,300 homes in 93 First Nations communities as of November 14, 2024”*. The video concludes with a transition to a blue and white background displaying the message, *“There is a plan to lift all remaining advisories. Learn more about clean water for all. www.sac-isc.gc.ca.”*

Sharing their initial reactions, a number felt that this concept had been helpful in providing them with a better understanding of this issue, including the extent to which long-term drinking water advisories had been impacting Indigenous communities in Canada. Many expressed feeling surprised at how many long-term drinking water advisories had been in place in First Nations communities at the outset of this initiative. A few reacted positively upon learning that the federal government had lifted 83 per cent of all existing advisories and expressed that this had exceeded their expectations. Several, however, were of the opinion that until safe drinking water was widely available in all Indigenous communities throughout Canada, it was difficult to feel positively about the federal government's performance on addressing this issue.

Several spoke positively of the graphics highlighting the different regions in Canada. It was believed that this provided viewers with additional context regarding where communities currently under water advisories were located as well as how many affected communities were in their own region. A few questioned why information about drinking advisories in the Yukon, Northwest Territories (NT), and Nunavut seemed to be missing from the graphic. A large number were of the opinion that much of the information was presented too quickly and felt that it would be challenging for viewers to be able to keep up with the text as it came up on screen. It was also thought that more information should be provided related to the specific actions the Government of Canada had been taking to address these issues as well as the timeline for lifting the remaining 17 per cent of advisories. A number believed that the music selected for this advertisement was too upbeat and generic, especially given what they viewed as the seriousness of the issue. It was suggested that efforts should be taken to instead commission an Indigenous composer to produce music for this infographic, believing that this approach would better align with the ad's focus on First Nations communities.

Asked whether they believed that this concept would be likely to capture their attention, many felt that it would, with a number expecting that the bright colour palette would be especially eye catching. All in the group comprised of Indigenous peoples thought that this infographic would attract their attention, with several expressing that this was an issue of great importance to them given the impact that it was having on their own communities and loved ones. A smaller number of participants felt that they would be unlikely to pay attention to this concept if they encountered it while scrolling, with some commenting that they might watch for a few seconds before moving on to another post. A few felt that key information (such as the 83 per cent statistic) should be presented at the outset of the video as a way of immediately capturing viewers' attention and encouraging them to continue watching.

Discussing what they perceived as being the main message of the infographic, most believed that it was to communicate that the Government of Canada was aware of the issue of long-term drinking water advisories in First Nations communities and was taking action to address them. A number also felt that this infographic was seeking to inform viewers that the Government of Canada had successfully lifted drinking water advisories in 83 per cent of impacted Indigenous communities and that it would be continuing its efforts to address the remaining advisories in the years to come.

Now having seen this infographic, participants were asked how they would rate the federal government's progress on this issue. A roughly equal number felt that the Government of Canada had

made a lot of progress on addressing these long-term drinking water advisories as those who believed that only limited progress had been made. Among those who felt that there had been significant progress, most believed that the federal government had made a strong commitment to addressing this issue and that 83 per cent of cases resolved represented a large number of communities that now had clean drinking water as a result of these efforts. For those who felt that only limited progress had been made, a number reiterated the view that they would not perceive this issue as having been sufficiently addressed until every First Nations community had access to clean drinking water.

Questioned as to whether they would be likely to click on the website link if they encountered this advertisement, only a few felt that they would. Many reported that they typically preferred to scroll through posts on social media rather than clicking on links and did not believe that the infographic would compel them to visit the website. Among the smaller number who believed that they would visit the website, most indicated that they were curious to learn more about this issue and especially about the specific actions that had been taken in each community. Asked what type of information they would expect to find on the website after viewing this infographic, participants hoped that there would be information regarding the specific communities that had been assisted, the actions that had been taken by the federal government to resolve these issues, and the plan and timeline for addressing the remaining 17 per cent of these advisories. A number also felt that there should be testimonials included from individuals residing in these communities describing how their quality of life had improved from now having access to safe drinking water.

Participants were then shown a second infographic:



The infographic has a light blue background with dark blue text. At the top, the title reads "First Nations Communities Achieving Clean Water for All." Below, a section labeled "What is needed" lists five key components: Collaboration, Investment, Water and Wastewater Plants and Lagoons, Capacity Building, and Water Operators, each represented by an icon.

Five statistics are displayed in bold blue text:

- **933** Infrastructure renovations and upgrades completed and on-going.
- **134** water and wastewater plants and lagoons completed and on-going.
- **132** projects focused on training and building capacity completed and on-going.
- **591** communities have benefited so far.
- **476,000** people have access to clean drinking water.



A statement in dark blue text reads: *"First Nations communities and Government of Canada have a plan to address the remaining long-term drinking water advisories."* Below, a call to action in bold states: ***"Learn more about the plan for clean water for all."***

At the very bottom, the Indigenous Services Canada and Government of Canada logos are displayed. The design includes water-themed imagery, such as a patterned water droplet at the top and an illustration of hands holding a glass of water in the center.

Most reacted positively to this infographic, with many believing that it presented its information in a clear and straightforward manner. Many spoke positively of the inclusion of numbers and statistics regarding the Government of Canada's progress on this issue, with a number specifically mentioning the statistic that approximately half a million more people now had access to clean drinking water. The information regarding the number of communities that had now been helped through these actions was also seen as compelling by several. The view was expressed that it was important that the infographic had highlighted that the actions to lift these advisories had been collaborative efforts between the Government of Canada and First Nations organizations and that Indigenous perspectives and experiences had been included in carrying out this initiative. A few also spoke positively of what they perceived as the incorporation of Indigenous artistic styles and motifs into the design, believing these were important elements to include given the subject matter.

Asked whether they felt this infographic would capture their attention, most believed that it would. A number commented positively regarding the inclusion of key informational points in bubbles, believing that this was an effective way of indicating where one should direct their attention when encountering this design. A number reiterated the impression that the concept was well designed and had been laid out in a compelling and visually engaging way. A few felt somewhat differently, believing that the infographic was attempting to communicate too much information at once and that the design could be improved by focusing on a more select number of key statistics.

Describing what they perceived as being the main message of the infographic, most believed it was that the Government of Canada was aware of the issues related to long-term drinking water advisories in Indigenous communities and that it was making progress towards addressing them. Discussing ways by which this infographic could be improved, a number believed that more could be done to further incorporate Indigenous artwork and symbols into the visual design. It was also suggested that the design could feature greater variation in its font sizes in order to ensure that key data points and information stood out from the rest of the text.

Questioned as to whether they would be likely to click through to the website if they encountered this infographic, a large number indicated that they would, with many expressing interest in learning more about the data supporting the statistics (such as the number of advisories lifted) that had been presented on the infographic. Several also hoped that the website would include perspectives and testimonials from Indigenous individuals who had been assisted through these efforts, as well as information regarding the actions that would be taken to assist those communities which still had drinking water advisories in place.

Asked whether, overall, they thought that this was something the Government of Canada should be promoting, almost all believed that it was. For most, it was felt that these infographics provided



important information and transparency regarding the size and scope of this issue, as well as the progress that had made thus far towards addressing it. A small number felt somewhat differently, believing that while this was an important issue for the federal government to be focusing on, they would rather see additional financial resources devoted to lifting the remaining advisories as opposed to being allocated towards a promotional campaign.

Immigration (Greater Montreal Area Immigrants)

One group, comprised of immigrants residing in the Greater Montreal Area (GMA), took part in a conversation related to immigration and the Canadian immigration system. Asked to describe how they felt about Canada's immigration system, many were of the impression that it had become increasingly strained as of late. The view was expressed that due to the higher rate of immigration in recent years, the Canadian immigration system had become overburdened and that this had led to lengthier processing times for immigration and permanent residency applications. Many also believed that a large number of prospective and recent immigrants had been facing challenges related to the foreign credential recognition process, making it difficult for them to practice in their fields of expertise upon their arrival in Canada.

Asked whether their views regarding the Canadian immigration system had changed in recent years, several indicated that they had, with some expressing the opinion that immigration to Canada had become more permissive and less regulated compared to when they had gone through the process themselves. Discussing how they felt the Canadian immigration system compared to those of other countries, most believed that Canada's system was among the best in the world. The view was reiterated that while the immigration process could be lengthy and time-consuming, it was generally a fair system and one that was open to people from all over the world. A few expressed a more nuanced opinion, believing that while the Canadian immigration system was typically of a high calibre, increased immigration rates in recent years as well as what were perceived as frequently changing immigration policies had served to make the system less stable and reliable compared to in years past.

Describing what role, if any, they felt immigration had played in Canadian society over the years, almost all thought that it had positively impacted many facets of life in Canada. Several identified what they viewed as the economic benefits of immigration. Among these participants it was believed that immigrants had played a vital role in bolstering the Canadian workforce, both in the past and at present, and that immigrations had made important contributions towards keeping the Canadian economy productive and strong. The view was also expressed that immigrants played an important role in maintaining the country's birth rate and ensuring that there would be enough workers available to replace the large number of Canadians who were expected to retire in the years to come. A number also spoke positively of immigration's impact in increasing the diversity of perspectives and backgrounds of those living in Canada, believing that this had made Canada a stronger, more inclusive country as a result.



Participants were informed that, in recent years, the federal government had stated that it was seeking to attract more immigrants to Canada as a way of assisting the country in dealing with perceived labour shortages in the wake of the COVID-19 pandemic. Asked whether they thought this was the right approach for the Government of Canada to have taken, participants were mixed in their opinions. While some believed that increasing the rate of immigration had been a prudent approach to address post-pandemic labour shortages, several felt differently. Among these participants, it was thought that there had not been sufficient preparation to ensure that communities had enough housing, service capacity (in areas such as health care and education), and infrastructure to accommodate large influxes to their populations and that this had placed increasing strain on these areas in recent years.

Discussing what they had seen, read, or heard about immigration rates in Canada as of late, while a number believed actions had been taken to reduce the rate of immigration going forward, none were aware of any specific details. To aid in conversation, participants were provided with the following information:

The Government of Canada recently announced its Immigration Levels Plan to pause population growth in the short term. To do so, it is reducing the targeted number of permanent residents and including, for the first time, the targeted number of temporary residents (specifically international students and temporary foreign workers), as follows:

Permanent residents

From 485,000 in 2024, down to:

395,000 in 2025 (a 21 per cent reduction, compared to 2024)

380,000 in 2026

365,000 in 2027

Temporary Residents

From approximately 6-7 per cent of Canada's population, down to 5 per cent of Canada's population by the end of 2026, followed by a modest increase in 2027.

Since almost all of Canada's population growth comes from immigration, and notably temporary residents, this means that Canada's total population is expected to decline very slightly in 2025 and 2026, before growing again in 2027.

On balance, most reacted positively to this information. It was felt by many that by temporarily reducing the rates of immigration over the next few years, the Government of Canada was providing communities with additional time to build more housing, construct additional infrastructure, and increase the capacity of vital areas such as health care, education, and child care. Discussing additional actions that could be taken by the Government of Canada related to immigration, a number thought that more should be done to encourage newcomers to settle in less populated, more rural parts of the country. It was thought that by taking this approach, the federal government would help to address perceived worker shortages (particularly in areas such as health care) in rural communities as well as

reduce the pressure being placed on major urban centres, such as Montreal, that were believed to have struggled to accommodate higher rates of immigration in recent years.

Reusable Bags (Ontario)

One group, comprised of individuals residing in Ontario, took part in a brief conversation related to reusable bags. All reported regularly using reusable bags in their daily activities. Describing what they would typically use reusable bags for, participants mentioned a wide range of activities. These included carrying groceries, packing lunches, transporting supplies for school or work, and storing things such as winter clothes or sporting equipment. Asked how many reusable bags they currently owned, participant estimates ranged from 15 to upwards of 100.

Discussing whether they felt they had too many reusable bags, participants were mixed in their opinions. While some believed that they currently owned an excessive number of reusable bags, a roughly equal number felt that they only had a moderate amount. A few commented that they would regularly recycle reusable bags that they accumulated as a way of reducing clutter in their homes. Among those who thought that they had too many bags at present, participants primarily attributed this to instances where they had forgotten their reusable bags when going to places such as the grocery store and had been required to purchase additional bags as a result.

WeatherCAN App (British Columbia Renters, Greater Montreal Area Immigrants)

Two groups engaged in brief discussions related to the Government of Canada's WeatherCAN app. Asked whether they were familiar with this app, very few indicated that they were. Among the small number who reported having previously heard about this app, it was believed that its primary purpose was to provide Canadians with updates about the weather and potential weather-related warnings and advisories occurring in their local areas. A few mentioned having the Environment Canada app on their mobile devices, but were uncertain as to whether it was the same as the WeatherCAN app. To aid in conversation, participants were provided with the following information:

The WeatherCAN app is a free application you can download on your phone, tablet or computer that has the latest forecast information directly from Canada's official weather source. You can also get weather alerts for anywhere in Canada, including custom air quality and temperature notifications.

Reacting to this information, many reported already having a weather app pre-loaded on their mobile devices and questioned how (if at all) the WeatherCAN app differed from the other apps that were already widely available. Asked whether this app was something that the Government of Canada should be developing and promoting, none felt that it was. For most, it was believed that given that

there were already several free and reliable weather apps available to Canadians, the WeatherCAN app was not a priority that the federal government should be focusing on.

Government of Canada Wordmark

(British Columbia, Atlantic Canada)

Two groups engaged in conversations related to the visual symbols and audio signatures that the federal government uses to identify itself. Asked how they would typically go about recognizing information (online, on television, in print, or elsewhere) as coming from the Government of Canada, several described a logo incorporating the word 'Canada' and the Canadian flag that they believed frequently accompanied visual federal information and communications. Other indicators mentioned by participants included information that was posted on official Government of Canada websites and social media channels, as well as information found on websites that included the 'gc.ca' domain name. Questioned whether it was usually clear as to whether information was coming from the federal government, most believed that it was. A few, however, clarified that while it was generally easy to identify communications as being from the Government of Canada, online scammers had become increasingly skilled at replicating its communication style, potentially making it more challenging for individuals to verify official information going forward.

Discussing how they would go about recognizing information they audibly hear as being from the federal government, many described a jingle that typically plays at the end of audio communications. Several also believed that official federal communications typically stated at the end that they had been messages from the Government of Canada. A few also were of the impression that audio information from the federal government was more likely to be bilingual and presented in both English and French.

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



The above image is the official "Canada" wordmark. It features the word "Canada" in black serif font with a small Canadian flag placed above the last 'a'.

All recalled having seen this symbol before, with several identifying it as the logo they had been describing earlier. Discussing what the wordmark meant to them generally, many viewed it as representing authority, trustworthiness, and professionalism. Asked whether they felt this symbol represented the federal government, all believed that it did. Questioned as to what the wordmark meant to them on a personal level, several associated it with a sense of home, safety, and national pride, with some commenting that seeing this symbol (especially while travelling abroad) provided them with an increased sense of security. It was felt that the wordmark served as a neutral, non-partisan symbol that was representative of all Canadians in every part of the country. A few mentioned that, in some instances, encountering the wordmark could make them feel somewhat anxious, especially if it were accompanying communications from a federal agency such as the Canada Revenue Agency (CRA).

Questioned why they thought the Government of Canada utilized this symbol in its communications, most believed that it was to provide a consistent, easily recognizable visual cue that would allow individuals to immediately identify information and messaging as being from the federal government. The view was also expressed that the wordmark served as an indicator to Canadians that the information it was accompanying was important and worth paying attention to. Asked where they expected this symbol to be displayed, participants expected that it would likely be featured on print communications and messaging, on television and digital advertisements, on physical signage such as bus bench ads and billboards, and on buildings owned or operated by the federal government. Discussing whether they would typically trust information accompanying the wordmark, almost all indicated that they would. A small number expressed that while they generally trusted communications from the Government of Canada, they would still likely want to double-check the veracity of any information they encountered that might be confusing or surprising to them.

Participants were next played a recording of the Government of Canada's audio signature:



GoC Musical
Signature.wav

The above audio clip features the Government of Canada musical signature which is made up of the first 4 notes of "O Canada" and lasts approximately 1.5 seconds.

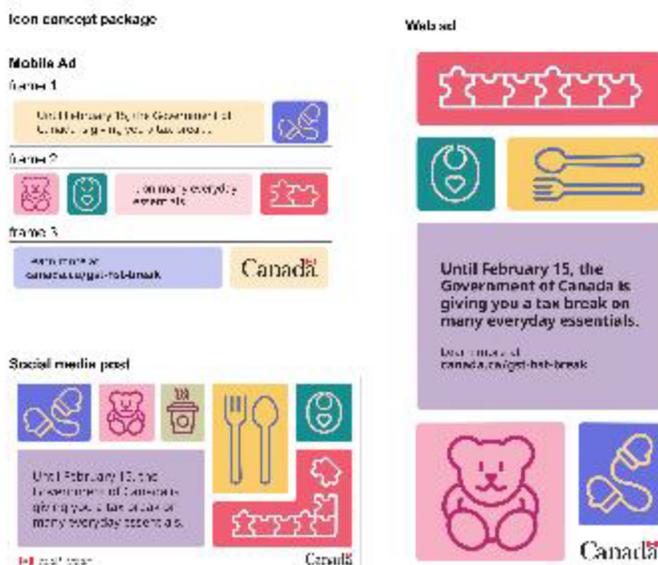
All reported having heard this jingle previously, with a number recognizing it as being derived from the opening bars of the national anthem. Asked where they had previously heard this audio signature, many mentioned television and radio advertisements, as well as digital content posted by the Government of Canada on platforms such as YouTube. Discussing why they felt the federal government used this jingle in its communications, many believed that it was to provide an easily identifiable audio cue that Canadians could associate with the Government of Canada

Canada Revenue Agency Creative Concept Testing (Prairies Indigenous Peoples, Quebec)

Participants in two groups, comprised of individuals residing in Quebec and Indigenous peoples living in the Prairies, shared their perspectives related to creative concepts currently being tested by the Canada Revenue Agency (CRA). To begin, participants were asked whether they had recently seen, read, or heard anything about the federal government providing additional support to Canadians to assist them with the rising cost of living. Several reported having heard that the federal government would be temporarily removing the goods and services tax/harmonized sales tax (GST/HST) on select items and services, including dining at restaurants and children’s clothing. A small number in Quebec also recalled having heard that eligible working Canadians would be receiving \$250 payments at some point in the coming months. To aid in the discussion, participants were provided with the following information:

Recently, the Government of Canada announced that for 2 months starting December 14, 2024, it will exempt the GST/HST on essentials like prepared foods and snacks, restaurant meals, beer and wine, children’s clothing and footwear, car seats, diapers, children’s toys, books and puzzles, and Christmas trees, among others.

Participants next participated in an exercise where they were asked to share their thoughts regarding a series of advertising concepts that had been developed to communicate information about this upcoming tax break. The first concept shown to participants was:



This is an image of an icon concept package for CRA messaging. The icons are as follows:

Mobile Ad

- Frame 1: **Text:** "Until February 15, the Government of Canada is giving you a tax break..." **Icons:** Baby gloves in blue and yellow.
- Frame 2: **Text:** "...on many everyday essentials." **Icons:** A teddy bear in pink and red, a baby bib in green and yellow, and puzzle pieces in white and red.
- Frame 3: **Text:** "Learn more at canada.ca/gst-hst-break." Government of Canada logo on the right side.

Social media post

- **Text:** "Until February 15, the Government of Canada is giving you a tax break on many everyday essentials."
- **Icons** surrounding the text: Baby gloves in blue and yellow, A teddy bear in light and dark pink, A coffee cup in beige and red, A fork and knife in blue and yellow, Puzzle pieces in red and white, A baby bib in green and yellow. Government of Canada Canada logo at the bottom.

Web ad

- **Text:** "Until February 15, the Government of Canada is giving you a tax break on many everyday essentials." "Learn more at canada.ca/gst-hst-break." Icons surrounding the text: Puzzle pieces in red and white, Fork and knife in yellow and blue, Baby bib in green and yellow, A teddy bear in pink, Baby gloves in blue and yellow. Government of Canada logo at the bottom.

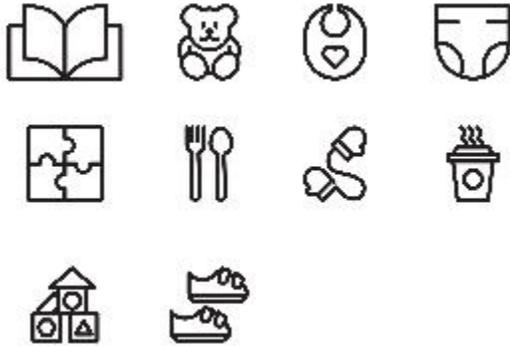
Sharing their overall reactions to this concept, a large number thought that its focus on products for infants and toddlers would likely only be appealing to those Canadians who were currently raising small children and, as a result, they did not believe that the concept would resonate with the broader population. Asked whether they believed that this concept would capture their attention, very few thought that it would. For most, it was felt that the content of this concept was not relevant enough to their own lives to appeal to them and, as such, they would be unlikely to pay attention to it.

Asked what they understood as being the main message of this concept, most believed that it was seeking to communicate to parents that they would be receiving temporary GST/HST relief on many of the everyday items that they purchase for their children, as well as on other holiday essentials. While most felt that the concept was relatively clear and straightforward, a small number expressed some confusion regarding the use of icons and questioned whether these were the only items that would be tax-free, or if they represented a small selection of a larger number of items and services that would be included in this tax break. Discussing whether they would be likely to click through to the website if they encountered this concept, very few felt that they would.

Describing ways by which they felt this concept could be improved, several believed that a more visually appealing colour palette could be utilized as a way of grabbing the attention of those who encountered this ad. It was also thought that placing a wider focus on the range of different items and services included in this tax break (as opposed to focusing primarily on children's items), would make the concept more appealing to a broader range of Canadians.

Participants were next shown the following alternative icons:

Icons



This image shows black and white icons of a book, teddy bear, baby bib, diapers, a puzzle, fork and knife, baby gloves, a coffee cup, children’s building blocks, and children’s shoes.

Asked if any of these icons were more appealing than the icons used in the original concept, many expressed a preference for the icons depicting a coffee cup, fork, mittens, and book, believing these would resonate with a larger audience of consumers.

Participants were next presented with a second creative concept:

Photo concept package

Mobile Ad

frame 1



frame 2



Social media post



Web ad



This is an image of a photo concept package for CRA messaging. The icons are as follows:

Mobile Ad

- Frame 1:
 - Text: "Until February 15, the Government of Canada is giving you a tax break..."
 - Image: A woman in a brown jacket holding up baby clothes in a store.
- Frame 2:
 - Text: "...on many everyday essentials. Learn more at canada.ca/gst-hst-break"
 - Background: A dark purple banner with white text.
 - Government of Canada logo on the right side.

Social media post

- **Heading:** "GST/HST break"
- **Text:** "Until February 15, the Government of Canada is giving you a tax break on many everyday essentials. Learn more at canada.ca/gst-hst-break"
- Image: A woman in a brown jacket holding up baby clothes in a store.
- Government of Canada logo on the bottom.

Web ad

- **Heading:** "GST/HST break"
- **Text:** "Until February 15, the Government of Canada is giving you a tax break on many everyday essentials. Learn more at canada.ca/gst-hst-break"
- Background Image: A woman in a brown jacket holding up baby clothes in a store.
- Government of Canada logo at the bottom.



This is an image of a photo concept package for CRA messaging. The icons are as follows:



Mobile Ad

- Frame 1:
 - **Text:** "Until February 15, the Government of Canada is giving you a tax break..." **Image:** A woman wearing a red beanie and a beige coat, shopping for pre-packaged food in a grocery store.
- Frame 2:
 - **Text:** "...on many everyday essentials. Learn more at canada.ca/gst-hst-break" **Background:** A dark purple banner with white text. Government of Canada logo on the right side.

Social media post

- **Heading:** "GST/HST break." **Text:** "Until February 15, the Government of Canada is giving you a tax break on many everyday essentials. Learn more at canada.ca/gst-hst-break." **Image:** A woman wearing a red beanie and beige coat, smiling while picking up a pre-packaged food item in a grocery store. Government of Canada logo on the bottom.

Web ad

- **Heading:** "GST/HST break." **Text:** "Until February 15, the Government of Canada is giving you a tax break on many everyday essentials. Learn more at canada.ca/gst-hst-break." **Background Image:** A woman wearing a red beanie and beige coat, shopping for groceries and holding a pre-packaged food item with a smile. Government of Canada logo at the bottom.

Reactions to this concept were largely positive among participants. Many liked that the concept prominently featured what they viewed as being the key information related to this measure, believing that this would be an effective means of capturing viewers' attention and increasing their awareness of this tax break. Describing what they perceived as being the main message of this concept, most understood it to be communicating to Canadians that they would be receiving a temporary GST/HST break on certain children's items and other holiday essentials. A number also believed the concept was attempting to communicate that the federal government was focused on providing additional financial support to Canadians over the upcoming holiday season.

Asked whether this concept was likely to capture their attention, all felt that it would. Discussing whether anything was unclear or confusing, a few questioned whether the concept (once released) would have a link that one could click on to learn more about the details of this initiative. Questioned whether they would be likely to click through to the website if they encountered this concept, most felt that they would. Among the smaller number who did not believe that they would visit the website, it was felt that the concept was already quite clear about what this tax break entailed and that, as a result, they would be unlikely to require any additional information about this initiative.

Participants were next shown several alternative messages that could potentially be used in this concept. These included:

- #1 - *Until February 15th, the Government of Canada is giving you a tax break on many everyday essentials. Learn more at canada.ca/gst-hst-break. (Shown to Prairies only)*
- #2 - *Save with the GST/HST break until February 15, 2025! Find out which items on your shopping list qualify at canada.ca/gst-hst-break.*



- #3 - Take advantage of the GST/HST break until February 15, 2025! Learn more about which items qualify at canada.ca/gst-hst-break.
- #4 - Hit pause on the GST/HST until February 15, 2025! To learn which items qualify visit canada.ca/gst-hst-break.
- #5 - Get a tax break on many everyday essentials and more until February 15, 2025. Learn what items qualify at canada.ca/gst-hst-break. (shown to Prairies only)

Asked if they felt any of these alternative messages worked better for this concept, many in the group from the Prairies preferred Statement #2, believing that its focus on encouraging people to find out how they could save money with the tax break would be appealing to many Canadians. Among those in the group from Quebec, who were shown a more limited set of messages, many expressed a preference for Statement #3, with a number believing it to be the clearest of the messages. A small number in this group expressed a preference for Statement #4, feeling that it was effective in providing the necessary information without explicitly encouraging people to spend money.

Supplemented Food Label Concept

Testing (British Columbia, Prairies Indigenous Peoples, Quebec, Greater Toronto Area Employed Men 24-34, Border Cities, Quebec Seniors 65+)

Six groups took part in conversations related to messaging and creative concepts that were being developed by the federal government to raise awareness about a new symbol that would soon be appearing on food products in Canada to alert consumers about the potential health risks of consuming certain ingredients. Discussions in the groups comprised of Indigenous peoples living in the Prairies and the general populations of British Columbia (B.C.) and Quebec focused on potential messaging designed by the Government of Canada, while those in the groups comprised of Quebec seniors 65 years and older, those living in border cities, and employed men aged 24-34 residing in the Greater Toronto Area (GTA) shared their opinions related to potential social media posts.

Supplemented Foods Message Testing (British Columbia, Prairies Indigenous Peoples, Quebec)

At the outset of these conversations, participants were informed that they would be reviewing messaging that was currently being developed by Health Canada to raise awareness regarding a new symbol that would soon be included on food labels across the country. To begin, participants were presented with an example of the new symbol:



The image depicts a fictional bag of Caramel Corn. On the bag, there's a prominent health advisory label from Health Canada, which is highlighted by a magnifying glass icon. The label states that the product is "High in Saturated Fat, Sugars, and Sodium." The information on the label is presented in both English and French.

Questioned as to whether they had seen this symbol before, very few reported that they had. Participants were next shown different examples of messaging developed by Health Canada that could potentially be used on social media, other digital platforms, and on infographics, and asked to share their perspectives. The first message shown to participants was:

A new symbol is starting to appear on the front of some foods and drinks.

- *The front-of-package symbol is black and white with a magnifying glass to capture your attention.*
- *It can help you identify foods that are high in saturated fat, sugars, or sodium, which are nutrients of concern for your health.*

You will see the words "High in" at the top of the symbol along with sat fat, sugars or sodium, or a combination of these nutrients to limit.

You will see the words "Health Canada" at the bottom of the symbol to point out that the government requires it.

Although many foods and drinks will require the front-of-package symbol starting in 2026, you may already find it on some packages.

Asked to describe, in their own words, what they believed this message was trying to communicate, most believed that it was seeking to inform Canadians that there would soon be a new symbol appearing on the packaging of food products high in ingredients such as sodium, sugar, and trans fats, and that this symbol was important to pay attention to. A number felt that the messaging was also

working to inform Canadians about the importance of making healthy choices when shopping for groceries and that this symbol could serve as a useful guide in helping them achieve this goal.

Discussing whether they had learned anything from this messaging, a number mentioned that they were now aware that this symbol would be appearing on the front of all required food packages by 2026 and that, as a result of this messaging, they now had a better understanding of the meaning behind this symbol. While most felt that the message was relatively clear and straightforward, a few asked whether this symbol would only be appearing on packages that were high in certain ingredients or whether it would be included on all food packaging. A small number also questioned what calculations would be used to determine whether a food was high in a certain nutrient (such as sugar), and whether these standards would align with the recommended daily limits that had already been established for these ingredients.

Discussing what “nutrients of concern to your health” meant to them, most believed that it meant that there were certain nutrients in food products that, if consumed at high levels, could be dangerous to one’s health. A few felt this phrasing was somewhat confusing given their understanding that consuming nutrients was generally a positive thing and suggested that, rather than using the word ‘nutrients’, the messaging should consider using the term ‘ingredients’ instead. Asked what the phrase “nutrients to limit” meant to them, a large number thought that this referred to those ingredients that should be consumed in moderation and which could lead to health issues if taken in excess.

Questioned as to which of these two phrases they preferred, a larger number expressed support for “nutrients of concern to your health”. Many felt that “nutrients of concern to your health” was a stronger way of wording this message and would be the more likely of the two to encourage consumers to stop and think about the products that they were purchasing. Among the smaller number who preferred “nutrients to limit”, it was felt that this term more accurately described the potential health risks of these ingredients, and that “nutrients of concern to your health” might be taken by some to imply that consuming nutrients such as sugar, sodium, and trans fats at any level was dangerous to one’s health.

The second message shown to participants was:

Health Canada developed the front-of-package symbol to help you quickly and easily identify foods and drinks high in saturated fat, sugars, or sodium so you can make informed food choices.

- *Regularly eating foods high in saturated fat, sugars or sodium can increase your risk for heart disease, type 2 diabetes, and high blood pressure. Following Canada’s food guide can help you make healthy food choices to help reduce your risk of these diseases.*
- *You can use the new front-of-package symbol to quickly compare products in the same food category. For example, you can compare the label on different cereals or different soups to make an informed choice.*



Asked what they believed this message was trying to say, many felt that it was aiming to provide consumers with a better understanding of how to interpret this symbol when they saw it on food packaging and how they could apply this information to make more informed health choices when purchasing groceries. A number also viewed the inclusion of information related to medical conditions such as heart disease, type 2 diabetes, and high blood pressure, as an effective way of communicating to Canadians about the potential health risks of purchasing and consuming food products that were high in certain nutrients. Asked whether they had learned anything from this information, a number mentioned that they now had a better understanding of the specific health risks that could arise from consuming certain ingredients and would be more likely to use this symbol as a guide to help them choose healthier food products as a result. While most felt that this messaging was clear and straightforward, a few felt that it should also include more specific information regarding what levels of nutrients such as sugar and sodium were healthy to consume, believing that it would also be dangerous for individuals to begin to avoid consuming these ingredients altogether.

The third message shown to participants was:

Health Canada requires the front-of-package symbol on foods and drinks high in nutrients to limit (saturated fat, sugars, sodium).

Some foods will not need to display a front-of-package symbol. Here are some reasons:

- *That food has health protection benefits, such as fruits and vegetables, nuts, and eggs.*
- *Nutrition information is not required on that food such as whole cuts of raw meat with no added ingredients.*
- *The symbol could appear redundant, such as on packages of sugar and salt.*

Describing what they felt this message was trying to say, participants largely perceived it as providing Canadians with further clarification regarding which types of food products this symbol would (and would not) be appearing on. It was thought that the message was also focused on conveying to consumers that this symbol would not be required on natural food products (such as fruits and vegetables) and that it would mostly be appearing on foods that were high in nutrients to limit, on processed foods, and on food products that included additives and/or preservatives. Asked whether they had any questions about this messaging or suggestions as to how it could be improved, a few believed that more information could have been provided regarding the standards that would be used to determine whether a food was processed or not processed. A small number also questioned whether this symbol would be included on products such as milk and cheese that, while higher in fat, could be perceived as being an important part of a healthy diet.

Discussing what “health protection benefits” meant to them, almost all believed that this phrase referred to those foods which, if consumed, would have a beneficial impact on their health. It was felt that this likely referred to fresh foods such as fruits and vegetables, as well as those foods that were high in important nutrients and minerals. Asked what they thought of when they heard the term

“whole cuts of raw meat”, most believed that this referred to meats that were fresh from the farm or butcher and which had not been processed in any fashion.

Participants residing in B.C. and in the Prairies were also shown an alternate version of the third message in which the wording of one sentence changed from: “Some foods will not need to display a front-of-package symbol” to “once fully implemented in 2026, some foods will not need to display a front-of-package symbol”. On balance, a roughly equal number expressed a preference for the original wording compared to those who liked the alternate version. For those who preferred the original, it was felt that it was a more straightforward way of presenting this information, with a number viewing the alternative phrasing of “once fully implemented” as being somewhat vague. Among participants who liked the alternate wording, it was felt that the 2026 timeline provided more concrete information as to when Canadians could expect to see this symbol at grocery stores.

Potential Social Media Posts (Greater Toronto Area Employed Men 24-34, Border Cities, Quebec Seniors 65+)

Three groups shared their perspectives related to potential social media posts (shown below) that were being developed by the federal government to inform Canadians about this new symbol. The order in which the posts were shown to participants varied among the groups.

Unclassified / Non classifié

Social media post



The infographic is a mock-up of a social media post from Healthy Canadians. The post includes a verified checkmark and a Canadian flag icon.

The main text of the post states: “You may start seeing packaged foods with a symbol showing a magnifying glass. This new symbol helps you identify foods and drinks that are high in saturated fat, sugars and sodium.” A hyperlink in blue text follows: canada.ca/front-package-labelling.

Underneath is an image of a bag of popcorn. A new front-of-package label is placed at the top of the bag, which is zoomed in to on the right.

The magnified label contains a black-and-white magnifying glass symbol with bold text reading:

- “High in / Élevé en Sodium”
- “Health Canada / Santé Canada”

To the right of the image, a bold black statement reads: "New symbol for packaged foods high in sat fat, sugars or sodium."

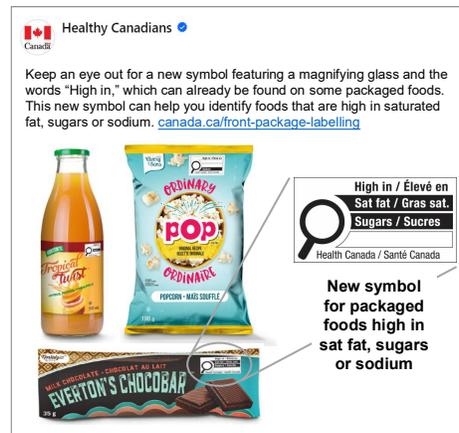
Asked to share their overall reactions to this concept, most reacted positively and believed that it was important for the federal government to be providing this type of information to Canadians. A few, however, felt that this information was somewhat redundant, given their impression that most people already knew that products such as chocolate bars and popcorn could pose health risks if consumed in excess. The opinion was also shared that, in addition to educating Canadians about the potential health risks of these food products, action should also be taken by Health Canada to reduce the amount of dangerous ingredients and additives that were allowed in Canadian food products to begin with. Asked whether they understood the message of this post, most felt that they did, believing that it was primarily to inform consumers that certain products had high amounts of potential nutrients of concern and that a new symbol would soon be appearing on food packaging to highlight this. Discussing whether they had learned anything from this post, while most did not believe that they had, a few mentioned that they were now aware that there was a Healthy Canadians social media account that they could follow.

Prompted to identify the aspects of the post that they had either liked or disliked, participants provided a range of responses. A number spoke positively of the variety of food products showcased in the design, as well as what they perceived as the bright colours of the images. The view was expressed that the vivid colours of the food packages contrasted well against the black and white of the text. Describing potential areas for improvement, a few felt that the text should be made more visible, including highlighting and increasing the size of key words or phrases so that they stood out more against the overall design.

Asked whether this post was memorable and/or would capture their attention if they encountered it online, most believed that it would, with many reiterating that the bright colours were very effective in drawing their eyes to the design. Questioned as to whether they would interact with this post if they encountered it on a social media platform, while a small number believed that they might send it to friends or family who they felt would be interested in it, very few expected that they would like or share it.

A second concept was also shown to participants. Prior to viewing the concept, participants were informed that the image shown would ultimately be animated to mimic a GIF, which is essentially a short soundless video that loops continuously and does not require anyone to press play:

Social media post



The infographic is a mock-up of a social media post from Healthy Canadians. The post includes a verified checkmark and a Canadian flag icon.

The main text of the post states: "Keep an eye out for a new symbol featuring a magnifying glass and the words "High in," which can already be found on some packaged foods. This new symbol can help you identify foods that are high in saturated fat, sugars, or sodium." A hyperlink in blue text follows: canada.ca/front-package-labelling.

Underneath is an image of a bag of popcorn, a bottle of juice, and a chocolate bar. A new front-of-package label is placed at the top of the bag, which is zoomed in to on the right.

The magnified label contains a black-and-white magnifying glass symbol with bold text reading:

- "High in / Élevé en Sat fat/Gras sat, Sugars/sucres"
- "Health Canada / Santé Canada"

To the right of the image, a bold black statement reads: "New symbol for packaged foods high in sat fat, sugars or sodium."

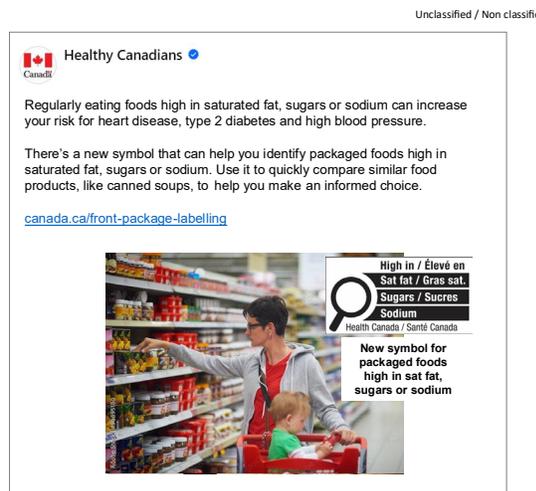
Reactions to this concept were mostly positive, with a number believing that the imagery of a parent shopping with their child would resonate with many Canadians, and especially those who were currently raising children. A smaller number felt differently, believing that the imagery utilized in the post was not very unique and that it would be unlikely to stand out to them if they encountered it while scrolling. A few also commented on what they perceived as the small size of the text utilized in this concept, believing that this would make it more difficult for them to absorb the information of the advertisement if they saw it on social media. The opinion was also expressed that turning this image into a GIF might serve to make it seem less serious or important to those who encounter it online.

Asked whether they understood the message of this concept, most felt that they did. Describing the message, most believed that it was to communicate to Canadians that there would be a new symbol appearing on food packaging that would assist them in making healthy choices when deciding what food products to purchase for themselves and their families. A number believed that the concept was designed to particularly appeal to parents with young children who may be worried or uncertain about whether they were providing their children with a sufficiently nutritious diet.

Discussing ways by which this the design could be improved, several believed that the text above the image could be made more concise and that certain key words or phrases could be highlighted to stand out more. While most liked the imagery of the mother and child, a number felt that a more eye-catching image of a parent shopping with their child could have been utilized to make the design more attention grabbing. A few also thought that the post should include more information regarding the different nutrients of concern and the specific risks associated with each. Questioned as to whether this advertisement would be likely to capture their attention, while most believed that it would, very few expected that they would interact or engage with the post if they encountered it while scrolling.

A third concept was also shown to participants:

Social media post



The infographic is a mock-up of a social media post from Healthy Canadians. The post includes a verified checkmark and a Canadian flag icon. The main text of the post states: "Regularly eating foods high in saturated fat, sugars or sodium can increase your risk for heart disease, type 2 diabetes and high blood pressure. There's a new symbol that can help you identify packaged foods in saturated fat, sugars, or sodium. Use it to quickly compare similar food products, like canned soups, to help you make an informed choice." A hyperlink in blue text follows: canada.ca/front-package-labelling.

Underneath is an image of a person grocery shopping in an aisle with their child. A magnified label is to the left and reads:

- "High in / Élevé en Sat fat/Gras sat, Sugars/sucres, sodium"
- "Health Canada / Santé Canada"

To the right of the image, a bold black statement reads: "New symbol for packaged foods high in sat fat, sugars or sodium."

On balance, most reacted positively to this concept, with many specifically identifying the popcorn bag being displayed so prominently as an aspect that they particularly liked. Several felt that the amount of information and imagery contained within this post was well balanced and believed that this would make the post easily understandable to those who encountered it. A number commented that, having



now seen this advertisement, they would be more likely to look at the ingredients listed on the food products they were purchasing. Among the few who were less positive in their reactions, the view was expressed that the information provided was somewhat redundant, given their belief that most people already knew products such as popcorn could have a negative impact on one's health. A small number also thought that this message should come from Health Canada rather than Healthy Canadians, believing that the former was generally perceived by Canadians as being more official and authoritative on this subject. It was also suggested that the incorporation of design elements such as emojis could help to make the content more engaging and relatable, especially to younger Canadians.

Asked whether this post was likely to capture their attention, most felt that it would, with a number reiterating that they would likely initially be drawn in by the prominence of the popcorn bag and the new symbol. Discussing whether they would interact or engage with this post, while a small number felt they might send it to connections of theirs who were interested in nutrition and healthy eating, very few expected that they would like or share the post themselves.

Palliative Care Video Testing (Greater Vancouver Homeowners, Southwestern Ontario, Prairies January 2025)

Three groups shared their perspectives related to a video designed by the Government of Canada related to palliative care. To begin, participants were asked whether they were currently caring for someone and/or knew someone who was living with a serious illness such as amyotrophic lateral sclerosis (ALS), Alzheimer's, genetic diseases, and cardiovascular diseases, among others. On balance, a roughly equal number reported either knowing or caring for someone who had a serious illness as those who did not.

Participants were next shown the following video produced by the federal government about palliative care and asked to share their initial reactions. Those in the group based in the Prairies were shown a slightly different version of the video presented to the other two groups. The video was played twice, in succession:



The video begins with a healthcare worker assisting a patient, followed by a transition to a white screen displaying the text, “A PALLIATIVE approach to CARE is about improving quality of life,” which is also read aloud by a voiceover. The scene then shifts to a mother and son walking through a forest, accompanied by the text, “is a commitment to helping you live life to the fullest...” Next, a different mother and son are shown eating together in a kitchen, with the text stating, “...wherever you are.” This is followed by a scene of two brothers playing the piano and a woman helping her elderly father with his morning routine, alongside the text, “It can start at any age and stage of serious illness.” The video then cuts to a white screen displaying the message, “even during treatment meant to cure.” The next scene shows a healthcare worker pushing a patient in a wheelchair while speaking to a woman, with the accompanying text, “Conversations start early to understand the illness...” The healthcare worker is then seen helping the patient into bed as the text reads, “...to manage symptoms and prepare for what comes next.” A woman is later shown engaged in an emotional virtual conversation, with the text explaining, “A palliative approach connects to grief support and helps with emotional and spiritual needs.” This is followed by a montage of families caring for their loved ones and spending time together, with the text stating, “It is about deciding what matters most to you.” The screen then turns white again, displaying the phrase, “A PALLIATIVE approach to CARE...” before transitioning to a scene of a father playing with his toddler in a pool, as the voiceover continues, “...is making every moment count.” The video concludes with a white screen displaying the call to action, “Learn more about a palliative approach to care and how to access information and support. Canada.ca/palliative-care,” followed by the Government of Canada logo, wordmark, and musical signature. Note that participants in the Greater Vancouver Homeowners and Southwestern Ontario groups were not shown the call to action.

On balance, most viewed the video in a positive light, believing that it provided a hopeful and uplifting representation of palliative care and would be reassuring to those with loved ones who required this type of care. A number who had experience with a loved one in palliative care felt somewhat differently. Among these participants, it was felt that while the video was hopeful in tone, the imagery depicted did not align with their own experiences with palliative and long-term care, with a number of the impression that these types of facilities were frequently overburdened and did not have access to health care resources at the level depicted in the video. Several reported finding the imagery of children in palliative care to be quite difficult to watch and believed that this would be emotionally challenging for many viewers. The opinion was also expressed, however, that the inclusion of children in this video was an effective way of communicating that palliative care was not just for elderly individuals and those requiring end-of-life care.



Describing specific elements of the video that they liked, several reiterated feeling positively about the video's emphasis on communicating that palliative care was not just for elderly individuals and/or end of life care and could be accessed by patients of all age groups, including those with treatable diseases or illnesses. A number also liked the video's focus on the varied activities that palliative patients could partake in while receiving care, as well as the efforts taken by palliative caregivers to improve the quality of life and mental wellbeing of those in their care. Related to this, a few especially liked what they viewed as the video's emphasis on making every moment count. Discussing areas that could be improved, a few felt that the video should place additional emphasis on those (such as family and friends) who take on the role of caregivers for individuals in palliative care, believing that these individuals also experienced considerable emotional challenges and grief over the course of the palliative process.

Asked to describe what they perceived as being the main message of this video, most believed that it was that palliative care resources were available to Canadians and that help was available to those with medical conditions that required this type of care. Several also felt that the video placed a strong emphasis on educating Canadians about the palliative approach to care and communicating that palliative care was an all-encompassing form of care aimed at improving their quality of life as a whole. While also perceiving the video's overall message as being focused on providing more information about the palliative approach to care, a number expressed confusion as to whether the overall aim of the video was to provide viewers with general information about this type of care or to encourage those with ailing loved ones to make greater use of palliative care resources in their own area.

Discussing how the video made them feel on a personal level, many reported feeling emotional and expressed that the video had prompted them to consider what it would be like if their own loved ones (including elderly parents and children) required palliative care. A number who had previous experience with the palliative care system commented that viewing this video also brought up memories of their own loved ones who had passed away. A few viewed the content of the video as being somewhat bittersweet, believing that while it attempted to be uplifting in tone, the topic of palliative care was quite sad and challenging to engage with. Asked how the video impacted how they thought about palliative care, the palliative approach to care, and/or grief, most described having a positive view of palliative care and believed that it was important to educate the general population about the resources that were available to them and their loved ones.

Questioned as to whether they would notice this video and/or if it would capture their attention, a larger number answered affirmatively compared to those who felt otherwise. Several believed that the important subject nature, striking imagery, and what they viewed as the emotional impact of the video would be effective in capturing their attention if they encountered it on television or while scrolling on their mobile devices. Among the smaller number who did not believe that they would notice the video, several identified a lack of personal experience with palliative care as the primary reason that the video would be unlikely to capture their attention. A few also felt that the imagery of children in palliative care was too difficult for them to watch and, as a result, would make them less likely to want to pay attention to this video.



Asked whether they found anything about the video confusing or unclear, a number thought that the different video clips utilized in the advertisement were too short and disjointed and that efforts should be taken to provide the video with a more cohesive through-line. Some also felt that the video was too long and believed that, as a result, viewers who encountered it on social media or on platforms such as YouTube would be more likely to skip it or scroll past it. A few also thought that the language utilized in the video (including terminology such as 'qualitative research') were overly complex and that more could be done to simplify the dialogue as a way of making the video more accessible to a broader range of viewers.

Discussing whether they felt it was appropriate for the Government of Canada to be communicating in this way about palliative care almost all believed that it was. Several reiterated the view that this video covered very important subject matter and that it was important for the federal government to be educating Canadians about palliative resources that were available to them and their loved ones. Asked if they thought that seeing this video would motivate them to take action, a number indicated that they would be interested in learning more about the palliative approach to care and would be more inclined to reach out to and check in on loved ones who may be suffering from chronic health issues.

Questioned as to how the video could be improved, several reiterated the view that greater efforts should be taken to create a more cohesive storyline throughout the video, as well as to shorten the video in order to make it more appealing to viewers who encounter it while scrolling. A number also believed that greater details needed to be provided regarding the specific actions the federal government was taking to improve palliative care in Canada as well as information regarding how viewers could go about accessing palliative care resources in their respective areas.



Appendices

Appendix A – Recruiting Scripts

December English Recruiting Script

Privy Council Office Recruiting Script – December 2024 English Groups

Recruitment Specifications Summary

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

Specifications for the focus groups are as follows:

Group	Date	Time (EST)	Local Time	Location	Composition	Moderator
1	Tues, Dec 3 rd	9:00-11:00 PM	7:00-9:00 (MST) 6:00-8:00 (PST)	British Columbia	General Population	MP
2	Wed, Dec 4 th	8:00-10:00 PM	7:00-9:00 (CST) 6:00-8:00 (MST)	Prairies	Indigenous Peoples	DN
4	Tues, Dec 10 th	8:00-10:00 PM	7:00-9:00 (CST) 6:00-8:00 (MST)	Prairies	General Population	TBW
5	Wed, Dec 11 th	5:00-7:00 PM	6:00-8:00 (AST) 6:30-8:30 (NST)	Atlantic Canada (NS, NB, PEI, NL)	General Population	DN
6	Thurs, Dec 12 th	6:00-8:00 PM	6:00-8:00 (EST)	Ontario	General Population	MP

Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

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

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

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

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

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

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

SCREENING QUESTIONS

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

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

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

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

2. In which city do you reside?

LOCATION	CITIES	
British Columbia	Cities could include (but are not limited to): Vancouver, Kamloops, Chilliwack, City of Victoria, Maple Ridge, New Westminster, Prince George, Port Coquitlam, North Vancouver, Abbotsford, Burnaby, Coquitlam, Richmond, Surrey, Delta, Langley, White Rock, Chilliwack, Mission, Hope, Maple Ridge, New	CONTINUE – GROUP 1

	Westminster, Port Moody, Kelowna, Penticton, Fort St. John ENSURE A GOOD MIX ACROSS THE REGION.	
Prairies	<p>Cities include (but are not limited to):</p> <p><u>Saskatchewan</u>: Saskatoon, Regina, Prince Albert, Moose Jaw, Swift Current, Yorkton, North Battleford, Warman, Weyburn, Estevan.</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 A MINIMUM OF 2 PARTICIPANTS FROM EACH PROVINCE. NO MORE THAN 1 FROM EACH CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	CONTINUE – GROUP 2
Prairies	<p>Cities include (but are not limited to):</p> <p><u>Saskatchewan</u>: Saskatoon, Regina, Prince Albert, Moose Jaw, Swift Current, Yorkton, North Battleford, Warman, Weyburn, Estevan.</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 A MINIMUM OF 2 PARTICIPANTS FROM EACH PROVINCE. NO MORE THAN 1 FROM EACH CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	CONTINUE – GROUP 4
Atlantic Canada (NS, NB, NL, PEI)	Cities/regions could include (but are not limited to):	CONTINUE – GROUP 5

	<p><u>Nova Scotia:</u> Halifax, Cape Breton-Sydney, New Glasgow, Glace Bay, Truro, Kentville, Sydney Mines, Amherst, Bridgewater</p> <p><u>New Brunswick:</u> Greater Moncton Area, Greater Saint John Area, Quispamsis – Rothesay, Dieppe, Miramichi, Edmundston, Fredericton, Saint John</p> <p><u>Newfoundland & Labrador:</u> St. John’s, Corner Brook, Conception Bay, Mount Pearl, Labrador City, Grand Falls-Windsor, Paradise</p> <p><u>Prince Edward Island:</u> Charlottetown, Charlottetown Region, Summerside</p> <p>ENSURE A GOOD MIX OF CITIES/REGIONS ACROSS PROVINCES. NO MORE THAN 2 FROM EACH PROVINCE.</p>	
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>	CONTINUE – GROUP 6
VOLUNTEERED Prefer not to answer		THANK AND END

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

Less than two years	THANK AND END
Two years or more	CONTINUE

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

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

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

ENSURE A GOOD MIX WHERE APPLICABLE.

4. **ASK 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.

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

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

ENSURE A GOOD MIX WHERE APPLICABLE.

5. **ASK ONLY IF GROUP 2** Do you identify as Indigenous?

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



5a. **ASK ONLY IF GROUP 2** Do you identify as...?

- First Nations **CONTINUE**
- Métis **CONTINUE**
- Inuit **CONTINUE**
- None of the above **THANK AND END**

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?

TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY,



ANY CONCERNS WITH USING A WEBCAM OR IF YOU AS THE INTERVIEWER HAVE A CONCERN ABOUT THE PARTICIPANT'S ABILITY TO PARTICIPATE EFFECTIVELY.

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 \$60,000	
\$60,000 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 WHERE APPLICABLE.

- 19. DO NOT ASK IF GROUP 2** 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**
- 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: _____

December French Recruiting Script

Bureau du Conseil privé Questionnaire de recrutement – décembre 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	Jeudi Dec 5 th	6:00-8:00 PM	6:00-8:00 PM (HNE)	Quebec	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

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

NOTER LA LANGUE ET CONTINUER

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) :	CONTINUER – GROUPE 3

	Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière, Saint-Jean-sur-Richelieu, Chateauguay, Drummondville, Granby, Saint-Hyacinthe, Longueuil, Estrie, Mauricie, Montérégie, Laurentides. ASSURER UN BON MÉLANGE. PAS PLUS DE DEUX PERSONNES DE CHAQUE VILLE.	
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	
RÉPONSE SPONTANÉE Préfère ne pas répondre	REMERCIER ET CONCLURE

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

6. **POUR TOUS LES LIEUX** 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	
RÉPONSE SPONTANÉE Habitant au domicile parentale	
RÉPONSE SPONTANÉE Autre, veuillez précisez :	
RÉPONSE SPONTANÉE Ne sais pas/Préfère ne pas répondre	REMERCIER ET CONCLURE

ASSURER UN BON MÉLANGE.

6a. POUR TOUS LES LIEUX 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
Maison jumelée	CONTINUER
Maison mitoyenne	CONTINUER
Autre, veuillez préciser : _____	CONTINUER

ASSURER UN BON MÉLANGE.

7. 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* ».

8. 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**

9. 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

10. 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**

11. 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**

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

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

13. 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.17**

14. 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**

15. 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**

16. 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.

17. 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.

18. 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.

19. 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.

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



Homme

Femme

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

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

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

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

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

Oui **CONTINUER À L'INVITATION**

Non **REMERCIER ET CONCLUREE**



INVITATION

J'aimerais vous inviter à ce groupe de discussion en ligne, qui aura lieu le **[DONNER LA DATE ET L'HEURE EN FONCTION DU NO DE GROUPE INDIQUÉ DANS LE TABLEAU, PAGE 1]**. La discussion durera deux heures et vous recevrez 125 \$ pour votre participation. Ce montant vous sera envoyé par transfert électronique après la tenue du groupe de discussion.

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

Est-ce que vous accepteriez de participer?

Oui	CONTINUER
Non	REMERCIER ET CONCLURE

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

Nom :

Numéro de téléphone :

Adresse courriel :

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

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

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

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

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____

DATE DU RECRUTEMENT : _____

January English Recruiting Script

Privy Council Office Recruiting Script – January 2025 English Groups

Recruitment Specifications Summary

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

Specifications for the focus groups are as follows:

Group	Date	Time (EST)	Local Time	Location	Composition	Moderator
1	Tues, Jan 7 th	9:00-11:00 PM	6:00-8:00 (PST)	Greater Vancouver Area	Homeowners	MP
2	Wed, Jan 8 th	9:00-11:00 PM	6:00-8:00 (PST) 7:00-9:00 (MST)	British Columbia	Renters	DN
4	Tues, Jan 14 th	5:00-7:00 PM	6:00-8:00 (AST)	Halifax Regional Municipality	Employed Women 24-34	DN
5	Thurs, Jan 16 th	6:00-8:00 PM	6:00-8:00 (EST)	Greater Toronto Area	Employed Men 24-34	MP
6	Tues, Jan 21 st	7:00-9:00 PM	7:00-9:00 (EST) 5:00-7:00 (MST) 4:00-6:00 (PST)	Border Cities	General Population	DN
7	Wed, Jan 22 nd	6:00-8:00 PM	6:00-8:00 (EST)	Southwestern Ontario	General Population	DN
9	Tues, Jan. 28 th	8:00-10:00 PM	7:00-9:00 (CST) 6:00-8:00 (MST)	Prairies	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	THANK AND END
In radio/television	THANK AND END
No, none of the above	CONTINUE

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

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

2. In which city do you reside?

LOCATION	CITIES	
Greater Vancouver Area	<p>Cities include:</p> <p>Vancouver, Burnaby, Surrey, Richmond, Coquitlam, Delta, New Westminster, Port Coquitlam, North Vancouver</p> <p>ENSURE A GOOD MIX.</p>	<p>CONTINUE – GROUP 1</p>
British Columbia	<p>Cities could include (but are not limited to):</p> <p>Vancouver, Kamloops, Chilliwack, City of Victoria, Maple Ridge, New Westminster, Prince George, Port Coquitlam, North Vancouver, Abbotsford, Burnaby, Coquitlam, Richmond, Surrey, Delta, Langley, White Rock, Chilliwack, Mission Hope, Maple Ridge, New Westminster, Port Moody</p> <p>ENSURE A GOOD MIX ACROSS THE REGION.</p>	<p>CONTINUE – GROUP 2</p>
Halifax Regional Municipality	<p>Cities include (but are not limited to):</p> <p>Halifax, Dartmouth, Bedford, Sackville, Timberlea, Eastern Passage, Cole Harbour, Spryfield</p> <p>ENSURE A GOOD MIX ACROSS THE REGION. NO MORE THAN 2 FROM THE CITY OF HALIFAX.</p>	<p>CONTINUE – GROUP 4</p>
Greater Toronto Area	<p>Cities include:</p> <p>City of Toronto, Durham (Ajax, Clarington, Brock, Oshawa, Pickering, Whitby), Halton (Burlington, Halton Hills, Oakville, Milton), Peel (Brampton, Caledon, Mississauga), York (Markham, Vaughan, Richmond Hill, Newmarket, Aurora, King)</p> <p>ENSURE A GOOD MIX ACROSS THE REGION. NO MORE THAN 2 FROM THE CITY OF TORONTO OR PER REGION/COUNTY.</p>	<p>CONTINUE – GROUP 5</p>
Border Cities	<p>Cities include (but are not limited to):</p>	<p>CONTINUE – GROUP 6</p>

	<p><u>Ontario</u>: Windsor, Sault Ste. Marie, Niagara Falls, Fort Erie, Thunder Bay</p> <p><u>Quebec (Eastern Townships)</u>: Hemmingford, Stanstead, Magog</p> <p><u>Alberta</u>: Lethbridge, Crowsnest Pass, Cardston</p> <p><u>British Columbia</u>: Vancouver, Surrey, Blainville</p> <p>ENSURE A GOOD MIX.</p>	
Southwestern Ontario	<p>Cities include:</p> <p>Windsor, London, Chatham-Kent, Sarnia, Stratford, Kitchener-Waterloo, Cambridge, Guelph, Brantford, Sarnia-Lambton</p> <p>ENSURE A GOOD MIX ACROSS THE REGION.</p>	CONTINUE – GROUP 7
Prairies	<p>Cities include (but are not limited to):</p> <p><u>Saskatchewan</u>: Saskatoon, Regina, Prince Albert, Moose Jaw, Swift Current, Yorkton, North Battleford, Warman, Weyburn, Estevan.</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 A MINIMUM OF 2 PARTICIPANTS FROM EACH PROVINCE. NO MORE THAN 1 FROM EACH CITY. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	CONTINUE – GROUP 9
VOLUNTEERED Prefer not to answer		THANK AND END

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

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

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

Under 18 years of age	IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.
18-23	IF GROUP 4 & GROUP 5 – THANK AND END FOR ALL OTHERS – CONTINUE
24-34	CONTINUE
24-34	IF GROUP 4 & GROUP 5 – THANK AND END FOR ALL OTHERS – CONTINUE
35-43	
44-49	
50-59	
60-64	
65+	
[Volunteered] Prefer not to answer	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE. GROUP 4 AND GROUP 5 WILL BE COMPOSED ENTIRELY OF THOSE AGED 18-34.

4. **ASK ONLY IF GROUP 4 AND GROUP 5** How would you identify your gender?

Female	IF GROUP 4 – CONTINUE TO Q4a. IF GROUP 5 – THANK AND END
Male	IF GROUP 5 – CONTINUE TO Q4a. IF GROUP 4 – THANK AND END
Other	THANK AND END

4a. **ASK ONLY IF GROUP 4 AND GROUP 5** How would you describe your employment status?

Working full-time (35+ hours per week)	CONTINUE GROUP 4 AND GROUP 5
Working part-time (<35 hours per week)	

Self-employed	THANK AND END
Unemployed, but looking for work	
A student attending school full-time	
Retired	
Not in the workforce (e.g. full-time homemaker, unemployed, not looking for work)	
Other, please specify	
Prefer not to answer	

SKEW TO THOSE EMPLOYED FULL-TIME.

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

Own	IF GROUP 2 – THANK AND END FOR ALL OTHERS - CONTINUE
Rent	IF GROUP 1 – THANK AND END FOR ALL OTHERS - CONTINUE
VOLUNTEERED Living at home:	IF GROUP 1 OR GROUP 2 – THANK AND END FOR ALL OTHERS – CONTINUE
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
Semi detached	CONTINUE
Fully detached	CONTINUE
Apartment	CONTINUE
Single family home	CONTINUE
Townhome	CONTINUE
Other, please specify: _____	CONTINUE

ENSURE A GOOD MIX WHERE APPLICABLE.

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**
3-6 **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?

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

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 WHERE APPLICABLE. NO INTERNATIONAL STUDENTS IN ANY GROUPS.

- 18. ASK ALL GROUPS** Which of the following categories best describes your total household income in 2024? 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 \$60,000	
\$60,000 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 WHERE APPLICABLE.

- 19.** Which of the following racial or cultural groups best describes you? (multi-select)

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

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

ENSURE A GOOD MIX.

- 20. [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**

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.



THE
**STRATEGIC
COUNSEL**

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

Thank you very much for your time.

RECRUITED BY: _____

DATE RECRUITED: _____

January French Recruiting Script

Bureau du Conseil privé Questionnaire de recrutement – janvier 2025 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	Jeudi Jan 9 th	6:00-8:00 PM	6:00-8:00 PM (HNE)	Grande region de Montréal	Immigrants	MP
8	Jeudi Jan 23 rd	6:00-8:00 PM	6:00-8:00 PM (HNE)	Québec	Personnes âgées	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 CONCLURE	REMERCIER ET
Une agence de commercialisation, de marque ou de publicité CONCLURE	REMERCIER ET
Un magazine ou un journal CONCLURE	REMERCIER ET
Un ministère ou un organisme gouvernemental fédéral, provincial ou territorial CONCLURE	REMERCIER ET
Un parti politique CONCLURE	REMERCIER ET
Dans les relations publiques ou les relations avec les médias CONCLURE	REMERCIER ET
Dans le milieu de la radio ou de la télévision CONCLURE	REMERCIER ET
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	
Grande région de Montréal	<p>Les villes peuvent notamment comprendre :</p> <p>Montréal, Laval, Longueuil, Terrebonne, Brossard, Saint-Jérôme, Blainville, Mirabel, Dollard-des-Ormeaux</p> <p>PAS PLUS DE DEUX PARTICIPANTS DE LA VILLE DE MONTRÉAL. ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU.</p>	CONTINUER – GROUPE 3
Québec	<p>Les villes peuvent notamment comprendre (mais ne sont pas limité à) :</p> <p>Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière, Saint-Jean-sur-Richelieu, Chateauguay, Drummondville, Granby, Saint-Hyacinthe, Longueuil, Estrie, Mauricie, Montérégie, Laurentides.</p> <p>ASSURER UN BON MÉLANGE. PAS PLUS DE DEUX PERSONNES DE CHAQUE VILLE.</p>	CONTINUER – GROUPE 8
RÉPONSE SPONTANÉE Préfère ne pas répondre		REMERCIER ET CONCLURE

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

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

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



Moins de 18 ans	SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 18 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE.
18 à 24 ans	SI GROUPE 8 – REMERCIER ET CONCLURE POUR TOUS LES AUTRES – CONTINUER
25 à 29 ans	
30 à 34 ans	
35 à 44 ans	
45 à 49 ans	
50 à 54 ans	
55 à 59 ans	
60 à 64 ans	CONTINUER
65 ans ou plus	
RÉPONSE SPONTANÉE Préfère ne pas répondre	REMERCIER ET CONCLURE

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

6. **POUR TOUS LES LIEUX** 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	
RÉPONSE SPONTANÉE Habitant au domicile parentale	
RÉPONSE SPONTANÉE Autre, veuillez précisez :	
RÉPONSE SPONTANÉE Ne sais pas/Préfère ne pas répondre	REMERCIER ET CONCLURE

ASSURER UN BON MÉLANGE.

- 6a. **POUR TOUS LES LIEUX** 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
Maison jumelée	CONTINUER
Maison mitoyenne	CONTINUER
Autre, veuillez préciser : _____	CONTINUER

ASSURER UN BON MÉLANGE.

7. **DEMANDER SEULEMENT POUR LE GROUPE 3** Êtes-vous né(e) au Canada?

Oui **REMERCIER ET CONCLURE**

Non **PASSER À LA Q7a.**
RÉPONSE SPONTANÉE, préfère ne pas répondre **REMERCIER ET CONCLURE**

7a. DEMANDER SEULEMENT POUR LE GROUPE 3 Depuis combien d'années habitez-vous au Canada?

Moins de 5 ans	CONTINUER – GROUPE 3
5 ans à moins de 10 ans	
10 ans à moins de 20 ans	
20 ans à moins de 30 ans	
30 ans ou plus	
Ne sais pas/Préfère ne pas répondre	REMERCIER ET CONCLURE

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?

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

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.18**

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 2024 – 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	TOUS LES GROUPES - CONTINUER
Administrations publiques	
Agriculture, foresterie, pêche et chasse	
Arts, spectacle et loisirs	
Autres services, sauf les administrations publiques	
Commerce de détail	
Commerce de gros	
Extraction minière, exploitation en carrière, et extraction de pétrole et de gaz	
Fabrication	
Finance et assurances	
Gestion de sociétés et d'entreprises	
Hébergement et services de restauration	
Industrie de l'information et industrie culturelle	
Services administratifs, services de soutien, services de gestion des déchets et services d'assainissement	
Services d'enseignement	
Services immobiliers et services de location et de location à bail	
Services professionnels, scientifiques et techniques	
Services publics	
Soins de santé et assistance sociale	
Transport et entreposage	
Sans emploi	
Aux études à temps plein	
À la retraite	
Autre situation ou autre secteur; veuillez préciser :	

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

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

Oui **CONTINUER À L'INVITATION**
Non **REMERCIER ET CONCLUREE**

INVITATION

J'aimerais vous inviter à ce groupe de discussion en ligne, qui aura lieu le **[DONNER LA DATE ET L'HEURE EN FONCTION DU NO DE GROUPE INDIQUÉ DANS LE TABLEAU, PAGE 1]**. La discussion durera deux heures et vous recevrez 125 \$ pour votre participation. Ce montant vous sera envoyé par transfert électronique après la tenue du groupe de discussion.



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

Est-ce que vous accepteriez de participer?

Oui	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 : _____

December English Moderator's Guide

MASTER MODERATOR'S GUIDE DECEMBER 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.

CANADA WORDMARK (20 minutes) British Columbia, Atlantic Canada

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

Show the "Canada" wordmark ON SCREEN

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

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

- So, first: what does this symbol mean in general? Is there anything else?
 - IF NOT MENTIONED: Do you think this symbol represents the Government of Canada? Why? Why not?
- And, what does this symbol mean to you personally?
 - PROBE IF NECESSARY: What are you most likely to associate this symbol with? How does it make you *feel*? Why?
 - Does the symbol represent positive or negative feelings/ideas? Why?

- Why do you think the Government of Canada uses this symbol in its communications/information?
- Where do you expect this symbol to be displayed?
- IF TRUST/CREDIBILITY/CONFIDENCE NOT MENTIONED, ASK: When you notice this symbol, do you trust the information that comes along with it? Do you have confidence that the information is credible? Why? Why not?

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

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

COST OF LIVING (20-30 minutes) British Columbia, Prairies, Atlantic Canada, Ontario

Now I'd like to shift the conversation by talking about the cost of living...

- How would you describe the current cost of living?
 - **Prairies, Ontario** What impacts, if any, has it had on you or your household?
- **British Columbia, Atlantic Canada** In your view, how would you describe the Government of Canada's performance in addressing the cost of living?
- **Prairies, Ontario** In your view, what is the Government of Canada's role when it comes to addressing the cost of living?
 - **Prairies, Ontario** How would you describe their performance in addressing the cost of living?
- Have you recently seen, read, or heard anything about the Government of Canada providing additional support to help Canadians with the rising cost of living?
 - IF YES: What have you heard?
 - **Prairies, Ontario** IF NO: How would you like to see the Government of Canada provide additional support to help Canadians manage the rising cost of living?
- Have you heard anything about the Government of Canada providing a tax break for all Canadians and a rebate for working Canadians?

The Government of Canada recently announced that for 2 months starting December 14, 2024, it will exempt the GST/HST on essentials like prepared foods and snacks, restaurant meals, beer and wine,

children's clothing and footwear, car seats, diapers, children's toys, books and puzzles, and Christmas trees, among others. Additionally, working Canadians who earned up to \$150,000 will receive a \$250 cheque in early spring 2025.

- What are your reactions to this?
 - **British Columbia, Atlantic Canada** Do you think it will help you with the cost of living?
 - **Prairies, Ontario** Thinking about some of the things that we mentioned that will be tax exempt, such as prepared foods and snacks, restaurant meals, etc., which do you think will have the greatest impact? Why?
 - **Prairies, Ontario** Will the rebate of \$250 have an impact on you, or someone you know?
 - **Prairies, Ontario** PROMPT AS NEEDED: Do you think it will help you with the cost of living?
- Do you have any questions relating to this new tax break and rebate?
- When you think about this sales tax break and the working Canadians' rebate, is the Government of Canada more on the wrong track or the right track when it comes to addressing the cost of living?

SUPPLEMENTED FOOD LABEL – MESSAGE TESTING (35 minutes) **British Columbia, Prairies**
Indigenous Peoples, Quebec

We are now going to review some messaging that is currently being developed by the Government of Canada which could be incorporated into advertising. Health Canada wants to raise awareness about a new symbol we are starting to see on food labels.

To begin, I will show you the new symbol on screen.

Show the first slide with a mock food package

- Has anyone seen this new symbol when shopping for food recently?

To raise awareness, Health Canada developed messages that will be used for social media and in other awareness material such as web content and infographics, so they want to get your input on the wording at this point.

We really want to focus our discussion on the messages, and not the design of the symbol itself. After each message, we will go through a series of questions.

Show Message #1 on screen

- Can you tell me, in your own words, what the message is trying to say?
- What did you learn?
- Are there any parts of the message or any words that are unclear or confusing?
 - Do you have any suggestions on how it could be improved?
- What does “nutrients of concern to your health” mean to you?
- What does “nutrients to limit” mean to you?
- If we compare those two terms: “nutrients of concern to your health” and “nutrients to limit”, which do you prefer? Why?

Show Message #2 on screen

- Can you tell me, in your own words, what the message is trying to say?
- What did you learn?
- Are there any parts of the message or any words that are unclear or confusing?
 - Do you have any suggestions on how it could be improved?

Show Message #3 on screen

- Can you tell me, in your own words, what the message is trying to say?
- What did you learn?
- Are there any parts of the message or any words that are unclear or confusing?
 - Do you have any suggestions on how it could be improved?
- What does “health protection benefits” mean to you?
- What do you think of when you see the words “whole cuts of raw meat”?



British Columbia, Prairies Indigenous Peoples

Show Alternative Message #3 on screen

This is the same message you just saw in the previous slide, but with an alternative option for one of the sentences. The difference is highlighted in yellow in a side-by-side comparison.

- Which message do you prefer? Why?

LONG TERM DRINKING WATER ADVISORIES (30 minutes) British Columbia, Prairies Indigenous Peoples, Quebec, Prairies, Atlantic Canada, Ontario

- Have you seen, read, or heard anything about actions the Government of Canada has taken to ensure access to clean drinking water on First Nations reserves?
 - IF YES: What have you seen, read, or heard?
- Have you heard about Government of Canada efforts to lift long-term drinking water advisories on reserves?

We are now going to review two potential social media posts related to long-term drinking water advisories that are currently being developed by the Government of Canada.

SHOW ON SCREEN – INFOGRAPHIC 1A

- What is your overall reaction to this graphic?
- Would it capture your attention? Why or why not?
- What is the message that you understand from the graphic?
 - Was anything confusing or unclear?
 - How could it be improved?
- Did anything surprise you?
 - Did you learn anything?
- Now that you've seen this, how would you rate the progress the Government of Canada has made on this issue?
 - PROMPT AS NEEDED: Would you say they've made a lot of progress, a bit, none, or have they made things worse?

- Would you click to the website? Why or why not?
- If you saw this and it directed you to a website, what information would you expect to find on the website?

SHOW ON SCREEN – INFOGRAPHIC 2

- What is your overall reaction to this graphic?
- Would it capture your attention? Why or why not?
- Are there any specific words or statistics that you find compelling?
 - Are any problematic? Why?
- What is the message that you understand from the graphic?
 - Was anything confusing or unclear?
 - How could it be improved?
- Did anything surprise you?
 - Did you learn anything?
- Would you click to the website? Why or why not?
- If you saw this and it directed you to a website, what information would you expect to find on the website?
- Overall, do you think that this is something the Government of Canada should be promoting?

CRA CREATIVE CONCEPTS – GST/HST TAX BREAK (35 minutes) Prairies Indigenous Peoples, Quebec

Shifting topics...

- Have you recently seen, read, or heard anything about the Government of Canada providing additional support to help Canadians with the rising cost of living?
 - IF YES: What have you heard?
- Have you heard anything about the Government of Canada providing a tax break for all Canadians?

Recently, the Government of Canada announced that for 2 months starting December 14, 2024, it will exempt the GST/HST on essentials like prepared foods and snacks, restaurant meals, beer and wine, children's clothing and footwear, car seats, diapers, children's toys, books and puzzles, and Christmas trees, among others.

- Do you have any questions relating to this new tax break?

We are now going to review two advertising concepts related to this new tax break and discuss your thoughts about them.

[NOTE TO MODERATOR AND TECHNICIAN: PLEASE ALTERNATE THE ORDER OF THE CONCEPTS PRESENTED TO PARTICIPANTS TO AVOID ORDER BIAS FROM ONE GROUP TO THE NEXT]

SHOW ON SCREEN – Concept #1 (Iconography)

- What is your overall reaction to this concept?
- Would it capture your attention? Why or why not?
- What is the message that you understand from the concept?
- Was anything confusing or unclear?
- How could it be improved?
- How do you feel about the icons used in this concept?
- Would you click to the website? Why or why not?

We'd like to get your opinion on a few different options for the icons in this ad.

SHOW ON SCREEN – Alternative icons

- Do any of these appeal more to you?
 - Which of these do you prefer?

SHOW ON SCREEN – Concept #2 (prepared salad) and alternative Concept #2 (shopping mom), side by side

- What is your overall reaction to this concept?
- Would it capture your attention? Why or why not?
- What is the message that you understand from the concept?
- Was anything confusing or unclear?
- How could it be improved?
- Would you click to the website? Why or why not?

Now we'd like your opinion on a few different options for the message in the ad.

Quebec

SHOW ON SCREEN – Alternative messages

1. Save with the GST/HST break until February 15, 2025! Find out which items on your shopping list qualify at canada.ca/gst-hst-break.
2. Take advantage of the GST/HST break until February 15, 2025! Learn more about which items qualify at canada.ca/gst-hst-break.
3. Hit pause on the GST/HST until February 15, 2025! To learn which items qualify visit canada.ca/gst-hst-break.

Prairies Indigenous Peoples

SHOW ON SCREEN – Alternative messages

1. Until February 15th, the Government of Canada is giving you a tax break on many everyday essentials. Learn more at canada.ca/gst-hst-break.
2. Save with the GST/HST break until February 15, 2025! Find out which items on your shopping list qualify at canada.ca/gst-hst-break.
3. Take advantage of the GST/HST break until February 15, 2025! Learn more about which items qualify at canada.ca/gst-hst-break.
4. Hit pause on the GST/HST until February 15, 2025! To learn which items qualify visit canada.ca/gst-hst-break.

5. Get a tax break on many everyday essentials and more until February 15, 2025. Learn what items qualify at canada.ca/gst-hst-break.
 - Do any of these work better? Why or why not?
 - Which option do you prefer?

GOVERNMENT OF CANADA IN THE NEWS/CANADA-US RELATIONS (30-35 minutes) **Prairies, Atlantic Canada, Ontario**

- **Prairies, Atlantic Canada** What have you seen, read, or heard about the Government of Canada in the last few days?
 - **Prairies, Atlantic Canada** Where did you read, see, or hear this news?

Now I'd like to focus the next part of our discussion on the relationship between Canada and the United States...

- In one word, how would you describe the current relationship between Canada and the United States?

Thinking about the recent election in the United States ...

NOTE TO MODERATOR: Please steer conversation away from commentary about any individual; the focus should be on things like impacts, concerns/optimism, etc.

- What do you think the impacts will be, notably for Canada?
 - PROBE: What about possible impacts on the cost of living, jobs, and/or immigration
- Do you have any concerns? Anything you're feeling positive about?
- Have you seen, read, or heard anything about the proposed tariffs on all products coming from Canada and going to the United States?
 - What have you seen, read, or heard?

CLARIFY: Recently, the President-elect of the United States announced that the American Government would impose 25% tariffs on Canadian and Mexican imports as early as January.

- What, if anything, have you heard regarding Canada's response to the proposed tariffs on all products coming from Canada and going to the United States?
- How would you describe your overall impression of the United States?

- What factors influence your view the most?
- When thinking about Canada's relationship with the United States, what do you think are Canada's most important interests?
 - IF NEEDED: For example: trade, the economy, jobs, the cost of living, border security, immigration
- Do you feel that the Government of Canada is doing enough to protect and advance Canadian interests when dealing with the United States?
 - IF NO: What can it do to help protect and advance Canadian interests?
- When thinking about Canada's relationship with the United States, what issues do you believe should be the highest priorities for the Government of Canada? Why?

GOVERNMENT OF CANADA IN THE NEWS (5 minutes) Ontario

- 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?

REUSABLE BAGS (10 minutes) Ontario

Now I'd like to ask you about reusable bags ...

- By a show of hands, how many of you have reusable bags?
 - Roughly how many reusable bags do you think you have?
 - Do you think you have too many?
 - IF YES: How did you end up with that many?
 - What do you do with your reusable bags?

IF NEEDED: Do you use them for grocery shopping, other kinds of shopping, or any other way?

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.

December French Moderator's Guide

GUIDE DU MODÉRATEUR - DOCUMENT MAÎTRE DÉCEMBRE 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.

MOT-SYMBOLE « CANADA » (20 minutes) Colombie-Britannique, Canada atlantique

- Lorsque vous remarquez des informations du gouvernement du Canada (en ligne, sur papier, sur des panneaux d'affichage, à la télévision, etc.), comment savez-vous qu'elles proviennent du gouvernement du Canada?
 - Est-il clair pour vous que ces informations proviennent du gouvernement du Canada? Pourquoi? Pourquoi pas?
 - SI NON : Pouvez-vous me donner un exemple d'un cas où vous avez eu des doutes?
- Lorsque vous *entendez* de l'information, à la radio par exemple, comment savez-vous qu'elle provient du gouvernement du Canada?
 - Où entendez-vous habituellement cette information? À la radio? À la télévision?
 - Y a-t-il des énoncés ou des sons particuliers qui sont utilisés pour indiquer que l'information provient du gouvernement du Canada?

Affichez le mot-symbole « Canada » à l'écran

- Avez-vous déjà vu ce symbole? Si c'est le cas, où l'avez-vous vu?

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

- Alors, pour commencer, quelle est la signification générale de ce symbole? A-t-il une autre signification?
 - SI CE N'EST PAS MENTIONNÉ : Pensez-vous que le mot-symbole représente le gouvernement du Canada? Pourquoi? Si ce n'est pas le cas, pourquoi?

- Et que signifie ce symbole pour *vous*, personnellement?
 - AU BESOIN : À quoi avez-vous le plus tendance à associer ce symbole? Quels *sentiments* suscite-t-il? Pourquoi?
 - Ce symbole suscite-t-il des impressions ou des idées positives ou négatives? Pourquoi?
- Pourquoi pensez-vous que le gouvernement du Canada utilise ce symbole dans ses communications et les informations qu'il publie?
- Où vous attendez-vous à trouver ce symbole affiché?
- SI LES MOTS « CONFIANCE », « CRÉDIBILITÉ » ET « CERTITUDE » N'ONT PAS DÉJÀ ÉTÉ MENTIONNÉS, POSER LA QUESTION SUIVANTE : Lorsque vous remarquez ce symbole, faites-vous confiance à l'information qui l'accompagne? Êtes-vous certain que l'information est crédible? Pourquoi? Si ce n'est pas le cas, pourquoi?

Faites jouer les 4 premières notes du « Ô Canada » (signature musicale)

- Avez-vous déjà entendu cette signature musicale? Si c'est le cas, d'où provenait-elle?
- Le gouvernement du Canada utilise cette signature musicale dans ses communications. Pourquoi pensez-vous qu'il l'utilise?

COÛT DE LA VIE (20-30 minutes) Colombie-Britannique, Prairies, Canada atlantique, Ontario

J'aimerais maintenant changer de sujet pour parler du coût de la vie...

- Comment qualifieriez-vous le coût de la vie actuel?
 - **Prairies, Ontario** Quels impacts, le cas échéant, le coût de la vie a-t-il eus sur votre ménage?
- Comment décririez-vous la performance du gouvernement du Canada pour ce qui est de la gestion du coût de la vie.
- **Prairies, Ontario** Selon vous, quel est le rôle du gouvernement du Canada en matière de réduction du coût de la vie?
 - Comment qualifieriez-vous sa performance en matière de réduction du coût de la vie?
- Avez-vous récemment vu, lu ou entendu quoi que ce soit au sujet d'aides supplémentaires du fournies par le gouvernement du Canada pour aider les Canadiens à faire face à l'augmentation du coût de la vie?
 - SI OUI: Qu'avez-vous récemment vu, lu ou entendu à ce sujet?

- **Prairies, Ontario** SI NON: De quelle façon aimeriez-vous que le gouvernement du Canada apporte un soutien supplémentaire pour aider les Canadiens à gérer l'augmentation du coût de la vie?
- Avez-vous entendu quoi que ce soit au sujet d'un allègement fiscal pour tous les Canadiens et d'un remboursement pour les travailleurs canadiens?

Le gouvernement du Canada a récemment annoncé que pendant deux mois à compter du 14 décembre, la TPS/TVH sera exonérée sur les produits essentiels, à savoir les aliments préparés et les collations, les repas au restaurant, la bière et le vin, les vêtements et chaussures pour enfants, les sièges de voiture, les couches, les jouets pour enfants, les livres et casse-têtes, les sapins de Noël, entre autres articles. De plus, tous les travailleurs canadiens qui ont touché un revenu inférieur à 150 000 dollars recevront une remise de 250 dollars au début du printemps 2025.

- Quelles sont vos réactions à cette mesure?
 - **Colombie-Britannique, Canada atlantique** - Pensez-vous que cela vous aidera à faire face au coût de la vie?
 - **Prairies, Ontario** - En pensant à certains des articles que nous avons mentionnés, qui seront exempts de taxes et notamment aux aliments préparés et aux collations, au repas au restaurant, etc., quelle exemption sera, à votre avis, la plus avantageuse pour les Canadiens? Pourquoi?
 - **Prairies, Ontario** - La remise de 250 dollars vous avantagera-t-elle personnellement ou avantagera-t-elle une personne que vous connaissez?
 - **Prairies, Ontario** - DEMANDER AU BESOIN : Pensez-vous que cela vous aidera à faire face au coût de la vie?
- Avez des questions au sujet de ce nouveau congé fiscal et de cette nouvelle remise?
- Lorsque vous pensez à ce congé fiscal sur les ventes et à la Remise pour les travailleurs canadiens, le Canada est-il davantage sur la mauvaise voie ou sur la bonne voie lorsqu'il s'agit de faire face au problème de l'augmentation du coût de la vie?

ÉTIQUETTES D'ALIMENTS SUPPLÉMENTÉS - MISE À L'ESSAI DE MESSAGES (35 minutes) **Colombie-Britannique, Autochtones résidant dans les Prairies, Québec**

Nous allons maintenant passer en revue certains messages que le gouvernement du Canada s'emploie actuellement à concevoir et qui pourraient être incorporés à des publicités. Santé Canada souhaite porter un nouveau symbole que l'on commence à voir sur les étiquettes à l'attention des Canadiens q d'aliments.

Je vais d'abord vous montrer le nouveau symbole à l'écran.

Afficher la première diapositive sur laquelle figure un emballage d'aliment simulé.

- Est-ce que quelqu'un parmi vous a vu ce nouveau symbole en faisant ses courses dernièrement?

Pour sensibiliser la population, Santé Canada a conçu des messages qui seront utilisés dans les médias sociaux et pour d'autres publications de sensibilisation, et notamment des contenus Web et des infographies, et souhaite donc à ce stade obtenir vos suggestions sur le libellé de ces messages.

Nous souhaitons vraiment centrer notre discussion sur les messages, et non sur la conception du symbole en tant que tel. Après que vous aurez vu chaque message, nous vous poserons une série de questions.

Afficher le message n° 1 à l'écran

- Pouvez-vous me dire, en vos propres mots, quel est l'objet de ce message?
- Que vous a-t-il appris?
- Y a-t-il des parties du message ou des mots qui manquent de clarté ou qui portent à confusion?
 - Avez-vous des suggestions sur les moyens de l'améliorer?
- Que signifie selon vous le terme « nutriments préoccupants pour votre santé »?
- Que signifie le terme « nutriments à limiter » d'après vous?
- Si l'on compare ces deux termes : « nutriments préoccupants pour votre santé » et « nutriments à limiter », lequel préférez-vous? Pourquoi?

Afficher le message n° 2 à l'écran

- Pouvez-vous me dire, en vos propres mots, quel est l'objet de ce message?
- Que vous a-t-il appris?
- Y a-t-il des parties du message ou des mots qui manquent de clarté ou qui portent à confusion?

- Avez-vous des suggestions sur les moyens de l'améliorer?

Afficher le message n° 3 à l'écran

- Pouvez-vous me dire, en vos propres mots, quel est l'objet de ce message?
- Que vous a-t-il appris?
- Y a-t-il des parties du message ou des mots qui manquent de clarté ou qui portent à confusion?
 - Avez-vous des suggestions sur les moyens de l'améliorer?
- Que signifie, selon vous, le terme « avantages en matière de protection de la santé »?
- À quoi pensez-vous en entendant le terme « morceaux entiers de viande crue »?

Afficher le message facultatif n° 3 à l'écran

Il s'agit du même message que vous avez vu sur la diapo précédente, mais avec un choix de rechange pour l'une des phrases. La différence entre les deux messages est surlignée en jaune et illustrée dans une comparaison côte à côte.

- Quel message préférez-vous? Pourquoi?

AVIS À LONG TERME CONCERNANT LA QUALITÉ DE L'EAU (30 minutes) Colombie-Britannique, Autochtones résidant dans les Prairies, Québec, Prairies, Canada atlantique, Ontario

- Avez-vous, vu, lu ou entendu quoi que ce soit au sujet de mesures que le gouvernement du Canada a prises pour garantir un accès à de l'eau potable propre dans les réserves des Premières Nations?
 - SI OUI : Qu'avez-vous, vu, lu ou entendu à ce sujet?
- Êtes-vous au courant d'efforts déployés par le gouvernement du Canada pour lever les avis à long terme concernant la qualité de l'eau potable dans les réserves?

Nous allons maintenant examiner deux messages de média social potentiels liés aux avis à long terme concernant la qualité de l'eau potable que le gouvernement du Canada s'emploie actuellement à concevoir.

AFFICHER À L'ÉCRAN — INFOGRAPHIE 1A

- Quelle est votre impression générale de cette illustration?
- Capterait-elle votre attention? Pourquoi ou pourquoi pas?
- Quel est, selon vous, le message qui se dégage de cette illustration?
 - Y avait-il quelque chose à propos du contenu de ce message qui portait à confusion ou qui manquait de clarté?
 - Comment ce message pourrait-il être amélioré?
- Est-ce que quelque chose vous a surpris au sujet de ce message?
 - Avez-vous appris quelque chose?
- Maintenant que vous en avez pris connaissance, comment qualifieriez-vous les progrès réalisés par le gouvernement du Canada dans ce dossier?
 - DEMANDER AU BESOIN : Diriez-vous qu'il a fait beaucoup de progrès, un peu de progrès, aucun progrès, ou qu'il a empiré les choses?
- Cliqueriez-vous sur le lien du site Web? Pourquoi ou pourquoi pas?
- Si vous voyiez ce message et qu'il vous redirigeait vers un site Web, quelles informations vous attendriez-vous à trouver sur ce site?

AFFICHER À L'ÉCRAN – INFOGRAPHIE 2

- Quelle est votre impression générale de cette illustration?
- Capterait-elle votre attention? Pourquoi ou pourquoi pas?
- Comporte-t-elle des mots ou des données que vous trouvez particulièrement convaincants?
 - Certains de ces mots ou données posent-ils problème? Pourquoi?
- Quel est, selon vous, le message qui se dégage de cette illustration?
 - Y avait-il quelque chose à propos du contenu de ce message qui portait à confusion ou qui manquait de clarté?
 - Comment ce message pourrait-il être amélioré?



- Est-ce que quelque chose vous a surpris au sujet de ce message?
 - Avez-vous appris quelque chose?
- Cliqueriez-vous sur le lien menant au site Web? Pourquoi ou pourquoi pas?
- Si vous voyiez ce message et qu'il vous redirigeait vers un site Web, quelles informations vous attendriez-vous à y trouver?
- Dans l'ensemble, pensez-vous que ce soit quelque chose que le gouvernement du Canada doit promouvoir?

CONCEPTS PUBLICITAIRES DE L'ARC - CONGÉ DE TAXES TPS/TVH (35 minutes) Autochtones résidant dans les Prairies, Québec

Passons maintenant à un autre sujet...

- Avez-vous récemment vu, lu ou entendu quoi que ce soit au sujet d'aides supplémentaires fournies par le gouvernement du Canada pour aider les Canadiens à faire face à l'augmentation du coût de la vie?
 - SI OUI: Qu'avez-vous lu, vu, ou entendu à ce sujet?
- Avez-vous entendu quoi que ce soit au sujet d'un congé de taxe pour tous les Canadiens?

Le gouvernement du Canada a récemment annoncé que, pendant deux mois à compter du 14 décembre 2024, il exemptera de la TPS et de la TVH des produits de première nécessité et notamment les aliments et collations préparés, les repas au restaurant, la bière et le vin, les vêtements et chaussures pour enfants, les sièges de voiture, les couches, les jouets, les livres et casse-tête, les sapins et arbres décoratifs de Noël, entre autres.

- Avez-vous des questions concernant ce nouveau congé de taxe?

Nous allons maintenant examiner deux concepts publicitaires liés à ce nouveau congé de taxe et nous recueillerons ensuite vos commentaires à leur sujet.

[NOTE À L'INTENTION DU MODÉRATEUR ET DU RESPONSABLE DU SOUTIEN TECHNIQUE : VEUILLEZ ALTERNER L'ORDRE DANS LEQUEL LES CONCEPTS SONT PRÉSENTÉS AUX PARTICIPANTS AFIN D'ÉVITER TOUT BIAIS INTRODUIT PAR L'ORDRE DES RÉPONSES D'UN GROUPE À L'AUTRE]

AFFICHER À L'ÉCRAN – Concept n° 1 (iconographie)

- Quelle est votre impression générale de ce concept?
- Capterait-il votre attention? Pourquoi ou pourquoi pas?
- Quel est, selon vous, le message qui se dégage de ce concept?
- Y avait-il quelque chose qui portait à confusion ou qui manquait de clarté?
- Comment ce message pourrait-il être amélioré?
- Que pensez-vous des icônes utilisées pour ce concept?
- Cliqueriez-vous sur le lien menant au site Web? Pourquoi ou pourquoi pas?

Nous aimerions avoir votre avis concernant quelques différents choix d'icônes pour cette publicité.

AFFICHER À L'ÉCRAN – Choix d'icônes

- Parmi ces icônes, y en a-t-il que vous trouvez plus attrayantes que d'autres?
 - Quelle icône préférez-vous?

AFFICHER À L'ÉCRAN – Concept n° 2 (salade préparée) et concept de rechange n° 2 (mère effectuant ses courses) côte à côte.

- Quelle est votre impression générale de ce concept?
- Capterait-il votre attention? Pourquoi ou pourquoi pas?
- Quel est, selon vous, le message qui se dégage de ce concept?
- Y avait-il quelque chose qui portait à confusion ou qui manquait de clarté?
- Comment ce concept pourrait-il être amélioré?
- Cliqueriez-vous sur le lien menant au site Web? Pourquoi ou pourquoi pas?

Nous aimerions maintenant avoir votre avis sur différents choix de messages pour cette publicité.

Québec

AFFICHER À L'ÉCRAN – Choix de messages

1. Ne manquez pas le congé de TPS/TVH, accordé jusqu'au 15 février 2025! Pour découvrir quels articles de votre liste d'achats sont admissibles, allez à canada.ca/conge-tps-tvh.
2. Profitez du congé de TPS/TVH jusqu'au 15 février 2025! Pour en savoir plus sur les articles admissibles, allez à canada.ca/conge-tps-tvh.
3. Mettez la TPS/TVH sur pause jusqu'au 15 février 2025! Pour en savoir plus sur les articles admissibles, allez à canada.ca/conge-tps-tvh.

Autochtones résidant dans les Prairies

AFFICHER À L'ÉCRAN – Choix de messages

2. Jusqu'au 15 février, le gouvernement du Canada vous accorde un congé de taxe sur de nombreux articles essentiels du quotidien. Pour en savoir plus, allez à canada.ca/conge-tps-tvh.
 3. Ne manquez pas le congé de TPS/TVH, accordé jusqu'au 15 février 2025! Pour découvrir quels articles de votre liste d'achats sont admissibles, allez à canada.ca/conge-tps-tvh.
 5. Profitez du congé de TPS/TVH jusqu'au 15 février 2025! Pour en savoir plus sur les articles admissibles, allez à canada.ca/conge-tps-tvh.
 6. Mettez la TPS/TVH sur pause jusqu'au 15 février 2025! Pour en savoir plus sur les articles admissibles, allez à canada.ca/conge-tps-tvh.
 6. Bénéficiez d'un congé de taxe sur de nombreux articles essentiels du quotidien et plus encore jusqu'au 15 février 2025. Découvrez les articles admissibles à canada.ca/conge-tps-tvh.
- Y a-t-il des messages plus efficaces que d'autres? Pourquoi ou pourquoi pas?
 - Quel choix de message préférez-vous?

LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ / RELATIONS CANADA-ÉTATS-UNIS (30-35 minutes) Prairies, Canada atlantique, Ontario

- Prairies, Canada atlantique - Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours?
 - Prairies, Canada atlantique - Où avez-vous vu, lu ou entendu cela?



J'aimerais maintenant me concentrer sur le prochain volet de notre discussion portant sur les relations entre le Canada et les États-Unis ...

- En un mot, comment décririez-vous les relations actuelles entre le Canada et les États-Unis??

En pensant à la récente élection aux États-Unis...

NOTE À L'ATTENTION DU MODÉRATEUR : Veuillez orienter la discussion de manière à éviter tout commentaire sur une personne en particulier; l'accent doit être mis sur des éléments tels que les impacts, les préoccupations, les espoirs, etc.

- Quels seront, à votre avis, les impacts notables de cette élection pour le Canada?
 - DEMANDER : Le commerce, le coût de la vie, l'emploi et l'immigration pourraient-ils en être impactés?
- Avez-vous de quelconques préoccupations? Y a-t-il quelque chose à propos de cette élection que trouvez positif?
- Avez-vous vu lu ou entendu quoi que ce soit au sujet de tarifs douaniers proposés par les États-Unis sur tous les produits canadiens exportés aux États-Unis?
 - Où avez-vous vu, lu ou entendu cela?

FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS : Le président désigné des États-Unis a récemment annoncé que le gouvernement américain entendait imposer, dès janvier, des tarifs douaniers de 25 pour cent sur les importations canadiennes et mexicaines.

- Qu'avez-vous entendu, le cas échéant, concernant la réponse du Canada aux tarifs douaniers proposés sur tous les produits canadiens exportés aux États-Unis?
- Comment décririez-vous votre impression générale des États-Unis?
 - Quels sont les facteurs qui influent le plus sur votre opinion?
- Lorsque vous pensez aux relations entre le Canada et les États-Unis, quels sont, selon vous, ses principaux intérêts ?
 - AU BESOIN : Par exemple : le commerce, l'économie, l'emploi, le coût de la vie, la sécurité frontalière, l'immigration
- Estimez-vous que le gouvernement du Canada en fait assez pour protéger et promouvoir les intérêts du Canada dans ses relations avec les États-Unis?



- IF NO: What can it do to help protect and advance Canadian interests?
- En pensant à la relation qu'entretient le Canada avec les États-Unis, quels sont les enjeux auxquels le gouvernement du Canada devrait accorder la plus haute priorité? Pourquoi?

LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ (5 minutes) Ontario

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours?
 - Où avez-vous vu, lu ou entendu cela?

SACS RÉUTILISABLES (10 minutes) Ontario

J'aimerais maintenant vous poser des questions au sujet des sacs réutilisables...

- Combien d'entre vous possédez des sacs réutilisables? Levez- la main.
 - D'après vous, combien de sacs réutilisables possédez-vous environ?
 - Estimez-vous en avoir trop?
 - SI OUI : Comment se fait-il que vous en ayez autant?
 - À quoi vous servent vos sacs réutilisables?
 - AU BESOIN : Vous en servez-vous pour faire votre épicerie, d'autres types de courses ou à tout autres fins?

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.

January English Moderator's Guide

MASTER MODERATOR GUIDE JANUARY 2025

INTRODUCTION (10 minutes) All Locations

- Moderator or technician should let participants know that they will need pen and paper in order to take some notes, jot down some thoughts around some material that we will show them later in the discussion.

GOVERNMENT OF CANADA IN THE NEWS (5 minutes) Greater Montreal Area, Greater Toronto Area, Employed Men Aged 24-34, Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies

- 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?

GOVERNMENT OF CANADA IN THE NEWS/ECONOMIC INDICATORS (5-35 minutes) Greater Vancouver Area Homeowners, British Columbia Renters, Halifax Regional Municipality Employed Women Ages 24-34

- 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?
- When you think of the Government of Canada as a whole, do you think it is generally on the right track or the wrong track?
 - What makes you say that?
- And what about when it comes to the economy? Do you think the Government of Canada is generally on the right track or the wrong track?
 - What makes you say that?
- Have you seen, read, or heard anything recently about the Bank of Canada cutting interest rates? [NOTE TO MODERATOR: On December 11, 2024, the Bank of Canada cut its key policy rate by 50 basis points to 3.25%.]
 - IF YES: What are your thoughts on this?
 - How do you think it might affect your household, if at all?

- 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 was at 1.9% in November 2024, compared to 2% in October and 1.6% in September, hitting the Bank of Canada's set target.]
 - IF YES: What are your thoughts and reactions to this news?
 - Have you noticed any changes in your daily life due to inflation?

- What about the economic growth rate in Canada?
 - IF YES: What are your thoughts and reactions to this news?
 - 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. The Canadian economy grew 0.3% in the third quarter of 2024. This translates to a 1% annualized growth rate in the third quarter, lower than the Bank of Canada's 1.5% estimate.
 - What, if anything, do economic growth numbers tell you about your future economic wellbeing?

- What about the unemployment rate in Canada?
 - IF YES: What are your thoughts and reactions to this news?
 - IF NO: The unemployment rate is currently 6.8% (as of November 2024), compared to 5.4% in 2023, or 5.7% in 2019 before the pandemic. What are your thoughts about this information?

- 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?
 - What about your expectations around the cost of living? Why is that?

COST OF LIVING (15-30 minutes) Greater Vancouver Area Homeowners, British Columbia Renters, Halifax Regional Municipality Employed Women Ages 24-34, Greater Montreal Area Immigrants, Greater Toronto Area Employed Men Aged 24-34

Now I'd like to shift the conversation by talking about the cost of living...

- Greater Vancouver Area Homeowners, British Columbia Renters, Greater Montreal Area Immigrants How would you describe the current cost of living?
 - Greater Vancouver Area Homeowners, British Columbia Renters, Greater Montreal Area Immigrants What impacts, if any, has it had on you or your household?

- **Greater Vancouver Area Homeowners, British Columbia Renters, Greater Montreal Area Immigrants** In your view, what is the Government of Canada's role when it comes to addressing the cost of living?
 - **Greater Vancouver Area Homeowners, British Columbia Renters, Greater Montreal Area Immigrants** How would you describe their performance in addressing the cost of living?
- **Halifax Regional Municipality Employed Women Ages 24-34** How would you describe the Government of Canada's performance in addressing the cost of living?
- **Greater Vancouver Area Homeowners, British Columbia Renters, Halifax Regional Municipality Employed Women Ages 24-34, Greater Montreal Area** Have you recently seen, read, or heard anything about the Government of Canada providing additional support to help Canadians with the rising cost of living?
 - **Greater Vancouver Area Homeowners, British Columbia Renters, Halifax Regional Municipality Employed Women Ages 24-34, Greater Montreal Area** IF YES: What have you heard?
 - **Greater Vancouver Area Homeowners, British Columbia Renters, Greater Montreal Area** IF NO: How would you like to see the Government of Canada provide additional support to help Canadians manage the rising cost of living?
- Have you heard anything about the Government of Canada providing a tax break for all Canadians?

Starting December 14, 2024, until February 15, 2025, the Government of Canada is exempting the GST/HST on essentials like prepared foods and snacks, restaurant meals, beer and wine, children's clothing and footwear, car seats, diapers, children's toys, and books and puzzles, among others.

- What are your reactions to this?
 - Have you noticed this change in your purchases over the past few weeks?
 - IF YES: In what types of purchases have you noticed a change?
 - PROMPT AS NEEDED: Has it done anything to help you with the cost of living?
 - **Greater Vancouver Area Homeowners, British Columbia Renters, Greater Montreal Area** Do you think it will help other Canadians with the cost of living?
- When you think about this sales tax break, is the Government of Canada more on the wrong track or the right track when it comes to addressing the cost of living?



PALLIATIVE CARE VIDEO TESTING (30 minutes) Greater Vancouver Area Homeowners, Southwestern Ontario, Prairies

Now, I'd like to shift the conversation and talk about health care ...

- Does anyone here know or care for someone living with a serious illness? This could include ALS, Alzheimer, genetic diseases, and cardiovascular diseases to name a few.

I'm going to show you a video from the Government of Canada about palliative care and then we'll discuss your reactions to it. Please feel free to take notes about your likes and dislikes, and other characteristics about it. We'll watch the video twice, and then we'll discuss it.

- What is your overall reaction to this video?
 - What, if anything, do you like?
 - What, if anything, do you dislike? Why?
- What did you take away as the main message?
- How does this video make you feel?
 - How does it make you feel about palliative care, a palliative approach to care, and/or grief? Why?
- Would you notice this video? Would it capture your attention?
 - Is it memorable? Why or why not?
- Was anything confusing or unclear? How so?
- Did anything surprise you (i.e., did you learn anything)?
- As far as you're concerned, is it appropriate to communicate about palliative care, a palliative approach to care, and/or grief in this way? Why or why not?
- If you saw this video, would it motivate you to do anything? Why or why not?
 - IF YES: What would you be motivated to do?
- Do you have any suggestions on how the video could be improved?

WEATHERCAN APP (10 minutes) British Columbia Renters, Greater Montreal Area Immigrants

Switching topics ...

- Is anyone familiar with the Government of Canada's WeatherCAN app?

- IF YES: What do you know about it?
 - Have you downloaded it before?

MODERATOR TO PROVIDE DETAILS: The WeatherCAN app is a free application you can download on your phone, tablet or computer that has the latest forecast information directly from Canada's official weather source. You can also get weather alerts for anywhere in Canada, including custom air quality and temperature notifications.

- What are your initial reactions and thoughts about this app?
- Is this something the Government of Canada should be developing and promoting? Why/Why not?

CANADA-UNITED STATES RELATIONS (15-60 minutes) British Columbia Renters, Greater Montreal Area Immigrants, Halifax Regional Municipality Employed Women Aged 24-34, Greater Toronto Area, Employed Men Aged 24-34, Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies

Now I'd like to focus the next part of our discussion on the relationship between Canada and the United States...

- Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies In one word, how would you describe the Canada-U.S. relationship today?
- What have you heard recently about the relationship between Canada and the US?
- British Columbia Renters, Greater Montreal Area Immigrants, Halifax Regional Municipality Employed Women Aged 24-34, Greater Toronto Area, Employed Men Aged 24-34, Quebec Seniors Aged 65+, Prairies Have you seen, read, or heard anything about the proposed tariffs on all products coming from Canada and going to the United States?
 - British Columbia Renters, Greater Montreal Area Immigrants, Halifax Regional Municipality Employed Women Aged 24-34, Greater Toronto Area, Employed Men Aged 24-34, Quebec Seniors Aged 65+, Prairies IF YES: What have you seen, read, or heard?
 - Prairies IF NOT MENTIONED: What about possible tariffs on products coming from Canada and going to the United States?

British Columbia Renters, Greater Montreal Area Immigrants, Halifax Regional Municipality Employed Women Aged 24-34, Greater Toronto Area, Employed Men Aged 24-34 MODERATOR TO CLARIFY: Recently, the President-elect of the United States announced that the American Government would impose 25% tariffs on Canadian and Mexican imports as early as January, unless Canada addresses migrants crossing from Canada to the US, as well as fentanyl crossing the border.

- **Border Cities, Southwestern Ontario** Have you seen, read, or heard anything about the U.S. evaluating its trade relations with Canada and Mexico?
 - **Border Cities, Southwestern Ontario** IF YES: What have you seen, read, or heard?
 - **Border Cities, Southwestern Ontario** IF NOT MENTIONED: What about possible tariffs on products coming from Canada and going to the United States?

Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies MODERATOR TO CLARIFY: Recently, the United States indicated that the American Government will look into its free trade deal with Canada and Mexico to determine whether or not the United States should continue to participate in this deal. The United States has also signalled that it may impose tariffs as high as 25% on Canadian and Mexican imports, unless Canada addresses migrants crossing from Canada to the U.S., as well as fentanyl crossing the border.

- **Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies** What do you think about the U.S. looking into the free trade deal (otherwise known as the Canada-United States-Mexico Agreement)?
 - **Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies** Do you have any concerns?
 - **Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies** Do you see any benefits for Canada?
- **Border Cities** How would you prefer the provincial and federal governments handle potential trade issues, such as tariffs, between Canada and the United States? Should the federal government take the lead, should they work together, or should each province manage its own strategy? Why do you say that?
 - **Border Cities** What concerns, if any, do you have about these different approaches?

Southwestern Ontario, Quebec Seniors Aged 65+, Prairies NOTE TO MODERATOR: Please focus this area of discussion on the broader strategy related to trade and tariffs (rather than migration and fentanyl).

- **Southwestern Ontario, Quebec Seniors Aged 65+, Prairies** Specifically, to handle trade issues, such as tariffs between Canada and the United States, how would you prefer the provincial and federal governments react? Should the federal government take the lead, should they work together, or should each province manage its own strategy? Why do you say that?
 - **Southwestern Ontario, Quebec Seniors Aged 65+, Prairies** What concerns, if any, do you have about these different approaches?
- **Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies** How likely do you think it is that the U.S. will end up imposing tariffs on Canadian goods?

- If such tariffs were to be imposed, what do you think the impact would be on Canada's economy?
 - What about for you, personally?
- **Greater Montreal Area Immigrants** How do you think the Government of Canada should respond?
- **British Columbia Renters, Halifax Regional Municipality Employed Women Ages 24-34, Greater Toronto Area Employed Men Aged 24-34, Border Cities** As far as you know, is the crossing of migrants from Canada to the US a major issue, minor issue, or not really an issue at all?
 - **British Columbia Renters, Halifax Regional Municipality Employed Women Ages 24-34, Greater Toronto Area Employed Men Aged 24-34, Border Cities** What about fentanyl crossing the border from Canada to the US?
- **British Columbia Renters, Halifax Regional Municipality Employed Women Ages 24-34, Greater Toronto Area Employed Men Aged 24-34** What, if anything, have you heard regarding Canada's response to the proposed tariffs on all products coming from Canada and going to the United States?

British Columbia Renters, Halifax Regional Municipality Employed Women Ages 24-34, Greater Toronto Area Employed Men Aged 24-34

MODERATOR TO CLARIFY AND SHARE THE BELOW ON SCREEN

In response to the American President-elect's announcement, the Government of Canada recently announced a \$1.3 billion package to help secure the border and strengthen the immigration system. The package includes:

- Support for law enforcement for detecting and intercepting illegal drugs, including new Artificial Intelligence (AI) tools and canine teams;
 - Strengthening 24/7 surveillance of the Canada-US border, including helicopters and drones;
 - Tools that target organized crime and fentanyl trafficking more effectively; and
 - Support for reducing unnecessary border volumes, including the ability to cancel, change, or suspend immigration documents to manage the number of people coming or transiting through Canada and imposing new costs and restrictions on countries that do not rapidly facilitate the return of their citizens when they are in violation of Canadian immigration law.
- **British Columbia Renters, Halifax Regional Municipality Employed Women Ages 24-34, Greater Toronto Area Employed Men Aged 24-34** Are these measures a step in the right direction or wrong direction?

- **British Columbia Renters, Halifax Regional Municipality Employed Women Ages 24-34, Greater Toronto Area Employed Men Aged 24-34** What else do you think the federal government should do for now?
- **British Columbia Renters, Halifax Regional Municipality Employed Women Ages 24-34, Greater Toronto Area Employed Men Aged 24-34** How would you want the Government of Canada to respond if these tariffs were imposed?
 - **British Columbia Renters, Halifax Regional Municipality Employed Women Ages 24-34, Greater Toronto Area Employed Men Aged 24-34** Should Canada retaliate with tariffs on American goods? Why/why not?
 - **British Columbia Renters, Halifax Regional Municipality Employed Women Ages 24-34** What should the federal government do to support affected industries, if anything? Why do you say that?
- **Toronto Area Employed Men Aged 24-34** If these tariffs are imposed, do you think you would change your purchasing habits in response? [PROBE FOR: purchasing more locally produced goods, avoiding American products, etc.]
- **Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies** How should Canada respond, if the United States imposes tariffs on products coming from Canada and going to the United States?

Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies I'm going to show you a list of actions Canada could take in response to the U.S. imposing tariffs.

Border Cities, Southwestern Ontario
SHOW ON SCREEN

- Canada imposes its own tariffs on American imports.
- Canada restricts hydroelectricity exports to the U.S.
- Canada restricts oil and gas exports to the U.S.
- Canada restricts critical mineral exports to the U.S.
- Canada limits dairy imports from the U.S.
- Canada encourages consumers to "buy Canadian" to support businesses affected by tariffs

Quebec Seniors Aged 65+, Prairies
SHOW ON SCREEN

- Canada imposes dollar-for-dollar tariffs on American imports.
- Canada imposes targeted tariffs on items like orange juice, bourbon, and motorcycles.



- Canada restricts hydroelectricity exports to the U.S.
- Canada restricts oil and gas exports to the U.S.
- Canada restricts critical mineral exports to the U.S.
- Canada limits dairy imports from the U.S.
- Canada encourages consumers to "buy Canadian" to support businesses affected by tariffs.

Border Cities, Southwestern Ontario First, I would like to get your reaction to this list of possible responses by the Government of Canada.

- **Border Cities, Southwestern Ontario** Are there any that you particularly support or oppose? If so, why?
- **Border Cities, Southwestern Ontario** IF NOT RAISED ORGANICALLY: What about restricting oil and gas exports?

Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies **POLL:** Now I'd like to conduct a poll. I'd like you to choose which measures you think would be the most effective in convincing the United States to drop tariffs. You can select up to 2. If you don't think any measure would be effective, please select "None would be effective." (the last option).

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

- **Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies** In your opinion, why is [insert measure chosen] more effective than the other measures?
- **Quebec Seniors Aged 65+, Prairies** As far as you know, is the crossing of migrants from Canada to the U.S. a major issue, minor issue, or not really an issue at all?
 - **Quebec Seniors Aged 65+, Prairies** What about fentanyl crossing the border from Canada to the U.S.?

Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies Finally, I would like to cover one other aspect of the Canada-U.S. relationship which is how much our country spends on national defence.

- **Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies** Has anyone heard, read or seen anything about this topic lately?
 - **Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies** IF YES: What have you seen, read, or heard?



- **Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies** In your view, does Canada spend too little, too much, or about the right amount on national defence? Why do you feel this way?

Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+ The Government of Canada has committed to increase its defense spending to meet NATO's target of 2% of GDP by 2032. This increase in spending will include investments in areas like modernizing NORAD (otherwise known as North American Aerospace Defence Command) for Arctic security, purchasing new equipment like fighter jets, and improving cybersecurity and recruitment efforts for the Armed Forces.

Prairies The Government of Canada has recently indicated that it would aim to increase defence spending to meet NATO's target of 2% of GDP by 2027, which is five years ahead of its previous timeline of 2032. This increase in spending will include investments in areas like modernizing NORAD (otherwise known as North American Aerospace Defence Command) for Arctic security, purchasing new equipment like fighter jets, and improving cybersecurity and recruitment efforts for the Armed Forces.

- **Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+** How do you feel about Canada increasing its defense spending to meet NATO's 2% of GDP target by 2032?
- **Prairies** How do you feel about Canada increasing its defence spending to meet NATO's 2% of GDP target by 2027?
 - **Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies** Are there specific areas that you think should be prioritized? Why do you feel this way?
 - **Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies** What are your thoughts on the timeline Canada has set to reach this target?

Border Cities, Southwestern Ontario Recently, there have been requests in the United States for Canada to shorten its timeline and meet NATO's defence spending target before 2032.

Quebec Seniors Aged 65+, Prairies Recently, the United States said they will ask all countries in NATO, including Canada, to increase spending on defence to 5% of GDP. For context, this would be more than any country in NATO currently spends on defence.

- **Border Cities, Southwestern Ontario** Do you support or oppose Canada increasing its defence spending more quickly? Why/why not?
- **Quebec Seniors Aged 65+, Prairies** Do you support or oppose Canada increasing its defence spending to 5% of GDP? Why/why not?
- **Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies** Why do you think there have been requests in the United States for Canada to increase its defence spending more quickly?

- **Border Cities, Southwestern Ontario, Quebec Seniors Aged 65+, Prairies** Do you think the US calling on Canada to spend more makes this issue more important? Why/why not?

IMMIGRATION (45 minutes) Greater Montreal Area Immigrants

Let's move on to a discussion about immigration in Canada.

- How do you feel about Canada's immigration system?
- Have your views on the immigration system changed over time?
 - IF YES: How so? Please explain what influenced your views.
- How do you think the Canadian immigration system compares to other countries? Please explain.
- Overall, what role, if any, has immigration played in Canadian society over the years?
 - What have been the biggest impacts of immigration in Canada over the years? Are these mostly positive or negative? Please explain.
 - ONLY AS NEEDED: What about for the Canadian economy, society, or identity?

In recent years, the federal government has said it tried to attract more immigrants to Canada to help deal with the labour shortage post-pandemic.

- What do you think of this approach? Is it something the government should or shouldn't have done?
 - What were the impacts, positive or negative, of this approach?
- What are the biggest impacts of immigration in Canada today?
 - ONLY AS NEEDED: What about on housing, healthcare, and social services?
- What have you seen, read, or heard about the Government of Canada and immigration rates lately? What do you think about what you heard?

SHOW ON SCREEN

The Government of Canada recently announced its Immigration Levels Plan to pause population growth in the short term. To do so, it is reducing the targeted number of permanent residents and including, for the first time, the targeted number of temporary residents (specifically international students and temporary foreign workers), as follows:

Permanent residents

From 485,000 in 2024, down to:

- 395,000 in 2025 (a 21% reduction, compared to 2024)
- 380,000 in 2026
- 365,000 in 2027

Temporary Residents

From approximately 6-7% of Canada's population, down to 5% of Canada's population by the end of 2026, followed by a modest increase in 2027.

Since almost all of Canada's population growth comes from immigration, and notably temporary residents, this means that Canada's total population is expected to decline very slightly in 2025 and 2026, before growing again in 2027.

- What are your reactions to this?
 - Specifically, what do you think about the decision to reduce the number of immigrants to pause population growth?
 - Are there any other impacts the decision to reduce the number of immigrants will have on Canada? On your community?
- Do you think this was the right decision to make? Why/ why not? Please explain.
- Why do you think the Government of Canada made this decision?

What else, if anything, would you like to see from the Government of Canada when it comes to immigration?

JOB MARKET (20 minutes) Halifax Regional Municipality Employed Women Ages 24-34, Greater Toronto Area Employed Men Aged 24-34

When we invited you here, you indicated you are currently working. So, I'd like to shift the focus to the job market now.

- How would you rate the state of the job market right now? Is it good, poor, or somewhere in between? Why do you feel this way?
 - How easy has it been to find a job in the field you're interested in?
 - Have there been any challenges/barriers you've encountered when searching for work or while you've been working?
 - IF YES: What have some of these challenges/barriers been?

- Thinking five years into the future, do you imagine the Canadian job market will be worse, better, or the same? Why?
 - IF WORSE: What would make you more optimistic?
- Would you say the Government of Canada is on the right track or wrong track when it comes to creating good jobs in Canada? What about when it comes to supporting workers?
 - What should the Government of Canada do to help?

SUPPLEMENTED FOOD LABEL – MESSAGE TESTING (35 minutes) Greater Toronto Area Employed Men Aged 24-34, Border Cities, Quebec Seniors Aged 65+

Shifting topics, we are now going to review a few social media posts that are currently being developed by the Government of Canada related to a nutrition symbol on the front of packaged foods.. We will review each post one at a time, and then we will discuss your reactions together.

[MODERATOR TO REVIEW EACH POST ONE AT A TIME. AFTER EACH POST, THE MODERATOR WILL PROBE WITH THE FOLLOWING QUESTIONS. NOTE THAT THE IMAGE IN THE THIRD POST WILL BE ANIMATED (please refer to note highlighted in blue below which should be read aloud to participants in advance of showing the post).]

Border Cities, MODERATOR TO FOCUS THE DISCUSSION ON THE MESSAGES/IMAGES IN THE SOCIAL MEDIA POSTS RATHER THAN THE SYMBOL ITSELF (THE SYMBOL AND ITS DESIGN ARE FINAL).

[Order in which the social media posts were shown to participants varied in each group.]

Display social media post with mock popcorn, chocolate bar and juice on screen.

- What is your overall reaction to this social media post?
- Did you understand the message?
 - Was anything confusing or unclear? How so?
 - How could it be improved?
- Did you learn anything?
- What, if anything, do you like? What, if anything, do you dislike? Why?
- Would you notice it/Would it capture your attention?
 - Is it memorable? Why or why not?

- If you saw this social media post, would you interact with it in any way?
 - IF YES: Would you “like” it or “share” it if you saw it on social media? Why or why not?
 - IF YES: Would you “comment”? If so, what would you write?
 - IF NO: Why not?

Display social media post with woman and child grocery shopping on screen

I'm now going to display the third social media post. Note that the image shown will be animated to mimic a GIF, which is essentially a short soundless video that will loop continuously and doesn't require anyone to press play.

- What is your overall reaction to this social media post?
- Did you understand the message?
 - Was anything confusing or unclear? How so?
 - How could it be improved?
- Did you learn anything?
- What, if anything, do you like? What, if anything, do you dislike? Why?
- Would you notice it/Would it capture your attention?
 - Is it memorable? Why or why not?
- If you saw this social media post, would you interact with it in any way?
 - IF YES: Would you “like” it or “share” it if you saw it on social media? Why or why not?
 - IF YES: Would you “comment”? If so, what would you write?
 - IF NO: Why not?

Display social media post with mock popcorn product on screen

- What is your overall reaction to this social media post?
- Did you understand the message?
 - Was anything confusing or unclear? How so?
 - How could it be improved?
- Did you learn anything?



- What, if anything, do you like? What, if anything, do you dislike? Why?
- Would you notice it/Would it capture your attention?
 - Is it memorable? Why or why not?
- If you saw this social media post, would you interact with it in any way?
 - IF YES: Would you “like” it or “share” it if you saw it on social media? Why or why not?
 - IF YES: Would you “comment”? If so, what would you write?
 - IF NO: Why not?

CONCLUSION (5 minutes) All Locations

- Before we close, is there anything else you would like to say to the federal government? It can be an additional point related to anything we discussed today or it could be something you think is important but wasn't discussed.



January French Moderator's Guide

GUIDE DU MODÉRATEUR - DOCUMENT MAÎTRE JANVIER 2025

INTRODUCTION (10 minutes) Tous les lieux

- Le modérateur ou la personne responsable du soutien technique doit faire savoir aux participantes et aux participants qu'un stylo et du papier seront nécessaires afin de prendre des notes et d'écrire quelques réflexions au sujet des pièces de communication que nous leur montrerons plus tard au cours de la discussion.

LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ (5 minutes) Propriétaires de la région métropolitaine de Vancouver, locataires résidant en Colombie-Britannique, immigrants résidant dans la région métropolitaine de Montréal, femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax, hommes en emploi âgés de 24 à 34 ans de la région du Grand Toronto, résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours?
 - Où avez-vous vu, lu ou entendu cela?

ECONOMIC INDICATORS (35 minutes) Propriétaires de la région métropolitaine de Vancouver, locataires résidant en Colombie-Britannique, femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax

- Lorsque vous pensez au Canada en tant que tel, estimez-vous qu'il est en général sur la bonne voie ou sur la mauvaise voie?
 - Qu'est-ce qui vous fait dire cela?
- Et en matière de création d'emplois? Lorsque vous pensez au Canada en tant que tel, estimez-vous qu'il est en général sur la bonne voie ou sur la mauvaise voie?
 - Qu'est-ce qui vous fait dire cela?
- 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? [NOTE AU MODÉRATEUR : Le 11 décembre 2024, la Banque du Canada a réduit son taux directeur de 50 points de base, le ramenant à 3,25 %

- SI OUI : Qu'en pensez-vous ?
 - De quelle façon cela pourrait-il affecter, le cas échéant, votre ménage?

- 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 en novembre 2024 était de 1,9 pour cent comparativement à 2 pour cent en octobre et 1,6 pour cent en septembre, atteignant ainsi l'objectif fixé par la Banque du Canada.]
 - SI OUI : Quelles sont vos réflexions et vos réactions au sujet de cette nouvelle?
 - Avez-vous remarqué des changements dans votre vie quotidienne en raison de l'inflation?

- Qu'en est-il du taux de croissance économique au Canada?
 - SI OUI : Quelles sont vos réflexions et vos réactions au sujet de cette nouvelle?
 - 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. L'économie canadienne a connu une croissance de 0,3 pour cent au troisième trimestre de 2024. Cela équivaut à un taux de croissance annualisé de 1 pour cent au troisième trimestre, soit un taux inférieur au 1,5 pour cent estimé par la Banque du Canada.
 - Que vous disent, le cas échéant, les chiffres en matière de croissance économique sur votre bien-être économique futur ?

- Qu'en est-il du taux de chômage au Canada?
 - SI OUI : Quelles sont vos réflexions et réactions au sujet de cette nouvelle?
 - 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?

- 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?
 - Qu'en est-il de vos attentes concernant le coût de la vie? Pour quelle raison?

COÛT DE LA VIE (15-30 minutes) Propriétaires de la région métropolitaine de Vancouver, locataires résidant en Colombie-Britannique, femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax, immigrants résidant dans la région métropolitaine de Montréal, hommes en emploi âgés de 24 à 34 ans de la région du Grand Toronto

J'aimerais maintenant changer de sujet pour parler du coût de la vie...

- Propriétaires de la région métropolitaine de Vancouver, locataires résidant en Colombie-Britannique, immigrants résidant dans la région métropolitaine de Montréal - Comment qualifieriez-vous le coût de la vie actuel?
 - Propriétaires de la région métropolitaine de Vancouver, locataires résidant en Colombie-Britannique, immigrants résidant dans la région métropolitaine de Montréal - Quels impacts, le cas échéant, le coût de la vie a-t-il eus sur votre ménage?
- Propriétaires de la région métropolitaine de Vancouver, locataires résidant en Colombie-Britannique, immigrants résidant dans la région métropolitaine de Montréal - Selon vous, quel est le rôle du gouvernement du Canada en matière de réduction du coût de la vie?
 - Propriétaires de la région métropolitaine de Vancouver, locataires résidant en Colombie-Britannique, immigrants résidant dans la région métropolitaine de Montréal - Comment qualifieriez-vous sa performance en matière de réduction du coût de la vie?
- Femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax - Comment décririez-vous la performance du gouvernement Canada pour ce qui est de sa gestion du coût de la vie ?
- Propriétaires de la région métropolitaine de Vancouver, locataires résidant en Colombie-Britannique, femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax immigrants résidant dans la région métropolitaine de Montréal - Avez-vous récemment vu, lu ou entendu quoi que ce soit au sujet d'aides supplémentaires du fournies par le gouvernement du Canada pour aider les Canadiens à faire face à l'augmentation du coût de la vie?
 - Propriétaires de la région métropolitaine de Vancouver, locataires résidant en Colombie-Britannique, femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax immigrants résidant dans la région métropolitaine de Montréal - SI OUI: Qu'avez-vous récemment vu, lu ou entendu à ce sujet?
 - Propriétaires de la région métropolitaine de Vancouver, locataires résidant en Colombie-Britannique, immigrants résidant dans la région métropolitaine de Montréal - SI NON: De quelle façon aimeriez-vous que le gouvernement du Canada apporte un soutien supplémentaire pour aider les Canadiens à gérer l'augmentation du coût de la vie?
- Avez-vous entendu quoi que ce soit au sujet d'un allègement fiscal pour tous les Canadiens?

Du 14 décembre 2024 au 15 février 2025, le gouvernement du Canada exonère de la TPS/TVH les produits essentiels tels que les aliments préparés et les collations, les repas au restaurant, la bière et

le vin, les vêtements et les chaussures pour enfants, les sièges d'auto, les couches, les jouets pour enfants, les livres et les casse-tête, entre autres.

- Quelles sont vos réactions à cette mesure?
 - Avez-vous constaté ce changement lors d'achats que vous avez effectués au cours des quelques dernières semaines?
 - SI OUI : Pour quels types d'achats avez-vous constaté un changement?
 - DEMANDER AU BESOIN : Ce congé de taxe vous a-t-il aidé à faire face au coût de la vie?
 - Propriétaires de la région métropolitaine de Vancouver, locataires résidant en Colombie-Britannique, immigrants résidant dans la région métropolitaine de Montréal - Croyez-vous qu'il aidera d'autres Canadiens à y faire face?
- En pensant à ce congé de taxes de vente, le gouvernement du Canada est-il davantage sur la bonne voie ou sur la mauvaise voie pour ce qui est des mesures qu'il prend pour alléger le coût de la vie?

MISE À L'ESSAI D'UNE VIDÉO SUR LES SOINS PALLIATIFS (30 minutes) Propriétaires de la région métropolitaine de Vancouver, sud-ouest de l'Ontario, Prairies

J'aimerais maintenant changer de sujet pour parler de soins de santé...

- Y a-t-il quelqu'un parmi vous qui connaît ou a à charge une personne atteinte d'une maladie grave? Il peut s'agir, entre autres, de la SLA, de la maladie d'Alzheimer, de maladies génétiques ou de maladies cardiovasculaires.

Je vais vous présenter une vidéo du gouvernement du Canada portant sur les soins palliatifs, après quoi nous discuterons de vos réactions à son sujet. N'hésitez pas à noter les aspects de la vidéo qui vous plaisent ou vous déplaisent, ainsi que tout autres caractéristiques. Nous allons visionner la vidéo deux fois, et ensuite nous en discuterons.

- Quelle est votre impression générale de cette vidéo?
 - En quoi cette vidéo vous plaît-elle, le cas échéant?
 - En quoi cette vidéo vous déplaît-elle, le cas échéant? Pourquoi?
- Quel est le message principal que vous avez retenu?
- Quels sentiments cette publicité suscite-t-elle en vous?
 - Quels sentiments suscite-t-elle en vous au sujet des soins palliatifs, une approche palliative aux soins et au deuil. Pourquoi?
- Remarqueriez-vous cette vidéo? Attirerait-elle votre attention?

- Est-elle mémorisable? Pourquoi ou pourquoi pas?
- Y a-t-il certains éléments de la vidéo qui prêtaient à confusion ou qui manquaient de clarté? Quoi?
- Y a-t-il des aspects de la vidéo qui vous ont surpris (avez-vous appris quelque chose)?
- À votre avis, est-il approprié que le gouvernement du Canada utilise cette voie de communication pour transmettre de l'information sur les soins palliatifs, une approche palliative aux soins et au deuil? Pourquoi ou pourquoi pas?
- Si vous voyiez cette vidéo, vous inciterait-elle à faire quelque chose? Pourquoi ou pourquoi pas?
 - SI OUI : Que vous inciterait-elle à faire?
- Avez-vous des suggestions sur les moyens d'améliorer la vidéo?

APPLICATION MétéoCAN (10 minutes) Locataires résidant en Colombie-Britannique, immigrants résidant dans la région métropolitaine de Montréal

Passons à un autre sujet...

- Quelqu'un parmi vous connaît-il l'application MétéoCAN du gouvernement du Canada?
 - SI OUI : Que savez-vous à son sujet?
 - L'avez-vous déjà téléchargée?

LE MODÉRATEUR FOURNIRA LES DÉTAILS SUIVANTS : MétéoCAN est une application gratuite pouvant être téléchargée sur votre téléphone, votre tablette ou votre ordinateur qui fournit les prévisions les plus récentes directement depuis la source météorologique officielle du Canada. Il est également possible de recevoir des alertes météorologiques pour n'importe quel endroit au Canada, incluant des notifications personnalisées sur la qualité de l'air et pour la température.

- Quelles sont vos réflexions immédiates au sujet de cette application?
- S'agit-il d'une application que devrait développer et promouvoir le gouvernement du Canada? Pourquoi ou pourquoi pas?

RELATIONS CANADA-ÉTATS-UNIS (15-60 minutes) Locataires résidant en Colombie-Britannique, immigrants résidant dans la région métropolitaine de Montréal, femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax, hommes en emploi âgés de 24 à 34 ans de la région du Grand Toronto, résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies

- Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - En un mot, comment décririez-vous les relations Canada-États-Unis à l'heure actuelle?
- Qu'avez-vous entendu récemment au sujet des relations entre le Canada et les États-Unis?
- Locataires résidant en Colombie-Britannique, immigrants résidant dans la région métropolitaine de Montréal, femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax, hommes en emploi âgés de 24 à 34 ans de la région du Grand Toronto, personnes âgées de 65 ans et plus résidant au Québec, Prairies - Avez-vous vu, lu ou entendu quoi que ce soit au sujet des tarifs douaniers proposés sur tous les produits canadiens exportés aux États-Unis?
 - Locataires résidant en Colombie-Britannique, immigrants résidant dans la région métropolitaine de Montréal, femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax, hommes en emploi âgés de 24 à 34 ans de la région du Grand Toronto, personnes âgées de 65 ans et plus résidant au Québec, Prairies - SI OUI : Qu'avez vous vu, lu ou entendu à ce sujet?

Locataires résidant en Colombie-Britannique, immigrants résidant dans la région métropolitaine de Montréal, femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax, hommes en emploi âgés de 24 à 34 ans de la région du Grand Toronto - LE MODÉRATEUR FOURNIRA LES ÉCLAIRCISSEMENTS SUIVANTS : Le président élu des États-Unis a récemment annoncé que le gouvernement américain imposerait des tarifs douaniers de 25 % sur les importations canadiennes et mexicaines dès le mois de janvier, à moins que le Canada ne s'attaque au problème des migrants franchissant la frontière entre le Canada et les États-Unis, ainsi qu'au problème du fentanyl transitant par la frontière.

- Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - Avez-vous vu, lu ou entendu quoi que ce soit au sujet des États-Unis réévaluant ses relations commerciales avec le Canada et le Mexique?
 - Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - SI OUI : Qu'avez vous vu, lu ou entendu à ce sujet?
 - Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - SI CE N'EST PAS MENTIONNÉ : Peut-être avez-vous entendu parler de l'éventuelle imposition de tarifs douaniers sur des produits canadiens exportés aux États-Unis?

Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - LE MODÉRATEUR FOURNIRA LES ÉCLAIRCISSEMENTS SUIVANTS : Les États-Unis ont récemment indiqué que le gouvernement américain étudierait son accord de libre-échange avec le Canada et le Mexique afin de déterminer si les États-Unis devraient continuer à en faire partie. Les États-Unis ont également signalé qu'ils pourraient imposer des tarifs douaniers à hauteur de 25 % sur des importations canadiennes et mexicaines, à moins que les deux pays ne prennent les mesures nécessaires pour mettre fin au flux de migrants et au fentanyl franchissant la frontière entre le Canada et les États-Unis.

- Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - Que pensez-vous du fait que les États-Unis souhaitent réviser l'accord de libre-échange (également connu sous le nom d'Accord Canada-États-Unis-Mexique)?
 - Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - Cela vous inquiète-t-il?
 - Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - Y voyez-vous des avantages pour le Canada?
- Résidents de villes frontalières - Comment préféreriez-vous que les gouvernements fédéral et provinciaux gèrent d'éventuels enjeux commerciaux, dont les droits de douane, entre le Canada et les États-Unis? Le gouvernement fédéral devrait-il prendre les devants, les deux pays devraient-ils travailler en collaboration, ou revient-il à chaque province d'élaborer sa propre stratégie? Pourquoi dites-vous cela?
 - Résidents de villes frontalières - En quoi ces différentes approches vous préoccupent-elles, le cas échéant?

Sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - NOTE À L'ATTENTION DU MODÉRATEUR : Prière de centrer la discussion sur la stratégie plus générale liée au commerce et aux tarifs douaniers (plutôt que sur la migration et le fentanyl).

- Sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - Plus précisément, comment préféreriez-vous que les gouvernements provinciaux et fédéral agissent en ce qui concerne le traitement d'enjeux commerciaux comme les tarifs douaniers entre le Canada et les États-Unis? Le gouvernement fédéral devrait-il prendre les devants, les deux pays devraient-ils travailler en collaboration, ou revient-il à chaque province d'élaborer sa propre stratégie? Pourquoi dites-vous cela?
 - Sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - En quoi ces différentes approches vous préoccupent-elles, le cas échéant?

- **Sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies** - Dans quelle mesure est-il, selon vous, probable que les États-Unis finissent par imposer des tarifs douaniers sur des produits canadiens?
- À votre avis, en quoi l'imposition éventuelle, par les États-Unis, de tarifs douaniers sur des produits canadiens impacterait-elle l'économie canadienne?
 - Et en quoi vous impacterait-elle personnellement?
- **Immigrants résidant dans la région métropolitaine de Montréal** - Quelle devrait être la réponse du gouvernement du Canada concernant ces tarifs douaniers?
- **Locataires résidant en Colombie-Britannique, femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax, hommes en emploi âgés de 24 à 34 ans de la région du Grand Toronto, résidents de villes frontalières** - À votre connaissance, le franchissement, par des migrants, de la frontière du Canada vers les États-Unis constitue-t-il un problème majeur, un problème mineur ou un problème qui n'en est pas vraiment un?
 - **Locataires résidant en Colombie-Britannique, femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax, , hommes en emploi âgés de 24 à 34 ans de la région du Grand Toronto, résidents de villes frontalières** - Et le fentanyl qui transite par la frontière du Canada vers les États-Unis?
- **Locataires résidant en Colombie-Britannique, femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax, hommes en emploi âgés de 24 à 34 ans de la région du Grand Toronto** - Qu'avez-vous appris, le cas échéant, au sujet de la réponse du Canada aux tarifs douaniers projetés sur tous les produits canadiens exportés vers les États-Unis?

Locataires résidant en Colombie-Britannique, femmes en emploi de la Municipalité régionale d'Halifax âgées de 24 à 34 ans, hommes en emploi de la région du Grand Toronto âgés de 24 à 34 ans

LE MODÉRATEUR FOURNIRA DES ÉCLAIRCISSEMENTS et AFFICHERA CE QUI SUIT À L'ÉCRAN :

En réponse à l'annonce du président américain élu, le gouvernement du Canada a récemment annoncé un ensemble de mesures d'aide financière totalisant 1,3 milliards de dollars pour aider à sécuriser la frontière et à renforcer le système d'immigration. Au nombre de ces mesures :

- un soutien aux forces de l'ordre pour la détection et l'interception de drogues illicites comprenant de nouveaux outils d'intelligence artificielle ainsi que des équipes canines;
- le renforcement 24 heures sur 24, 7 jours sur 7 de la surveillance de la frontière canado-américaine incluant l'emploi d'hélicoptères et de drones.

- des outils destinés à sévir contre le crime organisé et le trafic de fentanyl avec plus d'efficacité;
 - un soutien destiné à réduire au minimum les volumes inutiles à la frontière, incluant le pouvoir d'annuler, de modifier ou de suspendre des documents d'immigration afin de pouvoir gérer le nombre de personnes entrant au Canada ou transitant par celui-ci et d'imposer de nouveaux coûts et de nouvelles restrictions aux pays qui ne facilitent pas rapidement le retour de leurs citoyens lorsque que ceux-ci enfreignent la législation canadienne en matière d'immigration.
- Locataires résidant en Colombie-Britannique, femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax, hommes en emploi âgés de 24 à 34 ans de la région du Grand Toronto - Ces mesures constituent-elles, selon vous, un pas dans la bonne direction ou dans la mauvaise direction?
 - Locataires résidant en Colombie-Britannique, femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax, hommes en emploi âgés de 24 à 34 ans de la région du Grand Toronto - À votre avis, que devrait encore faire le gouvernement fédéral pour l'instant?
 - Locataires résidant en Colombie-Britannique, femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax, hommes en emploi âgés de 24 à 34 ans de la région du Grand Toronto - Comment souhaiteriez-vous que le gouvernement du Canada réponde si ces tarifs étaient imposés?
 - Locataires résidant en Colombie-Britannique, femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax, hommes en emploi âgés de 24 à 34 ans de la région du Grand Toronto - Le Canada devrait-il riposter en imposant des tarifs sur les produits américains? Pourquoi ou pourquoi pas?
 - Locataires résidant en Colombie-Britannique, femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax - Que devrait faire, le cas échéant, le gouvernement fédéral pour venir en aide aux secteurs d'activités affectés? Pourquoi dites-vous cela?
 - Hommes en emploi âgés de 24 à 34 ans de la région du Grand Toronto - Si ces tarifs sont imposés, prévoyez-vous y répondre en modifiant vos habitudes de consommation? [DEMANDER: en achetant davantage de produits locaux, en évitant les produits américains, etc.]
 - Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - Quelle devrait être la réponse du Canada si les États-Unis imposaient des tarifs douaniers sur les produits canadiens destinés aux États-Unis?



Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - Je vais vous montrer une liste de mesures que pourrait prendre le Canada en réponse aux tarifs imposés par les États-Unis.

Résidents de villes frontalières, sud-ouest de l'Ontario
AFFICHER À L'ÉCRAN

- Le Canada impose ses propres tarifs sur les importations américaines.
- Le Canada restreint les exportations d'hydroélectricité vers les États-Unis.
- Le Canada restreint les exportations de pétrole et de gaz naturel vers les États-Unis.
- Le Canada restreint les exportations de minéraux critiques vers les États-Unis.
- Le Canada limite l'importation de produits laitiers en provenance des États-Unis.
- Le Canada encourage les consommateurs à « acheter canadien » en appui aux entreprises touchées par les tarifs.

Personnes âgées de 65 ans et plus résidant au Québec, Prairies
AFFICHER À L'ÉCRAN

- Le Canada impose des tarifs douaniers "dollar pour dollar" sur les importations américaines.
- Le Canada impose des tarifs douaniers sur des produits comme le jus d'orange, le bourbon et les motocyclettes.
- Le Canada restreint les exportations d'hydroélectricité vers les États-Unis.
- Le Canada restreint les exportations de pétrole et de gaz naturel vers les États-Unis.
- Le Canada restreint les exportations de minéraux critiques vers les États-Unis.
- Le Canada limite l'importation de produits laitiers en provenance des États-Unis.
- Le Canada encourage les consommateurs à « acheter canadien » en appui aux entreprises touchées par les tarifs.

Résidents de villes frontalières, sud-ouest de l'Ontario - J'aimerais d'abord recueillir vos commentaires à cette liste de réponses potentielles de la part du gouvernement du Canada.

- **Résidents de villes frontalières, sud-ouest de l'Ontario** - Parmi ces réponses, y en a-t-il avec lesquelles vous êtes particulièrement en accord ou en désaccord? Si oui, pourquoi?
- **Résidents de villes frontalières, sud-ouest de l'Ontario** - SI AUCUNE RÉPONSE N'EST FOURNIE SPONTANÉMENT : Êtes-vous d'accord ou en désaccord avec la mesure consistant à restreindre les exportations de pétrole et de gaz?



Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - **SONDAGE** : J'aimerais maintenant procéder à un sondage. Je vous demanderais de choisir les mesures qui seront, à votre avis, les plus efficaces pour convaincre les États-Unis d'abolir les tarifs douaniers. Vous pouvez choisir un maximum de 2 mesures. Si vous êtes d'avis qu'aucune mesure ne serait efficace, sélectionnez « Aucune mesure ne serait efficace. » (le dernier choix de réponse).

NOTE AU MODÉRATEUR – Une fois le sondage terminé, examiner les résultats et poser la question suivante :

- Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - À votre avis, pourquoi l', le, la [insérer la mesure choisie] est-il ou est-elle plus efficace que d'autres mesures?
- Personnes âgées de 65 ans et plus résidant au Québec, Prairies - À votre connaissance, le franchissement, par des migrants, de la frontière du Canada vers les États-Unis constitue-t-il un problème majeur, un problème mineur ou un problème qui n'en est pas vraiment un?
 - Personnes âgées de 65 ans et plus résidant au Québec, Prairies - Et le fentanyl qui transite par la frontière du Canada vers les États-Unis?

Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - Pour finir, j'aimerais aborder un autre aspect des relations Canada–États-Unis, à savoir à combien s'élèvent les dépenses de notre pays en matière de défense nationale.

- Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - Est-ce que quelqu'un parmi vous a lu, entendu ou vu quoi que ce soit à ce sujet récemment?
 - Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - SI OUI : Qu'avez-vous, vu, lu ou entendu à ce sujet?
- Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies - Selon vous, le Canada dépense-t-il trop, trop peu ou un montant à peu près convenable en matière de défense nationale? Pourquoi êtes-vous de cet avis?

Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec - Le gouvernement du Canada s'est engagé à augmenter ses dépenses en matière de défense afin d'atteindre l'engagement de 2 % du PIB voulu par l'OTAN d'ici 2032. Cette augmentation des dépenses comprendra des investissements visant notamment à moderniser le Commandement de la défense aérospatiale de l'Amérique du Nord (NORAD), à acquérir de nouveaux équipements, dont des avions de combat à réaction, à renforcer la cybersécurité, et à optimiser les efforts de recrutement dans les Forces armées.

Prairies - Le gouvernement du Canada a récemment indiqué qu'il se fixait pour objectif d'augmenter ses dépenses en matière de défense pour atteindre l'objectif de 2 pour cent du PIB fixé par l'OTAN d'ici 2027, soit cinq ans plus tôt que l'échéance précédente de 2032. Cette augmentation des dépenses comprendra des investissements visant notamment à moderniser le Commandement de la défense aérospatiale de l'Amérique du Nord (NORAD), à acquérir de nouveaux équipements, dont des avions de combat à réaction, à renforcer la cybersécurité, et à optimiser les efforts de recrutement dans les Forces armées.

- **Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec** - Que pensez-vous de l'augmentation des dépenses du Canada en matière de défense pour atteindre la cible de 2 % du PIB d'ici 2032?
- **Prairies** - Que pensez-vous de l'augmentation des dépenses du Canada en matière de défense pour atteindre la cible de 2 % du PIB d'ici 2027?
 - **Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies** Y a-t-il des domaines qui, selon vous, devraient être priorités?
 - **Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies** Que pensez-vous de l'échéancier que s'est fixé le Canada pour atteindre cet objectif?

Résidents de villes frontalières, sud-ouest de l'Ontario - Les États-Unis ont récemment appelé le Canada à raccourcir son échéancier et à atteindre l'objectif de l'OTAN en matière de défense avant 2032.

Personnes âgées de 65 ans et plus résidant au Québec, Prairies - Les États-Unis ont récemment déclaré qu'ils demanderaient à tous les pays de l'OTAN, y compris le Canada, de porter leurs dépenses de défense à 5 % de leur PIB. À titre indicatif, cela équivaldrait à des dépenses en matière de défense supérieures à celles de tous les pays de l'OTAN à l'heure actuelle.

- **Résidents de villes frontalières, sud-ouest de l'Ontario** - Êtes-vous pour ou contre une augmentation plus rapide des dépenses du Canada en matière de défense? Pourquoi ou pourquoi pas?
- **Personnes âgées de 65 ans et plus résidant au Québec, Prairies** - Êtes-vous pour ou contre une augmentation des dépenses du Canada à 5 % de son PIB? Pourquoi ou pourquoi pas?
- **Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies** - Pourquoi les États-Unis, appellent-ils, à votre avis, le Canada à augmenter ses dépenses en matière de défense?



- **Résidents de villes frontalières, sud-ouest de l'Ontario, personnes âgées de 65 ans et plus résidant au Québec, Prairies** - Croyez-vous qu'il s'agisse d'un enjeu plus important du fait que ce soient les États-Unis qui appellent le Canada à dépenser plus?

IMMIGRATION (45 minutes) Immigrants résidant dans la région métropolitaine de Montréal

Passons maintenant à une discussion sur l'immigration au Canada.

- Comment qualifieriez-vous le système d'immigration canadien?
- Votre opinion sur ce système d'immigration a-t-elle changé avec le temps?
 - SI OUI : En quoi a-t-elle changé? Veuillez expliquer ce qui a influencé votre opinion.
- Comment compareriez-vous le système d'immigration canadien avec celui d'autre pays? Veuillez expliquer pourquoi.
- Globalement, quel rôle, le cas échéant, l'immigration a-t-elle joué dans la société canadienne au fil des ans?
 - Quels ont été les impacts les plus importants de l'immigration au Canada au fil des ans? Ont-ils été surtout négatifs ou positifs? Veuillez expliquer pourquoi.
 - AU BESOIN SEULEMENT : Pourrait-il s'agir des impacts sur l'économie, la société ou l'identité canadienne?

Ces dernières années, le gouvernement fédéral a déclaré qu'il essayait d'attirer davantage d'immigrants au Canada afin de remédier à la pénurie de main-d'œuvre consécutive à la pandémie.

- Que pensez-vous de cette approche? S'agit-il de quelque chose que le gouvernement devait faire ou ne devait pas faire?
 - Quels ont été les impacts, qu'ils soient positifs ou négatifs, de cette approche?
- Quels sont aujourd'hui les impacts les plus importants de l'immigration au Canada?
 - DEMANDER SEULEMENT AU BESOIN : Les impacts sur le logement, les soins de santé et les services sociaux?
- Qu'avez-vous récemment vu, lu ou entendu au sujet du gouvernement du Canada et des taux d'immigration? Que pensez-vous de ce que vous avez entendu à ce sujet?

AFFICHER À L'ÉCRAN :

Le gouvernement du Canada a récemment annoncé son Plan des niveaux d'immigration ayant pour objectif de stopper la croissance démographique à court terme. Pour ce faire, il réduit le nombre cible de résidents permanents et inclut, pour la première fois, le nombre cible de résidents temporaires (notamment d'étudiants étrangers et de travailleurs étrangers temporaires), comme suit :

Résidents permanents

De 485 000 en 2024 à :

- 395 000 en 2025 (soit une réduction de 21 % par rapport à 2024)
- 380 000 en 2026
- 365 000 en 2027

Résidents temporaires

D'environ 6 à 7 % de la population du Canada, à 5 % de la population canadienne d'ici la fin de l'année 2026, suivi d'une légère augmentation en 2027.

Étant donné que la quasi-totalité de la croissance démographique du Canada est due à l'immigration, et notamment aux résidents temporaires, cela signifie que la population totale du Canada devrait diminuer très légèrement en 2025 et 2026, avant d'augmenter à nouveau en 2027.

- Quelles sont vos réactions à cela?
 - Plus précisément, que pensez-vous de la décision de réduire le nombre d'immigrants pour freiner la croissance démographique?
 - La décision de réduire le nombre d'immigrants aura-t-elle d'autres impacts sur le Canada? Au sein de votre collectivité?
- Êtes-vous d'avis qu'il s'agissait de la bonne décision à prendre? Pourquoi ou pourquoi pas? Veuillez expliquer.
- Pourquoi pensez-vous que le gouvernement du Canada a pris cette décision?
- Quelles autres initiatives souhaiteriez-vous que prenne le gouvernement du Canada en matière d'immigration?

MARCHÉ DE L'EMPLOI (20 minutes) Femmes en emploi âgées de 24 à 34 ans résidant dans la Municipalité régionale d'Halifax, hommes en emploi âgés de 24 à 34 ans de la région du Grand Toronto

Lorsque nous vous avons invité(e), vous avez indiqué que vous travaillez actuellement. J'aimerais donc orienter la discussion vers le marché du travail.



- Comment évalueriez-vous la situation sur le marché de l'emploi à l'heure actuelle? Diriez-vous qu'elle est bonne, mauvaise ou ni bonne ni mauvaise? Pourquoi êtes-vous de cet avis?
 - Selon vous, est-ce facile ou difficile de trouver un emploi dans le domaine qui vous intéresse?
 - Avez-vous rencontré des défis ou des obstacles lors de votre recherche d'emploi ou dans le cadre de votre travail?
 - SI OUI : Quels ont été certains de ces défis ou obstacles?
- En vous projetant dans cinq ans, pensez-vous que le marché du travail au Canada sera meilleur, moins bon ou à peu près le même? Pourquoi?
 - SI MOINS BON: Qu'est-ce qui vous rendrait plus optimiste?
- Diriez-vous que le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie pour ce qui est de créer des emplois bien rémunérés au Canada? Et pour ce qui est de venir en aide aux travailleurs?
 - Que devrait faire le gouvernement du Canada pour les aider?

ÉTIQUETTES D'ALIMENTS SUPPLÉMENTÉS — MISE À L'ESSAI DE MESSAGES (35 minutes) Hommes en emploi âgés de 24 à 34 ans résidant dans la région du Grand Toronto, résidents de villes frontalières, personnes âgées de 65 ans et plus

J'aimerais maintenant aborder un autre sujet et passer en revue quelques messages destinés aux médias sociaux que le gouvernement du Canada s'emploie actuellement à élaborer en rapport avec un symbole nutritionnel apposé sur le devant d'emballages de produits alimentaires. Nous allons passer en revue les messages un à la fois, après quoi nous discuterons ensemble de vos réactions.

[LE MODÉRATEUR PASSERA EN REVUE CHAQUE MESSAGE UN À LA FOIS. APRÈS CHAQUE MESSAGE, LE MODÉRATEUR POSERA LES QUESTIONS QUI SUIVENT. IL EST À NOTER QUE L'IMAGE ACCOMPAGNANT LE PREMIER MESSAGE SERA ANIMÉE (prière de se reporter à la note surlignée en bleu ci-dessous qui devra être lue à voix haute aux participants avant que le message ne soit affiché).]

LE MODÉRATEUR FERA EN SORTE DE CENTRER LA DISCUSSION SUR LES COMMUNICATIONS/IMAGES CONTENUES DANS LES MESSAGES POUR MÉDIAS SOCIAUX PLUTÔT QUE SUR LE SYMBOLE LUI-MÊME (LE SYMBOLE AINSI QUE SON DESIGN SONT DÉFINITIFS)

L'ordre dans lequel les messages ont été présentés aux participants n'était pas le même dans chaque groupe.

Afficher à l'écran le message pour médias sociaux accompagné de l'image d'un simulacre de sac de maïs soufflé, de tablette de chocolat et de jus.

- Quelle est votre réaction générale à ce message sur les médias sociaux?
- Avez-vous compris le message?
 - Y avait-il quelque chose à propos de ce message qui portait à confusion ou qui manquait de clarté? En quoi portait-il à confusion ou manquait-il de clarté?
 - Comment ce message pourrait-il être amélioré?
- Avez-vous appris quelque chose?
- En quoi ce message vous plaît-il, le cas échéant? En quoi ce message vous déplaît-il, le cas échéant? Pourquoi?
- Le remarqueriez-vous ou attirerait-il votre attention?
 - Est-il mémorable? Pourquoi ou pourquoi pas?
- Si vous voyiez ce message sur les médias sociaux, y réagiriez-vous d'une manière ou d'une autre?
 - SI OUI : L' « aimeriez-vous », ou le partageriez-vous? Pourquoi ou pourquoi pas?
 - SI OUI : Le « commenteriez-vous »? Si oui, qu'écririez-vous comme commentaire?
 - SI NON : Pourquoi pas?

Afficher à l'écran le message pour médias sociaux dans lequel on voit une femme et un enfant faisant leurs courses.

Dans ce message pour médias sociaux, l'image affichée sera animée afin d'imiter un GIF, c'est-à-dire une courte vidéo sans son tournant en boucle sans qu'il soit nécessaire d'appuyer sur « play ».

- Quelle est votre réaction générale à ce message sur les médias sociaux?
- Avez-vous compris le message?
 - Y avait-il quelque chose à propos de ce message qui portait à confusion ou qui manquait de clarté? En quoi portait-il à confusion ou manquait-il de clarté?
 - Comment ce message pourrait-il être amélioré?
- Avez-vous appris quelque chose?



- En quoi ce message vous plaît-il, le cas échéant? En quoi ce message vous déplaît-il, le cas échéant? Pourquoi?
- Le remarqueriez-vous ou attirerait-il votre attention?
 - Est-il mémorable? Pourquoi ou pourquoi pas?
- Si vous voyiez ce message sur les médias sociaux, y réagiriez-vous d'une manière ou d'une autre?
 - SI OUI : L' « aimeriez-vous », ou le partageriez-vous? Pourquoi ou pourquoi pas?
 - SI OUI : Le « commenteriez-vous »? Si oui, quel serait votre commentaire?
 - SI NON : Pourquoi pas?

Afficher à l'écran le message pour médias sociaux accompagné de l'image d'un simulacre de sac de maïs soufflé.

- Quelle est votre réaction générale à ce message sur les médias sociaux?
- Avez-vous compris le message?
 - Y avait-il quelque chose à propos de ce message qui portait à confusion ou qui manquait de clarté? En quoi portait-il à confusion ou manquait-il de clarté?
 - Comment ce message pourrait-il être amélioré?
- Avez-vous appris quelque chose?
- En quoi ce message vous plaît-il, le cas échéant? En quoi ce message vous déplaît-il, le cas échéant? Pourquoi?
- Le remarqueriez-vous ou attirerait-il votre attention?
 - Est-il mémorable? Pourquoi ou pourquoi pas?
- Si vous voyiez ce message sur les médias sociaux, y réagiriez-vous d'une manière ou d'une autre?
 - SI OUI : L'« aimeriez-vous », ou le partageriez-vous? Pourquoi ou pourquoi pas?
 - SI OUI : Le « commenteriez-vous »? Si oui, quel serait votre commentaire?
 - SI NON : Pourquoi pas?

CONCLUSION (5 minutes) Tous les lieux



- Avant de conclure, y a-t-il autre chose que vous souhaiteriez dire au gouvernement fédéral? Il peut s'agir de précisions sur les sujets abordés aujourd'hui ou d'un sujet que vous jugez important, mais dont nous n'avons pas discuté.

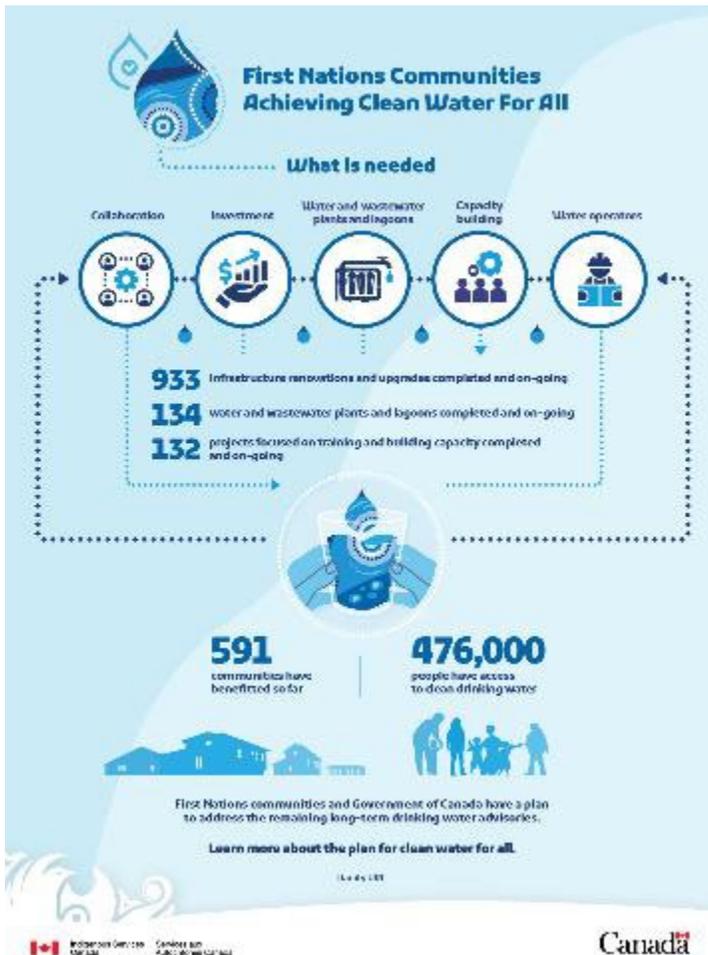
Appendix C – Advertising Concepts

Long-Term Drinking Water Advisories



Infographic 1A - EN
v05.mp4

The video opens with a blue and white patterned background displaying the text, *“Clean water, strong communities: tracking progress”*. It then transitions to a map of Canada, where the Northwest Territories and Yukon are highlighted in light blue, while the provinces are shown in dark blue. White dots mark the number of long-term drinking water advisories still in place, with Ontario having the most. In the top right corner, the year *“2015”* is displayed alongside the statistic *“0%.”* Below the map, the text reads, *“Progress made to address long-term drinking water advisories since 2015”*. As the years progress, the percentage steadily increases by about 10%, with the number of white dots on the provinces decreasing. By 2024, the final statistic reaches *“83%,”* with significantly fewer white dots remaining, and only Ontario, Manitoba, and Saskatchewan still affected. The video then zooms in on the *“83%”* statistic and shows a glass of water being filled. The text on screen states, *“83% of long-term advisories have been lifted, impacting 8,300 homes in 93 First Nations communities as of November 14, 2024”*. The video concludes with a transition to a blue and white background displaying the message, *“There is a plan to lift all remaining advisories. Learn more about clean water for all. www.sac-isc.gc.ca.”*



The infographic has a light blue background with dark blue text. At the top, the title reads "First Nations Communities Achieving Clean Water for All." Below, a section labeled "What is needed" lists five key components: Collaboration, Investment, Water and Wastewater Plants and Lagoons, Capacity Building, and Water Operators, each represented by an icon.

Further down, three statistics are displayed in bold blue text:

- **933** Infrastructure renovations and upgrades completed and on-going.
- **134** water and wastewater plants and lagoons completed and on-going.
- **132** projects focused on training and building capacity completed and on-going.

At the bottom, two large statistics are presented:

- **591** communities have benefited so far.
- **476,000** people have access to clean drinking water."

A statement in dark blue text reads: "First Nations communities and Government of Canada have a plan to address the remaining long-term drinking water advisories." Below, a call to action in bold states: "Learn more about the plan for clean water for all."

At the very bottom, the Indigenous Services Canada and Government of Canada logos are displayed. The design includes water-themed imagery, such as a patterned water droplet at the top and an illustration of hands holding a glass of water in the center.

Government of Canada Wordmark



The image shows the official wordmark for Canada. The word "Canada" is written in a black serif font. A small Canadian flag is positioned above the final letter 'a'.

The above image is the official "Canada" wordmark. It features the word "Canada" in black serif font with a small Canadian flag placed above the last 'a'.

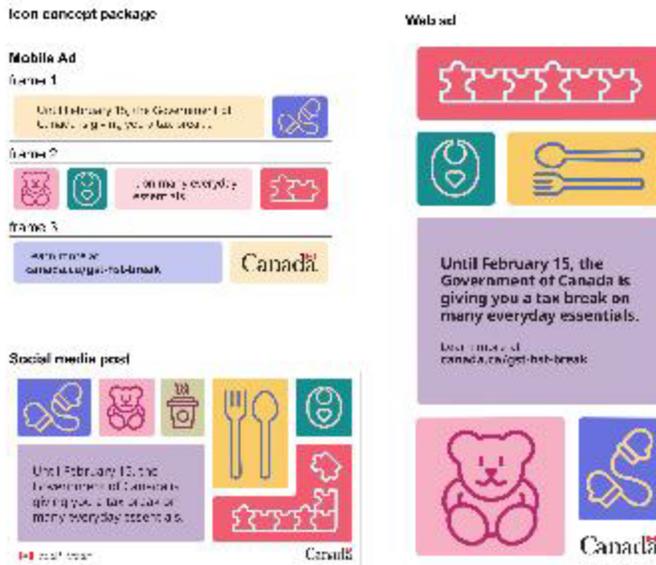
Government of Canada Musical Signature



GoC Musical
Signature.wav

The above audio clip features the Government of Canada musical signature which is made up of the first 4 notes of "O Canada" and lasts approximately 1.5 seconds.

CRA Creative Concept Testing



This is an image of an icon concept package for CRA messaging. The icons are as follows:

Mobile Ad

- Frame 1:
 - Text: *"Until February 15, the Government of Canada is giving you a tax break..."*
 - Icons: Baby gloves in blue and yellow.
- Frame 2:
 - Text: *"...on many everyday essentials."*
 - Icons: A teddy bear in pink and red, a baby bib in green and yellow, and puzzle pieces in white and red.
- Frame 3:
 - Text: *"Learn more at canada.ca/gst-hst-break"*
 - Government of Canada logo on the right side.

Social media post

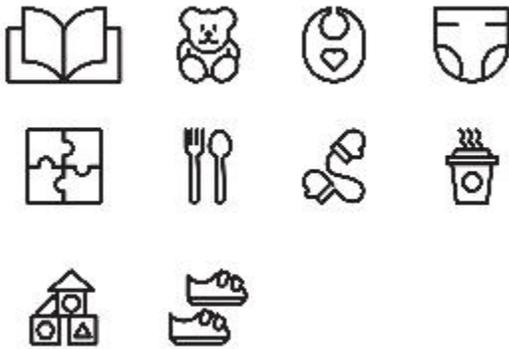
- Text: *"Until February 15, the Government of Canada is giving you a tax break on many everyday essentials."*
- Icons surrounding the text:
 - Baby gloves in blue and yellow
 - A teddy bear in light and dark pink
 - A coffee cup in beige and red
 - A fork and knife in blue and yellow
 - Puzzle pieces in red and white
 - A baby bib in green and yellow
- Government of Canada Canada logo at the bottom.

Web ad

- Text: *"Until February 15, the Government of Canada is giving you a tax break on many everyday essentials."*
"Learn more at canada.ca/gst-hst-break"

- Icons surrounding the text:
 - Puzzle pieces in red and white.
 - Fork and knife in yellow and blue
 - Baby bib in green and yellow.
 - A teddy bear in pink.
 - Baby gloves in blue and yellow.
- Government of Canada logo at the bottom.

Icons



This image shows black and white icons of a book, teddy bear, baby bib, diapers, a puzzle, fork and knife, baby gloves, a coffee cup, children’s building blocks, and children’s shoes.

Photo concept package

Mobile Ad

frame 1

Until February 15, the Government of Canada is giving you a tax break.

frame 2

on many everyday essentials.
Learn more at canada.ca/gst-hst-break



Web ad

GST/HST break \$

Until February 15, the Government of Canada is giving you a tax break on many everyday essentials.

Learn more at canada.ca/gst-hst-break

Canada

Social media post

GST/HST break \$

Until February 15, the Government of Canada is giving you a tax break on many everyday essentials.

Learn more at canada.ca/gst-hst-break

Canada

This is an image of a photo concept package for CRA messaging. The icons are as follows:

Mobile Ad

- Frame 1:
 - Text: "Until February 15, the Government of Canada is giving you a tax break..."
 - Image: A woman in a brown jacket holding up baby clothes in a store.
- Frame 2:
 - Text: "...on many everyday essentials. Learn more at canada.ca/gst-hst-break"
 - Background: A dark purple banner with white text.
 - Government of Canada logo on the right side.

Social media post

- **Heading:** "GST/HST break"
- **Text:** "Until February 15, the Government of Canada is giving you a tax break on many everyday essentials. Learn more at canada.ca/gst-hst-break"
- Image: A woman in a brown jacket holding up baby clothes in a store.
- Government of Canada logo on the bottom.

Web ad

- **Heading:** "GST/HST break"
- **Text:** "Until February 15, the Government of Canada is giving you a tax break on many everyday essentials. Learn more at canada.ca/gst-hst-break"
- Background Image: A woman in a brown jacket holding up baby clothes in a store.
- Government of Canada logo at the bottom.



This is an image of a photo concept package for CRA messaging. The icons are as follows:

Mobile Ad

- Frame 1:
 - Text: "Until February 15, the Government of Canada is giving you a tax break..."

- Image: A woman wearing a red beanie and a beige coat, shopping for pre-packaged food in a grocery store.
- Frame 2:
 - Text: "...on many everyday essentials. Learn more at canada.ca/gst-hst-break"
 - Background: A dark purple banner with white text.
 - Government of Canada logo on the right side.

Social media post

- **Heading:** "GST/HST break"
- **Text:** "Until February 15, the Government of Canada is giving you a tax break on many everyday essentials. Learn more at canada.ca/gst-hst-break"
- Image: A woman wearing a red beanie and beige coat, smiling while picking up a pre-packaged food item in a grocery store.
- Government of Canada logo on the bottom.

Web ad

- **Heading:** "GST/HST break"
- **Text:** "Until February 15, the Government of Canada is giving you a tax break on many everyday essentials. Learn more at canada.ca/gst-hst-break"
- Background Image: A woman wearing a red beanie and beige coat, shopping for groceries and holding a pre-packaged food item with a smile.
- Government of Canada logo at the bottom.

Supplemented Food Label Message Testing



The image depicts a fictional bag of Caramel Corn. On the bag, there's a prominent health advisory label from Health Canada, which is highlighted by a magnifying glass icon. The label states that the product is "High in Saturated Fat, Sugars, and Sodium." The information on the label is presented in both English and French.

Social media post



The infographic is a mock-up of a social media post from Healthy Canadians. The post includes a verified checkmark and a Canadian flag icon.

The main text of the post states: "You may start seeing packaged foods with a symbol showing a magnifying glass. This new symbol helps you identify foods and drinks that are high in saturated fat, sugars and sodium." A hyperlink in blue text follows: canada.ca/front-package-labelling.

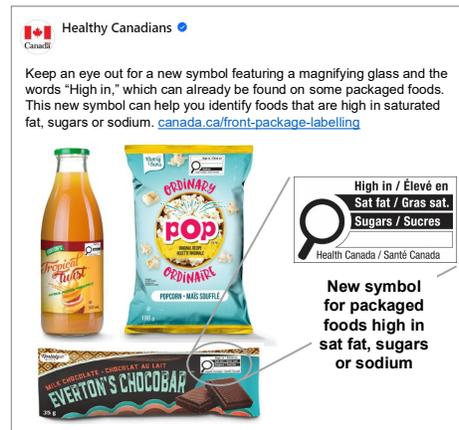
Underneath is an image of a bag of popcorn. A new front-of-package label is placed at the top of the bag, which is zoomed in to on the right.

The magnified label contains a black-and-white magnifying glass symbol with bold text reading:

- "High in / Élevé en Sodium"
- "Health Canada / Santé Canada"

To the right of the image, a bold black statement reads: "New symbol for packaged foods high in sat fat, sugars or sodium."

Social media post



The infographic is a mock-up of a social media post from Healthy Canadians. The post includes a verified checkmark and a Canadian flag icon.

The main text of the post states: "Keep an eye out for a new symbol featuring a magnifying glass and the words "High in," which can already be found on some packaged foods. This new symbol can help you identify foods that are high in saturated fat, sugars, or sodium." A hyperlink in blue text follows: canada.ca/front-package-labelling.

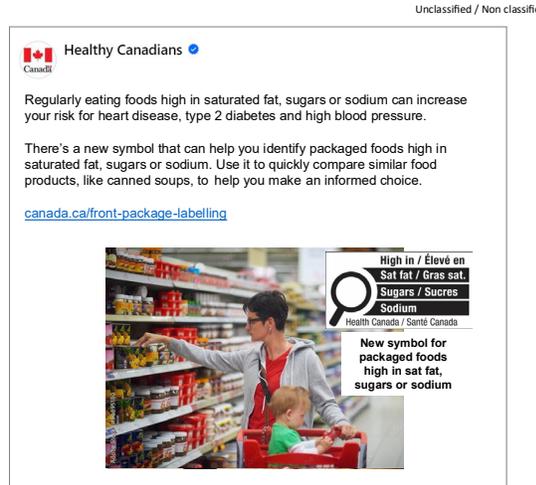
Underneath is an image of a bag of popcorn, a bottle of juice, and a chocolate bar. A new front-of-package label is placed at the top of the bag, which is zoomed in to on the right.

The magnified label contains a black-and-white magnifying glass symbol with bold text reading:

- "High in / Élevé en Sat fat/Gras sat, Sugars/sucres"
- "Health Canada / Santé Canada"

To the right of the image, a bold black statement reads: "New symbol for packaged foods high in sat fat, sugars or sodium."

Social media post



The infographic is a mock-up of a social media post from Healthy Canadians. The post includes a verified checkmark and a Canadian flag icon. The main text of the post states: "Regularly eating foods high in saturated fat, sugars or sodium can increase your risk for heart disease, type 2 diabetes and high blood pressure. There's a new symbol that can help you identify packaged foods in saturated fat, sugars, or sodium. Use it to quickly compare similar food products, like canned soups, to help you make an informed choice." A hyperlink in blue text follows: canada.ca/front-package-labelling.

Underneath is an image of a person grocery shopping in an aisle with their child. A magnified label is to the left and reads:

- "High in / Élevé en Sat fat/Gras sat, Sugars/sucres, sodium"
- "Health Canada / Santé Canada"

To the right of the image, a bold black statement reads: "New symbol for packaged foods high in sat fat, sugars or sodium."

Palliative Care Video Testing



The video begins with a healthcare worker assisting a patient, followed by a transition to a white screen displaying the text, *"A PALLIATIVE approach to CARE is about improving quality of life,"* which is also read aloud by a voiceover. The scene then shifts to a mother and son walking through a forest, accompanied by the text, *"is a commitment to helping you live life to the fullest..."* Next, a different mother and son are shown eating together in a kitchen, with the text stating, *"...wherever you are."* This is followed by a scene of two brothers playing the piano and a woman helping her elderly father with his morning routine, alongside the text, *"It can start at any age and stage of serious illness."* The video then cuts to a white screen displaying the message, *"even during treatment meant to cure."* The next scene shows a healthcare worker pushing a patient in a wheelchair while speaking to a woman, with the accompanying text, *"Conversations start early to understand the illness..."* The healthcare worker is then seen helping the patient into bed as the text reads, *"...to manage symptoms and prepare for what comes next."* A woman is later shown engaged in an emotional virtual conversation, with the text explaining, *"A palliative approach connects to grief support and helps with emotional and spiritual needs."* This is followed by a montage of families caring for their loved ones and spending time together, with the text stating, *"It is about deciding what matters most to you."* The screen then turns white again, displaying the phrase, *"A PALLIATIVE approach to CARE..."* before transitioning to a scene of a father playing with his toddler in a pool, as the voiceover continues, *"...is making every moment count."* The video concludes with a white screen displaying the message, *"Learn more about a palliative approach to care and how to access information and support. Canada.ca/palliative-care,"* followed by the Government of Canada logo, wordmark, and musical signature. Note that participants in the Greater Vancouver Homeowners and Southwestern Ontario groups were not shown the call to action.