



Government
of Canada

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du Canada

Continuous Qualitative Data Collection of Canadians' Views – March 2025

Final Report

Prepared for the Privy Council Office

Supplier name: The Strategic Counsel

Contract number: CW2241412

Contract value: \$1,629,482.60

Award date: December 19, 2022

Delivery date: May 22, 2025

Registration number: POR- 053-22

For more information on this report, please email por-rop@pco-bcp.ca

Ce rapport est aussi disponible en français.

Canada 

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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The eleventh cycle of the second year of this study included a total of eight focus groups with Canadian adults (18 years of age and older) conducted between March 4th, 2025, and March 20th, 2025.

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

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Catalogue Number:

CP12-4E-PDF

International Standard Serial Number (ISSN):

ISSN 2816-9360

Related publications (registration number: POR-053-22):

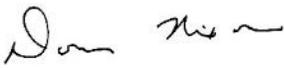
CP12-4F-PDF (Final Report, French)

ISSN 2816-9379

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: May 22, 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 eight online focus groups which were conducted between March 4th, 2025, and March 20th, 2025, in multiple locations across the country. Details concerning the locations, recruitment, and composition of the groups are provided in the section below.

The research for this cycle focused on a range of key topics related to the Government of Canada's policies and communications. 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. Participants also shared their perspectives on topics such as the greater promotion of internal trade within Canada, the integrity of Canadian elections, and creative testing for the "Choose Canada" ad campaign currently being developed by the federal government.

Other areas discussed during this research cycle included recent changes to the Government of Canada's consumer carbon pricing system as well as the introduction of virtual home energy labels to assist Canadians in better understanding their home's energy consumption.

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 workers in the auto manufacturing sector.

Detailed Approach

- Eight groups were conducted across various regions in Canada.
- Seven groups were conducted among the general population residing in Alberta, Ontario, Quebec, British Columbia, Atlantic Canada, Saskatchewan and Manitoba, and the Mauricie region of Quebec.
- The other group was conducted among auto manufacturing sector workers residing in Ontario.
- The two groups based in Quebec were conducted in French. All other groups were conducted in English.
- All groups for this cycle were conducted online.
- A total of 8 participants were recruited for each group, assuming 6 to 8 participants would attend.
- Across all locations, 62 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
Alberta	1	EN	Tues, March 4 th	8:00-10:00 PM	General Population	7
Ontario	2	EN	Wed, March 5 th	6:00-8:00 PM	General Population	8
Quebec	3	FR	Wed, March 5 th	6:00-8:00 PM	General Population	8
British Columbia	4	EN	Thurs, March 6 th	9:00-11:00 PM	General Population	8
Atlantic Canada	5	EN	Tues, March 11 th	5:00-7:00 PM	General Population	7
Saskatchewan and Manitoba	6	EN	Wed, March 12 th	8:00-10:00 PM	General Population	8
Ontario	7	EN	Tues, March 18 th	6:00-8:00 PM	Workers in the Auto Manufacturing Sector	8
Mauricie Region	8	FR	Thurs, March 20 th	6:00-8:00 PM	General Population	8
Total number of participants						62

Key Findings

Canada-U.S. Relations (All Locations)

All groups took part in conversations related to the relationship between Canada and the United States (U.S.), with a particular focus on tariffs that had recently been imposed by the U.S. on a wide range of Canadian goods.

Asked what they had recently seen, read, or heard about the U.S. imposing tariffs on imported goods from Canada, many recalled having heard that the U.S. government had implemented 25 per cent tariffs on Canadian imports and had also put into place a 10 per cent tariff on Canadian energy imports, such as oil and gas. Some had heard that there had been exceptions made for auto parts, while others had heard that steel tariffs had briefly been raised to 50 per cent, before being reduced back down to 25 per cent. Related to this, several mentioned that it had been difficult for them to keep track of this issue, with many feeling that the situation seemed to change on an almost daily basis.

Provided with information about the tariffs imposed by the U.S. on Canadian goods, almost all expressed concern as to how this situation might impact the Canadian economy as well as their own lives and financial wellbeing going forward. A large number described feeling frustrated and/or



nervous, with many expressing the viewpoint that these actions by the U.S. government were unjustified and unnecessary, especially given the historically close relationship between the two countries. Several of those who worked in industries that were reliant on U.S. supply chains and/or customer bases worried about how this might impact them professionally, and many in the group comprised of auto manufacturing workers in Ontario expressed concerns about potential layoffs by their employers.

All participants expected that tariffs would have a negative impact on the Canadian economy, and many worried that essential products imported from the U.S. could become scarcer and more difficult to find, with several believing that lower supplies could lead to higher prices and an increased cost of living overall. A large number were concerned that long-term tariffs from the U.S. on Canadian goods could bring about a significant decrease in economic activity in Canada and could potentially lead to businesses laying off workers or shutting down altogether.

A smaller number expressed a more nuanced opinion, believing that while the tariffs would likely have a negative impact in the short-term, they also presented opportunities for the Canadian economy to become more robust and resilient going forward. Among these participants, it was felt that the tariffs provided the Government of Canada with an opportunity to establish closer trading relationships with other global partners, an approach which they believed could help to make the Canadian economy more diversified and less vulnerable to trade disruptions in the years to come.

Describing how the tariffs might impact them personally, many reiterated concerns about the potential for this situation to lead to a higher cost of living, making it more difficult for Canadians to make ends meet financially. A number were particularly worried about the potential for higher prices and a lack of availability for essentials, such as groceries and automobiles. Several, including a large number in the group of auto manufacturing workers in Ontario, worried about the possibility of themselves and/or family and friends losing their jobs as a result of the tariffs and the financial hardships that this would cause for their households. Participants also expressed concerns about the negative impact that the tariffs could have on financial markets, with a number believing that prolonged tariffs would ultimately lead to an economic recession in Canada.

Asked how they believed the Government of Canada should be responding to the tariffs from the U.S., many expressed support for the implementation of reciprocal tariffs on a wide range of U.S. goods. It was widely felt that it was important for Canada to demonstrate that it was willing and able to respond to these measures from the U.S., while at the same time taking a measured approach that refrained from implementing retaliatory measures that went further than those that had been put in place by the American government. In addition to reciprocal tariffs, several also thought that it was important to reduce interprovincial trade barriers while simultaneously establishing stronger trading relationships with international partners such as the European Union (EU), Mexico, Australia, and China (among others).

All groups engaged in an exercise where they were prompted to consider a scale of 1-10, where 1 represents that Canada should not take any countermeasures, and 10 represents that it should do whatever it takes, no matter how painful for the country. Asked where they felt they landed on this scale, most placed themselves in the middle of the scale or slightly higher. Among these participants it



was widely felt that while it was important for the Government of Canada to demonstrate its willingness to respond strongly, they did not want to see any measures taken that would further escalate this situation and/or potentially lead to widespread financial hardships for Canadian households.

Provided with additional information about the countermeasures that had been announced by the Government of Canada, most reacted positively with many believing that this represented a straightforward, justified, and measured response from the Government of Canada. A number felt that it was appropriate for Canada to be implementing tariffs at similar levels to those imposed by the U.S. and believed that this was the right approach for the federal government to be taking. While very few felt that Canadian tariffs would have a major impact overall, several believed that targeted tariffs on specific American industries (such as Kentucky bourbon) could bring about noticeable economic challenges, especially on a local/regional level.

All expected that the Canadian economy would be impacted by these countermeasures, with many reiterating concerns related to higher consumer prices and the increased scarcity of goods, as well as large-scale job losses in impacted sectors. While concerned about how tariffs on U.S. imports might impact their own lives, several expressed the opinion that this was an important and necessary step for the federal government to be taking and would demonstrate to the U.S. that Canada was willing to respond with tariffs of its own. Describing additional ways in which these countermeasures might impact the Canadian economy, a number believed that Canadians would likely be encouraged to purchase more Canadian-made products going forward, leading to increased revenue for Canadian businesses and manufacturers.

Internal Trade (Ontario Auto Manufacturing Workers, Mauricie Region Quebec)

Two groups engaged in discussions related to internal trade among Canada's provinces and territories. To begin, participants were asked whether they viewed Canada as having one national economy or as being comprised of numerous separate regional economies. On balance, participants largely viewed Canada as being made up of separate economies, with many of the impression that there were multiple trade barriers in place that restricted the free flow of goods, services, and workers between the provinces and territories.

Asked to identify what they viewed as the key barriers to internal trade in Canada, a number cited regulatory differences, believing that businesses in some sectors were unable to sell their products in other parts of the country or faced additional costs if they were looking to do so. Additional barriers mentioned by participants included logistical challenges stemming from Canada's vast size (making it more difficult and costly for businesses to transport goods across the country) as well as the perceived challenges that workers in some sectors (such as health care) faced in becoming certified to work in other provinces/territories.

Discussing whether they felt the federal government, provincial/territorial governments, or businesses were most responsible for addressing and reducing internal trade barriers, most believed that this was



primarily a federal responsibility. Among these participants, it was felt that the Government of Canada was best positioned to work with the provinces and territories to reduce and remove these barriers and to boost economic activity across Canada. A smaller number felt somewhat differently, believing that reducing internal trade barriers should be a collaborative effort amongst all levels of government as well as the business community, and that this was the only way to ensure a fair and economically beneficial outcome for all parties.

Participants were next presented with a list of potential actions that could be taken to help reduce internal trade barriers. These included: allowing workers to work anywhere in Canada, allowing businesses to sell their products anywhere in Canada, investing in trade corridors and infrastructure, and streamlining approvals for big economic projects. Almost all were highly positive in their reactions to these initiatives, and it was widely felt that taking these steps would have a positive impact on Canadian businesses and workers. Engaging in an exercise where they were asked to select which of these measures should be the Government of Canada's top priority when it came to reducing internal trade barriers, while all priorities received support, the largest number selected the initiative to allow businesses to sell their products anywhere in Canada, believing that this would have the largest overall economic impact and would help to increase revenue for Canadian businesses.

Asked whether they thought that reducing internal trade barriers would help to make Canada more economically competitive on the global stage, almost all believed that it would. It was widely felt that by promoting greater economic cooperation amongst the country's provinces and territories, the federal government would be able to foster a much more resilient, self-reliant national economy, and that this would place it in a much stronger position relative to its international peers as a result.

Choose Canada Ad Campaign Testing (Alberta, Ontario, Quebec, British Columbia)

Four groups shared their perspectives regarding a potential video advertisement being developed by the federal government related to its Choose Canada ad campaign. Informed that the final version of the advertisement would include corresponding imagery to accompany the dialogue, participants were read a script for the ad twice, in succession.

On balance, most reacted positively, with many commenting that this concept evoked strong feelings of national pride and a deep sense of dignity in being Canadian. Several reacted positively to the lines stating that Canada was "more than just a place on the map" and that it was "unbreakable, strong, and free," believing that these statements served as an effective call to action for Canadians to show support for their country. Participants also reacted positively to the mentions of Canadians 'stepping up' and 'working together', believing that it would be important for every region of the country to come together to address shared challenges, such as tariffs.

Asked what they perceived as being the main message of this script, many believed that it was to evoke national pride and encourage viewers to support Canada by taking actions such as consciously purchasing Canadian-made goods and services and choosing to travel within the country rather than abroad. While not directly mentioning the U.S., a number believed that the ad was also aimed at subtly identifying the traits (such as 'more empathy than ego' and 'more unity than conformity') that

they believed differentiated Canadians from Americans. Asked how the ad made them feel, a large number described feeling more positively about Canada as a country as well as a heightened sense of pride in being Canadian.

Discussing whether, if they saw this advertisement on television or online, they expected it would capture their attention, many believed that it would, especially given its assertive and patriotic tone. Several, however, thought that the advertisement's ability to grab viewers' attention would be in large part dependent on the visuals, music, and narrator that were selected to accompany the script.

Participants in the group based in Alberta were also read an alternate version of the script and asked to share their impressions. While most reacted positively to the alternate version, many expressed a preference for the original. Several felt that the alternate script was less concise compared to the original and believed that the initial script would have a better flow when narrated. A few, however, spoke positively of specific elements of the alternate version, including the lines 'more unity than division' rather than 'more unity than conformity'. and 'maple leaf wearing' as opposed to 'maple leaf buying'.

The three groups respectively based in British Columbia (B.C.), Ontario, and Quebec were asked to share which of the phrasings: "more empathy than ego" or "more kindness than ego" they felt was most effective in making them feel positively about Canada. Almost all expressed a preference for "more empathy than ego", with several believing that empathy was a stronger, more all-encompassing term compared to kindness. Asked whether they felt the phrase "more unity than conformity" was more effective than "more unity than division", a slightly larger number (in the three groups identified above) preferred the term 'division' over 'conformity'. Among these participants, the concepts of unity and division were viewed as more contrasting and, as such, believed that division was a more appropriate term to use.

Electoral Integrity (Atlantic Canada, Saskatchewan and Manitoba)

Two groups engaged in conversations related to electoral integrity, with a particular focus on the preservation of free and fair elections in Canada.

Asked, when thinking about the next federal election in Canada, what aspects, if any, made them feel confident that it would be free and fair, participants provided a range of responses. Many cited what they perceived to be the strong rules and policies that were in place in Canada as to how it conducted its elections, as well as what they viewed as the rigorous and transparent processes followed by election workers in carrying out their duties. It was widely felt that voting in Canada was easy and accessible given that voters can cast their ballots by a variety of methods (such as in person or by mail) and can vote on a wide range of dates prior to election day.

Discussing what actions, if any, could be taken by the Government of Canada to increase their confidence in the fairness and security of future elections, several believed that more could be done to educate voters about the Canadian electoral system, as well as how to identify potentially false or misleading information they encounter on social media. Asked whether they felt that the federal



government was doing enough to ensure that elections in Canada were free and fair, most believed that it was, with many reiterating their confidence in Elections Canada and its processes.

Questioned as to whether they were at all concerned about foreign influence or interference in Canadian elections, a number indicated that they were. Among these participants, it was felt that due to the advent of social media and the increased ease of global communication, it was now much easier for foreign actors to influence the online discourse and/or spread disinformation. Asked whether they felt misinformation and fake news were leading to decreased trust in Canadian elections, several believed this to be the case. The view was expressed that a large amount of political information posted on social media frequently featured sensationalized and/or inaccurate headlines that were designed to grab viewers' attention rather than provide useful information.

Discussing what, if anything, the Government of Canada should be doing to address misinformation, participants mentioned potential actions such as investing in technology to crack down on bots, artificial intelligence (AI), and other potential sources of misinformation, as well as providing educational resources to Canadians to assist them in recognizing potential misinformation online.

Consumer Carbon Pricing (Ontario Auto Manufacturing Sector Workers, Mauricie Region Quebec)

Two groups took part in discussions related to the federal government's carbon pricing system and its recent decision to eliminate the consumer fuel charge. Asked whether they had seen, read, or heard anything about recent changes to the Government of Canada's carbon pricing system, a roughly equal number reported having heard something relative to those who had not. Among those who had heard about these changes, several were of the impression that the consumer portion of the carbon pricing system had been eliminated, while a smaller number believed that the carbon pricing system had been removed altogether.

Provided with information about the Government of Canada's decision to remove the consumer portion of the federal price on carbon, participants were asked whether they supported or opposed this action. On balance, most thought that this was a step in the right direction, with a number expressing the opinion that this would help to make life more affordable for Canadians going forward.

Discussing whether they felt the federal government should keep its carbon pricing system in place for large industrial polluters, participants were mixed in their opinions. Among those who felt the industrial component of the carbon pricing system should be kept in place, the view was expressed that large-scale corporations were the most significant emitters of carbon pollution in Canada and that, as such, it was important for the federal government to enforce accountability on this front. For those who believed that the price on carbon should be eliminated for businesses as well, several expressed the opinion that carbon pricing had been an ineffective strategy in the fight against climate change and had served to make Canadian businesses less economically competitive on the global stage.

Virtual Home Energy Labels (Atlantic Canada, Saskatchewan and Manitoba)

Two groups took part in a conversation related to virtual home energy labels. Discussing whether they were familiar with home energy labels only a small number indicated that they were, and very few reported having previously had an energy evaluation done for their home.

Provided with information about the introduction of virtual home energy labels for Canadian households, participants next engaged in an exercise where they were presented with two possible ways that information on virtual home energy labels could be presented and asked to share their perspectives on each. Questioned as to whether they felt the information provided on these labels would be useful to them, participants were mixed in their views. While some felt that the information would be helpful and would provide them with a general understanding of their home's energy consumption, several expressed the opinion that without exact usage data and/or metrics, the information would likely only be of limited use. Asked which of the two options they felt was the clearest, most selected option #2. Several felt that this option was easier to understand and believed that it used more understandable terms (such as 'annual' usage) and did not include acronyms (such as 'ghg'), which a number felt could potentially be confusing.

Participants were next presented with an alternate version of these concepts and were informed that the information contained on the labels would be displayed as an exact amount rather than as a range. Discussing whether they preferred the information to be presented as a single value, a roughly equal number felt that it was better to have a single amount as those who preferred an approximate range of their home energy use. Among those who preferred having a single value, it was felt that it would be easier for them to understand and would provide them with a more specific estimate of their home's energy usage. For those who believed a range would be more useful, it was felt that a range would provide a greater understanding of how their home's energy usage might fluctuate over time.

MORE INFORMATION

The Strategic Counsel

Contract number: CW2241412

Contract award date: December 19, 2022

Contract value: \$1,629,482.60

Detailed Findings

Timeline of March 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 March 2025.

- March 1-7
 - March 3rd. The Minister of Energy and Natural Resources announced 32 projects (as part of a total investment of \$50 million) aimed at supporting the development of Canada's critical mineral value chains to create new jobs, support economic opportunities, and bolster Canada's energy security.
 - March 3rd. The Government of Canada officially launched the Joint Operational Intelligence Cell (JOIC), a new organization designed to bring together Canadian security departments and agencies, and law enforcement partners to better protect Canada's border.
 - March 3rd. The Pacific Economic Development Agency of Canada (PacifiCan) announced \$18.3 million in funding for seven British Columbian (B.C.) companies to scale up their operations, create more jobs, accelerate growth, and bring made-in-B.C. products to markets around the world.
 - March 4th. The Minister responsible for Prairies Economic Development Canada (PrairiesCan) announced an investment of over \$1.8 million for four not-for-profit organizations as a way of further supporting Alberta's value-added agriculture industry.
 - March 4th. The Government of Canada announced an investment of over \$12 million to support businesses in southern Ontario's agri-food sector to scale up, drive innovation, and increase production.
 - March 4th. The Government of Canada announced a combined investment of over \$25 million to support 18 artificial intelligence (AI) and technology sector businesses in the Greater Toronto and Hamilton Area (GTHA) to assist them in scaling up and commercializing new products and services.
 - March 4th. The Government of Canada announced that in response to unjustified tariffs imposed by the United States (U.S.), that it would be moving forward with the implementation of a 25 per cent tariff on \$155 billion worth of imported U.S. goods, beginning immediately with tariffs on a list of goods worth \$30 billion.
 - [Focus group was held with the general population in Alberta \(March 4th\).](#)
 - March 5th. PacifiCan announced over \$4.3 million in funding for 24 B.C. based organizations as part of its overall goal to enhance local attractions and bring more visitors to communities across the province.
 - [Focus group was held with the general population in Ontario \(March 5th\).](#)
 - [Focus group was held with the general population in Quebec \(March 5th\)](#)
 - [Focus group was held with the general population in B.C. \(March 6th\).](#)

- March 8-14
 - Focus group was held with the general population in Atlantic Canada (March 11th).
 - March 12th. The Government of Canada announced that, in response to tariffs that had been implemented by the U.S. on Canadian steel and aluminum, it would be imposing a 25 per cent reciprocal tariff on a list of U.S. steel products worth \$12.6 billion and U.S. aluminum products worth \$3 billion, as well as \$14.2 billion worth of additional imported U.S. goods, for a total of \$29.8 billion.
 - Focus group was held with the general population in Saskatchewan and Manitoba (March 12th).
 - March 13th. The Government of Canada and Government of Yukon announced that they would be working together to increase funding by \$6.3 million to assist Yukon households in switching to more energy efficient heating systems (such as heat pumps) that would help households save money, increase year-round comfort, and reduce greenhouse gas emissions.
 - March 13th. The Government of Canada announced that it would be investing over \$156.8 million to support eight B.C. Hydro projects across the province aimed at electrifying key infrastructure and making communities more energy efficient and sustainable.
- March 15-21
 - March 15th. The Minister of International Development announced \$56.8 million in new funding for projects to support the Indo-Pacific region in the areas of gender equality, Rohingya refugees, health and economic growth and to strengthen Canada's partnership with the Association of Southeast Asian Nations (ASEAN).
 - Focus group was held with workers in the auto manufacturing sector in Ontario (March 18th).
 - Focus group was held with the general population in Mauricie Region of Quebec (March 20th).
 - March 21st. The Minister of Jobs and Families announced an additional 40,000 work-integrated learning opportunities across Canada through the Student Work Placement Program (SWPP).
 - March 21st. The Minister of Environment and Climate Change Canada announced investments of nearly \$150 million from Canada's Output-Based Pricing System (OBPS) Proceeds Fund towards 38 Decarbonization Incentive Program (DIP) projects in Ontario, Manitoba, Saskatchewan, and New Brunswick.
- March 22-31
 - March 22nd. The Government of Canada announced that it would be introducing new temporary employment insurance (EI) measures to provide increased support to Canadian workers whose jobs are impacted by the economic uncertainty caused by U.S. tariffs.
 - March 22nd. The Government of Canada announced that, effective April 1st, 2025, it would be ceasing to apply the federal consumer fuel charge and would also be removing requirements for provinces and territories to have a consumer-facing carbon price as of that date.
 - March 22nd. The Government of Canada announced the launch of a 30-day public consultation on possible trade measures aimed at protecting against the threat of the

diversion of steel products from third countries into the Canadian market as a result of recent trade measures implemented by the U.S.

- March 22nd. The Minister of Health announced that all remaining eligible Canadians aged 18 to 64-years old would be able to apply for the Canadian Dental Care Plan (CDCP) as of May 2025, with coverage starting as early as June 1, 2025.
- March 23rd. The Prime Minister presented the Governor General with an instrument of advice recommending the dissolution of Parliament, which was approved. A federal election was scheduled to take place on April 28th, 2025.
- March 24th. The Government of Canada released a statement related to Protecting Canada's General Elections.

Canada-U.S. Relations (All Locations)

All groups took part in conversations related to the relationship between Canada and the United States (U.S.), with a particular focus on tariffs that had recently been imposed by the U.S. on a wide range of Canadian goods.

At the outset of their conversations, two groups, respectively comprised of residents of Atlantic Canada and Saskatchewan and Manitoba, were asked to share which aspects of the Canada/U.S. relationship made them feel confident, as well as those which gave them cause for concern. Identifying the areas of the Canada/U.S. relationship about which they felt confident, a number believed that Canadians had become closer and more unified in recent months as the result of actions taken by the U.S., such as the implementation of widespread tariffs on Canadian goods. Related to this, a number recalled having heard that there had been increased cooperation among federal and provincial/territorial leaders in recent weeks and that governments at all levels were working together to devise an effective response to these tariffs. Unprompted, several expressed having felt increased pride in being Canadian as of late and reported having taken actions such as purchasing a greater number of Canadian-made goods as well as supporting locally owned businesses in their respective communities.

Describing the aspects of the Canada-U.S. relationship that made them feel concerned, many mentioned the potential negative impacts that U.S. tariffs could have on the cost of living, the availability of consumer goods, and the overall health of the Canadian economy going forward. A number worried that these tariffs, if kept in place for a long period of time, could lead to large-scale job losses for those working in impacted sectors, such as steel and auto manufacturing. Looking towards the future, a number believed that the U.S. would likely be a much less dependable economic ally in the years to come and expected that the federal government would have to work towards fostering closer relationships with other global trading partners going forward.

All groups were asked what they had recently seen, read, or heard about the U.S. imposing tariffs on imported goods from Canada. Many recalled having heard that the U.S. government had



implemented 25 per cent tariffs on Canadian imports and had also put into place a 10 per cent tariff on Canadian energy imports, such as oil and gas. A small number had heard that there had been exceptions made for auto parts, while others had heard that steel tariffs had briefly been raised to 50 per cent, before being reduced back down to 25 per cent. Related to this, several mentioned that it had been difficult for them to keep track of this issue, with many feeling that the situation seemed to change on an almost daily basis.

To aid in conversation, participants were provided with additional information about these tariffs. The information presented to participants was updated as this situation evolved in real time. Those in the groups respectively comprised of the general populations of Alberta, Ontario, and Quebec were shown the following information:

Last month, the United States announced that it would impose 25 per cent tariffs on most Canadian goods going to the U.S. and a 10 per cent tariff on Canadian energy imports; these tariffs were paused for 30 days but came into effect on March 4th because the U.S. feels that Canada hasn't taken sufficient action to address fentanyl and migrants crossing from Canada into the U.S.

Subsequent groups were provided with the information above and were also informed that while the U.S. later decided to pause some of these tariffs, there were reports that more tariffs could be coming at some point in the future. Participants in the groups comprised of the general population of Saskatchewan and Manitoba, auto manufacturing sector workers residing in Ontario, and individuals living in the Mauricie region of Quebec were informed that on March 12th, 2025, the U.S. had imposed 25 per cent tariffs on all steel and aluminum imports, included those coming from Canada. The groups composed of Ontario auto workers and those in the Mauricie region were also told that the U.S. had paused tariffs for some major Canadian-based automakers.

Sharing their reactions, almost all expressed concerns regarding how this situation might impact the Canadian economy as well as their own lives and financial wellbeing going forward. A large number described feeling frustrated and/or nervous, with many expressing the viewpoint that these actions by the U.S. government were unjustified and unnecessary, especially given the historically close relationship between the two countries. Several of those who worked in industries that were reliant on U.S. supply chains and/or customer bases worried about how this might impact them professionally, and many in the group comprised of auto manufacturing workers in Ontario expressed concerns about potential layoffs by their employers. A number questioned whether issues related to the Canada/U.S. border, such as fentanyl and migrants entering into the U.S. from Canada, were legitimately the key drivers behind these tariffs, or whether they were instead part of a larger economic strategy on the part of the U.S. government.

All participants expected that tariffs would have a negative impact on the Canadian economy, especially in the short-term. Many worried that essential products imported from the U.S. could become scarcer and more difficult to find, with several believing that lower supplies could lead to higher prices and an increased cost of living overall. A large number were concerned that long-term tariffs from the U.S. on Canadian goods could bring about a significant decrease in economic activity

in Canada and could potentially lead to businesses laying off workers or shutting down altogether. Related to this, several in the group comprised of auto manufacturing workers residing in Ontario were worried about the impact that this situation would have on their communities as a whole. The view was expressed that, in addition to impacting the companies and workers directly involved in auto manufacturing, these tariffs would also have a negative impact on many other local businesses (such as restaurants and retailers) that had been set up primarily to service auto manufacturing companies and their employees.

A smaller number expressed a more nuanced opinion, believing that while the tariffs would likely have a negative impact in the short-term, they also presented opportunities for the Canadian economy to become more robust and resilient going forward. Among these participants, it was felt that the tariffs provided the Government of Canada with an opportunity to establish closer trading relationships with other global partners, an approach which they believed could help to make the Canadian economy more diversified and less vulnerable to trade disruptions in the years to come. A number also believed that the tariffs could prompt Canadians across the country to place a greater focus on purchasing goods and products manufactured in Canada, leading to a strengthening of local supply chains and businesses as a result.

Describing how the tariffs might impact them personally, many reiterated concerns about the potential for this situation to lead to a higher cost of living, making it more difficult for Canadians to make ends meet financially. A number were particularly worried about the potential for higher prices and a lack of availability for essentials, such as groceries and automobiles. Several, including a large number in the group of auto manufacturing workers in Ontario, worried about the possibility of themselves and/or family and friends losing their jobs as a result of the tariffs and the financial hardships that this would cause for their households. Participants also expressed concerns about the negative impact that the tariffs could have on financial markets, with a number believing that prolonged tariffs would ultimately lead to an economic recession in Canada. Describing the actions that they were personally taking in response to the tariffs, a few who were retired and typically travelled to the U.S. in the winter months mentioned that they would no longer be doing so in the future, while others who had planned on pursuing further post-secondary education in the U.S. were now considering alternative options.

Asked what they had seen, read, or heard about how Canada was responding to the imposition of tariffs by the U.S., participants provided a range of responses. Many believed that the Government of Canada had recently announced that it would be implementing reciprocal tariffs on U.S. imports, though few were aware of any specific details. A number also recalled having heard that the federal government was working with the provinces/territories to reduce internal trade barriers with the aim of encouraging greater free trade across the country. In addition to these responses, some were also of the impression that the Government of Canada had remained in close negotiations with the U.S. in an effort to end the tariffs and find a mutually beneficial resolution.



Discussing how they believed the Government of Canada should be responding to the tariffs from the U.S., many expressed support for the implementation of reciprocal tariffs on a wide range of U.S. goods. It was widely felt that it was important for Canada to demonstrate that it was willing and able to respond to these measures from the U.S., while at the same time taking a measured approach that refrained from implementing retaliatory measures that went further than those that had been put in place by the American government. In addition to reciprocal tariffs, several also thought that it was important to reduce interprovincial trade barriers while simultaneously establishing stronger trading relationships with international partners such as the European Union (EU), Mexico, Australia, and China (among others). As an aside, many were of the opinion that whatever actions were taken in response to the tariffs, it was important that the federal and provincial/territorial governments be unified in their approach and working towards the same shared goals.

Participants in the groups comprised of auto manufacturing workers in Ontario and individuals residing in the Mauricie region of Quebec were provided with additional information regarding potential actions that could be taken by the federal government to assist impacted workers and businesses in weathering the economic challenges caused by tariffs:

The Government of Canada recently announced some changes to the Employment Insurance (EI) program that will allow affected workers to reduce their hours and receive EI benefits if there is a decrease in business beyond the employer's control. The federal government also announced support for affected businesses, including funding to help companies that export find new markets for their products and offering loans to impacted businesses.

While many expected that these actions would be helpful in supporting Canadian businesses and workers, a large number viewed these measures as temporary solutions for what they perceived to be a long-term economic challenge. With this in mind, several expressed the opinion that while it was important for the Government of Canada to provide supports for impacted workers and businesses, it was also important for it to be investing resources towards helping laid off workers get back to work, including offering financial support for additional education and skills retraining where necessary. Asked whether they expected these measures would be helpful for businesses and workers in the auto manufacturing sector, most in the group comprised of auto manufacturing workers believed that they would. A number in this group, however, thought that in addition to these supports, efforts should also be taken at all levels of government to increase investments towards new and emerging industries (such as oil refinement and clean energy projects) as a way of creating more high-paying jobs and providing laid off workers in their sector with new opportunities in the event that the Canadian auto sector experienced a significant downturn.

Discussing whether there was anything more that they felt the Government of Canada could be doing to support their industry specifically, several in the group comprised of Ontario auto manufacturing workers reiterated the need for educational and skills retraining supports to assist those who are laid off in getting back to work quicker. Other actions suggested included finding ways to incentivize foreign automakers to maintain and/or expand their operations in Canada, as well as removing regulations, such as the federal price on carbon, that were perceived as increasing operational costs for

Canadian-based auto manufacturers. Asked whether they felt the Government of Canada should consider providing additional financial support to struggling companies in their sector in order to ensure that workers remained employed, while several supported this action, a number believed that this support should come in the form of tax breaks for these companies rather than direct payments in the form of wage subsidies. Questioned as to whether they supported increasing Employment Insurance (EI) benefits for workers who were laid off, while most did, few felt this represented a long-term solution.

Participants in this group were also asked whether they felt the federal government offering financial incentives to automakers around the world to set up shop or increase the size of their operations in Canada would help put the country's auto manufacturing industry on the right track. On balance, while most were in favour of actions such as tax cuts that would help to make doing business in Canada more affordable for automakers, none wanted to see the federal government send funds directly to these companies to entice them to set up shop or expand operations in Canada. Discussing whether they felt the Government of Canada should be seeking to decrease the auto manufacturing sector's level of market integration with the U.S., participants were mixed in their views. While a number felt that it would be a positive step for the federal government to seek out other countries to establish closer auto trade relationships with, the view was also expressed that given Canada's geographical proximity to the U.S. and the increased costs of shipping cars to other countries by boat compared to land transportation, it was likely that the U.S. would remain Canada's most important trade partner when it came to the auto manufacturing sector.

All groups engaged in an exercise where they were prompted to consider a scale of 1-10, where 1 represents that Canada should not take any countermeasures, and 10 represents that it should do whatever it takes, no matter how painful for the country. Asked where they felt they landed on this scale, most placed themselves in the middle or slightly higher, with a roughly equal number placing themselves around the 7 to 8 range as those who landed around 5 to 6 on the scale. For those who selected around the middle of the range (or slightly higher), it was widely felt that while it was important for the Government of Canada to demonstrate its willingness to respond strongly, they did not want to see any measures taken that would further escalate this situation and/or potentially lead to widespread financial hardships for Canadian households. Among the smaller number who placed themselves at the higher end of this scale, it was thought that the federal government should be willing to take whatever actions were necessary to protect Canadian workers and ensure the viability of the Canadian economy going forward. Asked whether there were any countermeasures that they felt would be too painful for Canadians, a number expressed that they did not want to see any actions taken by the Government of Canada (such as halting oil and gas exports) that could potentially harm Americans and permanently damage the Canada-U.S. relationship.

Participants were next provided with additional details regarding the Government of Canada's proposed response to the tariffs. As the situation evolved throughout the month, the information presented to participants was updated. All groups were shown (with slight variations in wording) the following information:



The Government of Canada has said that the U.S. tariffs are unjustified, especially given the measures Canada has put in place to help secure the border, which in partnership with the U.S., has led to almost no fentanyl seizures from Canada since January.

In response to the tariffs being imposed by the United States, the Government of Canada imposed 25 per cent retaliatory tariffs on American goods on March 4, covering \$30 billion of American products, with additional tariffs on \$125 billion in American imports to be implemented on April 2nd.

Canada's tariffs will remain in place until the U.S. trade action is withdrawn. The federal government is also having ongoing discussions with provinces and territories to pursue additional measures if the U.S. tariffs do not cease.

The Government of Canada has also said it will challenge the U.S. tariffs through a World Trade Organization claim and through the Canada-U.S.-Mexico Agreement (CUSMA).

If required, the following additional information regarding the details of these countermeasures was also made available to participants, with the exception of the group comprised of the general population of Alberta:

The list of retaliatory tariffs on \$30 billion of American goods includes products such as orange juice, peanut butter, wine, spirits, beer, coffee, appliances, apparel, footwear, motorcycles, cosmetics, and certain pulp and paper products.

The list of additional \$125 billion in American imports could include products such as electric vehicles, fruits and vegetables, beef, pork, dairy, electronics, steel, aluminum, trucks, and buses.

Information was also made available to three groups, respectively comprised of residents of Saskatchewan and Manitoba, the Mauricie region of Quebec, and auto manufacturing workers residing in Ontario, regarding the Government of Canada's response to aluminum and steel tariffs from the U.S.:

In response to the U.S. steel and aluminum tariffs, the Government of Canada is imposing 25 per cent reciprocal tariffs on an additional \$29.8 billion of American goods.

The list of \$29.8 billion on American goods include steel and aluminum products, as well as other products such as computers, sports equipment, and cast-iron products. These tariffs are in addition to Canada's 25 per cent counter tariffs on \$30 billion of U.S. goods.

On balance, most reacted positively to this information, with many believing that this represented a straightforward, justified, and measured response from the Government of Canada. A number felt that it was appropriate for Canada to be implementing tariffs at similar levels to those imposed by the U.S. and believed that this was the right approach for the federal government to be taking. While also supportive of these actions, a number expected that, due to the disparity in size between the American and Canadian economies, countermeasures such as reciprocal tariffs would not be enough on their

own to offset the negative economic repercussions resulting from U.S. tariffs. As such, a number believed that these countermeasures would need to be part of a larger, multipronged strategy from the federal government aimed at protecting the Canadian economy.

With the exception of those in the groups conducted in the Mauricie region of Quebec and among auto manufacturing workers in Ontario, participants were asked whether they felt the tariffs implemented by the Government of Canada would have an impact on the U.S. economy. While very few felt that Canadian tariffs would have a major impact overall, several believed that targeted tariffs on specific American industries (such as Kentucky bourbon) could bring about noticeable economic challenges, especially on a local/regional level. Given their impression that the U.S. imported significant amounts of Canadian energy, minerals, and lumber each year, a number of participants expected that tariffs on these areas would also likely lead to higher costs for American businesses and consumers going forward.

All groups were asked whether they felt these countermeasures by the federal government would have an impact on the Canadian economy. All expected the Canadian economy to be impacted, with many reiterating concerns related to higher prices and increased scarcity of consumer goods, as well as large-scale job loss in impacted sectors. While concerned about how these measures might impact their own lives, several expressed the opinion that this was an important and necessary step for the federal government to take and would demonstrate to the U.S. that Canada was willing to respond with tariffs of its own. Describing additional ways in which these countermeasures might impact the Canadian economy, a number believed that Canadians would likely be encouraged to purchase more Canadian-made products going forward, leading to increased revenue for Canadian businesses and manufacturers.

Participants in five groups, comprised of the general populations of British Columbia (B.C.), Alberta, Ontario, Quebec, and Atlantic Canada were asked how they felt about the federal government's approach of initially imposing tariffs on \$30 billion of American products, and then expanding tariffs to \$125 billion in American imports if the U.S. tariffs remained in place. On balance, most reacted positively to this approach and believed that this type of multi-step strategy left room for negotiation between Canadian and American officials and represented a fair and measured response to the tariffs imposed by the U.S. government on Canadian goods. Taking place later in the reporting cycle, the three groups comprised of residents of Saskatchewan and Manitoba, Ontario auto manufacturing workers, and individuals in the Mauricie region of Quebec were asked a slightly different question as to whether they supported the Government of Canada imposing tariffs on \$29.8 billion of American goods in response to U.S. tariffs on steel and aluminum, in addition to the \$30 billion of tariffs that it had already put in place. Similarly, most believed that this represented a straightforward and rational approach from the federal government.

All groups except for those respectively comprised of individuals in the Mauricie region of Quebec and Ontario auto manufacturing workers were asked to describe what additional steps they felt the Government of Canada should take to convince the U.S. to drop its tariffs if they remained in place

following Canada's second round of \$125 billion in retaliatory tariffs on April 2nd, 2025. Several believed that the federal government should continue to focus on actively negotiating with the U.S. to remove its tariffs. Related to this, the view was expressed that more could be done by federal officials to engage in direct discussions with U.S. leaders, such as governors or senators, who were responsible for specific states and might be more inclined to take action if the economic interests of their constituents were being negatively impacted by Canadian tariffs. Very few voiced support for the Government of Canada to increase its tariffs further, with a number commenting that an escalating trade dispute between the two countries would likely hurt the Canadian economy far more than it would the U.S.

Internal Trade (Ontario Auto Manufacturing Workers, Mauricie Region Quebec)

Two groups engaged in discussions related to internal trade among Canada's provinces and territories. To begin, participants were asked whether they viewed Canada as having one national economy or as being comprised of numerous separate regional economies. On balance, participants largely viewed Canada as being made up of separate economies, with many of the impression that there were multiple trade barriers in place that restricted the free flow of goods, services, and workers between the provinces and territories. A number also mentioned what they perceived as the economic distinctiveness of different regions across Canada, believing that each province/territory had its own unique economic drivers and challenges.

Asked to identify what they viewed as the key barriers to internal trade in Canada, a number cited regulatory differences, believing that businesses in some sectors were unable to sell their products in other parts of the country or faced additional costs if they were looking to do so. Additional barriers mentioned by participants included logistical challenges stemming from Canada's vast size (making it more difficult and costly for businesses to transport goods across the country) as well as the perceived challenges that workers in some sectors (such as health care) faced in becoming certified to work in other provinces/territories. Questioned as to whether they viewed these as barriers as being big, small, or somewhere in-between, a number were of the impression that these were relatively large barriers. Several expressed uncertainty, feeling that they did not know enough about the issue to provide an informed response.

Discussing whether they felt the federal government, provincial/territorial governments, or businesses were most responsible for addressing and reducing internal trade barriers, most believed that this was primarily a federal responsibility. Among these participants, it was felt that the Government of Canada was best positioned to work with the provinces and territories to reduce and remove these barriers and to boost economic activity across Canada. A smaller number felt somewhat differently, believing that reducing internal trade barriers should be a collaborative effort amongst all levels of government as well as the business community, and that this was the only way to ensure a fair and economically



beneficial outcome for all parties. When asked whether they thought any internal trade barriers should remain in place, most felt that they lacked sufficient knowledge about these barriers and the reasons behind their implementation to provide an informed response.

Participants were next presented with a list of potential actions that could be taken to help reduce internal trade barriers. These included:

- **Allowing Workers to Work Anywhere in Canada:** *Ensuring that workers like nurses, truckers, and tradespeople do not have to requalify when moving between provinces;*
- **Allowing Businesses to Sell Their Products Anywhere in Canada:** *Eliminating red tape so goods like wine, lumber, and energy can move freely across provinces;*
- **Investing in Trade Corridors and Infrastructure:** *Building and upgrading highways, ports, and railways; and*
- **Streamlining Approvals for Big Economic Projects:** *Reducing delays and simplifying federal and provincial approvals to fast-track major infrastructure, energy, and manufacturing projects.*

Almost all were highly positive in their reactions to these initiatives. It was widely felt that taking these steps would be beneficial in promoting economic growth throughout the country and that these actions would have a positive impact on Canadian businesses and workers. Several expressed surprise upon hearing about the existence of some of these barriers, with a number specifically mentioning the barriers impacting workers in some sectors (such as nurses, truckers, and tradespeople) as something that they had not previously been aware of. Among the few who were more uncertain about these priorities, participants questioned what the rationale had been for the provinces/territories to implement these regulations to begin with and whether there were any potential downsides to removing these barriers. The view was also expressed that allowing workers in critical sectors (such as health care) to move freely between provinces could lead to some regions experiencing worker shortages.

Participants next engaged in an exercise where they were asked to select which of these four measures should be the Government of Canada's top priority when it came to reducing internal trade barriers. All priorities received support from participants, with many expressing that all of these measures would be helpful for Canadian workers and businesses. On balance, the initiative to '*allow businesses to sell their products anywhere in Canada*' received the highest level of support from participants, as most believed that this would have the largest economic impact and would help to increase revenue for Canadian businesses while also potentially making the country less dependent on international trade. Among those who selected '*allowing workers to work anywhere in Canada*' as the top priority, it was thought that aside from the benefits for Canadian workers, it would also allow regions experiencing worker shortages to more actively recruit skilled workers from across the country. Several of the participants who selected '*investing in trade corridors and infrastructure*' expressed the opinion that this type of work was needed in many parts of the country, and that a specific focus should be placed by the federal government on investing in regions where important infrastructure (such as highways and railways) was deteriorating and/or in poor condition. Among those who chose '*streamlining approvals for big economic projects*', the view was expressed that there was too much red tape involved in getting



major infrastructure, energy, and manufacturing projects approved and underway and that by making the approval process more efficient the Government of Canada could have an immediate impact on increasing the country's economic productivity in the years to come.

Asked whether they thought that reducing internal trade barriers would help to make Canada more economically competitive on the global stage, almost all believed that it would. It was widely felt that by promoting greater economic cooperation amongst the country's provinces and territories, the federal government would be able to foster a much more resilient, self-reliant national economy, placing it in a much stronger position relative to its international peers as a result. Questioned as to whether they felt reducing internal trade barriers would help to offset the potential harms caused by U.S. tariffs, most believed that it would. A few expressed a more nuanced view, believing that while reducing these barriers would help somewhat, it would be difficult to completely offset the potential negative economic repercussions resulting from U.S. tariffs on Canadian goods, especially if they were to remain in place for an extended period of time.

Choose Canada Ad Campaign Testing (Quebec, Ontario, Alberta, British Columbia)

Four groups shared their perspectives regarding a potential video advertisement being developed by the federal government. Informed that the final version of the advertisement would include corresponding imagery to accompany the dialogue, participants were read the following script twice, in succession:

NARRATOR SPEAKING:

Canada, it's time for more... us.

Because we're more than just a place on a map.

We're an attitude.

One with more empathy than ego.

More unity than conformity.

More grit, go, and we got this.

The more we choose to stand up as our most flag-flying, maple-leaf buying,

local-adventuring selves,

*the more we become the True North,
unbreakable, strong, and FREE.*

Appearing on screen: CHOOSE CANADA.

On balance, most reacted positively, with many commenting that this concept evoked strong feelings of national pride and a deep sense of dignity in being Canadian. Several reacted positively to the lines stating that Canada was “more than just a place on the map” and that it was “unbreakable, strong, and free,” believing that these statements would serve as an effective call to action for Canadians to show support for their country. A number felt that the ad would provide viewers with reassurance that Canada had the ability to be a self-reliant nation and that it was not dependent on partners such as the U.S. for trade. Participants also reacted positively to the mentions of Canadians ‘stepping up’ and ‘working together’, believing that it would be important for every region of the country to come together to address shared challenges, such as tariffs. A few also liked the line describing Canadians as their ‘locally adventuring selves’ and felt that this would help to encourage Canadians to consider travelling and exploring other parts of the country, rather than international destinations.

A smaller number reacted less positively to the ad script. Among these, a number took issue with what they perceived as the overly upbeat and light-hearted language, believing that the tone did not align with what they viewed as the serious economic challenges currently facing Canadians. A small number found the Choose Canada tagline to be somewhat confusing. Among these participants, it was thought that some viewers might interpret this to mean choosing Canada as a place to live (rather than a more all-encompassing meaning) and, as a result, might not understand the ad’s call to action. A few also questioned the line describing Canadians as having ‘more empathy than ego’. Among these participants, it was felt that Canadians should be encouraged to be outspoken about their national pride rather than reserved. Others spoke more positively of this line, believing it represented an accurate portrayal of Canadians as strong, humble, and empathetic to the challenges faced by others.

Asked what they perceived as being the main message of this script, many believed that it was to evoke national pride and encourage viewers to support Canada by taking actions such as consciously purchasing Canadian-made goods and services and choosing to travel within the country rather than abroad. While not directly mentioning the U.S., a number believed that the ad was also aimed at subtly identifying the traits (such as ‘more empathy than ego’ and ‘more unity than conformity’) that they believed differentiated Canadians from Americans. Asked how the ad made them feel, a large number described feeling more positively about Canada as a country as well as a heightened sense of pride in being Canadian.

Discussing whether, if they saw this advertisement on television or online, they expected it would capture their attention, many believed that it would, especially given its assertive and patriotic tone. Several, however, thought that the advertisement’s ability to grab viewers’ attention would be in large



part dependent on the visuals, music, and narrator that were selected to accompany the script. Related to this, a number believed that the advertisement should feature compelling visuals of Canada's diverse environment as well as the workers and economic sectors that power the country's economy. It was felt that this type of imagery, accompanied by powerful, uplifting music, would help to inspire viewers to take action in their own lives to work together and do what they could to support and protect the Canadian economy.

Participants in the group based in Alberta were also read an alternate version of the script and asked to share their impressions. The script was read twice in succession:

NARRATOR SPEAKING:

Canada, it's time for more... us.

Because Canada isn't just a place.

It's a mindset.

One that chooses empathy over ego.

Unity over division.

We are the people who show up.

Who stand on guard with a steady hand and an unshakable will.

More grit, more go, and more we got this.

*The more we choose to stand up—
as the most flag-flying, maple-leaf-wearing,
homegrown-supporting version of ourselves—
the more we become the True North,
strong, and FREE.*

Appearing on screen: CHOOSE CANADA.



While most reacted positively to the alternate version, many expressed a preference for the original. Several felt that the alternate script was less concise compared to the original and believed that the initial script would have a better flow when narrated. A few, however, spoke positively of specific elements of the alternate version, including the lines 'more unity than division' rather than 'more unity than conformity'. and 'maple leaf wearing' as opposed to 'maple leaf buying'. Regarding the latter, some preferred the original wording of 'maple leaf buying', believing that this phrasing was in greater alignment with what they perceived as the advertisement's overall message of encouraging viewers to take actions such as purchasing Canadian-made goods.

The three groups respectively based in British Columbia (B.C.), Ontario, and Quebec were asked to share which of the phrasings: "more empathy than ego" or "more kindness than ego" they felt was most effective in making them feel positively about Canada. Almost all expressed a preference for "more empathy than ego", with several believing that empathy was a stronger, more all-encompassing term compared to kindness. It was felt that in addition to kindness, empathy also represented awareness and understanding and was a better descriptor of Canadians overall.

Asked whether they felt the phrase "more unity than conformity" was more effective than "more unity than division", a slightly larger number (in the three groups identified above) preferred the term 'division' over 'conformity'. Among these participants, the concepts of unity and division were viewed as more contrasting and as such believed that division was a more appropriate term to use. For those who preferred "more unity than conformity", it was felt that this phrasing better reflected what they viewed as shared Canadian values such as multiculturalism, diversity, and the acceptance of a wide variety of cultures and lifestyles.

Electoral Integrity (Atlantic Canada, Saskatchewan and Manitoba)

Two groups engaged in conversations related to electoral integrity, with a particular focus on the preservation of free and fair elections in Canada. To begin, participants were shown the following information:

*Free and fair elections are built on key principles. According to Elections Canada - the independent, non-partisan agency that runs federal elections - these include **the right to vote, freedom of expression, impartial election administration, and equal media access for candidates.***

On election day, voters should be able to cast their ballot freely, in secret, and without pressure or intimidation. The election results must also be transparent. After the election, there should be clear processes for addressing complaints and ensuring legal accountability.

Asked, when thinking about the next federal election in Canada, what aspects, if any, made them feel confident that it would be free and fair, participants provided a range of responses. Many cited what they perceived to be the strong rules and policies that were in place in Canada as to how it conducted its elections, as well as what they viewed as the rigorous and transparent processes followed by election workers in carrying out their duties. It was widely felt that voting in Canada was easy and

accessible given that voters can cast their ballots by a variety of methods (such as in person or by mail) and can vote on a wide range of dates prior to election day. Among the small number who expressed some potential concerns about the upcoming election, a few were worried about the potential impacts of misinformation and disinformation (on social media and elsewhere).

Discussing what actions, if any, could be taken by the Government of Canada to increase their confidence in the fairness and security of future elections, several believed that more could be done to educate voters about the Canadian electoral system, as well as how to identify potentially false or misleading information they encounter on social media. It was felt that these efforts should be specifically targeted towards younger Canadians and newer voters who may be less informed about how elections work in Canada and that informational resources should be easily digestible and accessible for all Canadians. Asked whether they felt that the federal government was doing enough to ensure that elections in Canada were free and fair, most believed that it was, with many reiterating their confidence in Elections Canada and its processes.

Questioned as to whether they were at all concerned about foreign influence or interference in Canadian elections, a number indicated that they were. Among these participants, it was felt that due to the advent of social media and the increased ease of global communication, it was now much easier for foreign actors to influence the online discourse and/or spread disinformation. Asked whether they felt misinformation and fake news were leading to decreased trust in Canadian elections, several believed this to be the case. The view was expressed that a large amount of political information posted on social media frequently featured sensationalized and/or inaccurate headlines that were designed to grab viewers' attention rather than provide useful information. A few worried that an increased prevalence of misinformation online could make it more difficult for Canadians to determine what information is trustworthy going forward and, as a result, could lead to some individuals disengaging from the electoral process altogether.

Discussing what, if anything, the Government of Canada should be doing to address misinformation participants mentioned potential actions such as investing in technology to crack down on bots, artificial intelligence (AI) and other potential sources of misinformation as well as providing educational resources to Canadians to assist them in recognizing potential misinformation online.

Consumer Carbon Pricing (Ontario Auto Manufacturing Sector Workers, Mauricie Region Quebec)

Two groups took part in discussions related to the federal government's carbon pricing system and the recent decision to eliminate the consumer fuel charge. Asked whether they had seen, read, or heard anything about recent changes to the Government of Canada's carbon pricing system, a roughly equal number reported having heard something relative to those who had not. Among those who had



heard about these changes, several were of the impression that the consumer portion of the carbon pricing system had been eliminated, while a smaller number believed that the carbon pricing system had been removed altogether. To aid in conversation, participants were provided with the following information:

The Government of Canada recently announced changes to its carbon pricing system. Specifically, the consumer fuel charge will be eliminated. However, the Government of Canada has decided to keep the output-based carbon pricing system that applies to large industrial emitters, which requires large companies to pay for pollution that exceeds set limits.

Asked whether they supported or opposed the Government of Canada taking this action to eliminate carbon pricing for consumers, almost all indicated support for this measure. A number expressed the opinion that large industrial emitters were responsible for the vast majority of carbon pollution in Canada and, as such, several believed that it was a step in the right direction to remove the consumer fuel charge.

Discussing whether they felt the federal government should keep its carbon pricing system in place for large industrial polluters, participants were mixed in their opinions. Regionally, almost all in the group comprised of auto manufacturing sector workers in Ontario felt that the carbon pricing system should be eliminated for businesses as well as consumers, while a large number of those residing in the Mauricie region of Quebec believed the system should be retained for large industrial polluters. Among those who felt the industrial component of the carbon pricing system should be kept in place, the view was expressed that large-scale corporations were the most significant emitters of carbon pollution in Canada and that it was important for the federal government to enforce accountability on this front. It was also thought that taking this approach would hopefully help to reduce emissions in Canada and assist in mitigating the impacts of climate change going forward. For those who believed that the carbon pricing system should be eliminated for businesses as well, several expressed the opinion that carbon pricing had been an ineffective strategy in the fight against climate change and had served to make Canadian businesses less economically competitive on the global stage. A few also felt that, given their impression that Canada was a relatively low emitter of carbon pollution compared to other countries, Canadian businesses should not be subject to these types of regulations if their competitors in other parts of the world were not also doing their part.

Questioned as to whether their opinion on carbon pricing had changed over time, only a small number indicated that it had. A few reported having become more supportive of having a price on carbon in place for businesses after learning about the environmental damages caused by major industrial emitters in their local area. Contrastingly, a small number indicated having become less supportive of carbon pricing in recent months, primarily due to their belief that removing this system would help to make Canadian businesses and industries more competitive in response to the tariffs that had been put in place by the U.S.

Virtual Home Energy Labels (Atlantic Canada, Saskatchewan and Manitoba)

Two groups took part in a conversation related to virtual home energy labels. Asked whether they currently owned a home, a larger number reported being homeowners compared to those who were not. Discussing whether they were familiar with home energy labels only a small number indicated that they were, and very few reported having previously had an energy evaluation done for their home. To aid in conversation, participants were provided with the following information:

Home energy labels help people understand a home's energy use, similar to an EnerGuide label you might see on a new appliance.

Right now, homeowners can get a home energy label by having a company come to their home and evaluate its energy efficiency. However, there is currently a new type of home energy label that is entering the market called a virtual home label, which provides an estimate of a home's energy efficiency without a person actually visiting or seeing the home – it's all done virtually.

The company does this by looking at various public databases about the home and in some cases additional details are provided by the homeowner. A virtual estimate isn't as exact as an in-home assessment, but it provides a good estimate.

Participants next engaged in an exercise where they were presented with two possible ways that information on virtual home energy labels could be presented and asked to share their perspectives on each:

UNCLASSIFIED - NON CLASSIFIÉ

Imagine you received a virtual home label that provided you with information about your home's energy use. Here are two possible ways of presenting the same home energy information.

Option 1:

Energy Profile: 123 Green Apple Road
Winnipeg, MB. R3L 2C4
Estimated energy consumption: 95 – 115 Gigajoules/yr
Estimated energy costs: \$1,750 – \$2,250 /yr
Estimated GHG emissions: 3.4 – 4.2 T/yr

Option 2:

Energy Profile: 123 Green Apple Road
Winnipeg, MB. R3L 2C4
Estimated annual energy consumption: Between 95 and 115 Gigajoules
Estimated annual energy costs: Between \$1,750 and \$2,250
Estimated annual GHG emissions: Between 3.4 and 4.2 tonnes

The image displays two options for how a virtual home energy label might present the same energy use information. The label is titled with the instruction:

"Imagine you received a virtual home label that provided you with information about your home's energy use. Here are two possible ways of presenting the same home energy information."

Below this are two side-by-side boxes labeled **Option 1** and **Option 2**. Both boxes show information for the same address:

**Energy Profile: 123 Green Apple Road
Winnipeg, MB. R3L 2C4**

- **Option 1:**
 - *Estimated energy consumption: 95 – 115 Gigajoules/yr*
 - *Estimated energy costs: \$1,750 – \$2,250 /yr*
 - *Estimated GHG emissions: 3.4 – 4.2 T/yr*

- **Option 2:**
 - *Estimated annual energy consumption: Between 95 and 115 Gigajoules*
 - *Estimated annual energy costs: Between \$1,750 and \$2,250*
 - *Estimated annual GHG emissions: Between 3.4 and 4.2 tonnes*

The image is marked "UNCLASSIFIED - NON CLASSIFIÉ" in the top right corner.

It was clarified for participants that both options presented a home's estimated energy consumption, energy costs, and greenhouse gas emissions as a range rather than as an exact total, as virtual home labelling is not exact. Asked whether they felt the information provided would be useful to them, participants were mixed in their views. While some felt that the information would be helpful and would provide them with a general understanding of their home's energy consumption, several expressed the opinion that without exact usage data and/or metrics, the information would likely only be of limited use. Asked which of the two options they felt was the clearest, most selected option #2. Several felt that this option was easier to understand and believed that it used more understandable terms (such as 'annual' usage) and did not include acronyms (such as 'ghg'), which a number felt could potentially be confusing. Among the smaller number who selected option #1, it was felt that it was more straightforward and concise compared to option #2, which they viewed as having too much information on it.

Participants were next presented with an alternate version of these concepts and were informed that the information contained on the labels was presented as a single value rather than as a range.

Option 1:

<p>Energy Profile: 123 Green Apple Road Winnipeg, MB. R3L 2C4</p> <p>Approximate energy consumption: 100 GJ/yr</p> <p>Approximate energy costs: \$2,000/yr</p> <p>Approximate emissions: 3.8 T/yr</p>

Option 2:

<p>Energy Profile: 123 Green Apple Road Winnipeg, MB. R3L 2C4</p> <p>Estimated energy consumption: 100 Gigajoules per year</p> <p>Estimated energy costs: \$2000 per year</p> <p>Estimated GHG emissions: 3.8 tonnes per year</p>

The image presents two layout options for a virtual home energy label showing identical energy usage data. The instruction at the top reads:

"Imagine you received a virtual home label that provided you with information about your home's energy use."

Two labeled boxes are displayed side by side under headings **Option 1** and **Option 2**. Both show energy details for:

Energy Profile: 123 Green Apple Road
Winnipeg, MB. R3L 2C4

- **Option 1:**
 - *Approximate energy consumption:* 100 GJ/yr
 - *Approximate energy costs:* \$2,000/yr
 - *Approximate emissions:* 3.8 T/yr
- **Option 2:**
 - *Estimated energy consumption:* 100 Gigajoules per year
 - *Estimated energy costs:* \$2000 per year
 - *Estimated GHG emissions:* 3.8 tonnes per year

The image is marked "UNCLASSIFIED - NON CLASSIFIÉ" in the top right corner.

Discussing whether they preferred the information to be presented as a single value, a roughly equal number felt that it was better to have an exact amount as those who preferred an approximate range of their home energy use. Among those who preferred having a single value, it was felt that it would be easier for them to understand and would provide them with a more specific estimate of their home's energy usage. For those who believed a range would be more useful, it was felt that a range would provide a greater understanding of how their home's energy usage might fluctuate over time. Asked whether, considering that the single value provided would also only be an estimate (rather than a precise calculation), they felt a range would be more appropriate, while several believed that it would, a few continued to express their preference for having an exact amount, reiterating the view that having a single value was a more straightforward way of presenting this information.

Appendices

Appendix A – Recruiting Scripts

English Recruiting Script

Privy Council Office Recruiting Script – March 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/EDT)	Local Time	Location	Composition	Moderator
1	Tues, March 4 th	8:00-10:00 PM	6:00-8:00 (MST)	Alberta	General Population	TBW
2	Wed, March 5 th	6:00-8:00 PM	6:00-8:00 (EST)	Ontario	General Population	DN
4	Thurs, March 6 th	9:00-11:00 PM	6:00-8:00 (PST)	British Columbia	General Population	TBW
5	Tues, March 11 th	5:00-7:00 PM	6:00-8:00 (ADT) 6:30-8:30 (NDT)	Atlantic Canada	General Population	DN
6	Wed, March 12 th	8:00-10:00 PM	6:00-8:00 (CST) 7:00-9:00 (CDT)	Saskatchewan/Manitoba	General Population	TBW
7	Tues, March 18 th	6:00-8:00 PM	6:00-8:00 (EDT)	Ontario	Workers in the Auto manufacturing Sector	TBW



Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

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

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

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

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

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

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

SCREENING QUESTIONS

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

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

A Crown Corporation
No, none of the above

**THANK AND END
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
Canadian Mortgage and Housing Corporation
All others

**THANK AND END
THANK AND END
CONTINUE
THANK AND END IN ALL**

VOLUNTEERED Prefer not to answer

LOCATIONS:

1b. Are you a retired Government of Canada employee?

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

2. In which city do you reside?

LOCATION	CITIES	
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 1
Ontario	<p>Major Centres: Population of 300,000+</p> <p>Cities include: Toronto, Ottawa-Gatineau, Mississauga, Brampton, Hamilton</p> <p>Cities/regions could include (but are not limited to):</p> <p>Mid-size Centres: Population of 100,000 – 300,000</p> <p>Cities could include (but are not limited to): Barrie, Brantford, Cambridge, Chatham-Kent, Guelph, Kingston, Kitchener, London, Milton,</p>	CONTINUE – GROUP 2

	<p>St. Catharines-Niagara, Sudbury, Waterloo, Windsor</p> <p>Small Centres: Population of <30,000</p> <p>Centres could include (but are not limited to): Keswick-Elmhurst Beach, Bolton, Midland, Alliston, Fergus, Collingwood, Lindsay, Owen Sound, Brockville, Wasaga Beach, Cobourg, Tillsonburg, Valley East, Pembroke, Smiths Falls, Simcoe, Strathroy, Port Colborne, Fort Erie, Amherstburg</p> <p>ENSURE A GOOD MIX OF MAJOR/MID-SIZE/SMALL CENTRES ACROSS THE REGION.</p>	
British Columbia	<p>Cities could include (but are not limited to):</p> <p>Vancouver, Kamloops, Chilliwack, City of Victoria, Maple Ridge, New Westminster, Prince George, Port Coquitlam, North Vancouver, Abbotsford, Burnaby, Coquitlam, Richmond, Surrey, Delta, Langley, White Rock, Chilliwack, Mission Hope, Maple Ridge, New Westminster, Port Moody</p> <p>ENSURE A GOOD MIX. NO MORE THAN 2 PER CITY.</p>	CONTINUE – GROUP 3
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>	CONTINUE – GROUP 4

	<p>Prince Edward Island: 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>	
Saskatchewan/Manitoba	<p>Cities could include (but are not limited to):</p> <p><u>Saskatchewan</u>: Saskatoon, Regina, Prince Albert, Moose Jaw, Swift Current, Yorkton, North Battleford, Warman, Weyburn, Estevan.</p> <p><u>Manitoba</u>: Winnipeg, Brandon, Steinbach, Winkler, Portage la Prairie, Thompson, Selkirk, Morden.</p> <p>ENSURE A GOOD MIX. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	CONTINUE – GROUP 5
Ontario	<p>Major Centres: Population of 300,000+</p> <p>Cities include: Toronto, Ottawa-Gatineau, Mississauga, Brampton, Hamilton</p> <p>Cities/regions could include (but are not limited to):</p> <p>Mid-size Centres: Population of 100,000 – 300,000</p> <p>Cities could include (but are not limited to): Barrie, Brantford, Cambridge, Chatham-Kent, Guelph, Kingston, Kitchener, London, Milton, St. Catharines-Niagara, Sudbury, Waterloo, Windsor</p> <p>Small Centres: Population of <30,000</p>	CONTINUE – GROUP 7

	Centres could include (but are not limited to): Keswick-Elmhurst Beach, Bolton, Midland, Alliston, Fergus, Collingwood, Lindsay, Owen Sound, Brockville, Wasaga Beach, Cobourg, Tillsonburg, Valley East, Pembroke, Smiths Falls, Simcoe, Strathroy, Port Colborne, Fort Erie, Amherstburg ENSURE A GOOD MIX OF MAJOR/MID- SIZE/SMALL CENTRES ACROSS THE REGION.	
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.
18-34	CONTINUE
35-43	
44-49	
50-59	
60-64	
65+	
[Volunteered] Prefer not to answer	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE.

4. **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 – 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

4a. ASK ALL GROUPS 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: _____	
Manufacturing	CONTINUE
Automotive	

Agriculture, Forestry, Fishing and Hunting	IF GROUP 7 – THANK AND END
Mining, Quarrying, and Oil and Gas Extraction	ALL OTHERS - CONTINUE
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.

4b. ASK ONLY IF **GROUP 7** Do you currently work in the auto manufacturing sector?

Yes **CONTINUE **GROUP 7****

No **THANK AND END**

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

4c. ASK ONLY IF **GROUP 7** Which area of auto manufacturing do you primarily work in?

Production/Assembly **CONTINUE **GROUP 7****

Engineering and Design **CONTINUE **GROUP 7****

Quality Control and Testing **CONTINUE **GROUP 7****

Supply Chain and Logistics **CONTINUE **GROUP 7****

Research and Development **CONTINUE **GROUP 7****

Maintenance and Operations **CONTINUE **GROUP 7****

Other (Please specify): _____ **CONTINUE **GROUP 7****

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

****GROUP 7** WILL BE COMPRISED ENTIRELY OF WORKERS IN THE AUTOMANUFACTURING SECTOR. ENSURE A GOOD MIX IN AREAS/ROLES.**

5. 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.”*

6. 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’?

3

1-2 **THANK AND END**

3-5 **CONTINUE**



7. 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

8. **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**

9. **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**

10. **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.

11. 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.15**

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

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

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

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

14. 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.

- 15. 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.

- 15a. 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.

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

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

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

ENSURE A GOOD MIX.

- 17. ASK ALL GROUPS** Which of the following 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	
\$20,000 to just under \$40,000	
\$40,000 to just under \$60,000	

\$60,000 to just under \$80,000	CONTINUE
\$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	
VOLUNTEERED Prefer not to answer	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE.

18. 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.

19. [DO NOT ASK] Gender **RECORD BY OBSERVATION.**

Male	CONTINUE
Female	CONTINUE

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

20. 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 – mars 2025 Groupes en français

Résumé des consignes de recrutement

- Groupes tenus en ligne.
- Durée prévue de chaque rencontre : deux heures.
- Recrutement de huit participants.
- Incitatifs de 125 \$ par personne, versés aux participants par transfert électronique après la rencontre.

Caractéristiques des groupes de discussion :

GRUPE	DATE	HEURE (HNE)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
3	Mercredi Mars 5 th	6:00-8:00 PM	6:00-8:00 PM (HNE)	Québec	Population générale	MP
8	Jeudi Mars 20 th	6:00-8:00 PM	6:00-8:00 PM (HNE)	Région de Mauricie	Population générale	MP

Questionnaire de recrutement

INTRODUCTION

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

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

NOTER LA LANGUE ET CONTINUER

Français **CONTINUER**

Anglais **PASSER AU QUESTIONNAIRE ANGLAIS**

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

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

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

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

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

QUESTIONS DE SÉLECTION

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

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

- 1a. **QUESTION À NE POSER QU'À CEUX QUI ONT INDIQUÉ TRAVAILLER POUR UNE SOCIÉTÉ D'ÉTAT** : Si vous le voulez bien, pouvez-vous nous dire pour quelle société d'État vous, ou un membre de votre foyer, avez travaillé au cours des cinq dernières années?

Banque du Canada	REMERCIER ET CONCLURE
Société canadienne d'hypothèques et de logement	REMERCIER ET CONCLURE
Toute autre société	CONTINUER
RÉPONSE SPONTANÉE : Préfère ne pas répondre	REMERCIER ET CONCLURE

- 1b. **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 6
Mauricie Region	<p>Les villes peuvent notamment comprendre :</p> <p><u>Mauricie</u> : Trois-Rivières, Shawinigan, La Tuque, Louiseville, Saint-Tite, Saint-Luc-de-Vincennes</p> <p>ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA RÉGION.</p>	CONTINUER – GROUPE 8
RÉPONSE SPONTANÉE Préfère ne pas répondre		REMERCIER ET CONCLURE

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

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

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

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

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

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

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

ASSURER UN BON MÉLANGE.

6a. **POUR TOUS LES LIEUX** Parmi les choix suivants, lequel décrit le mieux la résidence dont vous êtes actuellement [propriétaire/locataire]?

Condo	CONTINUER
Apartement	CONTINUER
Maison unifamiliale	CONTINUER
Maison en rangée	CONTINUER
Maison jumelée	CONTINUER
Maison mitoyenne	CONTINUER



Autre, veuillez préciser : _____ **CONTINUER**
ASSURER UN BON MÉLANGE.

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

Oui **CONTINUER**

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

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

1-2 **REMERCIER ET CONCLURE**

3-5 **CONTINUER**

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

Le participant a accès à Internet haut débit

Le participant a un ordinateur avec caméra Web

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

Oui **CONTINUER**

Non **CONTINUER**

11. Sur une échelle de 1 à 5 signifie que vous n'êtes pas du tout habile et 5 que vous êtes très habile, comment évaluez-vous votre capacité à utiliser seul(e) les plateformes de réunion en ligne?

1-2 **REMERCIER ET CONCLURE**

3-5 **CONTINUER**

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

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

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

Oui **CONTINUER**
Non **PASSER À LA Q.17**

14. À quand remonte le dernier groupe de discussion auquel vous avez participé?

À moins de six mois, **REMERCIER ET CONCLURE**
À plus de six mois, **CONTINUER**

15. À combien de groupes de discussion avez-vous participé au cours des cinq dernières années?

0 à 4 groupes **CONTINUER**
5 groupes ou plus **REMERCIER ET CONCLURE**

16. Quel était leur sujet, et vous rappelez-vous pour qui ou pour quelle organisation ces groupes étaient organisés?

TERMINER SI LE SUJET EST SEMBLABLE OU IDENTIQUE, OU SI L'ORGANISATION NOMMÉE EST LE GOUVERNEMENT DU CANADA

CRITÈRES DE RECRUTEMENT SUPPLÉMENTAIRES

Il me reste quelques dernières questions avant de vous donner les détails du groupe de discussion, comme l'heure et la date.

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

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

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

18. Lequel ou lesquels des groupes raciaux ou culturels suivants vous décrivent le mieux? (Plusieurs choix possibles)

Blanc



Sud-asiatique (p. ex., indien, pakistanais, sri-lankais)
Chinois
Noir
Latino-américain
Philippin
Arabe
Asiatique du sud-est (p. ex., vietnamien, cambodgien, thaïlandais)
Coréen ou japonais
Autochtone
Autre groupe racial ou culturel (préciser)

RÉPONSE SPONTANÉE : Préfère ne pas répondre

ASSURER UN BON MÉLANGE.

19. Quel est le niveau de scolarité le plus élevé que vous avez atteint?

École primaire
Études secondaires partielles
Diplôme d'études secondaires ou l'équivalent
Certificat ou diplôme d'apprenti inscrit ou d'une école de métiers
Certificat ou diplôme d'un collège, cégep ou autre établissement non universitaire
Certificat ou diplôme universitaire inférieur au baccalauréat
Baccalauréat
Diplôme d'études supérieur au baccalauréat

RÉPONSE SPONTANÉE : Préfère ne pas répondre

ASSURER UN BON MÉLANGE.

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

Homme
Femme

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

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

Métier de la construction ou métier spécialisé
Administrations publiques
Agriculture, foresterie, pêche et chasse
Arts, spectacle et loisirs
Autres services, sauf les administrations publiques
Commerce de détail
Commerce de gros
Extraction minière, exploitation en carrière, et extraction de pétrole et de gaz
Fabrication
Finance et assurances
Gestion de sociétés et d'entreprises
Hébergement et services de restauration
Industrie de l'information et industrie culturelle



Services administratifs, services de soutien, services de gestion des déchets et services d'assainissement
Services d'enseignement
Services immobiliers et services de location et de location à bail
Services professionnels, scientifiques et techniques
Services publics
Soins de santé et assistance sociale
Transport et entreposage
Sans emploi
Aux études à temps plein
À la retraite
Autre situation ou autre secteur; veuillez préciser :

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

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

Oui
Non **REMERCIER ET CONCLUREE**

INVITATION

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

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

Est-ce que vous accepteriez de participer?

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

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

Nom :
Numéro de téléphone :
Adresse courriel :



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

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

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

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

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____

DATE DU RECRUTEMENT : _____

Appendix B – Discussion Guides

English Moderator's Guide

ENGLISH MASTER MODERATORS GUIDE MARCH 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.

CANADA-UNITED STATES RELATIONS (55-60 minutes) Alberta, Ontario, Quebec, British Columbia, Atlantic Canada, Manitoba/Saskatchewan, Ontario Workers in the Auto Manufacturing Sector, Mauricie

I'd like to focus on the relationship between Canada and the United States...

- **Atlantic Canada, Manitoba/Saskatchewan** When you think about how the Government of Canada manages its relationship with the U.S., what aspects give you confidence, and what aspects make you feel concerned?
- What have you seen, read, or heard about the U.S. imposing tariffs on goods going from Canada to the United States?

Alberta MODERATOR TO CLARIFY: Last month, the United States announced that it would impose 25% tariffs on most Canadian goods going to the U.S. and a 10% tariff on Canadian energy imports; these tariffs were paused for 30 days but came into effect today (March 4) because the U.S. feels that Canada hasn't taken sufficient action to address fentanyl and migrants crossing from Canada into the U.S.

Ontario, Quebec MODERATOR TO CLARIFY: Last month, the United States announced that it would impose 25% tariffs on most Canadian goods going to the U.S. and a 10% tariff on Canadian energy imports; these tariffs were paused for 30 days but came into effect yesterday (March 4) because the U.S. feels that Canada hasn't taken sufficient action to address fentanyl and migrants crossing from Canada into the U.S.

British Columbia MODERATOR TO CLARIFY: Last month, the United States announced that it would impose 25% tariffs on most Canadian goods going to the U.S. and a 10% tariff on Canadian energy imports; these tariffs were paused for 30 days but came into effect on March 4th because the U.S. feels that Canada hasn't taken sufficient action to address fentanyl and migrants crossing from

Canada into the U.S. There are now news reports that the U.S. has paused some of these tariffs for 30 days.

Atlantic Canada MODERATOR TO CLARIFY: Last month, the United States announced that it would impose 25% tariffs on most Canadian goods going to the U.S. and a 10% tariff on Canadian energy imports; these tariffs were paused for 30 days but came into effect on March 4 because the U.S. feels that Canada hasn't taken sufficient action to address fentanyl and migrants crossing from Canada into the U.S. The U.S. has paused some of these tariffs for 30 days, though there are reports that more tariffs are coming.

Manitoba/Saskatchewan MODERATOR TO CLARIFY: Last month, the United States announced that it would impose 25% tariffs on most Canadian goods going to the U.S. and a 10% tariff on Canadian energy imports; these tariffs were paused for 30 days but came into effect on March 4 because the U.S. feels that Canada hasn't taken sufficient action to address fentanyl and migrants crossing from Canada into the U.S. The U.S. paused some of these tariffs for 30 days. Today (March 12) the U.S. imposed 25% tariffs on all steel and aluminum imports, including from Canada, and there are reports that more tariffs are coming for Canada.

Ontario Workers in the Auto Manufacturing Sector, Mauricie MODERATOR TO CLARIFY: Last month, the United States announced that it would impose 25% tariffs on most Canadian goods going to the U.S. and a 10% tariff on Canadian energy imports; these tariffs were paused for 30 days but came into effect on March 4. The U.S. paused some of these tariffs for 30 days, including for some major automakers. Additionally, on March 12, the U.S. imposed 25% tariffs on all steel and aluminum imports, including from Canada, and there are reports that more tariffs are coming for Canada.

- What do you think about the U.S. imposing tariffs on goods going from Canada to the United States?
 - Do you have any concerns?

- What do you think the impact will be on Canada's economy?
 - **Alberta, Ontario, Quebec, British Columbia, Atlantic Canada, Manitoba/Saskatchewan** What about for you, personally?
 - **Ontario Workers in the Auto Manufacturing Sector, Mauricie** Are there any impacts in your line of work?
 - **Ontario Workers in the Auto Manufacturing Sector, Mauricie** IF YES: How does this impact you personally?

- **Alberta, Ontario, Quebec, British Columbia, Atlantic Canada, Manitoba/Saskatchewan** Have you seen, read, or heard anything about how Canada is responding to the tariffs being imposed by the United States?
 - IF YES: What have you heard?
- **Ontario Workers in the Auto Manufacturing Sector, Mauricie** What, if anything, is the Government of Canada doing to help Canada weather any economic challenges due to tariffs?

Ontario Workers in the Auto Manufacturing Sector, Mauricie As you may have heard, the Government of Canada recently announced some changes to the Employment Insurance (EI) program that will allow affected workers to reduce their hours and receive EI benefits if there is a decrease in business beyond the employer's control. The federal government also announced support for affected businesses, including funding to help companies that export find new markets for their products and offering loans to impacted businesses.

- **Ontario Workers in the Auto Manufacturing Sector, Mauricie** What do you think of these steps?
Ontario Workers in the Auto Manufacturing Sector Would they help you and/or the industry you work in or not?
- **Ontario Workers in the Auto Manufacturing Sector, Mauricie** Is there anything more the Government of Canada should be doing to support [**Ontario Workers in the Auto Manufacturing Sector** your industry specifically]/ [**Mauricie** affected industries]?
 - What about additional financial support for companies that struggle to keep workers employed?
 - What about increasing the value of EI payments to workers who may be laid off?

Ontario Workers in the Auto Manufacturing Sector Thinking about the future of the auto industry and folks like yourselves who work within it ...

- **Ontario Workers in the Auto Manufacturing Sector** If the federal government offered financial incentives to automakers around the world to set up shop or increase the size of their operations in Canada, would that put the industry in Canada more on the right track or the wrong track? Why do you say that?
 - And what about reducing the level of the market's integration with the United States? Would that put the industry more on the right track or wrong track? Why do you say that?
- **Ontario Workers in the Auto Manufacturing Sector, Mauricie** Now, aside from the support for affected workers and businesses, have you seen, read, or heard anything about how Canada is

responding to the tariffs being imposed by the United States? **Ontario Workers in the Auto Manufacturing Sector** NOTE TO MODERATOR: THIS QUESTION AND THE FOLLOWING QUESTIONS PERTAIN TO TARIFFS MORE BROADLY AND ARE NOT SPECIFIC TO ANY ONE INDUSTRY.

- IF YES: What have you heard?
- How should Canada respond to U.S. tariffs on products?
- 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 it? **Ontario, Quebec, British Columbia, Atlantic Canada, Manitoba/Saskatchewan, Ontario Workers in the Auto Manufacturing Sector, Mauricie** Please indicate your number rating in the chat.
 - If no measure is too far (Canada should do whatever it takes), what makes you say that?
 - 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?

SHOW ON SCREEN:

The Government of Canada has said that the U.S. tariffs are unjustified, especially given the measures Canada has put in place to help secure the border, which in partnership with the U.S., has led to almost no fentanyl seizures from Canada since January.

Alberta, Ontario, Quebec, British Columbia In response to the tariffs being imposed by the United States, the Government of Canada imposed 25% retaliatory tariffs on American goods on March 4, covering \$30 billion of American products, with additional tariffs on \$125 billion in American imports to be implemented in 21 days' time.

Atlantic Canada, Manitoba/Saskatchewan, Ontario Workers in the Auto Manufacturing Sector, Mauricie In response to the tariffs being imposed by the United States, the Government of Canada imposed 25% retaliatory tariffs on American goods on March 4, covering \$30 billion of American products, with additional tariffs on \$125 billion in American imports to be implemented April 2.

Alberta, Ontario, Quebec Canada's tariffs will remain in place until the U.S. trade action is withdrawn. The federal government is also having ongoing discussions with provinces and territories to pursue additional measures if the U.S. tariffs do not cease.

British Columbia, Atlantic Canada Canada's current tariffs are still in place, and the Government of Canada has indicated these will remain in place until all U.S. trade action is fully withdrawn. The

federal government is also having ongoing discussions with provinces and territories to pursue additional measures if the U.S. tariffs do not cease.

Manitoba/Saskatchewan, Ontario Workers in the Auto Manufacturing Sector, Mauricie Canada's current tariffs are still in place, and the Government of Canada has indicated these will remain in place until all U.S. trade action is fully withdrawn. Additionally, in response to the U.S. steel and aluminum tariffs, the Government of Canada is imposing 25% reciprocal tariffs on an additional \$29.8 billion of American goods.

Alberta, Ontario, Quebec, British Columbia, Atlantic Canada, Manitoba/Saskatchewan The Government of Canada has also said it will challenge the U.S. tariffs through a World Trade Organization claim and through the Canada-U.S.-Mexico Agreement (CUSMA).

Ontario Workers in the Auto Manufacturing Sector, Mauricie The Government of Canada has also requested World Trade Organization (WTO) consultations with the U.S. over its imposition of tariffs on steel and aluminum products from Canada. This is the first step in both the dispute settlement processes of the WTO and the Canada-U.S.-Mexico Agreement (CUSMA).

Ontario, Quebec, British Columbia, Atlantic Canada, Manitoba/Saskatchewan, Ontario Workers in the Auto Manufacturing Sector, Mauricie **ADDITIONAL INFORMATION FOR THE MODERATOR IF NEEDED:** The [list of retaliatory tariffs on \\$30 billion of American goods](#) includes products such as orange juice, peanut butter, wine, spirits, beer, coffee, appliances, apparel, footwear, motorcycles, cosmetics, and certain pulp and paper products.

The [list of additional \\$125 billion in American imports](#) could include products such as electric vehicles, fruits and vegetables, beef, pork, dairy, electronics, steel, aluminum, trucks, and buses.

Manitoba/Saskatchewan The reciprocal tariffs of \$29.8 billion on American goods come into effect March 13, and include steel and aluminum products, as well as other products such as computers, sports equipment, and cast-iron products. These tariffs are in addition to Canada's 25% counter tariffs on \$30 billion of U.S. goods.

Ontario Workers in the Auto Manufacturing Sector, Mauricie The [list of \\$29.8 billion on American goods](#) include steel and aluminum products, as well as other products such as computers, sports equipment, and cast-iron products. These tariffs are in addition to Canada's 25% counter tariffs on \$30 billion of U.S. goods.

- What are your thoughts on Canada's response to the tariffs being imposed by the United States government?
- **Alberta, Ontario, Quebec, British Columbia, Atlantic Canada, Manitoba/Saskatchewan** Do you think that Canada's retaliatory tariffs will have an impact on the United States' economy?

- IF YES: How so?
- What about on Canada's economy?
 - IF YES: How so?
- **Ontario Workers in the Auto Manufacturing Sector, Mauricie** Do you think that Canada's retaliatory tariffs will have an impact on Canada's economy?
 - IF YES: How so?
- **Alberta, Ontario, Quebec, British Columbia, Atlantic Canada** What do you think about the Government of Canada imposing tariffs on \$30 billion of American products to start, and then expanding tariffs to \$125 billion in American imports if the U.S. tariffs are still in place?
- **Manitoba/Saskatchewan, Ontario Workers in the Auto Manufacturing Sector, Mauricie** What do you think about the Government of Canada imposing tariffs on \$29.8 billion of American goods in response to U.S. tariffs on steel and aluminum, in addition to the \$30 billion of tariffs currently in place?
- **Alberta, Ontario, Quebec, British Columbia, Atlantic Canada** If the U.S. continues to impose tariffs even after Canada's second round of retaliatory tariffs, what else, if anything, should the Government of Canada do to convince the U.S. to drop tariffs?
- **Manitoba/Saskatchewan** If the U.S. continues to impose tariffs even after Canada's round of \$125 billion in retaliatory tariffs, what else, if anything, should the Government of Canada do to convince the U.S. to drop tariffs?

CHOOSE CANADA AD CAMPAIGN TESTING (50 minutes) **Alberta, Ontario, Quebec, British Columbia**

We are now going to review a potential video ad that could be shown on TV and is being developed by the Government of Canada. I only have a script, so I will describe the ad and read to you what you would hear. I will read the ad to you twice, and then we will discuss your thoughts about it. Feel free to take notes to help you remember what you liked and didn't like about the ad.

The ad will show various images or footage and you will hear the following, spoken by a narrator:

SHOW ON SCREEN

NARRATOR SPEAKING:

Canada, it's time for more... us.

Because we're more than just a place on a map.

We're an attitude.
One with more empathy than ego.
More unity than conformity.
More grit, go, and we got this.

The more we choose to stand up as our most flag-flying, maple-leaf buying,
local-adventuring selves,

the more we become the True North,

unbreakable, strong, and FREE.

Appearing on screen: CHOOSE CANADA.

- What is your overall reaction to this ad?
 - What, if anything, do you like?
 - What, if anything, do you dislike? Why?
- What did you take away as the main message?
- How does this ad make you feel?
 - How does it make you feel about Canada? What makes you say that?
- If you saw this ad on TV or online, do you think you would notice it? Would it capture your attention?
 - Is it memorable? Why or why not?
- Was anything confusing or unclear? How so?

Ontario, Quebec, British Columbia I'd now like to get your thoughts on some alternate wording...

- **Ontario, Quebec, British Columbia** What if instead of "more empathy than ego", it was "more kindness than ego". Which phrasing do you think is more effective in making you feel more positive about Canada? SHOW OF HANDS
 - What makes you say that?
- **Ontario, British Columbia** What if instead of "More unity than conformity, it was "more unity than division". Which phrasing do you think is more effective in making you feel more positive about Canada? SHOW OF HANDS

- What makes you say that?
- Do you have any suggestions on how the ad could be improved?

Alberta I'm now going to read you an alternate script. I will read it to you twice:

Alberta SHOW ON SCREEN

NARRATOR SPEAKING:

Canada, it's time for more... us.

Because Canada isn't just a place.
It's a mindset.

One that chooses empathy over ego.
Unity over division.

We are the people who show up.
Who stand on guard with a steady hand and an unshakable will.
More grit, more go, and more we got this.

The more we choose to stand up—
as the most flag-flying, maple-leaf-wearing,
homegrown-supporting version of ourselves—
the more we become the True North,
strong, and FREE.

Appearing on screen: CHOOSE CANADA.

- **Alberta** Do you think this alternate version is more effective than the original script I read, less effective, or about the same? What makes you say that?

ELECTORAL INTEGRITY (20 minutes) Atlantic Canada, Manitoba/Saskatchewan

I'm going to ask you some questions about free and fair elections in Canada, first I'll provide a bit of context about what I mean by that.

SHOW ON SCREEN

Free and fair elections are built on key principles. According to Elections Canada - the independent, non-partisan agency that runs federal elections - these include **the right to vote, freedom of expression, impartial election administration, and equal media access for candidates.**

On election day, voters should be able to cast their ballot freely, in secret, and without pressure or intimidation. The election results must also be transparent. After the election, there should be clear processes for addressing complaints and ensuring legal accountability.

- When you think about the next federal election in Canada, what aspects, if any, make you confident it will be free and fair, and what aspects, if any, make you feel concerned?
- What concerns, if any, do you have about the way elections are run in Canada?
- What, if anything, would make you feel more confident about the fairness and security of future elections?
- Do you think the Government of Canada is doing enough to make sure that elections are free and fair? Why or why not?
- Are you concerned about foreign influence or interference in Canadian elections? Why or why not?
 - IF YES: What impact do you think this could have?
- Do you think misinformation and fake news is decreasing trust in Canadian elections? Why do you feel this way?
- What, if anything, should the Government of Canada do to address misinformation?

VIRTUAL HOME ENERGY LABELS (20 minutes) Atlantic Canada, Manitoba/Saskatchewan

Shifting topics Now, we would like to ask you some questions about home energy use.

Before we get started:

- SHOW OF HANDS: Does anyone own a home?
- SHOW OF HANDS: Is anyone familiar with home energy labels?
 - IF YES: Have you had an energy evaluation done for your home?

Home energy labels help people understand a home's energy use, similar to an EnerGuide label you might see on a new appliance. Right now, homeowners can get a home energy label by having a company come to their home and evaluate its energy efficiency. However, there is currently a new type of home energy label that is entering the market called a virtual home label, which provides an estimate of a home's energy efficiency without a person actually visiting or seeing the home – it's all



done virtually. The company does this by looking at various public databases about the home and in some cases additional details are provided by the homeowner. A virtual estimate isn't as exact as an in-home assessment, but it provides a good estimate.

ADDITIONAL INFORMATION FOR THE MODERATOR IF NEEDED: Public databases provide information about the home like when it was built and how big it is, etc., which means that the company can then estimate the home's energy efficiency. The homeowner may also have an opportunity to verify the information and add additional details (for example, the type of heating system, whether any renovations have been done, etc.).

Imagine you received a virtual home label that provided you with information about your home's energy use. Here are two possible ways of presenting the same home energy information.

SHOW SLIDE 1 ON SCREEN

Both options show the home's estimated energy consumption, energy costs, and greenhouse gas emissions presented as ranges, as virtual home labelling is not exact and simply provides an estimate.

- Would these estimated ranges of your home's energy consumption, energy costs, and greenhouse gas emissions be useful to you?
- Of the two options shown, is there one presentation that is clearer to you?
- Is there anything presented on either of the two options that you don't understand?

These next two options show the same information as the previous two – except these don't have ranges and instead provide a specific value. But keep in mind – this information is an estimate and is likely not 100% accurate.

SHOW SLIDE 2 ON SCREEN

- Do you prefer seeing a single value rather than a range?
- Given that a virtual home label only provides an estimate and is not exact, do you think a range is more appropriate?
- Of the two options shown, is there one that is clearer to you?

INTERNAL TRADE (30 minutes) Ontario Workers in the Auto Manufacturing Sector, Maurice

Now I'd like to focus more broadly on the economy...

- Do you think of Canada as having one economy, or more like separate economies in different provinces? What makes you say that?
- What do you think are the key barriers to internal trade in Canada? Note that internal trade refers to the movement of goods, services, and workers within Canada across provincial and territorial borders.
 - Are these big or small barriers, or somewhere in between? What makes you say that?
- Do you think there are some internal trade barriers that should stay in place? What makes you say that?
- Who do you think is most responsible for reducing internal trade barriers—the federal government, provincial governments, or businesses? Why?
 - What role, if any, do you think the Government of Canada should have in reducing internal trade barriers?

I'm going to show you some potential things that could be done to reduce internal trade barriers.

SHOW ON SCREEN:

- **Allowing Workers to Work Anywhere in Canada:** Ensuring that workers like nurses, truckers, and tradespeople don't have to requalify when moving between provinces.
 - **Allowing Businesses to Sell Their Products Anywhere in Canada:** Eliminating red tape so goods like wine, lumber, and energy can move freely across provinces.
 - **Investing in Trade Corridors and Infrastructure:** Building and upgrading highways, ports, and railways.
 - **Streamlining Approvals for Big Economic Projects:** Reducing delays and simplifying federal and provincial approvals to fast-track major infrastructure, energy, and manufacturing projects.
- Overall, what are your reactions to these priorities?
 - Are any of these priorities unclear?

POLL

Now I'd like you to select which one you think should be the top priority in reducing trade barriers.



- Allowing Workers to Work Anywhere in Canada
- Allowing Businesses to Sell Their Products Anywhere in Canada
- Investing in Trade Corridors and Infrastructure
- Streamlining Approvals for Big Economic Projects

Moderator to review selections:

- Why did you choose this as the top priority?
- Do you have any concerns about implementing any of these measures?
 - FOR ANY CONCERNS RAISED: Why is this a concern?
- Do you think reducing internal trade barriers would make Canada more competitive globally? Why or why not?
- Would reducing internal trade barriers help Canada offset economic harm caused by U.S. tariffs? Why or why not?

CONSUMER CARBON PRICING (15 minutes) Ontario Workers in the Auto Manufacturing Sector, Mauricie

- Have you seen, read, or heard anything recently about changes to the Government of Canada's carbon pricing system (sometimes called the carbon tax by the media)?
 - What are your reactions to what you've heard?

MODERATOR TO CLARIFY: The Government of Canada recently announced changes to its carbon pricing system. Specifically, the **consumer fuel charge** will be eliminated. However, the Government of Canada has decided to keep the **output-based carbon pricing system** that applies to **large industrial emitters**, which requires large companies to pay for pollution that exceeds set limits.

- Do you support or oppose the Government of Canada eliminating carbon pricing for consumers? (SHOW OF HANDS)
 - IF SUPPORT: Why do you support this?
 - IF OPPOSE: Why do you oppose this?
- Do you think the Government of Canada should keep carbon pricing for large industrial polluters, meaning companies will still pay for emissions that exceed their limits? Why or why not?



- Over time, has your opinion on carbon pricing changed at all? If so, what led to that change?

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 MARS 2025

INTRODUCTION (10 minutes) Tous les lieux

- Le modérateur ou la personne responsable du soutien technique doit faire savoir 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.

RELATIONS ENTRE LE CANADA ET LES ÉTATS-UNIS (55 à 60 minutes) — Alberta, Ontario, Québec, Colombie-Britannique, Canada atlantique, Manitoba/Saskatchewan, travailleurs de l'industrie automobile résidant en Ontario, Mauricie

J'aimerais maintenant centrer notre discussion sur les relations entre le Canada et les États-Unis...

- **Canada atlantique, Manitoba/Saskatchewan** — Lorsque vous pensez à la façon dont le gouvernement du Canada gère ses relations avec les États-Unis, quels sont les aspects qui vous inspirent confiance et ceux qui vous préoccupent?
- Qu'avez-vous vu lu ou entendu au sujet des tarifs douaniers imposés par les États-Unis sur les produits canadiens exportés aux États-Unis?

Alberta — FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS : Le mois dernier, les États-Unis ont annoncé qu'ils imposeraient des tarifs douaniers de 25 % sur la plupart des produits canadiens importés aux États-Unis et de 10 % sur les importations énergétiques canadiennes. Ces tarifs ont été suspendus pendant 30 jours, mais sont entrés en vigueur aujourd'hui (le 4 mars), les États-Unis estimant que le Canada n'a pas pris de mesures suffisantes concernant le fentanyl et les migrants franchissant la frontière du Canada vers les États-Unis.

Ontario, Québec — FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS : Le mois dernier, les États-Unis ont annoncé qu'ils imposeraient des tarifs douaniers de 25 % sur la plupart des produits canadiens importés aux États-Unis et de 10 % sur les importations énergétiques canadiennes. Ces tarifs ont été suspendus pendant 30 jours, mais sont entrés en vigueur le 4 mars, les États-Unis estimant que le Canada n'a pas pris de mesures suffisantes concernant le fentanyl et les migrants franchissant la frontière du Canada vers les États-Unis.



Colombie-Britannique — FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS : Le mois dernier, les États-Unis ont annoncé qu'ils imposeraient des tarifs douaniers de 25 % sur la plupart des produits canadiens importés aux États-Unis et de 10 % sur les importations énergétiques canadiennes. Ces tarifs ont été suspendus pendant 30 jours, mais sont entrés en vigueur le 4 mars, les États-Unis estimant que le Canada n'a pas pris de mesures suffisantes concernant le fentanyl et les migrants franchissant la frontière du Canada vers les États-Unis. Selon certaines informations, les États-Unis auraient suspendu certains de ces tarifs douaniers pendant 30 jours.

Canada atlantique — FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS : Le mois dernier, les États-Unis ont annoncé qu'ils imposeraient des tarifs douaniers de 25 % sur la plupart des produits canadiens importés aux États-Unis et de 10 % sur les importations énergétiques canadiennes. Ces tarifs ont été suspendus pendant 30 jours, mais sont entrés en vigueur le 4 mars, les États-Unis estimant que le Canada n'a pas pris de mesures suffisantes concernant le fentanyl et les migrants franchissant la frontière du Canada vers les États-Unis. Les États-Unis ont suspendu certains de ces tarifs douaniers pendant 30 jours, mais selon certaines informations, d'autres mesures tarifaires seraient à venir.

Manitoba/Saskatchewan — FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS : Le mois dernier, les États-Unis ont annoncé qu'ils imposeraient des tarifs douaniers de 25 % sur la plupart des produits canadiens importés aux États-Unis et de 10 % sur les importations énergétiques canadiennes. Ces tarifs ont été suspendus pendant 30 jours, mais sont entrés en vigueur le 4 mars, les États-Unis estimant que le Canada n'a pas pris de mesures suffisantes concernant le fentanyl et les migrants franchissant la frontière du Canada vers les États-Unis. Les É.-U. ont suspendu certains de ces tarifs pendant 30 jours. Aujourd'hui (12 mars), les États-Unis ont imposé des droits de douane de 25 % sur toutes les importations d'acier et d'aluminium, y compris celles en provenance du Canada, et selon certaines informations, d'autres tarifs douaniers seraient à venir pour le Canada.

Travailleurs de l'industrie automobile résidant en Ontario, Mauricie — FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS : Le mois dernier, les États-Unis ont annoncé qu'ils imposeraient des tarifs douaniers de 25 % sur la plupart des produits canadiens importés aux États-Unis et de 10 % sur les importations énergétiques canadiennes. Ces tarifs ont été suspendus pendant 30 jours, mais sont entrés en vigueur le 4 mars. Les É.-U. ont repoussé de 30 jours certains de ces tarifs, dont ceux imposés à de grands constructeurs automobiles. Le 12 mars, les États-Unis ont également imposé des droits de douane de 25 % sur toutes les importations d'acier et d'aluminium, y compris celles en provenance du Canada, et selon certaines informations, d'autres tarifs douaniers sont prévus pour le Canada.

- Que pensez-vous de l'imposition, par les États-Unis, de tarifs douaniers sur les produits canadiens exportés vers les États-Unis?
 - Avez-vous des préoccupations à ce sujet?

- Quels seront, à votre avis, les impacts de ces tarifs douaniers sur l'économie canadienne?
 - Alberta, Ontario, Québec, Colombie-Britannique, Canada atlantique, Manitoba et Saskatchewan — Et en quoi vous impacteront-ils personnellement?
 - Travailleurs de l'industrie automobile résidant en Ontario, Mauricie — Ces tarifs douaniers affectent-ils votre secteur d'emploi?
 - Travailleurs de l'industrie automobile résidant en Ontario, Mauricie — SI OUI :
- Alberta, Ontario, Québec, Colombie-Britannique, Canada atlantique, Manitoba et Saskatchewan
Avez-vous lu, vu ou entendu quoi que ce soit au sujet de la réponse du Canada aux tarifs douaniers imposés par les États-Unis?
 - SI OUI : Qu'avez-vous lu, vu, ou entendu à ce sujet?
- Travailleurs de l'industrie automobile résidant en Ontario, Mauricie — Que fait, le cas échéant, le gouvernement du Canada pour aider le pays à surmonter toutes les difficultés économiques résultant des tarifs douaniers?

Travailleurs de l'industrie automobile résidant en Ontario, Mauricie — Comme vous le savez peut-être, le gouvernement du Canada a récemment annoncé des modifications au régime d'assurance-emploi (AE) qui permettront aux travailleurs concernés de réduire leurs heures de travail et de recevoir des prestations d'AE dans le cas d'une baisse du volume d'affaires indépendante de la volonté de l'employeur. Le gouvernement fédéral a également annoncé des mesures de soutien destinées aux entreprises touchées, dont un financement pour aider les entreprises exportatrices à trouver de nouveaux marchés pour leurs produits et l'octroi de prêts aux entreprises affectées.

- Travailleurs de l'industrie automobile résidant en Ontario, Mauricie — Que pensez-vous de ces mesures? Travailleurs de l'industrie automobile résidant en Ontario — Vous aideraient-elles ou aideraient-elles l'industrie dans laquelle vous travaillez?
- Travailleurs de l'industrie automobile résidant en Ontario, Mauricie — Y a-t-il autre chose que le Canada devrait faire pour venir en aide aux [travailleurs de l'industrie automobile résidant en Ontario — à votre industrie en particulier]/[aux secteurs d'activité concernés en Mauricie]?
 - Devrait-il, par exemple, accorder un soutien financier supplémentaire aux entreprises qui ont de la difficulté à assurer l'emploi de leurs travailleurs?
 - Devrait-il augmenter le montant des prestations d'assurance-emploi versées aux travailleurs risquant d'être licenciés?

Travailleurs de l'industrie automobile résidant en Ontario — En pensant à l'avenir de l'industrie automobile et aux travailleurs qui, comme vous, y travaillent...

- **Travailleurs de l'industrie automobile résidant en Ontario** — Si le gouvernement fédéral offrait des incitatifs financiers aux constructeurs automobiles du monde entier pour qu'ils s'installent ou développent leurs activités au Canada, cela mettrait-il l'industrie canadienne sur la bonne voie ou sur la mauvaise voie? Pourquoi dites-vous cela?
 - Et s'il réduisait son niveau d'intégration au marché américain? Cela mettrait-il l'industrie canadienne sur la bonne voie ou sur la mauvaise voie? Pourquoi dites-vous cela?
- **Travailleurs de l'industrie automobile résidant en Ontario, Mauricie** — Maintenant, outre un soutien aux travailleurs et aux entreprises touchées, avez-vous lu, vu ou entendu quoi que ce soit au sujet de la réponse du Canada aux tarifs douaniers imposés par les États-Unis? **Travailleurs de l'industrie automobile résidant en Ontario** — NOTE À L'ATTENTION DU MODÉRATEUR : CETTE QUESTION ET LES QUESTIONS SUIVANTES PORTENT SUR LES TARIFS DOUANIERS PLUS GÉNÉRALEMENT ET NE CONCERNENT AUCUNE INDUSTRIE EN PARTICULIER.
 - SI OUI : Qu'avez-vous lu, vu, ou entendu à ce sujet?
- Quelle devrait être la réponse du Canada aux tarifs américains imposés sur ses produits?
- 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 riposte tarifaire du Canada deviendrait trop éprouvante pour notre pays et pour les Canadiens, et que le gouvernement fédéral ne devrait donc pas prendre de telles mesures? **Ontario, Québec, Colombie-Britannique, Canada atlantique, Manitoba et Saskatchewan, travailleurs de l'industrie automobile résidant en Ontario, Mauricie** — Veuillez indiquer le chiffre vous situant sur cette échelle dans la fenêtre de discussion.
 - Qu'est-ce qui vous fait dire cela si aucune mesure n'est excessive (et que le Canada doit prendre tous les moyens nécessaires)?
 - S'il y a, à votre avis, un point à partir duquel des contre-mesures deviendraient trop éprouvantes pour les Canadiens, quel type de contre-mesures seraient à votre avis trop éprouvantes pour ces derniers?

AFFICHER À L'ÉCRAN :

Le gouvernement du Canada a affirmé que les tarifs douaniers américains étaient injustifiés compte tenu des mesures que le Canada a mises en place pour sécuriser la frontière et qui, en partenariat avec les États-Unis, ont permis de réduire à presque zéro les saisies de fentanyl en provenance du Canada depuis le mois de janvier.



Alberta, Ontario, Québec, Colombie-Britannique — Le 4 mars, en riposte aux tarifs imposés par les États-Unis, le gouvernement du Canada a imposé des tarifs de 25 % sur 30 milliards de dollars de marchandises américaines, et des tarifs sur 125 millions de dollars de marchandises américaines dans 21 jours.

Canada atlantique, Manitoba et Saskatchewan, travailleurs de l'industrie automobile résidant en Ontario, Mauricie — Le 4 mars, en réponse aux tarifs imposés par les États-Unis, le gouvernement du Canada a imposé des contre-tarifs de 25 % sur 30 milliards de dollars de produits américains, ainsi que des tarifs supplémentaires sur 125 milliards de dollars d'importations américaines devant prendre effet le 2 avril.

Alberta, Ontario, Québec — Les tarifs canadiens resteront en vigueur jusqu'à ce que la mesure tarifaire soit annulée. Le gouvernement fédéral poursuit également des discussions avec les provinces et les territoires afin de prendre des mesures supplémentaires si les tarifs douaniers américains persistent.

Colombie-Britannique, Canada atlantique — Les tarifs douaniers actuels du Canada sont toujours en vigueur, et le gouvernement du Canada a indiqué qu'ils le resteront tant que toutes les mesures commerciales américaines n'auront pas été complètement annulées. Le gouvernement fédéral poursuit également des discussions avec les provinces et les territoires afin de prendre des mesures supplémentaires si les tarifs douaniers américains devaient persister.

Manitoba et Saskatchewan, travailleurs de l'industrie automobile résidant en Ontario, Mauricie — Les tarifs canadiens actuels sont toujours en vigueur et le gouvernement du Canada a indiqué qu'ils le resteraient tant et aussi longtemps que toutes les mesures tarifaires des États-Unis n'auront pas été entièrement supprimées. En réponse aux tarifs douaniers américains sur l'acier et l'aluminium, le Canada impose des tarifs réciproques supplémentaires de 25 % sur 29,8 milliards de dollars de produits américains.

Alberta, Ontario, Québec, Colombie-Britannique, Canada atlantique, Manitoba et Saskatchewan — Le gouvernement du Canada a également fait savoir qu'il contesterait les tarifs douaniers américains en déposant une plainte auprès de l'Organisation mondiale du commerce et en s'appuyant sur l'Accord Canada-États-Unis-Mexique (ACEUM).

Travailleurs de l'industrie automobile résidant en Ontario, Mauricie — Le gouvernement du Canada a également fait savoir qu'il contesterait les tarifs douaniers américains en déposant une plainte auprès de l'Organisation mondiale du commerce et en s'appuyant sur l'Accord Canada-États-Unis-Mexique (ACEUM).

Ontario, Québec, Colombie-Britannique, Canada atlantique, Manitoba et Saskatchewan — **travailleurs de l'industrie automobile résidant en Ontario, Mauricie - RENSEIGNEMENTS SUPPLÉMENTAIRES À L'ATTENTION DU MODÉRATEUR, SI NÉCESSAIRES :**

[La liste des contre-tarifs sur 30 milliards de dollars de produits américains](#) comprend des produits comme le jus d'orange, le beurre d'arachides, le vin, les spiritueux, la bière, le café, les appareils ménagers, les vêtements, les chaussures, les motocyclettes, les cosmétiques ainsi que certains produits de pâtes et papiers.

[La liste des contre-tarifs supplémentaires sur 125 milliards de dollars d'importations américaines](#) pourrait comprendre les véhicules électriques, les fruits et légumes, le bœuf, le porc, les produits laitiers, les appareils électriques, l'acier, l'aluminium, les camions et les autobus.

Manitoba et Saskatchewan — Les contre-tarifs imposés sur 29,8 milliards de dollars sur des produits américains, dont l'acier et l'aluminium ainsi que d'autres produits comme les ordinateurs, les équipements sportifs et les produits en fonte. Ces tarifs viennent s'ajouter aux contre-tarifs de 25 % imposés par le Canada sur 30 milliards de dollars de produits américains.

Ontario Workers in the Auto Manufacturing Sector, Mauricie - La [liste des \\$29,8 milliards de dollars de produits américains](#) comprend les produits en acier et en aluminium ainsi que d'autres produits, dont les ordinateurs, les équipements de sport et les produits en fonte. Ces tarifs viennent s'ajouter aux contre-tarifs de 25 % imposés par le Canada sur 30 milliards de dollars de produits américains.

- Que pensez-vous de la riposte du Canada aux tarifs douaniers imposés par le gouvernement américain?
- **Alberta, Ontario, Québec, Colombie-Britannique, Canada atlantique, Manitoba et Saskatchewan** — À votre avis, les contre-mesures tarifaires du Canada impacteront-elles l'économie américaine?
 - SI OUI : Quels en seront les impacts?
 - Impacteront-ils l'économie canadienne?
 - SI OUI : Quels en seront les impacts?
- **Travailleurs de l'industrie automobile résidant en Ontario, Mauricie** — Croyez-vous que les contre-tarifs du Canada auront un impact sur l'économie canadienne?
 - SI OUI : Quels seront leurs impacts?
- **Alberta, Ontario, Québec, Colombie-Britannique, Canada atlantique** — Que pensez-vous des tarifs douaniers imposés par le Canada sur 30 milliards de dollars de produits américains dans un premier temps, suivie de tarifs supplémentaires sur 125 milliards de dollars sur les importations américaines tant et aussi longtemps que les tarifs des États-Unis n'auront pas été annulés?
- **Manitoba et Saskatchewan – travailleurs de l'industrie automobile résidant en Ontario, Mauricie** – Que pensez-vous de l'intention du Canada d'imposer des contre-tarifs douaniers sur 29,8 milliards de dollars de produits américains en réponse aux tarifs des É.-U. sur l'acier et l'aluminium, en plus des tarifs sur 30 milliards de dollars de produits actuellement en vigueur?



- **Alberta, Ontario, Québec, Colombie-Britannique, Canada atlantique** — Si, même après la deuxième ronde de contre-mesures tarifaires canadiennes, les É.-U. continuent d'imposer des tarifs douaniers, que devrait encore faire, le cas échéant, le gouvernement du Canada pour convaincre les É.-U. d'annuler leurs tarifs?
- **Manitoba et Saskatchewan** — Si, après la deuxième ronde de contre-tarifs canadiens de 125 milliards, les É.-U. continuent d'imposer des tarifs douaniers, que devrait encore faire, le cas échéant, le gouvernement du Canada pour convaincre les É.-U. d'annuler leurs tarifs?

MISE À L'ESSAI DE LA CAMPAGNE PUBLICITAIRE « CHOISISSEZ LE CANADA » (50 minutes) **Alberta, Ontario, Québec, Colombie-Britannique** —

Nous allons maintenant examiner une publicité que le gouvernement du Canada s'emploie actuellement à concevoir et qui pourrait éventuellement être diffusée à la télévision. Comme je ne dispose que du script de la publicité, je vais vous la décrire et vous lire le message que vous entendriez. Je vais vous lire la publicité deux fois et nous discuterons ensuite de ce que vous en pensez. N'hésitez pas à prendre des notes pour vous souvenir des aspects de la publicité qui vous ont plu ou déplu.

La publicité comporte diverses images ou séquences et vous entendrez les paroles suivantes prononcées par un narrateur ou une narratrice :

AFFICHER À L'ÉCRAN :

VO : Canada, c'est à notre tour.
Parce qu'on est plus qu'un endroit sur la carte.
On est une force de la nature.
On a plus d'empathie que d'égo.
Plus de cœur que de mal.
Plus de résilience, de motivation.
Plus on choisit
de représenter notre feuille d'érable,
d'acheter chez nous
de découvrir nos communautés,
plus on est LE Nord
inébranlable, fort
et LIBRE.

« CHOISIS LE CANADA » s'affiche à l'écran.

- Quelle est votre impression générale de cette publicité?
 - En quoi cette publicité vous plaît-elle, le cas échéant?
 - En quoi cette publicité vous déplaît-elle, le cas échéant? Pourquoi?
- Quel est le message principal que vous avez retenu de cette publicité?
- Quels sentiments cette publicité suscite-t-elle en vous?
 - Quels sentiments suscite-t-elle en vous à propos du Canada? Qu'est-ce qui vous fait dire cela?
- Si cette publicité était diffusée à la télévision ou en ligne, pensez-vous que vous la remarqueriez? Attirerait-elle votre attention?
 - Est-elle mémorable? Pourquoi ou pourquoi pas?
- Y avait-il quelque chose qui portait à confusion ou qui manquait de clarté? En quoi portait-elle à confusion ou manquait-elle de clarté?

Ontario, Québec, Colombie-Britannique — J'aimerais maintenant avoir votre avis concernant d'autres formulations...

- **Ontario, Québec, Colombie-Britannique** — Que diriez-vous si on remplaçait « plus d'empathie que d'égo », par « plus de bienveillance que d'égo »? Selon vous, quelle formulation est la plus efficace pour susciter en vous un sentiment plus positif à l'égard du Canada? À MAIN LEVÉE
 - Qu'est-ce qui vous fait dire cela?
- **Ontario, British Columbia** — What if instead of “More unity than conformity, it was “more unity than division”. Selon vous, quelle est la formulation la plus efficace pour susciter en vous un sentiment plus positif concernant le Canada? (À MAIN LEVÉE)
 - Qu'est-ce qui vous fait dire cela?
- Avez-vous des suggestions sur les moyens d'améliorer la publicité?

Alberta — Je vais maintenant vous lire la version française d'un script facultatif qui n'a été élaboré et mis à l'essai qu'en anglais. Je vais vous la lire deux fois de suite :

AFFICHER À L'ÉCRAN (Alberta)

NARRATEUR :

Canada, il est temps de se montrer plus... unis.

Parce qu'on est plus qu'un endroit sur la carte.
On est un état d'esprit.

Préférant l'empathie à l'égo.
L'unité à la division.

On est le peuple qui est au rendez-vous.
Qui monte la garde de main ferme avec une volonté inébranlable
Plus de courage, plus d'énergie, plus de détermination, nous en avons.

Plus on choisit de se tenir debout –
en tant que version la plus patriotique, la plus fière et la plus solidaire de nous-mêmes –
plus on est LE Nord
fort et LIBRE.

S'affiche à l'écran : CHOISIS LE CANADA.

- **Alberta** – À votre avis, cette version optionnelle est-elle plus efficace que la version initiale que je vous ai lue, moins efficace ou à peu près équivalente? Qu'est-ce qui vous fait dire cela?

INTÉGRITÉ ÉLECTORALE (20 minutes) **Canada atlantique, Manitoba et Saskatchewan**

Je vais vous poser quelques questions au sujet de la tenue d'élections libres et équitables au Canada. Je vais d'abord vous expliquer un peu ce que j'entends par là.

AFFICHER À L'ÉCRAN :

La tenue d'élections libres et équitables repose sur certains principes fondamentaux. Selon Élections Canada, l'organisme indépendant et non partisan chargé de la conduite des élections fédérales, au nombre de ces principes, citons **le droit de vote, la liberté d'expression, une administration électorale impartiale, et un accès égal aux médias pour les candidats.**

Le jour du scrutin, les électeurs doivent pouvoir voter librement, dans le respect du secret du vote, en l'absence d'influences indues ou d'intimidations. Les résultats du scrutin doivent également faire preuve de transparence. Après le jour du scrutin, des procédures claires doivent être suivies en ce qui concerne le traitement des plaintes et pour garantir une responsabilité juridique.

- Lorsque vous pensez aux prochaines élections fédérales au Canada, quels en sont les aspects, le cas échéant, qui vous incitent à croire qu'elles seront libres et équitables, et quels aspects, le cas échéant, vous préoccupent?



- Quelles sont vos préoccupations, le cas échéant, concernant la façon dont les élections sont organisées au Canada?
- Qu'est-ce qui vous rendrait plus confiant quant à l'équité et à la sûreté d'élections futures?
- Estimez-vous que le gouvernement du Canada en fait assez pour garantir des élections libres et équitables? Pourquoi ou pourquoi pas?
- L'influence ou l'ingérence étrangère dans les élections canadiennes vous préoccupe-t-elle? Pourquoi ou pourquoi pas?
 - SI OUI : Quel impact une influence ou une ingérence étrangère pourrait-elle avoir à votre avis?
- Êtes-vous d'avis que la désinformation et les fausses nouvelles nuisent à la confiance que les Canadiens accordent aux élections? Pourquoi êtes-vous de cet avis?
- Que devrait faire le gouvernement du Canada, le cas échéant, pour contrer la désinformation?

ÉTIQUETTES ÉNERGÉTIQUES RÉSIDENIELLES VIRTUELLES (20 minutes) Canada atlantique, Manitoba et Saskatchewan

Changement du sujet... Nous aimerions maintenant vous poser des questions au sujet de la consommation énergétique résidentielle.

Avant de commencer :

- (À MAIN LEVÉE) Est-ce que quelqu'un parmi vous est propriétaire d'une maison?
- (À MAIN LEVÉE) Est-ce que quelqu'un parmi vous sait en quoi consiste une étiquette énergétique résidentielle?
 - SI OUI : Votre maison a-t-elle déjà fait l'objet d'une évaluation énergétique?

Les étiquettes énergétiques résidentielles nous aident à comprendre la consommation énergétique d'une résidence, tout comme l'étiquette ÉnerGuide qu'on voit parfois sur de nouveaux appareils ménagers. À l'heure actuelle, les propriétaires d'une maison peuvent obtenir une étiquette énergétique résidentielle en faisant évaluer, à domicile, l'efficacité énergétique de leur maison par une compagnie. Un nouveau type d'étiquette énergétique résidentielle appelé « étiquette résidentielle virtuelle » en train d'apparaître sur le marché fournit une estimation de l'efficacité énergétique d'une maison sans qu'une personne ait besoin de venir sur place ou de voir la maison. Tout se fait virtuellement. La compagnie procède à cette évaluation en étudiant plusieurs bases de

données concernant leur maison et en prenant en compte les détails supplémentaires que leur fournit le propriétaire de la maison. Bien que l'estimation virtuelle ne soit pas aussi précise qu'une évaluation à domicile, elle fournit toutefois une estimation fiable.

INFORMATION SUPPLÉMENTAIRE À L'ATTENTION DU MODÉRATEUR SI NÉCESSAIRE : Les bases de données publiques fournissent des renseignements sur une maison, comme sa date de construction et sa superficie, ce qui permet à l'entreprise d'en estimer l'efficacité énergétique. Le propriétaire a également la possibilité de vérifier ces données et d'y ajouter des détails supplémentaires (par exemple, le type de système de chauffage, les rénovations effectuées, etc.).

Supposons que vous receviez une étiquette virtuelle vous fournissant des renseignements sur la consommation énergétique de votre maison. Voici deux façons potentielles de présenter les mêmes renseignements énergétiques concernant une maison.

AFFICHER LA DIAPO N° 1 À L'ÉCRAN

Les deux options indiquent la consommation énergétique, les coûts énergétiques et les émissions de gaz à effet de serre d'une maison sous forme d'approximations, car l'étiquetage virtuel des maisons n'est pas exact et ne fournit qu'une estimation.

- Les ratios annuels estimatifs de votre consommation énergétique résidentielle, de vos coûts énergétiques et des émissions de gaz à effet de serre de votre maison vous seraient-ils utiles?
- Parmi les deux options présentées, laquelle vous semble la plus claire?
- Y a-t-il quelque chose à propos de l'une ou l'autre de ces deux options que vous ne comprenez pas?

Les deux autres options présentées fournissent les mêmes renseignements que les deux options précédentes, à la différence qu'elles fournissent une valeur précise et non une approximation. Gardez toutefois à l'esprit qu'il s'agit d'une estimation et qu'elle n'est sans doute pas exacte à 100 %.

AFFICHER LA DIAPO N° 2 À L'ÉCRAN

- Préférez-vous qu'une valeur unique soit indiquée plutôt qu'une approximation?
- Étant donné qu'une étiquette énergétique résidentielle virtuelle constitue une estimation et ne fournit pas de renseignements exacts, estimez-vous qu'une approximation soit plus convenable?
- Parmi les deux options présentées, y en a-t-il une qui vous semble plus claire?

COMMERCE INTÉRIEUR (30 minutes) **Travailleurs de l'industrie automobile résidant en Ontario, Mauricie —**

J'aimerais maintenant centrer la discussion sur l'économie de façon plus générale.

- L'idée que vous vous faites du Canada est-elle celle d'un pays ayant une seule économie ou plutôt des économies distinctes dans chacune des provinces? Qu'est-ce qui vous fait dire cela?
- Quels sont, selon vous, les principaux obstacles au commerce intérieur au Canada? Il est à noter qu'on entend par « commerce intérieur » la circulation de produits, de services et de travailleurs à l'intérieur du Canada, de part et d'autre des frontières provinciales et territoriales.
 - S'agit-il d'obstacles majeurs ou mineurs, ou ni majeurs ni mineurs, mais entre les deux? Qu'est-ce qui vous fait dire cela?
- Êtes-vous d'avis que certains obstacles au commerce intérieur devraient rester en place? Qu'est-ce qui vous fait dire cela?
- À qui revient la principale responsabilité de réduire les obstacles au commerce intérieur : au gouvernement fédéral, aux gouvernements provinciaux ou aux entreprises? Pourquoi?
 - Quel rôle, le cas échéant, devrait avoir le gouvernement du Canada dans la réduction des obstacles au commerce intérieur?

Je vais vous montrer quelques solutions qui pourraient être envisagées pour réduire les obstacles au commerce intérieur.

AFFICHER À L'ÉCRAN :

- **Autoriser les travailleurs à travailler partout au Canada** : veiller à ce que les travailleurs, et notamment le personnel infirmier, les camionneurs et les gens de métier n'aient pas à se requalifier lorsqu'ils se déplacent entre provinces.
- **Autoriser les entreprises à vendre leurs produits partout au Canada** : éliminer les formalités administratives afin que des produits comme le vin, le bois d'œuvre et les produits énergétiques puissent circuler librement entre provinces.
- **Investir dans des infrastructures et des corridors commerciaux** : construire et moderniser des autoroutes, des ports et des chemins de fer.
- **Rationaliser le processus d'approbation dans le cas de projets économiques d'envergure** : réduire les délais et simplifier les processus d'approbation fédéraux et provinciaux afin d'accélérer les grands projets d'infrastructure, énergétiques et manufacturiers.

- Quelles sont vos réactions générales à ces priorités?
- Certaines de ces priorités manquent-elles de clarté?

SONDAGE : J'aimerais maintenant que vous choisissiez la priorité qui, selon vous, devrait être la plus élevée en ce qui concerne la réduction d'obstacles commerciaux.

- Autoriser les travailleurs à travailler partout au Canada
- Autoriser les entreprises à vendre leurs produits partout au Canada
- Investir dans des corridors et des infrastructures commerciaux
- Rationaliser les processus d'approbation pour les projets économiques d'envergure

LE MODÉRATEUR PASSERA EN REVUE LES CHOIX :

- Pourquoi avez choisi cette mesure comme principale priorité?
- Avez-vous des préoccupations concernant la mise en application de l'une ou l'autre de ces mesures?
 - POUR TOUTE PRÉOCCUPATION SOULEVÉE, POSER LES QUESTIONS SUIVANTES : En quoi cela vous préoccupe-t-il?
- Pensez-vous que la réduction des obstacles commerciaux intérieurs rendrait le Canada plus concurrentiel sur la scène internationale? Pourquoi ou pourquoi pas?
- Le fait de réduire les obstacles commerciaux intérieurs aiderait-il le Canada à atténuer le préjudice économique causé par les tarifs américains? Pourquoi ou pourquoi pas?

TAXE SUR LE CARBONE IMPOSÉE AUX CONSOMMATEURS (15 minutes) — **Travailleurs de l'industrie automobile résidant en Ontario, Mauricie**

- Avez-vous récemment vu, lu ou entendu quoi que ce soit au sujet des changements apportés au système de tarification du carbone du gouvernement canadien (parfois appelé taxe sur le carbone par les médias)?
 - Quelles sont vos réactions à ce que vous avez entendu?

LE MODÉRATEUR FOURNIRA LES ÉCLAIRCISSEMENTS SUIVANTS : Le gouvernement du Canada a annoncé des modifications au système de tarification du carbone. En clair, la **redevance sur les combustibles imposée aux consommateurs** sera supprimée. Le gouvernement du Canada a



cependant décidé de conserver le **système de tarification fondé sur le rendement** qui s'applique aux **grands émetteurs industriels** et qui exige des grandes entreprises qu'elles paient pour toute pollution excédentaire dépassant les limites établies.

- Êtes-vous pour ou contre l'élimination de la tarification du carbone visant les consommateurs? (À MAIN LEVÉE)
 - POSER LA QUESTION SUIVANTE À CEUX QUI ONT RÉPONDU « POUR » : Pourquoi êtes-vous pour?
 - POSER LA QUESTION SUIVANTE À CEUX QUI ONT RÉPONDU « CONTRE » : Pourquoi êtes-vous contre?

- Le gouvernement du Canada devrait-il, à votre avis, maintenir la tarification du carbone imposée grands émetteurs industriels, ce qui signifierait que les entreprises continueraient à payer pour les émissions qui dépassent les limites gouvernementales établies? Pourquoi ou pourquoi pas?

- Avec le temps, votre opinion concernant la tarification du carbone a-t-elle changé? Si oui, qu'est-ce qui vous a fait changer d'opinion?

CONCLUSION (5 minutes) Tous les lieux

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

Appendix C – Advertising Concepts

Virtual Home Energy Labels

UNCLASSIFIED - NON CLASSIFIÉ

Imagine you received a virtual home label that provided you with information about your home's energy use. Here are two possible ways of presenting the same home energy information.

Option 1:

<p>Energy Profile: 123 Green Apple Road Winnipeg, MB. R3L 2C4</p> <p>Estimated energy consumption: 95 – 115 Gigajoules/yr</p> <p>Estimated energy costs: \$1,750 – \$2,250 /yr</p> <p>Estimated GHG emissions: 3.4 – 4.2 T/yr</p>

Option 2:

<p>Energy Profile: 123 Green Apple Road Winnipeg, MB. R3L 2C4</p> <p>Estimated annual energy consumption: Between 95 and 115 Gigajoules</p> <p>Estimated annual energy costs: Between \$1,750 and \$2,250</p> <p>Estimated annual GHG emissions: Between 3.4 and 4.2 tonnes</p>

The image displays two options for how a virtual home energy label might present the same energy use information. The label is titled with the instruction:

"Imagine you received a virtual home label that provided you with information about your home's energy use. Here are two possible ways of presenting the same home energy information."

Below this are two side-by-side boxes labeled **Option 1** and **Option 2**. Both boxes show information for the same address:

Energy Profile: 123 Green Apple Road
Winnipeg, MB. R3L 2C4

- **Option 1:**
 - *Estimated energy consumption:* 95 – 115 Gigajoules/yr
 - *Estimated energy costs:* \$1,750 – \$2,250 /yr
 - *Estimated GHG emissions:* 3.4 – 4.2 T/yr
- **Option 2:**
 - *Estimated annual energy consumption:* Between 95 and 115 Gigajoules
 - *Estimated annual energy costs:* Between \$1,750 and \$2,250
 - *Estimated annual GHG emissions:* Between 3.4 and 4.2 tonnes

The image is marked "UNCLASSIFIED - NON CLASSIFIÉ" in the top right corner.

Option 1:

<p>Energy Profile: 123 Green Apple Road Winnipeg, MB. R3L 2C4</p> <p>Approximate energy consumption: 100 GJ/yr</p> <p>Approximate energy costs: \$2,000/yr</p> <p>Approximate emissions: 3.8 T/yr</p>

Option 2:

<p>Energy Profile: 123 Green Apple Road Winnipeg, MB. R3L 2C4</p> <p>Estimated energy consumption: 100 Gigajoules per year</p> <p>Estimated energy costs: \$2000 per year</p> <p>Estimated GHG emissions: 3.8 tonnes per year</p>

The image presents two layout options for a virtual home energy label showing identical energy usage data. The instruction at the top reads:

"Imagine you received a virtual home label that provided you with information about your home's energy use."

Two labeled boxes are displayed side by side under headings **Option 1** and **Option 2**. Both show energy details for:

Energy Profile: 123 Green Apple Road
Winnipeg, MB. R3L 2C4

- **Option 1:**
 - *Approximate energy consumption:* 100 GJ/yr
 - *Approximate energy costs:* \$2,000/yr
 - *Approximate emissions:* 3.8 T/yr
- **Option 2:**
 - *Estimated energy consumption:* 100 Gigajoules per year
 - *Estimated energy costs:* \$2000 per year
 - *Estimated GHG emissions:* 3.8 tonnes per year

The image is marked "UNCLASSIFIED - NON CLASSIFIÉ" in the top right corner.