



Government  
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# Continuous Qualitative Data Collection of Canadians' Views – October 2025

## Final Report

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Canada 

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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The first cycle of the third year of this study included a total of twelve focus groups with Canadian adults (18 years of age and older) conducted between October 7<sup>th</sup>, 2025, and October 30<sup>th</sup>, 2025.

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

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Privy Council Office  
Blackburn Building  
85 Sparks Street, Room 228  
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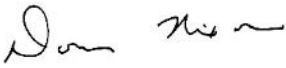
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**Political Neutrality Certification**

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

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

Signed:  \_\_\_\_\_

Date: December 18<sup>th</sup>, 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 twelve online focus groups which were conducted between October 7<sup>th</sup>, 2025, and October 30<sup>th</sup>, 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 conducted during this cycle primarily focused on participant perspectives related to the top issues facing the Government of Canada at present as well as their evaluations of its performance in addressing these priorities. Many groups also discussed the upcoming federal budget, as well as major nation-building infrastructure projects that had recently been announced by the Government of Canada.

Other topics included Canada-United States (U.S.) relations, the Build Canada Homes initiative, the employment market, Statistics Canada, and home energy efficiency. Participants in a number of groups also shared their opinions related to creative concepts and marketing materials that had been developed by Employment and Social Development Canada (ESDC) related to its tariff support campaign, while others discussed a broader marketing campaign related to actions that the federal government was taking to help make life in Canada more affordable going forward.

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

# Methodology

## Overview of Groups

### Target audience

- Canadian residents, 18 and older.
- Groups were split primarily by location.
- Some groups focused on specific cohorts of the population including individuals concerned about the cost of living, tradespeople, first-time home buyers, younger Canadians aged 18 to 34, and workers in tariff-impacted sectors.

## Detailed Approach

- Twelve groups were conducted across various regions in Canada.
- Six groups were conducted among the general population residing in British Columbia (B.C.), the Okanagan region of B.C., Prince Edward Island, the Greater Montreal Area (GMA), the Clarington municipality in Ontario, and the Saguenay-Lac-Saint-Jean region of Quebec.
- The other groups were conducted among key subgroups including:
  - Individuals residing in the Calgary-Edmonton Corridor who were concerned about the cost of living;
  - Tradespeople in Ontario;
  - Prospective first-time home buyers residing in Manitoba;
  - Younger Canadians aged 18 to 34 in the Greater Toronto Area (GTA);
  - Tariff-impacted workers in New Brunswick; and
  - Tariff-impacted workers in Quebec.
- The groups based in Quebec were conducted in French. All other groups were conducted in English.
- All groups for this cycle were conducted online.
- A total of 8 participants were recruited for each group, assuming 6 to 8 participants would attend.
- Across all locations, 91 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium of \$125.

## Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EDT)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Okanagan Region British Columbia	1	EN	Tues, Oct 7th	9:00-11:00 PM	General Population	8
Calgary-Edmonton Corridor	2	EN	Wed, Oct 8th	8:00-10:00 PM	Concerned About the Cost of Living	7

Prince Edward Island	3	EN	Thurs, Oct 9th	5:00-7:00 PM	General Population	8
Ontario	4	EN	Tues, Oct 14th	6:00-8:00 PM	Tradespeople	6
Greater Montreal Area	5	FR	Wed, Oct 15 <sup>th</sup>	6:00-8:00 PM	General Population	8
Manitoba	6	EN	Thurs, Oct 16 <sup>th</sup>	7:00-9:00 PM	Prospective First-Time Home Buyers	8
Clarington Municipality Ontario	7	EN	Tues, Oct 21 <sup>st</sup>	6:00-8:00 PM	General Population	8
Saguenay-Lac-Saint-Jean Region Quebec	8	FR	Wed, Oct 22 <sup>nd</sup>	6:00-8:00 PM	General Population	8
Greater Toronto Area	9	EN	Thurs, Oct 23 <sup>rd</sup>	6:00-8:00 PM	Younger Canadians 18-34	8
New Brunswick	10	EN	Tues, Oct 28 <sup>th</sup>	5:00-7:00 PM	Tariff-Impacted Workers	7
Quebec	11	FR	Wed, Oct 29 <sup>th</sup>	6:00-8:00 PM	Tariff-Impacted Workers	7
British Columbia	12	EN	Thurs, Oct 30 <sup>th</sup>	9:00-11:00 PM	General Population	8
<b>Total number of participants</b>						<b>91</b>

## Key Findings

### Government of Canada in the News (All Locations)

All groups were asked to share what they had seen, read, or heard about the Government of Canada in recent days. A wide range of announcements and initiatives were recalled, including the announcement by the Government of Canada that it would be tabling its annual budget on November 4<sup>th</sup>, 2025, the announcement of Build Canada Homes, a new initiative aimed at increasing the rate at which affordable housing projects can be built across Canada, and the ongoing response to the tariffs that had been imposed by the United States (U.S.) on Canadian imports. Other actions mentioned by participants included the decision by the Canadian Union of Postal Workers (CUPW) to suspend its national strike in favour of a rotating strike, the announcement by Immigration, Refugees, and Citizenship Canada (IRCC) that it would be capping the amount of temporary foreign worker (TFW) visas and international student study permits that it would be issuing over the next few years, and an



announcement by the Canada Revenue Agency (CRA) that, beginning in the 2026 tax year, it would be rolling out an automatic tax filing system for lower-income Canadians, making it easier for households to access key federal benefits.

Participants also recalled a number of announcements and initiatives related to the Government of Canada's activities on the global stage. These included the participation by federal officials in meetings with U.S. officials in Washington, D.C., believed to be aimed at encouraging the removal of U.S. tariffs on Canadian imports, the attendance by federal officials at the Asia-Pacific Economic Cooperation (APEC) Leaders' Meeting, and the announcement by the Government of Canada that it would officially be recognizing the State of Palestine.

### **Building a Stronger Canadian Economy (Greater Toronto Area Younger Canadians 18-34)**

Participants in the group comprised of individuals aged 18 to 34 residing in the Greater Toronto Area (GTA) were asked a few additional questions regarding recent announcements that had been made by the federal government related to its plan to build a stronger Canadian economy in the years to come. Asked whether they had recently seen, read, or heard any news from the Government of Canada on this front, very few indicated that they had.

Provided with information about the actions and initiatives that the federal government would be engaging in to strengthen the Canadian economy, several spoke positively of the component of unlocking new apprenticeships and skills training programs, with a number believing that this would be especially helpful for younger Canadians who were struggling to find a well-paying job. A large number also believed that the initiatives to build more homes and make housing more affordable would have a positive impact on the lives of many Canadians, including their own. A few, however, raised concerns about the potential costs of these initiatives and questioned whether it would be feasible for the Government of Canada to take on this increased spending while also working to balance its operating deficit over the next three years.

### **Government of Canada Priorities and Performance (Okanagan Region British Columbia, Calgary-Edmonton Corridor Concerned About the Cost of Living, Prince Edward Island, Greater Montreal Area, Clarington Municipality Ontario, Saguenay-Lac-Saint-Jean Region Quebec, Greater Toronto Area Younger Canadians 18-34)**

Seven groups engaged in discussions related to the issues currently facing Canadians as well as their perspectives regarding the federal government's management of these priorities. Four groups, respectively comprised of residents of the Okanagan region of B.C., individuals in the Calgary-Edmonton Corridor who were concerned about the cost of living, residents of the Clarington Municipality in Ontario, and individuals aged 18-34 residing in the GTA, were asked to identify areas in which they felt the Government of Canada had been performing well as well as those where they felt there was room for improvement.

Participants in the groups mentioned above identified a number of areas in which they felt the Government of Canada had been performing well as of late. These included its provision of a wide range of programs and supports for Canadians, its efforts to protect and uphold the rights of vulnerable and/or marginalized populations such as visible minorities, persons living with disabilities, and members of the 2SLGBTQI+ community, recent actions taken to strengthen and diversify Canada's trade relationships on the international stage, and efforts to protect the environment and mitigate the impacts of climate change on future generations. Participants in these groups expressed a range of positive and negative views on a number of issues. These included health care, public safety, and the level of humanitarian support provided to jurisdictions in other parts of the world. Additionally, participants in these groups identified a range of areas in which they believed the Government of Canada had room for improvement, including the cost of living, the affordability of housing, immigration, natural resource development, and what was perceived as the high rate of federal spending in recent years.

All groups were asked to identify what they felt were the top issues that the Government of Canada should be prioritizing at present. Many believed that addressing the high cost of living needed to be a top priority for the federal government, with several of the impression that a growing number of Canadian families were facing challenges when it came to affording essentials such as groceries, housing, and gasoline. Several thought that health care needed to be a top priority for the Government of Canada and that a greater focus needed to be placed on recruiting and hiring more health care professionals such as doctors and nurses as well as expanding the availability of mental health resources in Canadian communities. It was also believed that more needed to be done to increase the number of employment opportunities available to Canadians, with some describing their own recent personal challenges securing full-time work in their local areas.

Asked how they felt the Canadian economy was performing, many perceived it as facing considerable challenges at present and expected that these issues would likely persist for the foreseeable future. Several believed that a large number of households were currently dealing with increased financial constraints due to the rising cost of essential goods, and that this had led to many families cutting back on discretionary expenses, such as going on vacations, purchasing a new vehicle, and/or dining out at restaurants. It was widely thought that recent trade disruptions with the U.S. and the imposition of wide-ranging U.S. tariffs on Canadian goods had led to further economic uncertainty for Canadians, with some worrying that this situation could potentially lead to widespread job losses and higher consumer costs if these tariffs remained in place over the long term.

Discussing what would have to happen for them to feel more optimistic about the Canadian economy, many believed that they would need to see life in Canada become more affordable overall, including for essentials such as housing, groceries, gasoline, and home energy costs. Several felt that widespread wage growth for lower- and middle-income Canadians would also be a sign that the economy was improving, especially if this led to households having more money left over at the end of each month to use for discretionary spending or to save up towards major purchases such as a new home or automobile.

Asked how they would describe the Government of Canada's performance when it came to managing issues related to the economy, participants expressed a range of opinions, with a roughly equal number believing that it was headed in the right direction compared to those who felt otherwise. Among those who believed that the federal government was on the right track, several expressed the opinion that it was doing the best job that it could, especially given the significant challenges posed by the continued imposition of U.S. tariffs on Canadian goods. The view was expressed that while it would likely take a long period of time to fully address issues such as the high cost of living and housing affordability, the federal government appeared to be taking the right approach to address these challenges and was creating a solid foundation upon which further economic progress could be built.

For those who felt that the Government of Canada was headed in the wrong direction when it came to its management of the economy, a large number reiterated concerns related to the high cost of living and the perceived widespread financial challenges that many lower- and middle-income households were facing. Among these participants, the view was expressed that until they noticed improvements related to the cost of living in their own lives, it would be difficult to view the federal government as being on the right track in its handling of the economy.

Describing the actions that they would like to see from the Government of Canada going forward when it came to the economy, participants mentioned a range of potential initiatives. These included taking steps to make housing more affordable for Canadians, providing greater support for small businesses and entrepreneurs, reducing barriers related to interprovincial trade, and making greater investments towards farmers and agriculture, with the aim of increasing the country's food security and reducing grocery costs for consumers.

Three groups were asked a few additional questions related to the employment market and the rate of unemployment. Asked whether, as far as they knew, the unemployment rate in Canada was going up, going down, or staying about the same, almost all were of the impression that unemployment had been on the rise as of late. Describing the factors contributing to their belief that unemployment was increasing, several cited the tariffs that had been imposed by the U.S., with a number believing that these actions had already led to layoffs and job losses for workers in impacted sectors such as steel, lumber, and auto manufacturing. Many also mentioned what they perceived as the rising prevalence of technologies such as automation and artificial intelligence (AI), believing that this had led to the elimination of many service and entry-level positions for Canadians.

Discussing what actions, if any, could be taken by the Government of Canada to respond to this situation, several believed that greater investments needed to be made towards providing Canadians with skills training and retraining opportunities for in-demand sectors, such as construction and the trades. It was thought that by taking this approach the federal government would be effective in providing Canadian workers with the skills required to remain competitive in the modern employment market while also helping businesses find employees with the specialized skills required to fill open positions.



**Budget 2025 (Okanagan Region British Columbia, Ontario Tradespeople, Greater Montreal Area, Manitoba Prospective First-Time Home Buyers, Clarington Municipality Ontario, Saguenay-Lac-Saint-Jean Region Quebec, Greater Toronto Area Younger Canadians 18-34)**

Seven groups took part in conversations related to the federal government's upcoming annual budget, scheduled to be tabled on November 4<sup>th</sup>, 2025. Individuals residing in the Okanagan region of B.C. shared their overall perspectives related to the budget and the priority areas they believed it should focus on while all other groups evaluated potential messaging that could be used by the Government of Canada in its communications about the budget.

**Overall Perspectives (Okanagan Region British Columbia)**

Engaging in a conversation related to the federal government's overall approach as it relates to the budget, participants residing in the Okanagan region of B.C. were informed that the Government of Canada had said that it would be reducing its spending on government operations and investing more towards projects that contributed to economic growth. Almost all believed that this was the right approach for the Government of Canada to be taking, with many feeling that it was important to reduce federal expenses while also investing in infrastructure projects that would assist in strengthening the economy.

Asked to identify areas where they felt the federal government could find cost savings, participants suggested a range of actions. These included reducing travel and accommodation expenses for government officials, lowering the amounts that the Government of Canada provides towards humanitarian initiatives outside of the country, and reducing spending towards Crown corporations such as Canada Post and the Canadian Broadcasting Corporation (CBC).

Discussing the areas where they felt the federal government should be working to invest more, a number believed that additional funding should be provided towards post-secondary education grants and skills training programs, making it easier for Canadians to obtain the skills they require to compete in the modern economy. Asked how they would feel if the federal government making these investments ultimately led to its spending being higher than before, most believed that this was acceptable so long as these projects were managed in a cost-effective manner and led to measurable economic benefits for Canadians over the long term.

Participants were next informed that the Government of Canada had said that, given the ongoing trade disruption with the U.S., it was important to diversify the economy to be less reliant on U.S. trade, including by taking steps such as investing in major nation-building projects, increasing homebuilding, strengthening Canada's military, and supporting industries impacted by the trade war. Asked whether they agreed with this approach, all reported that they did, with a number believing that this would lead to a stronger Canadian economy overall and would provide increased economic opportunities for Canadian workers and businesses in the years to come. Discussing whether their reactions to this question would change if these investments served to increase the size of the national deficit, none believed that they would.



**Potential Budget Messaging (Ontario Tradespeople, Greater Montreal Area, Manitoba Prospective First-Time Home Buyers, Clarington Municipality Ontario, Saguenay-Lac-Saint-Jean Region Quebec, Greater Toronto Area Younger Canadians 18-34)**

All groups, with the exception of those residing in B.C.'s Okanagan region, engaged in conversations related to potential messaging that the Government of Canada could use in its communications about the budget.

The first message presented to participants stated that in developing the budget the Government of Canada would be having to make responsible choices, and some difficult decisions, and that its overall plan was to spend less on government operations while also investing more in workers, businesses, and nation-building infrastructure.

On balance, participants were mixed in their reactions to this messaging, with many expressing the opinion that while this statement sounded positive, it was also quite vague and did not provide much in the way of concrete details. For several, it was thought that until more information was provided about the specific measures that the Government of Canada would be announcing as part of the budget, it was difficult to say whether this was the right approach for it to be taking. A number also questioned what was meant by the message's reference to the federal government having to make responsible choices and difficult decisions, with some expressing concerns that this would lead to a reduction in programs and services for Canadians.

Asked whether this message resonated with them, several indicated that it did, with a number believing that it was important for the Government of Canada to be reducing its operating expenses and working to become more efficient in its spending, especially in the wake of what participants perceived as high levels of federal spending in recent years. Among the smaller number who did not believe that the message was resonant, a number reiterated the view that the statement was very vague and did not provide enough details to connect with them on a personal level. Discussing whether this statement made them feel better, worse, or had no impact on their perceptions related to the Government of Canada's plans for the budget and the Canadian economy, most did not believe that it had altered their perspectives in any way, with a few reporting that it had worsened their impressions, and a very small number reporting that it had made them feel more positive about the country's economic future.

Participants were next presented with a second message that stated that in the budget the Government of Canada would be making some pragmatic choices and taking tough decisions so that it could protect programs and initiatives that support the most vulnerable in society, while also reinforcing programs that help bring down costs for hard-working Canadians, and building programs that help people get ahead.

A larger number reacted positively to this statement compared to those who felt differently, with a number believing that the message effectively acknowledged the financial challenges that many working Canadians were facing and communicated that the federal government had a plan to build programs that would help them families get ahead. Participants also reacted positively to the statement's commitment to supporting the most vulnerable in society with a number believing that



this was an important area for the Government of Canada to be focusing on given the high cost of living at present. The view was expressed that this message was more concise compared to the first statement, with a number believing that it was effective in communicating the federal government's plans for the upcoming budget.

Asked whether this message resonated with them, several reported that it did, with a number once again speaking positively regarding its focus on assisting hard-working Canadians and providing increased supports for the most vulnerable individuals in society. Questioned as to whether this message made them feel better, worse, or had no impact on their perception of the Government of Canada's plans for the budget and the Canadian economy, most did not believe that it impacted their views in any way, with a small number reporting that it made them feel somewhat more positive.

Informed that both statements referred to the Government of Canada having to make difficult or tough choices, several believed that this type of messaging served as an indication to Canadians that they may have to make some personal sacrifices in the years to come, with a number expressing concern about the impacts that this could have on their own financial wellbeing. Though also worried about how these expected spending cuts might impact them, several thought that this was the right approach for the Government of Canada to be following. Among these participants, it was believed that it was important to be taking these types of pragmatic actions now in order to build a stronger economic future for Canadians in the years to come.

### **Major Infrastructure Projects (Okanagan Region British Columbia, Calgary-Edmonton Corridor Concerned about the Cost of Living, Clarington Municipality Ontario, Saguenay-Lac-Saint-Jean Region Quebec, Greater Toronto Area Younger Canadians 18-34)**

Five groups engaged in discussions related to major infrastructure projects that had recently been announced by the federal government. Asked what they had recently seen, read, or heard about the Government of Canada and major infrastructure projects, participants provided a range of responses, with several recalling having heard that the federal government had recently announced that it would be working to expand the development of nuclear energy in Canada. A number also recalled hearing about actions that the Government of Canada would be taking to expand the Port of Churchill, while others believed it had made announcements related to increasing the mining of critical minerals and establishing a Major Projects Office to coordinate the development of these large-scale infrastructure projects.

Informed that the Government of Canada announced an initial set of five major infrastructure projects under consideration to help transform Canada's economy, participants were informed that these included the LNG Canada Phase 2 project in Kitimat, B.C., the Darlington New Nuclear Project in Clarington, Ontario, the Contrecoeur Terminal Container Project in Montreal, Quebec, the McIlvenna Bay Foran Copper Mine Project in East-Central, Saskatchewan, and the Red Chris Mine Expansion in Northwestern B.C.

Reactions to these projects were largely positive among participants, with many believing that these investments by the federal government would be beneficial for Canadians and would have a significant

impact in strengthening the Canadian economy over the long term. Several expected that these initiatives would lead to the creation of a large number of high paying jobs for Canadians, while also contributing to economic growth in the communities located nearby these projects.

While supportive of these projects overall, the view was expressed that it was important for all potential stakeholders, including Indigenous peoples, to be consulted and involved at every stage of the development and construction of these projects. It was also felt to be important that steps be taken to ensure that these projects would be Canadian-owned and built and operated by Canadian workers. A few worried about the potential negative impact that some of these projects, such as the LNG Canada Phase 2 and the McIlvenna Bay Foran Copper Mine Project, could have on other priority areas, such as reducing carbon emissions and mitigating the impacts of climate change.

Several spoke particularly positively of the Darlington New Nuclear Project in Clarington, Ontario. A number believed that nuclear energy represented a safe and reliable source of clean energy and felt that it was important for the federal government to be expanding its investments in this area. It was expected that the increased use of nuclear power would help to reduce energy costs for Canadians and that this project would be especially helpful for the 300,000 households that would have access to a new source of clean energy as a result of this initiative. Asked whether they were familiar with the term 'small modular reactor' (SMR) only a small number indicated that they were, with very few able to recall any specific details about this technology.

Asked whether they felt these major infrastructure projects announced by the federal government would help to achieve the goal of strengthening Canada's economic security, most believed that they would, with a number reiterating the view that these projects, once operational, would lead to long-term economic growth and greater economic self-sufficiency for Canada going forward. A number believed that projects such as LNG Canada Phase 2 would increase Canada's ability to export its natural resources without having to transit them through the U.S., helping to strengthen the country's Canada energy independence as a result. The view was also expressed that, by becoming the first Group of Seven (G7) nation to have an operational SMR reactor, Canada could position itself as a global leader in the production of nuclear energy going forward.

Participants were also provided with information related to strategic areas of focus and activity that had recently been identified by the federal government. These included the introduction of a Critical Minerals Strategy, the introduction of the Wind West Atlantic Energy project, investments towards Pathways Plus, an Alberta-based carbon capture, utilization, and storage project, the establishment of an Arctic Economic and Security Corridor, upgrades to the Port of Churchill via the Port of Churchill Plus initiative, and investments towards the development of the Alto high-speed rail project spanning from Toronto to Quebec City.

Almost all reacted positively to this information, with several focusing specifically on the Port of Churchill Plus and Arctic Economic and Security Corridor initiatives. Among these participants, it was felt that it was important for the federal government to be expanding Canada's presence in the Arctic, both in terms of increasing economic activity in the North as well as upholding Canada's territorial sovereignty in the region. A number also liked the announcement of the Alto High-Speed Rail project, and believed that this would help to reduce the amount of traffic on the roads between Toronto and

Quebec City and lead to less carbon emissions being produced. While most were supportive of the Critical Minerals Strategy, a small number expressed concern about the environmental damage that could be caused by increased mining and believed that the federal government would need to proceed carefully when it came to approving new resource extraction projects. Questioned as to whether they felt these initiatives would help to achieve the goal of strengthening Canada's economic security, many believed that they would, with several expecting that these projects would lead to more jobs for Canadians and greater economic self-reliance for Canada going forward.

### **Employment Market (Ontario Tradespeople)**

The group comprised of tradespeople residing in Ontario shared their perspectives on the employment market in Canada as well as their expectations regarding how the job market might evolve in the years to come. Asked whether they would rate the current employment market for individuals working in the trades as being good, poor, or somewhere in between, several expressed that the job market was quite competitive at present and that a large number of tradespeople were facing challenges when it came to finding well-paying work in their area. A number took a more nuanced perspective, believing that while there were many people seeking employment in the trades, a significant portion of these prospective workers did not have the specialized skills that employers were looking for.

Discussing how easy (or difficult) it had been for people like them to find a job in a field of interest to them, a number reiterated that it could be difficult to gain entry to some trades sectors if one did not have a considerable amount of experience and/or personal connections. The view was expressed that while unionized workers were typically able to find work with relative ease, employment opportunities could be hard to come by for those who did not belong to a union.

Thinking five years from now, participants were asked whether they felt the Canadian job market would be better, worse, or about the same. On balance, several expected that it would worsen, with a number expressing concerns about the impact that the increased use of automation technologies and artificial intelligence (AI) would have on a wide range of sectors. Specific to the trades, a number worried about the rising use of innovative technologies in their sectors that allowed for specialized tasks (such as pouring concrete) to be performed without human input. Among these participants, it was thought that this could ultimately lead to employers requiring fewer tradespeople going forward.

Looking five to ten years into the future, participants were asked what they felt the job market might look like, including as it relates to the industries that they expected would see the highest amount of growth and the skills that would be the most in demand from employers. While believing that the overall employment market might weaken (in part due to the expected increased reliance of businesses on AI), many believed that there would be continued demand for skills in the trades and especially those that required physical labour such as bricklaying, installing drywall, repairing electric circuits, and plumbing. Asked how confident they were in their ability to continue to have a good job in the future Canadian economy, all reported feeling highly confident.

Discussing whether they felt the federal government was on the right track or wrong track when it came to creating good jobs for Canadians, a number believed that it was headed in the wrong direction on this front. Among these participants, the view was reiterated that the demand for work in many parts of the country continued to outpace the number of available jobs and that more needed to be done by the Government of Canada to stimulate job creation going forward. Describing additional actions that they felt the Government of Canada could take to help in this area, several believed that it should introduce programs that would help connect prospective workers to employers who were seeking their skillsets. It was also thought that actions could be taken to increase the number of co-op and apprenticeship opportunities available to individuals attending post-secondary or skills training programs, with participants believing that this would help to provide prospective workers with valuable work experience as they prepare to begin their careers.

### **Build Canada Homes (Manitoba Prospective First-Time Home Buyers)**

The group comprised of prospective first-time home buyers residing in Manitoba took part in a brief conversation related to the Build Canada Homes initiative. Asked whether they had recently seen, read, or heard anything related to the Government of Canada's efforts to resolve housing issues, while none could recall any specific details, a few were of the impression that it had taken a number of actions as of late to increase the rate at which affordable housing was being constructed across the country. Questioned as to whether they had heard about the federal government's new Build Canada Homes initiative, none reported that they had.

Provided with information about this initiative, almost all reacted positively, with a number believing that Build Canada Homes would help to increase the supply of residential housing throughout the country and assist in making housing more affordable for lower- and middle-income Canadians. Several specifically liked that the Government of Canada would be placing a focus on ensuring that the housing built through this initiative would remain affordable over the long-term, with a number believing that this would be crucial to the ultimate success of this program. The view was expressed that, by doubling the rate of home construction, the Build Canada Homes initiative would likely have a significant positive impact on the many families who were believed to be struggling with the cost of housing at present, allowing them to devote a greater portion of their monthly income to other important areas of their lives going forward. Asked whether they expected that they would personally benefit from this initiative, a large number believed that they would.

Informed that one of the ways that Build Canada Homes would be working to deliver more homes more quickly would be by utilizing public lands for innovative and sustainable building methods, such as factory-built housing, as well as promoting the use of certified Canadian wood and recycled and low-emission materials for these homes, most reacted positively. A number expected that a greater emphasis on factory-built housing would help to increase the rate at which new homes could be built, making it easier for the federal government to achieve its goal of expanding the affordable housing supply in Canada. The view was also expressed that, by building on public lands, the Government of Canada would likely incur lower financial costs and would have to navigate less red tape compared to having to obtain privately-owned lands for this initiative.

### **Canada-United States Relations (Ontario Tradespeople, Greater Montreal Area, Saguenay-Lac-Saint-Jean Region Quebec)**

Three groups engaged in conversations related to the Canada-U.S. relationship and the federal government's response to the wide range of tariffs that had been implemented by the U.S. on Canadian imports. Asked whether they had seen, read, or heard anything about the U.S. imposing tariffs on goods going from Canada to the U.S., almost all indicated that they had, with a number specifically recalling having heard that significant tariffs had been implemented on Canadian steel and aluminum products, while others believed that the lumber sector had also been heavily impacted by these measures

Asked how they would rate the Government of Canada's management of the trade situation with the U.S., a roughly equal number believed that it was on the right track compared to those who were more neutral or uncertain in their views. Among those who felt that the federal government was on the right track in its response to the ongoing trade dispute with the U.S., several believed that it had done the best that it could to provide a firm, measured response to these tariffs, while also working to protect the financial wellbeing of Canadian consumers, workers, and businesses that had been impacted thus far. For those who were more uncertain, many felt that it was difficult to evaluate the Government of Canada's performance on this front, with a number believing that this situation had been evolving too rapidly for them to provide an objective opinion.

Discussing what impact, if any, they felt these tariffs were having on the Canadian economy, several reiterated their concerns about the potential for U.S. tariffs to lead to waves of business closures and mass layoffs in sectors such as auto manufacturing, steel, and lumber, with a number reporting that this had already begun to happen in their local areas. The view was also expressed that tariffs might lead to higher prices for Canadian consumers, especially if the trade disruption with the U.S. persisted over the long term. Asked whether they thought that it was possible to reach an agreement with the U.S. where all recently imposed tariffs would be removed, or whether they expected that at least some tariffs would remain, very few felt that tariffs would be removed altogether and believed that at least some level of tariff would remain on Canadian goods for the foreseeable future.

### **Affordability Advertising Campaign (Calgary-Edmonton Corridor Concerned About the Cost of Living, Prince Edward Island, Ontario Tradespeople, Greater Montreal Area)**

Four groups took part in conversations related to creative concepts that had been developed by the federal government to advertise measures that it would be taking to help make life more affordable for Canadians. Participants in the groups comprised of individuals in the Calgary-Edmonton Corridor who were concerned about the cost of living, as well as those residing in Prince Edward Island and the Greater Montreal Area (GMA) shared their perspectives regarding storyboards that had been created for this campaign, while those in the group made up of tradespeople in Ontario reviewed potential scripts related to this initiative.

### **Affordability Creative Concepts (Calgary-Edmonton Corridor Concerned About the Cost of Living, Prince Edward Island, Greater Montreal Area)**

At the outset of their conversation, participants were informed that they would be presented with storyboards that had been designed to depict the narrative of a 15-second video that would eventually appear on social media and other digital platforms.

Presented with the first storyboard concept, many reported feeling that this concept was somewhat vague and did not provide enough information regarding the actions that the federal government would be taking to help make life more affordable for Canadians. A number thought that the concept should have placed a greater focus on providing statistics and/or anecdotal stories related to the cost of living, rather than what they viewed as the broad and vague language featured in the voiceover.

Asked what they felt to be the main message of this concept, most believed that it was attempting to communicate that the federal government was aware of the struggles that many households were facing related to the cost of living and was taking steps to lower costs and help more Canadians get ahead. Several, however, reiterated feeling that this concept did not provide them with sufficient details and thus did not believe that this advertisement would make them feel more hopeful or optimistic about their own financial situations. Discussing whether this concept would motivate them to visit the website, most believed that it would, with several expressing that they would be interested in finding out more about potential ways that they could save money and make their lives more affordable.

Presented with an alternate version of this storyboard concept featuring a different voiceover, several reported feeling that the messaging in this version was more straightforward and direct compared to the initial concept. A number spoke positively regarding the emphasis on learning how they could save money, while others liked what they perceived as the concept's focus on helping them and their families get ahead. Discussing what they felt was the main message of this concept, most believed that it was that the federal government was focused on lowering costs for hard working Canadians and creating more opportunities for them to save money towards their financial goals.

Asked whether they thought this concept would motivate them to visit the website, most believed that they would, with a number once again mentioning that they would be interested in finding out more about the specific ways by which they could lower costs and save money going forward. Asked whether they had any suggestions for how this concept could be improved, a number believed that (in addition to providing further details related to the programs and benefits that the federal government would be offering) more imagery should be shown of Canadians in the workplace. Among these participants, it was felt that visuals such as these would align well with the advertisements overall message that hard work should pay off.

Participants in the group based in the GMA were shown an additional alternate version of this concept, featuring another variation on the voiceover. Sharing their reactions, many did not believe that this concept was relevant to them, primarily due to what they perceived as its focus on assisting prospective first-time home buyers (which few participants reported being). Asked what they felt was the main message, almost all believed that it was that the Government of Canada would be taking



actions such as reducing taxes to assist more Canadians (and first-time home buyers in particular) to get ahead and achieve their financial goals. Asked whether they expected they would be motivated to visit the website if they encountered this advertisement online, very few thought that they would, with a number reiterating that the messaging related to supports for first-time home buyers was not of interest to them.

All groups were presented with two additional concepts, this time in the form of social media posts. Focusing on the first of these social media concepts, which communicated that the federal government would be taking action to assist hard working Canadians by lowering taxes, many reacted positively, with several commenting that this concept was direct, to the point, and immediately clear as to what it was focusing on. A number liked what they perceived as the concept's focus on workers and working hard and felt that this would be especially relatable to those who were currently working full-time yet were continuing to face challenges related to making ends meet financially.

Asked whether this concept would encourage them to visit the website to learn more, most in the groups based in PEI and the Calgary-Edmonton Corridor believed that they would. However, few of those residing in the GMA felt this ad would be of interest to them, with a number in this group expressing the view that tax reductions did not represent an effective approach to lowering the cost of living. Questioned as to whether they had any suggestions for how the concept could be improved, a number thought that additional information could be provided on the specific taxes Canadians could expect to be lowered via this initiative.

Focusing on the second social media concept, which spotlighted the Canadian Dental Care Plan (CDCP) as an initiative by which Canadians could save money, most were positive in their reactions, with several expressing the view that the CDCP was a very helpful program for those who did not have dental benefits through their employer. A number believed that this advertisement was both visually appealing and of personal relevance to them, with some commenting that they would be likely to recommend the CDCP to friends and family who did not have benefits and/or were struggling with the cost of living.

Describing what they felt was the main message of this concept, a number believed that it was to communicate to Canadians that the federal government had programs in place, such as the CDCP, that could have a tangible benefit on their personal health and wellbeing or that of their loved ones. Asked whether this ad would motivate them to visit the website, a large number believed that it would, either to find out how they could benefit from this program or to find information that could be of assistance to their family or friends. Identifying ways by which this ad could be made more effective, a number thought that the reference to working hard should be removed, believing that the CDCP should be promoted to workers and non-workers alike and that some individuals might be discouraged by the reference to working if they did not have a job.

Participants in the Calgary-Edmonton Corridor and PEI were presented with screenshots of the website that those who encounter these concepts would be directed to by clicking the URL ([Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living)). Almost all reacted positively, with many describing the website as being simple and easy to navigate with a breadth of information about the ways in which Canadians can save money and reduce

their personal cost of living. Several believed that the website was well organized and liked that it separated the ways by which individuals could save money with dropdown menus for each topic.

### **Affordability Scripts (Ontario Tradespeople)**

The group comprised of tradespeople residing in Ontario were informed that they would be reviewing scripts for a potential short video advertisement that had been developed by the Government of Canada to be shown on social media and digital platforms. Each script was read to participants twice, in succession.

The first script presented to participants was: *When you get to keep more of your money...It can help you build the future you want. With programs and benefits to help lower your costs, we're putting more money back in your pocket...So you can get ahead. Learn how you could save at [Canada.ca/cost-of-living](https://Canada.ca/cost-of-living)*

Reactions to this script were largely positive, with a number believing that it was well written and would prompt them to want to learn more by visiting the website. Though a small number felt that the script did not contain enough specific details about the programs and benefits that the Government of Canada would be offering, others believed that this was intentional and viewed this as an effective way to pique viewers' curiosity and encourage them to visit the website to find out more. Asked whether they felt this script was appealing and/or spoke to them on a personal level, all believed that it did, with many expressing that they would be interested in any programs or benefits that would help to lower their own costs.

Asked what they felt was the main message, several believed that it was seeking to communicate that many families had been impacted by issues such as high inflation and the rising cost of living in recent years and that the federal government was aware of these challenges and working towards solutions to keep more money in Canadians' pockets. Questioned as to whether this script would motivate them to visit the website to learn more about the programs and benefits being offered, many reiterated that it would.

The second script shown to participants was:

*You've been working hard, and that hard work should pay off. The Government of Canada is lowering taxes, putting more money back in your pocket...For more chances for you to get ahead and build your future. Learn how you could save at [Canada.ca/cost-of-living](https://Canada.ca/cost-of-living)*

Many reacted positively to this script, believing that it was well written, concise, and spoke to the challenges that many Canadian workers were currently facing. Asked whether they felt this script was appealing all thought that it was, with a number believing that the inclusion of phrases such as "you've been working hard" made it seem as if the ad was directly speaking to them and their own situations.

Describing what they viewed as the main message of this script, most believed that it was communicating that the Government of Canada was there to help hard working individuals who were currently facing challenges related to getting ahead and building their futures. Asked whether they felt this advertisement would motivate them to visit the website, almost all believed that it would, with

a number expressing that they would be interested in learning about how they could lower the amount they paid in taxes going forward.

Participants were next shown a third script and informed that it was a slight variation on the first script that they had reviewed:

*When you get to keep more of your money...It can help you build the future you want. We're cutting taxes on your paycheque and for first time home buyers...So you can get ahead. Learn how you could save at [Canada.ca/cost-of-living](http://Canada.ca/cost-of-living)*

Reacting to this script, many expressed feeling that it was somewhat repetitive of previous messaging they had heard from the federal government and did not believe that it provided them with any new information related to the actions that were being taken to help make life more affordable for Canadians. While a few reported that the mention of support for first-time home buyers was interesting to them, others who already were homeowners did not believe this information was relevant or would encourage them to want to learn more.

Asked what they believed was the main message of this advertisement, most believed that it was that the federal government was working to reduce taxes for workers and was seeking to assist prospective first-time home buyers in their efforts to enter the housing market. Questioned as to whether this script would motivate them to visit the website, few believed that it would, with a number reiterating the view that the script did not offer much in the way of new information and/or reasons to click the URL to learn more. Describing ways by which this script could be made more effective, a few believed that the line about "learning how you could save" should appear earlier in the advertisement and felt that this would help to capture viewers attention at the outset.

### **Employment and Social Development Canada Tariff Support Campaign (New Brunswick Tariff-Impacted Workers, Quebec Tariff-Impacted Workers, British Columbia General Population)**

Three groups engaged in conversations related to two creative concepts that had been developed by Employment and Social Development Canada (ESDC) to advertise the programs and supports that the federal government would be offering to Canadian workers and businesses that had been impacted by U.S. tariffs. Participants were informed that they would be read a script for a 30 second video advertisement that could be shown on social media, digital platforms, and television, as well as presented with examples of imagery that could be used in the finished product.

Presented with overall imagery as well as the script for the concept entitled Natural/Processed Materials, reactions were largely positive among participants, with several believing that this advertisement would be effective in capturing the attention of viewers and rallying Canadians around the common goal of building a stronger, more resilient Canadian economy. A number liked the description of Canadian workers and businesses as being the foundation of the economy and felt uplifted by the notion of Canadians working together to respond to U.S. tariffs. The view was expressed that the imagery related to important sectors such as forestry and steel helped to instill a

sense of pride in the Canadian economy, highlighting areas in which Canadian workers and businesses were believed to excel.

Asked who they believed this advertisement was for, most felt that it was primarily targeted towards workers and businesses who had been impacted by tariffs, including those who had recently been laid off or had faced other disruptions to their working lives as a result of these measures. A number were of the opinion that this advertisement could be for everybody and believed that anyone who wanted to know more about the situation related to U.S. tariffs and the Government of Canada's response could benefit from going to the website to learn more.

Describing what they viewed as being the main message of this concept, many believed that it was seeking to reassure Canadians that the federal government had a plan to respond to U.S. tariffs and that while economic challenges may lay ahead, steps were being taken (such as the introduction of new reskilling packages) to protect workers and businesses that had been impacted by tariffs. A number also felt that the ad was seeking to foster a stronger sense of unity among Canadians and encourage people to work together to build a stronger Canadian economy going forward.

Discussing how this concept made them feel about the actions that the Government of Canada was taking to respond to tariffs, most believed that it was headed in the right direction and approved of its approach. Among those who were more mixed in their reactions, a few questioned whether these actions would be enough to withstand the significant economic challenges they felt were posed by U.S. tariffs, believing that it would be difficult for the Government of Canada to effectively respond to this issue given the significantly larger size of the American economy compared to that of Canada.

Asked whether they felt this advertisement would capture their attention if they encountered it on a website, social media, or television, almost all in the groups comprised of tariff-impacted workers in New Brunswick and Quebec believed that it would, while none in the group based in B.C. expected that this ad would draw their focus. Among those who thought that they would notice this advertisement, a number reiterated the view that it felt like this ad was speaking directly to them and provided them with reassurance that the Government of Canada was taking actions to address this issue.

Participants were also presented with a second concept entitled People Working. Similar to the first concept they were shown, participants began their discussion related to this concept by looking at potential imagery that could be used in the final advertisement while also being read a script that described the narration of the ad and how the visuals would unfold.

Most reacted positively to this concept and script, with several feeling that it was straightforward and effective in speaking directly to Canadians about the challenges that workers and employers were facing due to U.S. tariffs while also reassuring them that the federal government was working hard to provide supports to those who had been impacted. A number spoke positively of the imagery that had been selected for this concept, believing that the images of individuals hard at work would connect well with viewers and especially those working in tariff-impacted sectors.

Asked who they felt this advertisement was targeted towards, most believed that it was primarily aimed at Canadian workers and particularly those working in tariff-impacted sectors who could

potentially benefit from accessing the reskilling packages being offered by the federal government. Describing what they perceived as being the main message of this ad, a large number felt that it was to reassure hard working Canadians that the Government of Canada was aware of the issues that they were facing and was taking actions to assist them in managing the economic challenges posed by U.S. tariffs.

Discussing how this concept made them feel about the steps that the federal government was taking to respond to tariffs, a larger number reported feeling more positive about its actions on this front compared to those who felt otherwise. For several, it was thought that this advertisement effectively communicated that the Government of Canada had a plan in place to support impacted workers and businesses and that it was focused on reducing the overall impact of U.S. tariffs on the Canadian economy. Among those who reported now feeling more mixed or negative in their impressions of the federal government's management of this issue after having seen this concept, some thought that this ad and its focus on the challenges that workers and businesses were facing served as an indication that U.S. tariffs were expected to remain in place for the long term and that it was unlikely that a new trade agreement would be reached with the U.S. in the near future

While most believed that the advertisement was clear and easy to understand, a few questioned what the eligibility criteria would be for these reskilling packages, what workers/sectors they would be offered to, and how programs such as work-sharing would work. Asked whether, if they saw this advertisement on television, social media, or on a website, it would capture their attention and/or motivate them to visit the website, most in the group comprised of tariff-impacted workers residing in New Brunswick indicated that they would, with a smaller number in group based in Quebec believing the website would be of interest to them. Only a few in the group comprised of individuals residing in B.C. reported that they would visit the website, with most believing this advertisement was primarily targeted towards workers and businesses that had been directly impacted by tariffs.

Participants next engaged in an exercise where they were asked to think of the two concepts (Natural/Processed Materials and Working People) overall and identify which they felt most effectively communicated that the Government of Canada was taking action to support Canadian businesses and workers affected by tariffs. On balance a much larger number indicated a preference for Working People compared to those who selected Natural/Processed Materials.

For those who preferred the Working People concept, many spoke positively of the images that had been selected, believing they had been effective at showcasing the hard work and economic contributions made by those working in tariff-impacted sectors and that the images of actual workers (as opposed to pictures of nature and materials) provided a more human connection. Among those who liked the script for this concept, the view was expressed that it was the more detailed of the two, with a few also reacting positively to what they perceive as the script's more empathetic language.

Among the smaller number who expressed a preference for Natural/Processed Materials, most comments focused on the script, which a number believed was more concise and better written. Related to this, a few specifically identified the tagline "let's build a stronger Canada – together" as an element of this script that they particularly liked. For the small number who felt that this concept contained the most effective imagery, participants spoke positively of the prominent focus it had

placed on the materials produced by sectors such as lumber and steel, with some believing that this served as a reminder of the important role that these sectors played in the Canadian economy.

### **Home Energy Efficiency (Prince Edward Island, Manitoba Prospective First-Time Home Buyers)**

Two groups took part in conversations related to home energy efficiency and the Government of Canada's EnerGuide program. Asked whether they currently owned a home, a number in the group based in PEI reported that they did, while many of those residing in Manitoba indicated that they were planning to purchase a home at some point in the next few years. Questioned as to whether they were familiar with the federal government's EnerGuide for homes program, only a small number indicated that they were. Among those who had heard something about this program, participants believed that it provided energy audits or tests for homes, with the aim of identifying potential improvements, most commonly involving elements such as windows, insulation, and heating systems.

Asked what sorts of homes they believed would receive a good home energy rating, several believed that newly constructed homes would likely earn better ratings in this regard compared to older homes. A number associated newer homes with having improved insulation, tighter building envelopes, modern heating and cooling systems, and more efficient windows.

Discussing the types of homes that they expected would receive poor energy ratings, many mentioned older homes, and especially those that had been built prior to the implementation of modern energy standards and/or lacked adequate insulation. Larger homes, including those with high ceilings or expansive layouts, were also seen as being less energy efficient due to the increased heating and cooling requirements that participants believed were associated with these properties.

Participants identified several factors that they felt were important when it came to calculating a home's energy rating. These included insulation quality and the overall level of air sealing, the size of the home and the heating and cooling demands associated with it, the type of home (i.e. detached, condominium, rowhouse) and its number of exposed exterior walls, and whether the home was situated in a part of the country that frequently experienced extremely hot or cold temperatures.

Imagining that they had an energy assessment done for their current home, participants were asked what types of information they would expect their home energy rating to tell them. On balance, many expressed an interest in better understanding which components of their home consumed the most energy, where improvements could be made when it came to energy use, and other recommendations by which their home could become more energy efficient. Some also expressed an interest in information related to how their home's energy efficiency compared to similarly sized homes in their area, as well as how much they could expect to save financially by making specific upgrades.

Asked, when thinking about purchasing a home, what information they would like home energy ratings to tell them about a property that they were considering buying, many believed that this type of rating would need to clearly indicate the expected cost of heating and cooling the home. It was also thought that information should be provided as to whether the property may require insulation or



efficiency upgrades in the near future, as well as a list of energy-related improvements that had already been completed for the home.

Provided with information regarding different home energy rating formats (such as a measure of annual energy consumption by metrics such as kilowatt-hours (kWh), a score out of 10 or out of 100, or a letter grade from A-F, participants expressed a range of views regarding which rating format they thought would be most intuitive or useful, with no single approach being preferred. Many felt that a simple letter grade (A–F) or a numerical score (such as 1–10 or 1–100) would be the easiest to understand, with several believing that these formats would be intuitive and straightforward for most homeowners. A number felt differently, expressing a preference for a more measurement-based format (such as kilowatt-hours) and believing that it was important to have specific metrics that could be connected directly to their energy costs.

Discussing whether they found home energy ratings to be useful, many believed that the information provided by these measurements would be helpful when it came to informing their decisions related to purchasing or renting a home. It was thought that EnerGuide ratings could provide useful context regarding the energy efficiency of a home as well as how this might compare to other properties that they were considering purchasing or renting.

### **Statistics Canada (New Brunswick Tariff-Impacted Workers, Quebec Tariff-Impacted Workers, British Columbia)**

Three groups took part in a brief discussion related to Statistics Canada. Asked whether they were aware of this agency, a larger number reported having heard of it compared to those who had not. Describing what they believed Statistics Canada was responsible for, most were of the impression that its primary objectives were to gather data and statistics across many areas of importance to Canadians, with a number specifically mentioning the Census of Population as being a key report produced by this agency.

Informed that Statistics Canada is Canada’s national agency that collects and analyzes data about Canada’s economy, society, and environment to support decision-making by governments, businesses, and the public, participants were asked whether they felt this agency was relevant to them. On balance, almost all viewed Statistics Canada as being relevant to their own lives, with several expressing the view that data collected by this agency played a critical role in informing the federal government’s decisions regarding the investments it makes towards the programs and initiatives for Canadians.

Asked whether they would generally trust the data and products released by Statistics Canada, most reported that they would. For many, it was felt that the reports produced by Statistics Canada were based on data that was easily verifiable, with several expressing that they had no reason not to trust products and findings from this agency. Discussing what steps could be taken to improve the general public’s overall trust in Statistics Canada, a number suggested that more could be done by the agency to provide simplified overviews of its reports and findings, making them easier to understand for most Canadians. It was also thought that it was important for Canadians to have access to the raw data



collected by Statistics Canada as well as a description of the methodologies utilized by the agency to obtain this information.

Questioned as to whether they had heard about the Labour Force Survey, few indicated that they had, with a very small number reporting having previously participated in this survey. Informed that the Labour Force Survey is Statistics Canada's monthly survey that collects information about the jobs people have, the hours they work, and whether they are currently looking for work, participants were asked whether they felt this survey was important. On balance, almost all believed that it was, with many believing that it provided important information regarding the jobs that are available, the sectors in which prospective employees were facing challenges in finding work, and the overall state of the employment market in different parts of the country.

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#### **MORE INFORMATION**

The Strategic Counsel

Contract number: CW2241412

Contract award date: December 19, 2022

Contract value: \$1,629,482.60

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# Detailed Findings

# Timeline of October 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 October 2025.

- October 1-7
  - October 1<sup>st</sup>. The Minister of Environment and Climate Change announced an investment of more than \$3.4 million in support of Canadian-made solutions towards reducing plastic waste and pollution, and building a strong, resilient, and green economy that benefits all Canadians.
  - October 1<sup>st</sup>. The Government of Canada announced amendments to the *Regulations Implementing the United Nations Resolutions on Iran (UN Iran Regulations)*, reimposing previously terminated United Nations Security Council (UNSC) sanctions against Iran in response to its continued nuclear activities.
  - October 1<sup>st</sup>. The Minister of Finance and National Revenue chaired a virtual meeting of the Group of Seven (G7) Finance Ministers, during which the Ministers agreed to bolster coordinated measures to increase pressure on Russia to end its war of aggression and support Ukraine in its ongoing efforts to defend itself.
  - October 3<sup>rd</sup>. The Minister of Energy and Natural Resources announced an investment of over \$22 million under the Energy Innovation Program (EIP) in support of eight projects aimed at accelerating battery innovation and production capacity across Canada.
  - October 3<sup>rd</sup>. The Government of Canada announced nearly \$17 million in funding in support of Indigenous-led energy projects. These included investments towards the 7.5-megawatt (MW) Innalik Remote Hydro Project (located in Inukjuak, Quebec) as well as the further development of a 17-MW hydroelectric power plant at the site of the Matawin dam near St-Michel-des Saints, Quebec.
  - Focus group was held with residents of the Okanagan region of British Columbia (B.C.) (Oct 7<sup>th</sup>).
  
- October 8-14
  - October 8<sup>th</sup>. The Minister of Public Safety introduced Bill C-12, the *Strengthening Canada's Immigration System and Borders Act*, aimed at enhancing the federal government's ability to combat transnational organized crime, stop the flow of illegal fentanyl, crack down on money laundering, dismantle criminal networks, and improve the integrity of the Canadian immigration system.
  - Focus group was held with individuals residing in the Calgary-Edmonton Corridor who were concerned about the cost of living (Oct 8<sup>th</sup>).
  - Focus group was held with residents of Prince Edward Island (PEI) (Oct 9<sup>th</sup>)
  - October 12<sup>th</sup>. The Minister of International Trade participated in the Group of Twenty (G20) Trade and Investment Meeting, held in Gqeberha, South Africa.

- October 13<sup>th</sup>. The Government of Canada and Government of India issued a joint statement affirming the intent of both countries to renew momentum towards building a stronger bilateral partnership going forward.
- Focus group was held with tradespeople residing in Ontario (Oct 14<sup>th</sup>)
  
- October 15-21
  - Focus group was held with residents of the Greater Montreal Area (GMA) (Oct 15<sup>th</sup>)
  - October 16<sup>th</sup>. The Government of Canada and Government of Mexico announced that they would be working together to strengthen agri-food cooperation as part of the Canada-Mexico Action Plan 2025-2028.
  - Focus group was held with prospective first-time home buyers in Manitoba (Oct 16<sup>th</sup>)
  - October 17<sup>th</sup>. The Government of Canada and Government of Manitoba announced up to \$32 million in combined federal and provincial funding towards projects focused on lowering energy costs, reducing greenhouse gas emissions, and helping Manitoba move towards a low carbon economy.
  - October 20<sup>th</sup>. The Secretary of State for Combatting Crime announced an investment of close to \$37 million to 19 organizations working to help enhance Canada's capacity to prevent and counter radicalization to violence.
  - October 20<sup>th</sup>. The Government of Canada announced that it would be providing more than \$30 million from the Emergency Treatment Fund (ETF) and more than \$10 million through the Substance Use and Addictions Program towards projects aimed at assisting communities in rapidly responding to emerging, critical needs related to the illegal toxic drug supply and overdose crisis.
  - Focus group was held with residents of the Municipality of Clarington in Ontario (Oct 21<sup>st</sup>)
  
- October 22-31
  - Focus group was held with residents of the Saguenay-Lac-Saint-Jean region of Quebec (Oct 22<sup>nd</sup>)
  - October 23<sup>rd</sup>. The Minister of Justice announced the introduction of the *Bail and Sentencing Reform Act*, new legislation aimed at making significant reforms towards making bail laws stricter and sentencing laws tougher for repeat and violent offenders.
  - Focus group was held with residents of the Greater Toronto Area (GTA) aged 18 to 34 (Oct 23<sup>rd</sup>)
  - October 26<sup>th</sup>. Federal officials attended the Association of Southeast Asian Nations (ASEAN) Summit, which took place in Kuala Lumpur, Malaysia from October 26<sup>th</sup>-27<sup>th</sup>.
  - Focus group was held with workers in tariff-impacted sectors residing in New Brunswick (Oct 28<sup>th</sup>)
  - October 29<sup>th</sup>. The Bank of Canada announced that it would be reducing its policy interest rate from 2.50 per cent to 2.25 per cent.
  - October 29<sup>th</sup>. The Government of Canada announced more than \$11 million towards cutting-edge, made-in-Canada carbon utilization and storage technologies.
  - Focus group was held with workers in tariff-impacted sectors residing in Quebec (Oct 29<sup>th</sup>)

- October 30<sup>th</sup>. The Government of Canada hosted the G7 Energy and Environment Ministers' Meeting, which took place in Toronto from October 30<sup>th</sup> – October 31<sup>st</sup>. As part of this meeting, the Minister of Energy and Natural Resources announced the first round of strategic projects and measures under the Critical Minerals Production Alliance to accelerate the development of secure critical minerals supply chains.
- October 30<sup>th</sup>. The Government of Canada announced \$7 million in funding for humanitarian assistance to support emergency relief efforts in the Caribbean region following the damage and loss of life caused by Hurricane Melissa.
- [Focus group was held with individuals residing in B.C. \(Oct 30<sup>th</sup>\)](#)
- October 31<sup>st</sup>. The Minister of Foreign Affairs announced that Canada would be expediting the final \$10 million portion of its \$70-million contribution to the Ukraine Energy Support Fund to support energy needs in Ukraine and help to repair critical energy infrastructure damaged by Russian strikes.
- October 31<sup>st</sup>. Federal officials took part in the Asia-Pacific Economic Cooperation (APEC) Leaders' Meeting, which was held from October 31<sup>st</sup>, 2025, to November 1<sup>st</sup>, 2025, in Gyeongju, South Korea

## Government of Canada in the News (All Locations)

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

- The announcement by the Government of Canada that it would be tabling its annual budget on November 4<sup>th</sup>, 2025;
- The announcement by the federal government of Build Canada Homes, a new initiative aimed at increasing the rate at which affordable housing projects can be built in communities across the country;
- The ongoing response by the Government of Canada to tariffs imposed by the United States (U.S.) on Canadian imports. Several were of the impression that while federal officials had been working diligently to reach a new trade agreement with the U.S., these efforts had yielded little in the way of tangible progress in recent months;
- The decision by the Canadian Union of Postal Workers (CUPW) to suspend its national strike in favour of a rotating strike that would allow for mail delivery to resume;
- The announcement by Immigration, Refugees, and Citizenship Canada (IRCC) that it would be seeking to reduce the number of temporary residents living in Canada, including by capping the amount of temporary foreign worker (TFW) visas and international student study permits that it would be issuing over the next few years; and
- An announcement by the Canada Revenue Agency (CRA) that, beginning in the 2026 tax year, it would be rolling out an automatic tax filing system for lower-income Canadians, making it easier for households to access key federal benefits.

Participants also recalled a number of announcements and initiatives related to the Government of Canada's activities on the global stage:

- The participation by the Prime Minister (PM) and other federal officials in meetings with U.S. officials in Washington, D.C., on October 7<sup>th</sup>, 2025. It was believed that the primary purpose of these meetings was to continue the federal government's efforts towards establishing a new trade agreement with the U.S. as well as to encourage the removal of existing U.S. tariffs on Canadian imports;
- The attendance by the PM and other federal officials at the Asia-Pacific Economic Cooperation (APEC) Leaders' Meeting, which was held from October 31<sup>st</sup>, 2025, to November 1<sup>st</sup>, 2025, in Gyeongju, South Korea; and
- The announcement by the Government of Canada that it would officially recognize the State of Palestine and would be offering its partnership towards the building of a peaceful future for both the State of Palestine and the State of Israel.

Three groups, respectively comprised of individuals residing in British Columbia (B.C.) and tariff-impacted workers in New Brunswick and Quebec, were asked whether they had recently seen, read, or heard anything about the Government of Canada's participation at the Association of Southeast Asian Nations (ASEAN) Summit, which took place in Kuala Lumpur, Malaysia, from October 26<sup>th</sup>, 2025, to October 28<sup>th</sup>, 2025. On balance, while few had heard about this, a small number were of the impression that the Government of Canada had utilized this summit as a way of strengthening its trade partnerships in the region, with some believing that a particular emphasis had been placed on establishing a more productive relationship with the Government of China going forward.

### **Building a Stronger Canadian Economy (Greater Toronto Area Younger Canadians 18-34)**

Participants in the group comprised of individuals aged 18 to 34 residing in the Greater Toronto Area (GTA) were asked a few additional questions regarding recent announcements that had been made by the federal government related to its plan to build a stronger Canadian economy in the years to come. Asked whether they had recently seen, read, or heard any news from the Government of Canada on this front, very few indicated that they had. To aid in conversation, participants were provided with the following information:

*The Government of Canada recently announced that as part of its plan to build a stronger economy, it is focused on building millions of new homes, faster, that Canadians can afford. Building will be done sustainably, focusing on low-emission energy, transport, housing, and manufacturing.*

*The plan is also to build Canada, notably via major investments in our military, which will create new careers in aerospace, shipbuilding, cyber, and artificial intelligence (AI). Additionally, a new Buy Canadian policy will prioritize Canadian steel, aluminum, lumber, manufactured goods, and technology for Canadian projects. As well as being our own best customer, the federal government is aiming to double non-U.S. exports in the next decade.*

*Finally, the Government of Canada plans to unlock new apprenticeships and skills training programs, and a new talent strategy for the next generation of scientists and innovators to build their careers in Canada.*

*This plan involves making tough choices, notably balancing the operating deficit in three years by reducing wasteful government spending and doing more with less, while protecting essential programs, especially those geared toward vulnerable Canadians.*

Sharing their initial thoughts about this plan, several spoke positively of the component of unlocking new apprenticeships and skills training programs, with a number believing that this would be especially helpful for younger Canadians who were struggling to find a well-paying job. Several also believed that the action to build millions of affordable new homes, faster, would have a positive impact on the lives of many Canadians, including their own. A few, however, questioned how long it would take for these homes to be built as well as what measures would be taken by the Government of Canada to ensure that the housing built through this initiative remained affordable over the long term. While believing it to be an important priority for the federal government to diversify its global trade relationships and increase non-U.S. trade, a number queried whether doubling non-U.S. exports over the next decade was a feasible achievement for the federal government.

Asked whether they believed that this plan would benefit young adults like themselves, most expected that it would. Several thought that the actions to build more homes and make housing more affordable for Canadians would be especially helpful for them and would have a positive impact on their purchasing potential going forward. A number, however, clarified that while these actions sounded positive, their success would ultimately depend on how well they were implemented by the federal government in the years to come. A few also raised concerns about the potential costs of these initiatives and questioned whether it would be feasible for the Government of Canada to take on this increased spending while also working to balance its operating deficit over the next three years.

## Government of Canada Priorities and Performance (Okanagan Region British Columbia, Calgary-Edmonton Corridor Concerned About the Cost of Living, Prince Edward Island, Greater Montreal Area, Clarington Municipality Ontario, Saguenay-Lac-Saint-Jean Region Quebec, Greater Toronto Area Younger Canadians 18-34)

Seven groups engaged in discussions related to the issues currently facing Canadians as well as their perspectives regarding the federal government's management of these priorities. Four groups,

respectively comprised of residents of the Okanagan region of B.C., individuals in the Calgary-Edmonton Corridor who were concerned about the cost of living, residents of the Clarington Municipality in Ontario, and individuals aged 18-34 residing in the GTA, were asked to identify areas in which they felt the Government of Canada had been performing well as well as those where they felt there was room for improvement.

Participants identified a number of areas where they felt the Government of Canada had performed well as of late including:

- Supports for Canadians - Several felt that the federal government had been effective at providing a wide range of financial supports for Canadians. Specific programs mentioned by participants included the Canadian Dental Care Plan (CDCP), Employment Insurance (EI), the Canada Child Benefit (CCB), and pandemic-related supports such as the Canada Emergency Response Benefit (CERB). A number also mentioned recent actions that had been taken by the federal government to make child care more affordable for Canadian families, believing this had allowed more parents (and mothers especially) to return to the workforce full-time;
- Diversity and inclusion – A number felt that Canada was a highly welcoming place for individuals of all backgrounds and walks of life and believed that the federal government had been effective when it came to protecting and upholding the rights of vulnerable and/or marginalized populations such as visible minorities, persons living with disabilities, and members of the 2SLGBTQI+ community;
- Global partnerships – It was thought that the Government of Canada had taken considerable efforts in recent months to establish closer trade and security relationships with reliable partners on the international stage, with a number recalling recent meetings that had taken place between federal officials and representatives from countries in regions such as Europe and Asia; and
- Environment and conservation – A number believed that the federal government had performed well in its efforts to protect the environment and conserve Canada’s unique environments and ecosystems. Participants spoke particularly positively of Parks Canada and the efforts that had been taken by this agency to preserve and maintain Canada’s national parks.

Participants expressed a range of positive and negative views on a number of issues. These included:

- Health care – While a number spoke positively of the affordability of health care in Canada, several also raised concerns regarding what they perceived as a widespread shortage of doctors and nurses in many parts of the country as well as rising wait times for emergency and primary care. The view was expressed that more needed to be done by the federal government to recruit health care professionals from outside of Canada, as well as make it easier for these individuals to work in their fields of expertise upon arriving in the country;
- Public safety – Though participants spoke positively of the relative safety of Canada compared to other parts of the world, it was felt by several that crime had been increasing in their communities in recent years, including both a rise in property crime as well as violent crimes.

A number thought that the federal government needing to be doing more to make sentencing laws tougher for repeat offenders, including by implementing a stricter bail system; and

- Assistance to other countries – A number believed that the Government of Canada had done a good job at providing assistance to other jurisdictions around the world, particularly in terms of the humanitarian aid that it had offered to countries impacted by large-scale natural disasters such as earthquakes, hurricanes, and wildfires. Others felt differently, believing that a greater focus needed to be placed on helping those already living in Canada prior to offering large amounts of humanitarian support and foreign aid to other parts of the world.

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

- Cost of living – Many believed that more needed to be done by the federal government to address the perceived high cost of living. A number expressed the opinion that affordability had become a particular issue for younger Canadians, who participants believed were currently facing widespread challenges related to securing well-paying jobs and establishing themselves financially;
- Housing affordability – Also related to the high cost of living, a large number believed that a greater focus needed to be placed on making housing more affordable for prospective home buyers and renters alike. It was felt that housing had become increasingly expensive in many parts of the country, with a number believing that this had led to a rise in issues such as homelessness in their communities;
- Immigration – A number thought that the rate of immigration to Canada had been too high in recent years and believed that this had placed increased pressure on areas such as the employment market, the cost of housing, and critical services such as health care. It was believed that actions needed to be taken by the Government of Canada to stabilize the rate of immigration going forward as well as to streamline the foreign credential recognition process to make it easier for new arrivals to find employment and begin contributing to the Canadian economy;
- Natural resource development – The view was expressed that a greater focus needed to be placed by the federal government on increasing the development and export of natural resources such as oil, natural gas, and critical minerals. It was thought that further activity in these areas could lead to significant growth for the Canadian economy and help to position Canada as a global leader in the natural resources sector going forward; and
- High federal spending – A few thought that more needed to be done by the federal government to reduce its spending and achieve a balanced budget in the years to come. The view was expressed that high levels of spending in recent years had served to significantly increase the national debt and, as such, it was thought to be of critical importance for the Government of Canada to be working to reduce its operating expenses wherever it could while working towards a balanced budget.

All groups were asked to identify what they felt were the top issues that the Government of Canada should be prioritizing at present. Many believed that addressing the high cost of living needed to be a top priority for the federal government, with several of the impression that a growing number of

Canadian families were facing challenges when it came to affording essentials such as groceries, housing, and gasoline. It was also thought that more needed to be done to increase the number of employment opportunities available to Canadians, with some describing their own recent personal challenges securing full-time work in their local areas. Several thought that health care needed to be a top priority for the Government of Canada and that a greater focus needed to be placed on recruiting and hiring more health care professionals such as doctors and nurses as well as expanding the availability of mental health resources in Canadian communities. Other areas mentioned by participants included protecting the environment and mitigating the impacts of climate change, strengthening Canada's international trade and security partnerships outside of the U.S., stabilizing the rate of immigration, taking further steps towards reconciliation with Indigenous peoples, and protecting Canadian sovereignty by taking steps such as increasing investments towards the Canadian Armed Forces (CAF). A number also believed that more needed to be done in general by the federal government to make Canada more self sufficient, including taking steps such as increasing domestic agricultural production, manufacturing more goods and products within Canada, and bolstering the country's capacity to develop, refine, and export its natural resources.

Asked how they felt the Canadian economy was performing, many perceived it as facing considerable challenges at present and expected that these issues would likely persist for the foreseeable future. Several believed that a large number of households were currently dealing with increased financial constraints due to the rising cost of essentials, and that this had led to many families cutting back on discretionary expenses, such as going on vacations, purchasing a new vehicle, and/or dining out at restaurants. It was widely thought that recent trade disruptions with the U.S. and the imposition of wide-ranging U.S. tariffs on Canadian goods had led to further economic uncertainty for Canadians, with some worrying that this situation could potentially lead to widespread job losses and higher consumer costs if these tariffs remained in place over the long term. A smaller number took a more nuanced perspective, believing that while the Canadian economy had been performing relatively well as of late in some areas, such as its gross domestic product (GDP), this had not led to much in the way of tangible improvements to the financial situations of everyday Canadians. A few also shared that, while they did not believe the Canadian economy was performing well overall, they had noticed growth as of late in some sectors in their local areas such as forestry and mining.

Discussing what would have to happen for them to feel more optimistic about the Canadian economy, many believed that they would need to see life in Canada become more affordable overall, including for essentials such as housing, groceries, gasoline, and home energy costs. Several felt that widespread wage growth for lower- and middle-income Canadians would also be a sign that the economy was improving, especially if this led to households having more money left over at the end of each month to use for discretionary spending or to save up towards major purchases such as a new home or automobile. A number believed that job creation in sectors such as energy, manufacturing, and construction would serve as an indicator that the economy was improving, while others believed that a stabilized trading relationship with the U.S. and closer economic partnerships with countries in other parts of the world would be a sign that Canada's economic situation had stabilized.

Asked how they would describe the Government of Canada's performance when it came to managing issues related to the economy, participants expressed a range of opinions, with a roughly equal



number believing that it was headed in the right direction compared to those who felt otherwise. Among those who believed that the federal government was on the right track, several expressed the opinion that it was doing the best job that it could, especially given the significant challenges posed by the ongoing trade war with the U.S. and the continued implementation of U.S. tariffs on Canadian goods. It was thought that many of the issues facing Canadians, such as the high cost of living and a lack of affordable housing, were being felt in several parts of the world and that the Government of Canada had been performing well compared to its international peers in managing these challenges. The view was expressed that while it would likely take a long period of time to fully address issues such as the high cost of living and housing affordability, the federal government appeared to be taking the right approach to address these challenges and was creating a solid foundation upon which further economic progress could be built.

For those who felt that the Government of Canada was headed in the wrong direction when it came to its management of the economy, a large number reiterated concerns related to the high cost of living and the perceived widespread financial challenges that many lower- and middle-income households were facing. Among these participants, the view was expressed that until they noticed improvements related to the cost of living in their own lives, it would be difficult to view the federal government as being on the right track in its handling of the economy. A number also reiterated concerns about what they viewed as high federal spending over the past few years and believed that the Government of Canada would need to take steps to balance its budget and reduce the national debt before they could feel positive about its performance on this front.

Describing the actions that they would like to see from the Government of Canada going forward when it came to the economy, participants mentioned a range of potential initiatives. These included taking steps to make housing more affordable for Canadians, providing greater support for small businesses and entrepreneurs, reducing barriers related to interprovincial trade, and making greater investments towards farmers and agriculture, with the aim of increasing the country's food security and reducing grocery costs for consumers. It was also suggested that the federal government should invest more in the construction and development of renewable and non-renewable energy resources as well as lower the rate of taxation for lower- and middle-income Canadian households.

Three groups were asked a few additional questions related to the employment market and the rate of unemployment. Asked whether, as far as they knew, the unemployment rate in Canada was going up, going down, or staying about the same, almost all were of the impression that unemployment had been on the rise as of late. Describing the factors contributing to their belief that unemployment was increasing, several cited the tariffs that had been imposed by the U.S., with a number believing that these actions had already led to layoffs and job losses for workers in impacted sectors such as steel, lumber, and auto manufacturing. Many also mentioned what they perceived as the rising prevalence of technologies such as automation and artificial intelligence (AI), believing this had led to the elimination of many service and entry-level positions for Canadians. Related to this, many of those in the group comprised of individuals aged 18 to 34 residing in the GTA believed that the employment market was particularly difficult for younger Canadians, with several describing having personally faced challenges related to finding a job and starting their careers.

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

*The unemployment rate rose 0.2 percentage points to 7.1 per cent in August.*

*Since January 2025, it has increased a total of 0.5 percentage points.*

*The unemployment rate in August was the highest since May 2016 (excluding 2020 and 2021).*

*In comparison, the unemployment rate averaged 6.0 per cent from 2017 to 2019, just prior to the COVID-19 pandemic.*

Asked what they felt was contributing to the rising rate of unemployment, many reiterated concerns related to U.S. tariffs, with a number believing that businesses operating in impacted sectors had become reluctant to hire new workers given the ongoing economic uncertainty related to these measures. The view was also expressed that many of the jobs that were available did not offer full-time hours and/or high enough compensation to be of interest to prospective workers and, as a result, there was currently a mismatch between the expectations of job seekers and the wages that employers were willing to offer.

Discussing what actions, if any, could be taken by the Government of Canada to respond to this situation, several believed that greater investments needed to be made towards providing Canadians with skills training and retraining opportunities for in-demand sectors, such as construction and the trades. It was thought that by taking this approach the federal government would be effective in providing Canadian workers with the skills required to remain competitive in the modern employment market while also helping businesses find employees with the specialized skills required to fill open positions. A few also felt that more could be done to provide start-up grants to small businesses and entrepreneurs, with participants believing that this would help to create more jobs for Canadians while also strengthening the country's overall economic landscape.

## Budget 2025 (Okanagan Region British Columbia, Ontario Tradespeople, Greater Montreal Area, Manitoba Prospective First-Time Home Buyers, Clarington Municipality Ontario, Saguenay-Lac-Saint-Jean Region Quebec, Greater Toronto Area Younger Canadians 18-34)

Seven groups took part in conversations related to the federal government's upcoming annual budget, scheduled to be tabled on November 4<sup>th</sup>, 2025. Individuals residing in the Okanagan region of B.C. shared their overall perspectives related to the budget and the priority areas they believed it should



focus on while all other groups evaluated potential messaging that could be used by the Government of Canada in its communications about the budget.

At the outset of these discussions, all groups were informed that every year the Government of Canada releases a budget describing the areas that it would be investing in, outlining changes to existing programs, laying out a plan for the coming years, and making projections regarding where areas such as the deficit and the Canadian economy are headed. Asked whether they had recently seen, read, or heard anything about the federal government's plans for the budget, while a number reported having heard that it was being tabled, few were aware of any specific details. Among the small number who had heard something about specific initiatives that were expected to be included in the budget, participants believed that it would focus on making increased investments towards the Canadian Armed Forces (CAF) as well as the development of major, nation-building infrastructure projects across the country.

### **Overall Perspectives (Okanagan Region British Columbia)**

Engaging in a conversation related to the federal government's overall approach as it relates to the budget, participants residing in the Okanagan region of B.C. were informed that the Government of Canada had said that it would be reducing its spending on government operations and investing more towards projects intended to contribute to economic growth. Almost all believed that this was the right approach for the Government of Canada to be taking, with many feeling that it was important to reduce federal expenses while also investing in infrastructure projects that would assist in strengthening the economy. A small number, however, expressed concerns regarding whether a reduction in federal spending would lead to the elimination of programs and services currently available to Canadians.

Asked to identify areas where they felt the federal government could find cost savings, participants suggested a range of actions. These included reducing travel and accommodation expenses for government officials, lowering the amounts that the Government of Canada provides towards humanitarian initiatives outside of the country, and reducing spending towards Crown corporations such as Canada Post and the Canadian Broadcasting Corporation (CBC). Discussing the areas where they felt the federal government should be working to invest more, a number believed that additional funding should be provided towards post-secondary education grants and skills training programs, making it easier for Canadians to obtain the skills they need to compete in the modern economy. The view was also expressed that a greater focus should be placed by the Government of Canada on the mining of critical minerals such as gold, lithium, and copper. Asked how they would feel if the federal government making these investments ultimately led to its spending being higher than before, most believed that this was acceptable so long as these projects were managed in a cost-effective manner and led to measurable economic benefits for Canadians over the long term.

Participants were next informed that the Government of Canada had said that, given the ongoing trade disruption with the U.S., it was important to diversify the economy to be less reliant on U.S. trade, including by taking steps such as investing in major nation-building projects, increasing homebuilding, strengthening Canada's military, and supporting industries impacted by the trade war. Asked whether



they agreed with this approach, all reported that they did, with a number believing that this would lead to a stronger Canadian economy overall and would provide increased economic opportunities for Canadian workers and businesses in the years to come. Discussing whether their reactions to this question would change if these investments served to increase the size of the national deficit, none believed that they would. Focusing on these priorities as a whole, the view was expressed that a greater focus needed to be placed by the federal government on food security and increasing agricultural production, with some believing that it was of critical importance for Canada to become more self-reliant in this area.

**Potential Budget Messaging (Ontario Tradespeople, Greater Montreal Area, Manitoba Prospective First-Time Home Buyers, Clarington Municipality Ontario, Saguenay-Lac-Saint-Jean Region Quebec, Greater Toronto Area Younger Canadians 18-34)**

All groups, with the exception of those residing in B.C.'s Okanagan region, engaged in conversations related to potential messaging that the Government of Canada could use in its communications about the budget. The first message shown to participants was:

*In the Budget, the Government of Canada will have to make responsible choices, and some difficult decisions. The plan is to spend less on government operations and reduce waste, so Canadians can invest more in the workers, businesses, and nation-building infrastructure that will build a brighter future for all.*

On balance, participants were mixed in their reactions to this messaging, with many expressing the opinion that while this statement sounded positive, it was also quite vague and did not provide much in the way of concrete details. For several, it was thought that until more information was provided about the specific measures that the Government of Canada would be announcing as part of the budget, it was difficult to say whether this was the right approach for it to be taking. A number questioned what was meant by the statement's reference to the federal government having to make responsible choices and difficult decisions, with some expressing concerns that this would lead to a reduction in programs and services for Canadians. While a large number liked the message's focus on investing more on workers, businesses, and nation-building infrastructure, a few questioned why the statement indicated that it would be Canadians who would be making these investments rather than the federal government.

Asked whether this message resonated with them, several indicated that it did, with a number believing that it was important for the Government of Canada to be reducing its operating expenses and working to become more efficient in its spending, especially in the wake of what participants perceived as high levels of federal spending in recent years. Among those who did not believe that the message was resonant, a number reiterated the view that the statement was very vague and did not provide enough details to connect with them on a personal level. Discussing whether they felt this message was clear, while participants largely believed that it effectively communicated that the Government of Canada would be reducing its spending while also making targeted investments towards areas that would stimulate economic growth, many reiterated the view that greater

explanation was required regarding the specific responsible choices and difficult decisions that would be made and the impact that these actions would have on the lives of Canadians going forward.

Discussing whether this statement made them feel better, worse, or had no impact on their perceptions related to the Government of Canada's plans for the budget and the Canadian economy, most did not believe that it had altered their perspective in any way, with a few reporting that it had worsened their impressions, and a very small number reporting that it had made them feel more positive about the country's economic future. For those who did not believe that the message had impacted their views, several reiterated the opinion that the statement had not provided many specific details regarding the federal government's plans and that, as such, they would likely wait until the budget was tabled to determine whether it would have a positive or negative impact on the economy. Among those who reported feeling worse about the Government of Canada's plans for the budget as a result of this statement, a number reiterated concerns regarding whether these cost-cutting measures would lead to the reduction or elimination of programs relied on by Canadian families. For the small number who felt more positive after having seen this statement, participants reported feeling encouraged that the federal government would be focusing on reducing its operating costs and making investments towards Canadian workers, businesses, and nation-building infrastructure and believed that these were the right steps to be taking given the current economic climate.

Participants were next presented with a second message:

*In the Budget, the Government of Canada will be making some pragmatic choices and taking tough decisions so it can protect programs and initiatives that support the most vulnerable in our society, reinforce programs that help bring down costs for hard-working Canadians, and build programs that help you get ahead.*

A larger number reacted positively to this statement compared to those who felt otherwise, with a number feeling that the message effectively acknowledged the financial challenges that many working Canadians were believed to be facing and communicating that the federal government had a plan to build programs that would help them get ahead. Participants also reacted positively to the statement's commitment to supporting the most vulnerable in society with a number believing that this was an important area for the Government of Canada to be focusing on given the high cost of living at present. The view was expressed that this message was more concise compared to the first statement and was effective in communicating the federal government's plans for the upcoming budget. Among those who were more uncertain or negative in their views regarding this message, a number believed that it did not offer enough details regarding the specific actions that the Government of Canada was planning, with a few also feeling discouraged by the mention of making pragmatic choices and taking tough decisions, believing that this indicated that hard economic times lay ahead for many Canadian households.

Asked whether this message resonated with them, several believed that it did, with a number once again speaking positively regarding its focus on assisting hard-working Canadians and providing increased supports for the most vulnerable individuals in society. It was thought by some that the inclusion of phrases such as "our" society and helping "you" get ahead made it feel like this message was speaking directly to them and indicated that the federal government was aware of the issues that



many households were facing when it came to making ends meet financially. Among the smaller number who did not feel that this message resonated with them, a few reiterated the opinion that it was lacking in specific details, while others did not expect that they would be eligible to access any of the new programs and initiatives that would be put into place to assist vulnerable and lower-income Canadians.

Discussing whether this message made them feel better, worse, or had no impact on their perception of the Government of Canada's plans for the budget and the Canadian economy, most did not believe that it impacted their views in any way, with a few reporting that it made them feel somewhat more positive. For a large number, it was felt that while the statement indicated that the federal government was moving in the right direction when it came to the economy, its success on this front would ultimately depend on the specific programs and initiatives that were put into place and how effective these ended up being in terms of lowering costs for Canadians. Among those who reporting feeling better after having been presented with this statement, a number expressed that it was reassuring to hear that while the Government of Canada would be making tough decisions and working to reduce expenditures, it was also focused on protecting Canadians and ensuring that vulnerable populations had the supports that they required.

Questioned as to what "making responsible or pragmatic choices" meant to them, a large number believed this indicated that the federal government would be implementing a system of greater financial oversight and accountability, while also working to reduce unnecessary or wasteful spending when it came to the management of its programs and initiatives. Participants also believed that the reference to pragmatism indicated that the Government of Canada would be taking a well-thought out, data driven approach in determining where to reduce spending, while also ensuring that these cost-cutting measures did not negatively impact the lives of those who currently relied upon assistance from federal programs to make ends meet.

Informed that both statements referred to the Government of Canada having to make difficult or tough choices, participants were asked to share what their reaction was to this kind of idea. For many, it was felt that this kind of wording indicated that the federal government was focused on reducing costs wherever it could and that this could lead to some programs or services being scaled back or eliminated going forward. Several believed that messages such as these served as an indication to Canadians that they may have to make some personal sacrifices in the years to come, with a number expressing concern about the impacts that this could have on their own financial wellbeing. Though also worried about how these expected spending cuts might impact them, several thought that this was the right approach for the Government of Canada to be taking, believing that it was important to be taking these types of actions now in order to build a stronger economic future for Canadians in the years to come.

## Major Infrastructure Projects (Okanagan Region British Columbia, Calgary-Edmonton Corridor Concerned about the Cost of Living, Clarington Municipality Ontario, Saguenay-Lac-Saint-Jean Region Quebec, Greater Toronto Area Younger Canadians 18-34)

Five groups engaged in discussions related to major infrastructure projects that had recently been announced by the federal government. Asked what they had recently seen, read, or heard about the Government of Canada and major infrastructure projects, participants provided a range of responses, with several recalling having heard that the federal government had recently announced it would be working to expand the development of nuclear energy in Canada. A number also recalled hearing that the Government of Canada would be taking actions to expand the Port of Churchill, while others had heard about initiatives related to increasing the mining of critical minerals and establishing a Major Projects Office to coordinate the development of these large-scale infrastructure projects. To aid in conversation, participants were provided with the following information:

*Recently, the Government of Canada announced an initial set of five major infrastructure projects under consideration to help transform Canada's economy. To help guide these projects, a new Major Projects Office, headquartered in Calgary, will be responsible for getting these projects built faster by streamlining and accelerating regulatory approval processes and helping these projects obtain financing.*

*The initial projects under consideration are the following:*

- *LNG Canada Phase 2 in Kitimat, British Columbia: This project would double LNG Canada's production of liquefied natural gas, making it the second largest facility of its kind in the world.*
- *Darlington New Nuclear Project in Clarington, Ontario: This project will make Canada the first G7 country to have an operational small modular reactor (SMR), providing clean power to 300,000 homes.*
- *Contrecoeur Terminal Container Project in Montréal, Quebec: This project would expand the Port of Montréal's container capacity by about 60 per cent.*
- *McIlvenna Bay Foran Copper Mine Project in East-Central, Saskatchewan: This project will supply copper and zinc to strengthen Canada's position as a global supplier of critical minerals. It is also the first net-zero copper project in Canada.*
- *Red Chris Mine Expansion in Northwestern British Columbia: This project will extend the lifespan of the mine by over a decade and increase Canada's annual copper production by over 15 per cent.*

Reactions to this information were largely positive, with many believing that these investments by the federal government would be beneficial for Canadians and would have a significant impact in terms of

strengthening the Canadian economy over the long term. Several expected that these initiatives would lead to the creation of a large number of high paying jobs for Canadians, while also contributing to economic growth in the communities located nearby these projects. A number also spoke positively of the inclusion in this information of specific numbers and percentages, believing that this indicated that these projects had been well thought out and that detailed plans had been developed by the federal government to implement them.

While supportive of these projects overall, a number had questions about these initiatives. Focusing on the goal for the Major Projects Office to streamline and accelerate regulatory and approval processes, some expressed concerns regarding whether there would be any potential drawbacks related to taking this approach and questioned what assurances and oversight would be put into place by the federal government to ensure that these projects would be built and operated safely. The view was expressed that it was important for all potential stakeholders, including Indigenous peoples, to be consulted and involved at every stage of the development and construction of these projects. It was also felt to be important that steps be taken to ensure that these projects would be Canadian-owned and built and operated by Canadian workers. A few worried about the potential negative impact that some of these projects, such as the LNG Canada Phase 2 and the McIlvenna Bay Foran Copper Mine Project, could have on other priority areas, such as reducing carbon emissions and mitigating the impacts of climate change.

Several spoke particularly positively of the Darlington New Nuclear Project in Clarington, Ontario. A number believed that nuclear energy represented a safe and reliable source of clean energy and felt that it was important for the federal government to be expanding its investments in this area. It was expected that the increased use of nuclear power would help to reduce energy costs for Canadians and that this project would be especially helpful for the 300,000 households that would now have access to a new source of clean energy as a result of this initiative. Asked whether they were familiar with the term 'small modular reactor' (SMR) only a small number indicated that they were, with very few able to recall any specific details about this technology. Asked an additional question regarding what impacts, if any, they felt the Darlington New Nuclear Project would have on their respective communities, many in the group comprised of individuals residing in the Clarington municipality of Ontario believed that this initiative would have a positive impact on job creation and economic growth in their area. It was also felt that by increasing the availability of clean energy in their communities, this project would help to reduce emissions and create a more resilient energy grid that would be able to meet the needs of the region's growing population.

Participants in the groups based in the Okanagan region of B.C. and the Calgary-Edmonton Corridor were asked whether they felt a new pipeline should be added as part of the projects under consideration. On balance, all residing in the Calgary-Edmonton Corridor and most of those in the Okanagan region believed that a pipeline should be included as a major infrastructure project for the federal government, with many believing that this type of initiative would have a positive impact on the Canadian economy and would help to reduce energy costs for Canadians. Several in the group based in the Okanagan region, however, expressed that they did not wish to this pipeline go through their province and instead believed that this pipeline should be built from Alberta towards ports in Eastern Canada. Asked whether they had recently seen, read, or heard anything related to the

Government of Canada and a proposed pipeline project, very few indicated that they had, and none were able to recall any specific details.

All groups were asked whether they felt these major infrastructure projects announced by the federal government would help to achieve the goal of strengthening Canada's economic security. On balance, most believed that these initiatives would have a positive impact on the Canadian economy, with a number reiterating the view that these projects, once operational, would lead to long-term economic growth and greater economic self-sufficiency for Canada going forward. The view was expressed that projects such as LNG Canada Phase 2 would increase Canada's ability to export its natural resources without having to transit them through the U.S., helping to strengthen the country's Canada energy independence as a result. It was also thought that by becoming the first Group of Seven (G7) nation to have an operational SMR reactor, Canada could position itself as a global leader in the production of nuclear energy in the years and decades to come. Among the smaller number who were more uncertain as to whether these projects would help to achieve the goal of building a stronger and more secure Canadian economy, it was thought that while these initiatives sounded like steps in the right direction, their success would ultimately depend on how effectively they were implemented and whether they produced the expected economic returns over the long term.

Participants were next provided with the following information:

*The Government of Canada has also identified strategic areas of focus and activity to help build Canada. The initiatives within these nation-building strategies include the following:*

- *Critical Mineral Strategy: Get more critical mineral projects underway, involving the entire process from the initial mining of raw materials to the construction of ports and roads, to processing and manufacturing.*
- *Wind West Atlantic Energy: Leveraging wind power potential in Nova Scotia.*
- *Pathways Plus: An Alberta-based carbon capture, utilization, and storage project with additional energy infrastructure that would support a strong conventional energy sector.*
- *Arctic Economic and Security Corridor: The development of fortified ports and all-season roads, runways and communication systems to serve military operations and commercial development.*
- *Port of Churchill Plus: Upgrade the Port of Churchill and expand trade corridors with an all-weather road, updated rail line, a new energy corridor, and marine ice-breaking capacity.*
- *Alto High-Speed Rail: Develop a high-speed rail from Toronto to Quebec City reaching speeds of up to 300km/h.*

Almost all reacted positively to this information, with several specifically focusing on the Port of Churchill Plus and Arctic Economic and Security Corridor initiatives. Among these participants, it was believing that it was important for the federal government to be expanding Canada's presence in the Arctic, both in terms of increasing its economic activity in the North as well as protecting Canada's territorial sovereignty in the region. A number also liked the announcement of the Alto High-Speed Rail project, believing this would help to reduce the amount of traffic on the roads between Toronto and Quebec City and help to lower carbon emissions in the process. It was hoped by some that additional high-speed rail projects would be announced for other parts of the country in the future.



While most were supportive of the Critical Minerals Strategy, a small number expressed concern about the environmental damage that could be caused by increased mining and believed that the federal government would need to proceed carefully when it came to approving new resource extraction projects. A number also spoke positively of the Pathways Plus project, though the view was expressed by some that they did not know enough about carbon capture and storage technology to determine whether this would be a beneficial investment. While a number reacted positively to the Wind West Atlantic Energy Project and felt that it would provide a viable source of clean energy for the region, a few questioned whether the amount of energy generated by this project would be enough to justify the costs of investing in this area and believed that more funding should instead be devoted towards energy projects related to oil and gas.

Questioned as to whether they felt these initiatives would help to achieve the goal of strengthening Canada's economic security, many believed that they would, with several expecting that these projects would lead to more jobs for Canadians and greater economic self-reliance for Canada going forward. A number, however, questioned how long these initiatives were expected to take to carry out and whether it would be financially feasible for the federal government to be investing in this many focus areas at one time. A few worried about the high upfront costs related to the development and construction of these projects and expressed concerns that these initiatives would ultimately require higher rates of taxation for Canadians in order to finance them.

## Employment Market (Ontario Tradespeople)

The group comprised of tradespeople residing in Ontario shared their perspectives on the employment market in Canada as well as their expectations regarding how the job market might evolve going forward. Asked whether they would rate the current employment market for individuals working in the trades as being good, poor, or somewhere in between, several expressed that the job market was quite competitive at present and that a large number of tradespeople were facing challenges when it came to finding well-paying work in their area. A number took a more nuanced perspective, believing that while there were many people seeking employment in the trades, a large portion of these prospective workers did not have the specialized skills that employers were looking for. Related to this, the view was expressed that while employment opportunities in the trades were often readily available for those who had previous experience and/or had engaged in skills training programs, it could be difficult for many of those without this training or education to find entry-level employment and begin building up these skills.

Discussing how easy (or difficult) it had been for people like them to find a job in a field of interest to them, a number reiterated that it could be difficult to gain entry to some trades sectors if one did not have a considerable amount of experience and/or personal connections. The view was expressed that while unionized workers were typically able to find work with relative ease, employment opportunities could be hard to come by for those who did not belong to a union. A few who worked in factories/manufacturing believed that while there were many jobs available in their field, these



frequently did not pay enough to be appealing to prospective employees. The view was also expressed that the amount of work available in the trades could fluctuate depending on the time of year, making it difficult at times to maintain consistent full-time employment.

Thinking five years from now, participants were asked whether they felt the Canadian job market would be better, worse, or about the same. On balance, several expected that it would worsen, with a number expressing concerns about the impact that the increased use of automation technologies and artificial intelligence (AI) would have on a wide range of sectors. Specific to the trades, a number worried about the rising use of innovative technologies in their sectors that allowed for specialized tasks (such as pouring concrete) to be performed without human input. Among these participants, it was thought that this could ultimately lead to employers requiring fewer tradespeople going forward.

Looking five to ten years into the future, participants were asked what they felt the job market might look like, including as it relates to the industries that they expected would see the highest amount of growth and the skills that would be the most in demand from employers. While believing that the overall employment market might weaken (in part due to the expected increased reliance of businesses on AI), many believed that there would be continued demand for skills in the trades and especially those that required physical labour such as bricklaying, installing drywall, repairing electric circuits, and plumbing. A number also believed that, given their perception that a large portion of those working in the trades were getting closer to retirement, there would likely be a surge in demand for tradespeople in the coming years in order to replace the aging workforce. Asked how confident they were in their ability to continue to have a good job in the future Canadian economy, all reported feeling highly confident, with a number reiterating the expectation that their skillsets would continue to be in high demand among employers for the foreseeable future.

Discussing whether they felt the federal government was on the right track or wrong track when it came to creating good jobs for Canadians, a number believed that it was headed in the wrong direction on this front. Among these participants, the view was reiterated that the demand for work in many parts of the country continued to outpace the number of available jobs and that more needed to be done by the Government of Canada to stimulate job creation going forward. Asked whether they were aware of any work that the federal government had been doing to help create jobs, provide skills training, or otherwise support workers, a number were of the impression that it had assisted in offering skills training and education programs aimed at bolstering the labour force in in-demand sectors, such as the trades.

Describing additional actions that they felt the Government of Canada could take to help in these areas, several believed that it should introduce programs that would help connect prospective workers to employers who were seeking their skillsets. It was also thought that actions could be taken to increase the number of co-op and apprenticeship opportunities available to individuals attending post-secondary or skills training programs, with participants believing that this would help to provide prospective workers with valuable work experience as they prepare to begin their careers.

## Build Canada Homes (Manitoba Prospective First-Time Home Buyers)

The group comprised of prospective first-time home buyers residing in Manitoba took part in a brief conversation related to the Build Canada Homes initiative. Asked whether they had recently seen, read, or heard anything related to the Government of Canada's efforts to resolve housing issues, while none could recall any specific details, a few were of the impression that it had taken a number of actions as of late to increase the rate at which affordable housing was being constructed across the country. Questioned as to whether they had heard about the federal government's new Build Canada Homes initiative, none reported that they had. To aid in conversation, participants were provided with the following information:

*The Government of Canada recently announced a new federal agency called Build Canada Homes. Its goal is to build lots of affordable housing by making good use of public lands, offering flexible financial incentives, attracting private capital, facilitating large portfolio projects, and supporting modern manufacturers.*

On balance, most reacted positively to this information, with a number believing that this initiative would help to increase the supply of residential housing throughout the country and would assist in making housing more affordable for lower- and middle-income Canadians. Among the smaller number who were more uncertain in their views, a few questioned whether this program would assist in building more homes in smaller, more rural communities, or whether it would be primarily focused on larger urban centres.

Participants were next provided with additional details about this initiative:

*Build Canada Homes will focus primarily on housing designed to provide units below the standard market rate so that these units are affordable for low- and middle-income households.*

*The overall goal is to double housing construction, restore affordability, and reduce homelessness by building transitional and supportive housing.*

*There are three pillars to this approach:*

- 1. Build affordable homes: work with industry to provide affordable housing options that remain affordable over the long-term.*
- 2. Finance affordable homes: offer stable, long-term, low-cost financing to private and non-profit housing providers.*
- 3. Catalyze a new housing industry: help generate demand for innovative and sustainable building methods like factory-built and prefabricated construction.*

Almost all reacted positively to this approach, with many expressing that any actions to make housing more affordable to purchase or to rent would be a step in the right direction. Several specifically liked that the Government of Canada would be placing a focus on ensuring that the housing built through this initiative would remain affordable over the long-term, with a number believing that this would be



crucial to the ultimate success of this program. The view was expressed that, by doubling the rate of home construction, the Build Canada Homes initiative would likely have a significant positive impact on the many families who were believed to be struggling with the cost of housing at present, allowing them to devote a greater portion of their monthly income to other important areas of their lives going forward. Asked whether they expected that they would personally benefit from this initiative, a large number believed that they would.

Informed that one of the ways that Build Canada Homes would be working to deliver more homes more quickly would be by utilizing public lands for innovative and sustainable building methods, such as factory-built housing, as well as promoting the use of certified Canadian wood and recycled and low-emission materials for these homes, most reacted positively. A number expected that a greater emphasis on factory-built housing would help to increase the rate at which new homes could be built, making it easier for the federal government to achieve its goal of expanding the affordable housing supply in Canada. The view was also expressed that, by building on public lands, the Government of Canada would likely incur lower financial costs and would have to navigate less red tape compared to having to obtain privately-owned lands for this initiative. Also focusing on the component of using public lands for this initiative, a few expressed concerns as to whether this would include areas that had previously been set aside for recreational or conservational purposes and questioned what impact these housing developments could potentially have on nearby environments and ecosystems.

## Canada-United States Relations (Ontario Tradespeople, Greater Montreal Area, Saguenay-Lac- Saint-Jean Region Quebec)

Three groups engaged in conversations related to the Canada-U.S. relationship and the federal government's response to the wide range of tariffs that had been implemented by the U.S. on Canadian imports. Asked whether they had seen, read, or heard anything about the U.S. imposing tariffs on goods going from Canada to the U.S., almost all indicated that they had. Several expressed feeling that there had been a constant stream of news related to this issue over the past year and believed that U.S. tariffs represented one of the top issues facing the Government of Canada at present. A number specifically recalled having heard that significant tariffs had been implemented on Canadian steel and aluminum products, while others believed that the lumber sector had also been heavily impacted by these measures. A few expressed that the situation related to U.S. tariffs had been difficult for them to follow, especially given their perception that the details surrounding these tariffs had been changing quite frequently in recent months.

Asked how they would rate the Government of Canada's management of the trade situation with the U.S., a roughly equal number believed that it was on the right track compared to those who were more neutral or uncertain in their views, with a smaller number feeling that it was headed in the wrong direction. Among those who felt that the federal government was on the right track when it came to its response to the ongoing trade dispute with the U.S., several believed that it had done the best that



it could to provide a firm, measured response to these tariffs, while also working to protect the financial wellbeing of Canadian consumers, workers, and businesses that had been impacted thus far. For those who were more uncertain, many felt that it was difficult to evaluate the Government of Canada's performance on this front, with a number believing that this situation had been evolving too rapidly for them to provide an objective opinion. Among the few who felt that there was room for improvement when it came to the federal government's management of this issue, the view was expressed that more needed to be done to pressure the U.S. to remove its tariffs, including by taking steps such as reimposing reciprocal counter-tariffs on U.S. imports entering Canada.

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

*The United States has imposed tariffs on various Canadian goods going to the U.S., including steel and aluminum, auto parts, and Canadian energy. Goods that are compliant with the Canada-United States-Mexico Agreement (CUSMA) are exempt.*

Discussing what impact, if any, they felt these tariffs were having on the Canadian economy, several reiterated their concerns about the potential for U.S. tariffs to lead to waves of business closures and mass layoffs in sectors such as auto manufacturing, steel, and lumber, with a number reporting that this had already begun to happen in their local areas. The view was also expressed that tariffs might lead to higher prices for Canadian consumers, especially if the trade disruption with the U.S. persisted over the long term.

Asked whether they thought that it was possible to reach an agreement with the U.S. where all recently imposed tariffs would be removed, or whether they expected that at least some tariffs would remain, very few felt that tariffs would be removed altogether. Expanding upon their views, a number believed that tariffs had become a key component of U.S. economic policy and felt that, even if an agreement were reached between the Government of Canada and the U.S., at least some tariffs would remain in place for the foreseeable future.

## Affordability Advertising Campaign

(Calgary-Edmonton Corridor Concerned About the  
Cost of Living, Prince Edward Island, Ontario  
Tradespeople, Greater Montreal Area)

Four groups took part in conversations related to creative concepts that had been developed by the federal government to advertise measures that it would be taking to help make life more affordable for Canadians. Participants in the groups comprised of individuals in the Calgary-Edmonton Corridor who were concerned about the cost of living, as well as those residing in Prince Edward Island and the Greater Montreal Area (GMA) shared their perspectives regarding storyboards that had been created for this campaign, while those in the group made up of tradespeople in Ontario reviewed potential scripts related to this initiative.

## Affordability Creative Concepts (Calgary-Edmonton Corridor Concerned About the Cost of Living, Prince Edward Island, Greater Montreal Area)

At the outset of the conversation, participants were informed that they would be presented with storyboards that had been designed to depict the narrative of a 15-second video that would eventually appear on social media and other digital platforms. The first concept shown to participants was:


**Video Storyboard: Working Hard**

Open on scene of workers in an everyday job.  
VO: You're working hard - and you deserve to feel secure.

Cut to scene showing neighbour offering a hand. Vibe: it's okay to need help.  
VO: Even as our economy faces challenges, there's help available.

Cut to family shot with people, happy and relaxed.  
VO: The Government of Canada is lowering costs – so we can move forward, together.  
VO ALT 1: The Government of Canada is helping with costs – so we can move forward.

VO: Learn how you could save at [Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living).  
Screen fades to black. Canada wordmark | [Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living)



This storyboard concept, entitled Working Hard features a script as well as a collection of four images stacked on top of one another on the rightmost side of the design. The script features the following screen directions and voiceover: Open on scene of workers in an everyday job, VO: "You're working hard – and you deserve to feel secure". Cut to scene showing neighbour offering a hand. Vibe: It's okay to need help, VO: "Even as our economy faces challenges, there's help available". Cut to family shot with people, happy and relaxed. VO: "The Government of Canada is lowering costs – so we can move forward, together. VO ALT 1: "The Government of Canada is helping with costs – so we can move forward". VO: Learn how you could save at [Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living)." Screen fades to black. The images (from top to bottom) feature two construction workers on a job site, building a large structure, a neighbour handing another a loaf of bread, a family (dad, young daughter, and mom) hugging at a kitchen table full of food, and the Government of Canada wordmark and the [Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living) URL against a black backdrop.

The group based in the GMA were presented with a slightly different version of this concept:

### Travailler Fort

Ouverture sur une scène quotidienne d'ouvriers au travail.

VO : Vous travaillez fort – et ça devrait rapporter.

Couper à une scène où un voisin donne un coup de main. Ambiance : avoir besoin d'aide, c'est correct.

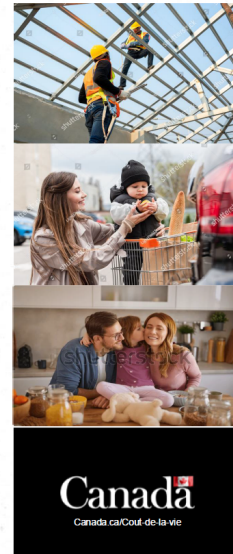
VO : En réduisant les impôts, le gouvernement du Canada remet plus d'argent dans vos poches.

Couper à une scène de famille, des gens heureux et détendus.

VO : Pour augmenter vos chances de progresser et de bâtir votre avenir.

VO: Voyez comment vous pourriez économiser : [Canada.ca/Cout-de-la-vie](http://Canada.ca/Cout-de-la-vie).

L'écran fond au noir. Mot-symbole Canada | [Canada.ca/Cout-de-la-vie](http://Canada.ca/Cout-de-la-vie)



The French version of this storyboard is similar to the English version, but with one different image and some changes to the text. The script reads: Opening onto an everyday scene of workers at their jobs, VO : "You're working hard – and it should pay off". Cut to a scene where a neighbor lends a hand. Vibe: needing help is okay, VO: "By reducing taxes, the Government of Canada puts more money back in your pockets." Cut to a family scene, happy and relaxed people. VO: "To increase your chances of progressing and building your future." VO: "See how you could save: [Canada.ca/Cost-of-living](http://Canada.ca/Cost-of-living)." The screen fades to black. Canada wordmark | [Canada.ca/Cost-of-living](http://Canada.ca/Cost-of-living). The images for this version are the same, with the exception of the second image which features a happy mother and her child in the grocery store parking lot with a bag full of groceries.

Sharing their initial thoughts, many felt that this concept was somewhat vague and did not provide enough information regarding the actions that the federal government would be taking to help make life more affordable for Canadians. A number felt that the concept should have placed a greater focus on providing statistics and/or anecdotal stories related to the cost of living, rather than what they viewed as the broad and vague language featured in the voiceover. A few in the groups based in the Calgary-Edmonton Corridor and PEI also questioned why imagery of one neighbour providing another with a loaf of bread had been included, believing that this inferred that Canadians were primarily responsible for helping each other, rather than looking to the federal government for support. Several in the group based in the Greater Montreal Area, who were presented with a version of the voiceover that informed them that the Government of Canada would be helping to put more money in their pockets by taking steps such as lowering taxes, did not believe that this was the right approach to be taking. Among these participants, it was felt that by lowering taxes the federal government would have less revenue to draw upon to fund the many federal services and programs that many Canadians rely on.

Asked what they felt to be the main message of this concept, most believed that it was attempting to communicate that the federal government was aware of the struggles that many households were facing related to the cost of living and was taking steps to lower costs and help more Canadians get ahead. Several, however, reiterated feeling that this concept did not provide them with sufficient details and thus did not believe that this advertisement would make them feel more hopeful or optimistic about their own financial situations.

Participants in the groups based in the Calgary-Edmonton Corridor and PEI were informed that the concept contained both a main message and an alternative message (as shown below):

*Main message: The Government of Canada is lowering costs – so we can move forward together.*

*Alternative message: The government of Canada is helping with costs – so we can move forward.*

When asked which message they preferred, views were mixed. Among those who liked the main message, participants felt that it was more straightforward, with many expressing the opinion that “lowering costs” was more uplifting compared to “helping with costs”, which was viewed as being more vague. For those who preferred the alternative message, it was thought that the use of the word ‘helping’ rather than ‘lowering’ was more positive and hopeful, with a number believing that it helped to foster a sense of shared community and communicated that the Government of Canada would be doing what it could to assist households facing issues related to the high cost of living.

Participants in the GMA were informed that the main message of the French-language concept was:

*“You work hard – and it should pay off. By reducing taxes, the Government of Canada puts more money back in your pocket. To increase your chances of getting ahead and building your future.”*

Asked what they felt was meant by “getting ahead and building your future”, a number believed that this referred to the federal government taking actions to help make life more affordable for Canadians and assisting more households in reaching a financial situation where they would have money left over at the end of each month to dedicate towards savings or other important areas of their lives.

All groups were asked whether they felt this concept would motivate them to visit the website. On balance, most believed that it would, with several expressing that they would be interested in finding out more about potential ways that they could save money and make their lives more affordable. Discussing whether they had any suggestions as to how to make this concept more effective, a number reiterated that more details needed be provided about the specific steps that the federal government would be taking to help lower costs for Canadians.

Participants were next shown an alternate version of the initial concept, featuring the same visual elements but a different voiceover:

**Video Storyboard: Working Hard ALT**

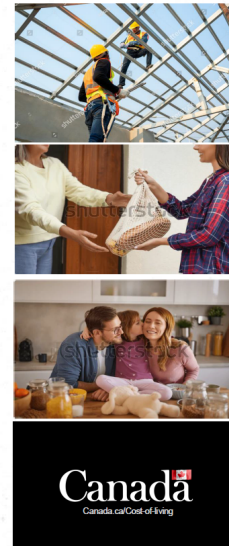
Open on scene of workers in an everyday job.  
VO ALT: You've been working hard - and that hard work should pay off.

Cut to scene showing neighbour offering a hand. Vibe: it's okay to need help.  
VO ALT: The Government of Canada is helping lower costs so Canadians can succeed and build a stronger economy.

Cut to family shot with people, happy and relaxed.  
VO: With more chances for you and your family to get ahead.

VO: Learn how you could save at [Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living)

Screen fades to black. Canada wordmark | Canada



Featuring the same images as the initial version, this script features a different voiceover. The VO for this script is: "You've been working hard – and that hard work should pay off. The Government of Canada is helping lower costs so Canadians can succeed and build a stronger economy. With more chances for you and your family to get ahead. Learn how you could save at [Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living)

Participants residing in the GMA were presented with a slightly different version of this concept:

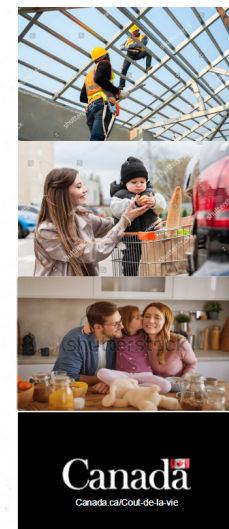
**Travailler Fort - ALT 1**

Ouverture sur une scène quotidienne d'ouvriers au travail.  
VO : Vous travaillez fort – et vos efforts devraient rapporter.

Couper à une scène où un voisin donne un coup de main. Ambiance : avoir besoin d'aide, c'est correct.  
VO : Programmes, prestations et crédits d'impôt... Nous mettons plus d'argent dans vos poches.

Couper à une scène de famille, des gens heureux et détendus.  
VO : Pour augmenter vos chances de progresser et de bâtir votre avenir.

VO : Voyez comment vous pourriez économiser : [Canada.ca/Cout-de-la-vie](https://Canada.ca/Cout-de-la-vie).  
L'écran fond au noir. Mot-symbole Canada | [Canada.ca/Cout-de-la-vie](https://Canada.ca/Cout-de-la-vie)



This storyboard features the same images as the initial French version, with a different script. The narration for this concept reads: VO: "You work hard – and your efforts should pay off. Programs, benefits, and tax credits... We're putting more money into your pockets. To increase your chances of getting ahead and building your future. See how you could save: [Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living)."

While several reported feeling that the voiceover and messaging in this version was more straightforward and direct compared to the initial concept, a number reiterated earlier sentiments that



more information needed to be provided regarding specific actions the Government of Canada was taking to help Canadians. Some spoke positively regarding the emphasis on learning how they could save money, while others liked what they perceived as the concept's focus on helping them and their families get ahead. A large number in the group based in the GMA, who were presented with a French language version of the voiceover that mentioned that the Government of Canada would be offering programs, benefits, and tax credits, believed that this was the right approach to be taking. Among these participants, it was felt that these types of supports were a lot more interesting to them than the reference to lowering taxes in the previous version. Discussing what they felt was the main message of this concept, most believed that it was that the federal government was focused on lowering costs for hard working Canadians and creating more opportunities for them to save money towards their financial goals.

Participants residing in the Calgary-Edmonton Corridor and PEI were informed that the main message of the concept stated that:

*The Government of Canada is helping lower costs so Canadians can succeed to build a stronger economy. With more chances for you and your family to get ahead.*

Asked what they felt was meant when the message said "to get ahead", participants largely believed that this referred to a situation in which their household would be able to comfortably manage its monthly bills and expenses while also having income left over to devote towards saving for retirement or towards major purchases such as a home. A number believed that being able to "get ahead" would also provide a sense of financial security, allowing families to build up funds for emergencies rather than living pay cheque to pay cheque.

As a point of clarification, participants in the GMA were informed that the main message in the French language version was:

*"You work hard – and your efforts should pay off. Programs, benefits, and tax credits... We're putting more money in your pocket. To increase your chances of getting ahead and building your future."*

All groups were asked whether they thought this concept would motivate them to visit the website. On balance, most believed that they would, with a number once again mentioning that they would be interested in finding out more about the specific ways by which they could lower costs and save money going forward. Asked whether they had any suggestions for how this concept could be improved, a number believed that (in addition to providing further details related to the programs and benefits that the federal government would be offering) more imagery should be shown of Canadians in the workplace. Among these participants, it was felt that visuals such as these would align well with the advertisements overall message that hard work should pay off.

Participants in the group based in the GMA were shown an additional alternate version of this concept, featuring another variation on the voiceover:

**Travailler Fort - ALT 2**

Ouverture sur une scène quotidienne d'ouvriers au travail.

VO : Vous travaillez fort.

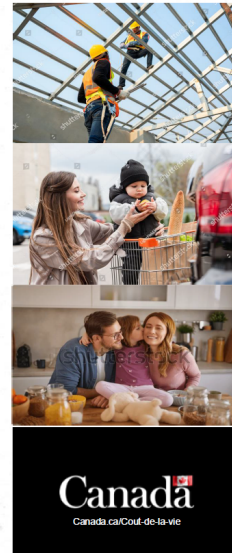
Couper à une scène où un voisin donne un coup de main. Ambiance : avoir besoin d'aide, c'est correct.

VO : Le gouvernement du Canada réduit les impôts pour vous aider.

Couper à une scène de famille, des gens heureux et détendus.

VO : Nous réduisons les impôts sur votre chèque de paye et pour les acheteurs d'une première habitation, pour vous aider à bâtir votre avenir.

VO : Voyez comment vous pourriez économiser : [Canada.ca/Cout-de-la-vie](http://Canada.ca/Cout-de-la-vie).  
L'écran fond au noir. Mot-symbole Canada | [Canada.ca/Cout-de-la-vie](http://Canada.ca/Cout-de-la-vie)



This storyboard features the same images as both previous French-language versions, with a slightly different script. The VO for this concept reads: "VO : You work hard. The Government of Canada is reducing taxes to help you. We reduce taxes on your paycheque and for first-time home buyers, to help you build your future. See how you could save: [Canada.ca/Cost-of-living](http://Canada.ca/Cost-of-living)".

Sharing their reactions, many did not believe that this concept was relevant to them, primarily due to what they perceived as its focus on assisting prospective first-time home buyers (which few participants reported being). Asked what they felt was the main message, almost all believed that it was that the Government of Canada would be taking actions, such as reducing taxes, to assist more Canadians (and first-time home buyers in particular) to get ahead and achieve their financial goals. Questioned as to whether they thought the message of this concept was clear, all believed that it was.

For clarification, participants were informed that the main message for this advertisement was:

*"You work hard. The Government of Canada is cutting taxes to help you. We're reducing taxes on your paycheque and for first-time home buyers to help you build your future."*

Asked whether they expected they would be motivated to visit the website if they encountered this advertisement online, very few said they would, with a number reiterating that the messaging related to supports for first-time home buyers was not of interest to them. Discussing ways by which this concept could be improved, several believed that the reference to reducing taxes should be removed, with a number again expressing concerns that lower taxes would lead to less funding for important social programs and benefits.

All groups were presented with two additional concepts, this time in the form of social media posts. The first social media concept shown to participants was:



This concept features an example social media post from the Department of Finance Canada. The caption reads “You work hard and you should keep more of your paycheque. We’re cutting taxes so you can get ahead.” Below this is an image of two construction workers on a job site working to build a structure. Overlaid on the top right of this image, in a black text box with white text, is the message “You’re working hard. We’re cutting taxes.” Below this is a white banner featuring the Government of Canada wordmark, and at the bottom of the concept is the [Canada.ca/Cost-of-living](https://www.canada.ca/cost-of-living) URL and the tagline “Learn how you could save.” In the bottom right of the concept there is also a link titled “Learn more” that users can click on.

Many reacted positively to this advertisement, with several commenting that it was direct, to the point, and immediately clear that the concept was focused on lowering taxes. A number liked the focus on workers and working hard and felt that this would be especially relatable to those who were currently working full-time yet were continuing to face challenges related to making ends meet financially. A few, however, questioned whether the ad’s focus on workers meant that those who were not currently working and/or were retired would not be able to access these supports. The view was also expressed by a small number that actions such as lowering taxes, while likely providing some measure of relief in the short term, would not on their own have a significant impact on lowering the cost of living and making life more affordable for Canadians.

Asked whether this concept would encourage them to visit the website to learn more, most in the groups based in PEI and the Calgary-Edmonton Corridor believed that they would. However, few of those residing in the GMA felt this ad would be of interest to them, with a number in this group reiterating the view that tax reductions did not represent an effective approach to lowering the cost of living. Questioned as to whether they had any suggestions for how the concept could be improved, a number stated that additional information could be provided on the specific taxes Canadians could expect to be lowered via this initiative.

The next social media concept shown to participants was:



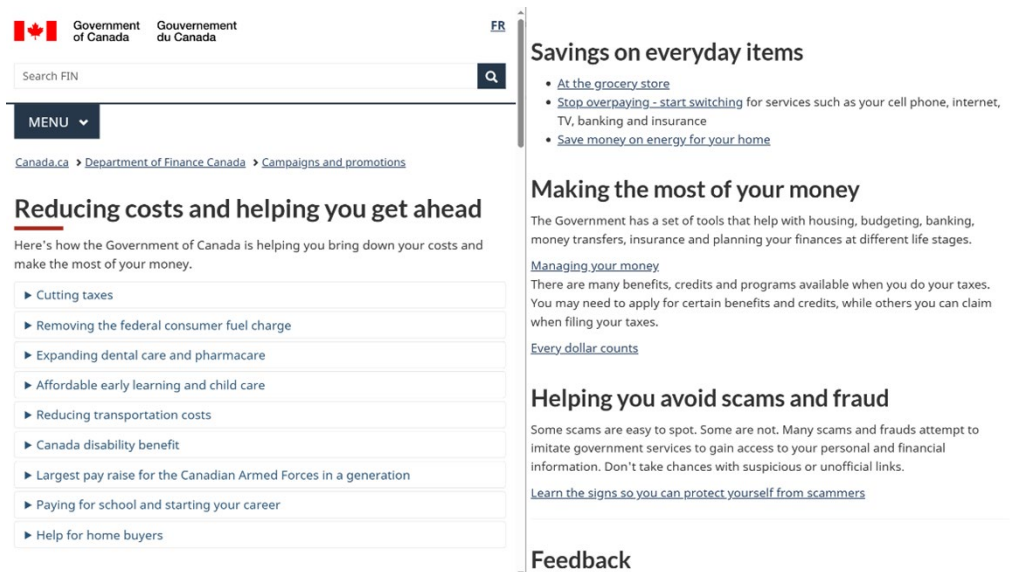
This concept features an example social media post from the Department of Finance Canada. At the top of the post is the wording “You work hard – thanks to the Canadian Dental Care Plan, dental care doesn’t have to be a hard choice”. The main image of this concept features a young girl being examined in a dental chair, smiling as a dentist looks at her mouth. On the left side of this image, in a black text box overlaid by white text are the words “You’re working hard. We’re helping with dental costs”. Below this is a white banner featuring the Government of Canada wordmark, and at the bottom of the concept is the [Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living) URL and the tagline “Learn how you could save.” In the bottom right of the concept there is also a link titled “Learn more” that users can click on.

On balance, most reacted positively to this concept, with many liking its specific focus on the Canadian Dental Care Plan (CDCP). Several expressed the view that the CDCP was a very helpful program for those who did not have dental benefits through their employer and believed that it was important for the federal government to be promoting this initiative as a way by which Canadians could save money on dental expenses for themselves and their loved ones. Several thought that this advertisement was appealing and relevant to them, with some commenting that they would be likely to recommend the CDCP to friends and family who did not have benefits and/or were struggling with the cost of living.

Describing what they felt was the main message of this concept, a number believed that it was to communicate to Canadians that the federal government had programs in place, such as the CDCP, that could have a tangible benefit on their personal health and wellbeing or that of their loved ones. Asked whether this ad would motivate them to visit the website, a large number believed that it would, either to find out how they could benefit from this program or to find information that could be of assistance to their family or friends. Identifying ways by which this ad could be made more effective, a number thought that the reference to working hard should be removed, believing that the CDCP should be promoted to workers and non-workers alike and that some individuals might be discouraged by this reference to working if they did not have a job. It was also suggested that more information could be included about the eligibility requirements, allowing those who encounter this ad to immediately determine whether the CDCP would be relevant to them. A few recommended that rather than black,

a brighter, more vibrant colour should be selected for the background of the text box, believing this would be more eye-catching to users scrolling through social media platforms.

Participants in the Calgary-Edmonton Corridor and PEI were presented with screenshots of the website that those who encounter these concepts would be directed to by clicking the URL (Canada.ca/Cost-of-living):



Two screen shots are shown of the Government of Canada's cost of living website. The screen shot on the left features an image of the Canadian flag and the words Government of Canada. Directly below this is a search bar where users can type in what information they are looking for. Below that is an icon titled Menu, with a drop down arrow. Below this is the text Canada.ca > Department of Finance Canada > Campaigns and promotions. Below this, in bold letters, are the words "Reducing costs and helping you get ahead", with "Here's how the Government of Canada is helping you bring down your costs and make the most of your money." Below this are drop-down subsections for numerous areas including: Cutting taxes, removing the federal consumer fuel charge, expanding dental care and pharmacare, affordable early learning and child care, reducing transportation costs, Canada disability benefit, largest pay raise for the Canadian Armed Forces in a generation, paying for school and starting your career, and help for home buyers. The second screenshot features additional information under the respective headings: Savings on everyday items, Making the most of your money, Helping you avoid scams and fraud, and Feedback.

Almost all reacted positively, with many describing the website as simple and easy to navigate with a breadth of information about the ways in which Canadians can save money and reduce their personal cost of living. Several believed that the website was well organized and liked that it separated the ways by which individuals could save money with dropdown menus for each topic.

A number expressed surprise regarding how many different methods of saving had been included, with participants indicating particular interest in topics such as how to save money on groceries, ways to make home ownership more affordable, and actions that people could take to save money on their mobile phone plans. A few felt differently, commenting that they had been overwhelmed by the amount of information included and believed that the number of headings could be condensed. When asked how the website could be improved, participants mentioned including features such as

frequently asked questions (FAQs) as well as specific information on ways by which renters could save money (in addition to the supports for prospective home buyers).

### **Affordability Scripts (Ontario Tradespeople)**

The group comprised of tradespeople residing in Ontario were informed that they would be reviewing scripts for a potential short video advertisement that had been developed by the Government of Canada to be shown on social media and digital platforms. Each script was read to participants twice, in succession. The first script presented to participants was:

*When you get to keep more of your money...It can help you build the future you want.*

*With programs and benefits to help lower your costs, we're putting more money back in your pocket...*

*So you can get ahead.*

*Learn how you could save at [Canada.ca/cost-of-living](https://Canada.ca/cost-of-living)*

Reactions to this script were largely positive among participants, with a number believing that it was well written and would prompt them to want to learn more by visiting the website. Though a small number felt that the script did not contain enough specific details about the programs and benefits that the Government of Canada would be offering, others believed that this was intentional and viewed this as an effective way to pique viewers' curiosity and encourage them to visit the website to find out more. Asked whether they felt this script was appealing and/or spoke to them on a personal level, all believed that it did, with many expressing that they would be interested in any programs or benefits that would help to lower their own costs. A number were of the impression that the high cost of living had been on the minds of many Canadians as of late, including their own, and believed that this ad and the overall notion of helping more individuals get ahead would be highly relevant to many lower- and middle-income households throughout the country.

Asked what they felt was the main message, several believed that it was seeking to communicate that many families had been impacted by issues such as high inflation and the rising cost of living in recent years and that the federal government was aware of these challenges and working towards solutions to keep more money in Canadians' pockets. Questioned as to whether this script would motivate them to visit the website to learn more about the programs and benefits being offered, many reiterated that it would.

Discussing ways by which they felt this advertisement could be made more effective, a few believed that additional statistics could be provided (such as the rate of inflation in recent years) to further convey the affordability challenges facing Canadians, while a small number believed that further information could be provided regarding the specific programs and benefits that the Government of Canada was offering.

The second script shown to participants was:

*You've been working hard, and that hard work should pay off.*

*The Government of Canada is lowering taxes, putting more money back in your pocket...*

*For more chances for you to get ahead and build your future.*

*Learn how you could save at [Canada.ca/cost-of-living](http://Canada.ca/cost-of-living)*

Many reacted positively to this script, believing that it was well written, concise, and spoke to the challenges that many Canadian workers were currently facing. A number especially liked the reference to lowering taxes, with some expressing that higher rates of taxation were an issue for individuals working in the trades and could often disincentivize them from working overtime hours and/or taking on additional projects due to the additional taxes they would likely incur as a result. Asked whether they felt this script was appealing all thought that it was, with a number believing that the inclusion of phrases such as “you’ve been working hard” made it seem as if the ad was directly speaking to them and their own situations.

Describing what they viewed as the main message of this script, most believed that it was communicating that the Government of Canada was there to help hard working individuals who were currently facing challenges related to getting ahead and building their futures. Expanding upon this, a few believed that the script was seeking to communicate that hard work should pay off and that the federal government would be taking steps to ensure that those who work the hardest would see greater financial benefits from their labour, including by reducing taxes and offering other programs to make life more affordable going forward. Asked whether they felt this advertisement would motivate them to visit the website, almost all believed that it would, with a number expressing that they would be interested in learning about how they could lower the amount they paid in taxes going forward.

Participants were next shown a third script and informed that it was a slight variation on the first script that they had reviewed:

*When you get to keep more of your money...*

*It can help you build the future you want.*

*We’re cutting taxes on your paycheque and for first time home buyers...*

*So you can get ahead.*

*Learn how you could save at [Canada.ca/cost-of-living](http://Canada.ca/cost-of-living)*

Reacting to this script, many expressed feeling that it was somewhat repetitive of previous messaging they had heard from the federal government and did not believe that it provided them with any new information related to the actions that were being taken to help make life more affordable for Canadians. While a few reported that the mention of support for first-time home buyers was interesting to them, others who already were homeowners did not believe this information was

relevant or would encourage them to want to learn more. The view was also expressed that the lack of direct mention of programs and benefits in this script would likely decrease the number of viewers who would be interested in visiting the website if they encountered this ad online.

Asked what they believed was the main message of this advertisement, most believed that it was the federal government was working to reduce taxes for workers and was seeking to assist prospective first-time home buyers in their efforts to enter the housing market. Questioned as to whether this script would motivate them to visit the website, few believed that it would, with a number reiterating the view that the script did not offer much in the way of new information and/or reasons to click the URL to learn more. Describing ways by which this script could be made more effective, a few believed that the line about “learning how you could save” should appear earlier in the advertisement and felt that this would help to capture viewers attention at the outset. It was also suggested that, rather than talking about cutting taxes from pay cheques, the script should instead describe this as cutting income taxes, with some believing that this would resonate with a larger number of Canadians.

Participants were next informed that one of the primary differences among the scripts they had been presented with was the opening lines. With this in mind, participants were provided with the two variations used for the opening of the advertisement and asked to identify which they felt was most effective:

*Option 1: When you get to keep more of your money, it can help you build the future you want.*

*Option 2: You’ve been working hard, and that hard work should pay off.*

All participants felt that Option 2 was the most effective of the pair, with a number believing that it was more concise and that the message of working hard and hard work paying off would be more resonant to a larger number of viewers. Focusing on Option 1, a number thought that what they perceived as the lighter, more upbeat language of this version would be less effective in grabbing viewers’ attention and conveying the gravity of the financial challenges faced by many Canadian workers at present.

Participants were next presented with the following image of all three scripts together and asked to select the version that they felt was the most effective:

**SCRIPT A**

*When you get to keep more of your money...*

*It can help you build the future you want.*

*With programs and benefits to help lower your costs, we're putting more money back in your pocket...*

*So you can get ahead.*

*Learn how you could save at [Canada.ca/cost-of-living](http://Canada.ca/cost-of-living)*

**SCRIPT B**

*You've been working hard, and that hard work should pay off.*

*The Government of Canada is lowering taxes, putting more money back in your pocket...*

*For more chances for you to get ahead and build your future.*

*Learn how you could save at [Canada.ca/cost-of-living](http://Canada.ca/cost-of-living)*

**SCRIPT C**

*When you get to keep more of your money...*

*It can help you build the future you want.*

*We're cutting taxes on your paycheque and for first time home buyers...*

*So you can get ahead.*

*Learn how you could save at [Canada.ca/cost-of-living](http://Canada.ca/cost-of-living)*

An image of all three scripts together is provided, with the scripts respectively titled Script A, Script B, and Script C

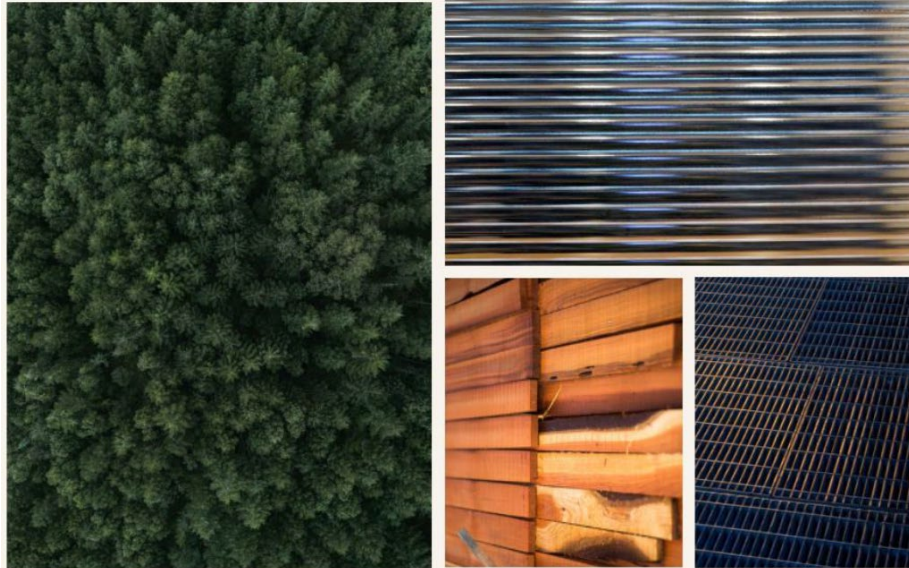
On balance, a slightly larger number selected Script B relative to those who chose Script A, with none selecting Script C. Among those who chose Script B it was felt that the phrasing used in this concept, particularly as it relates to working hard, was the most effective. Many also believed that this type of messaging would capture the interest of the large number of Canadian workers who were struggling with the cost of living at present. For those who selected Script A, it was thought that this version would likely appeal to a broader range of Canadians, including those who were not currently working and/or had completed the working portion of their lives. Asked which version would motivate them the most to visit the website, a slightly larger number once again selected Script B, compared to those who chose Script A.

## Employment and Social Development Canada Tariff Support Campaign (New Brunswick Tariff-Impacted Workers, Quebec Tariff- Impacted Workers, British Columbia General Population)

Three groups engaged in conversations related to two creative concepts that had been developed by Employment and Social Development Canada (ESDC) to advertise the programs and supports that the federal government would be offering to Canadian workers and businesses that had been impacted by U.S. tariffs. Participants were informed that they would be read a script for a 30 second video advertisement that could be shown on social media, digital platforms, and television, as well as

presented with examples of imagery that could be used in the finished product. It was also clarified for participants that, when produced, the final video advertisement would show various images with viewers hearing the words from the script, spoken by a narrator. The order in which the concepts were presented to participants varied between the groups.

For the concept entitled Natural/Processed Materials, which was aimed at showcasing the natural and processed materials produced in Canada, participants were presented with the following imagery:



A collection of four images is shown, all featuring natural or processed materials made in Canada. The left half of the concept features an overhead image of a lush, green forest. The top right quadrant features steel materials, while the bottom right quadrant features an image of wood panelling as well as an image of a steel grate.

While viewing the images above, participants were read the following script twice, in succession:

*Canadian workers and businesses are the foundation of our economy. They want to rise to the challenge when global tariffs hit – by innovating, adapting, and moving forward.*

*The Government of Canada is here to help with supports like reskilling packages for up to 50,000 workers and the work-sharing program to prevent layoffs.*

*Let's build a stronger Canada – together.*

*Visit [Canada.ca/tariff-support](https://Canada.ca/tariff-support) to learn more.*

Reactions to this concept and script were largely positive among participants, with several believing that this advertisement would be effective in capturing the attention of viewers and rallying Canadians around the common goal of building a stronger, more resilient Canadian economy. A number liked the description of Canadian workers and businesses as being the foundation of the economy and felt uplifted by the notion of Canadians working together to respond to U.S. tariffs. It was thought that this type of messaging would be motivating to the growing number of individuals and businesses who

were believed to be facing uncertainty and anxiety related to their economic futures at present. The view was expressed that the imagery related to important sectors such as forestry and steel helped to instill a sense of pride in the Canadian economy, highlighting areas in which Canadian workers and businesses were believed to excel. Several of those in the groups comprised of tariff-impacted workers based respectively in New Brunswick and Quebec felt that this advertisement was speaking to them personally and believed that it would connect well with other individuals who worked in tariff-impacted sectors. A number in the group based in B.C. felt somewhat differently about this concept, believing that while the script was well written, more information was required related to the reskilling programs that the Government of Canada would be introducing as well as what workers/sectors they would be offered to.

Asked who they believed this advertisement was for, most felt that it was primarily targeted towards workers and businesses who had been impacted by tariffs, including those who had recently been laid off or had faced other disruptions to their working lives as a result of these measures. A number were of the opinion that this advertisement could be for everybody and believed that anyone who wanted to know more about the situation related to U.S. tariffs and the Government of Canada's response could benefit from going to the website to learn more.

Describing what they viewed as being the main message of this concept, many believed that it was seeking to reassure Canadians that the federal government had a plan to respond to U.S. tariffs and that while economic challenges may lay ahead, steps were being taken (such as the introduction of new reskilling packages) to protect workers and businesses that had been impacted by tariffs. A number also felt that the ad was seeking to foster a stronger sense of unity among Canadians and encourage people to work together to build a stronger Canadian economy going forward. Asked whether they felt anything was confusing or unclear, while a few had questions about the details related to the reskilling packages and who would be eligible for these programs, almost all believed that the message of the ad was clear and easy to understand.

Discussing how this concept made them feel about the actions that the Government of Canada was taking to respond to tariffs, most believed that it was headed in the right direction and approved of its approach. Several thought that this advertisement effectively conveyed that actions were being taken to directly respond to this issue, with a number feeling reassured that the federal government was working to assist workers and businesses that had been impacted by tariffs thus far. Several also commented that this ad had made them feel more personally connected to the issue of U.S. tariffs and thought that it did a good job in communicating to Canadians that everyone was facing these economic challenges. Among those who were more mixed in their reactions, a few questioned whether these actions would be enough to withstand the significant economic challenges they felt were posed by U.S. tariffs, believing that it would be difficult for the Government of Canada to effectively respond to this issue given the significantly larger size of the American economy compared to that of Canada. The view was also expressed that 50,000 reskilling packages would not be enough to assist the significant number of Canadian workers that participants expected would ultimately be impacted by tariffs over the long term.



Asked whether they felt this advertisement would capture their attention if they encountered it on a website, social media, or television, almost all in the groups comprised of tariff-impacted workers in New Brunswick and Quebec believed that it would, while none in the group based in B.C. expected that this ad would draw their focus. Among those who expected that they would notice this advertisement, a number reiterated the view that it felt like this ad was speaking directly to them and provided them with reassurance that the Government of Canada was taking actions to address this issue. For participants who did not believe that this advertisement would catch their attention, several felt that the imagery featuring natural and processed materials was not visually engaging, with a number also commenting that the focus of the ad on reskilling programs was not relevant to their own situations. Questioned as to whether they would be likely to visit the website to learn more after watching this advertisement, a large number in the groups based in New Brunswick and Quebec expected that they would, while most of those residing in B.C. felt otherwise.

Focusing on the component of the advertisement where the narrator states that *“the Government of Canada is here to help with supports like creating reskilling packages for up to 50,000 workers and the work-sharing program to prevent layoffs”*, participants were asked how they would feel if the narrator instead said that *“the Government of Canada is here to help with supports like EI flexibility and extended benefits, and the regional tariff response measures”*. Almost all expressed a preference for the alternate version, with many feeling that it provided more concrete details about the actions that the Government of Canada was talking. It was also thought that programs such as EI were more familiar to Canadians compared to initiatives like reskilling programs and that this wording would likely be more resonant as a result.

Discussing ways by which this concept could more effectively let Canadians know about the kinds of things that the Government of Canada was doing to support Canadian workers and employers affected by tariffs, a number believed that rather than using the phrase “prevent layoffs” the ad should instead use language such as “limiting job losses”, believing that this was a more positive way of framing this issue. A few also believed that the number of 50,000 should be removed from the component about reskilling packages, with participants believing that this could indicate to viewers that there was only a limited amount of these packages available.

Participants were next presented with two potential social media posts that had been developed as part of this concept:



Two social media posts are shown side by side. Each is labelled as being posted by the ESDC account. The concept on the left features the words “Support for tariff-impacted workers and employers in large white letters” against a dark gray/almost black background. On the right third of this concept there is an image of metallic steel piping. On the bottom right corner of this post is the Government of Canada wordmark. The caption for this post is “Let’s build a stronger Canada together. Visit [Canada.ca/tariff-support](https://Canada.ca/tariff-support) to learn more about the Government of Canada’s supports for workers and employers like reskilling packages for up to 50,000 workers and the work-sharing program to prevent layoffs. The concept of the right features the words “Helping Canada stand strong in the face of tariffs” in large black letters against a white text box. The text is in the top left corner of this post, with the rest taken up by vivid close-up imagery of wood panelling. At the bottom right of this image is the Government of Canada wordmark. The caption for this post is: “Let’s work together and build Canada strong. Visit [Canada.ca/tariff-support](https://Canada.ca/tariff-support) to learn more about the Government of Canda’s supports for employers and workers like reskilling packages for up to 50,000 workers and the work-sharing program to prevent layoffs”.

On balance, participants reacted mostly positively to these concepts, with many expressing a preference for the version focused on “helping Canada stand strong in the face of tariffs”. Expanding upon this, a number believed that the messaging of providing “support for tariff-impacted workers and employers” was too narrow in its focus and that many social media users would likely scroll past this ad if they did not fall into this category. In contrast, it was widely felt that the messaging of standing strong against tariffs would be appealing to a large number of Canadians, providing them

with confidence that the federal government was taking decisive actions to fight back against and mitigate the impact of U.S. tariffs. Among the smaller number (all of whom were in the groups comprised of tariff-impacted workers in New Brunswick and Quebec) who expressed a stronger connection to the messaging of providing support for tariff-impacted workers and employers, it was felt that this phrasing was more specific and spoke more directly to their own situations.

Asked what they thought was the main overall message of these concepts, many felt that they were focused on reassuring Canadians that the federal government was standing up to U.S. tariffs and would be taking actions to assist impacted workers and businesses. A number believed that the imagery related to natural and processed materials such as lumber and steel also communicated that the Government of Canada would be focusing on leveraging the country's vast array of natural resources to further economic growth in the years to come.

Questioned as to whether seeing this advertisement would motivate them to visit the website, once again a large number in the groups comprised of tariff-impacted workers indicated that they would, while few in the group based in B.C. thought that they would be likely to click the URL to learn more. Discussing ways by which they felt these concepts could be improved, several believed that more eye-catching imagery should be utilized, with a number believing that the images of lumber and steel would not be enticing to most social media users. The view was also expressed that, rather than focusing on specific sectors such as lumber and steel, the images for these concepts should instead showcase a wider array of the natural and processed materials that are produced in Canada.

Focusing on the wording of 'tariff-impacted workers and employers', participants were asked whether they felt this was an appropriate way to refer to Canadians navigating tariffs or whether they felt there was another way to describe these individuals. While several felt that tariff-impacted workers and employers was a suitable term to use and accurately described the situation, a number believed that this wording could be broadened to include more individuals, with some suggesting using the term "Canadians impacted by tariffs". A few questioned whether this sort of terminology was required at all, believing that all Canadians were likely to be impacted in some way due to tariffs and that these ads should be targeted towards the public at large rather than focusing primarily on workers and employers.

Participants were next provided with a billboard design that had also been created related to this concept:



A billboard is shown against a nighttime backdrop in a city with high rise buildings. The left side of the billboard features the text: “When tariffs rise, we help Canada rise to the challenge” in large black letters, with “Learn more about tariff support at Canada.ca/tariff-support” in smaller black text below. These words are against a bright white backdrop that overlays a wider image of a lush green forest that takes up the rest of the billboard. The bottom of the billboard features a white horizontal banner that features the Canadian flag and words “Government of Canada” on the left side and the Government of Canada wordmark on the right.

Reacting to this billboard, several felt that the imagery was eye catching and believed that the green of the trees combined with the white background of the text boxes would be effective in capturing the attention of those passing by. A smaller number felt differently, believing that the imagery needed to be more engaging and active images should be used instead. The view was also expressed that, due to the design’s focus on Canada’s forests, some might initially believe that this billboard was related to an initiative related to the environment and climate change rather than tariff supports. Focusing on the messaging included on the billboard, many believed that it was succinct and to the point, and effectively communicated that the Government of Canada was taking action to support those impacted by tariffs. A few felt differently, believing that the message had been difficult to understand at first and reported that it had taken them some time to figure out what the billboard was seeking to communicate.

Asked whether they felt they would notice this billboard if they were walking or driving, almost all believed that it would capture their attention if they were walking, with several also believing that they would notice it while driving. While a number reiterated that the green of the trees would likely catch their attention, it was felt that this billboard would have to be positioned in an area where it would not blend into the surrounding environment (such as nearby a forest or other forms of greenery). Though also expecting that they would notice this ad while driving on the highway, a few questioned whether the text (and the website URL specifically) would be large enough for those travelling at high speeds to read and memorize in just a few seconds.

Discussing whether they had any thoughts as to how this concept could be made more effective, participants suggested a number of potential actions. These included making the text on the billboard larger to make it easier to read for those driving, changing the wording from “helping Canada” to “helping Canadians”, and including a QR code leading to the website that could be scanned by individuals passing by. The view was also expressed that the background of the billboard could be changed to feature different types of natural or processed materials depending on where the advertisement was located, with the idea of spotlighting specific sectors/industries that different regions of the country were known for.

Participants were next presented with a second concept entitled People Working. Similar to the first concept they were shown, participants began their discussion related to this concept by looking at potential imagery that could be used in the final advertisement:



This concept features a collection of photos of Canadians working in different sectors/industries. The image on the left of the concept features a lumber worker leaning against a large stack of logs, holding an orange hardhat in his hands, with his foot resting on a chainsaw. The image in the top-middle of the concept features a worker sitting on a large steel pipe, with the image on the right features a worker looking carefully at a very large steel cylinder. The bottom right image features a worker in what appears to be a factory, working heavy machinery with a focused look on her face.

While viewing the images above, participants were read the following script twice, in succession:

*Canadian workers and businesses built this country. Their strength and tenacity shaped the Canada we know today. As a worker or employer tackling these challenging times, you're not alone.*

*The Government of Canada is here to help with supports like reskilling packages for up to 50,000 workers and the work-sharing program to prevent layoffs.*

*Together, we will overcome challenges and stand stronger than before.*

*Learn more about support for tariff-impacted workers and employers at [Canada.ca/stand-strong](https://Canada.ca/stand-strong).*

Most reacted positively to this concept and script, with several feeling that it was straightforward and effective in speaking directly to Canadians about the challenges that workers and employers were facing due to U.S. tariffs while also reassuring them that the federal government was working hard to provide supports to those who had been impacted. A number spoke positively of the imagery that had been selected for this concept, believing that the images of individuals hard at work would connect well with viewers and especially those working in tariff-impacted sectors. A few, however, felt that, rather than primarily spotlighting workers involved in sectors such as lumber and steel, this advertisement should also feature individuals working in areas such as technology and artificial intelligence (AI). Among these participants, it was expected that these areas would be increasingly important contributors to the Canadian economy going forward. A number also reiterated the view that the amount of 50,000 reskilling packages was too low and believed that this ad would be more effective if this number was removed.

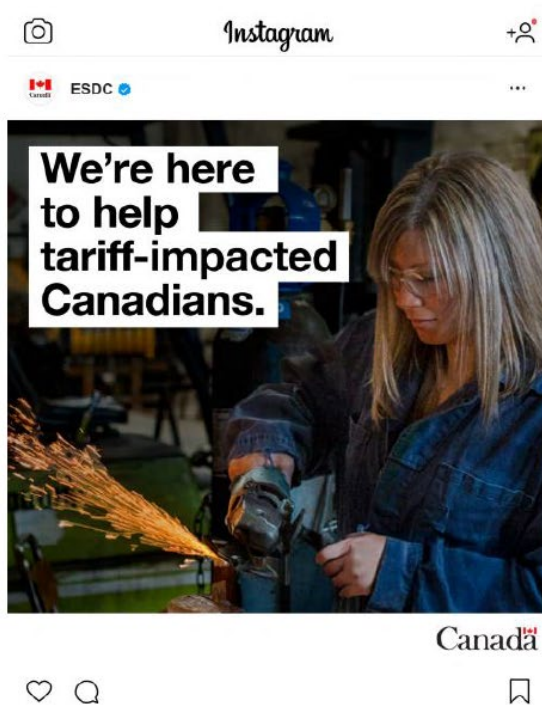
Asked who they felt this advertisement was targeted towards, most believed that it was primarily aimed at Canadian workers and particularly those working in tariff-impacted sectors who could potentially benefit from accessing the reskilling packages being offered by the federal government. Describing what they perceived as being the main message of this ad, a large number felt that it was to reassure hard working Canadians that the Government of Canada was aware of the issues that they were facing and was taking actions to assist them in managing the economic challenges posed by U.S. tariffs.

Discussing how this concept made them feel about the steps that the federal government was taking to respond to tariffs, a larger number reported feeling more positive about its actions on this front compared to those who felt otherwise. For several, it was thought that this advertisement effectively communicated that the Government of Canada had a plan in place to support impacted workers and businesses and that it was focused on reducing the overall impact of U.S. tariffs on the Canadian economy. Among those who reported now feeling more mixed or negative in their impressions of the federal government's management of this issue after having seen this concept, some thought that this ad and its focus on the challenges that workers and businesses were facing served as an indication that U.S. tariffs were expected to remain in place for the long term and that it was unlikely that a new trade agreement would be reached with the U.S. in the near future. Related to this, the view was expressed that much more needed to be done by the Government of Canada in its efforts to establish new international trade partnerships to replace the economic revenue that had been lost as a result of this disruption to the Canada-U.S. relationship. A few also reported feeling worried about how effective these actions (such as the provision of reskilling packages) from the federal government would be, with some expressing the expectation that the number of jobs lost in sectors such as auto manufacturing would ultimately be well more than the 50,000 reskilling packages being offered.

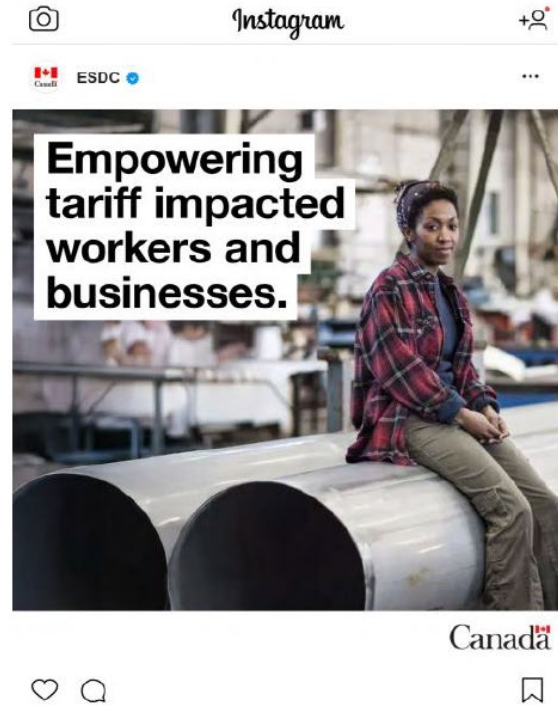
While most believed that the advertisement was clear and easy to understand, a few questioned what the eligibility criteria would be for these reskilling packages, what workers/sectors they would be offered to, and how programs such as work-sharing would work. A number also believed that, in order to be relevant to a broader number of Canadians, more information needed to be provided related to other actions that the federal government was taking to assist workers and businesses. Asked whether, if they saw this advertisement on television, social media, or on a website, it would capture their attention and/or motivate them to visit the website, most in the group comprised of tariff-impacted workers residing in New Brunswick indicated that they would, with a smaller number in group based in Quebec believing the website would be of interest to them. Only a few in the group comprised of individuals residing in B.C. reported that they would visit the website, with most believing this advertisement was primarily targeted towards workers and businesses that had been directly impacted by tariffs.

Focusing on the first line, which referenced the Canadian workers and businesses who had built this country, participants were asked how they would feel if the term 'employers' was used instead of 'businesses'. On balance, a larger number expressed a preference for businesses over employers, believing that the former prompted them to think more about their workplace as a larger organization of which they were a part, compared to employers, which made them think more about the individuals who owned and oversaw the companies at which they worked. Among those who preferred the term employers, it was felt that this wording was more specific and that the term businesses was very broad and less effective as a result. A number did not express a preference for either term, believing that they essentially referred to the same thing and, as such, could be used interchangeably.

Participants were next presented with two social media posts related to the People Working concept:



The Government of Canada is here to help with supports like reskilling packages for up to 50,000 workers and the work-sharing program to prevent layoffs. Learn more at [Canada.ca/stand-strong](https://Canada.ca/stand-strong).



The Government of Canada is here to help with supports like reskilling packages for up to 50,000 workers and the work-sharing program to prevent layoffs. Learn more at [Canada.ca/stand-strong](https://Canada.ca/stand-strong).

Two social media concepts are shown side by side. Both are depicted as being posted by ESDC. The post on the left features the text “We’re here to help tariff-impacted Canadians” in large black letters against a white backdrop, overlaying a larger image of a worker using a power tool, with orange sparks shooting up. The bottom right corner of the post features the Government of Canada wordmark. The caption for this post is: “The Government of Canada is here to help with supports like reskilling packages for up to 50,000 workers and the work-sharing program to prevent layoffs. Learn more at [Canada.ca/stand-strong](https://Canada.ca/stand-strong).” The post on the right features the words “Empowering tariff impacted workers and businesses” in large black letters against a white backdrop, overlaying an image of a worker sitting on a large steel beam inside a factory, looking at the camera. The Government of Canada is featured in the bottom right corner of the post. The caption for this post is “The Government of Canada is here to help with supports like reskilling packages for up to 50,000 workers and the work sharing program to prevent layoffs. Learn more at [Canada.ca/stand-strong](https://Canada.ca/stand-strong).”

Reactions to these concepts were largely positive amongst participants, with many especially liking the post featuring the female steelworker hard at work welding and the overarching message that the Government of Canada was here to help Canadians. Several felt that this concept would be an effective social media post, combining what they perceived as eye-catching visuals with an easy-to-understand message. Discussing the other potential post, which featured a different female steelworker sitting on large steel piping and the message of empowering tariff impacted workers and businesses, almost all felt that this post was the less interesting of the two, with a number mentioning the static position of the woman sitting (as opposed to actively working) as being a detracting factor. Several also expressed a preference for the notion of ‘helping’ in the first post compared to this version’s focus on ‘empowering’ Canadian workers and businesses, with a number believing that

empowering was a more subjective term and less clear in what it was referring to. Focusing on both concepts as a whole, a number spoke positively regarding the inclusion of female workers in these images, with the view being expressed that these posts would be especially effective in reaching out to Canadian women employed in tariff-impacted sectors.

Describing what they viewed as being the main message of these social media concepts, most believed that it was that the federal government was ready to help tariff-impacted Canadians and would soon be implementing programs that would empower workers and businesses and provide them with the supports they required to overcome tariff-related challenges in the years to come. Asked whether they felt these posts would motivate them to visit the website, almost all in the groups comprised of tariff-impacted workers in New Brunswick and Quebec believed that they would, with a number in the group based in B.C. also expecting that they would be interested in learning more after seeing these posts. Questioned as to how these ads could be improved, a number reiterated the view that the word helping should be used instead of empowering in the second post. The view was also expressed that rather than 'stand-strong', the URL should instead read 'tariff-impacted' or 'learn-more', with a few expressing the view that these would be more accurate descriptors of the information contained in the website.

Participants were next presented with a billboard design that had also been created as part of the People Working concept:



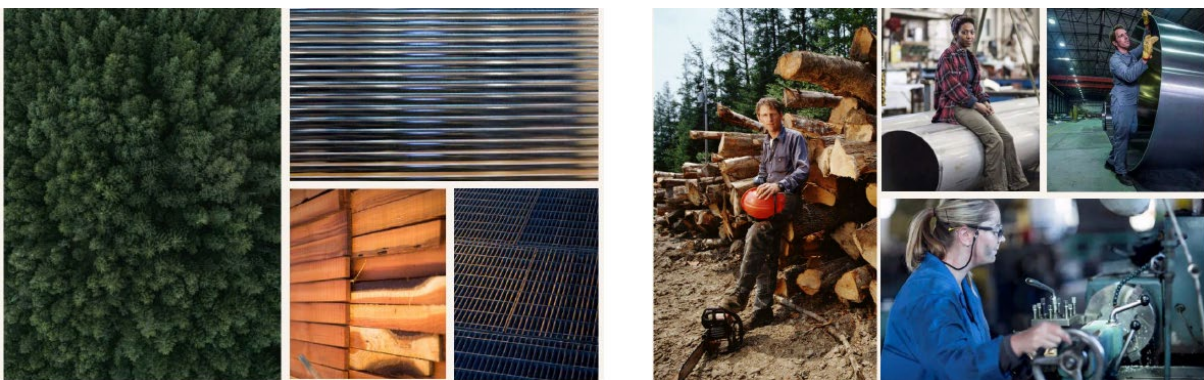
A billboard is shown against a nighttime setting in a city with high-rise buildings. The billboard features the image of a worker (located on the right of the concept) leaning against a large pile of lumber and holding his hardhat in his hands. On the left side of the image is the text "Learn more about tariff support for workers and businesses at [Canada.ca/stand-strong](https://Canada.ca/stand-strong). The bottom of

the billboard features a horizontal banner with the Canadian flag and words “Government of Canada” in the left corner and the Government of Canada wordmark in the right corner.

Reactions to this billboard were largely positive, with many liking the image of the forestry worker combined with the bright colours of the white text boxes, the processed lumber, and the tees. The view was expressed that this design would be very eye catching and featured a human element in the form of the worker that would likely resonate with many Canadians. Several also spoke positively of what they perceived as the large, concise text included in the billboard, believing that this would make it easier for drivers to read and understand this billboard if they came across it while travelling at high speeds. A few felt differently, believing this message was too long and would be more effective if it were shortened. Asked whether they felt this billboard would catch their attention if they saw it while walking or driving, most believed that it would, with several mentioning the large text and bright white text boxes as elements that they felt would help to make the billboard stand out.

Discussing whether they had any suggestions as to how this billboard could be made more effective, a few thought that, rather than using the term ‘workers and businesses’, it should instead use the term ‘Canadians’, with some believing that this would appeal to a larger number of people. The view was also expressed that it was important for these billboards to be located near those communities, including those in rural and remote areas that were believed to have been among the most impacted by tariffs. It was felt that this would be a more effective strategy compared to placing these billboards primarily in major urban centres.

Participants next engaged in an exercise where they were asked to think of the two concepts (Natural/Processed Materials and Working People) overall and identify which they felt most effectively communicated that the Government of Canada was taking action to support Canadian businesses and workers affected by tariffs. The group based in New Brunswick took part in one poll where they evaluated the entire concept (imagery, script, social media posts, and billboard), while those in Quebec and B.C. took part in two evaluations, focused on the imagery and the scripts respectively. To aid in their decision-making, participants were provided with the following:



The overall concepts are shown side by side, with Natural/Processed Materials on the left and People Working on the right.

Canadian workers and businesses are the foundation of our economy. They want to rise to the challenge when global tariffs hit – by innovating, adapting, and moving forward.

The Government of Canada is here to help with supports like reskilling packages for up to 50,000 workers and the work-sharing program to prevent layoffs.

Let's build a stronger Canada – together.

Visit [Canada.ca/tariff-support](https://Canada.ca/tariff-support) to learn more.

Canadian workers and businesses built this country. Their strength and tenacity shaped the Canada we know today.

As a worker or employer tackling these challenging times, you're not alone.

The Government of Canada is here to help with supports like reskilling packages for up to 50,000 workers and the work-sharing program to prevent layoffs.

Together, we will overcome challenges and stand stronger than before.

Learn more about support for tariff-impacted workers and employers at [Canada.ca/stand-strong](https://Canada.ca/stand-strong).

Both scripts are shown side by side, with the script for Natural/Processed Materials on the left and the script for People Working on the right.

Focusing on the concepts overall, a much larger number indicated a preference for Working People compared to Natural/Processed Materials. Among the two groups who separately evaluated the scripts, responses varied considerably between the two regions, with all in the group based in B.C. selecting Working People, and most in Quebec preferring Natural/Processed Materials.

For those who preferred the Working People concept, many spoke positively of the images that had been selected, believing they had been effective at showcasing the hard work and economic contributions made by those working in tariff-impacted sectors and that the images of actual workers (as opposed to pictures of nature and materials) provided a more human connection. Among those who liked the script for this concept, the view was expressed that it was the more detailed of the two, with a few also reacting positively to what they perceive as the script's empathetic language.

Among participants who expressed a preference for Natural/Processed Materials, most comments focused on the script, which a number believed was the more concise and better written of the two. Related to this, a few specifically identified the tagline "let's build a stronger Canada – together" as an element of this script that they particularly liked. For the small number who felt that this concept contained the most effective imagery, participants spoke positively of the prominent focus it had placed on the materials produced by sectors such as lumber and steel, with some believing that this served as a reminder of the important role that these sectors played in the Canadian economy.

Focusing on the conclusions of these ads, each of which end with a short phrase and a web page address, participants engaged in an additional exercise where they were presented with the original version of this URL as well as two alternate versions that could potentially be used and asked to select which would most effectively entice someone to visit the website to learn more about what the Government of Canada was doing to support Canadian businesses and workers affected by tariffs. The options shown to participants included:

- [Canada.ca/tariff-support](https://Canada.ca/tariff-support)



- [Canada.ca/stand-strong](https://Canada.ca/stand-strong)
- [Canada.ca/tariff-response](https://Canada.ca/tariff-response)

On balance, participants overwhelmingly preferred tariff-support, with many believing that this was the most straightforward of all the options and best aligned with the programs and assistance that the federal government would be offering to Canadian workers and businesses. It was felt that tariff-support was effective in that it spoke to both the tangible supports the Government of Canada would be providing as well as the general notion of providing assistance to Canadians during these challenging economic times. Among the small number who selected stand-strong, the view was expressed that this was the most concise option and would be the easiest for those who encounter these ads to remember. Very few selected tariff-response, with some commenting that this option made them think more of the federal government engaging in retaliatory measures such as the imposition of counter-tariffs as opposed to providing supports for Canadians.

Asked what type of information they felt this website would include, a large number believed that it would primarily be focused on the supports that the federal government was offering, the eligibility requirements for these programs, and how impacted workers and businesses could apply. It was also felt that the website might include information about the broader actions that the Government of Canada was taking to respond to tariffs, such as establishing new trade relationships with other countries and imposing measures such as counter tariffs. Asked whether, if the ad referred to employers rather than businesses, they would expect it contain different information, a number answered affirmatively. Among these participants, the view was expressed that this type of website would likely have more information specifically focused on the programs that had been designed to support those with employees, whereas businesses was a broader term and could also refer to those who were self-employed. Related to this, the view was expressed that the website should feature two distinct sections, one providing information related to supports for workers and the other focused on programs created to assist employers facing challenges related to continuing to make payroll and avoiding having to lay off workers.

## Home Energy Efficiency (Prince Edward Island, Manitoba Prospective First-Time Home Buyers)

Two groups took part in conversations related to home energy efficiency and the Government of Canada's EnerGuide program. Asked whether they currently owned a home, a number in the group based in PEI reported that they did, while many of those residing in Manitoba indicated that they were planning to purchase a home at some point in the next few years. Questioned as to whether they were familiar with the federal government's EnerGuide for homes program, only a small number indicated that they were. Among those who had heard something about this program, participants believed that it provided energy audits or tests for homes, with the aim of identifying potential improvements, most commonly involving elements such as windows, insulation, and heating systems.

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

*The Government of Canada has a program called EnerGuide, where an energy advisor comes to your home to complete an evaluation to determine how much energy your home uses and identify upgrades and renovations that would help improve your home's energy efficiency. To do so, the advisor assesses your home's physical characteristics, like the type of heating system and the level of insulation to calculate the home's energy rating, assuming a standard set of operating conditions (like the number of occupants and the thermostat settings). These assumptions won't always reflect how the current occupants use energy (for example, the temperature they prefer, or how often they use the appliances), but it allows for better comparisons between homes. When complete, the energy advisor provides the homeowner with a label that includes the home's energy rating and a summary of its energy consumption, alongside a report with suggestions for energy-saving upgrades and renovations.*

Having been provided with this description, a few additional participants reported having previously heard of this program. Asked what sorts of homes they believed would receive a good home energy rating, several believed that newly constructed homes would likely earn better ratings in this regard compared to older homes. A number associated newer homes with having improved insulation, tighter building envelopes, modern heating and cooling systems, and more efficient windows. Discussing other aspects that they felt would contribute positively to a home's energy rating, participants mentioned features such as solar panels and the use of materials such as bricks that were believed to retain heat better than other building materials. The view was also expressed that attached homes, such as rowhouses or condominiums, would likely have higher ratings due to having fewer exposed exterior walls. Additionally, smaller homes or those built with high-quality materials and proper insulation were considered to also be more likely to achieve better ratings.

Discussing the types of homes that they expected would receive poor energy ratings, many mentioned older homes, and especially those that had been built prior to the implementation of modern energy standards and/or lacked adequate insulation. Larger homes, including those with high ceilings or expansive layouts, were also seen as being less energy efficient due to the increased heating and cooling requirements that participants believed were associated with these properties. Homes with poorly insulated windows or attic spaces, mobile homes, and homes that had been built with materials that did not retain heat well were also cited as examples of properties that would likely receive lower energy ratings.

Participants identified several factors that they felt were important when it came to calculating a home's energy rating. These included insulation quality and the overall level of air sealing, the size of the home and the heating and cooling demands associated with it, the type of home (i.e. detached, condominium, rowhouse) and its number of exposed exterior walls, and whether the home was situated in a part of the country that frequently experienced extremely hot or cold temperatures. Other factors mentioned by participants included whether a home had previously been renovated to become more energy efficient, as well as the number of occupants residing within the home and their daily energy use patterns.



Imagining that they had an energy assessment done for their current home, participants were asked what types of information they would expect their home energy rating to tell them. On balance, many expressed an interest in better understanding which components of their home consumed the most energy, where improvements could be made when it came to energy use, and other recommendations by which their home could become more energy efficient. Some also expressed an interest in information related to how their home's energy efficiency compared to similarly sized homes in their area, as well as how much they could expect to save financially by making specific upgrades. A few were also interested in learning how changes to their household circumstances (such as a growing family or increased time spent at home) might impact future energy consumption and their home energy rating.

Asked, when thinking about purchasing a home, what information they would like home energy ratings to tell them about homes that they were considering buying, many believed that this type of rating would need to clearly indicate the expected cost of heating and cooling the home. It was also thought that information should be provided as to whether the property may require insulation or efficiency upgrades in the near future, as well as a list of energy-related improvements that had already been completed for the home.

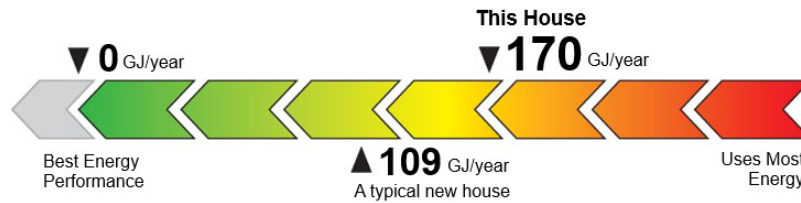
Participants were next provided with information regarding different home energy rating formats and were asked which they felt would be most useful or intuitive:

*Home energy ratings provide information about a home's energy performance. This information may be used by those who are considering buying or renting, selling, or renovating their home. The rating itself could be presented in several different ways. For example, it could be presented as:*

- *A measure of annual energy consumption such as kilowatt-hours per square meter (the amount of energy used in a year relative to the home's floor area) or gigajoules (the absolute amount of energy used in a year);*
- *a score out of 10 or out of 100; or*
- *a letter grade from A-F.*

Overall, participants expressed a range of views regarding which rating format they thought would be most intuitive or useful, with no single approach being preferred. Many felt that a simple letter grade (A–F) or a numerical score (such as 1–10 or 1–100) would be the easiest to understand, with several believing that these formats would be intuitive and straightforward for most homeowners. A number felt differently, expressing a preference for a more measurement-based format (such as kilowatt-hours) and believing that it was important to have specific metrics that could be connected directly to their energy costs. The view was also expressed, however, that information related to units such as gigajoules (GJ) would need to be accompanied by additional context or explanation in order to be meaningful.

Participants were next presented with the following example of an EnerGuide rating label and were asked to interpret and evaluate it:



This image depicts an EnerGuide label. The scale moves from left to right, with higher energy performance being represented with brighter greener colours with the scale moving from green to yellow to red, with dark red highlighting homes that use the most energy. On this scale, the home is indicated as produced 170 GJ/year, with information indicating that 109 GJ/year is typical for a new home.

Overall, participants interpreted this image as indicating a home performing somewhere in the middle of the energy efficiency scale, with a slightly below-average energy efficiency overall. It was widely believed that this sort of rating would suggest that there was room for improvement in terms of the home's overall energy efficiency. Asked how easy they felt this rating was to interpret, views were mixed among participants. While many found the colour scale (green for high efficiency, red for low efficiency) to be logical, a number believed that that having the highest ratings on the left side of the scale and lower ratings on the right was counterintuitive and suggested reversing the orientation. Others expressed a lack of familiarity with units such as GJ and believed that this type of measurement would be difficult for them to relate to their everyday energy usage. A number reported finding this rating system to be overly ambiguous and questioned whether it accounted for differences in factors such as square footage, home type, or occupancy patterns.

Discussing whether they found home energy ratings to be useful, many believed that the information provided by these measurements would be helpful when it came to informing their decisions related to purchasing or renting a home. It was thought that EnerGuide ratings could provide useful context regarding the energy efficiency of a home as well as how this might compare to other properties that they were considering purchasing or renting. Informed that a home energy rating could be used to compare the energy performance of different homes in their area, to compare the energy performance of different homes across all of Canada, and/or to help in determining whether they needed to invest in energy efficiency upgrades, many believed that these were useful purposes, with a number specifically focusing on comparisons related to homes in their area as well as what energy upgrades, if any, were recommended.

When asked, all participants expressed strong support for incorporating benchmark comparisons into home energy ratings. It was felt that these types of comparisons would offer essential context to help homeowners better understand how their home is performing in this area relative to others. It was widely thought that these types of comparisons should be made primarily to similar homes, which participants perceived as being defined by characteristics such as size (e.g., square footage, number of bedrooms/baths), age (e.g., 10 vs. 20 vs. 30-year-old home), construction type, or assessed value. Among participants, the view was also expressed that the term "your area" should be clearly defined,

with a number believing that this should refer to one's neighbourhood or some other comparable local context. On balance, many believed that benchmarking would provide essential context and would help to make EnerGuide ratings more practical and easier to interpret.

## Statistics Canada (New Brunswick Tariff-Impacted Workers, Quebec Tariff-Impacted Workers, British Columbia)

Three groups took part in a brief discussion related to Statistics Canada. Asked whether they were aware of this agency, a larger number reported having heard of it compared to those who had not. Describing what they believed Statistics Canada was responsible for, most were of the impression that its primary objectives were to gather data and statistics across many areas of importance to Canadians, with a number specifically mentioning the Census of Population as being a key report produced by this agency.

Informed that Statistics Canada is Canada's national agency that collects and analyzes data about Canada's economy, society, and environment to support decision-making by governments, businesses, and the public, participants were asked whether they felt this agency was relevant to them. On balance, almost all viewed Statistics Canada as being relevant to them, with several expressing the view that data collected by this agency played a critical role in informing the federal government's decisions regarding the investments it makes towards the programs and initiatives for Canadians. It was widely felt that it was essential for there to be an agency such as Statistics Canada in place that was dedicated to generating accurate and unbiased data about the country and its diverse population.

Asked whether they would generally trust the data and products released by Statistics Canada, most reported that they would. For many, it was felt that the reports produced by Statistics Canada were based on data that was easily verifiable, with several expressing that they had no reason not to trust products and findings from this agency. A few felt somewhat differently, clarifying that while they were highly confident in the accuracy of data collected by Statistics Canada, it was possible that information could be presented via a number of different lenses, potentially highlighting certain findings while downplaying others to suit a certain perspective. As such, these participants felt it was important for Canadians to take steps to verify these reports against other reliable sources and ensure that the findings and conclusions reported by Statistics Canada were accurately reflected by the underlying data.

Discussing what steps could be taken to improve the general public's overall trust in Statistics Canada, a number suggested that more could be done by the agency to provide simplified overviews of its reports and findings, making them easier to understand for most Canadians. It was also thought that it was important for Canadians to have access to the raw data collected by Statistics Canada as well as a description of the methodologies utilized by the agency to obtain this information. A few believed it would be helpful for Statistics Canada to more clearly delineate the ways in which the products and reports it produces serve to inform federal policymaking decisions, making it clearer to Canadians as to how this agency was benefitting their own lives.



Asked whether they had heard about the Labour Force Survey, few indicated that they had, with a very small number reporting having previously participated in this survey. To aid in conversation, participants were informed that the Labour Force Survey is Statistics Canada's monthly survey that collects information about the jobs people have, the hours they work, and whether they are currently looking for work. Questioned as to whether they felt this survey was important, almost all believed that it was, with many believing that it provided important information regarding the jobs that are available, the sectors in which prospective employees were facing challenges in finding work, and the overall state of the employment market in different parts of the country. A number believed that the information obtained from this survey would be useful in informing federal decisions regarding what sectors to invest in when it came to job creation or skills training initiatives, as well as determining what actions could be taken to help more Canadians find well-paying work in fields of interest to them.

# Appendices

## Appendix A – Recruiting Scripts

**October English Recruiting Script**

**Privy Council Office  
Recruiting Script – October 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 (EDT)	Local Time	Location	Composition	Moderator
1	Tues, Oct 7 <sup>th</sup>	9:00-11:00 PM	6:00-8:00 (PST)	Okanagan, BC	General Population	TBW
2	Wed, Oct 8 <sup>th</sup>	8:00-10:00 PM	6:00-8:00 (MDT)	Calgary-Edmonton Corridor	Concerned About Cost of Living	DN
3	Thurs, Oct 9 <sup>th</sup>	5:00-7:00 PM	6:00-8:00 (ADT)	Prince Edward Island	General Population	DN
4	Tues, Oct 14 <sup>th</sup>	6:00-8:00 PM	6:00-8:00 (EDT)	Ontario	Tradespeople	MP
6	Thurs, Oct 16 <sup>th</sup>	7:00-9:00 PM	6:00-8:00 (CDT)	Manitoba	First-time Homebuyers	TBW
7	Tues, Oct 21 <sup>st</sup>	6:00-8:00 PM	6:00-8:00 (EDT)	Clarington Municipality, Ontario	General Population	TBW
9	Thurs, Oct 23 <sup>rd</sup>	6:00-8:00 PM	6:00-8:00 (EDT)	Greater Toronto Area	Younger Canadians, Aged 18-34	MP
10	Tues, Oct 28 <sup>th</sup>	5:00-7:00 PM	6:00-8:00 (ADT)	New Brunswick	Tariff-Impacted Workers	DN
12	Thurs, Oct 30 <sup>th</sup>	9:00-11:00 PM	6:00-8:00 (PST)	British Columbia	General Population	TBW



## **Recruiting Script**

### **INTRODUCTION**

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

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

### **RECORD LANGUAGE**

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

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

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

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

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

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

### **SCREENING QUESTIONS**

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

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

**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	<b>THANK AND END</b>
Canadian Mortgage and Housing Corporation	<b>THANK AND END</b>
All others	<b>CONTINUE</b>
<b>VOLUNTEERED</b> Prefer not to answer	<b>THANK AND END IN ALL</b>

**LOCATIONS:**

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

Yes	<b>THANK AND END</b>
No	<b>CONTINUE</b>

**2.** In which city do you reside?

LOCATION	CITIES	
Okanagan, BC	Cities and towns include:  Armstrong, Coldstream, Enderby, Kelowna, Lake Country, Lumby, Oliver, Osoyoos, Peachland, Penticton, Spallumcheen, Summerland, Vernon, West Kelowna  <b>ENSURE A GOOD MIX.</b>	<b>CONTINUE – GROUP 1</b>
Calgary-Edmonton Corridor	Cities could include (but are not limited to):  Airdrie, Beaumont, Calgary, Chestermere, Edmonton, Fort Saskatchewan, Leduc, Red Deer, Spruce Grove, Sylvan Lake  <b>ENSURE A GOOD MIX ACROSS THE REGION.</b>	<b>CONTINUE – GROUP 2</b>
Prince Edward Island	Cities could include (but are not limited to):	<b>CONTINUE – GROUP 3</b>

	<p>Charlottetown, Cornwall, Montague, Summerside, Stratford</p> <p><b>ENSURE A GOOD MIX.</b></p>	
Ontario	<p>Cities include (but are not limited to):</p> <p>Barrie, Brampton, Guelph, Hamilton, Kingston, Kitchener-Waterloo, London, Markham, Mississauga, Ottawa, Peterborough, Sarnia, Sudbury, Thunder Bay, Timmins, Toronto, Vaughan, Windsor</p> <p><b>ENSURE A GOOD MIX ACROSS THE PROVINCE. NO MORE THAN 2 PER CITY.</b></p>	<b>CONTINUE – GROUP 4</b>
Manitoba	<p>Cities include (but are not limited to):</p> <p>Brandon, Dauphin, Flin Flon, Morden, Portage la Prairie, Selkirk, Steinbach, Thompson, Winkler, Winnipeg</p> <p><b>ENSURE A GOOD MIX OF CITIES ACROSS THE PROVINCE. NO MORE THAN 4 FROM WINNIPEG.</b></p>	<b>CONTINUE – GROUP 6</b>
Clarington Municipality, Ontario	<p>Towns include:</p> <p>Clarington, Bowmanville, Courtice, Darlington, Newcastle, Orono</p> <p><b>PARTICIPANTS MUST RESIDE IN ABOVE NOTED CITY PROPER.</b></p>	<b>CONTINUE – GROUP 7</b>
Greater Toronto Area	<p>Cities include:</p> <p><u>Toronto</u>: City of Toronto</p> <p><u>Durham Region</u>: Ajax, Clarington, Brock, Oshawa, Pickering, Scugog, Uxbridge, Whitby</p> <p><u>Halton Region</u>: Burlington, Halton Hills, Milton, Oakville</p> <p><u>Peel Region</u>: Brampton, Caledon, Mississauga</p>	<b>CONTINUE – GROUP 9</b>

	<p><u>York Region</u>: Aurora, East Gwillimbury, Georgina, King, Markham, Newmarket, Richmond Hill, Vaughan, Whitchurch-Stouffville</p> <p><b>ENSURE A GOOD MIX. NO MORE THAN THREE FROM CITY OF TORONTO.</b></p>	
New Brunswick	<p>Cities include (but are not limited to):</p> <p>Dieppe, Edmundston, Fredericton, Miramichi, Moncton, Saint John</p> <p><b>ENSURE A GOOD MIX.</b></p>	<b>CONTINUE – GROUP 10</b>
British Columbia	<p>Cities could include (but are not limited to):</p> <p>Vancouver, Kamloops, Chilliwack, 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><b>ENSURE A GOOD MIX. NO MORE THAN 2 PER CITY.</b></p>	<b>CONTINUE – GROUP 12</b>
<b>VOLUNTEERED</b> Prefer not to answer		<b>THANK AND END</b>

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

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

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

Under 18 years of age	<b>IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.</b>
18-24	<b>CONTINUE</b>
25-34	<b>CONTINUE</b>
35-44	<b>IF GROUP 9 – THANK AND END</b>
45-54	<b>ALL OTHERS CONTINUE</b>
55-64	

65+	
[Volunteered] Prefer not to answer	<b>THANK AND END</b>

**ENSURE A GOOD MIX WHERE APPLICABLE. GROUP 9 WILL BE COMPOSED ENTIRELY OF THOSE AGED 18-34.**

4. **ASK ONLY IF GROUP 2** Thinking about the issues presently facing Canada, from the following list, which two or three issues do you feel are the top priorities?

Healthcare  
The Economy  
Housing Affordability  
Environmental Issues/Climate Change  
Indigenous Issues and Reconciliation  
Immigration  
Canada-U.S. Relations  
Crime and Public Safety  
The Cost of Living **CONTINUE TO 4A**  
Inequality and Poverty  
**VOLUNTEERED** Prefer not to answer **THANK AND END**

**GROUP 2 MUST SELECT THE COST OF LIVING AS ONE OF TWO/THREE ISSUES TO CONTINUE.**

- 4a. **ASK ONLY IF GROUP 2** You mentioned the cost of living as one of the most important issues facing Canadians today. How concerned are you personally about the cost of living in Canada these days?

Extremely concerned **CONTINUE TO GROUP 2**  
Very concerned **CONTINUE TO GROUP 2**  
Somewhat concerned **THANK AND END**  
Not too concerned **THANK AND END**  
Not at all concerned **THANK AND END**  
**VOLUNTEERED** Prefer not to answer **THANK AND END**

- 4b. **ASK ONLY IF GROUP 2** Have increases in the cost of living affected you or your household directly in the past 12 months?

Yes, significantly  
Yes, somewhat  
No, not really  
**VOLUNTEERED** Prefer not to answer **THANK AND END**

**LIMIT THE NUMBER OF PEOPLE WHO SAY THEY HAVE NOT REALLY BEEN PERSONALLY IMPACTED BY THE COST OF LIVING.**

5. **ASK ALL GROUPS** Which of the following best describes your current employment status?

Working full-time  
 Working part-time  
 Self-employed  
 Retired  
 Unemployed/looking for work  
 Student  
 Other (please specify)

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

**6. ASK ONLY IF EMPLOYED AT Q5** Which of the following best describes the industry/sector in which you are currently employed?

Construction or skilled trade	IF <b>GROUP 4</b> – CONTINUE TO Q7  ALL OTHERS - CONTINUE
Agriculture, Forestry, Fishing and Hunting	IF <b>GROUP 4</b> – THANK AND END
Manufacturing	
Mining, Quarrying, and Oil and Gas Extraction	IF <b>GROUP 10</b> – CONTINUE
Transportation and Warehousing	
Wholesale Trade	ALL OTHERS - CONTINUE
Accommodation and Food Services	
Administrative and Support, Waste Management and Remediation Services	IF <b>GROUP 4</b> – THANK AND END
Arts, Entertainment and Recreation	
Educational Services	IF <b>GROUP 10</b> – THANK AND END
Finance and Insurance	
Health Care	ALL OTHERS - CONTINUE
Social Assistance	
Information and Cultural Industries	
Management of Companies and Enterprises	
Other Services (except Public Administration)	
Professional, Scientific, and Technical Services	
Public Administration	
Real Estate and Rental and Leasing	
Retail Trade	
Utilities	
Other (please specify)	
<b>VOLUNTEERED</b> Prefer not to answer	<b>THANK AND END</b>

**ENSURE A GOOD MIX BY TYPE OF EMPLOYMENT IF APPLICABLE. NO MORE THAN TWO PER SECTOR.**

**7. ASK ONLY IF GROUP 4** You mentioned you work in construction or a trade. Which of the following most closely describes your line of work?

General Construction



Electrician  
Lineworker  
Welder  
Plumber  
Roofer  
Carpenter  
Mechanic  
HVAC Technician  
Other (please specify) :

**ENSURE A GOOD MIX BY TYPE OF TRADE.**

8. **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	<b>IF GROUP 6 – THANK AND END</b>
	<b>ALL OTHERS CONTINUE</b>
Rent	<b>CONTINUE</b>
<b>VOLUNTEERED</b> Living at home	
<b>VOLUNTEERED</b> Other, please specify:	
<b>VOLUNTEERED</b> Don't know/not sure	<b>THANK AND END</b>

- 8a. **ASK ALL GROUPS** Which of the following best describes the residence you currently [own/rent]?

Condo **CONTINUE**  
 Apartment **CONTINUE**  
 Single family home **CONTINUE**  
 Townhome **CONTINUE**  
 Other, please specify: \_\_\_\_\_ **CONTINUE**

**ENSURE A GOOD MIX.**

9. **ASK ONLY IF GROUP 6** Have you owned a home within the past four years?

Yes **THANK AND END**  
 No **CONTINUE TO Q9A**  
**VOLUNTEERED** Prefer not to answer **THANK AND END**

- 9a. **ASK ONLY IF GROUP 6** Are you currently looking to purchase a home within the next 2-3 years?

Yes **CONTINUE TO 9B**  
 Not sure/Maybe **THANK AND END**  
 No **THANK AND END**  
**VOLUNTEERED** Prefer not to answer **THANK AND END**



9b. **ASK ONLY IF GROUP 6** Which of the following best describes the residence you are looking to own?

- |                              |                 |
|------------------------------|-----------------|
| Condo                        | <b>CONTINUE</b> |
| Apartment                    | <b>CONTINUE</b> |
| Single family home           | <b>CONTINUE</b> |
| Townhome                     | <b>CONTINUE</b> |
| Other, please specify: _____ | <b>CONTINUE</b> |

**ENSURE A GOOD MIX.**

10. **ASK ONLY IF GROUP 10** To your knowledge, has your industry or workplace been affected by tariffs, trade restrictions, or international trade disputes in recent years?

- |   |                         |
|---|-------------------------|
| Yes                                     | <b>CONTINUE TO Q10A</b> |
| No                                      | <b>THANK AND END</b>    |
| <b>VOLUNTEERED</b> Prefer not to answer | <b>THANK AND END</b>    |

10a. **ASK ONLY IF GROUP 10** Have tariffs or trade issues had a direct impact on your own work, for example, changes to your hours, job security, wages, or workload?

- |                 |                      |
|-----------------|----------------------|
| Yes, definitely | <b>GROUP 10</b>      |
| Yes, somewhat   | <b>GROUP 10</b>      |
| No, not really  | <b>THANK AND END</b> |

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

- |     |  |
|-----|--|
| Yes | <b>CONTINUE</b>  |
| No  | <b>EXPLAIN THE FOLLOWING</b> “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.” |

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

- |     |                      |
|-----|----------------------|
| 1-2 | <b>THANK AND END</b> |
| 3-5 | <b>CONTINUE</b>      |

13. 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



**14. 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**

**15. 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**

**16. 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?

**INTERVIEWER TO ASCERTAIN WHETHER ACCESSIBILITY ACCOMMODATIONS CAN BE MADE.**

**17.** 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.21**

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

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

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

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

**20.** 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.

**21.** 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.**

22. 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	<b>CONTINUE</b>
\$20,000 to just under \$40,000	
\$40,000 to just under \$60,000	
\$60,000 to just under \$80,000	
\$80,000 to just under \$100,000	
\$100,000 to just under \$125,000	
\$100,000 to just under \$150,000	
\$150,000 and above	<b>THANK AND END</b>
<b>VOLUNTEERED</b> Prefer not to answer	

**ENSURE A GOOD MIX WHERE APPLICABLE.**

23. 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.**

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

Male	<b>CONTINUE</b>
Female	<b>CONTINUE</b>

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

25. 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](mailto: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.



THE  
**STRATEGIC  
COUNSEL**

Thank you very much for your time.

**RECRUITED BY:** \_\_\_\_\_

**DATE RECRUITED:** \_\_\_\_\_

## October French Recruiting Script

### Bureau du Conseil privé Questionnaire de recrutement – octobre 2025 Groupes en français

#### Résumé des consignes de recrutement

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

Caractéristiques des groupes de discussion :

GRUPE	DATE	HEURE (HNE)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
5	Mercredi octobre 15	6:00-8:00 PM	6:00-8:00 PM (HNE)	Grande région de Montréal	Population générale	MP
8	Mercredi octobre 22	6:00-8:00 PM	6:00-8:00 PM (HNE)	Saguenay – Lac- Saint-Jean	Population générale	MP
11	Mercredi octobre 29	6:00-8:00 PM	6:00-8:00 PM (HNE)	Québec	Travailleurs touchés par les tarifs douaniers	MP

#### Questionnaire de recrutement

##### INTRODUCTION

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

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

##### NOTER LA LANGUE ET CONTINUER

Français **CONTINUER**

Anglais **PASSER AU QUESTIONNAIRE ANGLAIS**



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

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

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

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

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

#### **QUESTIONS DE SÉLECTION**

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

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

- 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	<b>REMERCIER ET CONCLURE</b>
Société canadienne d'hypothèques et de logement	<b>REMERCIER ET CONCLURE</b>

Toute autre société  
**RÉPONSE SPONTANÉE** : Préfère ne pas répondre

**CONTINUER  
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	
Grande région de Montréal	Les villes notamment comprendre :  Blainville, Brossard, Dollard-des-Ormeaux, Laval, Longueuil, Mirabel, Montréal, Repentigny, Saint-Jérôme, Terrebonne  <b>ASSURER UN BON MÉLANGE.</b>	<b>CONTINUER – GROUPE 5</b>
Saguenay – Lac-Saint-Jean	Les villes peuvent notamment comprendre :  Alma, Chambord, Doleau-Mistassini, Saguenay, Saint-Félicien, Roberval  <b>ASSURER UN BON MÉLANGE.</b>	<b>CONTINUER – GROUPE 8</b>
Québec	Les villes peuvent notamment comprendre :  Chicoutimi, Gatineau, Laval, Montréal, Saguenay, Sherbrooke, Trois-Rivières, Victoriaville, Ville de Québec  <b>PAS PLUS QUE DEUX PARTICIPANT PAR VILLE. ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA PROVINCE.</b>	<b>CONTINUER – GROUPE 11</b>
<b>RÉPONSE SPONTANÉE</b>		<b>REMERCIER ET CONCLURE</b>



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

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

5. **POUR TOUS LES LIEUX** Laquelle des suivantes décrit le mieux votre statut d'emploi actuel ?

Employé(e) à temps plein  
Employé(e) à temps partiel  
Travailleur indépendant  
À la retraite  
Sans emploi, mais à la recherche d'un emploi  
Étudiant(e)  
Autre (préciser)

6. **DEMANDER SEULEMENT SI EMPLOYÉ À LA QUESTION 5** Parmi les choix suivants, lequel décrit le mieux le secteur d'activité dans lequel vous travaillez ?

Agriculture, foresterie, pêche et chasse	<b>SI GROUPE 11 – CONTINUER À Q7</b>	
Commerce de gros		
Extraction minière, exploitation en carrière, et extraction de pétrole et de gaz		
Fabrication		
Transport et entreposage		
Administrations publiques	<b>TOUS LES AUTRES - CONTINUER</b>	
Arts, spectacle et loisirs		
Autres services, sauf les administrations publiques		
Commerce de détail		
Finance et assurances		
Gestion de sociétés et d'entreprises		<b>SI GROUPE 11 – REMERCIER ET CONCLURE</b>
Hébergement et services de restauration		<b>TOUS LES AUTRES - CONTINUER</b>
Industrie de l'information et industrie culturelle		
Métier de la construction ou métier spécialisé		
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	
Autre situation ou autre secteur; veuillez préciser :	
<b>RÉPONSE SPONTANÉE</b> Ne sais pas/Préfère ne pas répondre	<b>REMERCIER ET CONCLURE</b>

**ASSURER UN BON MÉLANGE.**

7. **DEMANDER SEULEMENT À GROUPE 11** À votre connaissance, votre secteur d'activité ou votre lieu de travail a-t-il été touché par des tarifs douaniers, des restrictions commerciales ou des conflits commerciaux internationaux au cours des dernières années ?

Oui **CONTINUER À Q7A**  
Non **REMERCIER ET CONCLURE**  
**RÉPONSE SPONTANÉE** Préfère ne pas répondre **REMERCIER ET CONCLURE**

- 7a. **DEMANDER SEULEMENT À GROUPE 11** Les tarifs douaniers ou les problèmes commerciaux ont-ils eu un impact direct sur votre propre travail, par exemple des changements dans vos horaires, votre sécurité d'emploi, vos salaires ou votre charge de travail ?

Oui, certainement **GROUPE 11**  
Oui, un peu **GROUPE 11**  
Non, pas vraiment **REMERCIER ET CONCLURE**

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

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

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

1-2 **REMERCIER ET CONCLURE**  
3-5 **CONTINUER**

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

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



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

Oui     **CONTINUER**  
Non     **CONTINUER**

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

1-2     **REMERCIER ET CONCLURE**  
3-5     **CONTINUER**

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

**L'INTERVIEWEUR POUR DÉTERMINER SI DES AMÉNAGEMENTS PEUVENT ÊTRE APPORTÉS.**

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

Oui     **CONTINUER**  
Non     **PASSER À LA Q.18**

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

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

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

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

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

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

#### **CRITÈRES DE RECRUTEMENT SUPPLÉMENTAIRES**

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

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

Moins de 18 ans	<b>REMERCIER ET CONCLURE.</b>
18 à 24 ans	<b>CONTINUER</b>
25 à 29 ans	
30 à 34 ans	
35 à 44 ans	
45 à 49 ans	
50 ans ou plus	<b>REMERCIER ET CONCLURE</b>
<b>RÉPONSE SPONTANÉE</b> Préfère ne pas répondre	

19. **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	<b>CONTINUER</b>
Locataire	
<b>RÉPONSE SPONTANÉE</b> Habitant au domicile parentale	
<b>RÉPONSE SPONTANÉE</b> Autre, veuillez précisez :	
<b>RÉPONSE SPONTANÉE</b> Ne sais pas/Préfère ne pas répondre	<b>REMERCIER ET CONCLURE</b>

**ASSURER UN BON MÉLANGE.**

19a. **POUR TOUS LES LIEUX** Parmi les choix suivants, lequel décrit le mieux la résidence dont vous êtes actuellement [propriétaire/locataire]?

Condo	<b>CONTINUER</b>
Apartement	<b>CONTINUER</b>
Maison unifamiliale	<b>CONTINUER</b>
Maison en rangée	<b>CONTINUER</b>
Maison jumelée	<b>CONTINUER</b>
Maison mitoyenne	<b>CONTINUER</b>
Autre, veuillez préciser : _____	<b>CONTINUER</b>

**ASSURER UN BON MÉLANGE.**

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

École primaire  
Études secondaires partielles

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

**RÉPONSE SPONTANÉE** : Préfère ne pas répondre

**ASSURER UN BON MÉLANGE.**

21. Laquelle des catégories suivantes décrit le mieux le revenu annuel total de votre ménage en 2024 – c'est-à-dire le revenu cumulatif de l'ensemble des membres de votre ménage avant impôt?

Moins de 20 000 \$	<b>CONTINUER</b>
20 000 \$ à moins de 40 000 \$	
40 000 \$ à moins de 60 000 \$	
60 000 \$ à moins de 80 000 \$	
80 000 \$ à moins de 100 000 \$	
100 000 \$ moins de 120 000\$	
120 000 \$ à moins de 150 000 \$	
150 000 \$ ou plus	<b>REMERCIER ET CONCLURE</b>
<b>RÉPONSE SPONTANÉE</b> : Préfère ne pas répondre	

**ASSURER UN BON MÉLANGE.**

22. 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.**

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

Homme



Femme

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

24. 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](mailto: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



THE  
**STRATEGIC  
COUNSEL**

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

## October English Moderator's Guide

### MASTER MODERATOR'S GUIDE OCTOBER 2025

#### **INTRODUCTION (10 minutes) – All locations**

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

#### **GOVERNMENT OF CANADA IN THE NEWS (5 minutes) – All Locations**

- What have you seen, read, or heard about the Government of Canada in the last few days?
  - Where did you read, see, or hear this news?
- **Greater Toronto Area Canadians Aged 18 to 34** Have you seen, read, or heard anything recently about the Government of Canada's plan to build a stronger economy?
  - Where did you read, see, or hear this news?

#### **Greater Toronto Area Canadians Aged 18 to 34 SHOW ON SCREEN**

The Government of Canada recently announced that as part of its plan to build a stronger economy, it is focused on building millions of new homes, faster, that Canadians can afford. Building will be done sustainably, focusing on low-emission energy, transport, housing and manufacturing.

The plan is also to build Canadian, notably via major investments in our military, which will create new careers in aerospace, shipbuilding, cyber and artificial intelligence (AI). Additionally, a new Buy Canadian policy will prioritize Canadian steel, aluminum, lumber, manufactured goods, and technology for Canadian projects. As well as being our own best customer, the federal government is aiming to double non-U.S. exports in the next decade.

Finally, the Government of Canada plans to unlock new apprenticeships and skills training programs, and a new talent strategy for the next generation of scientists and innovators to build their careers in Canada.

This plan involves making tough choices, notably balancing the operating deficit in three years by reducing wasteful government spending and doing more with less, while protecting essential programs, especially those geared toward vulnerable Canadians.

- **Greater Toronto Area Canadians Aged 18 to 34** What are your initial thoughts about this plan?

- Do you think this plan will benefit young adults like yourselves? What makes you say that?
- **New Brunswick Tariff-Impacted Workers, Quebec Tariff-Impacted Workers, British Columbia**  
Have you seen, read, or heard anything recently about the Government of Canada's participation at the Association of Southeast Asian Nations (ASEAN) Summit?
  - Where did you read, see, or hear this news?

**PERFORMANCE AND PRIORITIES/ECONOMY (35 minutes)** – **Okanagan, Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Prince Edward Island, Greater Montreal Area, Clarington Municipality, Saguenay Lac-Saint-Jean, Greater Toronto Area Canadians Aged 18 to 34**

Now I want to focus a little more on the Government of Canada broadly ...

- **Okanagan, Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Clarington Municipality, Greater Toronto Area Canadians Aged 18 to 34** What does the Government of Canada do well?
- **Okanagan, Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Clarington Municipality, Greater Toronto Area Canadians Aged 18 to 34** What does the Government of Canada need to improve on? Why do you feel this way?
- In your opinion, what are the top issues that the Government of Canada should be prioritizing?
  - Why are these issues important to prioritize?
- In your opinion, how is the Canadian economy doing overall? Why do you feel this way?
  - IF ECONOMY DOING POORLY: What would need to happen for you to start feeling optimistic about the Canadian economy?
- How would you describe the Government of Canada's performance when it comes to managing issues in the economy? Would you say that the Government of Canada is generally on the right track or wrong track?
  - What are some examples of work the federal government has done to deal with the economy?
    - **Okanagan, Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Greater Montreal Area, Clarington Municipality, Saguenay Lac-Saint-Jean, Greater Toronto Area Canadians Aged 18 to 34** How effective have these actions been? Why do you feel this way?
- What would you like to see from the Government of Canada when it comes to the economy?

Okanagan, Clarington Municipality, Greater Toronto Area Canadians Aged 18 to 34 Now, I would like to talk about the job market specifically.

- Okanagan, Clarington Municipality, Greater Toronto Area Canadians Aged 18 to 34 As far as you know, is Canada's unemployment rate these days going up, meaning there are fewer jobs, going down, or staying about the same? What makes you say that?
  - IF GOING UP: Why do you think unemployment is rising?

Okanagan, Clarington Municipality, Greater Toronto Area Canadians Aged 18 to 34 **MODERATOR TO CLARIFY/SHOW ON SCREEN:**

The unemployment rate rose 0.2 percentage points to 7.1% in August Clarington Municipality, Greater Toronto Area Canadians Aged 18 to 34 and remained unchanged in September.

Since January 2025, it has increased a total of 0.5 percentage points.

The unemployment rate in August was the highest since May 2016 (excluding 2020 and 2021).

In comparison, the unemployment rate averaged 6.0% from 2017 to 2019, just prior to the COVID-19 pandemic.

- Okanagan, Clarington Municipality, Greater Toronto Area Canadians Aged 18 to 34 As far as you know, what might be contributing to the rising unemployment rate?
- Okanagan, Clarington Municipality, Greater Toronto Area Canadians Aged 18 to 34 What should the Government of Canada be doing, if anything, to respond to this situation?

**JOB MARKET/UNEMPLOYMENT (30 minutes) Ontario Tradespeople**

Now, I would like to talk about the job market specifically.

- Overall, how would you rate the state of the job market for someone working in the trades? Is it good, poor, or somewhere in between? Why?
  - How easy is it for someone like you to find a job in the field you're interested in?
    - Are there any challenges/barriers you've encountered when searching for work?
  - Are there enough job opportunities in your area?
  - Are there labour shortages in your area?
    - IF YES: What are the impacts of labour shortages in your area?
- Thinking about five years from now, do you imagine the Canadian job market will be worse, better, or the same? What makes you say that and why do you feel this way?

- Thinking five to ten years in the future, what do you think the job market in Canada might look like?
  - Which industries do you think will see the most growth?
  - Which skills do you think will be in demand?
  - How confident do you feel, if at all, that you will have a good job in this future economy? Why do you feel this way?
- Would you say the Government of Canada is on the right track or wrong track when it comes to creating good jobs in Canada?
- Are you aware on any work the Government of Canada is doing to help create jobs, provide skills training, or otherwise support workers?
  - What should the Government of Canada do to help?

**BUDGET (30 minutes)** – Okanagan, Ontario Tradespeople, Greater Montreal Area, Manitoba First-Time Home Buyers, Clarington Municipality, Saguenay Lac-Saint-Jean

As you may know, every year the Government of Canada releases a budget. This is where they describe what they will invest in, changes to programs, and lay out a plan for the coming years. They will also make projections on things like the deficit and where the economy is headed.

- Have you heard, read or seen anything about the federal government's plans for the budget?
  - IF YES: What have you heard?

**Okanagan** The Government of Canada has said that it will reduce spending on government operations and invest more in projects that are intended to contribute to economic growth.

- **Okanagan** What do you think of this approach? Any questions/concerns?
- **Okanagan** Where do you think the federal government could find cost savings?
- **Okanagan** And where should the federal government try to invest more?
- **Okanagan** What if these investments meant that overall federal government spending ended up being higher than before - what's your reaction in that case?

**Okanagan** The Government of Canada has said that, given the trade war with the United States, we need to diversify the economy to be less reliant on the U.S. This means we have to invest more in initiatives that will grow the economy at home, like major projects, homebuilding, supporting industries impacted by the trade war and strengthening Canada's military.

- **Okanagan** Do you agree or disagree with the federal government's approach? Why/why not?
- **Okanagan** If the Government of Canada increased in investments in these areas, how would you feel?
- **Okanagan** What if these investments increased the size of the deficit, does that change your reaction?

**Ontario Tradespeople, Greater Montreal Area, Manitoba First-Time Home Buyers, Clarington Municipality, Saguenay Lac-Saint-Jean, Greater Toronto Area Canadians Aged 18 to 34** The following are a few messages that the Government of Canada could use when communicating about the budget. For each, I would like you to let me know your initial reactions, if the message resonates with you and whether you feel the message is clear.

**Ontario Tradespeople, Greater Montreal Area, Manitoba First-Time Home Buyers, Clarington Municipality, Saguenay Lac-Saint-Jean, Greater Toronto Area Canadians Aged 18 to 34** Budget Message 1:

**SHOW ON SCREEN**

*In the Budget, the Government of Canada will have to make responsible choices, and some difficult decisions. The plan is to spend less on government operations and reduce waste, so Canadians can invest more in the workers, businesses, and nation-building infrastructure that will build a brighter future for all.*

- **Ontario Tradespeople, Greater Montreal Area, Manitoba First-Time Home Buyers, Clarington Municipality, Saguenay Lac-Saint-Jean, Greater Toronto Area Canadians Aged 18 to 34** What are your initial reactions?
- **Ontario Tradespeople, Greater Montreal Area, Manitoba First-Time Home Buyers, Clarington Municipality, Saguenay Lac-Saint-Jean, Greater Toronto Area Canadians Aged 18 to 34** Does this message resonate with you?
- **Ontario Tradespeople, Greater Montreal Area, Manitoba First-Time Home Buyers, Clarington Municipality, Saguenay Lac-Saint-Jean, Greater Toronto Area Canadians Aged 18 to 34** Is the message clear?
- **Ontario Tradespeople, Greater Montreal Area, Manitoba First-Time Home Buyers, Clarington Municipality, Saguenay Lac-Saint-Jean, Greater Toronto Area Canadians Aged 18 to 34** Does it make you feel better, worse or have no impact on your perception of the Government of Canada's plans for the budget and the Canadian economy?



Ontario Tradespeople, Greater Montreal Area, Manitoba First-Time Home Buyers, Clarington Municipality, Saguenay Lac-Saint-Jean, Greater Toronto Area Canadians Aged 18 to 34 Budget

Message 2:

**SHOW ON SCREEN**

*In the Budget, the Government of Canada will be making some pragmatic choices and taking tough decisions so it can protect programs and initiatives that support the most vulnerable in our society, reinforce programs that help bring down costs for hard-working Canadians, and build programs that help you get ahead.*

- Ontario Tradespeople, Greater Montreal Area, Manitoba First-Time Home Buyers, Clarington Municipality, Saguenay Lac-Saint-Jean, Greater Toronto Area Canadians Aged 18 to 34 What are your initial reactions?
- Ontario Tradespeople, Greater Montreal Area, Manitoba First-Time Home Buyers, Clarington Municipality, Saguenay Lac-Saint-Jean, Greater Toronto Area Canadians Aged 18 to 34 Does this message resonate with you?
- Ontario Tradespeople, Greater Montreal Area, Manitoba First-Time Home Buyers, Clarington Municipality, Saguenay Lac-Saint-Jean, Greater Toronto Area Canadians Aged 18 to 34 Is the message clear?
- Ontario Tradespeople, Greater Montreal Area, Manitoba First-Time Home Buyers, Clarington Municipality, Saguenay Lac-Saint-Jean, Greater Toronto Area Canadians Aged 18 to 34 Does it make you feel better, worse or have no impact on your perception of the Government of Canada's plans for the budget and the Canadian economy?
- Ontario Tradespeople, Greater Montreal Area, Manitoba First-Time Home Buyers, Clarington Municipality, Saguenay Lac-Saint-Jean, Greater Toronto Area Canadians Aged 18 to 34 What does "making responsible or pragmatic choices" mean to you? What do you think the federal government means when it says this?

Ontario Tradespeople, Greater Montreal Area, Manitoba First-Time Home Buyers, Clarington Municipality, Saguenay Lac-Saint-Jean, Greater Toronto Area Canadians Aged 18 to 34 Both messages we've looked at mention the Government of Canada having to make some difficult decisions or tough choices.

- Ontario Tradespeople, Greater Montreal Area, Manitoba First-Time Home Buyers, Clarington Municipality, Saguenay Lac-Saint-Jean, Greater Toronto Area Canadians Aged 18 to 34 What's your reaction to this idea? Does it raise any questions or concerns?



**MAJOR INFRASTRUCTURE PROJECTS/ECONOMY (35 minutes) – Okanagan, Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Clarington Municipality, Saguenay Lac-Saint-Jean, Greater Toronto Area Canadians Aged 18 to 34**

Shifting topics slightly ...

- Have you seen, read or heard of any news related to the Government of Canada and major infrastructure projects?
  - IF YES: What have you heard? Where did you hear it?

**MODERATOR TO CLARIFY/SHOW ON SCREEN:**

Recently, the Government of Canada announced an initial set of five major infrastructure projects under consideration to help transform Canada's economy. To help guide these projects, a new Major Projects Office, headquartered in Calgary, will be responsible for getting these projects built faster by streamlining and accelerating regulatory approval processes and helping these projects obtain financing.

The initial projects under consideration are the following:

- **LNG Canada Phase 2 in Kitimat, British Columbia:** This project would double LNG Canada's production of liquefied natural gas, making it the second largest facility of its kind in the world.
  - **Darlington New Nuclear Project in Clarington, Ontario:** This project will make Canada the first G7 country to have an operational small modular reactor (SMR), providing clean power to 300,000 homes.
  - **Contrecoeur terminal Container Project in Montréal, Quebec:** This project would expand the Port of Montréal's container capacity by about 60%.
  - **Mcllvanna Bay Foran Copper Mine Project in East-Central, Saskatchewan:** This project will supply copper and zinc to strengthen Canada's position as a global supplier of critical minerals. It is also the first net-zero copper project in Canada.
  - **Red Chris Mine Expansion in Northwestern British Columbia:** This project will extend the lifespan of the mine by over a decade and increase Canada's annual copper production by over 15%.
- What is your overall reaction to this announcement?
  - Is there anything you like or don't like?
    - Do you have any concerns about any of these projects?
  - The nuclear project in Clarington, Ontario refers to a "small modular reactor." Are you familiar with what a small modular reactor is?

- **Okanagan, Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living** Do you think that a new pipeline should be added as part of the projects under consideration? Why or why not?
  - PROBE: What about a pipeline from Alberta to the coast in BC?
- **Okanagan, Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living** Have you seen, read or heard anything about a proposal for a pipeline project?
  - IF YES: What have you heard? Where did you hear it?
- **Clarington Municipality** What impact, if any, will the Darlington New Nuclear Project have on your community?
  - IF NOT MENTIONED: What about impacts on employment and job creation?
  - IF NOT MENTIONED: What about impacts on the environment?
  - IF NOT MENTIONED: What about impacts on the city's capacity to manage an increased demand in housing or healthcare services?
- In your opinion, will these projects help achieve the goal of strengthening Canada's economic security?

In addition to the five projects we just discussed, the Government of Canada has also identified strategic areas of focus and activity to help build Canada. The initiatives within these nation-building strategies include the following:

**SHOW ON SCREEN:**

- **Critical Mineral Strategy:** Get more critical mineral projects underway, involving the entire process from the initial mining of raw materials to the construction of ports and roads, to processing and manufacturing.
- **Wind West Atlantic Energy:** Leveraging wind power potential in Nova Scotia.
- **Pathways Plus:** An Alberta-based carbon capture, utilization, and storage project with additional energy infrastructure that would support a strong conventional energy sector.
- **Arctic Economic and Security Corridor:** The development of fortified ports and all-season roads, runways and communication systems to serve military operations and commercial development.
- **Port of Churchill Plus:** Upgrade the Port of Churchill and expand trade corridors with an all-weather road, updated rail line, a new energy corridor, and marine ice-breaking capacity.
- **Alto High-Speed Rail:** Develop a high-speed rail from Toronto to Quebec City reaching speeds of up to 300km/h.

- What is your overall reaction to these additional areas of focus?
- Is there anything you like or don't like?
  - Do you have any concerns about any of these initiatives?
- In your opinion, would these initiatives help achieve the goal of strengthening Canada's economic security?

**AFFORDABILITY ADVERTISING CAMPAIGN (45 minutes) – Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Prince Edward Island, Greater Montreal Area**

Shifting topics ...

I'm now going to show you some concepts that are currently being developed by the Government of Canada for an advertising campaign.

The first concept is in the form of a storyboard. You will notice that it is not in finished form. A storyboard is something that is developed early in the creative process so you get an illustration and short narrative that gives a sense of what the video might look like in its finished format. The final product will be a 15-second video produced professionally that will be shown on social media and digital platforms. Please keep this in mind as you are viewing this concept.

**SHOW CONCEPT #1A ON SCREEN**

**Concept #1A: Overarching affordability message – Working Hard**

**Moderator to show storyboard, which will contain a voice over (VO). Voice overs represent what the viewers will hear as the ad plays.**

- What are your initial thoughts about this concept? What makes you say that?
- **Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Prince Edward Island**  
Is the concept appealing – i.e., does it speak to you?
- What is the main message of this concept?
  - Is the message clear?

**Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Prince Edward Island** This ad contains a main message and an alternative message. Let's review them together.



**Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Prince Edward Island**  
**SHOW BOTH MESSAGES ON SCREEN**

Main message: The Government of Canada is lowering costs – so we can move forward together.

Alternative message: The Government of Canada is helping with costs – so we can move forward.

- **Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Prince Edward Island**  
Did you prefer one of the messages over the other?
  - IF YES: Which one? Why?
- **Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Prince Edward Island**  
Did anything in this concept surprise you?

**Greater Montreal Area** The main message states: You work hard – and it should pay off. By reducing taxes, the Government of Canada is putting more money back in your pocket. To increase your chances of getting ahead and building your future.

- **Greater Montreal Area** What does it mean when we say, “to progress and build your future?”
- Does this concept motivate you to visit the website?
- Do you have any thoughts about what could make this concept more effective?

**Next, I will show you the same concept, but with a different voiceover.**

**SHOW CONCEPT #1B ON SCREEN**

**Concept #1B: Overarching affordability message – Working Hard (Alternative)**

- What are your initial thoughts about this concept? What makes you say that?
- What is the main message of this concept?
  - Is the message clear?

**Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Prince Edward Island** The main message states: The Government of Canada is helping lower costs so Canadians can succeed to build a stronger economy. With more chances for you and your family to get ahead.

**Greater Montreal Area** The main message states: You work hard – and your efforts should pay off. Programs, benefits, and tax credits ... We’re putting more money in your pocket. To increase your chances of getting ahead and building your future.

- **Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Prince Edward Island**  
What does it mean when the message says “to get ahead”? What does it mean to get ahead?

- Does this version of the concept motivate you to visit the website?
- Do you have any thoughts about what could make this concept more effective?

**Greater Montreal Area** Finally, I will show you the same advertisement, but with a different voiceover.

**SHOW CONCEPT #1C ON SCREEN**

**Concept #1C: Overarching affordability message – Working Hard (Alternative 2)**

**Moderator to show storyboard, which will contain a voice over (VO). Voice overs represent what the viewers will hear as the ad plays.**

- **Greater Montreal Area** What are your initial thoughts about this concept? What makes you say that?
- **Greater Montreal Area** What is the main message of this concept?
  - Is the message clear?

**Greater Montreal Area** The main message states: You work hard. The Government of Canada is cutting taxes to help you. We're reducing taxes on your paycheque and for first-time home buyers to help you build your future.

- **Greater Montreal Area** Does this ad motivate you to visit the website?
- **Greater Montreal Area** Do you have any thoughts about what could make this ad more effective?

**The next two concepts are in the form of a social media message.**

**SHOW CONCEPT #2 ON SCREEN:**

**Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Prince Edward Island**

**Concept #2: Cutting Taxes**

**Greater Montreal Area** **Concept #2: Middle-class**

- What are your initial thoughts about this concept? What makes you say that?
- Is the concept appealing – i.e., does it speak to you?
- What is the main message of this concept?
  - Is the message clear?

- Did anything in this social media post surprise you?
- Does this post motivate you to visit the website?
- Do you have any thoughts about what could make this post more effective?

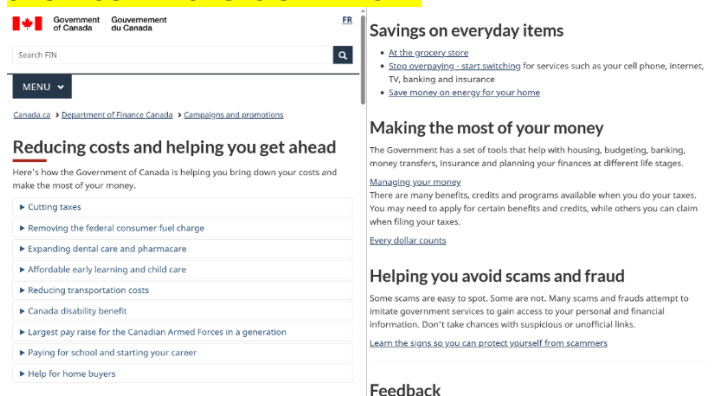
### SHOW CONCEPT #3 ON SCREEN

#### Concept #3: Canadian Dental Care Plan

- What are your initial thoughts about this concept? What makes you say that?
- Is the concept appealing – i.e., does it speak to you?
- What is the main message of this concept?
  - Is the message clear?
- Did anything in this social media post surprise you?
- Does this post motivate you to visit the website?
- Do you have any thoughts about what could make this post more effective?

Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Prince Edward Island As you have seen, the ads and social media posts point to a website: [Canada.ca/Cost-of-Living](http://Canada.ca/Cost-of-Living) ([Reducing costs and helping you get ahead - Canada.ca](http://Canada.ca/Cost-of-Living)). This webpage highlights the Government of Canada's affordability measures available to you.

### Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Prince Edward Island SHOW SCREENSHOTS OF WEBSITE



The screenshot shows the Government of Canada website with the following content:

- Government of Canada / Gouvernement du Canada**
- Search: FR
- Search bar: Search FIN
- Navigation: MENU
- Path: Canada.ca > Department of Finance Canada > Campaigns and promotions
- Reducing costs and helping you get ahead**  
Here's how the Government of Canada is helping you bring down your costs and make the most of your money.
  - ▶ Cutting taxes
  - ▶ Removing the federal consumer fuel charge
  - ▶ Expanding dental care and pharmacare
  - ▶ Affordable early learning and child care
  - ▶ Reducing transportation costs
  - ▶ Canada disability benefit
  - ▶ Largest pay raise for the Canadian Armed Forces in a generation
  - ▶ Paying for school and starting your career
  - ▶ Help for home buyers
- Savings on everyday items**
  - [At the grocery store](#)
  - [Stop overpaying - start switching](#) for services such as your cell phone, internet, TV, banking and insurance
  - [Save money on energy for your home](#)
- Making the most of your money**  
The Government has a set of tools that help with housing, budgeting, banking, money transfers, insurance and planning your finances at different life stages.  
[Managing your money](#)  
There are many benefits, credits and programs available when you do your taxes. You may need to apply for certain benefits and credits, while others you can claim when filing your taxes.  
[Every dollar counts](#)
- Helping you avoid scams and fraud**  
Some scams are easy to spot. Some are not. Many scams and frauds attempt to imitate government services to gain access to your personal and financial information. Don't take chances with suspicious or unofficial links.  
[Learn the signs so you can protect yourself from scammers](#)
- Feedback**



- **Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Prince Edward Island**  
What are your initial thoughts about this web page?
- **Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Prince Edward Island**  
Does this web page contain the type of information you expected?
- **Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Prince Edward Island**  
Does this web page contain any new information?
- **Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Prince Edward Island**  
Is there anything missing from this web page in terms of affordability measures?

### **AFFORDABILITY ADVERTISING - SCRIPTS (30 minutes) Ontario Tradespeople**

We are now going to review scripts for a potential short video ad being developed by the Government of Canada that could be shown on social media and digital platforms. I only have a script, so I will read to you what you would hear. I will read the script 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 it.

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

#### **SHOW ON SCREEN**

*When you get to keep more of your money...*

*It can help you build the future you want.*

*With programs and benefits to help lower your costs, we're putting more money back in your pocket...*

*So you can get ahead.*

*Learn how you could save at [Canada.ca/cost-of-living](http://Canada.ca/cost-of-living)*

- What are your initial thoughts about this script? What makes you say that?
- Is it appealing – i.e., does it speak to you?
- What is the main message?
  - Is the message clear?
- Does it motivate you to visit the website?
- Do you have any thoughts about what could make this ad more effective?

I want to show you another script ...

**SHOW ON SCREEN**

*You've been working hard, and that hard work should pay off.*

*The Government of Canada is lowering taxes, putting more money back in your pocket...*

*For more chances for you to get ahead and build your future.*

*Learn how you could save at [Canada.ca/cost-of-living](http://Canada.ca/cost-of-living)*

- What are your initial thoughts about this script? What makes you say that?
- Is it appealing – i.e., does it speak to you?
- What is the main message?
  - Is the message clear?
- Does it motivate you to visit the website?
- Do you have any thoughts about what could make this ad more effective?

Now I want to show you one more script. You'll note that this one is a slight variation of the first one we reviewed.

**SHOW ON SCREEN**

*When you get to keep more of your money...*

*It can help you build the future you want.*

*We're cutting taxes on your paycheque and for first time home buyers...*

*So you can get ahead.*

*Learn how you could save at [Canada.ca/cost-of-living](http://Canada.ca/cost-of-living)*

- What are your initial thoughts about this script? What makes you say that?
- Is it appealing – i.e., does it speak to you?
- What is the main message?
  - Is the message clear?
- Does it motivate you to visit the website?
- Do you have any thoughts about what could make this ad more effective?

One of the differences between the scripts I have shown you tonight was the opening lines. I'll show them here again.

#### SHOW ON SCREEN

Option 1: *When you get to keep more of your money, it can help you build the future you want.*

Option 2: *You've been working hard, and that hard work should pay off.*

- Between the two, which do you think is more effective?
- Which one resonates the most with you, personally?

#### SHOW ALL MESSAGES ON SCREEN

- Which script do you think is most effective?
- Which one motivates you the most to visit the website?
- Any final thoughts on ways to make these ads more effective?

#### CANADA-U.S. RELATIONS - TARIFFS (20 minutes) Ontario Tradespeople, Greater Montreal Area, Saguenay Lac-Saint-Jean

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

- What have you seen, read, or heard about the U.S. imposing tariffs on goods going from Canada to the United States?
- And how would you rate the Government of Canada's management of the trade situation with the United States? Are they on the wrong track or the right track? Why?

MODERATOR TO CLARIFY: The United States has imposed tariffs on various Canadian goods going to the U.S., including steel and aluminum, auto parts, and Canadian energy. Goods that are compliant with the Canada-United States-Mexico Agreement (CUSMA) are exempt.

- What impact, if any, are these tariffs having on Canada's economy?
  - Ontario Tradespeople, Greater Montreal Area Are there any impacts in your line of work?
    - IF YES: How does this impact you personally?
  - Saguenay Lac-Saint-Jean Are there any impacts in your community?

- Do you think it's possible to reach an agreement with the U.S., where all recently imposed tariffs are completely removed, or do you think that at least some tariffs will remain? What makes you say that?

**BUILD CANADA HOMES ANNOUNCEMENT (30 minutes) Manitoba First-Time Home Buyers**

- Have you seen, read, or heard anything recently about the Government of Canada's plan to address housing issues?
  - IF YES: What have you heard?
  - PROBE: What about the Government of Canada's new Build Canada Homes initiative?
    - IF YES: What have you heard?

**MODERATOR TO CLARIFY/SHOW ON SCREEN:**

The Government of Canada recently announced a new federal agency called Build Canada Homes. Its goal is to build lots of affordable housing by making good use of public lands, offering flexible financial incentives, attracting private capital, facilitating large portfolio projects, and supporting modern manufacturers.

- What are your initial thoughts about this new federal agency?

**MODERATOR TO CLARIFY/SHOW ON SCREEN:**

Build Canada Homes will focus primarily on housing designed to provide units below the standard market rate so that these units are affordable for low- and middle-income households.

The overall goal is to double housing construction, restore affordability, and reduce homelessness by building transitional and supportive housing.

There are three pillars to this approach:

1. Build affordable homes: work with industry to provide affordable housing options that remain affordable over the long-term.
  2. Finance affordable homes: offer stable, long-term, low-cost financing to private and non-profit housing providers.
  3. Catalyze a new housing industry: help generate demand for innovative and sustainable building methods like factory-built and prefabricated construction.
- What are your thoughts about this approach?

One of the ways Build Canada Homes will deliver more homes more quickly is by using public lands for innovative and sustainable building methods, such as factory-built housing, and using certified Canadian wood and recycled and low-emission materials for these homes.

- Do you think this strategy will lead to more homes more quickly and at affordable prices? What makes you say that?
- Personally, do you think you would benefit from this type of initiative?
  - IF YES: How so?

### **HOME ENERGY EFFICIENCY (45 minutes) – Prince Edward Island, Manitoba First-Time Home Buyers**

Moving on ...

Now, we would like to ask you some questions about home energy efficiency.

Before we get started:

- **Prince Edward Island** Does anyone own a home? [SHOW OF HANDS]
  - IF YES: Do you have any plans to renovate your home?
- **Prince Edward Island** Does anyone have any plans to buy a home or sell their home in the next year?
- **Manitoba First-Time Home Buyers** Does anyone have any plans to buy a home in the next few years?
- Is anyone familiar with the Government of Canada's EnerGuide for homes program?
  - IF YES: What is it?

### **SHOW ON SCREEN**

The Government of Canada has a program called EnerGuide, where an energy advisor comes to your home to complete an evaluation to determine how much energy your home uses and identify upgrades and renovations that would help improve your home's energy efficiency. To do so, the advisor assesses your home's physical characteristics, like the type of heating system and the level of insulation to calculate the home's energy rating, assuming a standard set of operating conditions (like the number of occupants and the thermostat settings). These assumptions won't always reflect how the current occupants use energy (for example, the temperature they prefer, or how often they use the appliances), but it allows for better comparisons between homes. When complete, the energy advisor provides the homeowner with a label that includes the home's energy rating and a summary

of its energy consumption, alongside a report with suggestions for energy-saving upgrades and renovations.

- Now that I've given you a bit more information, is anyone familiar with this program?
  - Prince Edward Island IF YES: Have you had an energy assessment done for your home?
  - Manitoba First-Time Home Buyers IF YES: Are you aware of whether there has been an energy assessment done on your current place of residence?
- What sort of homes do you think would get a good home energy rating?
- What sort of homes would get a poor rating?
- What factors are most important when you think about a home's energy rating?
  - Do you think the size of the home should impact the home's energy rating?
    - PROMPT: Should smaller homes get better ratings?
  - What about the location of the home?
    - PROMPT: Should homes in milder climates get better ratings?
  - What about the type of housing (e.g., detached or rowhouse)?
    - PROMPT: Should compact and attached homes get better ratings?
  - What about the presence of energy-efficient upgrades (e.g., air sealing, added insulation and enhanced equipment)?
    - PROMPT: Should homes with these kinds of upgrades get better ratings?
  - What other factors should be considered when it comes to a home's energy rating?
- Imagine that you had an energy assessment done for your current home. What would you want a home energy rating to tell you about your current home?
- If you were thinking of buying a home, what, if anything, would you want a home energy rating to tell you about that home?

#### SHOW ON SCREEN

Home energy ratings provide information about a home's energy performance. This information may be used by those who are considering buying or renting, selling, or renovating their home. The rating itself could be presented in several different ways. For example, it could be presented as

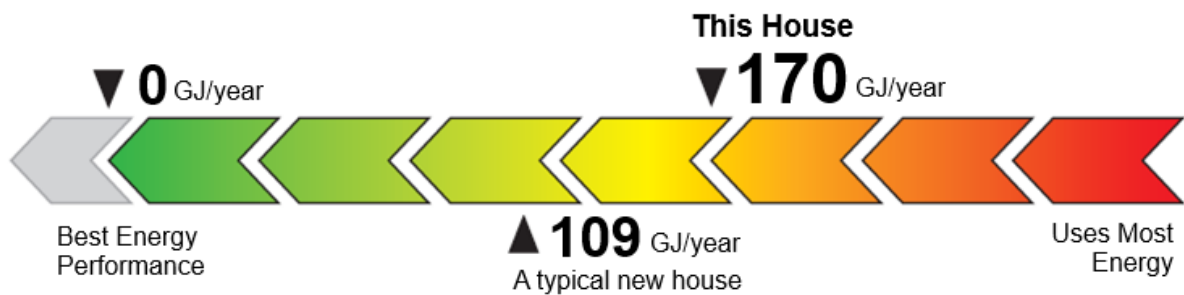
- a measure of annual energy consumption such as kilowatt-hours per square meter (the amount of energy used in a year relative to the home's floor area) or gigajoules (the absolute amount of energy used in a year);
- a score out of 10 or out of 100; or
- a letter grade from A-F.

- What kind of rating format do you think would be most intuitive or useful to you?
  - PROMPT: Why do you say that?

**Prince Edward Island** Imagine once again that you had an energy assessment done for your home and this was the rating that you received.

**Manitoba First-Time Home Buyers** Imagine once again that you had an energy assessment done for the home you're living in and this was the rating that you received.

**SHOW IMAGE ON SCREEN – EnerGuide rating**



- What does this rating tell you about your house's energy performance?
- Here, the rating is an estimate of the home's annual energy consumption measured in gigajoules per year. Do you find this rating easy or difficult to understand?
  - IF DIFFICULT: What would make it clearer?
- Do you think this rating could be useful?
  - **Prince Edward Island** Would this rating help you make decisions about home renovations, buying or renting a home, or selling your home?
  - **Manitoba First-Time Home Buyers** Would this rating help you make decisions about buying or renting a home?

A home energy rating could be used:

1. To compare the energy performance of different homes in your area
  2. To compare the energy performance of different homes across all of Canada
  3. To help you decide whether to invest in energy efficiency upgrades
- Which of these different uses are you interested in, if any?
    - PROMPT: Would you use a home energy label to compare homes in your area, across Canada, or to invest in energy efficient upgrades?

Imagine you had an energy assessment done and you received an energy rating for your home or a home that you were considering buying.

- Do you think it would be helpful to see how your home’s rating compared to a benchmark or to other homes?
  - PROMPT: Is it helpful to see how it compares to an average home?
  - PROMPT: Is it helpful to see how it compares to a home built to the highest standards of energy efficiency?

To provide a frame of reference for a home energy rating, it can be presented in comparison to similar homes in your area.

- What do you think the term “your area” should mean in this context? For example, it could mean other homes in your neighbourhood, city, or province.
- What do you think the term “similar homes” should mean in this context? For example, other homes with the same number of bedrooms, similar size (square footage), same form (detached, apartment, etc.), or of a similar age.

**ESDC TARIFF SUPPORT CAMPAIGN (80 minutes)** **New Brunswick Tariff-Impacted Workers, Quebec Tariff-Impacted Workers, British Columbia**

I’m now going to show you two concepts that are currently being developed by the Government of Canada for an advertising campaign.

First, we are going to review a script for a 30 second video ad that could be shown on social media, digital platforms, and TV. I only have a script, so I will read to you what you would hear. I will read the script 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 it.

When produced, the final video ad will show various images and you will hear words, spoken by a narrator.

But first, I will show you examples of some of the images you would see in the video before I read the script:

**CONCEPT 1**

This ad will showcase the natural and processed materials that are the foundation of Canada

**New Brunswick Tariff-Impacted Workers, British Columbia SHOW ‘NATURAL/PROCESSED MATERIALS’ ON SCREEN**

### **New Brunswick Tariff-Impacted Workers, British Columbia Script #1**

Canadian workers and businesses are the foundation of our economy. They want to rise to the challenge when global tariffs hit – by innovating, adapting, and moving forward.

The Government of Canada is here to help with supports like reskilling packages for up to 50,000 workers and the work-sharing program to prevent layoffs.

Let's build a stronger Canada – together.

Visit [Canada.ca/tariff-support](https://Canada.ca/tariff-support) to learn more.

### **Quebec Tariff-Impacted Workers SHOW 'PEOPLE WORKING' THEME ON SCREEN**

### **Quebec Tariff-Impacted Workers SHOW SCRIPT 1 ON SCREEN (KEEP ON SCREEN DURING THE DISCUSSION UNTIL WE GET TO THE SECTION WITH SOCIAL MEDIA ADS)**

- What are your initial reactions to this ad? What makes you say that?
- Who do you think this ad is for?
- What is the main message?
- How does this ad make you feel?
  - How does it make you feel about how the Government of Canada is responding to tariffs? What makes you say that?
  - If you saw this ad on a web site, on social media, or on TV, 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?
- If you were to see an ad like this, would you visit the website to learn more? What makes you say that?

The narrator says 'The Government of Canada is here to help with supports like creating reskilling packages for up to 50,000 workers and the work-sharing program to prevent layoffs'.



- What if instead the narrator said: “The Government of Canada is here to help with supports like EI flexibility and extended benefits, and the regional tariff response measures’. Do you prefer this version? What makes you say that?
- Do you have any suggestions for how this ad could more effectively let Canadians know about the kinds of things the Government of Canada is doing to support Canadian workers and employers affected by tariffs?

Now I want to show you some social media advertisements.

**SHOW ON SCREEN**

**INSERT SOCIAL MEDIA POST 1.1, 1.2**

- What are your initial thoughts about this concept? What makes you say that?
- What is the main message of this concept?
- Does this ad motivate you to visit the website?
- Do you have any thoughts about what could make this ad more effective?
- What do you think of the wording ‘tariff-impacted workers and employers’? Is this an appropriate way to refer to Canadians navigating tariffs? Can you think of any other way to describe it?

Now I want to show you the ad in the form a billboard. A billboard is typically a large outdoor board used to display advertisements. For example, you’ll sometimes see large advertising billboards while traveling along a major highway.

**SHOW ON SCREEN**

**INSERT BILLBOARD 1**

- What are your initial thoughts about this billboard? What makes you say that?
- Would you notice this billboard as you were walking or driving? Would it capture your attention?
- Is the concept appealing – i.e., does it speak to you?
- Do you have any thoughts about what could make this ad more effective?

Next, I will show you another concept, similar to what we’ve just seen. Once again, we’ll start with the script for a 30 second video ad.

Once again, I will show you examples of some of the images you would see in the video before I read the script.

## **CONCEPT 2**

This ad will focus on people working in their respective trade or sector.

**New Brunswick Tariff-Impacted Workers, British Columbia SHOW 'PEOPLE WORKING' ON SCREEN**

### **Script #2**

Canadian workers and businesses built this country.  
Their strength and tenacity shaped the Canada we know today.  
As a worker or employer tackling these challenging times, you're not alone.

The Government of Canada is here to help with supports like reskilling packages for up to 50,000 workers and the work-sharing program to prevent layoffs.

Together, we will overcome challenges and stand stronger than before.

Learn more about support for tariff-impacted workers and employers at [Canada.ca/stand-strong](https://Canada.ca/stand-strong).

**Quebec Tariff-Impacted Workers SHOW 'NATURAL/PROCESSED MATERIALS' THEME ON SCREEN  
SHOW SCRIPT 2 ON SCREEN (KEEP ON SCREEN DURING THE DISCUSSION UNTIL WE GET TO THE  
SECTION WITH SOCIAL MEDIA ADS)**

- What are your initial reactions to this ad? What makes you say that? Who do you think this ad is for?
- What is the main message?
- How does this ad make you feel?
  - How does it make you feel about how the Government of Canada is responding to tariffs? What makes you say that?
- If you saw this ad on a web site, on social media or on TV, 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?



- If you were to see an ad like this, would you visit the website to learn more? What makes you say that?
- Do you have any suggestions for how this ad could more effectively let Canadians know about the kinds of things the Government of Canada is doing to support Canadian businesses and workers affected by tariffs?
- For the first line, what would you think if we used the term 'employers' instead of 'businesses'? Would that make the ad resonate more with you?
  - Do 'employers' and 'businesses' mean the same thing to you or are they different? What makes you say that?

Now I want to show you social media advertisements.

**SHOW ON SCREEN**

**INSERT SOCIAL MEDIA POST 2.1, 2.2**

- What are your initial thoughts about this concept? What makes you say that?
- What is the main message of this concept?
- Does this ad motivate you to visit the website?
- Do you have any thoughts about what could make this ad more effective?

Now I want to show you a billboard advertisement.

**SHOW ON SCREEN**

**INSERT BILLBOARD 2**

- What are your initial thoughts about this billboard? What makes you say that?
- Would you notice this billboard as you were walking or driving? Would it capture your attention?
- Is the concept appealing – i.e., does it speak to you?
- Do you have any thoughts about what could make this ad more effective?

Now I want you think about everything you saw for each concept – the images, the script, the social media posts and the billboard. I’m going to show you a few images of both concepts side by side just as a reminder of the theme of each concept.

**SHOW IMAGES FROM EACH CONCEPT SIDE BY SIDE ON SCREEN**

**POLL:** Thinking about each overall concept and not just the images, please select the one that you feel most effectively shows that the Government of Canada is taking action to support Canadian businesses and workers affected by tariffs.

- MODERATOR TO GO THROUGH EACH SELECTION: Why did you make this selection?

The ad ended with a short phrase and a web page address. I’m going to show you a few different versions of the web address and get your reactions.

**SHOW ON SCREEN**

Option 1: [Canada.ca/Tariff-Support](http://Canada.ca/Tariff-Support)

Option 2: [Canada.ca/Stand-Strong](http://Canada.ca/Stand-Strong)

Option 3: [Canada.ca/Tariff-response](http://Canada.ca/Tariff-response)

**POLL:** Please select which of these options you think would most effectively entice someone to visit the website to learn more about what the Government of Canada is doing to support Canadian businesses and workers affected by tariffs.

- MODERATOR TO GO THROUGH EACH SELECTION: Why did you make this selection?
- Now thinking about the website and its purpose, what kind of information would you expect to find here?
  - If the ad referred to employers rather than businesses, would you expect to find different information on the website? Why/why not?

**STATSCAN (15 minutes) [New Brunswick Tariff-Impacted Workers, Quebec Tariff-Impacted Workers, British Columbia](#)**

- Have you heard of Statistics Canada?
  - What do you think they do?

Statistics Canada is Canada’s national agency that collects and analyzes data about Canada’s economy, society, and environment to support decision-making by government, businesses, and the public.

- After hearing about what they do, do you think this agency is relevant to you?

- For those who are familiar with Statistics Canada, do you trust the data and products they release?
  - PROMPT: This could include things like the Census, as well as indicators for unemployment and inflation.
- In your opinion, how can we improve the general public's overall trust in Statistics Canada?
- Have you heard of the Labour Force Survey?
  - IF YES: What do you know about it?

The Labour Force Survey is Statistics Canada's monthly survey that collects information about the jobs people have, the hours they work, and whether they are currently looking for work.

- Do you think this survey is important? What makes you say that?

**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.

## October French Moderator's Guide

OCTOBRE 2025

### **INTRODUCTION (10 minutes)** Tous les lieux

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

### **LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ (5 minutes)** Tous les lieux

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours?
  - Où avez-vous vu, lu ou entendu cela?
- **Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto (RGT)** — Avez-vous récemment vu, lu ou entendu quoi que ce soit au sujet du plan du gouvernement du Canada pour bâtir une économie plus forte?
  - Où avez-vous vu, lu ou entendu cette information?

### **Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto (RGT) — AFFICHER À L'ÉCRAN**

Le gouvernement du Canada a récemment annoncé que, dans le cadre de son plan visant à bâtir une économie, il s'attachait à construire plus rapidement des millions de nouveaux logements abordables dans l'intérêt des Canadiens. La construction sera réalisée de manière durable, en mettant l'accent sur l'énergie, les transports, le logement et la fabrication à faibles émissions.

Le plan consiste également à miser sur l'industrie canadienne notamment par le biais d'investissements importants dans notre armée, ce qui créera de nouveaux emplois dans les domaines de l'aérospatiale, de la construction navale, de la cybersécurité et de l'intelligence artificielle (IA). Une nouvelle politique « Achetez canadien » priorisera en outre l'utilisation d'acier, d'aluminium, de bois d'œuvre, de produits manufacturés et de technologies canadiennes pour la réalisation de projets canadiens. En plus d'être notre propre client privilégié, le gouvernement fédéral vise à doubler les exportations hors États-Unis au cours de la prochaine décennie.

Enfin, le gouvernement du Canada prévoit l'instauration de nouveaux programmes d'apprentissage et de formation professionnelle, ainsi qu'une nouvelle stratégie visant à attirer les talents afin que la prochaine génération de scientifiques et d'innovateurs puisse faire carrière au Canada.

Ce plan implique des choix difficiles, dont celui de combler le déficit d'exploitation en trois ans en réduisant les dépenses gouvernementales inutiles et en améliorant la performance sans augmenter les coûts, tout en protégeant les programmes essentiels, en particulier ceux destinés aux Canadiens vulnérables.

- **Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto (RGT) —** Quelles sont vos réflexions initiales concernant ce plan?
  - Ce plan profitera-t-il, selon vous, à de jeunes adultes comme vous? Qu'est-ce qui vous fait dire cela?
- **Travailleurs touchés par les droits de douane résidant au Nouveau-Brunswick, travailleurs touchés par les droits de douane résidant au Québec, Colombie-Britannique —** Avez-vous vu, lu ou entendu quoi que ce soit au sujet de la participation du gouvernement du Canada au Sommet de l'Association des nations de l'Asie du Sud-Est (ANASE)?
  - Où avez-vous vu, lu ou entendu cela?

**PERFORMANCES ET PRIORITÉS/ÉCONOMIE (35 minutes) —** Vallée de l'Okanagan, particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton, Île-du-Prince-Édouard, région métropolitaine de Montréal, municipalité de Clarington, Saguenay - Lac-Saint-Jean, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto —

J'aimerais maintenant me concentrer un peu plus sur le gouvernement du Canada en général...

- **Vallée de l'Okanagan, particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton, municipalité de Clarington, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto —** Qu'est-ce que le gouvernement du Canada fait de bien?
- **Vallée de l'Okanagan, particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton, municipalité de Clarington, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto —** Qu'est-ce que le gouvernement fédéral doit améliorer? Pourquoi êtes-vous de cet avis?
- Quels sont, à votre avis, les principaux enjeux auxquels le gouvernement fédéral devrait accorder la priorité?
  - Pourquoi ces enjeux sont-ils importants?
- Comment se porte, à votre avis, l'économie canadienne dans son ensemble? Pourquoi êtes-vous de cet avis?
  - SI ON RÉPOND QUE L'ÉCONOMIE SE PORTE MAL, POSER LA QUESTION SUIVANTE : Que faudrait-il qu'il se passe pour que vous commenciez à être optimiste concernant

## l'économie canadienne?

- Comment décririez-vous la performance du gouvernement du Canada en matière de gestion des enjeux économiques? Diriez-vous que le gouvernement du Canada est généralement sur la bonne voie ou sur la mauvaise voie?
  - Quels sont des exemples du travail effectué par le gouvernement fédéral pour traiter de l'économie?
    - Vallée de l'Okanagan, particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton, région métropolitaine de Montréal, municipalité de Clarington, Saguenay - Lac-Saint-Jean, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto — À quel point ces mesures ont-elles été efficaces? Pourquoi êtes-vous de cet avis?
- Quelles autres initiatives souhaiteriez-vous que prenne le gouvernement du Canada en ce qui concerne l'économie?

Vallée de l'Okanagan, municipalité de Clarington, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto — J'aimerais maintenant centrer la discussion sur le marché de l'emploi plus particulièrement.

- Vallée de l'Okanagan, municipalité de Clarington, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto — À votre connaissance, le taux de chômage au Canada est-il actuellement en hausse (ce qui se traduit par une diminution du nombre d'emplois), en baisse ou se maintient-il à peu près au même niveau? Qu'est-ce qui vous fait dire cela?
  - SI ON RÉPOND QU'IL EST EN HAUSSE, POSER LA QUESTION SUIVANTE : Pourquoi est-il en hausse à votre avis?

Vallée de l'Okanagan, municipalité de Clarington, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto — **LE MODÉRATEUR FOURNIRA LES ÉCLAIRCISSEMENTS SUIVANTS QU'IL AFFICHERA À L'ÉCRAN :**

Le taux de chômage a augmenté de 0,2 point de pourcentage pour atteindre 7,1 % en août  
Municipalité de Clarington, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto — et est resté inchangé en septembre.

Depuis janvier 2025, il a augmenté en tout de 0,5 point de pourcentage.

Le taux de chômage en août a atteint son niveau le plus élevé depuis mai 2016 (à l'exception des années 2020 et 2021).

À titre de comparaison, le taux de chômage se situait en moyenne à 6 % juste avant la pandémie de COVID-19.

- Vallée de l'Okanagan, municipalité de Clarington, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto — À votre connaissance, quels sont les facteurs qui pourraient expliquer la hausse du taux de chômage?
- Vallée de l'Okanagan, municipalité de Clarington, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto — Quelles mesures le gouvernement du Canada devrait-il prendre, le cas échéant, pour remédier à cette situation?

**MARCHÉ DE L'EMPLOI/CHÔMAGE (30 minutes)** Travailleurs de métiers spécialisés résidant en Ontario

J'aimerais maintenant que l'on parle plus particulièrement du marché de l'emploi...

- Dans son ensemble, comment qualifieriez-vous la situation sur le marché de l'emploi pour une personne travaillant dans le secteur des métiers spécialisés? Diriez-vous qu'elle est bonne, mauvaise ou ni bonne ni mauvaise? Pourquoi?
  - Dans quelle mesure est-il facile ou difficile pour des gens de métier comme vous de trouver un emploi dans votre domaine d'intérêt?
    - Avez-vous été confronté(e) à des difficultés ou à des obstacles en cherchant de l'emploi?
  - L'offre d'emploi est-elle suffisante dans votre région?
  - Votre région connaît-elle des pénuries de main-d'œuvre?
    - SI OUI : Quels sont les répercussions des pénuries de main-d'œuvre dans votre région?
- Lorsque vous vous projetez cinq ans en avant, prévoyez-vous que le marché de l'emploi canadien sera pire, meilleur ou identique? Qu'est-ce qui vous fait dire cela?
- En vous projetant cinq à dix ans en avant, comment imaginez-vous la situation sur le marché de l'emploi au Canada?
  - Quels sont les secteurs et industries qui, à votre avis, connaîtront la plus forte croissance?
  - Quelles sont les compétences qui seront demandées?
  - Dans quelle mesure êtes-vous confiant quant à vos chances de trouver un bon emploi dans cette future économie? Pourquoi êtes-vous de cet avis?
- Diriez-vous qu'en matière de création d'emploi, le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie?

- Avez-vous connaissance de mesures que prend le gouvernement du Canada pour favoriser la création d'emplois, offrir des formations professionnelles ou soutenir les travailleurs de toute autre manière?
  - Que devrait encore faire le gouvernement du Canada pour aider?

**BUDGET (20-30 minutes)** — vallée de l'Okanagan, travailleurs de métiers spécialisés résidant en Ontario, région métropolitaine de Montréal, acheteurs d'une première propriété résidant au Manitoba, municipalité de Clarington, Saguenay - Lac-Saint-Jean

Comme vous le savez peut-être, chaque année, le gouvernement du Canada dépose un budget. C'est dans ce cadre qu'il décrit ce dans quoi il investira, les modifications qui seront apportées à certains programmes, et qu'il présente son plan pour les années à venir. Il fera également des projections sur certains éléments, comme le déficit et la trajectoire économique.

- Avez-vous entendu, lu ou vu quelque chose au sujet des plans du gouvernement fédéral concernant le budget?
  - SI OUI : Qu'avez-vous lu, vu, ou entendu à ce sujet?

**Vallée de l'Okanagan** — Le gouvernement du Canada a déclaré qu'il entendait réduire les dépenses liées au fonctionnement de l'appareil gouvernemental et investir davantage dans des projets visant à stimuler la croissance économique.

- **Vallée de l'Okanagan** — Que pensez-vous de cette approche? Avez-vous des questions ou des préoccupations au sujet de cette approche?
- **Vallée de l'Okanagan** — Quels sont les secteurs dans lesquels le gouvernement fédéral pourrait, à votre avis, réaliser des économies?
- **Vallée de l'Okanagan** — Et dans quels secteurs le gouvernement fédéral devrait-il tenter d'investir davantage?
- **Vallée de l'Okanagan** — Et si ces investissements entraînaient une augmentation des dépenses globales du gouvernement fédéral par rapport à ce qu'elles étaient auparavant, quelle serait alors votre réaction?

**Vallée de l'Okanagan** — Le gouvernement du Canada a déclaré que, compte tenu de la guerre commerciale avec les États-Unis, nous devons diversifier l'économie afin de réduire notre dépendance envers les États-Unis. Cela implique d'augmenter le financement d'initiatives qui contribueront à la croissance de l'économie nationale, comme la mise en œuvre de grands projets, la construction de logements, un soutien aux secteurs et industries touchés par la guerre commerciale, ainsi que le renforcement de l'armée canadienne.



- Vallée de l'Okanagan — Êtes-vous d'accord ou en désaccord avec l'approche du gouvernement fédéral? Pourquoi ou pourquoi pas?
- Vallée de l'Okanagan — Et si le gouvernement du Canada investissait davantage dans ces secteurs, quelle serait votre réaction?
- Vallée de l'Okanagan — Et si ces investissements avaient pour effet d'augmenter le déficit, cela changerait-il votre réaction?

Travailleurs de métiers spécialisés résidant en Ontario, région métropolitaine de Montréal, acheteurs d'une première propriété résidant au Manitoba, municipalité de Clarington, Saguenay - Lac-Saint-Jean, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto — Je vais vous montrer quelques messages dont le gouvernement du Canada pourrait se servir dans ses communications au sujet du budget. J'aimerais que vous me fassiez part de vos premières réactions à chacun de ces messages, que vous me disiez si le message vous rejoint et si vous le trouvez clair.

Travailleurs de métiers spécialisés résidant en Ontario, région métropolitaine de Montréal, acheteurs d'une première propriété résidant au Manitoba, municipalité de Clarington, Saguenay - Lac-Saint-Jean, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto - Message 1 au sujet du budget

**AFFICHER À L'ÉCRAN :**

*Dans le cadre de son budget, le gouvernement aura des choix responsables à faire et des décisions difficiles à prendre. Son plan consiste à consacrer moins d'argent au fonctionnement de l'appareil gouvernemental et à réduire le gaspillage, afin que les Canadiens puissent investir davantage dans les travailleurs, les entreprises et les infrastructures qui contribueront à bâtir un avenir meilleur pour tous.*

- Travailleurs de métiers spécialisés résidant en Ontario, région métropolitaine de Montréal, acheteurs d'une première propriété résidant au Manitoba, municipalité de Clarington, Saguenay - Lac-Saint-Jean, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto — Quelles sont vos premières réactions?
- Travailleurs de métiers spécialisés résidant en Ontario, région métropolitaine de Montréal, acheteurs d'une première propriété résidant au Manitoba, municipalité de Clarington, Saguenay - Lac-Saint-Jean, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto — Ce message vous rejoint-il?
- Travailleurs de métiers spécialisés résidant en Ontario, région métropolitaine de Montréal, acheteurs d'une première propriété résidant au Manitoba, municipalité de Clarington, Saguenay - Lac-Saint-Jean, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto — Le message est-il clair?



- Travailleurs de métiers spécialisés résidant en Ontario, région métropolitaine de Montréal, acheteurs d'une première propriété résidant au Manitoba, municipalité de Clarington, Saguenay - Lac-Saint-Jean, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto - Le message améliore-t-il, empire-t-il ou ne change-t-il pas du tout votre perception des plans du gouvernement du Canada concernant le budget et l'économie canadienne?

Travailleurs de métiers spécialisés résidant en Ontario, région métropolitaine de Montréal, acheteurs d'une première propriété résidant au Manitoba, municipalité de Clarington, Saguenay - Lac-Saint-Jean, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto - Message 2 au sujet du budget :

**AFFICHER À L'ÉCRAN**

*Dans le cadre de son budget, le gouvernement du Canada sera amené à faire des choix pragmatiques et à prendre des décisions difficiles afin de protéger les programmes et les initiatives qui viennent en aide aux plus vulnérables de notre société, de consolider les programmes qui contribuent à réduire les coûts dans l'intérêt des travailleurs canadiens et de mettre en place des programmes qui vous aideront à améliorer votre situation.*

- Travailleurs de métiers spécialisés résidant en Ontario, région métropolitaine de Montréal, acheteurs d'une première propriété résidant au Manitoba, municipalité de Clarington, Saguenay - Lac-Saint-Jean, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto — Quelles sont vos premières réactions?
- Travailleurs de métiers spécialisés résidant en Ontario, région métropolitaine de Montréal, acheteurs d'une première propriété résidant au Manitoba, municipalité de Clarington, Saguenay - Lac-Saint-Jean, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto — Ce message vous rejoint-il?
- Travailleurs de métiers spécialisés résidant en Ontario, région métropolitaine de Montréal, acheteurs d'une première propriété résidant au Manitoba, municipalité de Clarington, Saguenay - Lac-Saint-Jean, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto — Le message est-il clair?
- Travailleurs de métiers spécialisés résidant en Ontario, région métropolitaine de Montréal, acheteurs d'une première propriété résidant au Manitoba, municipalité de Clarington, Saguenay - Lac-Saint-Jean, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto - Le message améliore-t-il, empire-t-il ou ne change-t-il pas du tout votre perception des plans du gouvernement du Canada concernant le budget et l'économie canadienne?
- Travailleurs de métiers spécialisés résidant en Ontario, région métropolitaine de Montréal, acheteurs d'une première propriété résidant au Manitoba, municipalité de Clarington, Saguenay - Lac-Saint-Jean, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto — Que

signifie, selon vous, « faire des choix responsables et pragmatiques »? D'après vous, que veut dire le gouvernement du Canada par « faire des choix responsables et pragmatiques »?

Travailleurs de métiers spécialisés résidant en Ontario, région métropolitaine de Montréal, acheteurs d'une première propriété résidant au Manitoba, municipalité de Clarington, Saguenay - Lac-Saint-Jean, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto — Les deux messages que nous avons étudiés affirment que le gouvernement du Canada a des choix difficiles à faire ou des décisions difficiles à prendre.

- Travailleurs de métiers spécialisés résidant en Ontario, région métropolitaine de Montréal, acheteurs d'une première propriété résidant au Manitoba, municipalité de Clarington, Saguenay - Lac-Saint-Jean, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto — Que pensez-vous de cette affirmation? Suscite-t-elle en vous des questions ou des préoccupations?

**GRANDS PROJETS D'INFRASTRUCTURE/ÉCONOMIE (35 minutes)** — Vallée de l'Okanagan, particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton, municipalité de Clarington, Saguenay - Lac-Saint-Jean, Canadiens âgés de 18 à 34 ans résidant dans la région du Grand Toronto —

Passons à un sujet légèrement différent

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada et de grands projets d'infrastructure?
  - SI OUI : Qu'avez-vous vu, lu ou entendu à ce sujet? Où l'avez-vous vu, lu ou entendu?

Le gouvernement du Canada a récemment annoncé une première série de cinq grands projets d'infrastructure à l'étude pour aider à transformer l'économie canadienne. Afin d'orienter ces projets, un nouveau bureau des grands projets, dont le siège social est situé à Calgary, sera chargé d'accélérer leur réalisation en simplifiant et en accélérant les processus d'approbation réglementaires et en aidant ces projets à obtenir du financement.

Les premiers projets à l'étude sont les suivants :

- **LNG Canada — phase 2 — Kitimat (Colombie-Britannique)** : Ce projet doublerait la production de gaz naturel liquéfié de LNG Canada, ce qui en ferait la deuxième plus grande installation du genre au monde.
- **Nouveau projet nucléaire de Darlington — Clarington (Ontario)** : Ce projet fera du Canada le premier pays du G7 à se doter d'un petit réacteur modulaire (PRM) opérationnel, fournissant de l'énergie propre à 300 000 foyers.
- **Projet de terminal à conteneurs de Contrecoeur — Contrecoeur (Québec)** : Ce projet permettra d'augmenter la capacité de manutention de conteneurs du Port de Montréal d'environ 60 %.

- **Projet de mine de cuivre de Foran à McIlvenna Bay — Centre-Est de la Saskatchewan** : Ce projet fournira du cuivre et du zinc afin de renforcer la position du Canada en tant que fournisseur mondial de minéraux critiques. C'est également le premier projet de cuivre carboneutre au Canada.
- **Expansion de la mine Red Chris — Nord-Ouest de la Colombie-Britannique** : Ce projet permettra de prolonger de plus de 10 ans la durée de vie de la mine, d'augmenter de plus de 15 % la production annuelle de cuivre au Canada.
- Quelle est votre réaction générale à cette annonce?
- Y a-t-il quoi que ce soit que vous aimez ou que vous n'aimez pas au sujet de l'un ou l'autre de ces projets?
  - Avez-vous de quelconques préoccupations concernant l'un ou l'autre de ces projets?
- Le projet nucléaire à Clarington, en Ontario, réfère à un « petit réacteur modulaire ». Savez-vous en quoi consiste un petit réacteur nucléaire?
- **Vallée de l'Okanagan, particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton** — Êtes-vous d'avis que la construction d'un nouveau pipeline devrait figurer au nombre des projets à l'étude? Pourquoi ou pourquoi pas?
  - DEMANDER : Et un pipeline depuis l'Alberta jusqu'à la côte pacifique en Colombie-Britannique?
- **Vallée de l'Okanagan, particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton** — Avez-vous vu, lu ou entendu quoi que ce soit au sujet d'un projet de pipeline proposé par le gouvernement du Canada?
  - SI OUI : Qu'avez-vous entendu à ce sujet? Où avez-vous entendu parler de ce projet proposé?
- **Municipalité de Clarington** — Quelles répercussions aura, le cas échéant, le nouveau projet nucléaire de Darlington au sein de votre collectivité?
  - SI CE N'EST PAS MENTIONNÉ : Pourrait-il avoir des impacts sur la création d'emplois?
  - SI CE N'EST PAS MENTIONNÉ : Et des impacts sur l'environnement?
  - SI CE N'EST PAS MENTIONNÉ : Pourrait-il avoir des impacts quant à la capacité de la ville à gérer une demande accrue en matière de logement ou services de soins de santé?
- À votre avis, ces projets contribueraient-ils à atteindre l'objectif de renforcer la sécurité économique du Canada?

En plus des cinq projets dont nous venons de discuter, le gouvernement du Canada a également cerné des secteurs d'intérêt et d'activité stratégiques qui contribueront à bâtir le Canada. Dans le cadre de ces stratégies porteuses pour le pays, on y retrouve notamment les initiatives suivantes :

#### AFFICHER À L'ÉCRAN :

- **Stratégie sur les minéraux critiques** : Aider à la mise en œuvre d'un plus grand nombre de projets de minéraux critiques impliquant l'ensemble du processus, allant de l'extraction initiale des matières premières à la construction de ports et de routes, en passant par le traitement et la fabrication.
  - **Wind West Atlantic Energy** : Exploiter le potentiel éolien en Nouvelle-Écosse.
  - **Oléoduc Pathways Plus** : Un projet de captage, d'utilisation et de stockage du carbone en Alberta, assorti d'une infrastructure énergétique supplémentaire qui soutiendrait un secteur de l'énergie conventionnelle solide.
  - **Corridor économique et de sécurité pour l'Arctique** : Le développement de ports fortifiés et de routes toutes saisons, de pistes d'atterrissage et de systèmes de communication pour servir les opérations militaires et le développement commercial.
  - **Port de Churchill Plus** : Améliorer le port de Churchill et élargir les corridors commerciaux grâce à une route praticable en toutes saisons, à une ligne de chemin de fer modernisée, à un nouveau corridor énergétique et à une capacité de déglacage maritime.
  - **Train à grande vitesse Alto** : Développer un train à grande vitesse de Toronto à Québec atteignant des vitesses allant jusqu'à 300 km/h.
- Quelle est votre réaction générale à l'égard de ces secteurs d'intérêt supplémentaires?
  - Y a-t-il quoi que ce soit que vous aimez ou que vous n'aimez pas à leur sujet?
    - Avez-vous de quelconques préoccupations concernant l'un ou l'autre de ces initiatives?
  - Selon vous, ces initiatives contribueraient-elles à atteindre l'objectif de renforcer la sécurité économique du Canada?

**CAMPAGNE DE PUBLICITÉ SUR L'ABORDABILITÉ (45 minutes)** — Particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton, île-du-Prince-Édouard, région métropolitaine de Montréal —

Changement de sujet...

Je vais maintenant vous montrer des concepts que le gouvernement du Canada s'emploie actuellement à créer pour une campagne publicitaire.



Le premier concept se présente sous forme de scénarimage. Vous remarquerez qu'il n'est pas dans son format définitif. Le scénarimage est élaboré dès le début du processus créatif afin d'obtenir une illustration et un bref récit donnant une idée de ce à quoi ressemblera la vidéo une fois terminée. Le produit final consistera en une vidéo de 15 secondes produite de manière professionnelle qui sera diffusée sur les réseaux sociaux et les plateformes numériques. Veuillez garder cela à l'esprit en visionnant ce concept.

### **AFFICHER LE CONCEPT À L'ÉCRAN**

**Concept : Message principal sur l'abordabilité – Vous travaillez fort.**

**Le modérateur affichera le scénarimage qui comportera une voix hors champ (VO). Ce sont les voix hors champ que le public entendra en visionnant la publicité.**

- Quelles sont vos réflexions initiales concernant ce concept? Qu'est-ce qui vous fait dire cela?
- **Particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton, île-du-Prince-Édouard** — Le concept vous interpelle-t-il — en d'autres mots, vous parle-t-il?
- Quel est le message principal de ce concept?
  - Le message est-il clair?

**Particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton, île-du-Prince-Édouard** — Cette publicité comporte un message principal et un message facultatif. Étudions-les ensemble.

**Particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton, île-du-Prince-Édouard** — **AFFICHER LES DEUX MESSAGES À L'ÉCRAN**

Message principal : Le gouvernement s'emploie à réduire les coûts — pour nous permettre d'aller de l'avant

Message facultatif : Le gouvernement aide à remédier à la hausse des coûts — pour nous permettre d'aller de l'avant

- **Particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton, île-du-Prince-Édouard** — Avez-vous préféré l'un des messages à l'autre?
  - SI OUI : Lequel? Pourquoi?
- **Particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton, île-du-Prince-Édouard** — Y a-t-il des aspects de ce concept qui vous ont surpris?



**Région métropolitaine de Montréal** — Le message principal est le suivant : Vous travaillez fort... et ça devrait rapporter. En réduisant les impôts, le gouvernement du Canada remet plus d'argent dans vos poches. Pour augmenter vos chances de progresser et de bâtir votre avenir.

- **Région métropolitaine de Montréal** — Que veut-on dire lorsqu'on parle de « progresser et de bâtir votre avenir »?
- Le message vous incite-t-il à consulter le site Web?
- Avez-vous d'autres idées de ce qui pourrait rendre cette publicité plus efficace?

Je vais maintenant vous montrer la même publicité, mais avec une voix hors champ différente.

#### **AFFICHER LE CONCEPT À L'ÉCRAN**

**Concept : Message principal sur l'abordabilité – Vous travaillez fort (Option 1)**

- Quelles sont vos réflexions initiales concernant ce concept? Qu'est-ce qui vous fait dire cela?
- Quel est le message principal de ce concept?
  - Le message est-il clair?

**Particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton, Île-du-Prince-Édouard** — Le message principal est le suivant : Le gouvernement du Canada aide à réduire les coûts pour permettre aux Canadiens de bâtir une économie plus forte. Et d'augmenter vos chances, à vous et à votre famille, de progresser.

**Région métropolitaine de Montréal** — Le message principal est le suivant : Vous travaillez fort... et vos efforts devraient rapporter. Programmes, prestations et crédits d'impôt... Nous mettons plus d'argent dans vos poches. Pour augmenter vos chances de progresser et de bâtir votre avenir.

- **Particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton, Île-du-Prince-Édouard** — Qu'entend-on dans ce message lorsqu'on parle de « progresser »? Que veut-on dire par « progresser »?
- Le message vous incite-t-il à consulter le site Web?
- Avez-vous d'autres idées de ce qui pourrait rendre cette publicité plus efficace?

**Région métropolitaine de Montréal** — Pour finir, je vais vous montrer la même publicité, mais avec une voix hors champ différente.

#### **AFFICHER LE CONCEPT À L'ÉCRAN**

### **Concept : Message principal sur l'abordabilité – Vous travaillez fort (Option 2)**

Le modérateur affichera le scénarimage qui comportera une voix hors champ (VO). Ce sont les voix hors champ que le public entendra en visionnant la publicité.

- **Région métropolitaine de Montréal** — Quelles sont vos réflexions initiales concernant ce concept? Qu'est-ce qui vous fait dire cela?
- **Région métropolitaine de Montréal** — Quel est le message principal de ce concept?
  - Le message est-il clair?

**Région métropolitaine de Montréal** — Le message principal est le suivant : Vous travaillez fort. Le gouvernement du Canada réduit les impôts pour vous aider. Nous réduisons les impôts sur votre chèque de paye et pour les acheteurs d'une première propriété, pour vous aider à bâtir votre avenir.

- **Région métropolitaine de Montréal** — Le message vous incite-t-il à consulter le site Web?
- **Région métropolitaine de Montréal** — Avez-vous des idées sur ce qui pourrait rendre cette publicité plus efficace?

Les deux prochains concepts se présentent sous forme de message à publier sur les réseaux sociaux.

#### **AFFICHER LE CONCEPT 2 À L'ÉCRAN**

**Particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton, Île-du-Prince-Édouard** — **Concept 2 : Réduire les impôts**

**Région métropolitaine de Montréal** — **Concept n° 2 : Classe moyenne**

- Quelles sont vos réflexions initiales concernant ce concept? Qu'est-ce qui vous fait dire cela?
- Le concept est-il accrocheur? En d'autres mots, vous interpelle-t-il, vous parle-t-il?
- Quel est le message principal de ce concept?
  - Le message est-il clair?
- Y a-t-il des aspects de cette publicité qui vous ont surpris?
- Ce message vous incite-t-il à consulter le site Web?
- Avez-vous d'autres idées de ce qui pourrait rendre cette publicité plus efficace?

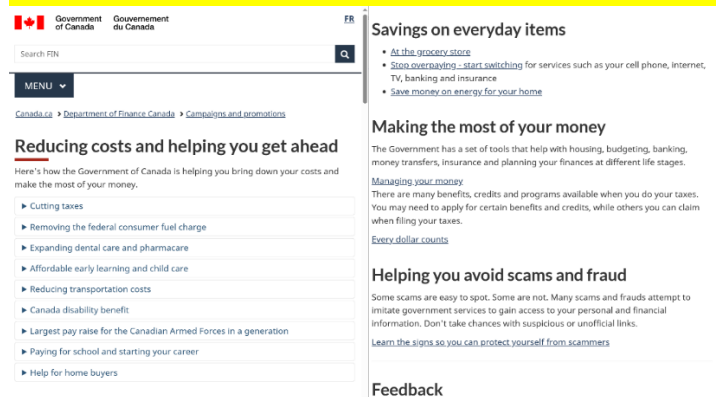
#### **AFFICHER LE CONCEPT 3 À L'ÉCRAN**

### Concept n° 3 : Régime canadien de soins dentaires

- Quelles sont vos réflexions initiales concernant ce concept? Qu'est-ce qui vous fait dire cela?
- Le concept est — il accrocheur? En d'autres mots, vous interpelle-t-il, vous parle-t-il?
- Quel est le message principal de ce concept?
  - Le message est-il clair?
- Y a-t-il des aspects de cette publicité qui vous ont surpris?
- Ce message vous incite-t-il à consulter le site Web?
- Avez-vous d'autres idées de ce qui pourrait rendre cette publicité plus efficace?

Particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton, Île-du-Prince-Édouard — Comme vous l'aurez constaté, les publicités et les messages destinés aux réseaux sociaux renvoient à un site Web : [Canada.ca/cout-de-la-vie](http://Canada.ca/cout-de-la-vie) ([Réduire vos coûts et vous aider à aller de l'avant — Canada.ca](#)). Ce site Web présente les mesures d'abordabilité pour les Canadiens.

### Particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton, Île-du-Prince-Édouard — AFFICHER LES CAPTURES D'ÉCRAN DU SITE WEB



The screenshot shows the Government of Canada website with the following content:

- Government of Canada / Gouvernement du Canada**
- Search FIN** (with a search icon)
- MENU** (dropdown arrow)
- Canada.ca** > Department of Finance Canada > Campaigns and promotions
- Reducing costs and helping you get ahead**
- Here's how the Government of Canada is helping you bring down your costs and make the most of your money.
  - ▶ Cutting taxes
  - ▶ Removing the federal consumer fuel charge
  - ▶ Expanding dental care and pharmacare
  - ▶ Affordable early learning and child care
  - ▶ Reducing transportation costs
  - ▶ Canada disability benefit
  - ▶ Largest pay raise for the Canadian Armed Forces in a generation
  - ▶ Paying for school and starting your career
  - ▶ Help for home buyers
- Savings on everyday items**
  - [At the grocery store](#)
  - [Stop overspending - start switching](#) for services such as your cell phone, internet, TV, banking and insurance
  - [Save money on energy for your home](#)
- Making the most of your money**

The Government has a set of tools that help with housing, budgeting, banking, money transfers, insurance and planning your finances at different life stages.

[Managing your money](#)

There are many benefits, credits and programs available when you do your taxes. You may need to apply for certain benefits and credits, while others you can claim when filing your taxes.

[Every dollar counts](#)
- Helping you avoid scams and fraud**

Some scams are easy to spot. Some are not. Many scams and frauds attempt to imitate government services to gain access to your personal and financial information. Don't take chances with suspicious or unofficial links.

[Learn the signs so you can protect yourself from scammers](#)
- Feedback**

- Particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton, Île-du-Prince-Édouard — Quelles sont vos réflexions initiales au sujet de cette page Web?
- Particuliers préoccupés par le coût de la vie résidant dans le corridor Calgary-Edmonton, Île-du-Prince-Édouard — Cette page Web contient-elle le type de renseignements que vous vous attendiez à y trouver?



- **Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Prince Edward Island**  
- Cette page Web contient-elle de nouveaux renseignements?
- **Calgary-Edmonton Corridor Individuals Concerned About the Cost of Living, Prince Edward Island**  
- Y a-t-il des mesures d'abordabilité manquantes qui devraient figurer sur cette page Web?

**PUBLICITÉ SUR L'ABORDABILITÉ — TEXTES (30 minutes) **Travailleurs de métiers spécialisés résidant en Ontario —****

Nous allons maintenant étudier les textes d'une potentielle courte publicité vidéo créée par le gouvernement du Canada qui pourrait être diffusée dans les médias sociaux et sur des plateformes numériques. Comme je n'ai que le texte, je vais vous lire ce que vous entendriez. Je vais vous lire le texte 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 vidéo qui vous ont plu ou déplu.

La publicité comporte diverses images ou séquences et vous entendrez ce qui suit de la bouche d'un narrateur :

**AFFICHER À L'ÉCRAN :**

*Vous travaillez fort...*

*Et ça devrait rapporter.*

*Programmes, prestations et crédits d'impôt... Nous mettons plus d'argent dans vos poches.*

*Pour augmenter vos chances de progresser et de bâtir votre avenir.*

*Voyez comment vous pourriez économiser : [Canada.ca/Cout-de-la-vie](http://Canada.ca/Cout-de-la-vie)*

- Quelles sont vos réflexions initiales concernant ce texte? Qu'est-ce qui vous fait dire cela?
- Trouvez-vous le texte accrocheur — en d'autres mots, vous interpelle-t-il, vous parle-t-il?
- Quel est le message principal?
  - Le message est-il clair?
- Vous incite-t-il à consulter le site Web?
- Avez-vous des idées dont vous souhaiteriez nous faire part pour rendre cette publicité plus efficace?

Je vais vous montrer un autre script.



**AFFICHER À L'ÉCRAN :**

*Vous travaillez fort et ça devrait rapporter.*

*En réduisant les impôts, le gouvernement du Canada remet plus d'argent dans vos poches...*

*Pour augmenter vos chances de progresser et de bâtir votre avenir.*

*Voyez comment vous pourriez économiser : [Canada.ca/Cout-de-la-vie](http://Canada.ca/Cout-de-la-vie)*

- Quelles sont vos réflexions initiales concernant ce script? Qu'est-ce qui vous fait dire cela?
- Trouvez-vous le script accrocheur — en d'autres mots, vous interpelle-t-il, vous parle-t-il?
- Quel est le message principal?
  - Le message est-il clair?
- Vous incite-t-il à consulter le site Web?
- Avez-vous des idées dont vous souhaiteriez nous faire part pour rendre cette publicité plus efficace?

Et maintenant je veux vous montrer un dernier script. Vous remarquerez que celui-ci est une variante du premier script que nous avons passé en revue.

**AFFICHER À L'ÉCRAN :**

*Vous travaillez fort...*

*Et ça devrait rapporter.*

*Nous réduisons les impôts sur votre chèque de paye et pour les acheteurs d'une première habitation,*

*Pour augmenter vos chances de progresser et de bâtir votre avenir.*

*Voyez comment vous pourriez économiser : [Canada.ca/Cout-de-la-vie](http://Canada.ca/Cout-de-la-vie)*

- Quelles sont vos réflexions initiales concernant ce script? Qu'est-ce qui vous fait dire cela?
- Trouvez-vous le script accrocheur — en d'autres mots, vous interpelle-t-il, vous parle-t-il?
- Quel est le message principal?
  - Le message est-il clair?
- Vous incite-t-il à consulter le site Web?
- Avez-vous des idées dont vous souhaiteriez nous faire part pour rendre cette publicité plus efficace?

L'une des différences entre les textes que je vous ai montrés ce soir concernait les premières lignes. Je vais vous les montrer à nouveau ici. Je vais les afficher de nouveau.

**AFFICHER À L'ÉCRAN :**

Option 1 : *Vous travaillez fort et ça devrait rapporter.*

Option 2 : *Vous travaillez fort et ça devrait rapporter.*

- Lequel des deux textes est plus efficace à votre avis?
- Lequel vous rejoint le plus personnellement?

**AFFICHER TOUS LES MESSAGES À L'ÉCRAN**

- Selon vous, quel script est le plus efficace?
- Lequel vous incite le plus à consulter le site Web?
- Pour finir, avez-vous d'autres idées pour rendre ces publicités plus efficaces?

**RELATIONS CANADA-ÉTATS-UNIS — DROITS DE DOUANE (20 minutes) Travailleurs de métiers spécialisés résidant en Ontario, région métropolitaine de Montréal, Saguenay - Lac-Saint-Jean**

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

- Qu'avez-vous vu lu ou entendu au sujet des droits de douane imposés par les États-Unis sur les produits canadiens exportés aux États-Unis?
- Et comment évalueriez-vous le gouvernement du Canada concernant sa gestion de la situation commerciale avec les États-Unis? Est-il sur la bonne voie ou sur la mauvaise voie? Pourquoi?

FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS : Les États-Unis ont imposé des droits de douane sur divers produits canadiens importés aux États-Unis, notamment sur l'acier et l'aluminium, les pièces de véhicules automobiles et les produits énergétiques canadiens. Les produits répondant aux exigences de l'Accord Canada-États-Unis-Mexique (ACEUM) sont exemptés.

- Quels sont les impacts, le cas échéant, de ces droits de douane sur l'économie canadienne?
  - **Travailleurs de métiers spécialisés résidant en Ontario, région métropolitaine de Montréal** — Ces droits de douane affectent-ils votre secteur d'emploi?
    - SI OUI : En quoi vous affectent-ils personnellement?
  - **Saguenay - Lac-Saint-Jean** — Ont-ils des répercussions au sein de votre collectivité?



- Pensez-vous qu'il sera possible de parvenir, avec les États-Unis, à un accord prévoyant la suppression totale de tous les droits de douane récemment imposés, ou pensez-vous qu'au moins certains droits de douane resteront en vigueur? Qu'est-ce qui vous fait dire cela?

**ANNONCE POUR MAISONS CANADA (30 minutes) Acheteurs d'une première propriété résidant au Manitoba**

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet des récentes priorités du gouvernement du Canada?
  - SI OUI : Qu'avez-vous entendu à ce sujet?
  - DEMANDER : Peut-être avez-vous entendu parler de Maisons Canada, une nouvelle initiative du gouvernement du Canada?
    - SI OUI : Qu'avez-vous entendu à ce sujet?

**LE MODÉRATEUR AFFICHERA LES ÉCLAIRCISSEMENTS SUIVANTS À L'ÉCRAN :**

Le gouvernement du Canada a récemment annoncé la création d'une nouvelle agence fédérale appelée Maisons Canada. Cette dernière a pour objectif de construire de nombreux logements abordables en utilisant judicieusement les terrains publics, en offrant des mesures incitatives financières souples, en attirant des capitaux privés, en facilitant la réalisation de projets de portefeuille de grande envergure et en venant en aide aux fabricants modernes.

- Quelles sont vos réflexions initiales à ce nouvel organisme fédéral?

**LE MODÉRATEUR AFFICHERA LES ÉCLAIRCISSEMENTS SUIVANTS À L'ÉCRAN :**

Maisons Canada axera ses efforts sur les logements conçus pour offrir des unités à un taux inférieur à celui du marché standard, afin que ces unités soient abordables pour les ménages à faible et moyen revenu.

L'objectif global est de doubler la construction de logements, de rétablir l'accessibilité financière et de réduire l'itinérance en construisant des logements supervisés et de transition.

Cette approche repose sur les trois grands piliers suivants :

4. Construire des logements abordables : travailler en collaboration avec l'industrie pour offrir des options de logements abordables qui resteront abordables à long terme ;
5. Financer des logements abordables : offrir un financement stable, à long terme et à faible coût aux fournisseurs de logements privés et sans but lucratif ;

6. Favoriser l'émergence d'un nouveau secteur du logement : contribuer à créer une demande pour des méthodes de construction novatrices et durables, tel que la construction d'habitations en usine et les logements préfabriqués.

- Quelles sont vos réflexions au sujet de cette approche?

L'un des moyens utilisés par Maisons Canada pour livrer un plus grand nombre de logements plus rapidement consisterait à se servir de terrains publics pour y appliquer des méthodes de construction novatrices et durables, comme la construction de maisons préfabriquées, et à utiliser du bois canadien certifié ainsi que des matériaux recyclés et à faibles émissions pour construire ces maisons.

- Cette stratégie permettra-t-elle de construire un plus grand nombre de logements plus rapidement et à des prix abordables? Qu'est-ce qui vous fait dire cela?
- Ce type d'initiative vous serait-elle profitable personnellement?
  - SI OUI : Pourquoi?

**EFFICACITÉ ÉNERGÉTIQUE RÉSIDENNELLE (45 minutes) — Île-du-Prince-Édouard, acheteurs d'une première propriété résidant au Manitoba —**

Poursuivons...

Nous aimerions maintenant vous poser quelques questions au sujet de l'efficacité énergétique résidentielle.

Avant de commencer :

- **Île-du-Prince-Édouard** — Y en a-t-il parmi vous qui sont propriétaires d'une habitation? (À MAIN LEVÉE)
  - SI OUI : Prévoyez-vous de rénover votre habitation?
- **Île-du-Prince-Édouard** — Y en a-t-il parmi vous qui planifient l'achat d'une habitation ou la vente de leur habitation actuelle au cours de la prochaine année?
- **Acheteurs d'une première propriété résidant au Manitoba** — Y en a-t-il parmi vous qui planifient l'achat d'une habitation d'ici les quelques prochaines années?
- Y en a-t-il parmi vous qui ont entendu parler du programme ÉnerGuide du gouvernement du Canada?
  - SI OUI : De quoi s'agit-il?



## AFFICHER À L'ÉCRAN

Le gouvernement du Canada a mis en place un programme appelé ÉnerGuide, dans le cadre duquel un conseiller en énergie se rend à votre domicile pour effectuer une évaluation afin de déterminer la quantité d'énergie que votre maison consomme et d'identifier les améliorations et les rénovations qui pourraient contribuer à améliorer l'efficacité énergétique de votre habitation. Pour ce faire, le conseiller évalue les caractéristiques physiques de votre habitation, notamment le type de système de chauffage et le niveau d'isolation, afin de calculer la cote de rendement énergétique de l'habitation, en se basant sur un ensemble d'hypothèses standard (comme le nombre d'occupants et le réglage des thermostats). Ces hypothèses ne reflètent pas toujours le mode de consommation énergétique des occupants actuels (par exemple, la température qu'ils préfèrent ou la fréquence à laquelle ils utilisent leurs appareils électroménagers), mais elles permettent d'établir de meilleures comparaisons entre habitations. Une fois son évaluation terminée, le conseiller en énergie remet au propriétaire une étiquette indiquant la cote énergétique de l'habitation et un résumé de sa consommation d'énergie, ainsi qu'un rapport contenant des suggestions d'améliorations et de rénovations permettant de réaliser des économies d'énergie.

- Maintenant que je vous ai fourni un peu plus d'information, y en a-t-il parmi vous qui ont entendu parler de ce programme?
  - Île-du-Prince-Édouard — SI OUI : Votre maison a-t-elle déjà fait l'objet d'une évaluation énergétique?
  - Acheteurs d'une première propriété résidant au Manitoba — SI OUI : Savez-vous si une évaluation énergétique de votre lieu de résidence actuel a déjà été effectuée?
- Quels sont les types d'habitations qui, selon vous, obtiendraient une cote énergétique satisfaisante?
- Et une cote énergétique insatisfaisante?
- Lorsque vous pensez à la cote énergétique d'une habitation, quels sont, selon vous, les facteurs les plus importants à prendre en compte?
  - La taille de l'habitation devrait-elle selon vous, avoir une incidence sur la cote énergétique d'une habitation?
    - DEMANDER : Les habitations de plus petite taille devraient-elles obtenir une meilleure cote?
  - Et la situation géographique de l'habitation?
    - DEMANDER : Les habitations situées là où les conditions climatiques sont moins rigoureuses devraient-elles obtenir une meilleure cote?
  - Et le type d'habitation (p. ex. habitations en rangée ou individuelles)?
    - DEMANDER : Les habitations compactes et contiguës devraient-elles obtenir une meilleure cote?

- Et les habitations présentant des améliorations écoénergétiques (p. ex. mesures d'étanchéisation, isolation accrue et amélioration des équipements)?
  - DEMANDER : Les habitations présentant des améliorations de ce type devraient-elles obtenir une meilleure cote?
- Quels autres facteurs devraient être pris en considération concernant la cote énergétique d'une habitation?
- Supposons que votre habitation actuelle ait fait l'objet d'une évaluation énergétique. Quels sont les renseignements que vous souhaiteriez qu'une étiquette énergétique résidentielle vous fournisse au sujet de votre habitation?
- Si vous envisagiez l'achat d'une habitation, quels sont les renseignements que vous souhaiteriez qu'une cote de rendement énergétique résidentiel vous fournisse à son sujet?

#### **AFFICHER À L'ÉCRAN**

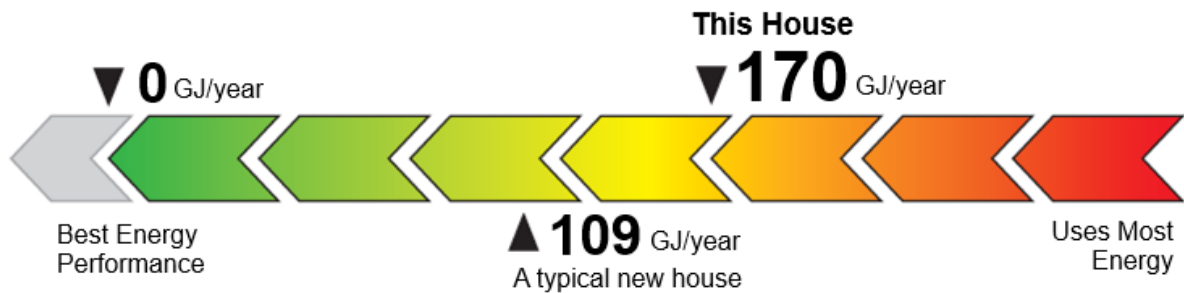
Les cotes énergétiques fournissent des renseignements sur le rendement énergétique d'une habitation. Ces renseignements peuvent être utiles aux personnes envisageant l'achat d'une habitation ou la location, la vente ou la rénovation de leur habitation actuelle. La cote en tant que telle pourrait être présentée de différentes façons. À titre d'exemple, elle pourrait se présenter

- sous forme de mesure de la consommation énergétique annuelle exprimée en kilowattheures par mètre carré (quantité d'énergie consommée en un an par rapport à la surface de plancher de l'habitation) ou en gigajoules (quantité absolue d'énergie consommée en un an) ;
- D'une note sur 10 ou sur 100 ;
- D'une note alphabétique de A à F.
- Quel type de format de notation serait le plus convivial ou vous serait le plus utile?
  - DEMANDER : Pourquoi dites-vous cela?

**Île-du-Prince-Édouard** — Supposons maintenant que vous avez fait faire une évaluation énergétique de votre habitation et que la cote que vous avez obtenue était la suivante.

**Acheteurs d'une première propriété résidant au Manitoba** — Supposons maintenant que vous avez fait faire une évaluation énergétique de l'habitation dans laquelle vous vivez et que la cote que vous avez reçue était la suivante

#### **AFFICHER L'IMAGE À L'ÉCRAN – Cote ÉnerGuide**



- Que vous apprend cette cote sur le rendement énergétique de votre maison?
- Dans ce cas-ci, la cote se présente sous forme d'estimation de la consommation énergétique annuelle de l'habitation, mesurée en gigajoules par an. Cette cote est-elle, à votre avis, facile ou difficile à comprendre?
  - SI ON A RÉPONDU « DIFFICILE », POSER LA QUESTION SUIVANTE : Qu'est-ce qui la rendrait plus claire?
- Pensez-vous que cette cote pourrait vous être utile?
  - Île-du-Prince-Édouard — Cette cote vous aiderait-elle à prendre des décisions concernant d'éventuelles rénovations résidentielles, l'achat ou la location d'une habitation ou la vente de votre habitation actuelle?
  - Acheteurs d'une première propriété résidant au Manitoba — Cette cote vous aiderait-elle à prendre des décisions concernant l'achat ou la vente d'une habitation?

Une cote énergétique résidentielle peut être utile :

2. Pour comparer le rendement énergétique de différentes habitations dans votre région
  3. Pour comparer le rendement énergétique de différentes habitations partout au Canada
  4. Pour vous aider à décider si vous investissez ou non dans des améliorations écoénergétiques
- Parmi ces différents usages, lesquels sont susceptibles de correspondre à vos besoins?
    - DEMANDER : Vous serviriez-vous d'une étiquette énergétique résidentielle pour comparer des habitations partout au Canada ou pour investir dans des améliorations écoénergétiques?

Supposons que vous ayez fait faire une évaluation énergétique et que vous ayez reçu une cote énergétique pour votre habitation ou pour une habitation que vous envisagiez d'acheter.

- Pensez-vous qu'il serait utile de comparer la cote de votre habitation à un indice de référence ou à d'autres maisons?

- DEMANDER : Serait-il utile de la comparer à une habitation moyenne?
- DEMANDER : Serait-il utile de la comparer à une habitation construite selon les normes écoénergétiques les plus rigoureuses?

Pour fournir un cadre de référence pour l'évaluation énergétique d'une maison, celle-ci peut être présentée en comparaison avec des habitations semblables dans votre région.

- Dans ce contexte, que devrait-on entendre par « dans votre région », selon vous? Ça pourrait par exemple vouloir dire d'autres habitations dans votre quartier, votre ville ou votre province.
- Et dans ce contexte, que devrait-on entendre par « habitations semblables »? Ça pourrait par exemple vouloir dire d'autres habitations comportant le même nombre de chambres à coucher, de même taille (en pieds carrés), de même type (individuelles, appartements, entre autres) ou d'environ le même âge.

**CAMPAGNE PUBLICITAIRE CONCERNANT LES MESURES DE SOUTIEN D'EDSC RELATIVES AUX DROITS DE DOUANE (80 minutes)** **Travailleurs touchés par les droits de douane résidant au Nouveau-Brunswick, travailleurs touchés par les droits de douane résidant au Québec, Colombie-Britannique**  
—

Je vais maintenant vous montrer des concepts que le gouvernement du Canada s'emploie actuellement à créer pour une campagne publicitaire.

Nous allons commencer par examiner les images qui ont pour but de donner le ton et de vous donner un aperçu du thème de ce concept. Nous examinerons ensuite le texte d'une vidéo publicitaire de 30 secondes qui pourrait être diffusée sur les réseaux, des plateformes numériques et à la télévision. Comme je n'ai que le texte, je vais vous lire ce que vous entendriez. Je vous lirai le texte deux fois, après quoi vous me direz 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.

Une fois réalisée, la vidéo définitive comportera diverses images et vous entendrez des mots prononcés par un narrateur ou une narratrice.

Mais je vais d'abord vous montrer des exemples d'images que vous verriez dans la vidéo avant de vous lire le texte :

**CONCEPT 1**

Cette publicité mettra en valeur les matières premières et transformées qui sont au cœur de l'identité canadienne.



Travailleurs touchés par les droits de douane résidant au Nouveau-Brunswick, Colombie-Britannique  
— **AFFICHER LES « MATÉRIAUX NATURELS/TRANSFORMÉS » À L'ÉCRAN**

Travailleurs touchés par les droits de douane résidant au Nouveau-Brunswick, Colombie-Britannique  
— **Texte n° 1**

Les travailleurs et les entreprises du Canada sont le fondement de notre économie. Lorsque les droits de douane frappent, ils relèvent le défi en innovant, en s'adaptant et en allant de l'avant.

Le gouvernement du Canada est là pour aider avec des mesures comme le programme de recyclage professionnel visant à former jusqu'à 50 000 travailleurs et le programme de Travail partagé pour prévenir les pertes d'emploi.

Bâtissons ensemble un Canada fort.

Visitez [Canada.ca/soutien-droits-de-douane](http://Canada.ca/soutien-droits-de-douane)

Travailleurs touchés par les droits de douane résidant au Québec — **AFFICHER LE THÈME DES « DES PERSONNES AU TRAVAIL » À L'ÉCRAN**

Travailleurs touchés par les droits de douane résidant au Québec — **AFFICHER LE TEXTE n° 1 À L'ÉCRAN (LE LAISSER À L'ÉCRAN AU COURS DE LA DISCUSSION JUSQU'À CE QU'ON SOIT ARRIVÉ À LA SECTION DES PUBLICITÉS DESTINÉES AUX RÉSEAUX SOCIAUX)**

- Quelles sont vos premières réactions à cette publicité? Qu'est-ce qui vous fait dire cela?
- Quel est, selon vous, le but de cette publicité?
- Quel est le message principal de ce concept?
- Quels sentiments cette publicité suscite-t-elle en vous?
  - Après avoir vu cette publicité, que pensez-vous de la réponse du gouvernement du Canada aux tarifs douaniers? Qu'est-ce qui vous fait dire cela?
- Si cette publicité était diffusée sur un site Web, sur les réseaux sociaux ou à la télévision, croyez-vous que vous la remarqueriez? Attirerait-elle votre attention?
  - Est-elle mémorable? Pourquoi ou pourquoi pas?
- Y a-t-il un ou des éléments de la publicité qui prêtaient à confusion ou qui manquaient de clarté? Pourquoi?



- Après avoir vu une publicité comme celle-ci, consulteriez-vous le site Web pour en savoir plus? Qu'est-ce qui vous fait dire cela?

Le narrateur nous fait savoir que « Le gouvernement du Canada est là pour aider avec des mesures de soutien comme le programme de recyclage professionnel visant à former jusqu'à 50 000 travailleurs et le programme de Travail partagé pour prévenir les pertes d'emploi ».

- Et si le narrateur nous disait plutôt que : « Le gouvernement du Canada est là pour aider avec des mesures de soutien comme un programme d'Æ plus souple et la bonification des semaines de prestations, ainsi que des contre-mesures tarifaires régionales ». Préférez-vous cette version? Qu'est-ce qui vous fait dire cela?
- Avez-vous des suggestions à faire pour améliorer l'efficacité avec laquelle cette publicité informe les Canadiens des mesures prises par le gouvernement du Canada pour soutenir les travailleurs et les employeurs canadiens touchés par des droits de douane?

Et maintenant, je veux vous montrer des publicités destinées aux réseaux sociaux.

#### **AFFICHER LES PUBLICITÉS À L'ÉCRAN**

#### **INSÉRER LES MESSAGES DESTINÉS AUX RÉSEAUX SOCIAUX 1.1 et 1.2**

- Quelles sont vos réflexions immédiates à ce concept publicitaire? Qu'est-ce qui vous fait dire cela?
- Quel est le message principal de ce concept?
- Vous incite-t-il à consulter le site Web?
- Avez-vous des idées dont vous souhaiteriez nous faire part pour rendre cette publicité plus efficace?
- Que pensez-vous de la formulation « travailleurs et employeurs touchés par des droits de douane »? Est-ce une façon appropriée de parler des Canadiens qui doivent composer avec des droits de douane? Pensez-vous à d'autres façons d'en parler?

Je vais maintenant vous montrer la publicité sous forme de panneau publicitaire. Le panneau d'affichage se présente généralement sous la forme d'un grand panneau extérieur utilisé pour afficher des publicités. À titre d'exemple, vous apercevrez parfois de grands panneaux publicitaires en voyageant sur une autoroute nationale.

#### **AFFICHER LE PANNEAU PUBLICITAIRE À L'ÉCRAN**



### **INSÉRER LE PANNEAU PUBLICITAIRE 1**

- Quelles sont vos réflexions initiales concernant ce panneau publicitaire? Qu'est-ce qui vous fait dire cela?
- Remarqueriez-vous ce panneau publicitaire en marchant ou en conduisant votre véhicule? Attirerait-elle votre attention?
- Trouvez-vous le concept attrayant, en d'autres mots, vous interpelle-t-il, vous parle-t-il?
- Avez-vous des idées dont vous souhaiteriez nous faire part pour rendre cette publicité plus efficace?

Je vais maintenant vous montrer un autre concept semblable à celui qu'on vient de voir. Comme on l'a fait précédemment, on va commencer par le texte d'une vidéo publicitaire de 30 secondes.

Une fois de plus, je vais vous montrer des exemples d'images qu'on verrait dans la vidéo avant de vous lire le texte.

### **CONCEPT 2**

Cette publicité aura pour thème principal des personnes exerçant leurs métiers ou travaillant dans leurs secteurs d'activité respectifs.

**Travailleurs touchés par les droits de douane résidant au Nouveau-Brunswick —, Colombie-Britannique** **AFFICHER LE THÈME DES « PERSONNES AU TRAVAIL » À L'ÉCRAN**

#### **Texte n° 2**

Les travailleurs et les entreprises du Canada ont bâti notre pays, avec force et ténacité.

Si vous êtes confronté à cette période difficile, vous n'êtes pas seul.

Le gouvernement du Canada est là pour aider avec des mesures comme le programme de recyclage professionnel visant à former jusqu'à 50 000 travailleurs et le programme de Travail partagé pour prévenir les pertes d'emploi.

Ensemble nous surmonterons ces difficultés et nous en sortirons plus forts.



Le gouvernement du Canada est là pour aider avec des mesures comme le programme de recyclage professionnel visant à former jusqu'à 50 000 travailleurs et le programme de Travail partagé pour prévenir les pertes d'emploi.

**Travailleurs touchés par les droits de douane résidant au Québec — AFFICHER À L'ÉCRAN**  
**AFFICHER LE TEXTE 2 À L'ÉCRAN**

- Quelles sont vos premières réactions à cette publicité? Qu'est-ce qui vous fait dire cela? Quel est, selon vous, le but de cette publicité?
- Quel est le message principal de ce concept?
- Quels sentiments cette publicité suscite-t-elle en vous?
  - Après avoir vu cette publicité, que pensez-vous de la réponse du gouvernement du Canada aux droits de douane? Qu'est-ce qui vous fait dire cela?
- Si cette publicité était diffusée sur un site Web, sur les réseaux sociaux ou à la télévision, croyez-vous que vous la remarqueriez? Attirerait-elle votre attention?
  - Est-elle mémorable? Pourquoi ou pourquoi pas?
- Y a-t-il un ou des éléments de la publicité qui prêtaient à confusion ou qui manquaient de clarté? Pourquoi?
- Après avoir vu une publicité comme celle-ci, consulteriez-vous le site Web pour en savoir plus? Qu'est-ce qui vous fait dire cela?
- Avez-vous des suggestions pour améliorer l'efficacité avec laquelle cette publicité informe les Canadiens des mesures prises par le gouvernement du Canada pour venir en aide aux entreprises et aux travailleurs canadiens touchés par des droits de douane?
- Pour la première phrase, que diriez-vous si, au lieu du mot « entreprises », on employait le mot « employeurs »? Est-ce que la publicité vous interpellait davantage avec ce mot?
  - Les mots « employeurs » et « entreprises » ont-ils, selon vous, la même signification ou une signification différente? Qu'est-ce qui vous fait dire cela?

Et maintenant, je veux vous montrer des publicités destinées aux réseaux sociaux.

**AFFICHER LES PUBLICITÉS À L'ÉCRAN**  
**INSÉRER LES MESSAGES POUR RÉSEAU SOCIAL 2.1 et 2.2**



- Quelles sont vos réflexions immédiates à ce concept publicitaire? Qu'est-ce qui vous fait dire cela?
- Quel est le principal message de ce concept?
- Vous incite-t-il à consulter le site Web?
- Avez-vous des idées dont vous souhaiteriez nous faire part pour rendre cette publicité plus efficace?

Et maintenant, je veux vous montrer un panneau publicitaire.

#### **AFFICHER À L'ÉCRAN**

#### **INSÉRER LE PANNEAU PUBLICITAIRE 2**

- Quelles sont vos réflexions initiales concernant ce panneau publicitaire? Qu'est-ce qui vous fait dire cela?
- Remarqueriez-vous ce panneau publicitaire en marchant ou en conduisant votre véhicule? Attirerait-elle votre attention?
- Trouvez-vous le concept attrayant — en d'autres mots, vous interpelle-t-il, vous parle-t-il?
- Avez-vous des idées dont vous souhaiteriez nous faire part pour rendre cette publicité plus efficace?

J'aimerais maintenant que vous pensiez à tout ce que vous avez vu concernant chaque concept, c'est-à-dire les images, le texte, les messages pour réseau social et le panneau publicitaire. Je vais vous montrer quelques images des deux concepts côte à côte, juste pour vous rappeler le thème de chaque concept.

#### **AFFICHER LES IMAGES DU THÈME CORRESPONDANT À CHAQUE CONCEPT CÔTE À CÔTE À L'ÉCRAN**

**SONDAGE :** En pensant aux images en général correspondant à chacun des concepts, veuillez sélectionner celle qui, selon vous, est la plus efficace pour démontrer que le gouvernement du Canada prend des mesures pour venir en aide aux entreprises et aux travailleurs canadiens touchés par des droits de douane.

- **LE MODÉRATEUR PASSE EN REVUE LES CHOIX :** Pourquoi avez-vous sélectionné ce concept?

La publicité s'est terminée avec une courte phrase et l'adresse d'une page Web. Je vais vous montrer quelques versions différentes de l'adresse Web pour ensuite que vous y réagissiez.

#### **AFFICHER À L'ÉCRAN**

Option 1 : [Canada.ca/soutien-droits-de-douane](http://Canada.ca/soutien-droits-de-douane)

Option 2 : [Canada.ca/rester-fort](http://Canada.ca/rester-fort)

Option 3 : [Canada.ca/response-tarifaire](http://Canada.ca/response-tarifaire)

**SONDAGE** : Veuillez choisir parmi les options suivantes celle qui serait la plus efficace pour inciter quelqu'un à consulter le site Web afin d'en savoir plus sur les mesures que prend le gouvernement du Canada pour venir en aide aux entreprises et aux travailleurs touchés par des droits de douane.

- LE MODÉRATEUR PASSE EN REVUE LES CHOIX — Pourquoi avez-vous choisi ce concept?
- Maintenant, en pensant au site Web et à sa raison d'être, quel type d'information vous attendriez-vous à y trouver?
  - Vous attendriez-vous à trouver de l'information différente si la publicité concernait des employeurs plutôt que des entreprises? Pourquoi ou pourquoi pas?

**STATCAN (15 minutes)** [Travailleurs touchés par les droits de douane résidant au Nouveau-Brunswick, travailleurs touchés par les droits de douane résidant au Québec, Colombie-Britannique](#) —

- Avez-vous entendu parler de Statistique Canada?
  - Quel est, selon vous, le rôle de cet organisme?

Statistique Canada est l'organisme national du Canada chargé de recueillir et d'analyser des données sur l'économie, la société et l'environnement du Canada afin d'aider le gouvernement, les entreprises et le public à prendre des décisions.

- Maintenant que vous savez est son rôle, croyez-vous que cette agence puisse vous être utile?
- Pour ceux qui ont déjà entendu parler de Statistique Canada, faites-vous confiance aux données et aux produits que publie cet organisme?
  - Préciser : Il peut par exemple s'agir du Recensement ou d'indicateurs relatifs au chômage et à l'inflation.
- À votre avis, comment peut-on améliorer la confiance du grand public envers Statistique Canada?
- Avez-vous entendu parler de l'Enquête sur la population active?
  - SI OUI : Que savez-vous à son sujet?



L'Enquête sur la population active est l'enquête mensuelle menée par Statistique Canada pour recueillir de l'information sur les emplois occupés par les gens, leurs heures de travail, et pour savoir s'ils sont actuellement à la recherche d'un emploi.

- Croyez-vous qu'il s'agisse d'une enquête importante? Qu'est-ce qui vous fait dire cela?

**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 que vous souhaiteriez avoir 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

## Affordability Campaign

### Video Storyboard: Working Hard

Open on scene of workers in an everyday job.

VO: You're working hard - and you deserve to feel secure.

Cut to scene showing neighbour offering a hand. Vibe: it's okay to need help.

VO: Even as our economy faces challenges, there's help available.

Cut to family shot with people, happy and relaxed.

VO: The Government of Canada is lowering costs – so we can move forward, together.

VO ALT 1: The Government of Canada is helping with costs – so we can move forward.

VO: Learn how you could save at [Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living).

Screen fades to black. [Canada wordmark | Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living)



This storyboard concept, entitled Working Hard features a script as well as a collection of four images stacked on top of one another on the rightmost side of the design. The script features the following screen directions and voiceover: Open on scene of workers in an everyday job, VO: "You're working hard – and you deserve to feel secure". Cut to scene showing neighbour offering a hand. Vibe: It's okay to need help, VO: "Even as our economy faces challenges, there's help available". Cut to family shot with people, happy and relaxed. VO: "The Government of Canada is lowering costs – so we can move forward, together. VO ALT 1: "The Government of Canada is helping with costs – so we can move forward". VO: Learn how you could save at [Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living)." Screen fades to black. The images (from top to bottom) feature two construction workers on a job site, building a large structure, a neighbour handing another a loaf of bread, a family (dad, young daughter, and mom) hugging at a kitchen table full of food, and the Government of Canada wordmark and the [Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living) URL against a black backdrop.



## Travailler Fort

Ouverture sur une scène quotidienne d'ouvriers au travail.

VO : Vous travaillez fort – et ça devrait rapporter.

Couper à une scène où un voisin donne un coup de main. Ambiance : avoir besoin d'aide, c'est correct.

VO : En réduisant les impôts, le gouvernement du Canada remet plus d'argent dans vos poches.

Couper à une scène de famille, des gens heureux et détendus.

VO : Pour augmenter vos chances de progresser et de bâtir votre avenir.

VO: Voyez comment vous pourriez économiser : [Canada.ca/Cout-de-la-vie](https://Canada.ca/Cout-de-la-vie).

L'écran fond au noir. Mot-symbole Canada | [Canada.ca/Cout-de-la-vie](https://Canada.ca/Cout-de-la-vie)



The French version of this storyboard is similar to the English version, but with one different image and some changes to the text. The script reads: Opening onto an everyday scene of workers at their jobs, VO : "You're working hard – and it should pay off". Cut to a scene where a neighbor lends a hand. Vibe: needing help is okay, VO: "By reducing taxes, the Government of Canada puts more money back in your pockets." Cut to a family scene, happy and relaxed people. VO: "To increase your chances of progressing and building your future." VO: "See how you could save: [Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living)." The screen fades to black. Canada wordmark | [Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living). The images for this version are the same, with the exception of the second image which features a happy mother and her child in the grocery store parking lot with a bag full of groceries.



### Video Storyboard: Working Hard ALT

Open on scene of workers in an everyday job.  
VO ALT: You've been working hard - and that hard work should pay off.

Cut to scene showing neighbour offering a hand. Vibe: it's okay to need help.  
VO ALT: The Government of Canada is helping lower costs so Canadians can succeed and build a stronger economy.

Cut to family shot with people, happy and relaxed.  
VO: With more chances for you and your family to get ahead.

VO: Learn how you could save at [Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living)

Screen fades to black. Canada wordmark | Canada



Featuring the same images as the initial version, this script features a different voiceover. The VO for this script is: "You've been working hard – and that hard work should pay off. The Government of Canada is helping lower costs so Canadians can succeed and build a stronger economy. With more chances for you and your family to get ahead. Learn how you could save at [Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living)

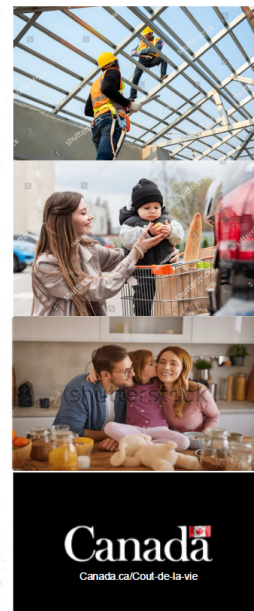
### Travailler Fort - ALT 1

Ouverture sur une scène quotidienne d'ouvriers au travail.  
VO : Vous travaillez fort – et vos efforts devraient rapporter.

Couper à une scène où un voisin donne un coup de main. Ambiance : avoir besoin d'aide, c'est correct.  
VO : Programmes, prestations et crédits d'impôt... Nous mettons plus d'argent dans vos poches.

Couper à une scène de famille, des gens heureux et détendus.  
VO : Pour augmenter vos chances de progresser et de bâtir votre avenir.

VO : Voyez comment vous pourriez économiser : [Canada.ca/Cout-de-la-vie](https://Canada.ca/Cout-de-la-vie).  
L'écran fond au noir. Mot-symbole Canada | [Canada.ca/Cout-de-la-vie](https://Canada.ca/Cout-de-la-vie)



This storyboard features the same images as the initial French version, with a different script. The narration for this concept reads: VO: "You work hard – and your efforts should pay off. Programs, benefits, and tax credits... We're putting more money into your pockets. To increase your chances of getting ahead and building your future. See how you could save: [Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living)."

## Travailler Fort - ALT 2

Ouverture sur une scène quotidienne d'ouvriers au travail.

VO : Vous travaillez fort.

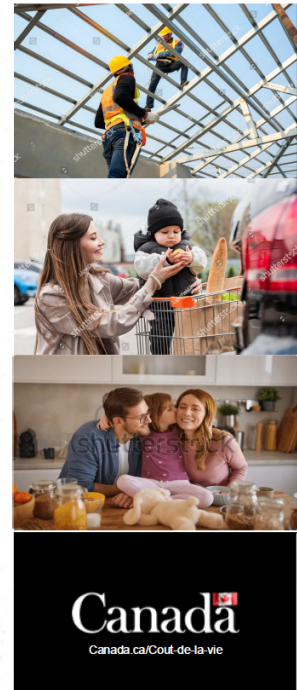
Couper à une scène où un voisin donne un coup de main. Ambiance : avoir besoin d'aide, c'est correct.

VO : Le gouvernement du Canada réduit les impôts pour vous aider.

Couper à une scène de famille, des gens heureux et détendus.

VO : Nous réduisons les impôts sur votre chèque de paye et pour les acheteurs d'une première habitation, pour vous aider à bâtir votre avenir.

VO: Voyez comment vous pourriez économiser : [Canada.ca/Cout-de-la-vie](https://Canada.ca/Cout-de-la-vie).  
L'écran fond au noir. Mot-symbole Canada | [Canada.ca/Cout-de-la-vie](https://Canada.ca/Cout-de-la-vie)



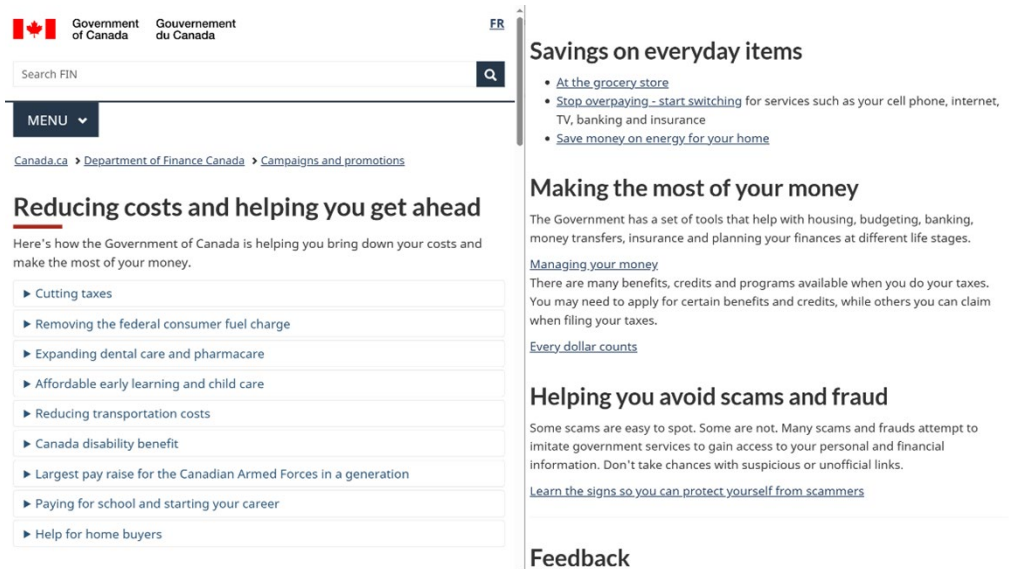
This storyboard features the same images as both previous French-language versions, with a slightly different script. The VO for this concept reads: "VO : You work hard. The Government of Canada is reducing taxes to help you. We reduce taxes on your paycheque and for first-time home buyers, to help you build your future. See how you could save: [Canada.ca/Cost-of-living](https://Canada.ca/Cost-of-living)".



This concept features an example social media post from the Department of Finance Canada. The caption reads "You work hard and you should keep more of your paycheque. We're cutting taxes so you can get ahead." Below this is an image of two construction workers on a job site working to build a structure. Overlaid on the top right of this image, in a black text box with white text, is the message "You're working hard. We're cutting taxes." Below this is a white banner featuring the Government of Canada wordmark, and at the bottom of the concept is the Canada.ca/Cost-of-living URL and the tagline "Learn how you could save." In the bottom right of the concept there is also a link titled "Learn more" that users can click on.

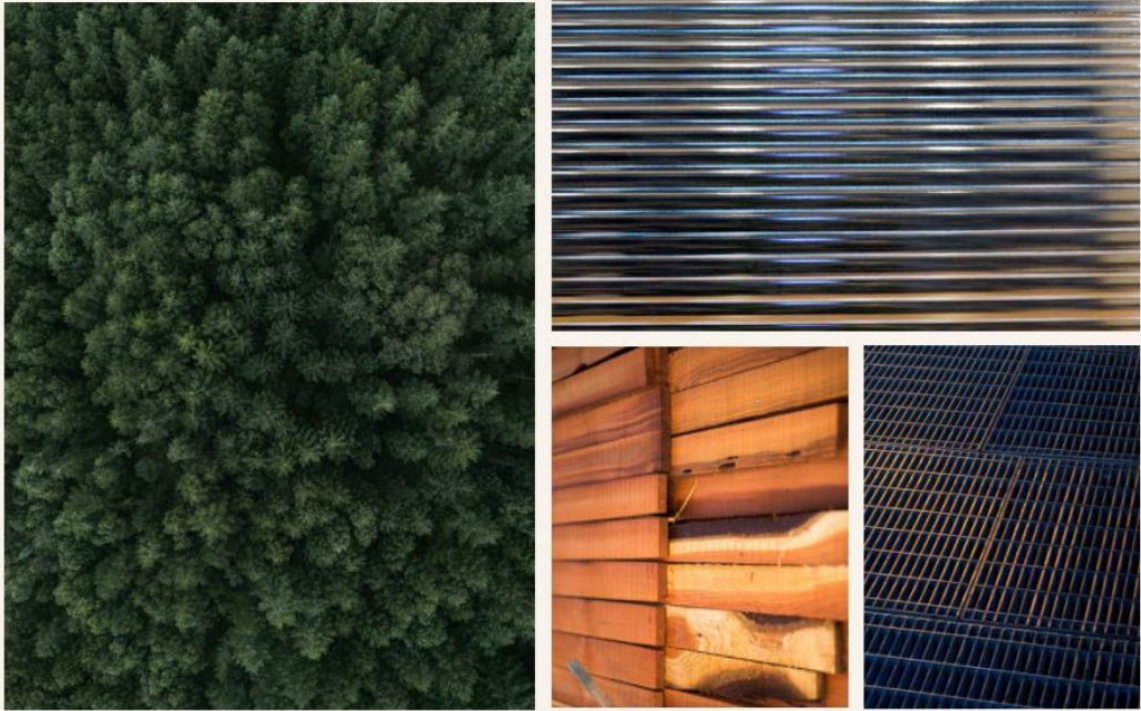


This concept features an example social media post from the Department of Finance Canada. At the top of the post is the wording “You work hard – thanks to the Canadian Dental Care Plan, dental care doesn’t have to be a hard choice”. The main image of this concept features a young girl being examined in a dental chair, smiling as a dentist looks at her mouth. On the left side of this image, in a black text box overlaid by white text are the words “You’re working hard. We’re helping with dental costs”. Below this is a white banner featuring the Government of Canada wordmark, and at the bottom of the concept is the Canada.ca/Cost-of-living URL and the tagline “Learn how you could save.” In the bottom right of the concept there is also a link titled “Learn more” that users can click on.



Two screen shots are shown of the Government of Canada’s cost of living website. The screen shot on the left features an image of the Canadian flag and the words Government of Canada. Directly below this is a search bar where users can type in what information they are looking for. Below that is an icon titled Menu, with a drop down arrow. Below this is the text Canada.ca > Department of Finance Canada > Campaigns and promotions. Below this, in bold letters, are the words “Reducing costs and helping you get ahead”, with “Here’s how the Government of Canada is helping you bring down your costs and make the most of your money. Below this are drop-down subsections for numerous areas including: Cutting taxes, removing the federal consumer fuel charge, expanding dental care and pharmacare, affordable early learning and child care, reducing transportation costs, Canada disability benefit, largest pay raise for the Canadian Armed Forces in a generation, paying for school and starting your career, and help for home buyers. The second screenshot features additional information under the respective headings: Savings on everyday items, Making the most of your money, Helping you avoid scams and fraud, and Feedback.

## Employment and Social Development Canada Tariff Support Campaign



A collection of four images is shown, all featuring natural or processed materials made in Canada. The left half of the concept features an overhead image of a lush, green forest. The top right quadrant features steel materials, while the bottom right quadrant features an image of wood panelling as well as an image of a steel grate.



Two social media posts are shown side by side. Each is labelled as being posted by the ESDC account. The concept on the left features the words “Support for tariff-impacted workers and employers in large white letters” against a dark gray/almost black background. On the right third of this concept there is an image of metallic steel piping. On the bottom right corner of this post is the Government of Canada wordmark. The caption for this post is “Let’s build a stronger Canada together. Visit [Canada.ca/tariff-support](https://Canada.ca/tariff-support) to learn more about the Government of Canada’s supports for workers and employers like reskilling packages for up to 50,000 workers and the work-sharing program to prevent layoffs. The concept of the right features the words “Helping Canada stand strong in the face of tariffs” in large black letters against a white text box. The text is in the top left corner of this post, with the rest taken up by vivid close-up imagery of wood panelling. At the bottom right of this image is the Government of Canada wordmark. The caption for this post is: “Let’s work together and build Canada strong. Visit [Canada.ca/tariff-support](https://Canada.ca/tariff-support) to learn more about the Government of Canda’s supports for employers and workers like reskilling packages for up to 50,000 workers and the work-sharing program to prevent layoffs”.



A billboard is shown against a nighttime backdrop in a city with high rise buildings. The left side of the billboard features the text: "When tariffs rise, we help Canada rise to the challenge" in large black letters, with "Learn more about tariff support at Canada.ca/tariff-support" in smaller black text below. These words are against a bright white backdrop that overlays a wider image of a lush green forest that takes up the rest of the billboard. The bottom of the billboard features a white horizontal banner that features the Canadian flag and words "Government of Canada" on the left side and the Government of Canada wordmark on the right.

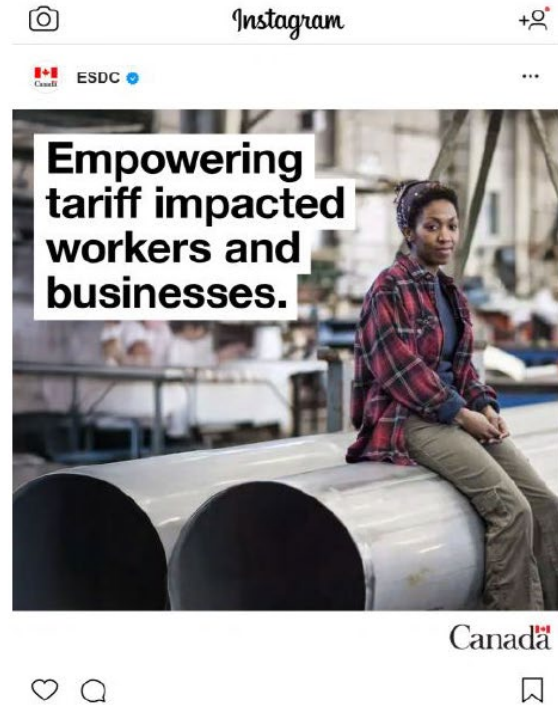


This concept features a collection of photos of Canadians working in different sectors/industries. The image on the left of the concept features a lumber worker leaning against a large stack of logs, holding an orange hardhat in his hands, with his foot resting on a chainsaw. The image in the top-middle of the concept features a worker sitting on a large steel pipe, with the image on the right features a worker looking carefully at a very large steel cylinder. The bottom right image features a worker in what appears to be a factory, working heavy machinery with a focused look on her face.



278 likes

The Government of Canada is here to help with supports like reskilling packages for up to 50,000 workers and the work-sharing program to prevent layoffs. Learn more at [Canada.ca/stand-strong](https://Canada.ca/stand-strong).



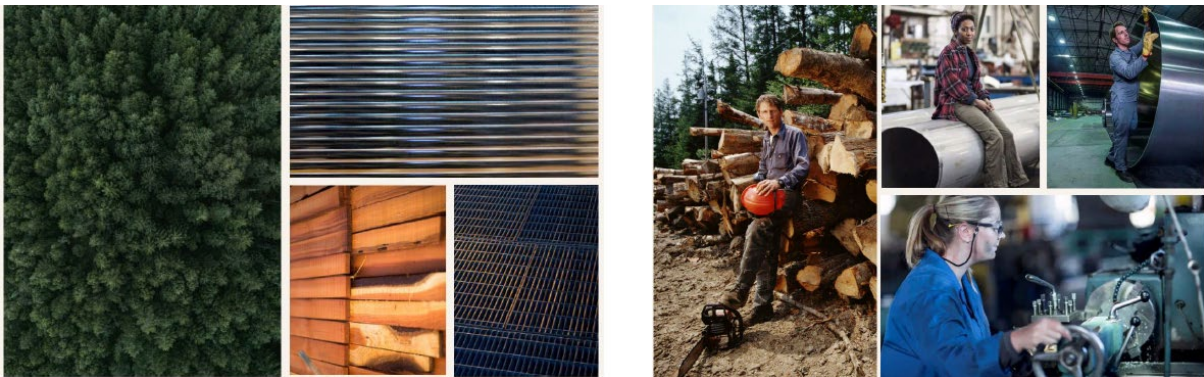
278 likes

The Government of Canada is here to help with supports like reskilling packages for up to 50,000 workers and the work-sharing program to prevent layoffs. Learn more at [Canada.ca/stand-strong](https://Canada.ca/stand-strong).

Two social media concepts are shown side by side. Both are depicted as being posted by ESDC. The post on the left features the text "We're here to help tariff-impacted Canadians" in large black letters against a white backdrop, overlaying a larger image of a worker using a power tool, with orange sparks shooting up. The bottom right corner of the post features the Government of Canada wordmark. The caption for this post is: "The Government of Canada is here to help with supports like reskilling packages for up to 50,000 workers and the work-sharing program to prevent layoffs. Learn more at [Canada.ca/stand-strong](https://Canada.ca/stand-strong)." The post on the right features the words "Empowering tariff impacted workers and businesses" in large black letters against a white backdrop, overlaying an image of a worker sitting on a large steel beam inside a factory, looking at the camera. The Government of Canada is featured in the bottom right corner of the post. The caption for this post is "The Government of Canada is here to help with supports like reskilling packages for up to 50,000 workers and the work sharing program to prevent layoffs. Learn more at [Canada.ca/stand-strong](https://Canada.ca/stand-strong)."

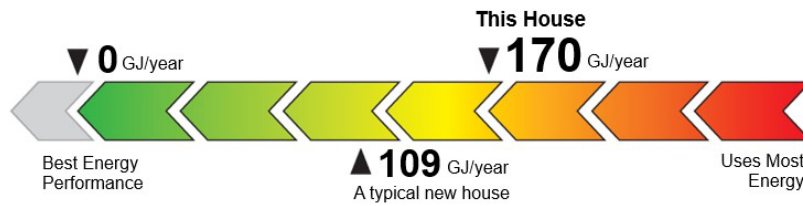


A billboard is shown against a nighttime setting in a city with high-rise buildings. The billboard features the image of a worker (located on the right of the concept) leaning against a large pile of lumber and holding his hardhat in his hands. On the left side of the image is the text "Learn more about tariff support for workers and businesses at [Canada.ca/stand-strong](http://Canada.ca/stand-strong). The bottom of the billboard features a horizontal banner with the Canadian flag and words "Government of Canada" in the left corner and the Government of Canada wordmark in the right corner.



The overall concepts are shown side by side, with Natural/Processed Materials on the left and People Working on the right.

## Home Energy Efficiency



This image depicts an EnerGuide label. The scale moves from left to right, with higher energy performance being represented with brighter greener colours with the scale moving from green to yellow to red, with dark red highlighting homes that use the most energy. On this scale, the home is indicated as produced 170 GJ/year, with information indicating that 109 GJ/year is typical for a new home.