



Government
of Canada

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du Canada

Continuous Qualitative Data Collection of Canadians' Views – February 2025

Final Report

Prepared for the Privy Council Office

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Canada 

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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The tenth cycle of the second year of this study included a total of eleven focus groups with Canadian adults (18 years of age and older) conducted between February 4th, 2025, and February 27th, 2025.

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

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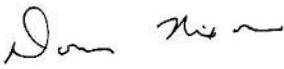
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Political Neutrality Certification

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 20, 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 eleven online focus groups which were conducted between February 4th, 2025, and February 27th, 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 covered a range of key topics related to the Government of Canada, its policies, and current economic and social issues. Discussions for this cycle largely focused on the relationship between Canada and the United States (U.S.), including reactions to recent tariffs proposed by the U.S. on Canadian imports, the security of the Canada-U.S. border, and the amount that Canada spends on national defence.

Additionally, some groups examined other concerns related to this issue, including the operation of U.S. banks in Canada, social media discussions about the Canada-U.S. relationship, and measures to respond to potential tariffs such as reducing internal trade barriers, and encouraging the Buy Canadian strategy.

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 individuals who viewed the economy a top issue, individuals living paycheck-to-paycheque, workers in resource-driven export sectors/major cross border industries, individuals who viewed Canada-US relations as a top issue, social media opinion leaders on trade and the economy, and small and medium enterprise (SME) owners in export-dependent sectors.

Detailed Approach

- Eleven groups were conducted across various regions in Canada.
- Four groups were conducted among the general population residing in Alberta, British Columbia (B.C.), Quebec, and Atlantic Canada.
- The other seven groups were conducted among key subgroups including:
 - Participants residing in Nova Scotia who viewed the economy as a top issue;
 - Individuals living paycheck-to-paycheque residing in the Prairies;
 - Workers in resource-driven export sectors/major cross-border industries residing in Western Canada;
 - Individuals in Atlantic Canada, Quebec, Manitoba, and Saskatchewan who viewed Canada-U.S. relations as a top issue;
 - Social media opinion leaders on trade and the economy;
 - Small and medium enterprise (SME) owners in export-dependent sectors; and
 - Workers in major cross-border industries residing in Quebec.
- The two groups based in Quebec were conducted in French. All other groups were conducted in English.
- Due to the Ontario provincial election taking place concurrently with this reporting cycle, no groups were conducted in Ontario for this report.
- 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, 85 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium of \$125.

Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EST)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Nova Scotia	1	EN	Tues, Feb 4 th	5:00-7:00 PM	Economy as a Top Issue	7
Alberta	2	EN	Thurs, Feb 6 th	8:00-10:00 PM	General Population	8
British Columbia	3	EN	Tues, Feb 11 th	9:00-11:00 PM	General Population	6
Prairies	4	EN	Wed, Feb 12 th	8:00-10:00 PM	Living Paycheque-to-Paycheque	8
Quebec	5	FR	Thurs, Feb 13 th	6:00-8:00 PM	Low-to-Moderate Income	8
Atlantic Canada	6	EN	Tues, Feb 18 th	5:00-7:00 PM	General Population	8
Western Canada	7	EN	Web, Feb 19 th	8:00-10:00 PM	Workers in Resource-Driven Export Sectors/Major Cross-Border Industries	8
Atlantic Canada, Quebec, Manitoba, Saskatchewan	8	EN	Thurs, Feb 20 th	6:30-8:30 PM	Canada-US Relations as a Top Issue	8
National	9	EN	Tues, Feb 25 th	8:00-10:00 PM	Social Media Opinion Leaders on Trade and the Economy	8
National	10	EN	Wed, Feb 26 th	7:00-9:00 PM	Small and Medium Enterprise Owners in Export-Dependent Sectors	8
Quebec	11	FR	Thurs, Feb 27 th	6:00-8:00 PM	Workers in Major Cross-Border Industries	8
Total number of participants						85

Key Findings

Government of Canada in the News (All Locations)

All groups were asked to share what they had seen, read, or heard about the Government of Canada in recent days. A wide range of announcements and initiatives were recalled, including ongoing discussions between the federal and provincial/territorial governments regarding potential actions that could be taken in response to proposed tariffs by the United States (U.S.) on Canadian goods, the announcement of a \$1.3 billion investment towards strengthening the security of the Canada-U.S. border, and an announcement that the federal government would be investing in the development of a high-speed rail network in the Toronto-Quebec City corridor. Participants also recalled the attendance by the Prime Minister (PM) and other officials at the Artificial Intelligence (AI) Action Summit in Paris, France, as well as the PM's visit to Kyiv, Ukraine to reaffirm the Government of Canada's unwavering support for Ukraine in its efforts to defend its territory against Russian invasion.

Participants in the groups comprised of residents of Nova Scotia who viewed the economy as a top issue, individuals in the Prairies living pay cheque-to-pay cheque, and the general populations in Alberta, British Columbia (B.C.), Quebec, and Atlantic Canada were asked an additional question as to whether they felt the Government of Canada was, overall, currently headed in the right or wrong direction. On balance, a roughly equal number felt that the federal government was headed in the right direction compared to those who believed that it was on the wrong track at present. Several were more mixed or uncertain in their opinions, believing that while the Government of Canada had been performing well in some areas, it had room for improvement in others.

Canada-U.S. Relations (All Locations)

Discussions in all groups during this reporting cycle focused heavily on the relationship between Canada and the United States (U.S.) and all sections that follow relate to this issue in some capacity. Topics focused on by participants included the response to the proposed imposition of tariffs by the U.S. on Canadian goods, internal trade among Canada's provinces and territories, the encouragement of a Buy Canadian strategy, recent security measures announced related to the Canada-U.S. border, national defence spending by the federal government, the operation of American banks in Canada, and social media conversations related to this issue.

Tariffs (All Locations)

All groups engaged in conversations related to the potential implementation of tariffs by the U.S. on Canadian goods and the implications that this action could have for Canadian households, businesses, and the economy overall.

Asked whether they had recently seen, read, or heard anything about the U.S. imposing tariffs on goods exported by Canada into the U.S., almost all reported that they had. Many recalled hearing that the American government had proposed implementing a 25 per cent tariff on all Canadian imports. Related to this, a number reported having heard that these tariffs had been paused for 30 days and were now expected to go into effect around the beginning of March 2025. A large number also reported having heard about the announcement of targeted U.S. tariffs on Canadian steel and aluminum, with a few of the impression that these were set to go into place on or around March 12th, 2025.

Many expressed concerns about the negative impact that broad-based tariffs could have on Canadian consumers and businesses. It was felt that these tariffs, if implemented, could lead to higher consumer prices for Canadians, large-scale job losses in many sectors, and increased expenses for Canadian businesses going forward.

Steel and Aluminum Tariffs (British Columbia, Prairies Living Pay Cheque-to-Pay Cheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Major Cross-Border Industries, Atlantic Canada/Quebec/Saskatchewan/Manitoba View Canada-U.S. Relations as a Top Issue, Social Media Opinion Leaders on Trade and the Economy, Small and Medium Enterprise Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries)

Nine groups engaged in conversations related to proposed U.S. tariffs on Canadian steel and aluminum. Provided with information about these potential tariffs, almost all expressed concern regarding the impact that these tariffs could have on them personally as well as on the Canadian economy more broadly.

Discussing the specific impacts that they expected U.S. tariffs on Canadian steel and aluminum imports would have on Canadians and the Canadian economy, many believed that they would lead to rising costs for automobiles and other products and infrastructure that required large amounts of these metals. A number of those who worked in businesses or sectors involving the export of steel and aluminum products to the U.S. expressed concerns about the potential impact that these measures would have on their own jobs and the ongoing economic viability of the businesses they worked for.

Several in the group comprised of small and medium enterprise (SME) owners in export-dependent sectors expressed concerns as to how these tariffs might impact their businesses. Related to this, participants in this group reported that a growing proportion of their American customers had postponed making purchases in recent weeks out of a desire to wait and see if these tariffs would eventually go into place.

Participants in the groups comprised of workers in major cross-border industries in Quebec and workers in resource-driven exports and major cross-border industries in Western Canada also expressed concerns about how steel and aluminum tariffs might impact their livelihoods going forward. A number were worried that the companies they work for would feel the need to raise the prices they charge to consumers in order to accommodate the potential rising business costs brought on by tariffs.

Asked whether they were aware of any actions that were being taken by the federal government to help Canada weather the potential economic challenges resulting from tariffs on steel and aluminum, very few reported having heard anything. Discussing what steps they felt the federal government should take to address these potential challenges, while a few suggested that financial relief (such as subsidies, grants, and/or direct payments) could be provided to individuals who were negatively impacted by tariffs, several felt differently. Among these participants, it was felt that any financial support provided by the Government of Canada should primarily be focused on assisting laid off workers in accessing the education and skills training they require to rejoin the workforce as quickly as possible.

Participants in the groups based in B.C., Quebec, and Atlantic Canada, as well as participants living pay cheque-to-pay cheque in the Prairies, and workers in resource-driven exports and major cross-border industries were asked how they felt about the federal government potentially providing a relief package to businesses that were affected by steel and aluminum tariffs. While several reacted positively to this initiative, many expressed the opinion that any support provided by the Government of Canada should primarily be directed to small and medium sized businesses rather than large corporations.

Overall Tariff Response (All Locations)

All groups took part in discussions related to the Government of Canada's overall response to the broader tariffs that had been announced by the U.S. government in recent months. The content of these conversations evolved as the situation surrounding these tariffs changed in real time.

Provided with information about these proposed tariffs and how this situation had unfolded thus far, participants were asked whether they felt the Government of Canada was on the right track in its response to these actions by the U.S. government. On balance, most felt that the federal government was headed in the right direction, with many believing that it had acted strongly and decisively in its response and had clearly demonstrated its commitment to defending the economic wellbeing of its citizens. Asked whether they felt responding with retaliatory tariffs was the correct initial approach for the federal government to have taken, almost all believed that it was. Several expressed feeling that this represented a fair and measured response from the Government of Canada and expected that, if implemented, these retaliatory tariffs would be quickly felt by American consumers.

Participants in four groups (respectively comprised of individuals in Atlantic Canada, Quebec, Manitoba, and Saskatchewan who viewed Canada-U.S. relations as a top issue, social media opinion leaders on trade and the economy, SME owners in export-dependent sectors, and Quebec workers in major cross-border industries) engaged in an exercise where they were asked to rate the Government of Canada's performance across a range of issues. Areas focused on included the protection of the Canada-U.S. border, protecting Canadian industries, working to avoid U.S. tariffs, and responding to the opioid crisis. On balance, participants felt most positively about the Government of Canada's work to respond to and avoid U.S. tariffs as well as its efforts to protect the Canada-U.S. border. Participants were more mixed in their evaluations of the federal government's efforts to protect Canadian industries, while a large number thought that there was considerable room for improvement in the federal government's response to the opioid crisis.

Informed that these broader tariffs from the U.S. were (at the time of the groups) under a 30-day pause, participants were asked whether they expected the U.S. would once again propose broader tariffs on imported goods from Canada. Almost all thought that it would and expected that tariffs would be an ongoing tactic utilized by the U.S. government for the foreseeable future.

Potential Retaliatory Measures (Western Canada Workers in Resource-Driven Exports/Major Cross-Border Industries, Atlantic Canada/Quebec/Saskatchewan/Manitoba View Canada-U.S. Relations as a Top Issue, Social Media Opinion Leaders on Trade and the Economy, Small and Medium Enterprise Owners in Export-Driven Sectors, Quebec Workers in Major Cross-Border Industries)

Five groups took part in conversations related to the potential retaliatory measures that could be taken by the Government of Canada in the event that the U.S. moved forward in implementing its proposed tariffs on Canadian imports. Asked how they felt the federal government should respond if the U.S. implemented these tariffs, participants provided a range of responses. Actions recommended by participants included the implementation of corresponding tariffs on U.S. imports as a way of matching any tariffs put in place on Canadian goods, increased efforts to expand and strengthen Canada's other international trading relationships, and taking steps to reduce the internal trade barriers currently in place between Canada's provinces and territories.

Participants next took part in an exercise where they were presented with a list of actions that could potentially be taken by the Government of Canada as part of its response to U.S. tariffs and asked to select which they felt would be most effective in this regard. On balance, participants expressed the highest level of support for the action to restrict Canadian oil and gas exports to the U.S., with many believing that this would significantly impact American businesses and consumers. Several also favoured the Government of Canada taking steps to limit hydroelectricity and critical mineral exports. A moderate number expressed support for encouraging Canadians to buy Canadian goods and services. Among these participants, it was felt that this would have a unifying effect among the

population, would provide increased revenue for Canadian businesses, and would assist in keeping more money within the Canadian economy.

Two groups, respectively made up of SME owners in export-dependent sectors and Quebec workers in major cross-border industries, were asked what impacts they expected an ongoing trade issue with the U.S. would have on the Canadian economy. A large number believed that, if this issue persisted for a long period of time, it would bring about significant economic uncertainty in both countries and lead to higher consumer prices for goods such as groceries, fuel, and automobiles. While also expecting that there would be economic challenges in the short term, a number believed that a disruption to the Canada-U.S. trading relationship could help to promote greater diversification and self-sufficiency for the Canadian economy in the long term. Asked whether they were concerned about a potential economic recession or job losses for Canadians, almost all reported that they were.

Participants in the groups comprised of social media opinion leaders on trade and the economy, SME owners in export-dependent sectors, and Quebec workers in major cross-border industries were asked to what degree they felt the Government of Canada should do whatever it takes to respond to U.S. tariffs on Canadian goods, no matter how painful. On balance, almost all believed that the federal government should do as much as it can to respond to U.S. tariffs and thought that it was very important for Canada to defend its economic independence and sovereignty. While many expected that this could lead to a protracted trade issue with the U.S., and potential economic hardship for Canadian households, it was believed that it was critical for the federal government to demonstrate its willingness to respond to these tariffs with retaliatory measures of its own.

Internal Trade (Prairies Living Pay Cheque-to-Pay Cheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Major Cross-Border Industries, Atlantic Canada/Quebec/ Saskatchewan/Manitoba View Canada-U.S. Relations as a Top Issue)

Five groups took part in conversations related to internal trade among Canada's provinces and territories. Informed that there had recently been discussions about making it easier to trade internally between Canada's provinces and territories, as well as efforts to streamline the ability of qualified workers to work in any location in Canada, almost all reacted positively. Many believed that taking this approach would have a positive impact on reducing the prices that consumers pay for goods, including for products such as groceries and alcoholic beverages. Several also believed that removing these barriers would help to unify Canadians in the country's response against the potential imposition of tariffs by the U.S. government, making it easier for consumers to purchase Canadian-made goods.

Asked whether they felt that taking action to reduce internal trade barriers would help to strengthen the Canadian economy, all believed that it would. Many thought that this would make it easier for Canadian businesses to operate across the country as well as foster greater economic cooperation amongst the provinces and territories. Discussing whether they felt these actions would help Canada

to weather any challenges brought about by tariffs or other international trade issues, while most felt that they would have a positive impact, few believed that these actions would be enough on their own to combat these challenges.

Participants were next informed that, as a way of better facilitating internal trade, there had also been discussions about building transmission lines that could transport electricity from east to west, and pipelines that could bring oil and gas from west to east. Almost all were positive in their reactions, with many expecting that this approach would help to lower energy costs for Canadians in the long term as well as promote greater collaboration amongst the country's provinces and territories. The view was also expressed that large-scale infrastructure projects, such as the building of pipelines and transmission lines, could serve as a good source of well-paying jobs for qualified Canadian workers in the years to come.

Buy Canadian (Social Media Opinion Leaders on Trade and the Economy, Small and Medium Enterprise Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries)

Three groups took part in extended discussions related to the Buy Canadian strategy encouraging consumers to primarily purchase Canadian-made products and services. Asked to share their thoughts on this strategy, all reacted positively, with many believing that this would be an effective way to respond to potential U.S. tariffs as well as to support Canadian businesses and manufacturers. Several mentioned that they had already begun to take this approach in recent weeks and had noticed that many grocery chains and other businesses in their area had begun to put up 'Made in Canada' signs or maple leaf symbols to assist consumers in identifying Canadian-made products. Asked how long they felt Canadians would be willing to buy Canadian goods and services, most believed that consumers would take this approach for as long as they could.

Discussing what it would mean to them to broaden a Choosing Canadian strategy across the other aspects of their lives, participants provided a range of responses. These included exclusively choosing companies that operate in Canada and primarily hire Canadian workers (rather than outsourcing to other countries), travelling and vacationing within Canada rather than in countries such as the U.S., becoming more involved in local community initiatives, and working together to assist other Canadians in weathering the potential economic challenges brought on by tariffs.

Asked to describe what they felt it meant to be Canadian and what images and/or behaviours came to mind when they thought of Canada and Canadians, many mentioned values such as kindness, empathy, and cooperation that they believed were emblematic of the country. It was widely felt that Canadians were generally hard-working, community-focused individuals who respected the rule of law and championed issues such as peacekeeping on the international stage.

Border Security Measures (Nova Scotia View Economy as Top Priority, Alberta)

Two groups took part in extended conversations related to border security measures that had recently been announced by the Government of Canada. Informed that the U.S. government had expressed the opinion that Canada had not been taking sufficient action related to issues such as irregular migration and the trafficking of fentanyl into the U.S. from Canada, participants were asked whether they viewed these as major issues, minor issues, or not issues at all. Focusing on fentanyl, very few felt that this was an issue, and many were of the impression that very little of the fentanyl that entered into the U.S. did so via Canada. Likewise, only a small number believed that irregular migration into the U.S. from Canada represented a concern, with few reporting having heard anything about this occurring.

Asked, based on their understanding, how they felt the Government of Canada had been performing in its management of these issues, most believed that it was headed in the right direction on both of these fronts. Several reiterated the view that, given their impression that the trafficking of fentanyl and irregular migration from Canada into the U.S. were not really issues at present, the federal government was doing a good job in its management of these areas.

Provided with information about recent measures that the Government of Canada had announced as part of a \$1.3 billion package to help secure the border and strengthen the Canadian immigration system, many reacted positively. Several felt that this represented a straightforward and logical response from the federal government and believed that it would be effective in addressing the U.S. government's concerns about these issues. Among the smaller number who felt more negatively, the opinion was expressed that most of these actions were unnecessary given the perceived low incidences of these issues, and that the \$1.3 billion that was being invested towards these initiatives could be better spent on other issues, such as lowering the cost of living and improving the financial situations of Canadian households and businesses.

National Defence Spending (Nova Scotia View the Economy as a Top Issue, Alberta)

Two groups took part in conversations related to the amount that the Government of Canada spends on national defence. Asked whether they had recently seen, read, or heard anything about this topic, only a small number indicated that they had. Among those who had heard something, it was believed that there had recently been growing pressure (especially from the U.S. government) for Canada to increase its defence spending and to meet its financial commitments to alliances such as the North Atlantic Treaty Organization (NATO).

Discussing whether they felt the Government of Canada was spending too much, too little, or about the right amount on national defence, a roughly equal number felt that it was spending too little as those who thought that defence spending was at about the right level at present. Very few felt that the federal government was spending too much on this area. Among those who thought that the Government of Canada was spending too little on national defence, several believed that increased investments needed to be made towards strengthening the Canadian Armed Forces (CAF), including in

areas such as equipment modernization, increased compensation for military personnel, and better housing options for CAF members and their families. For those who believed that the federal government was spending about the right amount on national defence, a large number felt that, given their impression that Canada had historically played the role of a peacekeeper on the global stage, a greater focus should be placed on efforts to deescalate geopolitical tensions, rather than increasing military spending.

Participants in Alberta were asked how they felt about the federal government increasing its defence spending target to meet NATO's two per cent of gross domestic product (GDP) target by 2032. While a number questioned whether this was economically feasible, almost all believed that it was important for the Government of Canada to be meeting its defence commitments to its NATO allies. Discussing the specific areas that they felt should be prioritized by the federal government as it increases its defence spending, participants identified areas such as strengthening Canada's defences against cybersecurity threats, as well as increased investments towards purchasing modernized aircraft such as fighter jets and drones.

Those in the group based in Nova Scotia were informed that the Government of Canada had recently indicated that it would be aiming to increase its defence spending to meet NATO's 2 per cent of GDP target by 2027, five years ahead of its previous timeline. Asked how they felt about this accelerated timeline, most believed that it was a step in the right direction, with a number expressing the opinion that Canada should be aiming to meet its 2 per cent of GDP commitment to NATO as soon as possible.

Both groups were informed that the U.S. had recently said that it would be asking all countries in NATO, including Canada, to increase spending on defence to five per cent of GDP. Asked whether they supported or opposed the Government of Canada increasing its national defence spending to five per cent of GDP, almost all reacted negatively to this idea. Many believed that five per cent of GDP was far too high an amount to be spending on national defence, especially given the other economic challenges that Canadians were facing at present.

U.S. Banks in Canada (Alberta)

One group, comprised of participants residing in Alberta, engaged in a brief conversation related to American banks operating in Canada. Asked whether they had recently seen, read, or heard anything about this issue, very few indicated that they had.

Informed that the United States (U.S.) had recently expressed concerns about the ability of U.S. financial institutions to operate in Canada, participants were asked how they felt the federal government should respond. On balance, many expressed that while they were open to the increased operation of American banks in Canada, it was widely felt that all financial institutions needed to abide

by Canada's regulations and that no exceptions should be made in this regard. A number were of the impression that the regulations governing Canada's banking and financial system had played a critical role in protecting the long-term resilience of the Canadian economy. As such, it was believed that the federal government should be focused on ensuring that these rules were respected and followed by all foreign financial institutions that were seeking to do business in Canada.

Social Media Discussions (Social Media Opinion Leaders on Trade and the Economy)

One group, comprised of social media opinion leaders on trade and the economy, engaged in a conversation related to how discussions were currently unfolding on social media related to the Canada-U.S. relationship.

Asked what social media platforms they most frequently utilized when engaging in conversations related to issues such as trade agreements, economic policies, global market trends, and/or other economic issues, participants identified a wide range of platforms. These included Facebook, LinkedIn, TikTok, and YouTube, with a smaller number reporting also using platforms such as X, Instagram, Twitch, and Bluesky. Discussing the types of economic content that they typically engaged with the most on social media, participants mentioned accessing content related to subjects such as increasing Canada's economic independence, investments in clean technology and energy, actions to reduce wealth inequality in the country, and satirical economic content, such as memes.

Questioned as to whether they ever accessed content related to the relationship between Canada and the U.S., all answered affirmatively, with many reporting that they engaged with this issue on a daily basis. Asked how they felt the online discussions about this issue were going, it was thought that many Canadians were concerned and frustrated, with a number expressing anger at what they viewed as unnecessary and unjustified actions from the U.S., including its proposal to implement significant across the board tariffs on all Canadian goods. A large number, however, also identified what they viewed as an online resurgence in Canadian national pride and solidarity in the wake of these challenges. The view was expressed that Canadians had become more unified on social media and had been closely aligned in their reactions to this issue.

Sharing their expectations as to how social media discussions on the Canada-U.S. relationship would unfold going forward, many hoped that these conversations would remain positive, and that Canadians would continue to put up a united front in their reactions to potential economic challenges such as tariffs.

MORE INFORMATION

The Strategic Counsel
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Detailed Findings

Timeline of February 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 month of February 2025.

- February 1-7
 - February 1st. The Government of Canada announced that in response to proposed tariffs by the United States (U.S.), it would be moving forward with a 25 per cent tariff on \$155 billion worth of imported U.S. products, beginning on February 4th, 2025.
 - February 3rd. The Government of Canada and the U.S. government agreed to delay the imposition of respective tariffs on imported goods, with this pause expected to last for 30 days.
 - February 4th. The Minister of Public Safety highlighted measures to further strengthen security at the border, expanding on the \$1.3 billion Border Plan the Government of Canada announced in December.
 - February 4th. The Minister of Export Promotion, International Trade, and Economic Development announced the successful conclusion of free trade agreement negotiations between the Government of Canada and the Government of Ecuador.
 - February 4th. The Minister for Prairies Economic Development Canada (PrairiesCan) announced \$43 million in federal investments towards securing more affordable transportation in Canada's North and strengthening trade opportunities for Canada.
 - [Focus group was held with individuals residing in Nova Scotia who viewed the economy as a top issue \(February 4th\).](#)
 - February 5th. The Government of Canada announced a repayable contribution of \$1 million to Atlas Salt Inc. to support the company's Mine Design & Optimization Initiative and to assist in the creation of up to 300 full-time construction jobs and 170 permanent positions (during operations) in Newfoundland and Labrador.
 - February 6th. The Minister of Energy and Natural Resources announced an investment of up to \$43.5 million under the Critical Minerals Infrastructure Fund (CMIF) and the Critical Minerals Research, Development, and Demonstration (CMRDD) program to assist in the advancement of critical minerals research and infrastructure developments in Quebec.
 - [Focus group was held with the general population in Alberta \(February 6th\).](#)
 - February 7th. The Government of Canada reaffirmed its commitment to the collective defence and security of its North Atlantic Treaty Organization (NATO) allies and welcomed Sweden to the Canadian-led NATO Multinational Brigade Latvia (MNB-LVA).

- February 8-14

- February 11th. The Government of Canada formally submitted its 2035 nationally determined contribution (NDC) to the United Nations (U.N.) Framework Convention on Climate Change under the Paris Agreement. This new NDC set the target of reducing carbon emissions by up to half below 2005 levels by 2035.
- Focus group was held with the general population in British Columbia (B.C.) (February 11th).
- Focus group was held with individuals living paycheque-to-paycheque in the Prairies (February 12th).
- February 13th. The Government of Canada and the Government of Manitoba announced that they would be working together to provide \$4.7 million in grant funding under the Sustainable Canadian Agriculture Partnership (Sustainable CAP) to support 36 projects in the province, including several that benefit the future health of Manitoba crops.
- February 13th. The Minister of Public Safety met with federal, provincial, and territorial counterparts to discuss the ongoing implementation of the Government of Canada's \$1.3 billion Border Plan, which included actions such as the appointment of a Fentanyl Czar, the launch of a new Canada-U.S. Joint Strike Force, and the enactment of a new intelligence directive on organized crime and fentanyl.
- Focus group was held with the general population residing in Quebec (February 13th).
- February 14th. The Government of Canada announced that it was engaging in consultations on the implementation of additional controls for three precursor chemicals that can be used in the production of illegal substances, such as fentanyl.
- February 14th. The Department of Finance Canada hosted a briefing with Canadian industry and labour stakeholders, as well as provincial and territorial representatives, on the Canada-U.S. economic relationship, proposed U.S. tariffs on Canadian steel and aluminum, and the potential implementation of reciprocal tariffs on U.S. goods by the Government of Canada.
- February 14th. The Minister of Foreign Affairs attended the 2025 Munich Security Conference, which took place in Munich, Germany from February 14th, 2025, to February 16th, 2025. As part of its participation in this conference, the Government of Canada advanced key foreign policy priorities, including reaffirming its support for Ukraine in the face of continued Russian aggression.
- February 15-21
 - February 15th. The Minister of International Development announced \$56.8 million in new funding to projects in the Indo-Pacific region supporting areas such as the promotion of gender equality, assisting Rohingya refugees, improving health care systems, and increasing economic growth in the region, all with the aim of further strengthening the Government of Canada's partnership with the Association of Southeast Asian Nations (ASEAN).

- February 15th. The Minister of Export Promotion, International Trade, and Economic Development, led a Team Canada Trade Mission to Sydney, Australia to participate in the Australia-Canada Economic Leadership Forum, and discuss opportunities to advance the strong and diversified trade and investment relationship between the two countries.
- February 17th. The Government of Canada and Government of Quebec announced an investment of \$35.3 million, in part funded under the Sustainable CAP initiative, to better support producers who adopt more sustainable farming practices.
- Focus group was held with the general population residing in Atlantic Canada (February 18th).
- February 19th. The Government of Canada announced that it would be investing in the development of a high-speed rail network in the Toronto-Quebec City corridor. Once operational, this network will span over 1000 kilometres, with stops in Toronto, Peterborough, Ottawa, Montréal, Laval, Trois-Rivières, and Quebec City.
- February 19th. The Government of Canada and Government of Saskatchewan announced continued funding and commitment through the 2025 Crop Insurance Program, administered by the Saskatchewan Crop Insurance Corporation (SCIC).
- Focus group was held with workers in resource-driven export sectors/major cross-border industries in Western Canada (February 19th).
- February 20th. The Government of Canada renewed its commitment to welcoming people affected by the ongoing conflict in Sudan, including announcing that over the next two years it would be working to resettle more refugees displaced by this conflict as well as would be increasing the number of spaces available under the family-based permanent residency pathway.
- Focus group was held among individuals residing in Atlantic Canada, Quebec, Manitoba, and Saskatchewan who viewed Canada-US relations as a top issue (February 20th).
- February 21st. The Minister of Export Promotion, International Trade and Economic Development, participated in the third annual Canada-in-Asia Conference (CIAC), which took place in Singapore from February 19th, 2025, to February 21st, 2025.
- February 21st. The Minister of Transport and Internal Trade announced the upcoming removal of an additional 20 federal exceptions in the Canadian Free Trade Agreement (CFTA), with the aim of providing greater opportunities for Canadian businesses to compete across the country.
- February 22-28
 - Focus group was held with social media opinion leaders on trade and the economy (February 25th).
 - Focus group was held with small and medium enterprise (SME) owners in export-dependent sectors (February 26th).

- February 27th. The Canada Border Services Agency (CBSA) launched Operation Blizzard, a targeted, cross-country initiative aimed at intercepting illegal contraband arriving and leaving Canada, with a focus on fentanyl and other synthetic narcotics.
- [Focus group was held with workers in major cross-border industries residing in Quebec \(February 27th\)](#).
- February 28th. The Committee on Internal Trade (CIT) agreed on additional measures to eliminate regulatory barriers to internal trade, encourage the free movement of labour, and further standardize regulations across Canada.
- February 28th. To support its response to the illegal toxic drug and overdose crisis, the Government of Canada announced that it would be providing over \$84.8 million in funding to support community-led projects through the Substance Use and Addictions Program and the Emergency Treatment Fund.
- February 28th. The Government of Canada announced that it will increase the minimum wage for employees in federally regulated sectors to \$17.75 per hour, beginning on April 1st, 2025.
- February 28th. The Minister of Mental Health and Addictions and Associate Minister of Health, Minister of Public Safety, and the newly appointed Fentanyl Czar announced new measures to decrease fentanyl production and organized crime in Canada. The federal government formalized additional controls for three fentanyl precursor chemicals and the drug carisoprodol.

Government of Canada in the News (All Locations)

All groups were asked to share what they had seen, read, or heard about the Government of Canada in recent days. A wide range of announcements and initiatives were recalled, including:

- Ongoing discussions between the federal and provincial/territorial governments regarding potential actions that could be taken in response to the proposed imposition of 25 per cent tariffs by the United States (U.S.) on Canadian goods. Potential measures recalled by participants included the implementation of retaliatory tariffs by the Government of Canada on U.S. goods, the removal of U.S. products (such as liquor) from publicly owned stores in some provinces, increased efforts to strengthen Canada's trading relationships with other countries, and the potential construction of new oil and gas pipelines across the country;
- The announcement by the federal government of a \$1.3 billion investment towards strengthening the security of the Canada-U.S. border, with a specific focus on addressing issues related to irregular migration and the trafficking of fentanyl. Specific measures

mentioned by participants included the deployment of additional border security personnel to guard and monitor the border, the increased use of technology such as drones for border security, and the appointment of a Fentanyl Czar;

- The federal government's announcement that it would be investing in the development of a high-speed rail network in the Toronto-Quebec City corridor;
- The attendance by the Prime Minister (PM) and other federal officials at the Artificial Intelligence (AI) Action Summit, which was held in Paris, France from February 10th to February 11th, 2025;
- The visit by the PM to Kyiv, Ukraine on February 24th, 2025, to reaffirm the Government of Canada's unwavering support for Ukraine, including its recent \$5 billion contribution to Ukraine's defence through the Group of Seven (G7) Extraordinary Revenue Acceleration (ERA) Loans mechanism; and
- The announcement that the PM would be resigning and would be officially stepping down following the selection of a new leader by the Liberal Party of Canada, which was set to take place on March 9th, 2025.

Participants in the groups comprised of residents of Nova Scotia who viewed the economy as a top issue, individuals in the Prairies living pay cheque-to-pay cheque, and the general populations in Alberta, British Columbia (B.C.), Quebec, and Atlantic Canada were asked an additional question as to whether they felt the Government of Canada was, overall, currently headed in the right or wrong direction. On balance, a roughly equal number felt that the federal government was headed in the right direction compared to those who believed that it was on the wrong track at present. Several were more mixed or uncertain in their opinions, believing that while the Government of Canada had been performing well in some areas, it had room for improvement in others.

Among those who believed that the federal government was currently headed in the right direction, a number spoke positively of what they perceived as its efforts to unify Canadians in recent months as well as to encourage increased cooperation by the country's provinces and territories as a way of responding to potential U.S. tariffs. Other areas in which participants believed the Government of Canada had been performing well included its efforts to protect the environment and mitigate the impacts of climate change, the continued accessibility of affordable, high quality health care for Canadians, and what was perceived as its protection and promotion of values such as diversity and inclusiveness in Canadian communities.

For those who felt that the Government of Canada was on the wrong track at present, several believed that more needed to be done to address challenges related to inflation and the high cost of living, a lack of affordable housing in many parts of the country, and the perceived strain placed on Canadian communities by higher rates of immigration in recent years. A few felt that programs such as the federal carbon pollution pricing system had served to make life more expensive for Canadians in recent years, while others expressed concern regarding what they perceived as high federal spending as of late and the impact that this could have on the national debt in the long term.

Canada-U.S. Relations (All Locations)

Discussions in all groups during this reporting cycle focused heavily on the relationship between Canada and the United States (U.S.) and all sections that follow relate to this issue in some capacity. Topics focused on by participants included the response to the proposed imposition of tariffs by the U.S. on Canadian goods, internal trade among Canada's provinces and territories, the encouragement of a Buy Canadian strategy, recent security measures announced related to the Canada-U.S. border, national defence spending by the federal government, the operation of American banks in Canada, and social media conversations related to this issue.

At the outset of their discussions, participants in the groups comprised of the general populations of Atlantic Canada, Quebec, Alberta, and British Columbia (B.C.) were asked what word or phrase they would use to describe the current state of the Canada-U.S. relationship. Almost all chose terms with negative connotations, including 'strained', 'faltering', 'tense', and 'troubling'. Several selected words that conveyed what was viewed as the increasing uncertainty of this relationship, including terms such as 'changing', 'unstable', 'insecure', and 'reactive'.

Tariffs (All Locations)

All groups engaged in conversations related to the potential implementation of tariffs by the U.S. on Canadian goods and the implications that this action could have for Canadian households, businesses, and the economy overall. As the situation evolved in real time, so did the content of these discussions.

Asked whether they had recently seen, read, or heard anything about the U.S. imposing tariffs on goods exported by Canada into the U.S., almost all reported that they had. Many recalled hearing that the American government had proposed implementing a 25 per cent across the board tariff on all Canadian imports. Related to this, several reported having recently heard that these tariffs had been paused for 30 days and were now expected to go into effect around the beginning of March 2025. A large number also reported having heard about the announcement of targeted U.S. tariffs on Canadian steel and aluminum, with a few of the impression that these were set to go into place on or around March 12th, 2025.

Unprompted, many expressed concerns about the negative impact that broad-based tariffs could have on Canadian consumers and businesses. It was felt that these tariffs, if implemented, could lead to higher consumer prices for Canadians, large-scale job losses in many sectors, and increased expenses for Canadian businesses going forward. Some specifically expressed concerns about the automotive manufacturing sector, with a number of the impression that the vehicle manufacturing process was deeply interconnected between Canada and the U.S. and required daily trade across the Canada-U.S. border. It was felt that these proposed tariffs, if they went into place, would lead to substantially higher automobile prices for both Canadians and Americans alike.

Participants in the groups respectively comprised of the general population in Alberta and residents of Nova Scotia who viewed the economy as a top priority, were provided with the following information regarding these proposed tariffs from the U.S. government:

Last fall, the incoming U.S. administration announced that it would impose tariffs on Canadian goods until it has deemed that Canada had taken sufficient action to address fentanyl crossing from Canada into the U.S., as well as migrants crossing from Canada into the U.S.

Asked to describe how they felt these proposed tariffs would impact the Canadian economy, many reiterated concerns about the potential for these measures to lead to higher prices for consumers and increased operating expenses for Canadian businesses, especially those reliant on U.S. goods and supplies. Several expressed concerns about the potential for these tariffs to bring about an economic recession, with some worrying that the impact of these measures would be disproportionately felt by lower-income households and small businesses who generally had fewer financial resources to draw upon in emergency situations. Asked how they felt tariffs would impact their province's economy, especially if they were placed on oil and gas, almost all in the group based in Alberta believed that they would have a devastating impact on Albertan businesses and workers. In both groups, almost all participants expected that these tariffs, if implemented, would have a negative impact on their own personal financial situations.

Steel and Aluminum Tariffs (British Columbia, Prairies Living Pay Cheque-to-Pay Cheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Major Cross-Border Industries, Atlantic Canada/Quebec/Saskatchewan/Manitoba View Canada-U.S. Relations as a Top Issue, Social Media Opinion Leaders on Trade and the Economy, Small and Medium Enterprise Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries)

Nine groups engaged in conversations related to proposed U.S. tariffs on Canadian steel and aluminum. To begin, participants were provided with the following information:

On February 10th, 2025, the U.S. announced that it would impose 25 per cent tariffs on all steel and aluminum imports, including from Canada, which are scheduled to take effect on March 12th, 2025.

Sharing their reactions, almost all expressed concern about the impact that these tariffs could have on them personally as well as the Canadian economy more broadly. Unprompted, several expressed the view that these tariffs were unjustified, with a few of the impression that they violated the Canada-United States-Mexico Agreement (CUSMA). A number were worried that these proposed tariffs on steel and aluminum represented the first step in a larger, more ambitious economic strategy from the U.S. towards Canada and were concerned that additional tariffs would follow in the weeks and months to come.

Discussing the specific impacts that they expected U.S. tariffs on Canadian steel and aluminum imports would have on Canadians and the Canadian economy, many believed that they would lead to rising costs for automobiles and other products and infrastructure that required large amounts of these

metals. A number of those who worked in businesses or sectors involving the export of steel and aluminum products to the U.S. expressed concerns about the potential impact that these measures would have on their own jobs and the ongoing economic viability of the businesses they worked for.

Participants residing in British Columbia (B.C.), the Prairies, Quebec, and Atlantic Canada were asked how they felt steel and aluminum tariffs would impact the economies of their respective provinces. On balance, participants in Quebec expressed the greatest level of concern, with a number of the impression that a large portion of the steel and aluminum manufactured in Canada was made in their province, as well as in Ontario. While less concerned about the immediate impacts of steel and aluminum tariffs on their own provincial economies, participants in B.C., the Prairies, and Atlantic Canada expected that these actions by the U.S. would likely serve to increase the cost of homebuilding and infrastructure projects in their provinces, as well as potentially bring about job losses for workers in sectors that were reliant upon the import and/or export of steel and aluminum goods and products from the U.S.

Several in the group comprised of small and medium enterprise (SME) owners in export-dependent sectors expressed concerns as to how these tariffs might impact their businesses. Related to this, a number reported having begun to build up increased cash reserves as a way of preparing for a potential increase in business costs in the months to come. A few reported that a number of their customers in the U.S. had begun to postpone making purchases in recent weeks out of a desire to wait and see if these tariffs would eventually go into place.

Participants in the groups comprised of workers in major cross-border industries in Quebec and workers in resource-driven exports and major cross-border industries in Western Canada also expressed concerns about how steel and aluminum tariffs might impact their livelihoods going forward. Many reported working with steel and aluminum products and materials on a daily basis, and worried that the cost for these materials would rise if these tariffs went into place. A number were concerned that the companies they work for would feel the need to raise the prices they charge to consumers in order to accommodate the potential rising business costs brought on by tariffs.

Those in the groups based in B.C., Quebec, and Atlantic Canada, as well as participants living pay cheque-to-pay cheque in the Prairies, and workers in resource-driven exports and major cross-border industries were asked whether they had recently seen, read, or heard anything about how the Government of Canada was planning on responding to the steel and aluminum tariffs being imposed by the American government. Only a small number reported having heard something, with awareness generally higher among those groups that were held later in the reporting cycle. Among those who reported having heard something, several believed that the federal government was planning its own retaliatory tariffs that would be implemented in the event that the U.S. went ahead with its tariffs. A few mentioned having heard about other potential actions they believed had been discussed by federal officials, including restricting the transportation of energy exports to the U.S. as well as the removal of certain American made products, such as bourbon whiskey, from store shelves. To aid in conversation, participants in these groups were provided with the following information:

The Government of Canada has said that these tariffs are unjustified and that it will work with the U.S. government to highlight the negative impacts these tariffs would have on both countries. It has also said it is consulting international partners to coordinate a response.

Asked to share their thoughts on this initial response from the federal government, most reacted positively. While a number expressed the view that this statement lacked information regarding the specific actions that would be taken in response to these tariffs, some thought that this had been intentional on the part of the federal government, believing that it was likely preparing a range of different responses that could be put into place depending on whether these tariffs from the U.S. went into effect and/or what levels they were ultimately set at. Many felt that it was very important for the federal government to be reaching out to other international trading partners and believed that this would need to be a top priority going forward.

All groups were asked whether they were aware of any actions that were being taken by the federal government to help Canada weather the potential economic challenges resulting from tariffs on steel and aluminum. On balance, very few reported having heard anything, with most of the impression that there had been few concrete details as to the potential actions that would be taken by the Government of Canada on this front. Asked what steps they felt the federal government should take to address these potential challenges, while a few suggested that financial relief (such as subsidies, grants, and/or direct payments) could be provided to individuals who were negatively impacted by tariffs, several felt differently. Among these participants, it was felt that any financial support provided by the Government of Canada should primarily be focused on assisting laid off workers in accessing the education and skills training they require to rejoin the workforce as quickly as possible. Discussing the federal government's response to these tariffs more broadly, the view was expressed that steel and aluminum tariffs would likely have a disproportionate impact on certain sectors and parts of the country more than others. As such, it was expected that the federal government would need to devise a wide range of responses, each designed to address the unique economic needs of the local regions and sectors it was seeking to assist.

Participants in the groups based in B.C., Quebec, and Atlantic Canada, as well as participants living pay cheque-to-pay cheque in the Prairies, and workers in resource-driven exports and major cross-border industries were asked how they felt about the federal government potentially providing a relief package to businesses that were affected by steel and aluminum tariffs. While several reacted positively to this initiative, many expressed the opinion that any support provided by the Government of Canada should primarily be directed to small and medium sized businesses rather than large corporations. Among those who felt more negatively about this proposal, the view was expressed that this would likely be a highly expensive program for the federal government to maintain and did not represent a feasible solution to this issue in the long term.

The groups identified above were also asked whether they felt the Government of Canada should consider making changes to the Employment Insurance (EI) program to help support workers impacted by these tariffs. On balance, while most thought that it was important for the federal government to assist these workers, it was largely believed that the EI program was already functioning as it should and that it did not need to be changed. Rather, many reiterated the view that

any support from the Government of Canada should primarily be focused on providing education and skills retraining to assist laid off workers in finding new jobs in in-demand sectors. Among the smaller number who felt the EI program could be adjusted, suggested actions included making EI more accessible to a wider range of workers, reducing the number of required hours to qualify for EI support, and increasing EI payment accounts to reflect the rising cost of living in recent years.

Overall Tariff Response (All Locations)

All groups took part in discussions related to the Government of Canada's overall response to the broader tariffs that had been announced by the U.S. government in recent months. The content of these conversations evolved as the situation surrounding these tariffs changed in real time. To aid in conversation, participants were provided with information about the steps the federal government was taking in response to these proposed tariffs from the U.S.

Participants in the groups comprised of residents of Nova Scotia who viewed the economy as a top priority and the general population of Alberta were provided with the following information:

More recently, the U.S. indicated that it would be imposing 25 per cent tariffs on Canadian goods and a 10 per cent tariff on Canadian energy imports. In response Canada announced that it would impose retaliatory measures, including 25 per cent tariffs on some American goods, to take effect at the same time.

Following discussions between the two leaders, each country has paused its proposed tariffs.

The Government of Canada also announced that in addition to the measures it had previously announced, it would also:

- *List cartels as terrorists;*
- *Appoint a "fentanyl czar";*
- *Launch a cross-border "Strike Force" to combat organized crime, fentanyl, and money laundering; and*
- *Allocate \$200 million to implement a directive on organized crime and fentanyl.*

All other groups were provided with an updated set of information about this situation:

Last fall, the incoming U.S. administration announced that it would impose tariffs on Canadian goods until it deemed that Canada had taken sufficient action to address fentanyl crossing from Canada into the U.S., as well as migrants crossing from Canada into the U.S. In response, the Government of Canada announced a \$1.3 billion package to help secure the border and strengthen the immigration system.

More recently, the U.S. indicated that it would be imposing 25 per cent tariffs on Canadian goods and a 10 per cent tariff on Canadian energy imports. In response, Canada announced that it would impose retaliatory measures, including 25 per cent tariffs on some American goods, to take effect at the same time.

Following discussions between the two leaders, each country has paused these proposed tariffs.

Having been provided with this information, participants in all groups except for those comprised of Quebec workers in major cross-border industries, SME owners in export-dependent sectors, and social media opinion leaders on trade and the economy, were asked whether they felt the Government of Canada was on the right track in its response to these actions by the U.S. government. On balance, most felt that the federal government was headed in the right direction, with many believing that it had acted strongly and decisively in its response and had clearly demonstrated its commitment to defending the economic wellbeing of its citizens. Asked whether they felt responding with retaliatory tariffs was the correct initial approach for the federal government to have taken, almost all believed that it was. Several expressed feeling that this represented a fair and measured response from the Government of Canada and expected that, if implemented, these retaliatory tariffs would be quickly felt by American consumers. Among the smaller number who felt differently, a few expressed concerns that the federal government implementing retaliatory tariffs could lead to this situation escalating into a larger trade dispute and were worried about the potential for these actions to damage to the Canada-U.S. relationship in the long term.

Participants in four groups (respectively comprised of individuals in Atlantic Canada, Quebec, Manitoba, and Saskatchewan who viewed Canada-U.S. relations as a top issue, social media opinion leaders on trade and the economy, SME owners in export-dependent sectors, and Quebec workers in major cross-border industries) engaged in an exercise where they were asked to rate the Government of Canada's performance across a range of issues. Areas focused on included the protection of the Canada-U.S. border, protecting Canadian industries, working to avoid U.S. tariffs, and responding to the opioid crisis.

On balance, participants felt most positively about the Government of Canada's work to respond to and avoid U.S. tariffs as well as its efforts to protect the Canada-U.S. border. On both fronts, it was largely felt that the federal government had done the best that it could to respond to the concerns expressed by the U.S. (such as fentanyl trafficking and irregular migration) and had taken numerous steps to avoid future tariffs going forward. Participants were more mixed in their evaluations of the federal government's efforts to protect Canadian industries. It was felt that while increased efforts had been taken in recent weeks and months to protect Canadian workers and industries, the view was expressed by several that more could have been done in recent years to diversify Canada's trading relationships as well as to increase domestic manufacturing within Canada as a way of ensuring that the economy would not be overly reliant on international trade. A large number thought that there was considerable room for improvement in the federal government's response to the opioid crisis. While some reiterated the view that the U.S. government's concerns about the trafficking of fentanyl from Canada into the U.S. were greatly exaggerated, it was widely felt that opioids were having a damaging impact on many Canadian communities and that more needed to be done to address this issue.

Six groups were asked a few additional questions specifically about the announcement by the Government of Canada that it would be naming a fentanyl czar to oversee this issue and crack down

on the trafficking of this substance across the Canada-U.S. border. Participants in the groups comprised of the general populations of B.C. and Alberta, and residents of Nova Scotia who viewed the economy as a top issue were asked what came to mind when they heard the term 'fentanyl czar'. Many expected that a fentanyl czar would likely be an official that would be responsible for overseeing the federal government's overall efforts to eliminate the trafficking of fentanyl across the Canada-U.S. border. It was expected that this individual would serve as an intermediary to assist in the coordination of joint efforts on this front by other federal organizations such as the Royal Canadian Mounted Police (RCMP) and the Canada Border Services Agency (CBSA). A few questioned the choice of the word 'czar' for the title of this role, believing that this was a word that was rarely used in an official capacity in Canada.

Participants in the groups comprised of the general population in Atlantic Canada and Quebec, and individuals living pay cheque-to-pay cheque in the Prairies were provided with additional information related to this new role and the global fentanyl crisis:

The Government of Canada also recently announced that in addition to the \$1.3 billion package, it has appointed a "fentanyl czar", known officially as the Commissioner of Canada's Fight Against Fentanyl. His role is to provide leadership to coordinate federal efforts and convene federal entities and other stakeholders in addressing measures to fight the global fentanyl crisis.

Sharing their thoughts regarding the creation of this new position, while few felt that the appointment of a fentanyl czar would have a significant impact on reducing the harms caused by this substance, most did not see a downside in the federal government taking this action. A number expressed the view that while they felt it was likely the Government of Canada was primarily taking this step in an attempt to address the U.S. government's concerns regarding fentanyl crossing the Canada-U.S. border, any action to combat fentanyl and reduce its presence in Canadian communities represented a step in the right direction. Asked whether they thought the federal government was doing enough to help fight the global fentanyl crisis, only a few believed that it was. A number were of the opinion that harm reduction efforts in some parts of the country, such as the creation of supervised consumption sites and the decriminalization of certain amounts of dangerous substances such as opioids, had served to increase the prevalence of drugs such as fentanyl in many communities. It was felt that in addition to the creation of a fentanyl czar, there needed to be harsher penalties for those who manufactured and trafficked fentanyl, as well as greater access to treatment services for individuals struggling with addiction.

All groups were asked whether, after the (at the time of the groups) 30-day pause had concluded, they expected that the U.S. would once again propose broader tariffs on imported goods from Canada. Almost all thought that it would, with several expecting that this would be an ongoing tactic utilized by the U.S. government for the foreseeable future. It was widely felt that the current U.S. government was quite unpredictable and, as such, it was difficult to say definitively what its next steps would be regarding these tariffs.

Participants in six groups, respectively comprised of the general populations of Atlantic Canada, Quebec, Alberta, and B.C., individuals living pay cheque-to-pay cheque in the Prairies, and residents of

Nova Scotia who viewed the economy as a top issue were asked an additional question regarding what else they felt the Government of Canada could be doing in its efforts to ensure that the U.S. did not impose broader tariffs on Canadian goods in the short or long term. While most felt that the federal government should continue to negotiate with the U.S. on this issue, several were of the opinion that there was little that could be done to change the American government's perspective on this front. With this in mind, a number reiterated the view that greater efforts needed to be taken to strengthen Canada's trading relationships with other international partners as well as take steps to become more self-reliant in areas such as energy production and manufacturing.

Potential Retaliatory Measures (Western Canada Workers in Resource-Driven Exports/Major Cross-Border Industries, Atlantic Canada/Quebec/Saskatchewan/Manitoba View Canada-U.S. Relations as a Top Issue, Social Media Opinion Leaders on Trade and the Economy, Small and Medium Enterprise Owners in Export-Driven Sectors, Quebec Workers in Major Cross-Border Industries)

Five groups took part in conversations related to the potential retaliatory measures that could be taken by the Government of Canada in the event that the U.S. moved forward in implementing its proposed tariffs on Canadian imports. Asked how they felt the federal government should respond if the U.S. ended up implementing these tariffs, participants provided a range of responses. Several recommended the implementation of corresponding tariffs on U.S. imports as a way of matching any tariffs put in place on Canadian goods, as well as increased efforts to expand and strengthen Canada's other trading relationships and taking steps to reduce the internal trade barriers currently in place between Canada's provinces and territories. A number believed that more could also be done to make Canada more self-reliant in its energy production, including by building infrastructure such as pipelines and refineries that would allow more oil and gas to be produced and refined within Canada. A few also believed that in addition to implementing retaliatory measures, the federal government should take steps to address the U.S. government's concerns regarding alleged high levels of irregular immigration and fentanyl trafficking across the Canada-U.S. border, as a way of demonstrating that it was committed to resolving this issue.

Participants next took part in an exercise where they were presented with a list of actions that could potentially be taken by the Government of Canada as part of its response to U.S. tariffs and asked to select which two they felt would be most effective in this regard. The measures shown to participants included:

- *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.; and*
- *Canada encourages consumers to "buy Canadian" to support businesses affected by tariffs.*

On balance, participants expressed the highest level of support for the action to restrict Canadian oil and gas exports to the U.S., with many believing that this would significantly impact American businesses and consumers. A large number also favoured the Government of Canada taking steps to limit hydroelectricity and critical mineral exports. Focusing on hydroelectricity, the view was expressed that limiting hydroelectricity exports would likely contribute to a substantial rise in energy costs for a large number of American households and could be effective in placing pressure on the U.S. government to rescind its proposed tariffs. Similarly, several were of the impression that many U.S. businesses and manufacturers relied heavily on critical mineral exports from Canada and felt that by restricting these resources, the Government of Canada would be taking an impactful stance against any potential tariffs. A number also expressed support for encouraging Canadians to buy Canadian goods and services. Among these participants, it was felt that this would have a unifying effect among the population, would provide increased revenue for Canadian businesses, and would assist in keeping more money within the Canadian economy.

A smaller number respectively selected the imposition by the federal government of dollar-for-dollar and/or targeted tariffs. Among those who chose dollar-for-dollar tariffs, it was felt that this was the most straightforward approach in responding to these measures, with a number believing that this represented a proportional response to any tariffs implemented on Canadian goods. Among those who favoured targeted tariffs, it was thought that the implementation of tariffs on certain items (such as orange juice and bourbon) could have a specific impact on those U.S. states that were most supportive of the current American government and would hopefully encourage the U.S. to reconsider the imposition of tariffs on Canada going forward. No participants viewed limiting dairy imports from the U.S. as an effective response to potential tariffs. A small number did not believe that any of these measures would be effective, with a few expressing the view that given the much greater size of the U.S. economy, it would be difficult for Canada to respond to these tariffs without also significantly damaging the Canadian economy in the process.

Participants in the groups comprised of workers in Western Canada employed in resource-driven exports/major cross-border industries and residents of Atlantic Canada, Quebec, Manitoba, and Saskatchewan who viewed Canada-U.S. relations as a top issue, were asked whether they would have any concerns if the Government of Canada restricted energy exports (such as oil, natural gas, and hydroelectricity) to the U.S. as part of its response to these proposed tariffs. A number were worried that this action could potentially lead to higher fuel and energy prices for Canadians, as well as have a damaging impact on provinces such as Alberta and Quebec, whose economies were believed to respectively be heavily reliant on oil and gas and hydroelectricity. A few reiterated concerns that taking this step would have a significant impact on American consumers and as a result could bring about lasting damage to the Canada-U.S. relationship.

Two groups, respectively made up of SME owners in export-dependent sectors and Quebec workers in major cross-border industries, were asked what impacts they expected an ongoing trade issue with the U.S. would have on the Canadian economy. A large number believed that, if this issue persisted for a long period of time, it would bring about significant economic uncertainty in both countries and lead to higher consumer prices for goods such as groceries, fuel, and automobiles. While also expecting

that there would be economic challenges in the short term, a number believed that a disruption to the Canada-U.S. trading relationship could help to promote greater diversification and self-sufficiency for the Canadian economy in the long term. Asked whether they were concerned about a potential economic recession or job losses for Canadians, almost all reported that they were.

Questioned as to whether they expected their industries would be impacted by these tariffs, all in the groups mentioned above believed that they would, with many reporting that they had already begun to feel a negative economic effect. Several reported that their customers in the U.S. had been placing orders on hold in recent weeks in anticipation of these potential tariffs, and a number of SME owners described having cut down on expenses and stocked up on key imports from the U.S. in preparation for these tariffs. Asked whether they felt U.S. tariffs would impact their sector of employment, almost all in the group composed of workers in Quebec believed that they would. A number thought that the implementation of tariffs by the U.S. would lead to a significant downturn in their sales to American customers, as well as make it much more expensive to transport important supplies and materials across the Canada-U.S. border.

The group comprised of individuals in Saskatchewan, Manitoba, Quebec, and Atlantic Canada who viewed Canada-U.S. relations as a top priority engaged in an additional exercise where they were provided with a list of actions that the federal government could take to assist workers in industries impacted by tariffs and asked to share their level of support for each measure. These included:

- *Waiving the waiting period for EI benefits for workers laid off because of tariffs;*
- *Offering interest-free loans to businesses in sectors affected by tariffs;*
- *Providing a wage subsidy to businesses in sectors affected by tariffs; and*
- *Increasing EI benefits for workers laid off because of tariffs.*

On balance, the initiative to offer interest-free loans to businesses in sectors affected by tariffs received the highest level of support. Several believed that this initiative could provide tangible, immediate assistance to businesses that were struggling as a result of tariffs and, given that these loans were interest free, it would not be overly costly for companies to pay back this debt in the future. While a greater number participants supported the provision of a wage subsidy to businesses in sectors affected by tariffs compared to those who opposed it, several expressed uncertainty regarding this initiative and questioned whether it would be financially feasible on a large scale. A roughly equal number supported the measure to waive the waiting period for EI benefits for workers laid off due to tariffs, compared to those who felt otherwise. Among those who supported this initiative, it was felt that this would immediately help laid off workers regain stability in their lives and continue to make ends meet financially. Participants were similarly mixed in their reactions to the proposal to increase EI benefits for workers laid off due to tariffs. While some felt that this action would be helpful in assisting workers impacted by these tariffs, others were worried about the potential for this program to be misused, as well as the possibility that laid off workers would feel less incentivized to return to the workforce if they received larger payment amounts.

Participants in the groups comprised of social media opinion leaders on trade and the economy, SME owners in export-dependent sectors, and Quebec workers in major cross-border industries were provided with the following information regarding the Government of Canada's response to the proposed tariffs:

Some have said that Canada should do whatever it takes in response to U.S. tariffs on Canadian goods, no matter how painful; others have said Canada should not take any countermeasures, as this will just make things worse for Canadians.

Thinking of these two perspectives as the end points of a continuum, participants were asked how far they felt the Government of Canada should go in its response. Almost all believed that the federal government should do as much as it can to respond to U.S. tariffs and thought that it was very important for Canada to defend its economic independence and sovereignty. While many expected that this could lead to a protracted trade issue with the U.S., and potential economic hardship for Canadian households, it was believed that it was critical for the federal government to demonstrate its willingness to respond to these tariffs with retaliatory measures of its own. A smaller number expressed the opinion that while they felt it was important for the Government of Canada to respond in some capacity to these proposed tariffs from the U.S., they did not wish to see this issue escalate into a large-scale trade confrontation that would negatively impact Canadians and Americans alike.

Internal Trade (Prairies Living Pay Cheque-to-Pay Cheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Major Cross-Border Industries, Atlantic Canada/Quebec/Saskatchewan/Manitoba View Canada-U.S. Relations as a Top Issue)

Five groups took part in conversations related to internal trade among Canada's provinces and territories. Asked whether they had recently seen, read, or heard anything about Canada's internal market and/or interprovincial trade, only a small number reported that they had. Informed that there had recently been discussions about making it easier to trade internally between Canada's provinces and territories, as well as efforts to streamline the ability of qualified workers to work in any location in Canada, almost all reacted positively. Many believed that taking this approach would have a positive impact on reducing the prices that consumers pay for goods, including for products such as groceries and alcoholic beverages. Several also believed that removing these barriers would help to unify Canadians in the country's response against the potential imposition of tariffs by the U.S. government, making it easier for consumers to purchase Canadian-made goods. Focusing specifically on the aim of making it easier for qualified workers to work in any location in Canada, several questioned how much

of an issue this was at present, given their impression that (in most cases) Canadians already had the ability to work anywhere in the country.

Asked whether they felt that taking action to reduce internal trade barriers would help to strengthen the Canadian economy, all believed that it would. Many thought that this would make it easier for Canadian businesses to operate across the country as well as foster greater economic cooperation amongst the provinces and territories. A number questioned what the rationale had been for implementing these internal barriers in the first place and believed that, even if these tariffs were ultimately not implemented by the U.S., that greater efforts should be made to facilitate free trade across Canada. Discussing whether they felt these actions would help Canada to weather any challenges brought about by tariffs or other international trade issues, while most felt that they would have a positive impact, few believed that these actions would be enough on their own to combat these challenges.

Participants were next informed that, as a way of better facilitating internal trade, there had also been discussions about building transmission lines that could transport electricity from east to west, and pipelines that could bring oil and gas from west to east. Almost all were positive in their reactions, with many expecting that this approach would help to lower energy costs for Canadians in the long term as well as promote greater collaboration amongst the country's provinces and territories. The view was also expressed that large-scale infrastructure projects, such as the building of pipelines and transmission lines, could serve as a good source of well-paying jobs for qualified Canadian workers in the years to come. Asked whether they had any concerns about taking this approach, a number were worried about what they viewed as the potential high financial costs associated with building this additional infrastructure and questioned whether these projects would be economically feasible. Some also expressed concerns about the potential environmental impacts of increased investments towards non-renewable energy sources such as oil and gas and worried that this could negatively impact the environment and exacerbate issues such as climate change going forward.

Buy Canadian (Social Media Opinion Leaders on Trade and the Economy, Small and Medium Enterprise Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries)

Three groups took part in extended discussions related to the Buy Canadian strategy encouraging consumers to primarily purchase Canadian-made products and services. Asked to share their thoughts on this strategy, all reacted positively, with many believing that this would be an effective way to respond to potential U.S. tariffs as well as to support Canadian businesses and manufacturers. Several mentioned that they had already begun to take this approach in recent weeks and had noticed that many grocery chains and other businesses in their area had begun to put up 'Made in Canada' signs or

maple leaf symbols to assist consumers in identifying Canadian-made products. Related to this, a few felt that more could be done by the federal government to encourage Canadian manufacturers and businesses to more prominently indicate on their labels that their products were Canadian made. It was also felt that additional regulations and oversight should be put into place by the Government of Canada to ensure that foreign businesses and goods were not able to deceptively present themselves as being Canadian. Asked how long they felt Canadians would be willing to buy Canadian goods and services, most believed that consumers would take this approach for as long as they could. A number voiced the opinion that consumers would be especially willing to purchase Canadian goods and services if efforts could be made to make these products more affordable.

Discussing what it would mean to them to broaden a Choosing Canadian strategy across the other aspects of their lives, participants provided a range of responses. These included exclusively choosing companies that operate in Canada and primarily hire Canadian workers (rather than outsourcing to other countries), travelling and vacationing within Canada rather than in countries such as the U.S., becoming more involved in local community initiatives, and working together to assist other Canadians in weathering the potential economic challenges brought on by tariffs. Among those in the group comprised of small and medium enterprise (SME) owners in export-dependent sectors, the view was expressed that Canadian businesses could also embrace the Buy Canadian strategy by pivoting more towards locally sourced supplies and products and reducing their economic engagements in the U.S. going forward.

Asked to describe what they felt it meant to be Canadian and what images and/or behaviours came to mind when they thought of Canada and Canadians, many mentioned values such as kindness, empathy, and cooperation that they believed were emblematic of the country. It was widely felt that Canadians were generally hard-working, community-focused individuals who respected the rule of law and championed issues such as peacekeeping on the international stage. Other imagery and aspects mentioned by participants that were believed to represent Canada included the country's universal health care system, the perceived high quality of education in Canada, sports such as hockey, and the commitment of Canadians to upholding values such as diversity and inclusiveness.

Border Security Measures (Nova Scotia View Economy as Top Priority, Alberta)

Two groups took part in extended conversations related to border security measures that had recently been announced by the Government of Canada. Informed that the U.S. government had expressed the opinion that Canada had not been taking sufficient action related to issues such as irregular migration and the trafficking of fentanyl into the U.S. from Canada, participants were asked whether they viewed these as major issues, minor issues, or not issues at all. Focusing on fentanyl, very few felt that this was an issue, and many were of the impression that very little of the fentanyl that entered into the U.S. did so via Canada. Likewise, only a small number believed that irregular migration into the

U.S. from Canada represented a concern, with few reporting having heard anything about this occurring.

Asked, based on their understanding, how they felt the Government of Canada had been performing in its management of these issues, most believed that it was headed in the right direction on both of these fronts. Several reiterated the view that, given their impression that the trafficking of fentanyl and irregular migration from Canada into the U.S. were not really issues at present, the federal government was doing a good job in its management of these areas. Additionally, a few recalled having heard that the Government of Canada had recently committed to taking steps to address these issues going forward, in part due to the concerns expressed by the American government. To aid in conversation, participants were provided with the following information:

In response to the proposed tariffs last fall, the Government of Canada announced a \$1.3 billion package to help secure the border and strengthen the immigration system, including:

- *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;*
- *Reducing unnecessary border volumes, including the ability to cancel, change, or suspend immigration documents to manage the numbers of people coming or transiting through Canada and impose 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; and*
- *Ensuring a total of 10,000 frontline personnel at the border.*

A large number reacted positively to this information, with many believing that this represented a straightforward and logical response from the federal government towards addressing the U.S. government's concerns about these issues. A number expressed the view that, in addition to strengthening the security of the Canada-U.S. border, these measures would also be effective in protecting the Canadian economy in the event that they led to the U.S. government pausing or cancelling its proposed tariffs. Among the smaller number who felt more negatively, the opinion was expressed that most of these actions were unnecessary given the perceived low incidences of these issues, and that the \$1.3 billion that was being invested towards these initiatives could be better spent on other issues, such as lowering the cost of living and improving the financial situations of Canadian households and businesses.

National Defence Spending (Nova Scotia

View the Economy as a Top Issue, Alberta)

Two groups took part in conversations related to the amount that the Government of Canada spends on national defence. Asked whether they had recently seen, read, or heard anything about this topic, only a small number indicated that they had. Among those who had heard something, it was believed

that there had recently been growing pressure (especially from the U.S. government) for Canada to increase its defence spending and to meet its financial commitments to alliances such as the North Atlantic Treaty Organization (NATO).

Discussing whether they felt the Government of Canada was spending too much, too little, or about the right amount on national defence, a roughly equal number felt that it was spending too little as those who thought that defence spending was at about the right level at present. Very few felt that the federal government was spending too much on this area. Among those who thought that the Government of Canada was spending too little on national defence, several believed that increased investments needed to be made towards strengthening the Canadian Armed Forces (CAF), including in areas such as equipment modernization, increased compensation for military personnel, and better housing options for CAF members and their families. For those who believed that the federal government was spending about the right amount on national defence, a large number felt that, given their impression that Canada had historically played the role of a peacekeeper on the global stage, a greater focus should be placed on efforts to deescalate geopolitical tensions, rather than increasing military spending. The view was also expressed that, given the other challenges that Canadians were facing at present (such as inflation and the perceived high cost of living), it might be difficult for the federal government to afford a significant increase to its defence spending in the short term.

To aid in conversation, participants in Alberta were provided with the following information:

The Government of Canada has committed to increase defence spending to meet NATO's target of 2 per cent 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.

Asked how they felt about the federal government increasing its defence spending target to meet NATO's two per cent of GDP target by 2032, while a number questioned whether this was economically feasible, almost all believed that it was important for the Government of Canada to be meeting its defence commitments to its NATO allies. Discussing the specific areas that they felt should be prioritized by the federal government as it increases its defence spending, participants identified areas such as strengthening Canada's defences against cybersecurity threats, as well as increased investments towards purchasing modernized aircraft such as fighter jets and drones. Questioned how they felt about the 2032 timeline that the Government of Canada had set to reach this commitment, most believed that it sounded reasonable.

Those in the group based in Nova Scotia were provided with updated information, reflecting a recent commitment made by the Government of Canada to shorten its timeline to meet NATO's 2 per cent of GDP target:

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 for Arctic

security, purchasing new equipment like fighter jets, and improving cybersecurity and recruitment efforts for the Armed Forces.

Questioned how they felt about this accelerated timeline, most felt that it was a step in the right direction for the federal government, with a number believing that Canada should be meeting its 2 per cent of GDP commitment to NATO as soon as possible. Discussing areas that they felt should be prioritized by this increase in spending, participants mentioned cybersecurity, the protection of Canada's North (including the sovereignty of its natural resources), investments towards modernized military weaponry and equipment, and improved wages and quality of life for CAF personnel.

Both groups were informed that the U.S. had recently said that it would be asking all countries in NATO, including Canada, to increase spending on defence to five per cent of GDP. For additional context, it was clarified for participants that this would be more than any NATO country currently spends on defence. Asked whether they supported or opposed the Government of Canada increasing its national defence spending to five per cent of GDP, almost all reacted negatively to this idea. Many believed that five per cent of GDP was far too high an amount to be spending on national defence, especially given the other economic challenges that Canadians were facing at present.

Discussing why they felt the U.S. had been requesting that the Government of Canada increase its defence spending, a few believed that it was due to a desire by the new American government for its allies to take on an increased role in defending North America from potential adversaries. Asked whether they believed that the U.S. calling on Canada to spend more on national defence had served to make this issue more important, while some felt that these requests had served to spotlight this issue to a greater extent, few thought that it had become more important as a result.

U.S. Banks in Canada (Alberta)

One group, comprised of participants residing in Alberta, engaged in a brief conversation related to American banks operating in Canada. Asked whether they had recently seen, read, or heard anything about this issue, very few indicated that they had. To aid in conversation, participants were provided with the following information:

Canada's banking sector includes both domestic and foreign banks, including American banks. All financial institutions in Canada, including American banks, must follow the applicable regulations in Canada's federal Bank Act. However, the U.S. has expressed concerns about the ability of U.S. financial institutions to operate in Canada.

Discussing how they felt the Government of Canada should respond to these concerns from the U.S., many expressed that while they were open to the increased operation of American banks in Canada, it was widely felt that all financial institutions needed to abide by Canada's regulations and that no exceptions should be made in this regard. A number were of the impression that the regulations governing Canada's banking and financial system had played a critical role in protecting the long-term resilience of the Canadian economy, including during major events such as the 2008 financial crisis. As

such, it was believed that the federal government should be focused on ensuring that these rules were respected and followed by all foreign financial institutions that were seeking to do business in Canada.

Social Media Discussions (Social Media Opinion Leaders on Trade and the Economy)

One group, comprised of social media opinion leaders on trade and the economy, engaged in a conversation related to how discussions were currently unfolding on social media related to the Canada-U.S. relationship.

Asked what social media platforms they most frequently utilized when engaging in conversations related to issues such as trade agreements, economic policies, global market trends, and/or other economic issues, participants identified a wide range of platforms. These included Facebook, LinkedIn, TikTok, and YouTube, with a smaller number reporting also using platforms such as X, Instagram, Twitch, and Bluesky. Discussing the types of economic content that they typically engaged with the most on social media, participants mentioned accessing content related to subjects such as increasing Canada's economic independence, investments in clean technology and energy, actions to reduce wealth inequality in the country, and satirical economic content, such as memes. A few reported that they typically preferred to seek out what they perceived as non-mainstream economic news sources and content creators.

Questioned as to whether they ever accessed content related to the relationship between Canada and the U.S., all answered affirmatively, with many reporting that they engaged with this issue on a daily basis. Several were of the impression that this was the main topic being discussed on social media at present and was top of mind for a large number of Canadians online. Asked how they felt the online discussions about this issue were going, it was thought that many Canadians were concerned and frustrated, with a number expressing anger at what they viewed as unnecessary and unjustified actions from the U.S., including its proposal to implement significant across the board tariffs on all Canadian goods. A large number, however, also identified what they viewed as an online resurgence in Canadian national pride and solidarity in the wake of these challenges. The view was expressed that Canadians had become more unified on social media and had been closely aligned in their reactions to this issue. A few mentioned having seen many social media discussions evolving that focused on encouraging users to buy Canadian goods whenever possible while going about their daily activities.

Sharing their expectations as to how social media discussions on the Canada-U.S. relationship would unfold going forward, many hoped that these conversations would remain positive, and that Canadians would continue to put up a united front in their reactions to potential economic challenges such as tariffs. A number hoped that there would be an increased focus placed on encouraging interprovincial cooperation as well as bringing in perspectives from other populations, such as those living in Indigenous peoples and those living in Canada's North, regarding how to build a Canadian economy that would be more independent and resilient in the long-term.

Appendices

Appendix A – Recruiting Scripts

English Recruiting Script

Privy Council Office Recruiting Script – February 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, Feb 4 th	5:00-7:00 PM	6:00-8:00 (AST)	Nova Scotia	Economy as a Top Issue	DN
2	Thurs, Feb 6 th	8:00-10:00 PM	6:00-8:00 (MST)	Alberta	General Population	TBW
3	Tues, Feb 11 th	9:00-11:00 PM	6:00-8:00 (PST)	British Columbia	General Population	TBW
4	Wed, Feb 12 th	8:00-10:00 PM	6:00-8:00 PM (MST) 7:00-9:00 PM (CST)	Prairies	Living Paycheque-to-Paycheque	TBW
6	Tues, Feb 18 th	5:00-7:00 PM	6:00-8:00 (AST) 6:30-8:30 (NST)	Atlantic Canada	General Population	DN
7	Web, Feb 19 th	8:00-10:00 PM	5:00-7:00 (PST) 6:00-8:00 (MST) 7:00-9:00 (CST)	Western Canada	Workers in Resource-Driven Export Sectors/Major Cross-Border Industries	TBW
8	Thurs, Feb 20 ^h	6:30-8:30 PM	7:30-9:30 (AST) 5:30-7:30 (CST) 6:30-8:30 (EST)	Atlantic, Quebec, Manitoba, Saskatchewan	Canada-US Relations as a Top Issue	DN
9	Tues, Feb 25 th	8:00-10:00 PM	5:00-7:00 (PST) 6:00-8:00 (MST) 7:00-9:00 (CST) 8:00-10:00 (EST) 9:30-11:30 (NST)	National	Social Media Opinion Leaders on Trade and the Economy	TBW
10	Wed, Feb 26 th	7:00-9:00 PM	4:00-6:00 (PST) 5:00-7:00 (MST) 6:00-8:00 (CST) 7:00-9:00 (EST) 8:30-10:30 (NST)	National	Small and Medium Enterprise Owners in Export Dependent Sectors	DN

Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

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

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

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

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

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

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

SCREENING QUESTIONS

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

A market research firm	THANK AND END
A marketing, branding, or advertising agency	THANK AND END
A magazine or newspaper	THANK AND END
A federal/provincial/territorial government department or agency	THANK AND END
A political party	THANK AND END
In public/media relations	THANK AND END
In radio/television	THANK AND END
A Crown Corporation	CONTINUE TO Q1A

No, none of the above

CONTINUE

1a. ASK ONLY THOSE WHO SAY THEY WORK FOR A CROWN CORPORATION: If you don't mind sharing, which Crown corporation have you, or someone in your household worked for in the last 5 years?

Bank of Canada

THANK AND END

Canadian Mortgage and Housing Corporation

THANK AND END

All others

CONTINUE

VOLUNTEERED Prefer not to answer

THANK AND END

1b. 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	
Nova Scotia	<p>Cities/towns could include (but are not limited to):</p> <p>Halifax, Sydney, Dartmouth, Truro, New Glasgow, Glace Bay, Kentville, Bridgewater, Yarmouth, Amherst</p> <p>ENSURE A GOOD MIX. NO MORE THAN 2 PER CITY.</p>	CONTINUE – GROUP 1
Alberta	<p>Cities/towns could include (but are not limited to):</p> <p>Calgary, Edmonton, Red Deer, Lethbridge, Wood Buffalo, Airdrie, Fort McMurray, Medicine Hat, Grande Prairie</p> <p>ENSURE A GOOD MIX. NO MORE THAN 2 PER CITY.</p>	CONTINUE – GROUP 2
British Columbia	<p>Cities could include (but are not limited to):</p> <p>Vancouver, Kamloops, Chilliwack, City of Victoria, Maple Ridge, New Westminister, Prince George, Port Coquitlam, North Vancouver, Abbotsford, Burnaby, Coquitlam, Richmond, Surrey, Delta, Langley, White Rock, Chilliwack, Mission Hope, Maple Ridge, New Westminister, Port Moody</p> <p>ENSURE A GOOD MIX ACROSS THE REGION.</p>	CONTINUE – GROUP 3
Prairies	<p>Cities include (but are not limited to):</p>	CONTINUE – GROUP 4

	<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>	
Atlantic Canada	<p>Cities/regions could include (but are not limited to):</p> <p><u>Nova Scotia</u>: Halifax, Sydney, Dartmouth, Truro, New Glasgow, Glace Bay, Kentville, Bridgewater, Yarmouth, Amherst</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, Mount Pearl, Conception Bay South, Corner Brook, Gander, Happy Valley-Goose Bay, Labrador City</p> <p><u>Prince Edward Island</u>: Charlottetown, Summerside, Stratford, Cornwall, Montague, Kensington, Souris</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 6
Western Canada	<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>	CONTINUE – GROUP 7

	<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><u>British Columbia</u>: Vancouver, Victoria, Kelowna, Abbotsford, Surrey, Kamloops, Chilliwack, Prince George, Vernon, Penticton, Parksville, Duncan, Tsawwassen, Ladner, Squamish, Fort St. John.</p> <p>ENSURE 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>	
<p>Atlantic, Quebec, Manitoba, Saskatchewan</p>	<p>Cities/regions could include (but are not limited to):</p> <p><u>Nova Scotia</u>: Halifax, Sydney, Dartmouth, Truro, New Glasgow, Glace Bay, Kentville, Bridgewater, Yarmouth, Amherst</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, Mount Pearl, Conception Bay South, Corner Brook, Gander, Happy Valley-Goose Bay, Labrador City</p> <p><u>Prince Edward Island</u>: Charlottetown, Summerside, Stratford, Cornwall, Montague, Kensington, Souris</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>Quebec</u>: Montreal, Quebec City, Laval, Gatineau, Sherbrooke</p> <p>ENSURE A GOOD MIX. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	<p>CONTINUE – GROUP 8</p>

National	<p>Cities/regions could include (but are not limited to):</p> <p><u>Atlantic Canada:</u> <u>Nova Scotia:</u> Halifax, Sydney, Truro <u>New Brunswick:</u> Moncton, Saint John, Fredericton <u>PEI:</u> Charlottetown, Summerside <u>Newfoundland and Labrador:</u> St. John's, Corner Brook, Happy Valley-Goose Bay</p> <p><u>Quebec:</u> Montreal, Quebec City, Laval, Gatineau, Sherbrooke</p> <p><u>Prairies:</u> <u>Manitoba:</u> Winnipeg, Brandon, Steinbach <u>Saskatchewan:</u> Saskatoon, Regina, Prince Albert <u>Alberta:</u> Calgary, Edmonton, Red Deer, Lethbridge</p> <p><u>British Columbia:</u> Vancouver, Victoria, Kelowna, Kamloops</p> <p><u>Northern Canada:</u> Whitehorse, Yellowknife, Iqaluit</p> <p>ENSURE A GOOD MIX OF CITIES ACROSS THE COUNTRY.</p>	CONTINUE – GROUP 9
National	<p>Cities/regions could include (but are not limited to):</p> <p><u>Atlantic Canada:</u> <u>Nova Scotia:</u> Halifax, Sydney, Truro <u>New Brunswick:</u> Moncton, Satin John, Fredericton <u>PEI:</u> Charlottetown, Summerside <u>Newfoundland and Labrador:</u> St. John's, Corner Brook, Happy Valley-Goose Bay</p> <p><u>Quebec:</u> Montreal, Quebec City, Laval, Gatineau, Sherbrooke</p> <p><u>Prairies:</u> <u>Manitoba:</u> Winnipeg, Brandon, Steinbach <u>Saskatchewan:</u> Saskatoon, Regina, Prince Albert <u>Alberta:</u> Calgary, Edmonton, Red Deer, Lethbridge</p> <p><u>British Columbia:</u> Vancouver, Victoria, Kelowna, Kamloops</p> <p><u>Northern Canada:</u> Whitehorse, Yellowknife, Iqaluit</p>	CONTINUE – GROUP 10

	ENSURE A GOOD MIX OF CITIES ACROSS THE COUNTRY.	
VOLUNTEERED Prefer not to answer		THANK AND END

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

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

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

Under 18 years of age	IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.
18-24	ALL LOCATIONS = CONTINUE
25-34	
35-44	
45-54	
55+	
[Volunteered] Prefer not to answer	THANK AND END

ENSURE A GOOD MIX.

4. **ASK ONLY IF GROUP 1 OR GROUP 8** Thinking about the issues presently facing Canada, from the following list, which two or three issues do you feel are the top priorities?

- Healthcare
- The Economy **IF GROUP 1, CONTINUE TO 5A**
- Housing Affordability
- Environmental Issues/Climate Change
- Indigenous Issues and Reconciliation
- Immigration
- Canada-U.S. Relations **IF GROUP 8, CONTINUE TO 5C**
- Crime and Public Safety
- The Cost of Living
- Inequality and Poverty

GROUP 1 MUST SELECT THE ECONOMY AS ONE OF TWO/THREE ISSUES TO CONTINUE.

GROUP 8 MUST SELECT CANADA-US RELATIONS AS ONE OF TWO/THREE ISSUES TO CONTINUE.

5a. ASK ONLY IF GROUP 1 You mentioned the economy as one of the most important issues facing Canadians today. How concerned are you about the state of Canada's economy?

Extremely concerned	CONTINUE TO GROUP 1
Very concerned	CONTINUE TO GROUP 1
Somewhat concerned	THANK AND END
Not too concerned	THANK AND END
Not at all concerned	THANK AND END
VOLUNTEERED Prefer not to answer	THANK AND END

5b. ASK ONLY IF GROUP 1 From the following, which two economic issues concern you the most?

Inflation and rising prices
 Job security and employment opportunities
 Housing affordability
 Business closures and economic growth
 Interest rates and borrowing costs
 Other, please specify: _____

ENSURE A GOOD MIX BY ISSUE OF CONCERN.

5c. ASK ONLY IF GROUP 8 You mentioned Canada-U.S. relations as one of the most important issues facing Canadians today. How concerned are you about Canada's relationship with the U.S.?

Extremely concerned	CONTINUE TO GROUP 8
Very concerned	CONTINUE TO GROUP 8
Somewhat concerned	THANK AND END
Not very concerned	THANK AND END
Not at all concerned	THANK AND END
VOLUNTEERED Prefer not to answer	THANK AND END

6. 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	
\$125,000 to just under \$150,000	
\$150,000 and above	THANK AND END
VOLUNTEERED Prefer not to answer	

ENSURE A GOOD MIX WHERE APPLICABLE.

- 6a. ASK ONLY IF **GROUP 4**** How would you describe your current financial situation?
- | | |
|---|-----------------------|
| I live paycheque to paycheque and struggle to cover all of my expenses | CONTINUE TO 6B |
| I live paycheque to paycheque but manage to cover basic expenses | CONTINUE TO 6B |
| I live paycheque to paycheque but I can generally get by with budgeting | CONTINUE TO 6B |
| I do not live paycheque to paycheque and feel financially secure | THANK AND END |
| VOLUNTEERED Prefer not to answer | THANK AND END |

- 6b. ASK ONLY IF **GROUP 4**** If your paycheque was delayed by one week, how would it affect your ability to manage your expenses?
- | | |
|---|-----------------------------------|
| It would be very difficult for me and I would struggle to cover my bills | CONTINUE TO GROUP 4 |
| It would be challenging, but I could manage by adjusting my spending | THANK AND END |
| I could manage without difficulty and would not be significantly impacted | THANK AND END |
| VOLUNTEERED Prefer not to answer | THANK AND END |

NO MORE THAN 1-2 INDIVIDUALS IN **GROUP 4 WITH A HOUSEHOLD INCOME OF 125,000+.**

7. ASK ALL GROUPS Which of the following categories best describes your current employment status? **[PN: ONE RESPONSE ONLY]**

Working full-time (35 or more hours per week)	CONTINUE
Working part-time (less than 35 hours per week)	
Self-employed	
Unemployed, but looking for work	IF GROUP 7 OR GROUP 10 – THANK AND END
A student attending school full-time	
Retired	ALL OTHERS - CONTINUE
Not in the workforce (e.g., full-time homemaker, unemployed but not looking for work)	
Other employment status	
VOLUNTEERED Prefer not to answer	THANK AND END

7a. ASK ALL LOCATIONS EXCEPT FOR **GROUP 10** Which of the following best describes the industry/sector in which you are currently employed?

Accommodation and Food Services	IF GROUP 7 – THANK AND END ALL OTHERS - CONTINUE
Administrative and Support, Waste Management and Remediation Services	
Arts, Entertainment and Recreation	
Construction	
Educational Services	
Finance and Insurance	
Health Care	
Information and Cultural Industries	
Management of Companies and Enterprises	
Other Services (except Public Administration)	

Professional, Scientific and Technical Services	
Public Administration	
Real Estate and Leasing	
Retail Trade	
Social Assistance	
Waste Management and Remediation Services	
Other, please specify: _____	
Agriculture, Forestry, Fishing and Hunting	CONTINUE
Automotive	
Manufacturing	
Mining, Quarrying, and Oil and Gas Extraction	
Utilities	
Transportation and Warehousing	
Wholesale Trade	
VOLUNTEERED Prefer not to answer	THANK AND END

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.

GROUP 7 WILL BE COMPOSED ENTIRELY OF WORKERS IN RESOURCE-DRIVEN EXPORT SECTORS/MAJOR CROSS-BORDER INDUSTRIES

7b. ASK ONLY IF GROUP 10 What is your job title or role at work?

- Owner/Co-Owner **CONTINUE GROUP 10**
- Senior executive/decision-maker **CONTINUE GROUP 10**
- All others **THANK AND END**
- VOLUNTEERED** Prefer not to answer **THANK AND END**

7c. ASK ONLY IF GROUP 10 How many employees does your business have?

- 1-4 **CONTINUE**
- 5-99 **CONTINUE**
- 100-249 **CONTINUE**
- 250-499 **CONTINUE**
- 500+ **THANK AND END**

SKEW GROUP TO BUSINESSES WITH 5-99 EMPLOYEES

7d. ASK ONLY IF GROUP 10 What industry does your business operate in?

- Manufacturing
- Agriculture, Fishing, and Hunting
- Natural Resources (Forestry, Mining, Oil and Gas)
- Technology and Software
- Aerospace and Defense
- Wholesale Trade
- Transportation and Logistics

Other (please specify)

7e. ASK ONLY IF GROUP 10 Approximately, what percent of your revenue comes from exports?

Less than 10% **THANK AND END**

10-25%

26-50%

More than 50%

GROUP 10 WILL BE COMPRISED ENTIRELY OF SMALL AND MEDIUM ENTERPRISE OWNERS IN EXPORT DEPENDENT SECTORS.

8. ASK ONLY IF GROUP 9 Do you actively post about various topics and engage in discussions with your followers on social platforms?

Yes, I post regularly and share my opinions **CONTINUE TO 8A**

I post occasionally, but not too often **THANK AND END**

I rarely post or share my own opinions **THANK AND END**

I don't use social media **THANK AND END**

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

8a. ASK ONLY IF GROUP 9 Specifically, do you mainly share your opinions or lead discussions around topics like trade agreements, economic policies, global market trends, or other economic issues?

Yes, I frequently share opinions about these topics and engage my followers in discussions on them

CONTINUE TO 8B

I occasionally share posts about these topics, but not often **THANK AND END**

I rarely talk about trade or the economy **THANK AND END**

I don't discuss these topics at all **THANK AND END**

8b. ASK ONLY IF GROUP 9 When you share your views on trade and the economy, how would you describe the level of engagement you get from your followers? For example, do they comment, share, or engage in discussions about your posts?

Yes, I receive significant engagement and interaction on these topics **CONTINUE TO GROUP 9**

Sometimes, I get a fair amount of engagement **THANK AND END**

I don't get much engagement **THANK AND END**

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

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

Yes **CONTINUE**

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

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

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

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

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

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

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

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

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

- 14. ASK ALL GROUPS** During the discussion, you could be asked to read or view materials on screen and/or participate in poll-type exercises online. You will also be asked to actively participate online using a webcam. Can you think of any reason why you may have difficulty reading the materials or participating by video?

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

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

Yes **CONTINUE**
No **SKIP TO Q.19**

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

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

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

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

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

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

ADDITIONAL RECRUITING CRITERIA

Now we have just a few final questions before we give you the details of the focus group, including the time and date.

19. **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 – ALL GROUPS
Rent	
VOLUNTEERED Living at home	
VOLUNTEERED Other, please specify:	
VOLUNTEERED Don't know/not sure	THANK AND END

ENSURE A GOOD MIX.

19a. **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.

20. 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.

21. 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.

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

Male	CONTINUE
Female	CONTINUE

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

- 23.** The focus group discussion will be audio-taped and video-taped for research purposes only. The taping is conducted to assist our researchers in writing their report. Do you consent to being audio-taped and video-taped?

- Yes **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: _____

French Recruiting Script

Bureau du Conseil privé Questionnaire de recrutement – février 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
5	Jeudi 13 février	6:00-8:00 PM	6:00-8:00 PM (HNE)	Québec	Population générale	MP
11	Jeudi 27 février	6:00-8:00 PM	6:00-8:00 PM (HNE)	Québec	Travailleurs d'importants secteurs d'activité transfrontaliers	MP

Questionnaire de recrutement

INTRODUCTION

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

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

NOTER LA LANGUE ET CONTINUER

Français **CONTINUER**

Anglais **PASSER AU QUESTIONNAIRE ANGLAIS**

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

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

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

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

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

QUESTIONS DE SÉLECTION

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

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

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

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

2. Quelle est la langue officielle du Canada que vous parlez principalement aujourd'hui?

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

Préfère ne pas répondre **REMERCIER ET CONCLURE**

3. Dans quelle ville habitez-vous?

LIEU	VILLES	
Québec	<p>Les villes peuvent notamment comprendre (mais ne sont pas limité à) :</p> <p>Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière, Saint-Jean-sur-Richelieu, Chateauguay, Drummondville, Granby, Saint-Hyacinthe, Longueuil, Estrie, Mauricie, Montérégie, Laurentides.</p> <p>ASSURER UN BON MÉLANGE. PAS PLUS DE DEUX PERSONNES DE CHAQUE VILLE.</p>	CONTINUER – GROUPE 5 ET GROUPE 11
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	REMERCIER ET CONCLURE

Préfère ne pas répondre	
-------------------------	--

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

Agriculture, foresterie, pêche et chasse Commerce de gros Extraction minière, exploitation en carrière, et extraction de pétrole et de gaz Aluminerie Fabrication Transport et entreposage	SI GROUPE 5, CONTINUER SI GROUPE 11, CONTINUER
Autres services, sauf les administrations publiques	
Commerce de détail	
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	SI GROUPE 5, CONTINUER SI GROUPE 11, REMERCIER ET CONCLURE
Services publics	
Services d'enseignement	
Services immobiliers et services de location et de location à bail	
Services professionnels, scientifiques et techniques	
Soins de santé et assistance sociale	
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.

- 7a. **DEMANDER SEULEMENT POUR LE GROUPE 11** Votre travail ou votre position impliquent-ils des échanges, des activités de transport ou des activités commerciales transfrontalières entre le Canada et les États-Unis?
- Oui **CONTINUER**
Non **REMERCIER ET CONCLURE**
Ne sais pas/Préfère ne pas répondre **REMERCIER ET CONCLURE**

GROUPE 11 EST COMPRIS SUELEMENT LES TRAVAILLEURS D'IMPORTANTES SECTEURS D'ACTIVITÉ TRANSFRONTALIERS

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. 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.

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

Est-ce que vous accepteriez de participer?

Oui **CONTINUER**

Non **REMERCIER ET CONCLURE**

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

Nom :

Numéro de téléphone :

Adresse courriel :

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

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



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

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

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____
DATE DU RECRUTEMENT : _____

Appendix B – Discussion Guides

English Moderator's Guide

MASTER MODERATOR'S GUIDE FEBRUARY 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 (5-10 minutes) All Locations

- 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?
- Nova Scotia Economy as a Top Issue, Alberta, British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada 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?

SOCIAL MEDIA DISCUSSIONS (20 minutes) National Social Media Opinion Leaders on Trade and the Economy

When we asked you to come speak with us today, you each indicated you frequently post and share your opinions about trade agreements, economic policies, global market trends, or other economic issues on social media...

- Which social media platforms do you use the most for these kinds of topics?
- What type of economic-related content do you typically engage with the most on social media? Can you provide any examples?
 - IF NOT MENTIONED: What about economic content related to Canada-U.S. relations?
 - IF YES: How often do you engage on Canada-U.S. relations content on social media?

Continuing to focus on social media engagement about Canada-U.S. relations...

- How would you say social media discussions on this topic are going?
 - AS NEEDED: For example, are they contentious, agreeable, polarizing? How so?

- How do you think these kinds of social media discussions will unfold going forward? Do you think they will become more positive, more negative, or will stay about the same? What makes you say that?

CANADA-UNITED STATES RELATIONS (80-100 minutes) Nova Scotia Economy as a Top Issue, Alberta, British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue, National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries

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

- Nova Scotia Economy as a Top Issue, Alberta, British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada In one word, how would you describe the Canada-U.S. relationship today?
- Nova Scotia Economy as a Top Issue, Alberta, British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue What have you heard recently about the relationship between Canada and the U.S.?
- Have you seen, read, or heard anything about the U.S. potentially imposing tariffs on all goods going from Canada to the United States?
 - IF YES: What have you seen, read, or heard?
 - British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue, National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries IF NOT MENTIONED: What about tariffs on steel and aluminum?

Nova Scotia Economy as a Top Issue, Alberta MODERATOR TO CLARIFY: Last fall, the incoming U.S. administration announced that it would impose tariffs on Canadian goods until it has deemed that Canada had taken sufficient action to address fentanyl crossing from Canada into the U.S., as well as migrants crossing from Canada into the U.S.

Nova Scotia Economy as a Top Issue, Alberta Before we discuss Canada's response and the most recent developments, I want to focus on the impacts of tariffs.

- **Nova Scotia Economy as a Top Issue, Alberta** If the United States were to impose tariffs on goods going from Canada to the United States, would you have any concerns?
 - **Alberta** PROMPT IF NOT MENTIONED: What about imposing tariffs on Canadian energy exports, such as oil and gas?
- **Nova Scotia Economy as a Top Issue, Alberta** If such tariffs were to be imposed, what do you think the impact would be on Canada's economy?
 - **Alberta** And, what about the impact on Alberta's economy?
 - **Nova Scotia Economy as a Top Issue, Alberta** What about for you, personally?

Nova Scotia Economy as a Top Issue, Alberta As noted above, the U.S. said Canada hadn't taken sufficient action to address fentanyl and migrants crossing from Canada to the U.S.

- **Nova Scotia Economy as a Top Issue, Alberta** In your view, is fentanyl crossing the border to the U.S. a major, minor or not an issue at all? What about migration?
- **Nova Scotia Economy as a Top Issue, Alberta** Based on your understanding, how well has the Government of Canada been managing each of these issues?

Nova Scotia Economy as a Top Issue, Alberta
SHOW ON SCREEN:

In response to the proposed tariffs last fall, the Government of Canada announced a \$1.3 billion package to help secure the border and strengthen the immigration system, including:

- 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.
 - Reducing unnecessary border volumes, including the ability to cancel, change, or suspend immigration documents to manage the numbers of people coming or transiting through Canada and impose 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.
 - Ensuring a total of 10,000 frontline personnel at the border.
- **Nova Scotia Economy as a Top Issue, Alberta** What do you think about the Government of Canada's initial response?

Nova Scotia Economy as a Top Issue, Alberta More recently, the United States indicated that it would be imposing 25% tariffs on Canadian goods and a 10% tariff on Canadian energy imports. In response Canada announced that it would impose retaliatory measures, including 25% tariffs on some American goods, to take effect at the same time.

Nova Scotia Economy as a Top Issue, Alberta Following discussions between the two leaders, each country has paused its proposed tariffs.

Nova Scotia Economy as a Top Issue, Alberta

SHOW ON SCREEN:

The Government of Canada also announced that in addition to the measures it had previously announced, it would also:

- List cartels as terrorists;
 - Appoint a “fentanyl czar”;
 - Launch a cross-border “Strike Force” to combat organized crime, fentanyl, and money laundering; and
 - Allocate \$200 million to implement a directive on organized crime and fentanyl.
- **Nova Scotia Economy as a Top Issue, Alberta** What are your thoughts on these recent developments?
 - **Nova Scotia Economy as a Top Issue, Alberta** PROBE: Was Canada initially responding with retaliatory tariffs the right approach? Why or why not?
 - **Nova Scotia Economy as a Top Issue, Alberta** PROBE: What comes to mind when you hear the term, “fentanyl czar”? What do you think this person might do?
 - **Nova Scotia Economy as a Top Issue, Alberta** When you think of the Government of Canada’s overall response to the United States’ actions, do you think it is generally on the right track or the wrong track?
 - **Nova Scotia Economy as a Top Issue, Alberta** What makes you say that?

Nova Scotia Economy as a Top Issue, Alberta The current pause on tariffs is expected to last at least 30 days while the two countries work together to address various border issues.

- **Nova Scotia Economy as a Top Issue, Alberta** Do you think that the U.S. will propose tariffs against Canada again?
 - **Nova Scotia Economy as a Top Issue, Alberta** IF YES: What makes you say that?

- **Nova Scotia Economy as a Top Issue, Alberta** What else, if anything, should the Government of Canada do to try and ensure the U.S. does not impose tariffs against Canada, either in the short or longer term?
- **Alberta** Have you seen, read, or heard anything about American banks in Canada?

Alberta MODERATOR TO CLARIFY: Canada's banking sector includes both domestic and foreign banks, including American banks. All financial institutions in Canada, including American banks, must follow the applicable regulations in Canada's federal Bank Act.

Alberta However, the U.S. has expressed concerns about the ability of U.S. financial institutions to operate in Canada.

- **Alberta** How should the Government of Canada respond to these concerns?

Nova Scotia Economy as a Top Issue, Alberta 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.

- **Nova Scotia Economy as a Top Issue, Alberta** Has anyone heard, read or seen anything about this topic lately?
 - **Nova Scotia Economy as a Top Issue, Alberta** IF YES: What have you seen, read, or heard?
- **Nova Scotia Economy as a Top Issue, Alberta** In your view, does Canada spend too little, too much, or about the right amount on national defence? Why do you feel this way?

Nova Scotia Economy as a Top Issue 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.

Alberta The Government of Canada has committed to increase defence 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.

- **Nova Scotia Economy as a Top Issue** How do you feel about Canada increasing its defence spending to meet NATO's 2% of GDP target by 2027?

- **Alberta** How do you feel about Canada increasing its defence spending to meet NATO's 2% of GDP target by 2032?
 - **Nova Scotia Economy as a Top Issue, Alberta** Are there specific areas that you think should be prioritized? Why do you feel this way?
 - **Nova Scotia Economy as a Top Issue, Alberta** What are your thoughts on the timeline Canada has set to reach this target?

Nova Scotia Economy as a Top Issue, Alberta 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.

- **Nova Scotia Economy as a Top Issue, Alberta** Do you support or oppose Canada increasing its defence spending to 5% of GDP? Why/why not?
- **Nova Scotia Economy as a Top Issue, Alberta** Why do you think there have been requests in the United States for Canada to increase its defence spending?
- **Nova Scotia Economy as a Top Issue, Alberta** Do you think the U.S. calling on Canada to spend more makes this issue more important? Why/why not?

British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue, National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries MODERATOR TO CLARIFY: On February 10, 2025, the United States announced that it would impose 25% tariffs on all steel and aluminum imports, including from Canada, which are scheduled to take effect on March 12.

- **British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue, National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries** What do you think about the U.S. imposing tariffs on Canadian steel and aluminum?
 - **British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue, National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in**

Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries Do you have any concerns?

- **National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries** What do you think the impact will be on Canada's economy?
 - **National SME Owners in Export-Dependent Sectors** Will there be any impact on your business?
 - **Quebec Workers in Major Cross-Border Industries** Will there be any impact in your line of work?
- **British Columbia** What do you think the impact will be on BC's economy?
- **Prairies Living Paycheque to Paycheque** What do you think the impact will be on the economy in Saskatchewan, Manitoba and Alberta?
- **Quebec** What do you think the impact will be on the economy in Quebec?
- **Atlantic Canada** What do you think the impact will be on the economy in Atlantic Canada?
 - **British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada** What about for Canada's economy more broadly?
 - **British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada** What about for you, personally?
- **British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries** Have you seen, read, or heard anything about how the Government of Canada is responding to the steel and aluminum tariffs being imposed by the United States?
 - **British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries** IF YES: What have you heard?

British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries CLARIFY: The Government of Canada has said that these tariffs are unjustified and that it will work with the U.S. government to highlight the negative impacts these tariffs would have on both countries. It has also said it is consulting international partners to coordinate a response.

- **British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries** What are your thoughts about the Government of Canada's initial response to steel and aluminum tariffs being imposed by the United States government?
- **British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries** What, if anything, is the Government of Canada doing to help Canada weather any economic challenges due to tariffs on Canadian steel and aluminum?
 - **British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries** IF NOT SURE: What should they be doing?
 - **British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries** What about a potential relief package for businesses affected by these tariffs?
- **British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries** Should the Government of Canada make any changes to the Employment Insurance program to help support workers impacted by these tariffs?

British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue, National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries Now I would like to talk about tariffs more broadly, not just for the steel and aluminum sectors...

British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue, National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries

SHOW ON SCREEN:

Last fall, the incoming U.S. administration announced that it would impose tariffs on Canadian goods until it deemed that Canada had taken sufficient action to address fentanyl crossing from Canada into the U.S., as well as migrants crossing from Canada into the U.S. In response, the Government of

Canada announced a \$1.3 billion package to help secure the border and strengthen the immigration system.

More recently, the U.S. indicated that it would be imposing 25% tariffs on Canadian goods and a 10% tariff on Canadian energy imports. In response, Canada announced that it would impose retaliatory measures, including 25% tariffs on some American goods, to take effect at the same time.

Following discussions between the two leaders, each country has paused these proposed tariffs.

- **British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries** When you think of the Government of Canada's overall response to the United States' actions to date, do you think it is generally on the right track or the wrong track?
 - **British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries** What makes you say that?

- **British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue, National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries** Would you say that the Government of Canada is on the right track or wrong track in the following areas? *MODERATOR TO DO A SHOW OF HANDS FOR EACH AND ASK WHY THEY ARE ON THE RIGHT/WRONG TRACK.*
 - Protecting the Canada-U.S. border
 - Protecting Canadian industries
 - Working to avoid U.S. tariffs
 - Responding to the opioid crisis

- **British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue** Was Canada initially responding with retaliatory tariffs the right approach? Why or why not?

British Columbia The Government of Canada also recently announced that in addition to the \$1.3 billion package it would appoint a "fentanyl czar".

- **British Columbia** What comes to mind when you hear the term, “fentanyl czar”? What do you think this person might do?

Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada The Government of Canada also recently announced that in addition to the \$1.3 billion package, it has appointed a “fentanyl czar”, known officially as the Commissioner of Canada’s Fight Against Fentanyl. His role is to provide leadership to coordinate federal efforts and convene federal entities and other stakeholders in addressing measures to fight the global fentanyl crisis.

- **Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada** What do you think about the appointment of a “fentanyl czar”?
 - **Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada** Is the Government of Canada doing enough to help fight the global fentanyl crisis?
- Do you think that the U.S. will propose broader tariffs against Canada again?
 - **British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue, National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries** IF YES: What makes you say that?
- **Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue, National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries** How should Canada respond, if the United States imposes tariffs on products coming from Canada and going to the United States?

Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue, National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries I’m going to show you a list of actions Canada could take in response to the U.S. imposing tariffs.

Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue, National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries
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.

Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue, National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries **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:*

- Western Canada Workers in Resource-Driven Exports/Cross-Border Industries Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue, National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries In your opinion, why is [insert measure chosen] more effective than the other measures?
- National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries If the U.S. imposes tariffs and the Government of Canada responds with retaliatory measures such as tariffs on some American goods, what kind of impact do you think a trade issue like this would have on Canada's economy?
 - National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries **PROBE AS NEEDED:** Do you worry about a potential economic recession? Job losses? Anything else?
- National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries If tariffs are implemented, would your business be impacted? How so?
 - National SME Owners in Export-Dependent Sectors Have you been making any changes in response to potential tariffs, or are you planning to?

- **National SME Owners in Export-Dependent Sectors** PROBE AS NEEDED: For example, changing your prices, adjusting staffing levels, looking into reducing other expenses (e.g., rent, production costs, communications expenses, etc.), looking for alternate suppliers, etc.?
 - **Quebec Workers in Major Cross-Border Industries** Has your employer made any changes in response to potential tariffs, or are you aware whether they are planning to?
 - **Quebec Workers in Major Cross-Border Industries** PROBE AS NEEDED: For example, changing prices of goods or services, adjusting staffing levels, looking for alternate suppliers, etc.?

Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue I'm now going to show you a list of things the Government of Canada could do to help support workers and industries impacted by any tariffs. For each one, I'd like to gauge whether you support or oppose the Government of Canada taking this action. *MODERATOR TO DO A SHOW OF HANDS FOR EACH AND ASK WHY THEY SUPPORT/OPPOSE.*

Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue
SHOW ON SCREEN:

- Waiving the waiting period for EI benefits for workers laid off because of tariffs
- Offering interest-free loans to businesses in sectors affected by tariffs
- Providing a wage subsidy to businesses in sectors affected by tariffs
- Increasing EI benefits for workers laid off because of tariffs
- **Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue** Let's say the U.S. imposed tariffs and Canada responded by restricting energy exports, notably hydroelectricity and oil and gas, to the U.S. Would you have any concerns?
 - **Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue** Do you see any benefits for Canada?
- **British Columbia, Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada** What else, if anything, should the Government of Canada do to try and ensure the U.S. does not impose broader tariffs against Canada, either in the short or longer term?
- **Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue** Have you seen, read, or heard anything about Canada's internal market or interprovincial trade, or something similar?

- Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue IF YES: What have you heard?

Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue There have been discussions about making it easier to trade internally between provinces and territories, as well as making it easier for qualified workers to work in any location in Canada.

- Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue What are your thoughts about this?
 - Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue Do you think these kinds of actions will help strengthen Canada's economy? What makes you say that?
 - Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue IF NOT RAISED: Do you think these kinds of actions will help Canada weather any economic challenges due to tariffs or other international trade issues?

Prairies Living Paycheque to Paycheque, Quebec To facilitate internal trade, there have also been discussions about having transmission lines that could bring electricity from east to west, and pipelines that could bring oil and gas from west to east.

Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue As part of making internal trade easier, there have also been discussions about having transmission lines that could bring electricity from east to west, and pipelines that could bring oil and gas from west to east.

- Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries What are your thoughts about this?
 - Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue Do you see any benefits to more transmission lines and/or more pipelines across the country?

- **Prairies Living Paycheque to Paycheque, Quebec, Atlantic Canada, Western Canada Workers in Resource-Driven Exports/Cross-Border Industries, Atlantic Canada Quebec Saskatchewan Manitoba Canada-US Relations as a Top Issue** Do you have any concerns?
- **National Social Media Opinion Leaders on Trade and the Economy** Some have said that Canada should do whatever it takes in response to U.S. tariffs on Canadian goods, no matter how painful; others have said Canada shouldn't take any countermeasures, as this will just make things worse for Canadians.
- **National Social Media Opinion Leaders on Trade and the Economy** Thinking of these 2 positions as the end points of a continuum, where do you land? That is, how far, if at all, should the Government of Canada go in its response to tariffs? What makes you say that?
 - **National Social Media Opinion Leaders on Trade and the Economy** PROBE IF NEEDED: At what point, if at all, do you think the response would be too far?
 - **National Social Media Opinion Leaders on Trade and the Economy** Where do you think Canadians in general land on this continuum?
- **National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries** If we think of a scale, where 1 represents that Canada shouldn't take any countermeasures, as this will just make things too hard for Canadians, and 10 represents that Canada should do whatever it takes, no matter how painful for Canada, where do you land on this scale? Essentially, is there a point at which you think Canada's response would become too painful for our country and Canadians, and so the federal government should not do that?
 - **National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries** If no measure is too far (Canada should do whatever it takes), what makes you say that?
 - **National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries** If there's a point at which it becomes too painful: what are the kinds of potential countermeasures that you think would be too painful for Canadians?

National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries Now, thinking about a "Buy Canadian" strategy encouraging consumers to purchase Canadian products and services....

- **National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries** What are your thoughts about this strategy?

- National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries How long do you think most Canadians will be willing to buy Canadian goods and services?
- National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries And if we broaden this to a “Choosing Canadian” strategy in all aspects of our lives, what does this mean to you?
 - National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries What are some examples of pro-Canada actions you or other Canadians could do?
- National Social Media Opinion Leaders on Trade and the Economy, National SME Owners in Export-Dependent Sectors, Quebec Workers in Major Cross-Border Industries When you think of what it means to be Canadian, what feels Canadian to you? What images or behaviours or things of that nature come to mind?

CONCLUSION (5 minutes) All Locations

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

French Moderator's Guide

GUIDE DU MODÉRATEUR - DOCUMENT MAÎTRE FÉVRIER 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 à 10 minutes) — Tous les lieux

- 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?
- Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, résidents de l'Alberta, de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, Québec, Canada atlantique — Lorsque vous pensez au gouvernement du Canada dans son ensemble, êtes-vous d'avis qu'il est en général sur la bonne voie ou sur la mauvaise voie?
 - Qu'est-ce qui vous fait dire cela?

DISCUSSIONS SUR LES RÉSEAUX SOCIAUX (20 minutes) — Leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada —

Lorsque nous vous avons invité(e) à venir discuter avec nous aujourd'hui, vous avez tous indiqué que vous publiez et partagez fréquemment vos avis sur les accords commerciaux, les politiques économiques, les tendances du marché mondial ou d'autres questions d'ordre économique sur les réseaux sociaux...

- À quelles plateformes de média social recourez-vous le plus souvent pour des sujets de ce genre?
- Quels types de contenus à caractère économique suscitent généralement le plus votre intérêt sur les réseaux sociaux? Pouvez-vous en donner des exemples?
 - SI CE N'EST PAS MENTIONNÉ : Les contenus économiques liés aux relations Canada–États-Unis en font-ils partie?
 - SI OUI : À quelle fréquence interagissez-vous avec des contenus liés aux relations Canada–États-Unis sur les réseaux sociaux?

Toujours à propos de vos interactions sur les réseaux sociaux concernant les relations Canada–États-Unis...

- Comment qualifieriez-vous les discussions à ce sujet sur les réseaux sociaux?
 - DEMANDER AU BESOIN : Diriez-vous qu’elles sont controversées, consensuelles, polarisantes? En quoi sont-elles controversées, consensuelles ou clivantes?
- Comment évolueront, à votre avis, les discussions à ce sujet sur les réseaux sociaux? Croyez-vous qu’elles deviendront plus positives, plus négatives ou qu’elles seront à peu près les mêmes? Qu’est-ce qui vous fait dire cela?

RELATIONS ENTRE LE CANADA ET LES ÉTATS-UNIS (80-100 minutes) Résidents de la Nouvelle-Écosse pour qui l’économie constitue un enjeu majeur, résidents de l’Alberta, de la Colombie-Britannique et des Prairies vivant d’un chèque de paye à l’autre, travailleurs employés dans des secteurs liés aux ressources naturelles et dans de grandes industries transfrontalières résidant au Canada atlantique, au Québec et dans l’Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations entre le Canada et les États-Unis constituent un enjeu majeur, leaders d’opinion en matière de commerce et d’économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l’exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières résidant au Québec

J’aimerais maintenant que nous nous concentrions sur la prochaine partie de notre discussion portant sur les relations entre le Canada et les États-Unis...

- Résidents de la Nouvelle-Écosse pour qui l’économie constitue un enjeu majeur, résidents de l’Alberta, de la Colombie-Britannique et des Prairies vivant d’un chèque de paye à l’autre, Québec, Canada atlantique — Comment décririez-vous, en un mot, les relations actuelles entre le Canada et les États-Unis?
- Résidents de la Nouvelle-Écosse pour qui l’économie constitue un enjeu majeur, résidents de l’Alberta, de la Colombie-Britannique et des Prairies vivant d’un chèque de paye à l’autre, travailleurs employés dans des secteurs liés aux ressources naturelles et dans de grandes industries transfrontalières résidant au Canada atlantique, au Québec et dans l’Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations entre le Canada et les États-Unis constituent un enjeu majeur — Qu’avez-vous récemment entendu au sujet des relations entre le Canada et les États-Unis?
- Avez-vous vu lu ou entendu quoi que ce soit au sujet de tarifs douaniers imposés par les États-Unis sur des produits canadiens exportés aux États-Unis?

- SI OUI : Qu'avez-vous, vu, lu ou entendu à ce sujet?
 - Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs liés aux ressources naturelles et dans de grandes industries transfrontalières résidant au Québec, au Canada atlantique, et dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations entre le Canada et les États-Unis constituent un enjeu majeur, leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières résidant au Québec — SI CE N'EST PAS MENTIONNÉ : Et au sujet de tarifs douaniers imposés sur l'acier et l'aluminium?

Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta — LE MODÉRATEUR FOURNIRA LES ÉCLAIRCISSEMENTS SUIVANTS : L'automne dernier, la nouvelle administration américaine a annoncé son intention d'imposer des tarifs douaniers sur les produits canadiens jusqu'à ce qu'elle juge que le Canada aura pris des mesures suffisantes pour lutter contre le passage de fentanyl du Canada vers les États-Unis, ainsi que contre le passage de migrants du Canada vers les États-Unis.

Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta — Avant de parler de la réponse du Canada et des plus récents développements, j'aimerais que nous nous concentrons sur les tarifs et leur impact.

- Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta — Si les États-Unis imposaient des tarifs douaniers sur les produits exportés du Canada vers les États-Unis, cela vous préoccuperait-il?
 - Alberta QUESTION À POSER SI AUCUNE MENTION N'EN EST FAITE : Et s'ils imposaient des tarifs sur les exportations d'énergie canadiennes, et notamment de pétrole et de gaz?
- Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta — À votre avis, en quoi l'imposition éventuelle, par les États-Unis, de tarifs douaniers sur des produits canadiens impacterait-elle l'économie canadienne?
 - Alberta — Et quel en serait l'impact sur l'économie de l'Alberta?
 - Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta — Et en quoi vous impacterait-elle personnellement?

Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta — Comme indiqué précédemment, les États-Unis ont affirmé que le Canada n'avait pas pris de mesures suffisantes pour lutter contre le fentanyl et les migrants traversant la frontière du Canada vers les États-Unis.

- **Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta** — À votre avis, le fentanyl franchissant la frontière avec les États-Unis constitue-t-il un problème majeur, mineur ou inexistant? Et la migration?
- **Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta** — En vous basant sur les informations dont vous disposez, comment qualifieriez-vous la gestion du gouvernement du Canada concernant chacun de ces enjeux?

Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta —
AFFICHER À L'ÉCRAN :

En réponse aux tarifs douaniers proposés l'automne dernier, le gouvernement du Canada a annoncé un ensemble de mesures d'aide financière totalisant 1,3 milliard de dollars pour aider à sécuriser la frontière et à renforcer le système d'immigration, comprenant :

- Soutenir les 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;
 - Renforcer, 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;
 - Réduire les volumes inutiles, 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 ceux-ci enfreignent la législation canadienne en matière d'immigration;
 - Assurer la présence d'un total de 10 000 agents de première ligne à la frontière.
- **Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta** — Que pensez-vous de la réponse initiale du gouvernement du Canada?

Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta — Les États-Unis ont plus récemment affirmé leur intention d'imposer des tarifs douaniers de 25 % sur les produits canadiens et de 10 % sur les importations d'énergie canadiennes. En réponse à ces tarifs, le Canada a annoncé son intention d'imposer des mesures de représailles qui prendraient effet au même moment.

Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta — À la suite de pourparlers entre les deux dirigeants, chaque pays a mis en veille l'imposition de ces tarifs douaniers projetés.

Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta —

AFFICHER À L'ÉCRAN :

Le gouvernement du Canada a également annoncé qu'il prendrait les mesures suivantes, en plus de celles qu'il avait déjà annoncées :

- Inscrire les cartels sur la liste des organisations terroristes;
 - Nommer un « tsar du fentanyl »;
 - Établir une force de frappe transfrontalière pour lutter contre le crime organisé, le trafic de fentanyl et le blanchiment d'argent;
 - Affecter 200 millions de dollars à la mise en œuvre d'une Directive sur le crime organisé et le fentanyl.
- **Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta —**
Quelles sont vos réflexions au sujet de ces récents développements?
 - DEMANDER : Le Canada a-t-il eu la bonne approche en imposant initialement des mesures tarifaires en guise de représailles? Pourquoi ou pourquoi pas?
 - DEMANDER : Qu'est-ce qui vous vient à l'esprit en entendant le terme « tsar du fentanyl »? Quelles sont, à votre avis, les fonctions de cette personne?
 - **Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta —**
Lorsque vous pensez à l'ensemble des mesures qu'a jusqu'à maintenant prises le gouvernement du Canada en réponse aux tarifs des États-Unis, estimez-vous qu'il soit en général sur la bonne voie ou sur la mauvaise voie?
 - Qu'est-ce qui vous fait dire cela?

Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta — La suspension actuelle des tarifs douaniers devrait durer au moins 30 jours, pendant lesquels les deux pays travailleront ensemble à la résolution de divers problèmes frontaliers.

- **Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta —** Les États-Unis imposeront-ils, à votre avis, d'autres tarifs au Canada?
 - SI OUI : Qu'est-ce qui vous fait dire cela?
- **Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta —** Que devrait encore faire le gouvernement du Canada, le cas échéant, pour tenter d'obtenir des garanties que les États-Unis n'imposeront pas de tarifs douaniers plus importants au Canada à court terme ou à long terme?
- **Alberta —** Avez-vous vu, lu ou entendu quoi que ce soit au sujet de banques américaines exerçant des activités au Canada?

LE MODÉRATEUR FOURNIRA LES ÉCLAIRCISSEMENTS SUIVANTS : Le secteur bancaire canadien comprend à la fois des banques nationales et étrangères, y compris des banques américaines. Toutes les institutions financières au Canada, y compris les banques américaines, doivent se conformer aux règlements applicables en vertu de la Loi sur les banques fédérales du Canada.

Les États-Unis ont toutefois exprimé des préoccupations quant à la capacité des institutions financières américaines à exercer leurs activités au Canada.

- **Alberta** — Selon vous, quelle devrait être la réponse du gouvernement du Canada à ses préoccupations?

Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta — 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 la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta** - Est-ce que l'un d'entre vous a lu, entendu ou vu quoi que ce soit à ce sujet récemment?
 - **Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta** — SI OUI : Qu'avez-vous lu, vu, ou entendu à ce sujet?
- **Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta** — 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 la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur — 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.

Alberta — Le gouvernement du Canada s'est engagé à augmenter ses dépenses en matière de défense afin de respecter 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.

- **Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur** — 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?
- **Alberta** — 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?
 - **Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta** — Y a-t-il des domaines qui, selon vous, devraient être priorités?
 - **Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta** — Que pensez-vous de l'échéancier que s'est fixé le Canada pour atteindre cet objectif?

Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta — 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 équivaudrait à des dépenses en matière de défense supérieures à celles de tous les pays de l'OTAN à l'heure actuelle.

- **Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta** — Êtes-vous pour ou contre une augmentation des dépenses du Canada à 5 % de son PIB? Pourquoi ou pourquoi pas?
- **Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta** — Pourquoi les États-Unis, appellent-ils, à votre avis, le Canada à augmenter ses dépenses en matière de défense?
- **Résidents de la Nouvelle-Écosse pour qui l'économie constitue un enjeu majeur, Alberta** — 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?

Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans de grandes industries transfrontalières résidant au Québec, au Canada atlantique, et dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada-États-Unis constituent un enjeu majeur, leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans des industries transfrontalières résidant au Québec — LE MODÉRATEUR FOURNIRA LES

ÉCLAIRCISSEMENTS SUIVANTS : Le 10 février 2025, les États-Unis ont annoncé qu'ils imposeraient des tarifs douaniers de 25 % sur toutes les importations d'acier et d'aluminium, incluant celles du Canada, et que ceux-ci prendraient effet le 12 mars.

- Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans de grandes industries transfrontalières résidant au Québec, au Canada atlantique, et dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur, leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans des industries transfrontalières résidant au Québec — Que pensez-vous de l'imposition, par les États-Unis, de tarifs douaniers sur l'acier et l'aluminium canadien?
 - Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans de grandes industries transfrontalières résidant au Québec, au Canada atlantique, et dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur, leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans des industries transfrontalières résidant au Québec — Cela vous inquiète-t-il?
- Propriétaires de PME exerçant des activités dans des secteurs dépendant de l'exportation résidant au Canada, travailleurs employés dans des industries transfrontalières résidant au Québec — Quels seront, à votre avis, les impacts de ces tarifs douaniers sur l'économie canadienne?
 - Propriétaires de PME exerçant des activités dans des secteurs dépendant de l'exportation résidant au Canada — Impacteront-ils votre entreprise?
 - Travailleurs employés dans de grandes industries transfrontalières — Auront-ils des impacts quelconques dans votre secteur d'emploi?
- Colombie-Britannique — Quels seront, à votre avis, les impacts de ces tarifs douaniers sur l'économie de la Colombie-Britannique?
- Résidents des Prairies vivant d'un chèque de paye à l'autre — Quel impact ces tarifs auront-ils, selon vous, sur l'économie de la Saskatchewan, du Manitoba et de l'Alberta?
- Québec — Quel impact ces tarifs auront-ils, selon vous, sur l'économie du Québec?
- Canada atlantique — Quel impact auront-ils, selon vous, sur l'économie du Canada atlantique?

- Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, Québec, Canada atlantique — Et sur l'économie canadienne plus généralement?
- Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, Québec, Canada atlantique — Et pourraient-ils vous impacter personnellement?
- Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant au Québec, au Canada atlantique et dans l'Ouest canadien — Avez-vous lu, vu ou entendu quoi que ce soit au sujet de la réponse du Canada aux tarifs douaniers imposés sur l'acier et l'aluminium par les États-Unis?
 - Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant au Québec, au Canada atlantique et dans l'Ouest canadien — SI OUI : Qu'avez-vous entendu à ce sujet?

Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant au Québec, au Canada atlantique et dans l'Ouest canadien — FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS : Le gouvernement du Canada a déclaré que ces tarifs douaniers étaient injustifiés et qu'il collaborera avec les États-Unis pour mettre en évidence les répercussions négatives que ces tarifs auraient sur les deux pays. Il a également indiqué qu'il coordonnait une réponse en consultation avec des partenaires ailleurs dans le monde.

- Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant au Québec, au Canada atlantique et dans l'Ouest canadien — Que pensez-vous de la réponse initiale du Canada aux tarifs sur l'acier et l'aluminium imposés par le gouvernement américain?
- Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans de grandes industries transfrontalières résidant au Québec, au Canada atlantique et dans l'Ouest canadien, Résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur, propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans des industries transfrontalières résidant au Québec — Que fait le gouvernement du Canada, le cas échéant, pour aider le pays à surmonter les répercussions économiques liées aux tarifs douaniers sur l'acier et l'aluminium canadien?
 - Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et

dans des industries transfrontalières résidant au Québec, au Canada atlantique et dans l'Ouest canadien — EN CAS D'INCERTITUDE DE LA PART DES PARTICIPANTS : Quelles mesures devrait-il prendre?

- Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant au Québec, au Canada atlantique et dans l'Ouest canadien — Que pensez-vous d'un éventuel programme d'aides pour les entreprises impactées par ces tarifs?
- Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant au Québec, au Canada atlantique et dans l'Ouest canadien — Le gouvernement du Canada devrait-il, à votre avis, apporter des modifications au programme d'assurance-emploi pour aider les travailleurs touchés par ces tarifs douaniers?

Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans de grandes industries transfrontalières résidant au Québec, au Canada atlantique et dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada-États-Unis constituent un enjeu majeur, leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières résidant au Québec — J'aimerais maintenant focaliser la discussion sur les tarifs douaniers de façon plus générale, et pas uniquement sur ceux imposés sur les secteurs de la sidérurgie et de l'aluminium...

AFFICHER À L'ÉCRAN :

L'automne dernier, la nouvelle administration américaine a annoncé son intention d'imposer des tarifs douaniers sur les produits canadiens jusqu'à ce qu'elle juge que le Canada aura pris des mesures suffisantes pour lutter contre le passage de fentanyl du Canada vers les États-Unis, ainsi que contre le passage de migrants du Canada vers les États-Unis. En réponse, le gouvernement du Canada a annoncé la mise en œuvre d'un programme de 1,3 milliard de dollars visant à sécuriser la frontière et à renforcer le système d'immigration.

Les États-Unis ont plus récemment affirmé leur intention d'imposer des tarifs douaniers de 25 % sur les produits canadiens et de 10 % sur les importations d'énergie en provenance du Canada. En réponse à ces tarifs, le Canada a annoncé son intention d'imposer des mesures tarifaires de représailles qui prendraient effet au même moment, dont des tarifs douaniers de 25 % sur un certain nombre de produits américains.

À la suite de pourparlers entre les deux dirigeants, chaque pays a mis en veille l'imposition de ces tarifs douaniers projetés.

- **Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant au Québec, au Canada atlantique et dans l'Ouest canadien —** Lorsque vous pensez aux mesures qu'a jusqu'à maintenant prises le gouvernement du Canada en réponse aux tarifs des États-Unis, estimez-vous qu'il soit en général sur la bonne voie ou sur la mauvaise voie?
 - Qu'est-ce qui vous fait dire cela?

- **Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant au Québec, au Canada atlantique et dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur, leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières résidant au Québec —** Pour ce qui est de ses initiatives dans les domaines ci-après mentionnés, diriez-vous que le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie? *LE MODÉRATEUR DÉNOMBRE LES PARTICIPANTS ESTIMANT QU'IL EST SUR LA BONNE VOIE ET SUR LA MAUVAISE VOIE EN LEUR DEMANDANT DE LEVER LA MAIN ET LEUR DEMANDE DE JUSTIFIER LEUR RÉPONSE.*
 - Protéger la frontière canado-américaine
 - Protéger des secteurs d'activité canadiens
 - S'efforcer d'éviter les tarifs douaniers américains
 - Faire face à la crise des opioïdes

- **Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant au Québec, au Canada atlantique et dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur —** Le Canada a-t-il eu la bonne approche en imposant initialement des mesures tarifaires en guise de représailles? Pourquoi ou pourquoi pas?

Colombie-Britannique — En plus de l’enveloppe de 1,3 milliard de dollars, le gouvernement du Canada a aussi récemment annoncé la nomination d’un « tsar du fentanyl ».

- **Colombie-Britannique** — Qu’est-ce qui vous vient à l’esprit en entendant le terme « tsar du fentanyl »? Quelles sont, à votre avis, les fonctions de cette personne?

Résidents des Prairies vivant d’un chèque de paye à l’autre, Québec, Canada atlantique — En plus de l’enveloppe de 1,3 milliard de dollars, le gouvernement du Canada a aussi récemment annoncé la nomination d’un « tsar du fentanyl » dont le titre officiel est « Commissaire à la lutte du Canada contre le fentanyl ». Son rôle consiste à coordonner les différentes initiatives du gouvernement canadien fédérales et à réunir les entités fédérales et les autres intervenants afin de mettre en œuvre des mesures pour lutter contre la crise mondiale du fentanyl.

- **Résidents des Prairies vivant d’un chèque de paye à l’autre, Québec, Canada atlantique** — Que pensez-vous de la nomination d’un « tsar du fentanyl »?
 - **Résidents des Prairies vivant d’un chèque de paye à l’autre, Québec, Canada atlantique** — Le gouvernement du Canada en fait-il assez pour lutter contre la crise mondiale du fentanyl?
- **Résidents de la Colombie-Britannique et des Prairies vivant d’un chèque de paye à l’autre, travailleurs employés dans des secteurs d’exportation liés aux ressources naturelles et dans des industries transfrontalières résidant au Québec, au Canada atlantique et dans l’Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur, leaders d’opinion en matière de commerce et d’économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l’exportation, travailleurs employés dans de grandes industries transfrontalières résidant au Québec** — Les États-Unis projettent-ils, à votre avis, d’imposer de nouveaux tarifs douaniers au Canada sur un plus vaste ensemble de produits?
 - SI OUI : Qu’est-ce qui vous fait dire cela?
- **Travailleurs employés dans des secteurs d’exportation liés aux ressources naturelles et dans des industries transfrontalières résidant dans l’Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur, leaders d’opinion en matière de commerce et d’économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l’exportation résidant au Canada, travailleurs employés dans de grandes industries**

transfrontalières résidant au Québec — Quelle devrait être la réponse du Canada si les États-Unis imposaient des tarifs douaniers sur les produits canadiens destinés aux États-Unis?

Travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur, leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières résidant au Québec — Je vais vous montrer une liste de mesures que pourrait prendre le Canada en réponse aux tarifs imposés par les États-Unis.

Travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur, leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières résidant au Québec —

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.

Travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur, leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières

résidant au Québec — **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 » (soit le dernier choix de réponse).

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

- **Travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur, leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières résidant au Québec** — À votre avis, pourquoi le, la [insérer la mesure choisie] est-il ou est-elle plus efficace que d'autres mesures?
- **Propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières résidant au Québec** — Si les États-Unis imposent des tarifs douaniers au Canada et que ce dernier réagit en prenant des mesures de représailles telles que l'imposition de tarifs douaniers sur certains produits américains, quel type d'impact un enjeu commercial de ce type pourrait-il avoir sur l'économie canadienne, selon vous?
 - **Propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières résidant au Québec** — DEMANDER AU BESOIN : Craignez-vous une éventuelle récession économique? Des pertes d'emplois? Autre chose?
- **Propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada** — Si des tarifs sont mis en place, votre entreprise en sera-t-elle impactée? En quoi sera-t-elle impactée?
 - Avez-vous procédé à des changements quelconques en réponse à d'éventuels tarifs douaniers, ou prévoyez-vous de le faire?
 - DEMANDER AU BESOIN : Avez-vous, par exemple, modifié vos prix, ajusté vos effectifs, envisagé de réduire d'autres dépenses (loyer, coûts de production, dépenses relatives aux communications, etc.) cherché d'autres fournisseurs, etc.?

- **Travailleurs employés dans de grandes industries transfrontalières résidant au Québec** — Si des tarifs douaniers sont imposés, votre secteur d'emploi sera-t-il impacté? En quoi sera-t-il impacté?
 - En réponse à d'éventuels tarifs, votre employeur a-t-il procédé à des changements quelconques ou savez-vous s'il a l'intention de le faire?
 - **DEMANDER AU BESOIN** : A-t-il, à titre d'exemple, modifié les prix de certains biens ou services, revu les niveaux de dotation en personnel, cherché d'autres fournisseurs, etc.?

Résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur — Je vais maintenant vous montrer une liste d'initiatives que pourrait prendre le gouvernement pour venir en aide aux travailleurs et aux secteurs d'activité impactés par des tarifs quelconques. Pour chacune d'entre elles, j'aimerais savoir si vous êtes pour ou contre cette mesure prise par le gouvernement du Canada. *LE MODÉRATEUR DÉNOMBRE LES PARTICIPANTS ESTIMANT QU'IL EST SUR LA BONNE VOIE ET LA MAUVAISE EN LEUR DEMANDANT DE LEVER LA MAIN ET LEUR DEMANDE DE JUSTIFIER LEUR RÉPONSE.*

Résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur
AFFICHER À L'ÉCRAN :

- Annulation de la période d'attente pour les prestations de l'assurance-emploi de travailleurs licenciés en raison des tarifs;
 - Offre de prêts exempts d'intérêt aux entreprises de secteurs touchés par les tarifs;
 - Versement de subventions salariales aux entreprises touchées par les tarifs;
 - Augmentation des prestations d'assurance-emploi des travailleurs licenciés en raison des tarifs.
- **Travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur** — Supposons que les États-Unis imposent des tarifs douaniers et que le Canada riposte en restreignant ses exportations d'énergie, notamment l'hydroélectricité, le pétrole et le gaz, vers les États-Unis. Cela vous inquiéterait-il?
 - **Travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur** — Y voyez-vous des avantages pour le Canada?
 - **Résidents de la Colombie-Britannique et des Prairies vivant d'un chèque de paye à l'autre, Québec, Canada atlantique** — Que devrait encore faire le gouvernement du Canada, le cas

échéant, pour tenter d'obtenir des garanties que les États-Unis n'imposeront pas de tarifs douaniers plus importants au Canada à court terme ou à long terme?

- Résidents des Prairies vivant d'un chèque de paye à l'autre, Québec, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant au Québec, au Canada atlantique, et dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur — Avez-vous vu, lu ou entendu quoi que ce soit au sujet du marché intérieur canadien ou commerce interprovincial canadien, ou quelque chose comme ça?
 - SI OUI : Qu'avez-vous entendu à ce sujet?

Résidents des Prairies vivant d'un chèque de paye à l'autre, Québec, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant au Québec, au Canada atlantique, et dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur — Des pourparlers ont été entamés pour faciliter les échanges commerciaux entre provinces et territoires, ainsi que pour permettre aux travailleurs qualifiés de travailler partout au Canada.

- Résidents des Prairies vivant d'un chèque de paye à l'autre, Québec, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant au Québec, au Canada atlantique, et dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur — Quelles sont vos réflexions à ce sujet?
 - Êtes-vous d'avis que des mesures du genre contribueront à renforcer l'économie canadienne? Qu'est-ce qui vous fait dire cela?
 - SI CE N'EST PAS MENTIONNÉ : Croyez-vous que de telles mesures puissent aider le Canada à surmonter les difficultés économiques liées aux tarifs douaniers ou à d'autres enjeux en matière de commerce international auxquels il est confronté?

Résidents des Prairies vivant d'un chèque de paye à l'autre — Afin de faciliter le commerce intérieur, des discussions ont également eu lieu sur la question de savoir s'il ne faudrait pas construire des lignes de transmission pour acheminer l'électricité d'est en ouest, et des oléoducs et gazoducs pour acheminer le pétrole et le gaz d'ouest en est.

Travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant au Québec, au Canada atlantique, et dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur — Pour faciliter le commerce intérieur, des discussions ont également eu lieu sur la question de savoir s'il ne faudrait pas se doter de lignes de

transmission pour acheminer l'électricité d'est en ouest, ainsi que d'oléoducs et de gazoducs pour acheminer du pétrole et du gaz d'ouest en est.

- Résidents des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant au Québec, au Canada atlantique, et dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur Quelles sont vos réflexions à ce sujet?
 - Résidents des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant au Québec, au Canada atlantique, et dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur — Voyez-vous des avantages à l'aménagement d'un plus grand nombre de lignes de transmission ou d'oléoducs d'un bout à l'autre du pays?
 - Résidents des Prairies vivant d'un chèque de paye à l'autre, travailleurs employés dans des secteurs d'exportation liés aux ressources naturelles et dans des industries transfrontalières résidant au Québec, au Canada atlantique, et dans l'Ouest canadien, résidents du Canada atlantique, du Québec, de la Saskatchewan et du Manitoba pour qui les relations Canada–États-Unis constituent un enjeu majeur — Avez-vous des préoccupations ou des inquiétudes à ce sujet?
- Leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada — Selon les dires de certains, le Canada devrait prendre tous les moyens nécessaires pour répondre aux tarifs imposés par les États-Unis sur les produits canadiens, aussi pénibles soient-ils; d'autres sont d'avis que le Canada ne devrait pas imposer de contre-mesures, car cela ne fera qu'empirer la situation des Canadiens.
- Leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada — En considérant ces deux points de vue comme étant les deux extrêmes d'un continuum, où vous situez-vous? En d'autres mots, où devrait s'arrêter, le cas échéant, la réponse du gouvernement aux tarifs douaniers? Qu'est-ce qui vous fait dire cela?
 - Leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada — QUESTION À POSER AU BESOIN : À quel point, le cas échéant, pensez-vous que la réponse serait excessive?
 - Leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada — Où situeriez-vous les Canadiens en général dans ce continuum?

- Propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières résidant au Québec — Où vous situez-vous sur une échelle de 1 à 10, où 1 correspond à la position selon laquelle le Canada ne devrait prendre aucune contre-mesure, car cela ne ferait que rendre la vie trop dure pour les Canadiens et où 10 correspond à la position selon laquelle le Canada devrait prendre tous les moyens nécessaires, aussi pénible que cela puisse être pour le pays? De manière générale, y a-t-il un point à partir duquel vous estimez que la réponse du Canada deviendrait trop pénible pour notre pays et pour les Canadiens, et que le gouvernement fédéral ne devrait donc pas agir de la sorte?
 - Propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières résidant au Québec — Qu'est-ce qui vous fait dire cela, si aucune mesure n'est trop extrême (et que le Canada doit prendre tous les moyens nécessaires)?
 - Propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières résidant au Québec — S'il y a, à votre avis, un point à partir duquel des contre-mesures deviendraient trop pénibles pour les Canadiens, quel type de contre-mesures seraient à votre avis trop contraignantes pour eux?

Leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières résidant au Québec — Et maintenant, en pensant à une stratégie « acheter canadien » encourageant les consommateurs à acheter des produits et services canadiens...

- Leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières résidant au Québec — Quelles sont vos réflexions à ce sujet?
 - Leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières résidant au Québec — Combien de temps les Canadiens seront-ils, à votre avis, disposés à acheter des produits et services canadiens?
- Leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières résidant au Québec — Et si on étend cette mesure stratégique à une stratégie « choisir canadien » dans tous les aspects de notre vie, qu'est-ce que cela implique pour vous?

- Leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières résidant au Québec — Quels sont des exemples de mesures procanadiennes que vous ou d'autres entreprises canadiennes pourriez envisager?
- Leaders d'opinion en matière de commerce et d'économie actifs sur les réseaux sociaux résidant au Canada, propriétaires de PME exerçant des activités dans des secteurs dépendants de l'exportation résidant au Canada, travailleurs employés dans de grandes industries transfrontalières résidant au Québec — Quand vous pensez à ce que cela signifie que d'être Canadien, qu'est-ce qui vous fait sentir Canadien? C'est-à-dire, quelles images, quels comportements ou autres choses de cette nature vous viennent à l'esprit?

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.