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Continuous Qualitative Data Collection of Canadians' Views – November 2025

Final Report

Prepared for the Privy Council Office

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Canada 

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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The second 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 November 4th, 2025, and November 25th, 2025.

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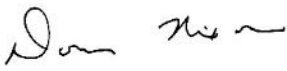
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Political Neutrality Certification

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: January 27th, 2026

Donna Nixon, Partner
The Strategic Counsel

Table of Contents

Executive Summary	5
Introduction	5
Methodology	6
Key Findings.....	8
Government of Canada in the News (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres, Newfoundland and Labrador, Greater Toronto Area Concerned About Crime, Greater Vancouver Area Recent Immigrants, Estrie Region Quebec, Quebec City and Surrounding Regions, British Columbia Low-to-Moderate Income)	8
Government of Canada Priorities and Performance (British Columbia Low-to-Moderate Income)	8
The Economy (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres, Quebec City and Surrounding Regions, British Columbia Low-to-Moderate Income)	9
Budget 2025 (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres, Newfoundland and Labrador, Greater Toronto Area Concerned About Crime, Greater Vancouver Area Recent Immigrants).....	10
Major Infrastructure Projects (Atlantic Canada, Alberta, Estrie Region Quebec, Quebec City and Surrounding Regions, British Columbia Low-to-Moderate Income).....	14
Canada-United States Relations (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres, Newfoundland and Labrador).....	16
Crime Prevention (Greater Toronto Area Concerned About Crime).....	17
Immigration (Greater Vancouver Area Recent Immigrants, Quebec City and Surrounding Regions, British Columbia Low-to-Moderate Income)	18
Home Energy Efficiency (Atlantic Canada, Alberta)	20
Government of Canada Wordmark (Newfoundland and Labrador, Greater Toronto Area Concerned About Crime, Greater Vancouver Area Recent Immigrants, Estrie Region Quebec).....	22
Major Projects Advertising Campaign (Atlantic Canada, Alberta, Estrie Region Quebec).....	23
Detailed Findings.....	25
Government of Canada in the News (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres, Newfoundland and Labrador, Greater Toronto Area Concerned About Crime, Greater Vancouver Area Recent Immigrants, Estrie Region Quebec, Quebec City and Surrounding Regions, British Columbia Low-to-Moderate Income)	29
Government of Canada Priorities and Performance (British Columbia Low-to-Moderate Income).....	30

The Economy (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres, Quebec City and Surrounding Regions, British Columbia Low-to-Moderate Income)	31
Budget 2025 (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres, Newfoundland and Labrador, Greater Toronto Area Concerned About Crime, Greater Vancouver Area Recent Immigrants).....	33
Initial Reactions (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres, Newfoundland and Labrador).....	34
Specific Measures (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres).....	35
Overall Perspectives (Newfoundland and Labrador, Greater Toronto Area Concerned About Crime, Greater Vancouver Area Recent Immigrants)	38
Major Infrastructure Projects (Atlantic Canada, Alberta, Estrie Region Quebec, Quebec City and Surrounding Regions, British Columbia Low-to-Moderate Income)	42
Canada-United States Relations (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres, Newfoundland and Labrador)	48
Crime Prevention (Greater Toronto Area Concerned About Crime)	50
Immigration (Greater Vancouver Area Recent Immigrants, Quebec City and Surrounding Regions, British Columbia Low-to-Moderate Income)	52
Home Energy Efficiency (Atlantic Canada, Alberta)	56
Government of Canada Wordmark (Newfoundland and Labrador, Greater Toronto Area Concerned About Crime, Greater Vancouver Area Recent Immigrants, Estrie Region Quebec).....	60
Major Projects Advertising Campaign (Atlantic Canada, Alberta, Estrie Region Quebec).....	62
Appendices.....	65
Appendix A – Recruiting Scripts	66
November English Recruiting Script.....	67
November French Recruiting Script.....	78
Appendix B – Discussion Guides.....	86
November English Moderator’s Guide.....	87
November French Moderator’s Guide.....	105
Appendix C – Advertising Concepts.....	126
Major Infrastructure Projects	127
Government of Canada Wordmark and Musical Signature.....	129
Nation of Builders Video	130

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 November 4th, 2025, and November 25th, 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 focused primarily on participant reactions to the Government of Canada's 2025 annual budget, as well as their perspectives related to recently announced major nation-building infrastructure projects and the state of the Canadian economy overall. A number of groups also discussed what had recently seen, read, or heard about the federal government in the news, as well as its performance on a number of top priority areas of importance to Canadians.

Other topics discussed included Canada-United States (U.S.) relations, immigration, efforts by the federal government to reduce crime in Canadian communities, and participants' attitudes regarding home energy efficiency. Some groups also shared their perspectives related to the Government of Canada wordmark, while others evaluated a video advertisement that had been developed to promote the federal government's increased focus on the construction of nation-building infrastructure projects.

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 aged 50 and older, individuals aged 18 to 49, men under the age of 50, individuals concerned about crime, recent immigrants who had been in Canada for less than 10 years, and individuals earning low-to-moderate incomes.

Detailed Approach

- Twelve groups were conducted across various regions in Canada.
- Six groups were conducted among the general population residing in Newfoundland and Labrador, Atlantic Canada, Alberta, urban centres in Manitoba and Saskatchewan, the Estrie region of Quebec, and Quebec City and its surrounding regions.
- The other groups were conducted among key subgroups including:
 - Individuals aged 50 and older residing in Ontario and Atlantic Canada;
 - Individuals aged 18 to 49 residing in British Columbia (B.C.);
 - Men aged 18 to 49 residing in Montreal and Laval;
 - Individuals residing in the Greater Toronto Area (GTA) who were concerned about crime;

- Recent immigrants residing in the Greater Vancouver Area (GVA) who had been in Canada for less than 10 years; and
- Individuals earning low-to-moderate incomes residing in B.C.
- 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, 90 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium of \$125.

Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EST)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Ontario and Atlantic Canada	1	EN	Tues, Nov 4th	6:00-8:00 PM	Aged 50 and Older	8
British Columbia	2	EN	Tues, Nov 4th	9:00-11:00 PM	Aged 18 to 49	8
Montreal and Laval	3	FR	Wed, Nov 5th	6:00-8:00 PM	Men Younger than Age 50	8
Urban Centres Manitoba and Saskatchewan	4	EN	Wed, Nov 5th	7:00-9:00 PM	General Population	8
Newfoundland and Labrador	5	EN	Mon, Nov 10th	4:30-6:30 PM	General Population	6
Greater Toronto Area	6	EN	Wed, Nov 12th	6:00-8:00 PM	Concerned About Crime	8
Greater Vancouver Area	7	EN	Thurs, Nov 13th	9:00-11:00 PM	Recent Immigrants – Less than 10 Years	8
Atlantic Canada	8	EN	Tues, Nov 18th	5:00-7:00 PM	General Population	8
Alberta	9	EN	Wed, Nov 19th	8:00-10:00 PM	General Population	6
Estrie Region	10	FR	Thurs, Nov 20th	6:00-8:00 PM	General Population	7
Quebec City and Surrounding Regions	11	FR	Tues, Nov 25th	6:00-8:00 PM	General Population	7
British Columbia	12	EN	Tues, Nov 25th	9:00-11:00 PM	Low-to-Moderate Income Earners	8
Total number of participants						90

Key Findings

Government of Canada in the News (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres, Newfoundland and Labrador, Greater Toronto Area Concerned About Crime, Greater Vancouver Area Recent Immigrants, Estrie Region Quebec, Quebec City and Surrounding Regions, British Columbia Low-to-Moderate Income)

Ten 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 tabling by the Government of Canada of its annual budget, its ongoing response to tariffs imposed by the United States (U.S.) on a wide range of Canadian imports, and the announcement by Immigration, Refugees, and Citizenship Canada (IRCC) of its 2026-2028 Immigration Levels Plan.

Participants also recalled hearing that the federal government would be increasing its investments towards the Canadian Armed Forces (CAF), with a particular emphasis on strengthening the security of Canada's North. Describing what they had heard about the Government of Canada's activities on the global stage, participants recalled the attendance of the Prime Minister (PM) and other federal officials at the Asia-Pacific Economic Cooperation (APEC) summit in Gyeongju, South Korea. While in attendance at this summit, a number were of the impression that federal officials had engaged in economic discussions with representatives from numerous East Asian countries, including the Government of China, with the aim of strengthening Canada's trade relationships in the region.

Government of Canada Priorities and Performance (British Columbia Low-to-Moderate Income)

Participants in the group comprised of residents of British Columbia (B.C.) who reported earning low-to-moderate incomes, engaged in a brief discussion related to what they viewed as the top issues facing Canadians, as well as their perspectives regarding the federal government's management of these priorities.

Asked to identify areas where they thought the Government of Canada was performing well at present, several felt that it had been effective in providing a wide range of programs and benefits for vulnerable individuals, with a number specifically mentioning supports it had provided for individuals living with disabilities. A few also spoke positively regarding what they perceived as the relative ease when it came to accessing federal government services and submitting important documents such as income tax returns and grant applications.

Discussing the areas where they felt the Government of Canada had room for improvement, a large number believed that it needed to do more to address challenges related to immigration, with several expressing the opinion that the rate of immigration had been too high in recent years. It was also thought that more needed to be done by the federal government to improve the provision of health care in Canada, including by making investments towards reducing wait times for primary and

emergency care as well as recruiting and training more doctors and nurses to meet the needs of Canada's growing population. Participants also thought that actions needed to be taken to increase the accessibility of federal services in Canada's North, as well as for the Government of Canada to further pursue its efforts towards reconciliation with Indigenous peoples.

Describing what they viewed as the top issues that the federal government should be prioritizing, several mentioned the affordability of housing as well as what they perceived as the increasing prevalence of homelessness in their respective communities. Other top priority areas identified by participants included stabilizing the rate of immigration, increasing the capacity of provincial/territorial health care systems, constructing and repairing vital infrastructure such as highways and railways, and removing internal trade barriers between Canada's provinces and territories.

The Economy (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres, Quebec City and Surrounding Regions, British Columbia Low-to-Moderate Income)

Six groups engaged in discussions related to the Canadian economy as well as their expectations regarding how the economy would perform over the coming year. At the outset of these conversations, participants (with the exception of those in the group comprised of residents of British Columbia (B.C.) who reported earning low-to-moderate incomes) engaged in an exercise where they were asked to select a word that described how they felt about the economy at present. Almost all chose terms with negative connotations, including words such as 'challenging', 'fragile', 'worrisome', 'stressful' and 'uncertain', with several believing that the Canadian economy was facing significant challenges at present, including those related to the ongoing impact of U.S. tariffs.

Discussing the specific economic issues that they were most concerned about, a large number in the groups identified above identified the high cost of living at present, with participants specifically mentioning challenges related to high consumer costs for essentials such as groceries, housing, and gasoline. Several also identified the imposition of widespread tariffs by the U.S. on Canadian imports as an issue of particular concern, with participants believing these measures had caused considerable economic uncertainty for workers and businesses in impacted sectors.

All groups were asked whether they expected the Canadian economy would improve, get worse, or stay about the same over the coming year. On balance, a larger number thought that the economy would get worse, compared to those who felt that it would improve or remain the same. Asked whether they felt their personal financial situations would get better, get worse, or remain about the same in the coming year, most thought that their finances would remain relatively stable, with a smaller number expecting that they would improve, and very few believing that their situation would worsen.

The group comprised of residents of B.C. who reported earning low-to-moderate incomes were asked a few additional questions regarding the Government of Canada's performance when it came to managing issues related to the economy. Discussing how they felt the Canadian economy was currently performing overall, several believed that it was facing challenges and that a growing number

of Canadians were struggling financially due to the high cost of living. A few felt differently, believing that the Canadian economy had performed relatively well compared to other nations in recent years and that Canada had remained in a relatively strong economic position compared to many of its global peers.

Asked how they would describe the federal government's performance in managing issues related to the economy, a larger number in this group believed that it was headed in the right direction on this front compared to those who felt otherwise. For those who thought that the Government of Canada had been performing well in its management of the economy, a number cited what they viewed as the effective way that it had handled the trade disruptions caused by U.S. tariffs, believing that it had been measured and flexible in its response to these challenges. A few also mentioned recent announcements that had been made related to new nation-building projects that would help to grow the economy as another factor that made them feel positively about the federal government's performance on this front. Among those who thought that there was room for improvement when it came to the federal government's management of the economy, a number mentioned personal challenges that they had experienced related to the high cost of living and believed that not enough was being done to make life more affordable for average Canadians and to help them get ahead.

Discussing what more they would like to see from the Government of Canada when it came to the economy, several felt that additional actions needed to be taken to assist Canadians when it came to affording basic needs such as groceries and housing. Related to the latter, a number expressed the opinion that housing in particular had become increasingly unaffordable (both to purchase and to rent) for lower- and middle-income families in many parts of the country.

Budget 2025 (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres, Newfoundland and Labrador, Greater Toronto Area Concerned About Crime, Greater Vancouver Area Recent Immigrants)

Seven groups engaged in conversations related to the Government of Canada's 2025 annual budget, which was tabled on November 4th, 2025. The content of these discussions varied among the groups, with some focusing on participants' initial reactions to the budget and their impressions of the specific measures that had been announced, while others asked participants to share their overall perspectives related to the budget and the priorities it had identified.

Initial Reactions (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres, Newfoundland and Labrador)

Among the five groups who were invited to share their initial perspectives related to the budget, participants were first asked whether they had heard anything about the economy in the last few days, either from the news or from announcements by the Government of Canada. Unprompted, many mentioned having heard about the tabling of the budget, with a number of the impression that it had placed a particular focus on areas such as the building of national infrastructure projects, strengthening the Canadian economy, and increasing investments towards the Canadian Armed Forces (CAF).

Sharing their overall perspectives related to the budget, participants were largely neutral in their opinions, with many feeling that it was too early to tell whether the measures that had been announced would be successful. While several thought that many measures included in the budget (such as those related to the construction of major infrastructure projects, strengthening the economy, and making life more affordable for Canadians) would have a positive impact, it was widely felt that the effectiveness of these initiatives would ultimately depend on how well they were implemented by the Government of Canada in the years to come.

Discussing specific measures included within the budget that they had heard about and liked, several again mentioned investments by the federal government towards nation-building infrastructure projects across Canada as well as towards the CAF. A number also spoke positively about initiatives related to making housing more affordable for Canadians, increasing the development of Canada's natural resources, reducing the size of the federal public service, stabilizing the rate of immigration, and providing additional financial supports for individuals living with disabilities.

All groups, with the exception of the group based in Newfoundland and Labrador, were asked to describe what they viewed as being the main theme or story of this year's budget. For many, it was felt that the 2025 budget had placed a key focus on making Canada stronger, including by making significant investments towards projects that would bolster the Canadian economy over the long term as well as increasing the ability of Canada's military to keep Canadians safe and uphold the country's territorial sovereignty. Additionally, a number also believed that the budget had indicated that the federal government would be placing a greater focus on making pragmatic and responsible spending decisions going forward, including by finding ways to reduce its operating costs wherever possible.

Specific Measures (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres)

Four groups shared their perspectives related to specific measures that had been announced as part of the 2025 budget. Presented with a list of initiatives that had been included within the budget, participants engaged in an exercise where they were asked to select the two measures that they thought would have the most positive impact on Canadians.

On balance, the initiative to implement a Buy Canadian policy that would prioritize Canadian suppliers and products for Government of Canada projects received the highest level of support among participants. A large number expected that the federal government adopting this type of policy would provide a significant increase in revenue for many Canadian businesses and sectors and would help to stimulate local and regional economies in the areas where these projects were located. Several also believed that this type of policy would work to create more jobs for Canadian workers as well as strengthen the economy as a whole, with more money remaining in Canada as opposed to being spent on importing products and materials via international trade.

The actions to invest \$5 billion to help provinces and territories build and repair health care infrastructure, as well as \$5 billion towards the building of infrastructure (such as ports and rail lines) that would help to move Canadian products to global markets also received a high level of support among participants. Among those who selected the initiative for the Government of Canada to assist

provinces/territories with building and repairing health care infrastructure, several expressed the opinion that long wait times for primary and emergency care had become an increasing challenge in their respective communities and believed that these investments could help to increase the capacity of health care facilities to take in more patients. For participants who chose the initiative to invest \$5 billion towards the construction of infrastructure such as ports and rail lines, a number viewed this as a necessary step to achieve the goal of increasing the export of Canadian-made goods and materials to global markets and believed that it was important for the federal government to be making these investments now, in order to facilitate increased international trade in the future.

Participants also expressed support for the measures to create a \$17 billion fund to assist provinces and territories with priorities like housing and health care infrastructure as well as for the federal government to introduce a set of tax incentives that would help businesses to make investments towards areas such as machinery and technology. Several also selected the initiative for the Government of Canada to invest \$2 billion towards making strategic investments in critical minerals projects and companies, with several expressing the view that this approach would have a positive impact on the Canadian economy and that these types of investments would help to position Canada as a global leader in the critical minerals sector in the years to come.

Only a moderate number selected the initiatives to provide \$82 billion (over 5 years) to rebuild, rearm, and reinvest in the CAF, cap the number of temporary residents at less than 5 per cent of the population, and assist tariff-impacted businesses, sectors, and regions to adapt, diversify, and grow. Relatively few chose the measures to reduce the size of the federal public service workforce and to balance day-to-day operating spending with revenues by the 2028-29 fiscal year, while a very small number identified the initiatives to invest in Canadian border security and hire 1,000 new border security officers, cap the number of new permanent residents at less than 1 per cent of the Canadian population, and invest \$150 million in 2025-26 for CBC/Radio-Canada as top priorities. No participants chose the measure of investing \$1 billion towards major transportation projects in the Arctic.

Asked whether there were any initiatives that had been listed that they felt the Government of Canada should not be doing, a number did not believe that it should be prioritizing investing \$150 million in 2025-26 towards CBC/Radio-Canada, with participants expressing the view that there were more important areas for it to be focusing on at present. A few also expressed concerns related to the initiatives to reduce the size of the federal public service workforce, with some worrying that this could lead to less jobs for Canadian workers as well as a reduction in service provision from the departments and agencies that experienced these personnel reductions.

Questioned as to whether they felt any of these measures would help them (or Canadians at large) to get ahead, several mentioned the investments towards bolstering Canada's health care system (including by building and repairing health care infrastructure) and believed that this initiative would have a positive impact on the lives of many individuals who were currently facing difficulties accessing health services in their local areas. A number also thought that measures such as the implementation of a Buy Canadian strategy, investments towards the construction of trade infrastructure (such as ports and rail lines), and actions to support tariff-impacted businesses and workers would have a positive

impact on the economy overall and would likely improve the personal financial situations of a large number of Canadian households going forward.

Overall Perspectives (Newfoundland and Labrador, Greater Toronto Area Concerned About Crime, Greater Vancouver Area Recent Immigrants)

Three groups shared their views related to the measures and priority areas that had been announced as part of the budget, as well as their perspectives regarding the potential impacts that investments in these areas could have on the lives of Canadians in the years to come.

Presented with a list of different measures/priority areas that had been included in the 2025 budget, participants were asked whether there were any initiatives that stood out to them. On balance, a large number identified the Government of Canada's adoption of a Buy Canadian strategy as an initiative that they felt would have a positive impact, while others also identified the measure to invest \$5 billion towards building and repairing health care infrastructure across the country. Other initiatives mentioned by participants included the announcement of a \$5 billion investment towards building infrastructure (such as ports and rail lines), the investment of \$2 billion towards strategic investments in critical minerals projects and companies, and the creation of a Climate Competitiveness Strategy that would help to guide the federal government in its efforts to balance economic growth with other important priorities such as protecting the environment and reducing the impacts of climate change.

Discussing whether they felt there was anything else that the budget should be focusing more on, several thought that a greater emphasis needed to be placed by the federal government on the cost of living and increasing the affordability of essentials such as groceries. It was also thought that more needed to be done by the federal government related to increasing the affordability of housing (both to purchase and to rent) in Canadian communities, with several believing that it had become challenging for individuals in many parts of the country to find safe and affordable housing in their areas.

Focusing specifically on the initiative to increase federal defence spending, including by providing \$82 billion (over five years) to rebuild, rearm, and reinvest in the CAF, participants were asked how they felt about the Government of Canada making these investments. On balance, a larger number expressed support for this initiative compared to those who felt otherwise. For several, it was thought that it was important for the federal government to be investing in national defence, with participants believing that actions such as these to bolster the strength of the CAF would help to keep Canadians safe from potential outside threats in the years to come. The view was expressed that, given the proliferation of various economic and geopolitical threats, it was important for Canada to become more self-sufficient in its ability to defend itself and its sovereignty going forward.

Informed that the Government of Canada had prioritized investments towards infrastructure, such as those related to the construction or expansion of ports and rail lines, as well as towards building and repairing health care infrastructure, participants overwhelmingly expressed support for this approach. Asked whether, if they had to choose, they would prioritize making investments towards infrastructure such as ports and rail lines, or health care infrastructure, almost all believed that health care was the more important area for the federal government to be investing in. For many, it was thought that,

while both areas should be prioritized, investments towards improving and expanding the capacity of provincial/territorial health care systems would likely have a positive impact on the lives and overall wellbeing of Canadians across the country and, as such, participants believed that this represented a more important priority for the federal government to be focusing on.

Asked to share their initial impressions regarding the Government of Canada's introduction of its Climate Competitiveness Strategy, which placed a focus on building sustainably, with an emphasis on low-emission energy, transport, housing, and manufacturing, many felt that this measure represented a step in the right direction. A number, however, thought that further information would be required regarding the specific actions that the federal government would be taking as part of this strategy before they could determine whether this approach would be effective in protecting the environment and limiting the impacts of climate change.

Informed that the Government of Canada had indicated that it would also be considering investing in the construction of additional oil and gas pipelines, for example a new pipeline to bring oil from Alberta to the West Coast, participants were asked what they thought about this approach. On balance, a larger number expressed support for the construction of new oil and gas pipelines compared to those who felt otherwise, with several believing that this type of initiative would have a positive impact on the long-term health of the Canadian economy. In addition to building additional pipelines, a number expressed the view that actions should be taken by the federal government to increase the country's capacity to refine its oil domestically. Among these participants, it was believed that taking this step would help to solidify Canada's standing as a leader in the global energy market as well as help to reduce energy costs for Canadians going forward.

Major Infrastructure Projects (Atlantic Canada, Alberta, Estrie Region Quebec, Quebec City and Surrounding Regions, British Columbia Low-to-Moderate Income)

Five groups took part in discussions related to numerous major infrastructure projects that had recently been announced by the Government of Canada. Asked whether they had seen, read, or heard any news related to the federal government and major infrastructure projects, several reported that they had, with a number believing that the federal government had announced a range of new infrastructure projects as part of its 2025 annual budget, which had been tabled on November 4th, 2025.

Provided with information related to five major infrastructure projects that had placed under consideration by the Government of Canada to help transform Canada's economy, almost all reacted positively, with many believing that these projects would help to strengthen the economy while also serving as a source of job creation for workers in many parts of the country. A number particularly liked what they viewed as the increased focus being placed by the Government of Canada on the development of natural resources, such as critical minerals, believing that increased development in this sector could lead to significant growth for the Canadian economy over the long term. A few also thought that investments towards the further development of nuclear energy, such as the Darlington New Nuclear Project in Clarington, Ontario, represented a step in the right direction and expressed the

view that nuclear energy represented a clean, renewable source of power that would help to make energy more affordable for many Canadian households.

Asked whether there was anything about these projects or this approach that they did not like, several expressed concerns regarding whether this increased emphasis on streamlining the construction of these major projects, including by launching a Major Projects Office to guide their development, would lead to a diminished focus on what they viewed as other important areas such as the impact of these projects on nearby environments and ecosystems and whether sufficient consultation had been undertaken with other important stakeholders, such as Indigenous peoples.

Participants were next informed that, in addition to the projects highlighted above, the Government of Canada had also announced six additional major infrastructure projects that it had recently placed under consideration. Provided with information about these projects, participants were largely positive in their reactions, with many believing that these projects would help to increase economic activity in many parts of the country in the years to come. Several spoke positively regarding the diversity of the different resources that were being focused on, including projects related to liquefied natural gas (LNG), hydroelectricity, and the mining of minerals such as nickel, graphite, and tungsten. A large number also liked that several of the initiatives on this list had included a commitment to producing low or net-negative carbon emissions, with some believing that this indicated that protecting the environment would remain an important focus for the Government of Canada going forward.

Focusing on specific projects, several spoke positively of Iqaluit Nukkiqsautiit Hydro Project in Iqaluit, Nunavut, with a number especially liking that this project was 100 per cent Inuit-owned. Participants in the group based in B.C. also reacted positively to the initiative to construct the North Coast Transmission Line in Northwestern B.C., with a number expecting that this would be helpful in delivering affordable clean electricity and improved telecommunications to many of the province's more rural and remote communities. Discussing any questions or concerns they had about this group of projects, a few worried about the potential environmental damage that could be caused by projects such as Nouveau Monde Graphite's Matawinie Mine project in Saint-Michel-des-Saints, Quebec, with some of the impression that practices such as open-pit mining could have a considerable negative impact on the surrounding environment and ecosystems.

With the exception of those in the group based in B.C., participants were asked how they felt about the mix of these projects (for instance the inclusion of projects related to mining, hydroelectricity, and LNG) and whether they thought these were the right types of projects for the Government of Canada to be investing in. Almost all supported this approach, with many expressing that these projects represented a wide range of economic opportunities and potential pathways by which the Canadian economy could be strengthened. Discussing whether there were any types of projects that they felt were missing from this list, participants mentioned a wide range of areas, including the development of renewable energy sources such as solar and wind and sectors such as steel, forestry, fisheries, and computer technology (including initiatives related to cybersecurity).

All groups were asked whether they felt a new pipeline project should have been included as part of the initiatives listed above. On balance, participants were mixed in their opinions, with most of those residing in Alberta and a moderate number in Atlantic Canada expressing support for this type of



project, while relatively few in the groups located in Quebec and B.C. believed that a new pipeline was an area that the Government of Canada should be investing in. Among those who supported the federal government including a new pipeline on its slate of major infrastructure projects, it was felt that Canada had significant amounts of oil and gas resources that it could extract and sell to its global trade partners, with a number believing that these resources were currently being underutilized. For participants who did not believe that a new pipeline was the right type of project for the Government of Canada to be investing in, several expressed concerns about the negative impact that a pipeline could have on the environment as well as the increased emissions that they expected would likely arise from the expanded development of oil and natural gas resources.

Discussing whether, when taken together, they thought these projects would help to achieve the goal of strengthening Canada's economic security, almost all believed that they would, with many reiterating that these projects would help to stimulate economic activity in several parts of the country, create jobs, and help to increase Canada's overall economic self-sufficiency going forward. The view was expressed that, while many of these projects would likely take several years to complete and become operational, by making these investments now towards areas such as critical minerals, hydroelectricity, nuclear energy, and LNG (among others), the federal government was taking important steps to position the Canadian economy to experience significant growth in the years and decades to come.

Canada-United States Relations (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres, Newfoundland and Labrador)

Five groups took part in discussions regarding 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 what they had recently seen, read, or heard about the U.S. government imposing tariffs on goods travelling from Canada to the U.S., many were of the impression that these measures had negatively impacted Canadian businesses and workers across numerous sectors, including lumber, steel, aluminum, auto manufacturing, and film production, among others. A large number felt that tariffs had introduced considerable uncertainty for businesses in many sectors whose operations had previously been reliant on close, integrated trade with U.S. manufacturers and that this had already led to a large number of Canadian workers being laid off or having their hours reduced.

Asked how they would rate the Government of Canada's management of the trade situation with the U.S., and whether they believed it was on the right track or wrong track when it came to this issue, a roughly equal number thought that the federal government was headed in the right direction on this front compared to those who felt otherwise, with a few others more uncertain or neutral in their views.

Among those who felt that the federal government was headed in the right direction when it came to its management of the Canada-U.S. trade situation, participants believed that it had been effective in remaining flexible and adaptive in its response to U.S. tariffs thus far and had maintained a cordial relationship with the U.S. government while also seeking to diversify Canada's trade relationships with other global partners.

For those who thought that the Government of Canada was on the wrong track when it came to its management of the trade situation with the U.S., a number cited what they perceived as a lack of progress when it came to its negotiations with the U.S. government to have these tariffs reduced or removed. Among these participants it was felt that, given the significant economic challenges they believed tariffs posed for Canadian businesses and workers, more needed to be done by federal officials to find a way to work with the U.S. and reach an agreement that would eventually see these tariffs be rescinded. Others felt differently and believed that, given what they perceived as the unwillingness of the U.S. government to remove its tariffs, the Government of Canada was spending too much time negotiating with the U.S., and should instead be focusing its attention on reaching new or expanded trade agreements with other international partners.

Discussing whether they felt it would be possible for the Government of Canada to reach an agreement with the U.S. where all recently imposed tariffs would be completely removed, or whether they expected that at least some tariffs would remain, few thought that it was likely that an agreement could be achieved where all tariffs would be removed. For most, it was believed that tariffs represented a significant part of the U.S. government's foreign economic policy and that, regardless of what efforts were made by the Government of Canada, it was unlikely that these measures would be fully removed at any point in the foreseeable future.

Crime Prevention (Greater Toronto Area Concerned About Crime)

Participants in the group comprised of residents of the Greater Toronto Area (GTA) who had reported being concerned about crime shared their perspectives related to community safety as well as measures that had recently been taken by the federal government to reduce crime in Canada.

Asked whether they had any concerns about their personal security and safety in their community, several described what they perceived as growing issues related to home break-ins and thefts, the increasingly open use of illicit substances in public spaces such as parks, automobile thefts, and the decreased safety of public transit vehicles such as buses and subways. Discussing whether they felt crime was a major issue, minor issue, or not really an issue at all, several believed that it was a major issue, with a smaller number viewing it as a more moderate challenge at present.

Discussing whether they were aware of anything that the Government of Canada had done related to gun control in recent years, a few mentioned initiatives such as the prohibition of numerous makes and models of assault-style firearms as well as the introduction of a federal firearm buy-back program. Asked whether they had heard anything about the expansion of the existing prohibition of assault-style firearms, only a small number indicated that they had, with a few of the impression that further steps were being taken to prohibit a wider range of assault-style firearms going forward.

Provided with information related to actions that the Government of Canada had taken to ban over 2,500 makes and models of assault-style firearms, participants were asked whether they felt this would help to reduce crime in Canada. On balance, few believed that it would, with several expressing the opinion that most crimes involving firearms in Canada were committed by individuals using guns that

had been obtained illegally. As such, it was not believed that increased restrictions on law-abiding gun owners would be effective in reducing crime.

Informed that, in the recent 2025 federal budget, the Government of Canada had outlined the actions that it would be taking to address the issue of crime in Canada, participants were presented with information concerning a number of initiatives that had been announced and asked to select which they felt would have the most positive impact on Canadians. Among participants, the initiative to implement stricter bail laws and tougher sentencing for repeat and violent offenders received the highest level of support, with a smaller number respectively selecting the measures to increase the protection of Canada's borders (including by cracking down on cross-border smuggling of firearms and illegal substances such as fentanyl) and to implement a Canada Community Security Program to protect places of worship, schools, and community centres.

Focusing specifically on the initiative to launch a bail reform strategy to make bail laws stricter and sentencing laws tougher for violent and repeat offenders, participants were informed that while some would say that the rules in Canada are not strict enough, and that it is too easy for people who have committed violent crimes in the past to receive bail, others might say that making the rules stricter would further crowd jails, many of which were already beyond capacity, so another solution was needed. Asked which view they felt best aligned with their own perspective, all believed that the rules were not strict enough at present, and that more needed to be done to increase the consequences for repeat offenders.

Immigration (Greater Vancouver Area Recent Immigrants, Quebec City and Surrounding Regions, British Columbia Low-to-Moderate Income)

Three groups took part in conversations related to the Canadian immigration system and the recently announced 2026-2028 Immigration Levels Plan. Asked what they had seen, read, or heard as of late regarding the Government of Canada and immigration, many were of the impression that Immigration, Refugees, and Citizenship Canada (IRCC) had announced that it would be reducing the number of international student study permits and temporary foreign worker (TFW) visas that it would be issuing over the next few years.

Asked how they would describe the overall state of the Canadian immigration system at present, a large number felt that it was overburdened, with participants believing that there was a significant backlog of applications and insufficient resources available to assist new and prospective immigrants. Several in the group comprised of recent immigrants residing in the Greater Vancouver Area (GVA) described having found the Canadian immigration system to be overly bureaucratic and challenging to navigate, with a number recalling experiencing long wait times for their own immigration applications to be processed.

Provided with information regarding actions that the Government of Canada had announced it would be taking related to immigration, participants expressed a range of opinions, with a larger number reacting positively to these measures compared to those who felt otherwise. For several, it was believed that these actions by the federal government to stabilize the rate of immigration represented

a step in the right direction, with a number believing that higher than normal immigration in recent years had placed increased stress on the employment market, as well as on important services such as health care and education. Among the smaller number who were more negative or uncertain in their reactions to this immigration plan, participants worried about how these actions might impact those individuals who were currently in the process of immigrating to Canada, with a number of those in the group comprised of recent immigrants in the GVA expressing concerns as to how these measures might impact their own applications to obtain permanent residency and/or Canadian citizenship.

Thinking specifically about permanent residents, participants were asked whether they felt the federal government's target of 380,000 new permanent residence (PR) applications per year was too high, too low, or about right. On balance, a roughly equal number believed that this number was too high compared to those who felt that 380,000 was about the right amount, with very few of the opinion that this number was too low. Discussing what they thought about the Government of Canada's plan to increase the share of economic migrants from 59 per cent to 64 per cent within this overall target for PR admissions, most reacted positively and believed that a shift towards more economically focused migrants could assist in strengthening Canada's economy. A number, however, believed that greater clarity was required regarding what the criteria was for an individual to be considered an 'economic migrant' and how this differed from other potential PR pathways.

Asked how they felt about the federal government's plan to decrease the total number of temporary residents living in Canada, including by setting a target of 385,000 new temporary resident admissions in 2026 (down from 673,650 in 2025), with a further reduction to 370,000 per year in 2027 and 2028, participants were largely positive in their reactions. For many, it was thought that this action indicated that the Government of Canada was placing an increased focus on accepting individuals who would be able to contribute to and invest in Canada over the long-term and who were interested in building a life in the country, as opposed to those seeking to come to Canada to study or work for only a limited period of time.

Participants were next provided with information detailing other actions that the Government of Canada was taking as a part of its 2026-2028 Immigration Levels Plan. Discussing whether any of these measures stood out to them, a large number mentioned the Government of Canada's initiative to work with the provinces and territories to improve and speed up the foreign credential recognition process. Several believed that by taking this step, the Government of Canada would be assisting new immigrants in finding work in their fields of expertise sooner after their arrivals, with some believing that this could be greatly helpful when it came to addressing perceived widespread labour shortages in key sectors such as health care and construction. A number also supported the federal government's development of an International Talent Attraction Strategy, believing that this approach would help attract more skilled individuals who could contribute to Canada's economy and drive innovation and growth throughout the country.

Participants were largely positive in their reactions to the Government of Canada's announcement of a one-time measure aimed at accelerating the transition of up to 33,000 work permit holders to permanent residency in 2026 and 2027. While generally supportive of the initiative to recognize eligible Protected Persons in Canada as permanent residents over the next two years, a number

questioned what the term 'Protected Persons' was defined as and who this label would apply to. Among these participants, it was felt that greater clarity was required on this front before they could determine whether this was the right action for the Government of Canada to be taking

Questioned as to whether they thought any of these measures would make a tangible difference when it came to addressing Canada's current economic challenges, almost all felt that they would, with several believing that these actions, when taken as a whole, indicated that the federal government was moving in the right direction when it came to immigration.

Home Energy Efficiency (Atlantic Canada, Alberta)

Two groups took part in conversations related to home energy efficiency and the systems by which home energy ratings are calculated and communicated to homeowners. Questioned as to whether they were familiar with the Government of Canada's EnerGuide for homes program, only a few reported that they were. Among the small number who were aware of this program, it was believed that the EnerGuide initiative provided homeowners with information related to the energy efficiency of their homes and appliances, as well as recommendations regarding how their home's energy use could be made more efficient going forward.

Provided with information about the federal government's EnerGuide program, participants were asked what sorts of homes they expected would receive a good home energy rating. For many, it was thought that newer homes would likely receive better energy ratings compared to older homes, with several of the impression that all newly constructed homes in Canada were required to meet a baseline standard of energy efficiency that had not been in place in the past. It was also believed that homes with shared walls, such as condominiums and townhouses, would likely be more energy efficient compared to stand-alone homes.

Describing which types of homes they felt might receive poor home energy ratings, several mentioned older homes, as well as prefabricated housing and mobile homes. It was also expected that homes with older, less efficient heating systems and outmoded appliances would receive lower energy ratings compared to other homes that were more modern in these regards.

Discussing which factors they felt were most important when it came to determining a home's energy rating, a large number believed that a home's ability to reduce heat loss (such as by having sufficient insulation and strong windowpanes) was crucial to its overall energy efficiency. Several also expected that the energy efficiency of a home's appliances, the age of the home, and the type of heating and cooling system utilized within the home would likely all play an important role when it came to calculating a home energy rating. Participants also believed that a home's size would be an important factor when it came to calculating home energy efficiency, with a number of the expectation that larger homes would likely require more energy to heat or cool them compared to smaller properties.

Asked what they would want an energy assessment and home energy rating to tell them about their own homes, participants provided a range of responses, including how energy efficient their home currently was, ways by which their home could be upgraded or retrofitted to increase its energy

efficiency, and how much they could expect to save (both in terms of energy usage and financial costs) by making these upgrades. A few also believed that it would be helpful for a home energy rating to provide them with a better understanding regarding how their homes compared to others of similar size and age in their respective areas.

Provided with information regarding the different ways that a home energy rating could be presented, including a measure of annual energy consumption such as kilowatt-hours (kWhs) per square metre or gigajoules (GJ), a score out of 10 or out of 100, or a letter grade from A-F, participants were asked which type of rating format they felt would be most intuitive or useful to them. On balance, many liked the idea of receiving a measure of annual energy consumption, such as kilowatt-hours (kWhs) or gigajoules (GJs). For several, it was believed that this type of approach would provide them with a straightforward and easy to understand way to measure their home's energy efficiency as well as compare it to other homes. Several also liked the notion of receiving a score out of 100, with a number believing that this was an intuitive, straightforward system that the vast majority of homeowners would be able to understand. Only a few reacted positively to the idea of receiving a letter grade from A-F, with several believing that this type of scale would be too vague and subjective to be useful for most homeowners.

Participants were also informed that a home energy rating could be utilized to compare a home's energy performance to that of different homes in its area, compare its energy performance to different homes across Canada, and/or to help homeowners decide whether to invest in energy efficiency upgrades for their properties. Asked which of these aspects, if any, would be most relevant to them, many believed that they would be interested in utilizing a home energy rating to help them decide whether to invest in energy efficiency upgrades as well as to better understand which specific upgrades would be most effective in terms of increasing the energy efficiency of their homes. A smaller number expressed that they would be interested in learning more about how their home's energy performance compared to different homes in their area or across Canada.

Participants were next invited to consider different types of comparisons that could appear on a home energy label to provide homeowners with a frame of reference for their home's energy rating. The first comparison presented to participants was one where their current home's energy efficiency would be compared to the efficiency that they could expect if their home had been built today using the same insulation, heating systems, and windows that home builders use for new constructions. Another possible comparison could be to compare their current home's energy efficiency to the average energy efficiency of homes of similar size and age in their respective areas. Asked which of these two types of comparisons they felt was easiest to understand and/or would be most useful to them, almost all selected comparisons to newly constructed homes. Expanding upon their opinions, several reiterated the view that, given their impression that newly constructed homes were likely required to follow modern construction and energy efficiency standards, this type of comparison would likely provide individuals with a much better understanding regarding the areas where their home was less energy efficient compared to newer builds as well as the potential upgrades that could be made to improve their home energy rating going forward.

Government of Canada Wordmark (Newfoundland and Labrador, Greater Toronto Area Concerned About Crime, Greater Vancouver Area Recent Immigrants, Estrie Region Quebec)

Four groups engaged in discussions related to the visual symbols and audio signatures that the Government of Canada uses to identify itself. Asked how they would typically recognize information (either online, on television, on paper, on billboards, or elsewhere), as being from the Government of Canada, many mentioned a symbol featuring the word 'Canada' and the Canadian flag that they believed frequently accompanied federal communications. While most thought that it was typically clear when information was coming from the Government of Canada, a number reported that they would likely verify any information that they encountered against other trusted sources to ensure that it was accurate and/or to confirm that it was truly coming from the Government of Canada.

Discussing how they would be able to discern whether a message was from the Government of Canada (such as on the radio or television), several mentioned a brief jingle that plays at the end of each communication, as well as a tagline indicating that the message had been brought to them by the Government of Canada.

Presented with an image of the Government of Canada wordmark, participants were asked whether they had seen this symbol before. Almost all reported that they had, with many describing having encountered the wordmark in a wide range of places, including online, on television, on buildings, on communications from departments and agencies such as the Canada Revenue Agency (CRA) or Immigration, Refugees, and Citizenship Canada (IRCC), on advertising for the Canadian Armed Forces (CAF), and while going through Canadian Border Security Authority (CBSA) checkpoints when entering the country.

Describing what this symbol meant to them in general, several thought that information or communications associated with the wordmark typically invoked a feeling of trust and reassurance that the information was reliable and coming from an official source. Discussing what the symbol meant to them on a personal level, several reported that the wordmark provided them with a sense of home and national pride.

Asked why they felt the federal government used the wordmark in its communications, most believed that it served as an easily recognizable visual indicator that signified to Canadians that the information it accompanied was coming from the Government of Canada and was trustworthy and important. Discussing whether they would typically trust the information that accompanies the wordmark and have confidence in its credibility, most believed that they would. A number, however, mentioned that even if the wordmark were present, they would still likely verify the source of the information (especially for information found online) to confirm it is a message from the Government of Canada.

Participants were next played a recording of the Government of Canada's audio signature. Asked whether they had heard this jingle before, a large number indicated that they had, with most reporting having heard it on platforms such as radio and television. Discussing why they felt the Government of Canada uses this jingle in its communications, many believed that it was to capture listeners' attention and provide them with a recognizable audio signature that would confirm that the message they had just heard was from an official source and might be of importance to them.

Major Projects Advertising Campaign (Atlantic Canada, Alberta, Estrie Region Quebec)

Three groups shared their perspectives related to a video advertisement that had been developed by the Government of Canada to highlight the actions that it would be taking to build major nation-building infrastructure projects over the next few years.

Presented with the video twice, in succession, reactions to this advertisement were resoundingly positive among participants, with many liking what they perceived as the video's positive, uplifting, and unifying tone. It was felt that this advertisement and its emphasis on building major infrastructure projects and creating new jobs for Canadians would resonate with a wide range of individuals across the country. Several spoke positively of the advertisement's emphasis on Canada's history and successful nation-building initiatives of the past (such as the construction of the St. Lawrence Seaway), believing that this would encourage Canadians and provide them with confidence that Canada could once again build major projects such as these in the future.

Describing what they viewed as being the main message of this advertisement, many believed that it was seeking to communicate to Canadians that the federal government would be taking decisive steps in the coming years to build major projects, increase the resilience of the Canadian economy, and create a large number of new jobs for workers across the country. A number also believed that this video was seeking to communicate that the federal government was making it a priority to increase Canada's economic self reliance and that going forward a greater focus would be placed on ensuring the country would be able to take care of its own economic needs rather than relying on countries such as the U.S.

Asked whether, if they saw this advertisement on a web site, on social media, or on television, they felt it would capture their attention, most believed that it would. A large number expected that they would be immediately drawn in by the striking imagery of Canada's past and present, with several also expressing that the voiceover and music would be effective in getting them to focus on the ad. Several spoke positively regarding what they viewed as the uplifting and inspirational tone of the ad, with a number commenting that they would be interested in finding out how they could personally get involved in building a stronger Canada after seeing this advertisement.

Discussing whether, after seeing an ad like this, they would be motivated to go to the website to learn more, a large number indicated that they would. Several expressed that they would be interested in finding out more about the specific actions that the Government of Canada was taking to strengthen the economy, with a number believing that they would be especially interested in learning about how these initiatives might impact their own lives.

Describing potential actions that could be taken to make this advertisement more effective, a number believed that, in addition to historic projects such as the St. Lawrence Seaway, more recent accomplishments should also be highlighted in this video. It was thought that this would help to make the ad more resonant and familiar to a larger number of Canadians, including those who may not have much knowledge regarding the St. Lawrence Seaway and its role in Canada's history. The view was also expressed that an increased focus should be placed on ensuring that all of the country's major

regions were represented in this video, with some believing that this would help the advertisement in connecting with a greater number of Canadians.

MORE INFORMATION

The Strategic Counsel

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Detailed Findings

Timeline of November 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 November 2025.

- November 1-7
 - November 1st. The Government of Canada and Government of Japan released a Joint Statement on Cooperation in the Energy Resources Sector, signalling the commitment of the two countries to work together in the energy sector, including as it relates to the development of liquefied natural gas (LNG), nuclear power, and the battery value chain.
 - November 3rd. The Government of Canada and Government of Pakistan released a joint statement, reaffirming the strong and enduring ties between the two countries and announcing that an agreement had been reached to facilitate the free export of Canadian canola to Pakistan.
 - November 4th. The Government of Canada tabled its annual budget, putting forward its plan to build, protect, and empower Canada.
 - Focus group was held with individuals aged 50 years and older residing in Ontario and Atlantic Canada (November 4th).
 - Focus group was held with individuals aged 18-49 residing in British Columbia (B.C.) (November 4th).
 - Focus group was held with men 50 years of age and younger residing in Montreal and Laval (November 5th).
 - Focus group was held among individuals residing in urban centres in Manitoba and Saskatchewan (November 5th).
 - November 6th. The Minister of Finance and National Revenue highlighted several measures aimed at promoting increased competition and affordability across Canada. These measures included actions to boost competition in the telecommunications sector to lower costs for Canadians, efforts to promote greater competition, innovation, and efficiency in the Canadian financial sector, steps to increase the ability of Canadians to change banks without facing steep costs and long processes, and the introduction of legislation to regulate the issue of fiat-backed stablecoins in Canada.
- November 8-14
 - November 8th. The Government of Canada highlighted the introduction of the Build Communities Strong Fund, a new initiative which will facilitate an investment of \$51 billion over ten years (followed by \$3 billion per year ongoing) to revitalize local infrastructure in Canadian communities including hospitals, universities and colleges, roads and bridges, and water and transit systems critical to supporting local populations.
 - November 9th. The federal government highlighted its Climate Competitiveness Strategy, an initiative seeking to build on Canada's competitive advantages and global standing as a clean energy superpower. Priorities announced as part of this strategy included boosting

- clean energy development in Canada through tax credits, supporting critical minerals projects, mobilising capital for the transition to net-zero, strengthening industrial carbon pricing, and providing clarity on regulations to reduce greenhouse gas emissions.
- November 10th. As part of its new Buy Canadian Policy, the Government of Canada outlined new funding aimed at increasing manufacturing capacity and competition within Canada, and better supporting small and medium Canadian businesses to help them access opportunities more easily.
 - November 10th. The Government of Canada attended the 30th United Nations (UN) Climate Change Conference (COP30) which took place in Belém, Brazil from November 10th, 2025, to November 21st, 2025.
 - Focus group was held with residents of Newfoundland and Labrador (November 10th).
 - November 11th. The Government of Canada hosted the Group of Seven (G7) Foreign Ministers' Meeting, which took place in Ontario's Niagara Region from November 11th-12th 2025.
 - November 12th. The Minister of Foreign Affairs announced that the Government of Canada would be imposing additional sanctions on 13 individuals and 11 entities under the *Special Economic Measures (Russia) Regulations*, further increasing the economic costs on Russia for its unprovoked and unjustified invasion of Ukraine.
 - November 12th. The Government of Canada announced that it would be providing upwards of \$2.5 million in additional funding to support the humanitarian response in Jamaica, Cuba, and Haiti in the wake of Hurricane Melissa.
 - November 12th. The Government of Canada announced that it would be partnering with ten organizations across the country and investing over \$22.5 million to support initiatives aimed at preventing and reducing Veteran homelessness in Canadian communities.
 - Focus group was held among residents of the Greater Toronto Area (GTA) who had reported being concerned about crime (November 12th).
 - November 13th. The Government of Canada announced a second tranche of nation-building projects that had been referred to the Major Projects Office for consideration. These included the North Coast Transmission Line (NCTL), the Ksi Lisims Liquefied Natural Gas (LNG) project, the Northcliffe Resources' Sisson Mine project, Canada Nickel's Crawford Project, the Iqaluit Nukkiqsautiit Hydro Project, and Nouveau Monde Graphite's Matawinie Mine.
 - Focus group was held with individuals residing in the Greater Vancouver Area (GVA) who had immigrated to Canada within the past ten years (November 13th).
 - November 15-21
 - November 18th. The Minister of Industry announced that the Government of Canada would be increasing its investment to European Space Agency (ESA) programs by \$528.5 million, with the aim of advancing the research and development of Canadian-made space technologies for both civilian and defence purposes.
 - Focus group was held with individuals in Atlantic Canada (November 18th).
 - Focus group was held with residents of Alberta (November 19th).

- Focus group was held among individuals residing in the Estrie region of Quebec (November 20th).
- November 21st. The Minister of Transport and Minister of International Trade announced two new funds aimed at strengthening Canada's trade and transportation infrastructure. These included the \$5 billion Trade Diversification Corridors Fund and the \$1 billion Arctic Infrastructure Fund.
- November 21st. The Government of Canada hosted the G7 Interior and Security Ministers' Meeting, which took place in Ottawa from November 21st-23rd, 2025.
- November 22-30
 - November 25th. The Government of Canada announced over \$3.7 million in funding through the "Red Flag" Awareness Initiative, which seeks to reduce violence involving firearms by raising awareness of "Red Flag" laws among individuals at risk of firearm-related harm, including women, Indigenous peoples, racialized communities, and people experiencing mental health conditions.
 - Focus group was held among individuals residing in Quebec City and the surrounding regions (November 25th).
 - Focus group was held with low-to-moderate income earners residing in B.C. (November 25th).
 - November 28th. The federal government announced a new investment of up to \$210 million through the Strategic Response Fund towards a \$662 million project seeking to expand semiconductor packaging and commercialization capabilities at IBM Canada's Bromont, Quebec facility and the MiQro Innovation Collaborative Centre (C2MI), one of Canada's leading microelectronics research and innovation facilities.
 - November 29th. The Government of Canada announced over \$10 million in funding to help facilitate the increased adoption of electric vehicles (EVs) in Canada, including over \$9 million via the Zero Emission Vehicle Infrastructure Program (ZEVIP) to install over 1,200 EV chargers across Canada, and \$1.4 million through the Energy Innovation Program to develop new magnetic materials that will reduce the cost and improve the performance of EV motors.

Government of Canada in the News

(Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres, Newfoundland and Labrador, Greater Toronto Area Concerned About Crime, Greater Vancouver Area Recent Immigrants, Estrie Region Quebec, Quebec City and Surrounding Regions, British Columbia Low-to-Moderate Income)

Ten 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 tabling by the Government of Canada of its annual budget on November 4th, 2025. Describing what they had heard, several were of the impression that the budget had placed a significant focus on the construction of major nation-building infrastructure projects across the country, as well as increasing the supply of residential housing in Canadian communities;
- The ongoing response by the Government of Canada to tariffs imposed by the United States (U.S.) on Canadian imports, as well as continued efforts by federal officials to establish a new trade agreement with the U.S. that would see these tariffs reduced or removed;
- The announcement by Immigration, Refugees, and Citizenship Canada (IRCC) of the 2026-2028 Immigration Levels Plan. A number believed that the Government of Canada had placed an increased focus on stabilizing the overall rate of immigration to Canada, including by taking actions such as reducing the number of temporary residents who would be admitted to the country on temporary foreign worker (TFW) and international student study permits in the coming years;
- The announcement by the Government of Canada that it would be increasing its investments towards the Canadian Armed Forces (CAF), with a particular emphasis on strengthening the security of Canada's North and protecting the region from potential incursions on its sovereignty. A few also recalled hearing that the federal government had been continuing its efforts to purchase a new fleet of F-35A aircraft for the Royal Canadian Air Force (RCAF) from U.S.-based Lockheed Martin; and
- The attendance by the Prime Minister (PM) and other federal officials at the Asia-Pacific Economic Cooperation (APEC) summit, which took place from October 31st, 2025, to November 1st, 2025, in Gyeongju, South Korea. A number were of the impression that, while attending this summit, federal officials had engaged in economic discussions with representatives from numerous East Asian countries, including the Government of China, with the aim of strengthening Canada's trade relationships in the region.

Government of Canada Priorities and Performance (British Columbia Low-to-Moderate Income

Participants in the group comprised of residents of British Columbia (B.C.) who reported earning low-to-moderate incomes, engaged in a brief discussion related to what they viewed as the top issues facing Canadians, as well as their perspectives regarding the federal government's management of these priorities.

Asked to identify areas where they thought the Government of Canada was performing well at present, several felt that it had been effective in providing a wide range of programs and benefits for vulnerable individuals, with a number specifically mentioning supports it had provided for individuals living with disabilities. A few also spoke positively regarding what they perceived as the relative ease when it came to accessing federal government services and submitting important documents such as income tax returns and grant applications.

Discussing the areas where they felt the Government of Canada had room for improvement, a large number believed that it needed to do more to address challenges related to immigration, with several expressing the opinion that the rate of immigration had been too high in recent years and that this had placed increased demand on key areas such as the employment market, housing, and vital services such as health care and education. The view was expressed that more needed to be done by the federal government to improve the provision of health care in Canada, including by making investments towards reducing wait times for primary and emergency care as well as recruiting and training more doctors and nurses to meet the needs of Canada's growing population. Participants also thought that more should be done to increase the accessibility of federal services in Canada's North. Furthermore, a small number believed that additional actions needed to be taken to further the Government of Canada's efforts towards reconciliation with Indigenous peoples.

Describing what they viewed as the top issues that the federal government should be prioritizing, several mentioned the affordability of housing as well as what they perceived as the increasing prevalence of homelessness in their respective communities. Other top priority areas identified by participants included stabilizing the rate of immigration, increasing the capacity of provincial/territorial health care systems, constructing and repairing vital infrastructure such as highways and railways, removing internal trade barriers, reducing the rate of taxation paid by Canadians, and making further investments towards education and other programs that benefit young people.

The Economy (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres, Quebec City and Surrounding Regions, British Columbia Low-to-Moderate Income)

Six groups engaged in discussions related to the Canadian economy as well as their expectations regarding how the economy would perform over the coming year. At the outset of these conversations, participants (with the exception of those in the group comprised of residents of British Columbia (B.C.) who reported earning low-to-moderate incomes) engaged in an exercise where they were asked to select a word that described how they felt about the economy at present. Almost all chose terms with negative connotations, including words such as 'challenging', 'fragile', 'worrisome', 'stressful' and 'uncertain', with several believing that the Canadian economy was facing significant challenges at present, including those related to the ongoing impact of U.S. tariffs. A small number chose more neutral terms such as 'changing' and 'flexing', believing that the economy was currently in a state of transition with the federal government seeking to promote increased internal trade amongst Canada's provinces/territories as well as working to diversify Canada's trade relationships with other international partners on the global stage.

Discussing the specific economic issues that they were most concerned about, a large number in the groups identified above identified the high cost of living at present, with participants specifically mentioning challenges related to high consumer costs for essentials such as groceries, housing, and gasoline. Several also identified the imposition of widespread tariffs by the U.S. on Canadian imports as an issue of particular concern, with participants believing that these measures had caused considerable economic uncertainty for workers and businesses in impacted sectors. A number of those who reported being homeowners expressed concern about the possibility of interest rates increasing at some point over the next few years and worried about the impact that this might have on their monthly mortgage payments. A few also were concerned about what they perceived as the increasing amount of household debt held by Canadians, with some believing that this issue had been exacerbated in recent years due to issues such as inflation and the high cost of living. A small number expressed concern related to the employment market and believed that it had become increasingly challenging for Canadians, and young people in particular, to find full-time work in their areas.

All groups were asked whether they expected the Canadian economy would improve, get worse, or stay about the same over the coming year. On balance, a larger number thought that the economy would get worse, compared to those who felt that it would improve or remain the same. Among those who believed that the economy would get better, a number felt that the Government of Canada had been working hard in recent months to find ways to stimulate economic activity, including by announcing that it would be investing in a wide range of major infrastructure projects that were aimed at achieving economic growth across the country. Participants also recalled hearing that the federal

government had been taking steps to diversify and strengthen its non-U.S. international trade relationships and felt that this would also help to bolster the Canadian economy over the coming year.

For participants who thought that the economy would likely get worse, many cited what they viewed as the negative impact of ongoing U.S. tariffs and believed that so long as this trade disruption continued, it was difficult to feel optimistic about the Canadian economy's prospects over the next twelve months. A number also mentioned the high cost of living and the potential for increased layoffs and rising unemployment due to tariffs as factors that they felt might negatively impact the economy over the short term. Among those who believed that the Canadian economy would perform at more or less the same rate, the view was expressed that while the Government of Canada had been taking steps to build new trade relationships and make investments that would help to grow the economy, it was expected that this process would likely take place gradually over a long period of time and that any economic growth would be limited over the short term.

Asked whether they felt their personal financial situations would get better, get worse, or remain about the same in the coming year, most thought that their finances would remain relatively stable, with a smaller number expecting that they would improve, and very few believing that their situation would worsen. For those who believed that their financial situation would remain more or less the same, many expressed the opinion that while the cost of living remained high, they had become accustomed to dealing with high consumer prices for several years now and had gotten better in their ability to manage rising costs. Among these participants, it was felt that so long as they continued to earn a steady income and did not experience any unexpected financial emergencies, it was likely that their finances would remain relatively stable over the next year. For those who thought that their financial situation might get better, a number expected that factors such as new job opportunities, expected wage increases, and high returns on existing investments could lead to their financial situation significantly improving in the near future. For the small number who felt that their financial situation might worsen, participants expressed concerns related to rising costs of essentials such as groceries, uncertainty related to their employment situations, and expected costs related to home repairs/renovations and higher mortgage payments as reasons why they felt this would occur.

The group comprised of residents of B.C. who reported earning low-to-moderate incomes were asked a few additional questions regarding the Government of Canada's performance when it came to its management of issues related to the economy. Discussing how they felt the Canadian economy was currently performing overall, several believed that it was facing increasing challenges and that a growing number of Canadians were struggling financially due to the high cost of living. A few felt differently, believing that the Canadian economy had performed relatively well compared to other nations in recent years and that Canada had remained in a relatively strong economic position compared to many of its global peers.

Asked how they would describe the federal government's performance in managing issues related to the economy, a larger number in this group believed that it was headed in the right direction on this front compared to those who felt otherwise. For those who thought that the Government of Canada had been performing well in its management of the economy, a number cited what they viewed as the effective way that it had handled the trade disruptions caused by U.S. tariffs, believing that it had been

measured and flexible in its response to these challenges and in its negotiations with the U.S. government. A few also mentioned recent announcements that the Government of Canada had made related to the construction of new nation-building infrastructure projects as another factor that made them feel positively about its performance on this front. Among those who felt that there was room for improvement when it came to the federal government's management of the economy, a number mentioned personal challenges that they had experienced related to the high cost of living and believed that not enough was being done to make life more affordable for average Canadians and to help them get ahead.

Questioned as to whether they could recall any recent measures that had been taken by the federal government related to the economy, a number mentioned its actions to encourage consumers and businesses to buy Canadian-made goods and products as a way of supporting businesses and workers that had been impacted by U.S. tariffs. Asked what more they would like to see from the Government of Canada when it came to the economy, several felt that additional actions needed to be taken to assist Canadians when it came to affording basic needs such as groceries and housing. Regarding the latter, a number expressed the opinion that housing in particular had become increasingly unaffordable (both to purchase and to rent) for lower- and middle-income families in many parts of the country. A few also thought that greater investments needed to be made towards areas such as mental health and health care, believing that this would help to improve the overall wellbeing of Canadians and would likely lead to a more economically productive population as a result.

Budget 2025 (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18- 49, Manitoba and Saskatchewan Urban Centres, Newfoundland and Labrador, Greater Toronto Area Concerned About Crime, Greater Vancouver Area Recent Immigrants)

Seven groups engaged in conversations related to the Government of Canada's 2025 annual budget, which was tabled on November 4th, 2025. The content of these discussions varied among the groups, with some focusing on participants' initial reactions to the budget and their impressions of the specific measures that had been announced, while others asked participants to share their overall perspectives related to the budget and the priorities it had identified.

Initial Reactions (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres, Newfoundland and Labrador)

Among the five groups who were invited to share their initial perspectives related to the budget, participants were first asked whether they had heard anything about the economy in the last few days, either from the news or from announcements by the Government of Canada. Unprompted, many mentioned having heard about the tabling of the budget, with a number of the impression that it had placed a particular focus on areas such as the building of national infrastructure projects, strengthening the Canadian economy, and increasing investments towards the Canadian Armed Forces (CAF). All groups, with the exception of those residing in Newfoundland and Labrador, were asked whether they had watched the budget speech by the Minister of Finance or had seen clips of it on the news or social media. On balance, only a small number reported having seen clips, with virtually none reporting having watched the speech as it occurred.

To aid in conversation, all groups were informed that every year the federal government announces a budget for the coming year where it describes what it will invest in, any plans it has for new programs, as well as projections related to areas such as the national deficit and the direction in which the Canadian economy is headed. Sharing their overall perspectives related to the budget, participants were largely neutral in their opinions, with many feeling that it was too early to tell whether the measures that had been announced would be successful. While several thought that many measures included in the budget (such as those related to the construction of major infrastructure projects, strengthening the economy, and making life more affordable for Canadians) would have a positive impact, it was widely felt that the effectiveness of these initiatives would ultimately depend on how well they were implemented by the Government of Canada in the years to come. Among the smaller number who were more negative in their initial reactions, concerns were expressed regarding the financial costs that would be associated with the measures that had been announced as part of the budget, as well the potential impact that this could have on increasing the national debt going forward.

Discussing specific measures included within the budget that they had heard about and liked, several again mentioned investments by the federal government towards nation-building infrastructure projects across Canada as well as towards the CAF. A number also spoke positively about initiatives related to making housing more affordable for Canadians, increasing the development of Canada's natural resources, reducing the size of the federal public service, stabilizing the rate of immigration, and providing additional financial supports for individuals living with disabilities.

All groups, with the exception of the group based in Newfoundland and Labrador, were asked to describe what they viewed as being the main theme or story of this year's budget. For many, it was felt that the 2025 budget had placed a key focus on making Canada stronger, including by making significant investments towards projects that would bolster the Canadian economy over the long term as well as increasing the ability of Canada's military to keep Canadians safe and uphold the country's territorial sovereignty. Additionally, a number also believed that the budget had indicated that the federal government would be placing a greater focus on making pragmatic and responsible spending decisions going forward, including by finding ways to reduce its operating costs wherever possible.

Asked whether they felt this budget was similar or dissimilar to budgets from previous years, several in these groups felt that it had placed a much greater focus on issues such as national defence, long-term economic growth, and immigration compared to previous budgets. Discussing whether there was anything participants felt was missing from the budget, a number expressed that a greater emphasis needed to be placed on areas such as treatment for mental health issues, lowering the rate of taxation for Canadians, reducing the financial costs of post-secondary education, and making it more affordable for young families to have children.

Specific Measures (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres)

Four groups shared their perspectives related to specific measures that had been announced as part of the 2025 budget. Informed that this was not an exhaustive list of everything that had been included in the budget, participants were presented with the following list of announced measures:

- *Prioritize Canadian suppliers and products for Government of Canada projects with the Buy Canadian policy*
- *Create a \$17 billion fund to help provinces and territories with priorities like housing and health infrastructure*
- *Invest \$5 billion to help provinces and territories build and repair health care infrastructure, such as hospitals and emergency rooms*
- *Reduce the size of the federal public service workforce from 368,000 in 2023-24 to 330,000 by the end of 2028-29*
- *Introduce a set of tax incentives to help businesses make investments (e.g. machinery, technology) that increase their productivity, known as the Productivity Super-Deduction*
- *Invest \$2 billion to make strategic investments in critical minerals projects and companies*
- *Invest \$5 billion to build infrastructure that moves Canadian products to global markets, like ports and rail lines*
- *Invest \$1 billion in major transportation projects in the Arctic to strengthen our sovereignty*
- *Provide \$82 billion over 5 years to rebuild, rearm, and reinvest in the Canadian Armed Forces*
- *Invest in Canadian border security and hire 1,000 new border security officers to increase capacity and combat a wide range of threats including organized crime*
- *Help businesses in all sectors and regions impacted by tariffs to adapt, diversify, and grow*
- *Balance day-to-day operating spending with revenues by the 2028-29 fiscal year*
- *Cap the number of temporary residents at less than 5 per cent of the population by the end of 2027*
- *Cap the number of new permanent residents at less than 1 per cent of the Canadian population beyond 2027*
- *Invest \$150 million in 2025-26 for CBC/Radio-Canada*

The groups based in Montreal and Laval, and in urban centres in Saskatchewan and Manitoba were presented with a shorter list that did not include the initiatives to create a \$17 billion fund to help with priorities such as housing and health infrastructure, invest \$1 billion in major transportation projects in

the Arctic, invest in Canadian border security and hire 1,000 new border security officers, cap the number of new permanent residents at less than 1 per cent of the Canadian population, and help businesses in all sectors and regions impacted by tariffs to adapt, diversify, and grow.

After having been presented with these budget items, participants engaged in an exercise where they were asked to select the two measures that they thought would have the most positive impact on Canadians. On balance, the initiative to adopt a Buy Canadian policy that would prioritize Canadian suppliers and products for Government of Canada projects received the highest level of support among participants. A large number expected that the federal government implementing this type of policy would provide a significant increase in revenue for many Canadian businesses and sectors and would help to stimulate local and regional economies in the areas where these projects were located. Several also believed that this type of policy would assist in creating more jobs for Canadian workers as well as strengthen the economy as a whole, with more money remaining in Canada as opposed to being spent on importing products and materials via international trade. The view was also expressed that Canada would likely become increasingly economically self-reliant as a result of this approach, and that this initiative would help to strengthen the country's economic position amongst its trade partners on the global stage.

The actions to invest \$5 billion to help provinces and territories build and repair health care infrastructure, as well as \$5 billion towards the building of infrastructure (such as ports and rail lines) that would help to move Canadian products to global markets also received a high level of support among participants. Among those who selected the initiative for the Government of Canada to assist provinces/territories with building and repairing health care infrastructure, several expressed the opinion that long wait times for primary and emergency care had become an increasing challenge in their respective communities and believed that these investments would help in increasing the capacity of health care facilities to take in more patients. In addition to these investments, it was hoped that the federal government would make investments towards recruiting and training more health care professionals, with a number of the impression that many parts of the country were currently experiencing widespread shortages of doctors and nurses. For those who chose the initiative to invest \$5 billion towards the construction of infrastructure such as ports and rail lines, a number viewed this as a necessary step to achieve the goal of increasing the export of Canadian-made goods and materials to global markets and believed that it was important for the federal government to be making these investments now, in order to facilitate increased international trade over the long term. It was also thought that taking this step would help to strengthen the Canadian economy overall and would assist the federal government in its efforts to diversify Canada's global trade relationships and decrease its economic reliance on trade with the U.S. going forward.

Participants also expressed support for the measures to create a \$17 billion fund to help provinces and territories with priorities such as housing and health care infrastructure as well as for the federal government to introduce a set of tax incentives that would help businesses to make investments towards areas such as machinery and technology. Among those who selected the \$17 billion fund to assist provinces/territories with priorities such as housing and health care infrastructure, a number believed that these areas represented the most important priorities for the federal government to be focusing on, with participants viewing a lack of affordable housing in particular as being a significant

challenge that was currently impacting Canadian families. For participants who chose the initiative to provide businesses with tax incentives for investments in areas such as machinery and technology, it was felt that this represented a practical, cost-effective way for the federal government to support Canadian businesses in strengthening their operations, with some expecting that these incentives would lead to the creation of higher-quality products by these businesses going forward. It was also thought that this action would have a positive impact on Canadian workers, with some believing that having these tax incentives in place would allow businesses to devote more financial resources towards areas such as hiring more workers and offering higher wages.

A number selected the initiative for the Government of Canada to invest \$2 billion towards making strategic investments in critical minerals projects and companies, with several expressing the view that this approach would have a positive impact on the Canadian economy and that these types of investments would help to position Canada as a global leader in the critical minerals sector in the years to come. The view was also expressed that increased investments towards the mining and transportation of critical minerals could lead to the creation of many new high-paying jobs for Canadian workers as well as help to stimulate economic activity in regions of the country that were rich in these resources.

The initiatives to provide \$82 billion (over 5 years) to rebuild, rearm, and reinvest in the CAF, cap the number of temporary residents at less than 5 per cent of the population, and assist tariff-impacted businesses, sectors, and regions to adapt, diversify, and grow received a moderate level of support among participants. For those who selected the initiative to invest \$82 billion towards rebuilding and rearming the CAF, it was felt that, given their perception that there had been increased geopolitical tensions throughout the world as of late, it was important for Canada's military to have the personnel, equipment, and financial resources it required to keep Canadians safe in the years to come. Among participants who chose the initiative to cap the number of temporary residents in Canada at less than 5 per cent of the country's population, it was felt that taking steps such as this to stabilize the rate of immigration could have a positive impact on the employment market in Canadian communities as well as help to increase the affordability of housing going forward. For those who selected the initiative to assist businesses, sectors, and regions that had been impacted by U.S. tariffs, the view was expressed that these measures by the U.S. had placed many businesses and sectors at risk and that, in order to protect the overall health of the Canadian economy, it was important for the federal government to be doing whatever it could to assist impacted businesses and workers to adapt, diversify, and grow.

Only a small number selected the initiatives to reduce the size of the federal public service workforce and to balance day-to-day operating spending with revenues by the 2028-29 fiscal year, while very few chose the initiatives to invest in Canadian border security and hire 1,000 new border security officers, cap the number of new permanent residents at less than 1 per cent of the Canadian population, and invest \$150 million in 2025-26 for CBC/Radio-Canada. No participants chose the measure of investing \$1 billion towards major transportation projects in the Arctic.

Asked whether there were any initiatives that had been listed that they felt the Government of Canada should not be doing, a number did not believe that it should be prioritizing investing \$150 million in 2025-26 towards CBC/Radio-Canada, with participants expressing the view that there were more

important areas for it to be focusing on at present. A few also expressed concerns related to the initiatives to reduce the size of the federal public service workforce, with some worrying that this could lead to less jobs for Canadian workers as well as a reduction in service provision from the departments and agencies that experienced these personnel reductions. A small number expressed concerns about actions to cap the number of temporary and permanent residents in Canada and felt that these measures would have a negative impact on the Canadian economy, with less workers available to fill positions in in-demand sectors going forward. It was also questioned by some whether it was prudent for the federal government to be investing \$82 million over five years towards the CAF, with a few expressing the opinion that this was a significant amount to be spending on this area given their perception that Canada was relatively safe from geopolitical threats at present.

Questioned as to whether they felt any of these measures would help them (or Canadians at large) to get ahead, several mentioned the investments towards bolstering Canada's health care system (including by building and repairing health care infrastructure) and believed that this initiative would have a positive impact on the lives of many individuals who were currently facing difficulties accessing health services in their local areas. A number also thought that measures such as the implementation of a Buy Canadian strategy, investments towards the construction of trade infrastructure (such as ports and rail lines), and actions to support tariff-impacted businesses and workers would have a positive impact on the economy overall and would likely improve the personal financial situations of a large number of Canadian households. A few expressed the opinion that investments towards CBC/Radio Canada would be beneficial for Canadians and believed that it was important for the federal government to continue providing funding towards areas such as this that were focused on promoting Canadian arts and culture.

Participants in the group comprised of individuals residing in urban centres in Saskatchewan and Manitoba were asked an additional question regarding whether learning about these initiatives had made them feel more positive, more negative, or about the same regarding the Government of Canada's plans for the future. On balance, a large number were uncertain in their views, with several expressing that, while many of these actions sounded like steps in the right direction, it would be difficult to determine how successful they would be until they had begun to be implemented. Asked whether there was anything else they wanted to know about any of the initiatives that they had been presented with, a number questioned how the funding for areas such as health care and infrastructure projects would be allocated amongst Canada's various provinces and territories, as well as what specific metrics would be utilized by the federal government to measure and track the success of the numerous initiatives it had announced.

Overall Perspectives (Newfoundland and Labrador, Greater Toronto Area Concerned About Crime, Greater Vancouver Area Recent Immigrants)

Three groups shared their views related to the overall priority areas and measures that had been announced as part of the budget, as well as their perspectives regarding the potential impacts that investments in these areas could have on the lives of Canadians. To aid in conversation, participants were presented with a list of different measures/priorities that had been included in the 2025 budget.

Participants were informed that this was not an exhaustive list of everything that had been announced. The measures shown to participants included:

- *Prioritize Canadian suppliers and products for Government of Canada projects with the Buy Canadian policy*
- *Invest \$5 billion to help provinces and territories build and repair health care infrastructure, such as hospitals and emergency rooms*
- *Reduce the size of the federal public service workforce from 368,000 in 2023-24 to 330,000 by the end of 2028-29*
- *Introduce a set of tax incentives to help businesses make investments (e.g. machinery, technology) that increase their productivity, known as the Productivity Super-Deduction*
- *Invest \$2 billion to make strategic investments in critical minerals projects and companies*
- *Invest \$5 billion to build infrastructure that moves Canadian products to global markets, like ports and rail lines*
- *Provide \$82 billion over 5 years to rebuild, rearm, and reinvest in the Canadian Armed Forces*
- *Balance day-to-day operating spending with revenues by the 2028-29 fiscal year*
- *Cap the number of temporary residents at less than 5 per cent of the population by the end of 2027*
- *Invest \$150 million in 2025-26 for CBC/Radio-Canada*
- *Create a new Climate Competitiveness Strategy that will build sustainably and focus on low-emission energy, transport, housing and manufacturing.*

Asked whether there was anything on this list that stood out to them, participants identified a number of initiatives. Several mentioned the Buy Canadian strategy and thought that this represented an effective way for the federal government to assist in strengthening the economy and uplifting Canadian workers and businesses. A number also identified the measure of investing \$5 billion towards repairing and building health care infrastructure as an initiative that stood out to them. Among these participants, it was felt that additional investments towards health care were greatly needed in many provinces/territories and would help to increase the quality and accessibility of health care services for a large number of Canadians. Participants also viewed the initiatives to invest \$5 billion to build infrastructure that would help in moving Canadian products to global markets, as well as the investment of \$2 billion towards making strategic investments in critical minerals projects and companies as important steps for the federal government to be taking. It was expected that both of these actions would be helpful when it came to strengthening the Canadian economy and Canada's international trade relationships going forward. A number also mentioned the initiative of introducing a Climate Competitiveness Strategy, with some believing that it was of critical importance for the Government of Canada to be balancing its efforts to grow the economy with what they perceived as other top priority areas such as protecting the environment and taking actions to mitigate the impacts of climate change on present and future generations.

Discussing whether they felt there was anything else that the budget should be focusing more on, several thought that a greater emphasis needed to be placed by the federal government on the cost of living and increasing the affordability of essentials such as groceries. Related to this, a number believed that actions needed to be taken by the Government of Canada to develop stricter regulations

regarding the amounts that major grocery chains can charge for groceries with the aim of ensuring that all Canadians had access to affordable and nutritious food in their local areas. It was also thought that more needed to be done by the federal government regarding the affordability of housing (both to purchase and to rent) in Canadian communities, with several believing that it had become increasingly challenging for individuals in many parts of the country to find safe and affordable housing in their areas. While supportive of the Government of Canada increasing its investments towards health care, a number expressed the opinion that the \$5 billion amount was too low, and that more funding would likely be required to fully address perceived long-standing issues such as long wait times and widespread shortages of health care professionals such as doctors and nurses. It was also felt that additional funding needed to be allocated specifically towards issues related to mental health and addiction, with a number believing that these challenges had become increasingly prevalent in their communities in recent years.

Focusing specifically on the initiative to increase federal defence spending, including by providing \$82 billion (over five years) to rebuild, rearm, and reinvest in the CAF, participants were asked how they felt about the Government of Canada making these investments. On balance, a larger number expressed support for this initiative compared to those who felt otherwise. For several, it was thought that it was important for the federal government to be investing in national defence, with participants believing that actions such as these to bolster the strength of the CAF would help to keep Canadians safe from potential outside threats in the years to come. The view was expressed that, given the proliferation of various economic and geopolitical threats, it was important for Canada to become more self-sufficient in its ability to defend itself and its sovereignty going forward. While supportive of these investments to rebuild and rearm the CAF, a number believed that it was important for the federal government to provide specific information and details regarding where investments were being made in the armed forces as well as how much of this spending would be going towards Canadian businesses and contractors. Among the smaller number who did not support the federal government making these investments, the view was expressed that the \$82 billion amount was too high and that the federal government should instead be allocating some or most of this funding towards other important areas such as housing and assisting Canadians with the cost of living.

Informed that (as a number of the initiatives listed above had indicated) the Government of Canada was planning to make infrastructure investments such as those related to the construction or expansion of ports and rail lines, as well as towards building and repairing health care infrastructure, participants overwhelmingly expressed support for this approach. Asked whether, if they had to choose, they would prioritize making investments towards infrastructure such as ports and rail lines, or health care infrastructure, almost all believed that health care was the more important area for the federal government to be investing in. For many, it was thought that, while both areas should be prioritized, investments towards improving and expanding the capacity of provincial/territorial health care systems would have a positive impact on the lives and overall wellbeing of Canadians across the country and, as such, represented the top priority for the federal government to be focusing on. A number hoped that these investments would help to address challenges that they had personally experienced related to the health care system, including long wait times for primary and emergency care, and difficulties related to finding a family doctor and/or booking appointments with specialists in their area. Among the small number who believed that it was more important for the federal

government to be investing in infrastructure related to trade and transportation, it was thought that this would have a significant positive impact on the Canadian economy overall and would likely strengthen Canada's position in the global trade landscape going forward.

Discussing whether they thought that they would see any local benefits resulting from infrastructure investments made outside of their community or province, a large number expected that they would. For many, it was felt that investments towards improving health care and economic infrastructure throughout Canada would assist in increasing the overall productivity and wellbeing of the public at large, and that this would ultimately lead to Canada becoming a stronger country, both economically and socially, over the long term.

Asked to share their initial impressions regarding the Government of Canada's introduction of its Climate Competitiveness Strategy, which focused on building sustainably, with an emphasis on low-emission energy, transport, housing, and manufacturing, many felt that this measure represented a step in the right direction. A number, however, thought that further information would be required regarding the specific actions that the federal government would be taking as part of this strategy before they could determine whether this approach would be effective in protecting the environment and mitigating the impacts of climate change. A few expressed the view that, while it was useful to have this type of strategy in place, greater urgency was necessary on the part of the federal government when it came to its efforts to reduce the overall amount of carbon emissions produced in Canada, especially given what they perceived as the existential threat posed by climate change over the long term.

Informed that the Government of Canada had indicated that it would also be considering investing in the construction of additional oil and gas pipelines, for example a new pipeline to transport oil from Alberta to the West Coast, participants were asked what they thought about this approach. On balance, a larger number expressed support for the construction of new oil and gas pipelines compared to those who felt otherwise, with several believing that this type of initiative would have a positive impact on the long-term health of the Canadian economy. In addition to building additional pipelines, a number expressed the view that actions should be taken by the federal government to increase the country's capacity to refine its oil domestically. Among these participants, it was believed that taking this step would help to solidify Canada's standing as a leader in the global energy market as well as help to reduce energy costs for Canadians. For the smaller number who were less supportive of building new pipelines, participants expressed concerns related to the negative impacts that these types of projects could have on the environment. A few also worried as to whether the development and approvals process for these pipelines would involve sufficient consultation with important stakeholders, such as Indigenous peoples, who resided on or nearby the lands where these projects would take place. While several expected that the increased development and sale of Canada's oil and gas resources would play an important role when it came to strengthening the country's economy going forward, a number felt that it was also important for the federal government to be making investments towards clean energy technologies and believed that this was where the global energy market would ultimately be headed.

The groups comprised of recent immigrants residing in the Greater Vancouver Area (GVA) and residents of Newfoundland and Labrador were asked an additional question regarding what measures from the budget, if any, they felt would have an impact on their personal or household financial situations. Focusing on the initiatives that they believed would impact them positively, a number reiterated the importance of the Government of Canada making investments towards health care infrastructure and believed that any action on this front represented a step in the right direction. A few also believed that the numerous actions in the budget aimed at strengthening the Canadian economy (such as the building of ports and rail lines, as well as investments in areas such as criminal minerals) would, if successful, have a positive impact on the financial situations of many Canadian households, including their own. Describing aspects of the budget that they felt might have a negative impact on their financial situations, a number expressed concerns regarding the financial costs of many of the initiatives that had been included in the budget, and worried about the impact that this might have on increasing the national debt. A few also expressed concerns as to whether the initiative to reduce the size of the federal public service workforce from 368,000 in 2023-24 to 330,000 by the end of 2028-29 would lead to the reduction or elimination of federal services that were currently relied on by Canadians.

Major Infrastructure Projects (Atlantic Canada, Alberta, Estrie Region Quebec, Quebec City and Surrounding Regions, British Columbia Low-to-Moderate Income)

Five groups took part in discussions related to numerous major infrastructure projects that had recently been announced by the Government of Canada. Asked whether they had seen, read, or heard any news related to the federal government and major infrastructure projects, several reported that they had, with a number believing that the federal government had announced a range of new infrastructure projects as part of its 2025 annual budget, which had been tabled on November 4th, 2025. Discussing the specific initiatives that they had heard about, participants were of the impression that projects had been announced related to areas such as the increased mining for critical minerals, the development of a new nuclear energy facility, the construction of a wind power project off the coast of Atlantic Canada, as well as discussions related to the construction of a new oil and gas pipeline from Alberta to British Columbia (B.C.).

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.

Participants were next shown the following images, providing information about five of the major infrastructure projects that had recently been announced by the Government of Canada:

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, Clarington, Ontario



This project would make Canada the first G7 country to have an operational small modular reactor (SMR), providing clean power to 300,000 homes.

The image above features two recently announced infrastructure projects. On the left is the LNG Canada Phase 2 project in Kitimat, B.C. Below the project title is a picture of an industrial sight, with a beautiful waterway and mountain range in the background. Below the image is the text "This project would double LNG Canada's production of liquefied natural gas, making it the second largest facility of its kind in the world". The image on the right features the Darlington New Nuclear Project, in Clarington, Ontario. Below the title is a computer-generated image of a sleek white/silver facility, surrounded by a roadway and greenery. The project is situated against a large body of water. Below the image is the text "This project would 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, Montréal, Quebec



This project would expand the Port of Montréal's container capacity by about 60%.

McIlvenna Bay Foran Copper Mine Project, East-Central Saskatchewan



This project would 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, Northwestern British Columbia



This project would extend the lifespan of the mine by over a decade and increase Canada's annual copper production by over 15%.

The image above features three projects, side-by-side. On the left is the Contrecoeur Terminal Container Project in Montreal, Quebec. The image features a shipping port with a large freighter being loaded with shipping containers. Below the image is the text "This project would expand the Port of Montreal's container capacity by about 60 per cent. In the middle is the McIlvenna Bay Foran Copper Mine Project, located in East-Central Saskatchewan. The image features a mining project with trucks and portable buildings, surrounded by greenery and waterways in the distance. The text below says that "This project would 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. The project on the right features the Red Chris Mine Expansion, in Northwestern, B.C. The image shows an open pit mine in a forested mountain region. Below the image is the text "This project would extend the lifespan of the mine by over a decade and increase Canada's annual copper production by over 15 per cent".

Sharing their initial reactions, almost all believed that this was the right approach for the Government of Canada to be taking, with many expecting that these projects would help strengthen the economy while also serving as a source of job creation for workers in many parts of the country. Several felt that by investing in these projects, the federal government would be helping to make Canada more economically self-sufficient in the years to come as well as decreasing the country's vulnerability to fluctuations in international trade, such as the imposition of tariffs by the U.S. on a wide range of Canadian goods. A number particularly liked what they viewed as the increased focus being placed by the Government of Canada on the development of natural resources, such as critical minerals, believing that increased development in this sector could lead to significant growth for the Canadian economy over the long term. A few also thought that investments towards the further development of nuclear energy, such as the Darlington New Nuclear Project in Clarington, Ontario, represented a step in the right direction. Among these participants, it was felt that nuclear energy represented a clean, renewable source of power that would help to make energy more affordable for many Canadian households.

Asked whether there was anything about these projects or this approach that they did not like, several expressed concerns regarding whether this increased emphasis on streamlining the construction of these major projects, including by launching a Major Projects Office to guide their development, would lead to a diminished focus on what they viewed as other important areas such as the impact of these projects on nearby environments and ecosystems and whether sufficient consultation had been undertaken with other important stakeholders, such as Indigenous peoples. A number also thought that, rather than focusing primarily on projects related to natural resources, the federal government should also be placing an emphasis on growing Canada's computer and technology sector, with participants believing that this was an emerging area that could also serve as a source of job creation for Canadian workers. Focusing on the initiative to expand the Red Chris Mine in Northwestern B.C., with the aim of extending the lifespan of this mine by over a decade, a few questioned as to whether it might be more efficient for the federal government to focus on developing new mining projects, which they believed would then be able to operate for significantly longer periods of time than a decade.

Participants were next informed that, in addition to the projects highlighted above, the Government of Canada had also announced six additional major infrastructure projects that it had placed under consideration to help transform the Canadian economy. To provide further information about these initiatives, participants were presented with the following:

**North Coast Transmission Line,
Northwest British Columbia**



This project would tie two energy corridors to deliver low-cost, clean electricity and better telecommunications to communities along the West Coast.

**Ksi Lisims LNG, Pearse Island,
British Columbia**



Led by the Nisga'a Nation, the Ksi Lisims LNG would become Canada's second largest LNG facility and one of the world's lowest-emission LNG operations once it fully becomes electrified, with emissions 94% below the global average.

**Canada Nickel's Crawford Projects,
Timmins, Ontario**



Located in the world's second-largest nickel reserve, the Crawford Project would produce high-quality low-carbon nickel with a potential for a net-negative carbon footprint.

The following image features three project side-by-side. On the left is the North Coast Transmission Line, in Northwestern B.C. The image features a power line cutting through a lush green mountain forest, with the text below stating that "This project would tie two energy corridors to deliver low-cost, clean electricity, and better telecommunications to communities along the West Coast". The middle panel features the Ksi Lisims LNG project located in Pearse Island, B.C., below the title is an image from above of an LNG facility located on a picturesque waterway amidst a lush green forest. The text below says that "Led by Nisga'a Nation, the Ksi Lisims LNG would become Canada's second largest LNG facility and one of the world's lowest-emission LNG operations once it fully becomes electrified, with emissions 94 per cent below the global average. On the right is Canada Nickel's Crawford Projects, located in Timmins, Ontario. Below is the image of two yellow buildings, located in a cleared-out area within a lush forest. Below is the text "Located in the world's second-largest nickel reserve, the Crawford Project would produce high-quality low-carbon nickel with a potential for a net-negative carbon footprint."

**Nouveau Monde Graphite's
Matawinie Mine, Saint-Michel-des-
Saints, Québec**



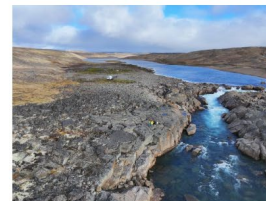
This open-pit graphite mine would provide important inputs for defence applications and battery supply chains.

**Northcliff Resources' Sisson Mine,
Sisson Brook, New Brunswick**



This mine would produce a critical mineral called tungsten, used to strengthen steel, and used in defence and other industrial applications.

**Iqaluit Nukkiqsautiit Hydro Project,
Iqaluit, Nunavut**



This project would become Nunavut's first 100% Inuit-owned hydro energy project, replacing Iqaluit's reliance on 15 million litres of imported diesel each year.

It would also help strengthen Canada's Arctic sovereignty and sustainability.

The following image features three projects side-by-side. On the left is Nouveau Monde Graphite's Matawinie Mine, located in Saint-Michel-des-Saints, Quebec. Below is the image of a mining area located within a picturesque green forest and the text "This open-pit graphite mine would provide important inputs for defence applications and battery supply chains". In the middle is Northcliff Resources' Sisson Mine, located in Sisson Brook, New Brunswick. Below the title, we see an image from above of a waterway encircled by a built-up landscape with a few buildings in the background, and the entirety of the project surrounded by forest. Below is the text "This mine would produce a critical mineral called tungsten, used to strengthen steel, and used in defence and other industrial applications. On the right is the Iqaluit Nukkiqsautiit Hydro Project, located in Iqaluit, Nunavut. Below is an image of a vivid blue rushing river, located within a rocky, barren area, under a blue sky with clouds. Below is the text that "This project would become Nunavut's first 100 per cent Inuit-owned hydro energy project, replacing Iqaluit's reliance on 15 million litres of imported diesel each year. It would also help strengthen Canada's Arctic sovereignty and sustainability".

On balance, participants were largely positive in their reactions, with many believing that these projects would help to increase economic activity in many parts of the country in the years to come. Several expressed the view that these were the right economic areas/sectors for the federal government to be focusing on, with a number reiterating the importance of what they perceived as its efforts to increase the development of Canada's natural resources going forward. Related to this, a number spoke positively regarding the diversity of the different resources that were being focused on, including projects related to liquefied natural gas (LNG), hydroelectricity, and the mining of minerals such as nickel, graphite, and tungsten. A large number also liked that several of the initiatives on this list had included a commitment to producing low or net-negative carbon emissions, with some believing that this indicated that protecting the environment would remain an important focus for the Government of Canada going forward.

Focusing on specific projects, several spoke positively of Iqaluit Nukkiksautiit Hydro Project in Iqaluit, Nunavut, with a number especially liking that this project was 100 per cent Inuit-owned. A number believed that this project would help to increase economic activity in Canada's North as well as assist in upholding Canada's economic and territorial sovereignty in the region. Participants in the group based in B.C. also reacted positively to the initiative to construct the North Coast Transmission Line in Northwestern B.C., with a number expecting that this would be helpful in delivering affordable clean electricity and improved telecommunications to many of the province's more rural and remote communities.

Discussing any questions or concerns they had about this group of projects, a few worried about the potential environmental damage that could be caused by projects such as Nouveau Monde Graphite's Matawinie Mine project in Saint-Michel-des-Saints, Quebec, with some of the impression that practices such as open-pit mining could have a considerable negative impact on the surrounding environment and ecosystems. A small number also questioned whether there would be enough skilled workers available to construct all of these projects (along with those included in the previous list) as well as to maintain and operate them upon their completion. Though supportive of these initiatives overall, several in the group based in Atlantic Canada expressed concern about what they perceived as a lack of projects being undertaken in their region, with one project (the Northcliff Resources' Sisson Mine) in New Brunswick and none in the region's other provinces. Similarly, while reacting positively to the announcement that the new Major Projects Office would be located in Calgary, a number in the group comprised of residents of Alberta expressed disappointed that none of the projects in either group were taking place in their province.

With the exception of those in the group based in B.C., participants were asked how they felt about the mix of these projects (for instance the inclusion of projects related to mining, hydroelectricity, and LNG) and whether they thought these were the right types of projects for the Government of Canada to be investing in. Almost all supported this approach, with many expressing that these projects represented a wide range of economic opportunities and potential pathways by which the Canadian economy could be strengthened. Several especially liked what they perceived as the focus of many of these projects on resource and energy development, believing that these were areas in which Canada was particularly well-positioned compared to its international peers. It was also felt by a number that these projects would help to stimulate job creation for Canadian workers across a wide range of

sectors and in numerous parts of the country. Discussing whether there were any types of projects that they felt were missing from this list, participants mentioned a wide range of areas, including the development of renewable energy sources such as solar and wind and sectors such as steel, forestry, fisheries, and computer technology (including initiatives related to cybersecurity). A number expressed the view that additional actions should be taken to enhance Canada's ability to refine materials and resources such as steel, aluminum, and oil within the country, believing that this would help to increase Canada's overall economic self-sufficiency and reduce its dependence on other countries for these processes. A few also believed that a greater focus should have been placed by the federal government on transportation-related projects (such as high-speed rail lines) that would increase the ability of Canadians to move about the country.

All groups were asked whether they felt a new pipeline project should have been included as part of the initiatives listed above. On balance, participants were mixed in their opinions, with most of those residing in Alberta and a moderate number in Atlantic Canada expressing support for this type of project, while relatively few in the groups located in Quebec and B.C. believed that a new pipeline was an area that the Government of Canada should be investing in. Among those who supported the federal government including a new pipeline on its slate of major infrastructure projects, it was felt that Canada had significant amounts of oil and gas resources that it could extract and sell to its global trade partners, with a number believing that these resources were currently being underutilized. With this in mind, it was felt that a new pipeline would be greatly helpful in transporting Canadian oil and gas to international markets. For participants who did not believe that a new pipeline was the right type of project for the Government of Canada to be investing in, several expressed concerns about the negative impact that a pipeline could have on the environment as well as the increased emissions that they expected would likely arise from the increased development of oil and natural gas resources.

The group comprised of residents of B.C. who reported earning low-to-moderate incomes were asked a few additional questions related to a potential pipeline project. Questioned as to whether they had seen, read, or heard anything about a possible new oil pipeline from Alberta to B.C., a roughly equal number reported having heard something about this potential initiative, compared to those who had not. Among those who had heard something, a number were of the impression that while the Government of Canada and Government of Alberta had reached an understanding about potentially moving forward on the construction of a new pipeline, there had been objections raised by the Government of B.C. as to whether this pipeline would be permitted to travel through its province to Canada's West Coast. Asked whether they had heard anything about the possibly of further expanding and optimizing the existing Trans Mountain Pipeline, which runs between Edmonton, Alberta and Burnaby, B.C., only a small number reported that they had. Discussing how they would feel about this type of initiative, a number expressed concerns about the potential environmental impacts of expanding the Trans Mountain Pipeline, with others questioned whether the increase in capacity that this expansion would yield would outweigh the potential economic and environmental costs of pursuing this type of project.

Participants in this group were informed that while some had suggested that rather than building a new pipeline from Alberta to B.C., others believed that the Government of Canada should instead focus on expanding existing infrastructure such as the Trans Mountain Pipeline. Asked which of these

perspectives most aligned with their views (or whether they believed the federal government should undertake both of these initiatives simultaneously), a larger number believed that it would be better to invest in constructing a new pipeline compared to expanding an existing one or doing both. Expanding upon their views, several thought that a new pipeline would likely be able to transport a significantly greater amount of oil compared to an expansion of an existing one and expected that this type of approach would likely yield larger economic benefits for the Canadian economy over the long term. It was also thought that a newer pipeline would likely be built with higher quality, more modern materials and would also likely have greater safety standards in place to reduce the potential harm it could cause to the environment. Among the smaller number who thought that it would be better to expand an existing pipeline rather than building a new one, it was believed that this would likely be a less environmentally invasive, more cost-efficient approach to increase Canada's capacity to transport its oil and gas resources to global markets. For the few who believed that the Government of Canada should pursue both of these potential projects, it was thought that, so long as there was sufficient demand for Canadian oil and gas on the global market, this approach would likely yield the greatest economic benefits for the country going forward.

All groups were asked whether, when taken together, they thought these projects would help to achieve the goal of strengthening Canada's economic security. On balance, almost all believed that they would, with many reiterating that these projects would help to stimulate economic activity in several parts of the country, create jobs, and would help to increase Canada's overall economic self-sufficiency going forward. The view was expressed that, while many of these projects would likely take several years to complete and become operational, by making these investments now towards areas such as critical minerals, hydroelectricity, nuclear energy, and LNG (among others), the federal government was taking important steps to position the Canadian economy to experience significant growth in the years and decades to come.

Canada-United States Relations (Ontario and Atlantic Canada 50+, British Columbia 18-49, Montreal and Laval Men 18-49, Manitoba and Saskatchewan Urban Centres, Newfoundland and Labrador)

Five groups took part in discussions regarding 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 what they had recently seen, read, or heard about the U.S. government imposing tariffs on goods travelling from Canada to the U.S., many were of the impression that these measures had negatively impacted Canadian businesses and workers across numerous sectors, including lumber, steel, aluminum, auto manufacturing, and film production, among others. Several felt that tariffs had introduced considerable uncertainty for businesses in many sectors whose



operations had previously been reliant on close, integrated trade with U.S. manufacturers and that this had already led to a large number of Canadian workers being laid off or having their hours reduced. A number also believed that tariffs had contributed to higher prices for groceries and other goods and products imported from the U.S., leading to a further rise in the cost of living for many Canadian consumers.

Asked how they would rate the Government of Canada's management of the trade situation with the U.S., and whether they believed it was on the right track or wrong track when it came to this issue, a roughly equal number thought that the federal government was headed in the right direction on this front compared to those who felt otherwise, with a few others more uncertain or neutral in their views. Among those who felt that the federal government was headed in the right direction when it came to its management of the Canada-U.S. trade situation, participants believed that it had been effective in remaining flexible and adaptive in its response to U.S. tariffs thus far, maintaining a cordial relationship with the U.S. government while also seeking to diversify Canada's trade relationships with other global partners. A few recalled the federal government's efforts to remove internal trade barriers among Canada's provinces and territories and thought that this had been an effective way to strengthen the Canadian economy in response to the ongoing disruption to Canada-U.S. trade.

For those who thought that the Government of Canada was on the wrong track when it came to its management of the trade situation with the U.S., a number cited what they perceived as a lack of progress when it came to its negotiations with the U.S. to have these tariffs reduced or removed. Among these participants it was felt that, given the significant economic challenges they believed these tariffs posed for Canadian businesses and workers, more needed to be done by federal officials to find a way to work with the U.S. and reach an agreement that would eventually see these tariffs be rescinded. Others felt differently and believed that, given what they perceived as the unwillingness of the U.S. government to remove its tariffs, the Government of Canada was spending too much time negotiating with the U.S., and should instead be focusing its attention on reaching new or expanded trade agreements with other international partners. Among participants who were more uncertain or neutral in their views, a number expressed that due to the frequently changing nature of this situation, it had been difficult for them to determine whether or not the federal government had been effective in its response.

Participants were next informed that:

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.

Asked what impact, if any, they felt these tariffs were having on the Canadian economy, many reiterated what they viewed as the negative effects of U.S. tariffs on workers and businesses in sectors such as steel, aluminum, and auto manufacturing that had been heavily reliant on the free flow of Canada-U.S. trade. Several reported that local industries in their respective communities had been negatively impacted by these tariffs, with some recalling hearing about plant or factory closures and/or project cancellations that had led to job losses in their region. A number were also of the impression that, due to perceived rising consumer costs and the ongoing uncertainty regarding how long these

tariffs may remain in place, many consumers had reduced their discretionary spending over the past year, leading to a further decrease in economic activity and revenue for businesses in many communities.

Discussing whether they felt it would be possible for the Government of Canada to reach an agreement with the U.S. where all recently imposed tariffs would be completely removed, or whether they believed that at least some tariffs would remain, few thought that it was likely that an agreement could be achieved where all tariffs would be removed. For most, it was believed that tariffs represented a significant part of the U.S. government's foreign economic policy and that, regardless of what efforts were made by the Government of Canada, it was unlikely that these measures would be fully removed at any point in the foreseeable future. With this in mind, a number reiterated feeling that it was important for the federal government to continue to diversify its trade partnerships with other global allies going forward.

Crime Prevention (Greater Toronto Area Concerned About Crime)

Participants in the group comprised of residents of the Greater Toronto Area (GTA) who had reported being concerned about crime shared their perspectives related to community safety as well as measures that had recently been taken by the federal government to reduce crime in Canada.

Asked whether they had any concerns about their personal security and safety in their community, several described what they perceived as growing issues related to home break-ins and thefts, the increasingly open use of illicit substances in public spaces such as parks, automobile thefts, and the decreased safety of public transit vehicles such as buses and subways. Discussing whether they felt crime was a major issue, minor issue, or not really an issue at all, several believed that it was a major issue, with a smaller number viewing it as a more moderate challenge at present.

Describing the types of crime that they felt their communities were facing at present, many reiterated challenges mentioned above related to property thefts, illicit substance use, and crimes on public transit, with several also identifying what they perceived as the rising prevalence of gun violence across the GTA in recent years. A number were of the opinion that issues such as poverty, addiction, and homelessness had been directly connected to rising criminal activity in their area, believing that a growing number of individuals were committing crimes out of desperation in order to meet their basic needs.

Discussing whether they were aware of anything that the Government of Canada had done related to gun control in recent years, a few mentioned initiatives such as the prohibition of numerous makes and models of assault-style firearms as well as the introduction of a federal firearm buy-back program. Asked whether they had heard anything about the expansion of the existing prohibition of assault-style firearms, only a small number indicated that they had, with a few of the impression that further

steps were being taken to prohibit a wider range of assault-style firearms going forward. To aid in conversation, participants were provided with the following information:

In 2020, the Government of Canada banned over 1,500 makes and models of assault-style firearms. Additional makes and models were added in December 2024 and then again in March 2025, bringing the total to over 2,500.

Asked whether they thought that banning over 2,500 makes and models of assault-style firearms would help to reduce crime in Canada, few believed that it would. Expanding upon their views, several expressed the opinion that most crimes involving firearms in Canada were committed by individuals using guns that had been obtained illegally. As such, it was not believed that increased restrictions on law-abiding gun owners would be effective in reducing crime. Among the smaller number who thought that these actions would be helpful when it came to decreasing crime in Canadian communities, a few expressed the opinion that firearms of all types should be prohibited and felt that any actions to reduce the number of guns available to Canadians represented a step in the right direction.

Informed that, in the recent 2025 federal budget, the Government of Canada had outlined a number of actions that it would be taking to address the issue of crime in Canada, participants were provided with a list of some of these proposed measures:

- *Protecting Canada's borders, including responding to threats of cross-border smuggling of illegal guns and drugs, including fentanyl.*
- *Strengthening federal law enforcement, such as investing in hiring more RCMP personnel to enforce laws and protect communities.*
- *Launching a bail reform strategy, which includes making bail laws stricter and sentencing laws tougher for repeat and violent offenders.*
- *Implementing a Canada Community Security Program to address the rise in hate and hate related crimes, to protect places of worship, schools, and community centres.*

Asked whether they had heard about any of these measures prior to this discussion, most had not, with a small number reporting having heard something about the actions to strengthen Canada's border security. Discussing whether they felt these actions would make a real difference in their own lives or for their community, almost all believed that they would.

Engaging in an exercise where they were asked to select which of these measures they felt would have the most positive impact on Canadians, many selected the initiative to implement stricter bail laws and tougher sentencing for repeat and violent offenders. Among those who selected this measure, it was thought that a significant portion of the crimes in their neighbourhoods were currently being committed by repeat offenders and that the current system was too permissive when it came to releasing those who habitually engaged in criminal activity. As such, it was felt that this measure would have the most direct impact in reducing the rate of crime in the GTA and other Canadian communities.

A smaller number respectively selected the measures to increase the protection of Canada's borders (including by cracking down on cross-border smuggling of firearms and illegal substances such as

fentanyl) and to implement a Canada Community Security Program to protect places of worship, schools, and community centres. Among participants who felt that strengthening the protection of Canada's borders would have the most positive impact, the view was expressed that taking this action would help to stop illegal firearms and illicit substances such as fentanyl from entering communities in the first place, thereby preventing them from having the potential to harm Canadians. For those who selected the action to increase the protection of places of worship, schools, and community centres, it was felt that there had been a growing prevalence of hate-related crimes and other criminal acts towards vulnerable communities in Canada in recent years and that the implementation of a Canada Community Security Program represented an important step towards addressing this. No participants selected the initiative to strengthen federal law enforcement through steps such as the hiring of additional Royal Canadian Mounted Police (RCMP) personnel to enforce laws and protect communities.

Focusing specifically on the initiative to launch a bail reform strategy to make bail laws stricter and sentencing laws tougher for violent and repeat offenders, participants were informed that while some would say that the rules in Canada are not strict enough, and that it is too easy for people who have committed violent crimes in the past to receive bail, others might say that making the rules stricter would further crowd jails, many of which were already beyond capacity, so another solution was needed. Asked which view they felt best aligned with their own perspective, all believed that the rules were not strict enough at present, with many expressing that it was important for the federal government to be focused on setting stricter bail terms and increasing the consequences for repeat offenders.

Immigration (Greater Vancouver Area Recent Immigrants, Quebec City and Surrounding Regions, British Columbia Low-to-Moderate Income)

Three groups took part in conversations related to the Canadian immigration system and the recently announced 2026-2028 Immigration Levels Plan. Asked what they had seen, read, or heard as of late regarding the Government of Canada and immigration, many were of the impression that Immigration, Refugees, and Citizenship Canada (IRCC) had announced that it would be reducing the number of international student study permits and temporary foreign worker (TFW) visas that it would be issuing over the next few years. A number also recalled hearing that increased restrictions would be placed on the ability of immigrants to sponsor their spouses and other family members to come to live in Canada going forward.

Asked how they would describe the overall state of the Canadian immigration system at present, a large number felt that it was overburdened, with participants believing that there was a significant backlog of applications and insufficient resources available to assist new and prospective immigrants. Several in the group comprised of recent immigrants residing in the Greater Vancouver Area (GVA) described having found the Canadian immigration system to be overly bureaucratic and challenging to

navigate, with a number recalling experiencing long wait times for their own immigration applications to be processed. A number expressed the view that the rate of immigration to Canada had been too high in recent years and that this had led to increased competition within the employment market, making it challenging for new immigrants to find jobs and begin establishing themselves financially.

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

In the recent 2025 Budget, the Government of Canada announced its plan to:

- *Stabilize new permanent resident admissions to be less than 1 per cent of the Canadian population after 2027. This includes:*
 - *Targeting 380,000 permanent resident admissions/year, down from 395,000 in 2025; and*
 - *Increasing the share of economic migrants from 59 per cent to 64 per cent within this overall target.*
- *Reduce the total number of temporary residents to less than 5 per cent of the population by the end of 2027, down from a peak of 7.6 per cent in 2024 (for comparison, temporary residents made up 3.3 percent of the Canadian population in 2018). This includes:*
 - *Targeting 385,000 new temporary resident admissions in 2026, down from 673,650 in 2025; and*
 - *Targeting 370,000 new temporary resident admissions per year, in 2027 and 2028.*

Sharing their initial thoughts about the Government of Canada's proposed 2026-2028 immigration plan, participants expressed a range of opinions, with a larger number reacting positively to these measures compared to those who felt otherwise. For several, it was believed that these measures represented a step in the right direction, with a number reiterating the view that higher than normal immigration in recent years had placed increased stress on the employment market, as well as on important services such as health care and education. A number thought that, in addition to these measures, a greater focus should be placed going forward on bringing in immigrants with skills and experience in in-demand sectors (such as health care) where they could make an immediate contribution. The view was also expressed that, along with taking steps to stabilize the number of new permanent residency (PR) admissions to Canada, the federal government should also make efforts to streamline and expedite the processing of applications for individuals who were currently living in the country as permanent residents and were seeking to obtain full citizenship.

Among the smaller number who were more negative or uncertain in their reactions to this immigration plan, participants worried about how these actions might impact those individuals who were currently in the process of immigrating to Canada. Related to this, a number of those in the group comprised of recent immigrants in the GVA expressed concerns as to how these measures might impact their own applications to obtain permanent residency and/or Canadian citizenship. A few expressed feeling that these changes had been somewhat abrupt, and thought that the Government of Canada should have made these reductions to its immigration targets more gradually, allowing for current and prospective immigrants to have more time to adjust.

Thinking specifically about permanent residents, participants were asked whether they felt the federal government's target of 380,000 new PR applications per year was too high, too low, or about right. On

balance, a roughly equal number believed that this number was too high compared to those who felt that 380,000 was about the right amount, with very few of the opinion that this number was too low. Among participants who believed that the 380,000 number was too high, it was thought that, due to what they viewed as the exceptionally high rate of immigration to Canada in recent years, a much lower number of PR admissions should be approved over the next few years in order to allow areas such as housing, the job market, and health care to catch up to the needs of the existing population. Among those who felt that this number of new PR admissions was about right, the view was expressed that immigrants played an important role in the Canadian economy and that, by reducing new permanent residents to less than 1 per cent of the population, the federal government was striking a good balance between stabilizing the rate of immigration while continuing to harness the economic benefits they believed were brought by new permanent residents. For the few who believed that this number was too low, the view was expressed that with Canada's aging workforce and a large number of workers likely headed towards retirement in the coming years, it was important for the Government of Canada to continue to approve a sizeable number of new PR applications each year in order to keep the economy growing.

Discussing what they thought about the federal government's plan to increase the share of economic migrants from 59 per cent to 64 per cent within this overall target for PR admissions, most reacted positively and believed that a shift towards more economically focused migrants could assist in strengthening Canada's economy. The view was also expressed that this action could help to stimulate the employment market in the years to come in the event that some of these immigrants went on to create businesses in Canada and hire Canadian workers. While also supportive of an increased focus being placed on bringing in economic migrants, a number in the group comprised of immigrants in the GVA expressed concerns as to whether this action could harm the application prospects of those individuals who were already living in Canada and seeking to gain permanent resident status but may not fall under this category. With this in mind, a number believed that greater clarity was required regarding what the criteria was for an individual to be considered an 'economic migrant' and how this differed from other potential PR pathways.

Asked how they felt about the federal government's plan to decrease the total number of temporary residents living in Canada, including by setting a target of 385,000 new temporary resident admissions in 2026 (down from 673,650 in 2025), with a further reduction to 370,000 per year in 2027 and 2028, participants were largely positive in their reactions. For many, it was thought that this action indicated that the Government of Canada was placing an increased focus on accepting individuals who would be able to contribute to and invest in Canada over the long-term and who were interested in building a life in the country, as opposed to those seeking to come to Canada to study or work for a limited period of time. While also supportive of this measure, a few expressed concerns as to whether a reduction in temporary residents would negatively impact sectors, such as agriculture, which they believed were heavily reliant on TFWs for much of their labour.

Participants were next provided with the following information detailing other actions that the Government of Canada was taking as a part of its 2026-2028 Immigration Levels Plan:

- *A one-time initiative to recognize eligible Protected Persons in Canada as permanent residents over the next two years.*
- *A one-time measure to accelerate the transition of up to 33,000 work permit holders to permanent residency in 2026 and 2027.*
- *Work with provinces and territories to improve and speed up foreign credential recognition, with a focus on health and construction sectors.*
- *Develop an International Talent Attraction Strategy and Action Plan to help meet strategic labour market needs and drive innovation and growth in our strategic industries, while respecting immigration targets to ensure a sustainable immigration rate.*

Discussing whether there was anything on this list that stood out to them, a large number mentioned the initiative for the federal government to work with the provinces and territories to improve and speed up the foreign credential recognition process. Several believed that by taking this step, the Government of Canada would be assisting new immigrants in finding work in their fields of expertise sooner after their arrivals, as well as helping to address perceived widespread labour shortages in key sectors such as health care and construction. A number supported the federal government's development of an International Talent Attraction Strategy, believing that this approach would help to bring in more skilled individuals who could contribute to Canada's economy and drive innovation and growth throughout the country. Participants were also largely positive in their reactions to the federal government's announcement of a one-time measure aimed at accelerating the transition of up to 33,000 work permit holders to permanent residency in 2026 and 2027. Among those who spoke about this measure, the view was expressed that this represented a straightforward and logical way for the Government of Canada to support working individuals who had made positive economic and social contributions to their communities and who were now looking to establish permanent lives in Canada going forward. While generally supportive of the initiative to recognize eligible Protected Persons in Canada as permanent residents over the next two years, a number questioned what the term 'Protected Persons' was defined as and who this label would apply to. Among these participants, it was felt that greater clarity was required on this front before they could determine whether this was the right action for the Government of Canada to be taking.

Questioned as to whether they thought any of these measures would make a tangible difference when it came to addressing Canada's current economic challenges, almost all felt that they would, with several believing that these actions, when taken as a whole, indicated that the federal government was moving in the right direction on this front. Several reiterated the importance of the Government of Canada streamlining the foreign credential recognition process, with a number expecting that this measure would help to improve the financial situations of many new immigrants as well as benefit the country overall by allowing these individuals to put their skills and expertise to use.

Asked an additional question regarding their thoughts on the initiative to introduce a one-time measure that would accelerate the transition of up to 33,000 work permit holders to permanent residency in 2026 and 2027, participants in the group comprised of recent immigrants in the GVA were widely positive in their reactions. For a number, it was thought that this would benefit many individuals who were currently working in Canada and awaiting the approval of their permanent

residency applications and would provide motivation to many prospective permanent residents to continue forward on their immigration journeys.

Home Energy Efficiency (Atlantic Canada, Alberta)

Two groups took part in conversations related to home energy efficiency and the systems by which home energy ratings are calculated and communicated to homeowners. At the outset of these discussions, participants were asked whether they currently owned a home and, if so, if they had any plans to renovate their home at some point in the near future. On balance, a roughly similar number reported being homeowners compared to those who were not, with only a few indicating that they had plans to make renovations to their property. Asked whether they had any plans to purchase or sell a home within the next year, no participants planned on selling their home, while a very small number reported being interested in buying a home in the coming year.

Questioned as to whether they were familiar with the Government of Canada's EnerGuide for homes program, only a few reported that they were. Among the small number who were aware of this program, it was believed that the EnerGuide initiative provided homeowners with information related to the energy efficiency of their homes and appliances, as well as recommendations regarding how their home's energy use could be made more efficient going forward. A few participants conflated the EnerGuide for homes program with other initiatives, such as the Canada Greener Homes Initiative, that were focused on providing homeowners with grants to assist them in making energy-efficient renovations to their homes. 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 to identify upgrades and renovations that would help improve your home's energy efficiency. The advisor assesses your home's physical characteristics, like the type of heating system and the level of insulation. They then use this information 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 will not always reflect the current occupants and how they use energy (for example, how many people actually live in the home or the temperature they prefer), 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.

Discussing whether, having now been provided with this information, they recalled having previously heard about the EnerGuide program, while a few additional participants indicated that they had, most continued to express a lack of familiarity with this initiative. Asked whether they had ever had an energy assessment performed on their home, only a small number indicated that they had. Among those who had previously received an energy assessment, participants who had recently built their

homes over the past few years mentioned that this type of assessment had been part of the construction process, while others were of the impression that certain appliances in their homes had been assessed and provided with energy labels detailing their energy efficiency.

Asked what sorts of homes they expected would receive a good home energy rating, participants identified a range of factors that they believed would help to increase a home's energy efficiency. Many thought that newer homes would likely receive better energy ratings compared to older homes, with several of the impression that all newly constructed homes in Canada were required to meet a baseline standard of energy efficiency that had not been in place in the past. It was also believed that homes with shared walls, such as condominiums and townhouses, would likely be more energy efficient compared to stand-alone homes. Other factors that participants felt could improve a home's energy efficiency rating included whether or not a home had features such as strong, heat-containing windowpanes, upgraded insulation, high-efficiency appliances, energy efficient systems such as heat pumps, and sources of renewable energy generation, such as solar panels. Describing which types of homes they felt might receive poor home energy ratings, several mentioned older homes, as well as prefabricated housing and mobile homes. It was also expected that homes with older, less efficient heating systems and outmoded appliances would receive lower energy ratings compared to other homes that were more modern in these regards.

Discussing which factors they felt were most important when it came to determining a home's energy rating, a large number believed that a home's ability to reduce heat loss (such as by having sufficient insulation and strong windowpanes) was crucial to its overall energy efficiency. Several also expected that the energy efficiency of a home's appliances, the age of the home, and the type of heating and cooling system utilized within the home would likely all play an important role when it came to calculating a home energy rating. Participants also believed that the size of the home was an important factor when it came to home energy efficiency, with a number of the expectation that larger homes would likely require more energy to heat or cool them compared to smaller properties. Other aspects mentioned by participants that could potentially influence a home's energy rating included whether or not the home was detached or had shared walls, as well as its geographical location and whether it was located in an area that experienced extreme hot or cold temperatures at certain times of the year.

Participants were next prompted to imagine two different homes in their area. The first was a small, two-bedroom row house, that was drafty, had walls that did not have much insulation, windows that tended to frost up on cold winter days, and a furnace that was overdue for replacement. The second home was a large, five-bedroom detached house that had been built in the past year and equipped with additional insulation and upgraded windows to ensure that its occupants would remain comfortable in colder weather. Asked which home they expected would receive a better home energy rating, all believed that it would be the second home. Expanding upon their views, many were of the impression that, having been built during the past year, the second home would likely have been constructed with higher quality materials (such as insulation, windows, and doors) and would also have been required to adhere to modern energy efficiency standards, likely making it much more energy efficient compared to the first home.

Envisioning a scenario where the owners of the two homes described above were friends and, after comparing their utility bills, discovered that they were paying similar amounts and that even though the older home was poorly insulated and had leaky windows, it consumed less energy (due to it being smaller than the newer home, having fewer windows, and sharing walls with its neighbours) participants were asked whether this information changed their perspective regarding which home should receive the better energy rating. On balance, no participants reported having changed their opinions, with a number expressing that the information further confirmed their opinion that the second home was more energy efficient, given that its heating costs were roughly the same as the first home, despite it being significantly larger in comparison.

Asked what they would want an energy assessment and home energy rating to tell them about their own homes, participants provided a range of responses, including how energy efficient their home currently was, ways by which their home could be upgraded or retrofitted to increase its energy efficiency, and how much they could expect to save (both in terms of energy usage and financial costs) by making these upgrades. A few also believed that it would be helpful for a home energy rating to provide them with a better understanding regarding how their homes compared to others of similar size and age in their respective areas.

Participants were next provided with the following information:

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.*

Discussing which type of rating format they felt would be most intuitive or useful to them, many liked the idea of receiving a measure of annual energy consumption, such as kilowatt-hours (kWhs) or gigajoules (GJs). For several, it was believed that this type of approach would provide them with a straightforward and easy to understand way to measure their home's energy efficiency as well as compare it to other homes. The view was also expressed that, by using a standardized metric such as kWhs or GJs, homeowners would likely be able to more easily understand how much energy they could save by making specific home energy upgrades such as installing solar panels or heat pumps.

Several also liked the notion of receiving a score out of 100, with a number believing that this was an intuitive, straightforward system that the vast majority of homeowners would be able to understand. The view was expressed by a number that it would be best to use a scale out of 100 (as opposed to out of 10), with participants believing that a wider ranged scale would allow for the more detailed home energy scores and guidance. Only a few reacted positively to the idea of receiving a letter grade from A-F, with several believing that this type of scale would be too vague and subjective to be useful

for most homeowners. A few thought that the most effective home energy rating system would be one that included both an energy consumption measurement (such as kWhs or GJs) as well as a score out of 100 or a letter grade, with some believing that this type of combination could provide homeowners with a concrete metric related to their home energy consumption as well as an easily understandable score or grade that would communicate their overall energy efficiency.

Participants were next informed that a home energy rating could be utilized to:

- *To compare the energy performance of different homes in your area;*
- *To compare the energy performance of different homes across all of Canada; and/or*
- *To help you decide whether to invest in energy efficiency upgrades*

Asked which of these aspects, if any, they would be interested in, many believed that they would be interested in utilizing a home energy rating to help them decide whether to invest in energy efficiency upgrades as well as to better understand which specific upgrades would be most effective in terms of increasing the energy efficiency of their homes. A smaller number expressed that they would be interested in learning more about how their home's energy performance compared to different homes in their area or across Canada, with a few believing that this type of information would be especially helpful for individuals interested in purchasing or selling a home who were seeking to compare the energy efficiency of different properties in the same area.

Participants were next invited to consider different types of comparisons that could appear on a home energy label to provide homeowners with a frame of reference for their home's energy rating. The first comparison presented to participants was one where their current home's energy efficiency would be compared to the efficiency that they could expect if their home had been built today using the same insulation, heating systems, and windows that home builders use for new constructions. The size, shape, and location of this comparison would be the same for both homes. Asked whether they felt this type of comparison would be useful to them, several thought that it would, with some expecting that this information could be helpful when it came to informing their decisions regarding which upgrades to make to their homes. Questioned as to how they would react if their home energy rating was close to this new home reference, a number believed that this would make them feel like they were on the right track when it came to the actions that they had taken to improve their home's energy efficiency. Discussing how they would feel if their home's energy rating was worse than this new home reference, a number expected that this might encourage them to look further into what energy upgrades they could make to their homes to improve their rating going forward.

Informed that another possible comparison could be to compare their current home's energy efficiency to the average energy efficiency of homes of similar size and age in their respective areas, only a small number believed that this type of comparison would be useful. Several expressed the view that, even for homes of a similar size and age, there were many other additional variables (such as family size, energy use patterns, and time spent at home) that needed to be taken into account when determining a helpful comparison for home energy efficiency. As such, a number felt that it would be difficult for an average home reference to be created that would align close enough to their personal living situation to be useful. Discussing what it would mean to them if their home's rating was close to this similar home reference, while most believed that this would indicate that they were consuming

roughly the same amount of energy as other similar homes in their area, a number reiterated that additional factors and points of comparison would need to be included in order for this type of comparison to be useful to them.

Asked which of these two types of comparisons (homes built to new construction standards and similar homes in participants' areas) they felt was easiest to understand and/or would be most useful to them, almost all selected comparisons to newly constructed homes. Expanding upon their opinions, several reiterated the view that, given their impression that newly constructed homes were likely required to follow modern construction and energy efficiency standards, this type of comparison would likely provide individuals with a much better understanding regarding the areas where their home was less energy efficient compared to newer builds as well as the potential upgrades that could be made to improve their home energy rating going forward. A small number felt somewhat differently, believing that, for those living in older homes, comparisons to homes of similar size and age could provide homeowners with more specific information regarding the types of upgrades that were realistic and/or cost-effective for homes that had not been built in the modern era.

Government of Canada Wordmark

(Newfoundland and Labrador, Greater Toronto Area
Concerned About Crime, Greater Vancouver Area
Recent Immigrants, Estrie Region Quebec)

Four groups engaged in discussions related to the visual symbols and audio signatures that the Government of Canada uses to identify itself. Asked how they would typically recognize information (either online, on television, on paper, on billboards, or elsewhere), as being from the Government of Canada, many mentioned a symbol featuring the word 'Canada' and the Canadian flag that they believed frequently accompanied federal communications. Several also believed that information coming from the federal government usually explicitly stated that it was a 'message from the Government of Canada', and frequently encouraged viewers/readers to visit official government websites to learn more. While most thought that it was typically clear when information was coming from the Government of Canada, a number reported that they would likely verify any information that they encountered against other trusted sources to ensure that it was accurate and/or to confirm that it was truly coming from the government. A few expressed concerns regarding what they perceived as the growing prominence of online misinformation and disinformation purporting itself as emanating from the Government of Canada, and worried that this issue could be exacerbated by the increasing sophistication of digital tools such as artificial intelligence (AI) that had the ability to replicate the style and tone of federal communications.

Discussing how they would typically be able to discern whether a message was from the Government of Canada (such as on the radio or television), several mentioned a brief jingle that plays at the end of each communication, as well as a tagline indicating that the message had been brought to them by

the Government of Canada. A number also believed that audio messages from the federal government typically presented information in a clear and succinct manner, with narrators speaking in an official tone that conveyed to viewers that it was important to pay attention.

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



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

Questioned as to whether they had seen this symbol before, almost all reported that they had. Participants described having encountered the wordmark in a wide range of places, including online, on television, on buildings, on communications from departments and agencies such as the Canada Revenue Agency (CRA) or Immigration, Refugees, and Citizenship Canada (IRCC), on advertising for the Canadian Armed Forces (CAF), and while going through Canadian Border Security Authority (CBSA) checkpoints when entering the country.

Describing what this symbol meant to them in general, several thought that information or communications associated with the wordmark typically invoked a feeling of trust and reassurance that the information was reliable and coming from an official source. It was also felt that seeing the wordmark indicated that the message it accompanied was one that was for all Canadians, as opposed to communications from provincial/territorial and municipal governments that were more targeted in their audiences. Discussing what the symbol meant to them on a personal level, several reported that the wordmark provided them with a sense of home and national pride. While most thought that the wordmark typically prompted positive thoughts and ideas, a smaller number reported having more neutral feelings towards the symbol, primarily associating it with the bureaucracy and processes of the federal government. A few mentioned that encountering the wordmark could at times make them feel a sense of anxiety, especially if it was associated with correspondence from agencies such as the CRA or IRCC.

Asked why they felt the federal government used the wordmark in its communications, most believed that it served as an easily recognizable visual indicator that signified to Canadians that the information it accompanied was coming from the Government of Canada and was trustworthy and important. Describing where they expected this symbol to be displayed, participants mentioned a variety of places, including on websites and social media, on television, on paper correspondence, on buildings or offices operated by the Government of Canada, at airports, and on advertisements or communications related to the CAF. Asked whether they would typically trust the information that accompanies the wordmark and have confidence in its credibility, most believed that they would. A

number, however, reiterated that even if the wordmark were present, they would still likely take steps to verify the source of the information (especially for information found online) to confirm it is a message from the Government of Canada.

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



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

Asked whether they had heard this jingle before, a large number indicated that they had, with most reporting having heard it on platforms such as radio and television. A few also recalled hearing this audio signature at the conclusion of emergency alerts as well as following public broadcasts during emergency situations such as the COVID-19 pandemic. Discussing why they felt the Government of Canada uses this jingle in its communications, many believed that it was to capture listeners' attention and provide them with a recognizable audio signature that would confirm that the message they had just heard was from an official source and might be of importance to them. A number were of the impression that this jingle had been used consistently by the federal government for several decades, and that this consistency had made it easy for many Canadians to immediately recognize the audio signature upon hearing it.

Major Projects Advertising Campaign (Atlantic Canada, Alberta, Estrie Region Quebec)

Three groups shared their perspectives related to a video advertisement that had been developed by the Government of Canada to highlight the actions that it would be taking to construct major nation-building infrastructure projects over the next few years. Participants were presented with the following video twice, in succession:



The video above is a 30-second advertisement highlighting the actions the Government of Canada is taking to construct major nation-building infrastructure projects over the next few years. The video opens with a shot of a large bridge over a large canal of water, with the narration saying "*We are a nation of builders*" and these words appearing in big white block letters on the screen. Over black and white archival footage of the construction of the St. Lawrence Seaway, the narration continues "*In the 1950s, Canada built the Saint Lawrence Seaway*". We then see shots of modern Canadian workers, two women in vests walking through a factory, a worker using a forklift to lift wood products in a busy worksite, and a large shipping freighter sailing off to sea, with the dialogue "*it led to thousands of jobs and more than 1 trillion dollars of cargo shipped to the world*". We then see a large building being built with two cranes in the background, with the narration continuing "*It's time to build big again*" and these letters appearing in big white block letters on the screen. The narration continues "*With Canadian workers, steel, lumber,*



and technology” as we see the words “Canadian Workers”, “Canadian Steel”, “Canadian Lumber”, and “Canadian Technology” appearing in block letters overlaid over corresponding imagery of the workers/sectors they are describing. We next see a massive Canadian flag flying high over a city, and the narration “*We’ll be our own best customer*”. We see an image of the Port of Vancouver and hear the narration “*Sell more to the world*”, before transitioning to an image from the back of two children playing with chalk on a sidewalk, and the narration “*Take control of our future*”. We see a beautiful cityscape with the narration “*It’s time to build*” with these words appearing on screen, before transitioning to an image of the Canadian flag flying high over a city, with a beautiful blue sky behind it and the narration concluding “*Strong*” with this word on screen. We end on the Government of Canada wordmark (white against a black backdrop) and the narration “*This has been a message from the Government of Canada*” followed by the Government of Canada’s audio signature.

Reactions to this advertisement were resoundingly positive among participants, with many liking what they perceived as the video’s positive, uplifting, and unifying tone. It was felt that this advertisement and its emphasis on building major infrastructure projects and creating new jobs for Canadians would resonate with a wide range of individuals across the country. It was also thought that by taking this approach, the Government of Canada would be helping to build a stronger national economy as well as working to increase the country’s economic self-reliance in the face of challenges such as U.S. tariffs. Several spoke positively of the advertisement’s emphasis on Canada’s history and successful nation-building initiatives of the past (such as the construction of the St. Lawrence Seaway), believing that this would encourage Canadians and provide them with confidence that Canada could once again build major projects such as these in the future. A number also liked the specific mention in the ad of sectors such as lumber and steel, believing that it was important for the federal government to be highlighting the pivotal role that Canadian natural resources and processed materials would play in constructing these infrastructure projects.

Describing what they viewed as being the main message of this advertisement, many believed that it was seeking to communicate to Canadians that the federal government would be taking decisive steps in the coming years to build major projects, increase the resilience of the Canadian economy, and create a large number of new jobs for workers across the country. Several also thought that the ad was seeking to remind viewers of Canada’s past economic achievements as well as to reassure them that the Government of Canada was focused on constructing new major projects and building a stronger economic future for all Canadians in the years to come. A number also reiterated the view that this video was seeking to communicate that the federal government was making it a priority to increase Canada’s economic self reliance and that going forward a greater focus would be placed on ensuring the country would be able to take care of its own economic needs rather than relying on countries such as the U.S.

Focusing specifically on the narration of the video, almost all believed that the narrator’s delivery of the voiceover was strong, calming, and effective in communicating the main message of the advertisement. Several expressed feeling that that the video’s dialogue had been clear and straightforward and had aligned well with the overall message of building strong and bringing Canadians together to work towards shared economic goals. A number also believed that the narration had combined well with the video imagery that had been chosen for the ad and thought that it had struck an effective balance in terms of communicating the advertisement’s overall message while at the same time not overwhelming viewers and taking their attention away from the visuals on screen.

Asked whether, if they saw this advertisement on a web site, on social media, or on television, they felt it would capture their attention, most believed that it would. A large number expected that they would be immediately drawn in by the striking imagery of Canada's past and present, with several also expressing that the voiceover and music would be effective in getting them to focus on the ad. Several spoke positively regarding what they viewed as the uplifting and inspirational tone of the ad, with a number commenting that they would be interested in finding out how they could personally get involved in building a stronger Canada after seeing this advertisement.

Questioned as to whether they thought anything about the advertisement was confusing or unclear, all participants felt that the video was clear and straightforward. Discussing whether, after seeing an ad like this, they would be motivated to go to the website to learn more, a large number indicated that they would. Several expressed that they would be interested in finding out more about the specific actions that the Government of Canada was taking to strengthen the economy, with a number believing that they would be especially interested in learning about how these initiatives might impact their own lives. Among the few who did not believe that they would be motivated to visit the website, some commented that they rarely visited government websites and did not believe that seeing this ad would motivate them to change this pattern. A number residing in Alberta and the Estrie region of Quebec took a more nuanced view, expressing that they would likely only visit the website to learn about projects taking place in their respective areas, while a number of those from Atlantic Canada felt that the website would likely be of minimal interest to them due to what they perceived as a lack of focus on their region.

Discussing potential actions that could be taken to make this advertisement more effective, a number believed that, in addition to historic projects such as the St. Lawrence Seaway, more recent accomplishments should also be highlighted in this video. It was thought that this would help to make the ad more resonant and familiar to a larger number of Canadians, including those who may not have much knowledge regarding the St. Lawrence Seaway and its role in Canada's history. The view was also expressed that an increased focus should be placed on ensuring that all of the country's major regions were represented in this video, with some believing that this would help the advertisement in connecting with a greater number of viewers. Other suggestions mentioned by participants included making the visuals of the ad more vibrant and colourful, including an easily clickable link or QR code that participants could use to visit the website immediately after viewing the video, and including a female narrator (in addition to the current male voice).

Appendices

Appendix A – Recruiting Scripts

November English Recruiting Script

Recruitment Specifications Summary

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

Specifications for the focus groups are as follows:

Group	Date	Time (EST)	Local Time	Location	Composition	Moderator
1	Tues, Nov 4 th	6:00-8:00 PM	6:00-8:00 PM (EST) 7:00-9:00 PM (AST) 7:30-9:30 PM (NST)	Ontario and Atlantic Canada	Aged 50 and Older	DN
2	Tues, Nov 4 th	9:00-11:00 PM	6:00-8:00 PM (PST)	British Columbia	Aged 18-49	TBW
4	Wed, Nov 5 th	7:00-9:00 PM	6:00-8:00 PM (CST)	Urban Centres Manitoba & Saskatchewan	General Population	TBW
5	Mon, Nov 10 th	4:30-6:30 PM	6:00-8:00 (NST)	Newfoundland & Labrador	General Population	DN
6	Wed, Nov 12 th	6:00-8:00 PM	6:00-8:00 (EST)	Greater Toronto Area	Concerned About Crime	DN
7	Thurs, Nov 13 th	9:00-11:00 PM	6:00-8:00 (PST)	Greater Vancouver Area	Recent Immigrants – Less Than 10 Years	TBW
8	Tues, Nov 18 th	5:00-7:00 PM	6:00-8:00 (AST)	Atlantic Canada	General Population	DN
9	Wed, Nov 19 th	8:00-10:00 PM	6:00-8:00 (MST)	Alberta	General Population	DN
12	Tues, Nov 25 th	9:00-11:00 PM	6:00-8:00 (PST)	British Columbia	Low-to-Moderate Income Earners	TBW



Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

English **CONTINUE**

French **SWITCH TO FRENCH SCREENER**

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

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

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

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

Yes **CONTINUE**

No **THANK AND END**

SCREENING QUESTIONS

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

A market research firm

THANK AND END

A marketing, branding, or advertising agency

THANK AND END

A magazine or newspaper

THANK AND END

A federal/provincial/territorial government department or agency

THANK AND END

A political party

THANK AND END

In public/media relations

THANK AND END

In radio/television

THANK AND END

A Crown Corporation

ASK Q1A

No, none of the above

CONTINUE

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

Bank of Canada
Canadian Mortgage and Housing Corporation
All others

VOLUNTEERED Prefer not to answer

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

LOCATIONS:

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

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

2. In which city do you reside?

LOCATION	CITIES	
Ontario and Atlantic Canada	Cities and towns include (but are not limited to):	CONTINUE – GROUP 1
	<u>Ontario</u> Barrie, Brampton, Guelph, Hamilton, Kingston, Kitchener-Waterloo, London, Markham, Mississauga, Ottawa, Peterborough, Sarnia, Sudbury, Thunder Bay, Timmins, Toronto, Vaughan, Windsor	
	Atlantic Canada	
	<u>Newfoundland and Labrador:</u> St. John's, Corner Brook, Conception Bay, Mount Pearl, Labrador City, Grand Falls-Windsor, Paradise, Gander, Happy Valley-Goose Bay, Wabush	
	<u>Nova Scotia:</u> Halifax, Cape Breton, New Glasgow, Glace Bay, Truro	
	<u>New Brunswick:</u> Greater Moncton Area, Greater Saint John Area, Quispamsis – Rothesay, Dieppe, Miramichi, Edmundston, Fredericton, Saint John	
	<u>Prince Edward Island:</u> Charlottetown, Charlottetown Region	

	ENSURE A GOOD MIX.	
British Columbia	Cities could include (but are not limited to): Vancouver, Victoria, Kelowna, Kamloops, Chilliwack, Maple Ridge, New Westminster, Prince George, Courtenay, Vancouver, Abbotsford, Burnaby, Coquitlam, Richmond, Surrey, Delta, Langley, White Rock, Nanaimo, Chilliwack, Vernon, Maple Ridge, New Westminster, Port Moody, Campbell River, Penticton. ENSURE A GOOD MIX ACROSS THE REGION.	CONTINUE – GROUP 2 or GROUP 11
Urban Centres Manitoba and Saskatchewan	Cities could include (but are not limited to): <u>Saskatchewan</u> Saskatoon, Regina <u>Manitoba</u> Winnipeg, Brandon ENSURE A GOOD MIX.	CONTINUE – GROUP 4
Newfoundland and Labrador	Cities and towns include (but are not limited to): St. John's, Corner Brook, Conception Bay, Mount Pearl, Labrador City, Grand Falls-Windsor, Paradise, Gander, Happy Valley-Goose Bay, Wabush ENSURE A GOOD MIX.	CONTINUE – GROUP 5
Greater Toronto Area	Cities include (but are not limited to): City of Toronto, Durham (Ajax, Clarington, Brock, Oshawa, Pickering, Whitby), Halton (Burlington, Halton Hills, Oakville, Milton), Peel (Brampton, Caledon, Mississauga), York (Markham, Vaughan, Richmond Hill, Newmarket, Aurora, King) ENSURE A GOOD MIX ACROSS THE REGION. NO MORE THAN 2 FROM THE CITY OF TORONTO OR PER REGIONAL MUNICIPALITY.	CONTINUE – GROUP 6
Greater Vancouver Area	Cities include (but are not limited to):	CONTINUE – GROUP 7

	Vancouver, Abbotsford, Burnaby, Coquitlam, Richmond, Surrey, Delta, Langley, White Rock, Chilliwack, Mission Hope, Maple Ridge, New Westminster, North Vancouver, Port Coquitlam, Port Moody ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. NO MORE THAN TWO PER CITY.	
Atlantic Canada	Cities/regions could include (but are not limited to): <u>Newfoundland and Labrador</u> : St. John's, Corner Brook, Conception Bay, Mount Pearl, Labrador City, Grand Falls-Windsor, Paradise, Gander, Happy Valley-Goose Bay, Wabush <u>Nova Scotia</u> : Halifax, Cape Breton, New Glasgow, Glace Bay, Truro <u>New Brunswick</u> : Greater Moncton Area, Greater Saint John Area, Quispamsis – Rothesay, Dieppe, Miramichi, Edmundston, Fredericton, Saint John <u>Prince Edward Island</u> : Charlottetown, Charlottetown Region ENSURE A GOOD MIX OF CITIES/REGIONS ACROSS PROVINCES. NO MORE THAN 3 FROM EACH PROVINCE.	CONTINUE – GROUP 8
Alberta	Cities/towns could include (but are not limited to): Calgary, Edmonton, Red Deer, Lethbridge, Wood Buffalo, Airdrie, Fort McMurray, Medicine Hat, Grande Prairie ENSURE A GOOD MIX. NO MORE THAN 2 PER CITY.	CONTINUE – GROUP 9
VOLUNTEERED Prefer not to answer		THANK AND END

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

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



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

Under 18 years of age	IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE, THANK AND END.
18-24	IF GROUP 1 – THANK AND END
25-34	
35-49	ALL OTHERS CONTINUE
50-65	IF GROUP 2 – THANK AND END
65+	
[Volunteered] Prefer not to answer	THANK AND END

GROUP 1 WILL BE COMPOSED ENTIRELY OF THOSE AGED 50 YEARS AND OLDER. **GROUP 2** WILL BE COMPOSED ENTIRELY OF THOSE AGED 18-49 YEARS. ENSURE A GOOD MIX IN ALL OTHER GROUPS.

4. **ASK ONLY GROUP 6** How would you describe your level of concern about crime in your community and more broadly across Canada?

Very concerned	CONTINUE
Somewhat concerned	CONTINUE
Indifferent	THANK AND END
Not very concerned	THANK AND END
Not at all concerned	THANK AND END
Don't know/Prefer not to answer	THANK AND END

ENSURE A GOOD MIX OF VERY CONCERNED AND SOMEWHAT CONCERNED

- 4a. **ASK ONLY GROUP 6** In the past 5 years, would you say the level of crime in your community has ...

Increased	CONTINUE
Stayed about the same	THANK AND END
Decreased	THANK AND END
VOLUNTEERED Not Sure	THANK AND END

- 4b. **ASK ONLY GROUP 6** What type of crime are you most concerned about?

Violent crime
Property crime
Petty crime

Hate crimes (based on gender, racial, or religious prejudice)

Fraudulent crimes

Other, please specify: _____

VOLUNTEERED Not sure

THANK AND END

VOLUNTEERED Preferred not to answer

THANK AND END

ENSURE A GOOD MIX.

5. **ASK ONLY IF GROUP 7** Were you born in Canada?

Yes **THANK AND END**

No **CONTINUE TO Q5a.**

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

- 5a. **ASK ONLY IF GROUP 7** How many years have you lived in Canada?

Less than 5 years	CONTINUE
5 years to less than 10 years	
10 to 20 years	THANK AND END
21 to 30 years	
31 or more years	
Don't know/Prefer not to answer	

6. 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	IF GROUP 11 = CONTINUE IF: ONE PERSON HOUSEHOLD ≤ \$40K, TWO PERSON HOUSEHOLD ≤ \$50K, OR 3+ PERSON HOUSEHOLD ≤ \$65K
\$20,000 to just under \$40,000	
\$40,000 to just under \$50,000	
\$50,000 to just under \$65,000	
	ALL OTHER GROUPS = CONTINUE
\$65,000 to just under \$80,000	IF GROUP 11 = THANK AND END
\$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	ALL OTHER GROUPS = CONTINUE
VOLUNTEERED Prefer not to answer	THANK AND END

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

Yes **CONTINUE**

No **EXPLAIN THE FOLLOWING** "a focus group consists of six to eight participants and one



moderator. During a two-hour session, participants are asked to discuss a wide range of issues related to the topic being examined."

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

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

9. 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

10. **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**

11. **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**

12. **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.

13. 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.17**

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

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

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

0-4 groups

CONTINUE

3-6 or more groups

THANK AND END

16. 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.

17. 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.

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

White/Caucasian

South Asian (e.g., East Indian, Pakistani, Sri Lankan)

Chinese

Black

Latin American

Filipino

Arab

Southeast Asian (e.g., Vietnamese, Cambodian, Thai)

Korean or Japanese

Indigenous

Other (specify)

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

ENSURE A GOOD MIX.

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

Male	CONTINUE
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Female	CONTINUE
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ENSURE A GOOD MIX.

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

Yes. **CONTINUE TO INVITATION**

No. **THANK AND END**

INVITATION

I would like to invite you to this online focus group discussion, which will take place the evening of **[INSERT DATE/TIME BASED ON GROUP # IN CHART ON PAGE 1]**. The group will be two hours in length, and you will receive \$125 for your participation following the group via an e-transfer.

Please note that there may be observers from the Government of Canada at the group and that the discussion will be videotaped. By agreeing to participate, you have given your consent to these procedures.

Would you be willing to attend?

Yes **CONTINUE**

No **THANK AND END**

May I please have your full name, a telephone number that is best to reach you at as well as your e-mail address if you have one so that I can send you the details for the group?

Name:

Telephone Number:

E-mail Address:

You will receive an e-mail from **[INSERT RECRUITER]** with the instructions to login to the online group. Should you have any issues logging into the system specifically, you can contact our technical support team at support@thestrategiccounsel.com.

We ask that you are online at least 15 minutes prior to the beginning of the session in order to ensure you are set up and to allow our support team to assist you in case you run into any technical issues. We also ask that you restart your computer prior to joining the group.

You may be required to view some material during the course of the discussion. If you require glasses to do so, please be sure to have them handy at the time of the group. Also, you will need a pen and paper in order to take some notes throughout the group.

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



THE
**STRATEGIC
COUNSEL**

Thank you very much for your time.

RECRUITED BY: _____

DATE RECRUITED: _____

November French Recruiting Script

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 :

GROUPE	DATE	HEURE (HNE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
3	Mercredi 5 novembre	18h-20h	Montréal et Laval	Hommes de 50 ans et moins	MP
10	Jeudi 20 novembre	18h-20h	Région de l'Estrie	Population générale	MP
11	Mardi 25 novembre	18h-20h	Ville de Québec et ses environs	Population générale	MP

Questionnaire de recrutement

INTRODUCTION

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

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

NOTER LA LANGUE ET CONTINUER

Français **CONTINUER**

Anglais **PASSER AU QUESTIONNAIRE ANGLAIS**

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

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



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

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

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

QUESTIONS DE SÉLECTION

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

Une société d'études de marché	REMERCIER ET CONCLURE
Une agence de commercialisation, de marque ou de publicité	REMERCIER ET CONCLURE
Un magazine ou un journal	REMERCIER ET CONCLURE
Un ministère ou un organisme gouvernemental fédéral, provincial ou territorial	REMERCIER ET CONCLURE
Un parti politique	REMERCIER ET CONCLURE
Dans les relations publiques ou les relations avec les médias	REMERCIER ET CONCLURE
Dans le milieu de la radio ou de la télévision	REMERCIER ET CONCLURE
Une société d'État	DEMANDER Q1A
Non, aucune de ces réponses	CONTINUER

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

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

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

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

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

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

3. Dans quelle ville habitez-vous?

LIEU	VILLES	
Montréal et Laval	Les villes peuvent notamment comprendre : Montréal, Laval ASSURER UN BON MÉLANGE.	CONTINUER – GROUPE 3
Région de l'Estrie	Les villes peuvent notamment comprendre : Sherbrooke, Granby, Magog, Cowansville, Bromont, Coaticook, Val-des-Sources, Lac-Mégantic ASSURER UN BON MÉLANGE.	CONTINUER – GROUPE 10
Ville de Québec et ses environs	Les villes peuvent notamment comprendre : Ville de Québec, Lévis, Île d'Orléans, Côte-de-Beaupré, Jacques-Cartier, Charlevoix. ASSURER UN BON MÉLANGE.	CONTINUER – GROUPE 12
RÉPONSE SPONTANÉE Préfère ne pas répondre		REMERCIER ET CONCLURE

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

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

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

Homme **CONTINUER**

Femme **SI GROUPE 3 – REMERCIER ET CONCLURE, CONTINUER TOUS LES AUTRES GROUPES
POUR LES GROUPES 10 ET 12, ASSURER UNE PROPORTION ÉGALE D'HOMMES ET DE FEMMES DANS
CHAQUE GROUPE.**

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

Moins de 18 ans	REMERCIER ET CONCLURE
18 à 24 ans	CONTINUER
25 à 29 ans	
30 à 34 ans	
35 à 44 ans	
45 à 49 ans	
50 ans ou plus	SI GROUPE 3 – REMERCIER ET CONCLURE CONTINUER TOUS LES AUTRES GROUPES
RÉPONSE SPONTANÉE Préfère ne pas répondre	REMERCIER ET CONCLURE

ASSURER UN BON MÉLANGE.

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

Oui **CONTINUER**

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

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

1-2 **REMERCIER ET CONCLURE**

3-5 **CONTINUER**

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

Le participant a accès à Internet haut débit

Le participant a un ordinateur avec caméra Web



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

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

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

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

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

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

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

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

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

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

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

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

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

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

CRITÈRES DE RECRUTEMENT SUPPLÉMENTAIRES

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

17. 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.

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

Moins de 20 000 \$	CONTINUER
20 000 \$ à moins de 40 000 \$	
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	REMERCIER ET CONCLURE
RÉPONSE SPONTANÉE : Préfère ne pas répondre	

ASSURER UN BON MÉLANGE.

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

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

ASSURER UN BON MÉLANGE.

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

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

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

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

Oui

Non **REMERCIER ET CONCLUREE**

INVITATION

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

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

Est-ce que vous accepteriez de participer ?

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

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

Nom :

Numéro de téléphone :

Adresse courriel :

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

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

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

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

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____

DATE DU RECRUTEMENT : _____

Appendix B – Discussion Guides

November English Moderator's Guide

INTRODUCTION (10 minutes) – All locations

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

GOVERNMENT OF CANADA IN THE NEWS (5-10 minutes) – Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49, Montreal & Laval Men Aged 18-49, Urban Centres Manitoba & Saskatchewan, Newfoundland & Labrador, Greater Toronto Area Individuals Concerned About Crime, Greater Vancouver Area Recent Immigrants, Estrie Region Quebec, Quebec City and Surrounding Regions, British Columbian Low to Moderate Income Earners

- 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 Individuals Concerned About Crime, Greater Vancouver Area Recent Immigrants Have you heard anything about the economy in the last few days from the news or federal government announcements?
 - SHOW OF HANDS: What about the federal budget? Have you heard anything about that?

ECONOMY (20-25 minutes) – Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49, Montreal & Laval Men Aged 18-49, Urban Centres Manitoba & Saskatchewan, Quebec City and Surrounding Regions

To begin, I'd like to talk about Canada's economy...

- To start, I would like you to think of a word you would use to describe how you feel about the Canadian economy these days. It could be a positive, negative, or neutral word.
 - MODERATOR TO ASK EACH PARTICIPANT: What word did you choose and why did you pick that word?
- What specific economic issue are you most concerned about in terms of how it affects you personally?
- Do you think the Canadian economy will get better, get worse or stay about the same in the coming year? What makes you say that?

- What about for you personally – do you think you will do better, worse, or no different financially in the coming year? What makes you say that?

PERFORMANCE AND PRIORITIES/ECONOMY (30 minutes) – British Columbian Low to Moderate Income Earners

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

- What does the Government of Canada do well?
- 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?
- Do you think the Canadian economy will get better, get worse or stay about the same in the coming year? What makes you say that?
- What about for you personally – do you think you will do better, worse, or no different financially in the coming year? What makes you say that?
- 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?
- What would you like to see from the Government of Canada when it comes to the economy?

BUDGET – FIRST REACTIONS (5-15 minutes) – Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49, Montreal & Laval Men Aged 18-49, Urban Centres Manitoba & Saskatchewan, Newfoundland & Labrador, Greater Vancouver Area Recent Immigrants

- Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49, Montreal & Laval Men Aged 18-49, Urban Centres Manitoba & Saskatchewan, Newfoundland & Labrador Have you heard anything about the economy in the last few days from the news or federal government announcements?
 - SHOW OF HANDS: What about the federal budget? Have you heard anything about that?

- **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49, Montreal & Laval Men Aged 18-49, Urban Centres Manitoba & Saskatchewan** SHOW OF HANDS: Did any of you watch the budget speech by the Minister of Finance or have you seen any clips of it on the news or social media?

Greater Vancouver Area Recent Immigrants Next, I want to talk more about the Government of Canada's budget.

MODERATOR TO CLARIFY:

Every year the federal government announces a budget for the coming year. This is where the government describes what it will invest in and any plans it has for new programs. The government will also make projections on things like the deficit and where the economy is headed. This year's federal budget was announced [today/yesterday/last week, on November 4th/last week].

(NOTE TO MODERATOR: If participants haven't heard anything about the budget, it's fine if they can't comment)

- **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49, Montreal & Laval Men Aged 18-49, Urban Centres Manitoba & Saskatchewan** What comes to mind about this year's federal budget? It could be your overall reaction to the budget, or it could be a specific measure you remember from the budget.
 - What makes you say that?
- **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49, Montreal & Laval Men Aged 18-49, Urban Centres Manitoba & Saskatchewan** Was your overall reaction to the budget positive or negative?
 - Why do you say that?
- **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49, Montreal & Laval Men Aged 18-49, Urban Centres Manitoba & Saskatchewan** Were there any specific things in the budget that you heard about and liked?
- **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49, Montreal & Laval Men Aged 18-49, Urban Centres Manitoba & Saskatchewan** What, if anything, was the main "story" or "theme" from this year's budget?
 - Was it similar to budgets from past years or did this budget have a different theme? How so?
- **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49, Montreal & Laval Men Aged 18-49, Urban Centres Manitoba & Saskatchewan** Was there anything you would have liked to have seen in the budget that was not there?

- **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49, Montreal & Laval Men Aged 18-49, Urban Centres Manitoba & Saskatchewan** Was there anything in the budget that could have an impact on your personal or household financial situation – for better or worse? What was it?
- **Newfoundland & Labrador, Greater Vancouver Area Recent Immigrants** What is your overall reaction to the budget?
 - Why do you say that?
- **Newfoundland & Labrador, Greater Vancouver Area Recent Immigrants** Is there a specific measure you remember from the budget?
 - What did you think about it?

BUDGET – SPECIFIC MEASURES (45 minutes) – **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49, Montreal & Laval Men Aged 18-49, Urban Centres Manitoba & Saskatchewan, Newfoundland & Labrador, Greater Toronto Area Individuals Concerned About Crime, Greater Vancouver Area Recent Immigrants**

Greater Toronto Area Individuals Concerned About Crime Now I want to shift the conversation from specific budget measures to address crime to the Government of Canada's budget more broadly.

Greater Toronto Area Individuals Concerned About Crime Every year the federal government announces a budget for the coming year. This is where the government describes what it will invest in and any plans it has for new programs. The government will also make projections on things like the deficit and where the economy is headed. This year's federal budget was announced last week.

There were many specific measures in the budget, and I want to go over some of the highlights to get your reactions, even if this is the first time you're hearing about them.

I'm going to show you a list of measures that were announced in the budget. Note that this is not an exhaustive list of everything in the budget.

SHOW ON SCREEN

- Prioritize **Canadian suppliers and products** for Government of Canada projects with the Buy Canadian policy
- **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49** Create a \$17 billion fund to help provinces and territories with priorities like housing and health infrastructure

- Invest \$5 billion to help provinces and territories **build and repair health care infrastructure**, such as hospitals and emergency rooms
- **Reduce the size of the federal public service workforce** from 368,000 in 2023-24 to 330,000 by the end of 2028-29
- Introduce a set of **tax incentives** to help businesses make investments (e.g. machinery, technology) that **increase their productivity**, known as the Productivity Super-Deduction
- Invest \$2 billion to make strategic investments in **critical minerals** projects and companies
- Invest \$5 billion to **build infrastructure** that moves Canadian products to global markets, like ports and rail lines
- **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49** Invest \$1 billion in major transportation projects in the Arctic to strengthen our sovereignty
- Provide \$82 billion over 5 years to **rebuild, rearm, and reinvest in the Canadian Armed Forces**
- **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49** Invest in Canadian border security and hire 1,000 new border security officers to increase capacity and combat a wide range of threats including organized crime
- **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49** Help businesses in all sectors and regions impacted by tariffs to adapt, diversify, and grow
- **Balance day-to-day operating spending** with revenues by the 2028-29 fiscal year
- **Cap the number of temporary residents** at less than 5% of the population by the end of 2027
- **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49** Cap the number of new permanent residents at less than 1% of the Canadian population beyond 2027
- **Invest \$150 million in 2025-26 for CBC/Radio-Canada**
- **Newfoundland & Labrador, Greater Toronto Area Individuals Concerned About Crime, Greater Vancouver Area Recent Immigrants** Create a new **Climate Competitiveness Strategy** that will build sustainably and focus on low-emission energy, transport, housing and manufacturing
- **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49, Montreal & Laval Men Aged 18-49, Urban Centres Manitoba & Saskatchewan** **POLL:** Now I'd like you to select the ones that you think will have the most positive impact on Canadians. You can select up to 2. If you don't think any will have a positive impact, don't select any.

OPTIONS FOR POLL

- **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49** Buy Canadian Policy
- **Montreal & Laval Men Aged 18-49, Urban Centres Manitoba & Saskatchewan** Adopt a Buy Canadian Policy for Government of Canada projects
- **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49** A \$17 billion fund to help with priorities like housing and health infrastructure

- Invest \$5 billion to help provinces and territories build and repair health care infrastructure
 - Reduce the size of the federal public service workforce
 - Investments in critical minerals projects and companies
 - Introduce a set of tax incentives to help businesses make investments (e.g. machinery, technology)
 - Build infrastructure like ports and rail lines that move Canadian products to global markets
 - **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49** Invest \$1 billion in major transportation projects in the Arctic
 - Provide \$82 billion over 5 years to rebuild, rearm, and reinvest in the Canadian Armed Forces
 - **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49** Invest in Canadian border security and hire 1,000 new border security officers
 - Cap the number of temporary residents at less than 5% of the population
 - **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49** Help businesses in all sectors and regions impacted by tariffs to adapt, diversify, and grow
 - Balance day-to-day operating spending with revenues by the 2028-29 fiscal year
 - **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49** Cap the number of new permanent residents at less than 1% of the Canadian population
 - Invest \$150 million in 2025-26 for CBC/Radio-Canada
-
- **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49, Montreal & Laval Men Aged 18-49, Urban Centres Manitoba & Saskatchewan** MODERATOR TO GO THROUGH SELECTIONS: Why did you select this measure?
 - **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49, Montreal & Laval Men Aged 18-49, Urban Centres Manitoba & Saskatchewan** Is there anything in this list that the Government of Canada should not be doing?
 - **Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49, Montreal & Laval Men Aged 18-49, Urban Centres Manitoba & Saskatchewan** Do you think any of these measures would help you get ahead?
 - What about for Canadians more broadly?
 - **Newfoundland & Labrador, Greater Toronto Area Individuals Concerned About Crime, Greater Vancouver Area Recent Immigrants** Is there anything in this list that stands out to you?
 - Why?
 - **Newfoundland & Labrador, Greater Toronto Area Individuals Concerned About Crime, Greater Vancouver Area Recent Immigrants** Is there anything the budget should focus more on?

- PROMPT AS NEEDED: Should it focus more on housing? What about the cost of living?
- Newfoundland & Labrador, Greater Toronto Area Individuals Concerned About Crime, Greater Vancouver Area Recent Immigrants As we have seen, the Government of Canada aims to increase defense spending, including providing \$82 billion over 5 years to rebuild, rearm, and reinvest in the Canadian Armed Forces.
 - What are your thoughts about these investments in defense?
 - Is this an important area to focus on? Why/why not?
- Newfoundland & Labrador, Greater Toronto Area Individuals Concerned About Crime, Greater Vancouver Area Recent Immigrants As we have also seen, the Government of Canada is planning infrastructure investments like ports and rail lines, as well as for health care
 - What are your thoughts about these kinds of infrastructure investments?
 - If you had to choose, what would be a higher priority: infrastructure like ports and rails or infrastructure for health care? What makes you say that?
 - Do you see any local benefits for infrastructure investments outside your community or even outside your province?
 - PROMPT AS NEEDED: Do you think infrastructure investments elsewhere in Canada could benefit the local economy here? What makes you say that?
- Newfoundland & Labrador, Greater Toronto Area Individuals Concerned About Crime, Greater Vancouver Area Recent Immigrants What are your initial thoughts about the Climate Competitiveness Strategy, which aims to build sustainably?
 - Is the budget focused too much, not enough, or about the right amount on the environment and clean energy projects?
- Newfoundland & Labrador, Greater Toronto Area Individuals Concerned About Crime, Greater Vancouver Area Recent Immigrants The Government of Canada has indicated it would consider the idea of building more pipelines, for example a new pipeline to bring oil from Alberta to the West Coast. What do you think about this?
 - When thinking about the federal government's plan to move more Canadian products to global markets, do you think it makes sense to build more pipelines, or do you think that Canada can grow its economy without exporting more oil and gas? What makes you say that?

- Newfoundland & Labrador, Greater Vancouver Area Recent Immigrants Was there anything in the budget that could have an impact on your personal or household financial situation – for better or worse? What was it?
 - What about for Canadians more broadly?

CANADA WORDMARK (20 minutes) – Newfoundland & Labrador, Greater Toronto Area Individuals Concerned About Crime, Greater Vancouver Area Recent Immigrants, Estrie Region Quebec

Switching topics...

- When you notice information from the Government of Canada (either online, on paper, on billboards, on TV, etc.), how do you know it is from the Government of Canada?
 - *Probe:* Is it clear to you that this is information that comes from the Government of Canada? Why? Why not?
 - *If not, probe:* Can you give me an example of an instance when you weren't sure?
- When you *hear* information, on the radio for instance, how do you know it's from the Government of Canada?
 - *Probe:* Where do you hear this? Radio? TV?
 - *Probe:* Are there specific statements or sounds that are used to identify the information is from the Government of Canada?

SHOW CANADA WORDMARK ON SCREEN

- Have you seen this symbol before? If so, where?
- I want to ask you what this symbol means in general and also what it means to *you* personally:
 - So, first: what does this symbol mean in general? Anything else?
 - *If not mentioned, probe:* Do you think that the symbol represents the Government of Canada? Why? Why not?
 - Ok, now what does this symbol mean to *you* personally?
 - *Probe if necessary:*
 - What are you most likely to associate this symbol with? How does it make you *feel*? Why?
 - Does the symbol represent positive or negative feelings/ideas? Why?
- Why do you think the Government of Canada uses this symbol in its communications/information?
- Where do you expect this symbol to be displayed?



- *If TRUST/CREDIBILITY/CONFIDENCE not mentioned yet, ask:* When you notice this symbol, do you trust the information that comes along with it? Do you have confidence that the information is credible? Why? Why not?

PLAY MUSICAL SIGNATURE (first 4 notes of O-Canada; .wav file)

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

CANADA-U.S. RELATIONS - TARIFFS (20 minutes) – Ontarians and Atlantic Canadians Aged 50+, British Columbians Aged 18-49, Montreal & Laval Men Aged 18-49, Urban Centres Manitoba & Saskatchewan, Newfoundland & Labrador

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?
 - 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?

CRIME (30 minutes) – Greater Toronto Area Individuals Concerned About Crime

Now I'd like to focus on how the Government of Canada plans to address the issue of crime.

- In your community, do you have any concerns about your security and safety?
- In your community, would you say that crime is a major issue, a minor issue, or not really an issue at all? Why?

- IF A MAJOR ISSUE: What are the crime issues in your community?
 - How have they impacted you, if at all?
- Do you know of anything the Government of Canada has done over the last few years in relation to gun control? Are you aware of anything they are doing now?
 - PROMPT AS NEEDED: What about banning a number of makes and models of assault-style firearms?
 - AS NEEDED: What about adding additional models to the list of prohibited assault-style firearms?
 - IF NOT MENTIONED: What about the expansion of the existing prohibition of assault-style firearms?

MODERATOR TO CLARIFY:

In 2020, the Government of Canada banned over 1,500 makes and models of assault-style firearms. Additional makes and models were added in December 2024 and then again in March 2025, bringing the total to over 2,500.

- Has anyone heard about this?
- Do you think banning over 2,500 makes and models of assault-style firearms will help reduce crime in Canada? What makes you say that

In the recent 2025 Budget, the Government of Canada outlined ways to address the issue of crime in Canada. We'll go over some of the measures but note that this is not an exhaustive list of everything in the budget related to crime.

SHOW ON SCREEN

- **Protecting Canada's borders**, including responding to threats of cross-border smuggling of illegal guns and drugs, including fentanyl.
- Strengthening federal law enforcement, such as investing in **hiring more RCMP personnel to enforce laws and protect communities**.
- Launching a bail reform strategy, which includes **making bail laws stricter and sentencing laws tougher** for repeat and violent offenders.
- Implementing a Canada Community Security Program to address the rise in hate and hate related crimes, **to protect places of worship, schools, and community centres**.
- **POLL:** Now I'd like you to select the one that you think would have the most positive impact on Canadians. If you don't think any would have a positive impact, please select 'None of these.'
 - **Protecting Canada's borders**, notably from illegal guns and drugs

- **Hiring more RCMP personnel** to enforce laws and protect communities
- **Making bail laws stricter and sentencing laws tougher** for repeat and violent offenders
- **Protecting places of worship, schools and community centres** from hate-related crimes
- **None of these**

Moderator to review selections:

- Why did you choose this one?
- Have you heard about any of these measures before today?
- Do you think any of these measures would make a real difference for you or the people in your community?
 - IF YES: Which one(s)? What makes you say that?
 - IF NO: What kind of action is needed to address crime in your community?
- When it comes to toughening bail laws, some say the rules in Canada are not strict enough, and that it is too easy for people who have committed violent crimes in the past to receive bail. Others say that making the rules stricter would further crowd jails, many of which are already beyond capacity, so we need to find another solution. Which comes closest to your view?

IMMIGRATION (25-30 minutes) – Greater Vancouver Area Recent Immigrants, Quebec City and Surrounding Regions, British Columbian Low to Moderate Income Earners

Now I'd like to focus on how the Government of Canada is dealing with immigration.

- What news have you seen, read, or heard lately about the Government of Canada and immigration?
- Overall, how would you describe the current state of the immigration system in Canada?

SHOW ON SCREEN:

In the recent 2025 Budget, the Government of Canada announced its plan to:

- Stabilize new permanent resident admissions to be less than 1% of the Canadian population after 2027. This includes:
 - Targeting 380,000 permanent resident admissions/year, down from 395,000 in 2025; and
 - Increasing the share of economic migrants from 59% to 64% within this overall target.

- Reduce the total number of temporary residents to less than 5% of the population by the end of 2027, down from a peak of 7.6% in 2024 (for comparison, temporary residents made up 3.3% of the Canadian population in 2018). This includes:
 - Targeting 385,000 new temporary resident admissions in 2026, down from 673,650 in 2025; and
 - Targeting 370,000 new temporary resident admissions per year, in 2027 and 2028.
- What are your initial thoughts about the Government of Canada's proposed 2026-2028 immigration plan?
- And thinking specifically about permanent residents, do you think this is too many, too few or about the right number of permanent residents? What makes you say that?
 - And what do you think about increasing the proportion of economic migrants within this total?
- What do you think about the federal government's plan to decrease the total number of temporary residents?

SHOW ON SCREEN:

As part of the 2026-2028 Immigration Levels Plan, the Government of Canada also proposes the following:

- A one-time initiative to **recognize eligible Protected Persons in Canada** as permanent residents over the next two years.
- A one-time measure to accelerate the transition of up to **33,000 work permit holders to permanent residency** in 2026 and 2027.
- Work with provinces and territories to **improve and speed up foreign credential recognition**, with a focus on health and construction sectors.
- Develop an **International Talent Attraction Strategy and Action Plan** to help meet strategic labour market needs and drive innovation and growth in our strategic industries, while respecting immigration targets to ensure a sustainable immigration rate.
- Is there anything in this list that stands out to you?
 - Why?
- Do you think any of these measures would make a real difference in addressing Canada's current economic challenges? What makes you say that?

ADVERTISING – MAJOR PROJECTS (20 minutes) – Atlantic Canada, Alberta, Estrie Region Quebec

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

We will view the video twice, and then we will discuss your thoughts. Feel free to take notes to help you remember what you liked and didn't like about it.

SHOW VIDEO ON SCREEN

- 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?
 - What are your thoughts about the message the ad is conveying?
- What do you think about the narration during the ad?
 - Does the narrator help strengthen the message? 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 thoughts about what could make this ad more effective?

MAJOR INFRASTRUCTURE PROJECTS (40-45 minutes) – Atlantic Canada, Alberta, Estrie Region Quebec, Quebec City and Surrounding Regions, British Columbian Low to Moderate Income Earners

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 first five projects under consideration that were announced earlier this summer are ...

SHOW ON SCREEN (SLIDES)

Moderator to read the name and description shown below each image.

- 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?

Last week, the Government of Canada announced a list of six additional major infrastructure projects under consideration to help transform Canada's economy. The additional projects under consideration are ...

SHOW ON SCREEN (SLIDES)

Moderator to read the name and description shown below each image.

- What is your overall reaction to these additional projects?
- Is there anything you like or don't like?
 - Do you have any concerns about any of these projects?
- Beyond where these projects are located, what do you think about the mix of projects? For instance, there are mining, hydroelectricity and liquefied natural gas (LNG) projects. Are these the right types of projects the Government of Canada should be selecting?

NOTE FOR MODERATOR: WHEN DISCUSSING THE MIX OF PROJECTS, IT'S FINE IF PARTICIPANTS DISCUSS WHERE THE PROJECTS ARE LOCATED (I.E. THE REGIONAL MIX). HOWEVER, PLEASE PROBE IF NEEDED ON OTHER ELEMENTS (I.E. TYPES OF PROJECTS) AS WELL.

- Is there a type of project that is missing?
- SHOW OF HANDS: Do you think that an oil pipeline project should have been part of this list? Why/why not?
 - **Alberta, Estrie Region Quebec, Quebec City and Surrounding Regions** What about an oil pipeline from Alberta to British Columbia? Why/Why not?

- **Alberta, Estrie Region Quebec, Quebec City and Surrounding Regions** What about an LNG pipeline in Quebec's North Coast? Why/Why not?
- **Atlantic Canada, Alberta, Estrie Region Quebec, Quebec City and Surrounding Regions** In your opinion, will these projects help achieve the goal of strengthening Canada's economic security?
- **British Columbian Low to Moderate Income Earners** Have you read, seen or heard anything about a possible new oil pipeline from Alberta to British Columbia? What have you heard?
 - IF YES: Have you heard anything about how the government of British Columbia feels about potential new pipelines coming from Alberta? What have you heard?
- **British Columbian Low to Moderate Income Earners** Have you read, seen or heard anything about possibly further expanding and optimizing the existing Trans Mountain Pipeline, which runs between Edmonton and Burnaby? What have you heard?
 - What are your thoughts about expanding the Trans Mountain Pipeline?

British Columbian Low to Moderate Income Earners Some have suggested that rather than building new pipelines from Alberta to BC, we should focus on expanding existing ones instead, like the Trans Mountain Pipeline. Others have suggested that we should do both; that is build new pipelines and expand existing ones.

- **British Columbian Low to Moderate Income Earners** Which view do you lean more towards? What makes you say that?
- **British Columbian Low to Moderate Income Earners** In your opinion, should the Government of Canada work with the provinces and territories to help with the development of new or expanded pipelines? What makes you say that?

HOME ENERGY EFFICIENCY (45 minutes) – Atlantic Canada, Alberta

Moving on ...

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

Before we get started:

- Does anyone own a home? [SHOW OF HANDS]
 - IF YES: Do you have any plans to renovate your home?
- Does anyone have any plans to buy a home or sell their home in the next year?
- 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 to identify upgrades and renovations that would help improve your home's energy efficiency. The advisor assesses your home's physical characteristics, like the type of heating system and the level of insulation. They then use this information 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 the current occupants and how they use energy (for example, how many people actually live in the home or the temperature they prefer), 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?
 - IF YES: Have you had an energy assessment done for your home?
- 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?
 - PROMPT: For example, the size, location, type of building (e.g., detached, rowhouse), having energy efficient upgrades?

Imagine two different homes in your area. The first home is a small, two-bedroom row house that's over 60 years old. It is drafty, the walls don't have much insulation, the windows tend to frost up on cold winter days, and the furnace is overdue for replacement. The second home is a large, five-bedroom detached house that was built last year. The builder added extra insulation and upgraded the windows to make sure that the occupants are comfortable in cold weather.

- Which of these two homes do you think should get a better energy rating?
 - PROMPT: Why do you think that?

Now, imagine that the owners of these two homes are friends, and they compare their utility bills. They discover that their energy bills are pretty similar. Even though the older home is poorly insulated and has leaky windows, it consumes less energy because it is smaller than the newer home, has fewer windows, and shares walls with its neighbours.

- Does this information change your thinking about which home should get a better rating?
 - PROMPT: Why or why not?

- 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 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?

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?

Let's consider two possible comparisons that could appear on a home energy label to provide a frame of reference for your home's rating. The first one compares your current home's energy efficiency to the efficiency you could expect if your home was built today with the same insulation, heating systems and windows that home builders use for new construction. The size, shape and location of this comparison would be the same as your home.

- Is that comparison useful to you?
- How would you use that information to make decisions about your house?

- What would it mean to you if your home rating was close to this new home reference? What about if your home's rating was worse?
 - PROMPT: Would that motivate you to improve your home?

Another possible comparison is to compare your current home's energy efficiency to the average efficiency of similar homes in your city, town or county. The similar homes in this comparison would be about the same size and age as your home.

- Is that comparison useful to you?
 - PROMPT: How similar does the comparison home need to be to your home for it to be useful?
- How would you use that information to make decisions about your house?
- What would it mean to you if your home rating was close to this similar home reference? What about if your home's rating was worse?
 - PROMPT: Would that motivate you to improve your home?
- Which of these two comparisons is easiest to understand, the comparison with your home built to new construction standards or the comparison with similar homes in your area?
 - Which comparison is most useful?
- Are there other comparisons that you would find more useful?

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.



November French Moderator's Guide

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 (5-10 minutes) — Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans, hommes âgés de 18 à 49 ans résidant à Montréal et à Laval, résidents de centres urbains du Manitoba et de la Saskatchewan, résidents de Terre-Neuve-et-Labrador, résidents de la région du Grand Toronto préoccupés par la criminalité, immigrants récents de la région métropolitaine de Vancouver, résidents de la région de l'Estrie (Québec), résidents de Québec et des environs, Britanno-Colombiens à faible et moyen revenu.

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours?
 - Où avez-vous vu, lu ou entendu cela?
- Résidents de la région du Grand Toronto préoccupés par la criminalité, immigrants récents de la région métropolitaine de Vancouver — Avez-vous entendu parler de l'économie ces derniers jours dans les journaux ou par le biais d'annonces du gouvernement fédéral?
 - (À MAIN LEVÉE) Et pour ce qui est du budget fédéral? Avez-vous entendu quoi que ce soit à ce sujet?

ÉCONOMIE (20-25 minutes) — Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans, hommes âgés de 18 à 49 ans résidant à Montréal et à Laval, résidents de centres urbains du Manitoba et de la Saskatchewan, résidents de Québec et des environs.

D'abord, j'aimerais parler de l'économie canadienne...

- Pour commencer, j'aimerais que vous pensiez à un mot que vous utiliseriez pour décrire ce que vous pensez de l'économie canadienne aujourd'hui. Il peut s'agir d'un mot à connotation positive, négative ou neutre.
 - LE MODÉRATEUR DEMANDERA À CHAQUE PARTICIPANT ET PARTICIPANTE : Quel mot avez-vous choisi et pourquoi l'avez-vous choisi?
- Quel enjeu économique vous préoccupe particulièrement du point de vue de son impact sur votre vie personnelle?

- Pensez-vous que l'économie canadienne va s'améliorer, se détériorer ou demeurer à peu près la même au cours de l'année à venir? Qu'est-ce qui vous fait dire cela?
- Et en ce qui vous concerne personnellement, pensez-vous que votre situation financière s'améliorera, se dégradera ou ne changera pas au cours de l'année à venir? Qu'est-ce qui vous fait dire cela?

PERFORMANCES ET PRIORITÉS/ÉCONOMIE (30 minutes) — Britanno-Colombiens à faible et moyen revenu.

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

- Qu'est-ce que le gouvernement du Canada fait de bien?
- 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?
- Pensez-vous que l'économie canadienne va s'améliorer, se détériorer ou demeurer à peu près la même au cours de l'année à venir? Qu'est-ce qui vous fait dire cela?
- Et en ce qui vous concerne personnellement, pensez-vous que votre situation financière s'améliorera, se dégradera ou ne changera pas au cours de l'année à venir? Qu'est-ce qui vous fait dire cela?
- 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?
- Quelles autres initiatives souhaiteriez-vous que prenne le gouvernement du Canada en ce qui concerne l'économie?

BUDGET – PREMIÈRES RÉACTIONS (5-15 minutes) — Ontariens et Canadiens de l’Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans, hommes âgés de 18 à 49 ans résidant à Montréal et à Laval, résidents de centres urbains du Manitoba et de la Saskatchewan, résidents de Terre-Neuve-et-Labrador, immigrants récents de la région métropolitaine de Vancouver.

- Ontariens et Canadiens de l’Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans, hommes âgés de 18 à 49 ans résidant à Montréal et à Laval, résidents de centres urbains du Manitoba et de la Saskatchewan, résidents de Terre-Neuve-et-Labrador — Avez-vous entendu parler de l’économie ces derniers jours dans les journaux ou par le biais d’annonces du gouvernement fédéral?
 - (À MAIN LEVÉE) Et pour ce qui est du budget fédéral? Avez-vous entendu quoi que ce soit à ce sujet?
- Ontariens et Canadiens de l’Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans, hommes âgés de 18 à 49 ans résidant à Montréal et à Laval, résidents de centres urbains du Manitoba et de la Saskatchewan — À MAIN LEVÉE : Y en a-t-il parmi vous qui ont regardé le discours du ministre des Finances sur le budget ou qui en ont vu des extraits dans les journaux télévisés ou les médias sociaux?

Greater Vancouver Area Recent Immigrants - Maintenant, j’aimerais que nous parlions davantage du budget du gouvernement du Canada.

FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS :

Chaque année, le gouvernement fédéral annonce un budget pour l’année à venir. C’est à cette occasion que le gouvernement décrit les investissements qu’il entend réaliser et les nouveaux programmes qu’il envisage de mettre en place. Le gouvernement fait également des projections concernant le déficit et l’évolution de l’économie. Le budget fédéral prévu pour cette année a été annoncé [aujourd’hui/hier/la semaine passée, le 4 novembre/la semaine passée].

(MODÉRATEUR : S’ils n’ont rien entendu au sujet du budget, il n’y a aucun inconvénient à ce qu’ils n’émettent pas de commentaires)

- Ontariens et Canadiens de l’Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans, hommes âgés de 18 à 49 ans résidant à Montréal et à Laval, résidents de centres urbains du Manitoba et de la Saskatchewan — Qu’est-ce qui vous vient à l’esprit au sujet du budget fédéral de cette année? Vous pouvez réagir de manière générale au budget ou mentionner une mesure budgétaire précise dont vous vous souvenez.
 - Qu’est-ce qui vous fait dire cela?
- Ontariens et Canadiens de l’Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans, hommes âgés de 18 à 49 ans résidant à Montréal et à Laval, résidents de centres urbains



du Manitoba et de la Saskatchewan — Votre réaction générale au budget est-elle positive ou négative?

○ Qu'est-ce qui vous fait dire cela?

- Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans, hommes âgés de 18 à 49 ans résidant à Montréal et à Laval, résidents de centres urbains du Manitoba et de la Saskatchewan — Y a-t-il des éléments précis du budget dont vous avez entendu parler et qui vous ont plu?
- Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans, hommes âgés de 18 à 49 ans résidant à Montréal et à Laval, résidents de centres urbains du Manitoba et de la Saskatchewan — Quel était, le cas échéant, le principal « message » ou « thème » du budget de cette année?
 - Était-il semblable aux budgets des années précédentes ou son thème était-il différent? En quoi était-il semblable ou différent?
- Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans, hommes âgés de 18 à 49 ans résidant à Montréal et à Laval, résidents de centres urbains du Manitoba et de la Saskatchewan — Y a-t-il quelque chose que vous auriez aimé voir figurer dans le budget et qui n'y figure pas?
- Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans, hommes âgés de 18 à 49 ans résidant à Montréal et à Laval, résidents de centres urbains du Manitoba et de la Saskatchewan — Y a-t-il un élément du budget qui pourrait avoir un impact sur votre situation financière personnelle ou celle de votre ménage, pour le meilleur ou pour le pire? Lequel?
- Résidents de Terre-Neuve-et-Labrador, immigrants récents de la région métropolitaine de Vancouver — Quelle est votre réaction générale au budget?
 - Qu'est-ce qui vous fait dire cela?
- Résidents de Terre-Neuve-et-Labrador, immigrants récents de la région métropolitaine de Vancouver — Y a-t-il une mesure contenue dans le budget dont vous vous souvenez plus particulièrement?
 - Qu'en pensez-vous?

BUDGET – MESURES PARTICULIÈRES (45 minutes) — Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans, hommes âgés de 18 à 49 ans résidant à Montréal et à Laval, résidents de centres urbains du Manitoba et de la Saskatchewan, résidents de Terre-Neuve-et-Labrador, résidents de la région du Grand Toronto préoccupés par la criminalité, immigrants récents de la région métropolitaine de Vancouver.

Résidents de la région du Grand Toronto préoccupés par la criminalité — J'aimerais maintenant passer des mesures budgétaires particulières visant à lutter contre la criminalité au budget du gouvernement du Canada de manière plus générale.

Résidents de la région du Grand Toronto préoccupés par la criminalité — Chaque année, le gouvernement fédéral annonce un budget pour l'année à venir. C'est à cette occasion que le gouvernement décrit les investissements qu'il entend réaliser et les nouveaux programmes qu'il envisage de mettre en place. Le gouvernement fait également des projections concernant le déficit et l'évolution de l'économie. Le budget fédéral prévu pour cette année a été annoncé la semaine passée.

Le budget comporte de nombreuses mesures particulières et je souhaite en évoquer les grandes lignes afin de recueillir vos réactions, même si c'est la première fois que vous en entendez parler.

Je vais vous montrer une liste de mesures annoncées dans le budget. Notez qu'il ne s'agit pas d'une liste exhaustive de tout ce que contient le budget.

AFFICHER À L'ÉCRAN

- Prioriser les **fournisseurs et produits canadiens** pour les projets du gouvernement du Canada (la politique « Achetez canadien »).
- **Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans** — Créer un fonds avec 17 milliards de dollars pour aider avec des priorités comme les **infrastructures dans les secteurs du logement et des soins de santé**
- Investir 5 milliards \$ dans un **fonds consacré au secteur des soins de santé**, pour aider à bâtir et réparer des infrastructures comme des hôpitaux et des salles d'urgence
- **Réduire le nombre de fonctionnaires fédéraux** de 368 000 personnes en 2023-2024 à 330 000 d'ici la fin de 2028-2029
- Introduire une série **d'incitatifs fiscaux** pour aider des compagnies à faire des investissements (p. ex. : machinerie, technologie) pour **augmenter leur productivité** (« Superdéduction à la Productivité »)
- Investir 2 milliards \$ pour faire des investissements stratégiques dans des projets et compagnies de **minéraux critiques**
- Investir 5 milliards \$ pour **bâtir des infrastructures** (ex. : des ports, des chemins de fer) pour déplacer des produits canadiens vers des marchés internationaux
- **Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans** — Investir 1 milliard \$ dans de grands **projets de transport dans l'Arctique** afin de renforcer notre souveraineté
- Fournir 82 milliards de dollars sur cinq ans, qui serviront à **réinvestir pour rebâtir et réarmer les Forces armées canadiennes**

- Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans — Investir dans la **sécurité des frontières canadiennes** et engager 1000 nouveaux officiers pour augmenter la capacité et combattre différentes menaces incluant le crime organisé
- Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans — **Aider les compagnies** dans tous les secteurs et régions qui sont affectées par les tarifs à s'adapter, se diversifier, et grandir
- **Balancer les dépenses opérationnelles quotidiennes** du gouvernement avec les revenus d'ici l'année fiscale 2028-2029
- **Limiter le nombre de résidents temporaires** à moins de 5 % de la population canadienne après 2027
- Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans — **Limiter le nombre de nouveaux résidents permanents** à moins de 1 % de la population canadienne après 2027
- **Investir 150 millions dans Radio-Canada/CBC** en 2025-2026
- Résidents de Terre-Neuve-et-Labrador, résidents de la région du Grand Toronto préoccupés par la criminalité, immigrants récents de la région métropolitaine de Vancouver — Élaborer une nouvelle **stratégie de compétitivité climatique** s'inscrivant dans une démarche durable et mettant l'accent sur les énergies, les transports, le logement et la production à faibles émissions.
- Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans, hommes âgés de 18 à 49 ans résidant à Montréal et à Laval, résidents de centres urbains du Manitoba et de la Saskatchewan — **SONDAGE** : J'aimerais maintenant que vous sélectionniez les mesures qui auront, selon vous, l'impact le plus positif sur les Canadiens. Vous pouvez en choisir jusqu'à deux. Si vous jugez qu'aucune d'entre elles n'aura un impact positif, n'en sélectionnez aucune.

OPTIONS POUR LE SONDAGE

- Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans — Politique « Achetez canadien »
- Hommes âgés de 18 à 49 ans résidant à Montréal et à Laval, résidents de centres urbains du Manitoba et de la Saskatchewan — Adopter une politique d'achat de produits canadiens pour les projets du gouvernement du Canada
- Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans — Un fonds de 17 milliards \$ pour aider avec des priorités comme les infrastructures en logement et en santé.
- Investir 5 milliards \$ dans un fonds dans le domaine de santé, pour aider les provinces et territoires à bâtir et réparer des infrastructures
- Réduire le nombre de fonctionnaires fédéraux

- Introduire une série d'incitatifs fiscaux pour aider des compagnies à faire des investissements (ex. : machinerie, technologie)
- Effectuer des investissements stratégiques dans des projets et compagnies de minéraux critiques
- Construire des infrastructures telles que des ports et des chemins de fer qui déplacent les produits canadiens vers les marchés internationaux
- Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans — Investir 1 milliard \$ dans des projets de transport majeurs dans l'Arctique
- Fournir 82 milliards de dollars sur cinq ans, qui serviront à réinvestir pour rebâtir et réarmer les Forces armées canadiennes
- Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans — Investir dans la sécurité des frontières canadiennes et engager 1000 nouveaux officiers
- Limiter le nombre de résidents temporaires à moins de 5 % de la population canadienne après 2027
- Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans — Aider les compagnies dans tous les secteurs et régions qui sont affectées par les tarifs à s'adapter, se diversifier, et grandir
- Balancer les dépenses opérationnelles quotidiennes du gouvernement avec les revenus d'ici l'année fiscale 2028-2029
- Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans — Limiter le nombre de nouveaux résidents permanents à moins de 1 % de la population canadienne
- Investir 150 millions dans Radio-Canada/CBC en 2025-2026
- Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans, hommes âgés de 18 à 49 ans résidant à Montréal et à Laval, résidents de centres urbains du Manitoba et de la Saskatchewan — LE MODÉRATEUR PASSERA EN REVUE LES CHOIX : Pourquoi avez-vous choisi cette mesure?
- Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans, hommes âgés de 18 à 49 ans résidant à Montréal et à Laval, résidents de centres urbains du Manitoba et de la Saskatchewan — Y a-t-il quelque chose dans cette section que le gouvernement du Canada ne devrait pas faire?
- Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans, hommes âgés de 18 à 49 ans résidant à Montréal et à Laval, résidents de centres urbains du Manitoba et de la Saskatchewan — Pensez-vous que l'une ou l'autre de ces mesures vous aiderait à améliorer votre situation?
 - Et la situation des Canadiens et des Canadiennes de façon plus générale?

- Résidents de Terre-Neuve-et-Labrador, résidents de la région du Grand Toronto préoccupés par la criminalité, immigrants récents de la région métropolitaine de Vancouver — Y a-t-il quelque chose dans cette liste qui vous interpelle particulièrement?
 - Pourquoi?
- Résidents de Terre-Neuve-et-Labrador, résidents de la région du Grand Toronto préoccupés par la criminalité, immigrants récents de la région métropolitaine de Vancouver — Y a-t-il des domaines auxquels le budget devrait accorder davantage d'importance?
 - QUESTION À POSER AU BESOIN : Devrait-il accorder une plus grande importance au logement? Et au coût de la vie?
- Résidents de Terre-Neuve-et-Labrador, résidents de la région du Grand Toronto préoccupés par la criminalité, immigrants récents de la région métropolitaine de Vancouver — Comme nous l'avons vu, le gouvernement du Canada a pour objectif d'augmenter les dépenses en matière de défense, notamment en consacrant 82 milliards de dollars sur cinq ans pour restructurer, réarmer et réinvestir dans les Forces armées canadiennes (FAC).
 - Que pensez-vous de ces investissements en matière de défense?
 - S'agit-il, selon vous, d'un domaine important sur lequel se concentrer? Pourquoi ou pourquoi pas?
- Résidents de Terre-Neuve-et-Labrador, résidents de la région du Grand Toronto préoccupés par la criminalité, immigrants récents de la région métropolitaine de Vancouver — Comme nous l'avons également vu, le gouvernement du Canada prévoit des investissements d'infrastructure, notamment dans les domaines portuaire et ferroviaire, ainsi que dans les soins de santé.
 - Quelles sont vos réflexions concernant ce type d'investissements d'infrastructure?
 - Si vous deviez choisir, à quelles infrastructures accorderiez la plus haute priorité : aux infrastructures portuaires et ferroviaires, ou aux infrastructures liées aux soins de santé? Qu'est-ce qui vous fait dire cela?
 - Voyez-vous des avantages locaux à investir dans des infrastructures situées ailleurs que dans votre collectivité ou même ailleurs que dans votre province?
 - QUESTION À POSER AU BESOIN : Des investissements d'infrastructure ailleurs au Canada pourraient-ils, à votre avis, avantager l'économie locale ici? Qu'est-ce qui vous fait dire cela?
- Résidents de Terre-Neuve-et-Labrador, résidents de la région du Grand Toronto préoccupés par la criminalité, immigrants récents de la région métropolitaine de Vancouver — Quelles sont vos

réflexions initiales concernant la stratégie de compétitivité climatique visant à favoriser des modes de construction durables?

- Le budget accorde-t-il trop d'importance, pas assez d'importance ou une importance à peu près adéquate aux projets environnementaux et aux projets liés aux énergies propres?
- **Résidents de Terre-Neuve-et-Labrador, résidents de la région du Grand Toronto préoccupés par la criminalité, immigrants récents de la région métropolitaine de Vancouver** — Le gouvernement du Canada a indiqué qu'il envisagerait de construire davantage de pipelines, et notamment un nouvel oléoduc pour acheminer du pétrole de l'Alberta vers la côte ouest. Qu'en pensez-vous de cette idée?
 - Quand vous pensez au projet du gouvernement fédéral visant à introduire davantage de produits canadiens sur les marchés mondiaux, croyez-vous qu'il soit judicieux de construire davantage de pipelines, ou le Canada est-il, selon vous, capable de faire croître son économie sans exporter davantage de pétrole et de gaz? Qu'est-ce qui vous fait dire cela?
- **Résidents de Terre-Neuve-et-Labrador, immigrants récents de la région métropolitaine de Vancouver** — Y a-t-il un ou des éléments du budget qui pourraient impacter votre situation financière personnelle ou celle de votre ménage, que ce soit pour le meilleur ou pour le pire? Lequel ou lesquels?
 - Et qui pourraient impacter l'économie canadienne plus généralement?

MOT-SYMBOLE DU GOUVERNEMENT DU CANADA (20 minutes) — **Résidents de Terre-Neuve-et-Labrador, résidents de la région du Grand Toronto préoccupés par la criminalité, immigrants récents de la région métropolitaine de Vancouver, résidents de la région de l'Estrie (Québec).**

Changement de sujet...

- Lorsque vous remarquez des informations du gouvernement du Canada (en ligne, sur papier, sur des panneaux d'affichage, à la télévision, etc.), comment savez-vous qu'elles proviennent du gouvernement du Canada?
 - *Demander* : Est-il clair pour vous que ces informations proviennent du gouvernement du Canada? Pourquoi? Pourquoi pas?
 - *Si la réponse est négative, question supplémentaire* : Pouvez-vous me donner un exemple d'un cas où vous avez eu des doutes?
- Lorsque vous *entendez* de l'information, à la radio par exemple, comment savez-vous qu'elle provient du gouvernement du Canada?
 - *Demander* : Par quel média a-t-elle été diffusée? La radio? La télévision?
 - *Demander* : Y a-t-il des énoncés ou des sons particuliers qui sont utilisés pour indiquer

que l'information provient du gouvernement du Canada?

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

- Avez-vous déjà vu ce symbole? Si c'est le cas, où l'avez-vous vu?
- J'aimerais savoir ce que ce symbole signifie en général et ce qu'il signifie pour *vous* personnellement :
 - Pour commencer, que signifie ce symbole en général? Autre chose?
 - *Si ce n'est pas mentionné, poser la question suivante* : Selon vous, le mot-symbole représente-t-il le gouvernement du Canada? Pourquoi? Si vous n'êtes pas de cet avis, pourquoi ne l'êtes-vous pas?
 - Maintenant, que signifie ce symbole pour *vous*, personnellement?
 - *Demander, au besoin* :
 - À quoi avez-vous le plus tendance à associer ce symbole? Quels *sentiments* suscite-t-il en vous? Pourquoi?
 - Ce symbole crée-t-il des impressions ou des idées positives ou négatives? Pourquoi?
- Pourquoi pensez-vous que le gouvernement du Canada utilise ce symbole dans ses communications et ses échanges d'information?
- Où vous attendez-vous à ce que ce symbole soit affiché?
- *Si les mots CONFIANCE, CRÉDIBILITÉ, CERTITUDE n'ont pas déjà été mentionnés, demander* : Lorsque vous remarquez ce symbole, faites-vous confiance à l'information qui l'accompagne? Êtes-vous certain que l'information est crédible? Pourquoi? Si ce n'est pas le cas, pourquoi?

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

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

RELATIONS CANADA-ÉTATS-UNIS, TARIFS DOUANIERS (20 minutes) — Ontariens et Canadiens de l'Atlantique âgés de 50 ans et plus, Britanno-Colombiens âgés de 18 à 49 ans, hommes âgés de 18 à 49 ans résidant à Montréal et à Laval, résidents de centres urbains du Manitoba et de la Saskatchewan, résidents de Terre-Neuve-et-Labrador.

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 tarifs douaniers 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 tarifs douaniers 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 tarifs sur l'économie canadienne?
 - Ces tarifs affectent-ils votre communauté?
- Pensez-vous qu'il sera possible de parvenir, avec les États-Unis, à un accord prévoyant la suppression totale de tous les tarifs douaniers récemment imposés, ou pensez-vous qu'au moins certains tarifs douaniers resteront en vigueur? Qu'est-ce qui vous fait dire cela?

CRIMINALITÉ (30 minutes) — Résidents de la région du Grand Toronto préoccupés par la criminalité.

J'aimerais maintenant centrer la discussion sur la façon dont le gouvernement du Canada compte s'y prendre pour s'attaquer au problème de la criminalité.

- Dans votre collectivité, avez-vous des préoccupations concernant votre sécurité?
- Dans votre collectivité, diriez-vous que la criminalité constitue un problème majeur, mineur ou qu'elle ne constitue pas vraiment un problème. Pourquoi?
 - SI UN PROBLÈME MAJEUR : Quels sont les problèmes auxquels votre collectivité est confrontée en matière de criminalité?
 - En quoi ces problèmes vous ont-ils impacté, le cas échéant?
- Êtes-vous au courant de quelconques initiatives que le gouvernement du Canada a prises au cours des dernières années en rapport avec le contrôle des armes à feu? Êtes-vous au courant de ce qu'il fait actuellement à cet égard?
 - QUESTION À POSER AU BESOIN : Saviez-vous qu'il avait interdit un certain nombre de marques et de modèles d'armes à feu de style arme d'assaut?
 - QUESTION À POSER AU BESOIN : Saviez-vous qu'il avait ajouté d'autres modèles à la liste d'armes à feu de style arme d'assaut interdites?

- SI CE N'EST PAS MENTIONNÉ : Saviez-vous qu'il avait élargi l'interdiction d'armes à feu de style arme d'assaut?

LE MODÉRATEUR FOURNIRA LES ÉCLAIRCISSEMENTS SUIVANTS :

En 2020, le gouvernement a interdit plus de 1 500 marques et modèles d'armes à feu de style arme d'assaut. D'autres marques et modèles ont été ajoutés à la liste en décembre 2024, puis en mars 2025, portant le nombre total des marques et modèles interdits à plus de 2 500.

- Y en a-t-il parmi vous qui ont entendu parler de ces mesures?
- Croyez-vous que l'interdiction de plus de 2 500 marques et modèles d'armes à feu de style arme d'assaut contribuera à réduire la criminalité au Canada? Qu'est-ce qui vous fait dire cela?

Dans le récent budget de 2025, le gouvernement du Canada a défini des moyens de remédier au problème de la criminalité. Nous allons passer en revue quelques-unes de ces mesures, mais notez qu'il ne s'agit pas d'une liste exhaustive de tout ce qui, dans le budget, concerne la criminalité.

AFFICHER À L'ÉCRAN

- **Protéger les frontières du Canada**, grâce à des mesures visant à répondre aux menaces que constitue le trafic transfrontalier d'armes à feu et de drogues illicites, dont le fentanyl ;
 - Renforcement des forces de l'ordre fédérales, notamment en investissant afin **d'embaucher du personnel supplémentaire au sein de la GRC afin de faire respecter les lois et protéger les collectivités ;**
 - Lancement d'une stratégie de réforme du cautionnement, visant à **rendre les lois sur la mise en liberté sous caution plus strictes et les lois sur la détermination de la peine plus sévères** pour les récidives et infractions violentes ;
 - Instauration du Programme pour la sécurité communautaire du Canada visant à lutter contre la montée de la haine et des crimes motivés par la haine, afin de protéger les lieux de culte, les écoles et les centres communautaires.
- **SONDAGE :** J'aimerais maintenant que vous sélectionniez la mesure qui aurait, selon vous, l'impact le plus positif sur les Canadiens. Si vous estimez qu'aucune de ces mesures n'aura un impact positif, veuillez choisir « Aucune de ces mesures ».
- **Protéger les frontières du Canada**, notamment contre le trafic d'armes à feu et de drogues illicites ;
 - **Embaucher du personnel supplémentaire** afin de faire respecter les lois et protéger les collectivités;

- **Rendre les lois sur la mise en liberté sous caution plus strictes et les lois sur la détermination de la peine plus sévères** pour les récidives et infractions violentes;
- **Protéger les lieux de culte, les écoles et les centres communautaires** contre les crimes motivés par la haine;
- **Aucune de ces réponses**

Le modérateur passera en revue les réponses choisies :

- Pourquoi avez-vous sélectionné cette mesure?
- Avez-vous entendu parler de ces mesures avant aujourd'hui?
- Pensez-vous que l'une ou l'autre de ces mesures puisse réellement avoir un impact positif sur vous ou les membres de votre collectivité?
 - SI OUI : Laquelle ou lesquelles. Qu'est-ce qui vous fait dire cela?
 - SI NON : Quel type de mesure est nécessaire pour lutter contre la criminalité au sein de votre collectivité?
- En ce qui concerne le durcissement des lois sur la remise en liberté sous caution, certains estiment que les règles canadiennes ne sont pas assez strictes et qu'il est trop facile pour les personnes ayant commis des crimes violents dans le passé d'obtenir une remise en liberté sous caution. D'autres affirment que le renforcement des règles ne ferait qu'augmenter la surpopulation carcérale, alors que de nombreuses prisons sont déjà saturées, et qu'il faut donc trouver une autre solution. Quelle position se rapproche le plus de votre opinion à ce sujet?

IMMIGRATION (25-30 minutes) — Immigrants récents de la région métropolitaine de Vancouver, résidents de Québec et des environs, Britanno-Colombiens à faible et moyen revenu.

J'aimerais maintenant centrer la discussion sur la façon dont le gouvernement du Canada gère le dossier de l'immigration.

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada et l'immigration?
- Comment décririez-vous l'état général actuel du système d'immigration au Canada?

AFFICHER À L'ÉCRAN :

Dans le récent budget 2025, le gouvernement du Canada a annoncé son plan visant à :

- Stabiliser les nouvelles admissions de résidents permanents de sorte qu'elles soient à moins de 1 % de la population canadienne après 2027. Cela comprend :
 - Une cible de 380 000 admissions de résidents permanents à atteindre par année, ce qui représente une baisse par rapport aux 395 000 admissions en 2025 ;

- Une augmentation de la proportion des migrants économiques de 59 % à 64 % dans le cadre de cet objectif global.
- Réduire le nombre total de résidents temporaires à moins de 5 % de la population d'ici la fin de 2027, ce qui représente une baisse par rapport au pic de 7,6 % atteint en 2024 (à titre de comparaison, les résidents temporaires représentaient 3,3 % de la population canadienne en 2018). Cela comprend :
 - Une cible de 385 000 nouvelles admissions de résidents temporaires à atteindre en 2026, ce qui représente une baisse par rapport aux 673 650 nouvelles admissions en 2025 ;
 - Une cible de 370 000 nouvelles admissions de résidents temporaires à atteindre par année en 2027 et 2028.
- Quelles sont vos réflexions initiales concernant le plan d'immigration 2026-2028 proposé par le gouvernement du Canada?
- En pensant aux résidents permanents en particulier, le nombre de résidents permanents est-il selon vous trop élevé, pas assez élevé ou à peu près convenable? Qu'est-ce qui vous fait dire cela?
 - Et que pensez-vous de l'idée d'augmenter la proportion d'immigrants économiques parmi ce nombre total?
- Que pensez-vous du plan du gouvernement fédéral visant à réduire le nombre total de résidents temporaires?

AFFICHER À L'ÉCRAN :

Dans le cadre du Plan des niveaux d'immigration 2026-2028, le gouvernement du Canada propose également ce qui suit :

- Une initiative ponctuelle visant à **reconnaître les personnes protégées admissibles déjà au Canada** comme résidents permanents au cours des deux prochaines années.
- Une mesure ponctuelle visant à accélérer la transition d'un maximum de **33 000 titulaires d'un permis de travail vers la résidence permanente** en 2026 et 2027.
- Une collaboration avec les provinces et territoires afin d'**améliorer et accélérer la reconnaissance de titres de compétences étrangers** en privilégiant les secteurs de la santé et de la construction.
- L'élaboration d'une **Stratégie d'attraction des talents internationaux et d'un plan d'action connexe** afin de répondre aux besoins stratégiques du marché et de stimuler l'innovation et la croissance au sein de nos secteurs et industries stratégiques, tout en respectant les cibles en matière d'immigration afin d'assurer le maintien d'un taux d'immigration viable.

- Y a-t-il quelque chose dans cette liste qui vous interpelle particulièrement?
 - Pourquoi?
- Pensez-vous que l'une de ces mesures pourrait réellement contribuer à surmonter les difficultés économiques actuelles du Canada? Qu'est-ce qui vous fait dire cela?

PUBLICITÉ – GRANDS PROJETS (20 minutes) — Résidents du Canada Atlantique et de l'Alberta, résidents de la région de l'Estrie (Québec).

Je vais maintenant vous montrer des concepts publicitaires que le gouvernement du Canada s'emploie actuellement à créer pour une campagne publicitaire.

Vous allez visionner la vidéo deux fois, après quoi vous nous ferez part de vos réflexions. N'hésitez pas à prendre des notes pour vous souvenir des aspects de la vidéo qui vous ont plu ou déplu.

AFFICHER LA VIDÉO.

- 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 cette publicité?
 - Que pensez-vous du message que la publicité tente de communiquer?
- Que pensez-vous de la narration entendue pendant cette publicité?
 - La narration contribue-t-elle à renforcer le message? 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 certains éléments de la vidéo qui prêtaient à confusion ou qui manquaient de clarté? Lesquels?
- 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 idées dont vous souhaiteriez nous faire part pour rendre cette publicité plus efficace?

GRANDS PROJETS D'INFRASTRUCTURE (40-45 minutes) — Résidents du Canada Atlantique et de l'Alberta, résidents de la région de l'Estrie (Québec), Résidents de Québec et des environs, Britannico-Colombiens à faible et moyen revenu.

Passons à un autre sujet...

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada et de grands projets d'infrastructures?
 - SI OUI : Qu'avez-vous entendu? Où l'avez-vous entendu?

LE MODÉRATEUR FOURNIRA LES ÉCLAIRCISSEMENTS SUIVANTS/AFFICHER À L'ÉCRAN :

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 cinq premiers projets à l'étude annoncés plus tôt cet été sont...

AFFICHER À L'ÉCRAN (DIAPPOSITIVES)

Le modérateur lira à voix haute le nom et la description figurant sous chaque image.

- 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 à son sujet?
 - Avez-vous de quelconques préoccupations concernant l'un ou l'autre de ces projets?

La semaine dernière, le gouvernement du Canada a publié une liste de six grands projets d'infrastructure supplémentaires à l'étude pour aider à transformer l'économie canadienne. Les projets additionnels à l'étude sont les suivants...

AFFICHER À L'ÉCRAN (DIAPPOSITIVES)

Le modérateur lira à voix haute le nom et la description figurant sous chaque image.

- Quelle est votre impression générale de ces projets additionnels?
- Y a-t-il quoi que ce soit que vous aimez ou que vous n'aimez pas à son sujet?
 - Avez-vous de quelconques préoccupations concernant l'un ou l'autre de ces projets?

- Indépendamment de l'emplacement de ces projets, que pensez-vous de la mixité de ces projets? Il y a par exemple des projets miniers, hydroélectriques et de gaz naturel liquéfié (GNL). S'agit-il du genre de projets que le gouvernement du Canada devrait choisir?

NOTE À L'ATTENTION DU MODÉRATEUR : EN DISCUTANT DE LA COMBINAISON DES PROJETS, IL EST ACCEPTABLE QUE LES PARTICIPANTS PARLENT DE L'EMPLACEMENT DES PROJETS (C'EST-À-DIRE DE LA COMBINAISON RÉGIONALE). POSER TOUTEFOIS AU BESOIN DES QUESTIONS CONCERNANT D'AUTRES ÉLÉMENTS (P. EX., LES TYPES DE PROJETS) ÉGALEMENT.

- Manque-t-il un type de projet quelconque à cette liste?
 - (À MAIN LEVÉE) À votre avis, cette liste aurait-elle dû comprendre un projet d'oléoduc? Pourquoi ou pourquoi pas?
 - Résidents de l'Alberta, résidents de la région de l'Estrie (Québec), résidents de Québec et des environs — Et un projet d'oléoduc depuis l'Alberta jusqu'en Colombie-Britannique? Pourquoi ou pourquoi pas?
 - Résidents de l'Alberta, résidents de la région de l'Estrie (Québec), résidents de Québec et des environs — Et un projet de gazoduc de GNL sur la côte nord du Québec? Pourquoi ou pourquoi pas?
 - Résidents de l'Alberta, résidents de la région de l'Estrie (Québec), résidents de Québec et des environs — Selon vous, ces initiatives contribueraient-elles à atteindre l'objectif de renforcer la sécurité économique du Canada?
 - Britanno-Colombiens à faible et moyen revenu — Avez-vous vu, lu ou entendu quoi que ce soit au sujet de la construction potentielle d'un nouvel oléoduc depuis l'Alberta jusqu'en Colombie-Britannique? Qu'avez-vous vu, lu ou entendu à ce sujet?
 - SI OUI : Avez-vous vu, lu ou entendu quoi que ce soit au sujet de la position de la Colombie-Britannique concernant d'éventuels nouveaux pipelines en provenance de l'Alberta? Qu'avez-vous vu, lu ou entendu à ce sujet?
 - Britanno-Colombiens à faible et moyen revenu — Avez-vous vu, lu ou entendu quoi que ce soit au sujet du nouvel agrandissement potentiel du pipeline Trans Mountain existant, qui s'étend entre Edmonton et Burnaby? Qu'avez-vous vu, lu ou entendu à ce sujet?
 - Quelles sont vos réflexions concernant l'agrandissement du pipeline Trans Mountain?
- Britanno-Colombiens à faible et moyen revenu** — Certains ont suggéré qu'au lieu de construire de nouveaux pipelines entre l'Alberta et la Colombie-Britannique, nous devrions nous concentrer sur l'agrandissement de pipelines existants, dont le pipeline Trans Mountain. D'autres ont suggéré de faire les deux, c'est-à-dire de construire de nouveaux pipelines et d'agrandir les pipelines existants.
- Britanno-Colombiens à faible et moyen revenu — Pour quelle opinion penchez-vous le plus? Qu'est-ce qui vous fait dire cela?

- **Britanno-Colombiens à faible et moyen revenu** — Selon vous, le gouvernement devrait-il travailler en collaboration avec les provinces et territoires pour contribuer à la construction de nouveaux pipelines ou à l'agrandissement de pipelines existants? Qu'est-ce qui vous fait dire cela?

EFFICACITÉ ÉNERGÉTIQUE RÉSIDENTIELLE (45 minutes) — **Résidents du Canada atlantique, résidents de l'Alberta.**

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

Avant de commencer :

- Y en a-t-il parmi vous qui sont propriétaires d'une habitation? (À MAIN LEVÉE)
 - SI OUI : Prévoyez-vous de rénover votre habitation?
- 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?
- 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?
 - SI OUI : Votre maison a-t-elle déjà fait l'objet d'une évaluation énergétique?
- 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?
 - DEMANDER : Exemple, la taille, l'emplacement et le type de construction (habitation individuelle ou en rangée) faisant l'objet de rénovations à des fins écoénergétiques?

Imaginez deux habitations différentes dans votre région. La première est une habitation en rangée de petite taille âgée de plus de 60 ans et comportant deux chambres à coucher. Elle est pleine de courants d'air, les murs ne sont pas très bien isolés, les fenêtres ont tendance à givrer lors de froides journées d'hiver et la chaudière aurait dû être remplacée depuis longtemps. La deuxième est une grande habitation individuelle de cinq chambres à coucher construite l'année dernière. Le constructeur a ajouté de l'isolation supplémentaire et remplacé les fenêtres afin de garantir le confort des occupants par temps froid.

- Selon vous, laquelle de ces deux habitations devrait obtenir la meilleure cote énergétique?
 - DEMANDER : Pourquoi dites-vous cela?

Imaginez maintenant que les propriétaires de ces deux maisons sont amis et qu'ils sont en train de comparer leurs factures de services publics. Ils découvrent que leurs factures d'énergie sont assez semblables. Même si l'habitation de construction plus ancienne est pleine de courants d'air et que ses fenêtres ne sont pas étanches, elle consomme moins d'énergie, car elle est plus petite que la maison de construction récente comporte moins de fenêtres et ses murs sont mitoyens avec ceux de l'habitation des voisins.

- Ces informations changent-elles votre opinion quant à savoir quelle habitation obtiendrait une meilleure cote?
 - DEMANDER : Pourquoi ou pourquoi pas?
- 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?

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?

Examinons deux comparatifs qui pourraient figurer sur une étiquette énergétique afin de vous fournir un cadre de référence pour la cote de votre habitation. Le premier évalue le rendement énergétique actuel de votre habitation comparativement à celui auquel vous pourriez vous attendre si votre habitation était construite aujourd'hui avec les mêmes matériaux isolants, les mêmes systèmes de chauffage et la même fenestration que ceux utilisés par les constructeurs d'habitations récentes. L'habitation de référence aurait la même taille, la même forme et la même localisation que votre habitation.

- Ce comparatif vous est-il utile?
- Comment vous serviriez-vous de cette information au moment de prendre des décisions concernant votre habitation?

- Quelles conclusions tireriez-vous en apprenant que la cote de votre habitation est proche de celle de cette habitation de référence de construction récente? Et en apprenant que sa cote est pire?
 - DEMANDER : Cela vous inciterait-il à apporter des améliorations à votre habitation?

Un autre exercice possible consiste à comparer le rendement énergétique de votre habitation actuelle au rendement moyen d'habitations semblables dans votre ville, agglomération ou région. Les habitations semblables de référence auraient à peu près le même âge et la même taille que votre habitation.

- Ce comparatif vous est-il utile?
 - DEMANDER : À quel point l'habitation de référence doit-elle être semblable à votre habitation pour qu'il vous soit utile?
- Comment vous serviriez-vous de cette information au moment de prendre des décisions concernant votre habitation?
- Quelles conclusions tireriez-vous en apprenant que la cote de votre habitation est proche de celle de cette habitation semblable de référence? Et en apprenant que sa cote est pire?
 - DEMANDER : Cela vous inciterait-il à apporter des améliorations à votre habitation?
- Lequel de ces deux comparatifs est le plus facile à comprendre, celui qui évalue le rendement de votre habitation par rapport à celui d'habitations construites selon des normes de construction récentes ou celui qui évalue le rendement de votre habitation par rapport à des habitations semblables dans votre région?
 - Quel indice est le plus utile?
- Quel comparatif est le plus utile?

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

Major Infrastructure Projects

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.

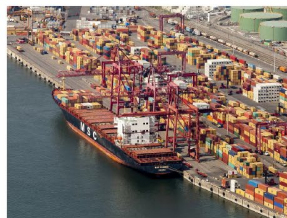
Darlington New Nuclear Project, Clarington, Ontario



This project would make Canada the first G7 country to have an operational small modular reactor (SMR), providing clean power to 300,000 homes.

The image above features two recently announced infrastructure projects. On the left is the LNG Canada Phase 2 project in Kitimat, B.C. Below the project title is a picture of an industrial sight, with a beautiful waterway and mountain range in the background. Below the image is the text "This project would double LNG Canada's production of liquefied natural gas, making it the second largest facility of its kind in the world". The image on the right features the Darlington New Nuclear Project, in Clarington, Ontario. Below the title is a computer-generated image of a sleek white/silver facility, surrounded by a roadway and greenery. The project is situated against a large body of water. Below the image is the text "This project would 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, Montréal, Quebec



This project would expand the Port of Montréal's container capacity by about 60%.

McIlvenna Bay Foran Copper Mine Project, East-Central Saskatchewan



This project would 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, Northwestern British Columbia



This project would extend the lifespan of the mine by over a decade and increase Canada's annual copper production by over 15%.

The image above features three projects, side-by-side. On the left is the Contrecoeur Terminal Container Project in Montreal, Quebec. The image features a shipping port with a large freighter being loaded with shipping containers. Below the image is the text "This project would expand the Port of Montreal's container capacity by about 60 per cent. In the middle is the McIlvenna Bay Foran Copper Mine Project, located in East-Central Saskatchewan. The image features a mining project with trucks and portable buildings, surrounded by greenery and waterways in the distance. The text below says that "This project would 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. The project on the right features the Red Chris Mine Expansion, in Northwestern, B.C. The image shows an open pit mine in a forested mountain region. Below the image is the text "This project would extend the lifespan of the mine by over a decade and increase Canada's annual copper production by over 15 per cent".



**North Coast Transmission Line,
Northwest British Columbia**



This project would tie two energy corridors to deliver low-cost, clean electricity and better telecommunications to communities along the West Coast.

**Ksi Lisims LNG, Pearse Island,
British Columbia**



Led by the Nisga'a Nation, the Ksi Lisims LNG would become Canada's second largest LNG facility and one of the world's lowest-emission LNG operations once it fully becomes electrified, with emissions 94% below the global average.

**Canada Nickel's Crawford Projects,
Timmins, Ontario**



Located in the world's second-largest nickel reserve, the Crawford Project would produce high-quality low-carbon nickel with a potential for a net-negative carbon footprint.

The following image features three project side-by-side. On the left is the North Coast Transmission Line, in Northwestern B.C.

The image features a power line cutting through a lush green mountain forest, with the text below stating that "This project would tie two energy corridors to deliver low-cost, clean electricity, and better telecommunications to communities along the West Coast". The middle panel features the Ksi Lisims LNG project located in Pearse Island, B.C., below the title is an image from above of an LNG facility located on a picturesque waterway amidst a lush green forest. The text below says that "Led by Nisga'a

Nation, the Ksi Lisims LNG would become Canada's second largest LNG facility and one of the world's lowest-emission LNG operations once it fully becomes electrified, with emissions 94 per cent below the global average. On the right is Canada Nickel's Crawford Projects, located in Timmins, Ontario. Below is the image of two yellow buildings, located in a cleared-out area within a lush forest. Below is the text "Located in the world's second-largest nickel reserve, the Crawford Project would produce high-quality low-carbon nickel with a potential for a net-negative carbon footprint."

**Nouveau Monde Graphite's
Matawinie Mine, Saint-Michel-des-
Saints, Québec**



This open-pit graphite mine would provide important inputs for defence applications and battery supply chains.

**Northcliff Resources' Sisson Mine,
Sisson Brook, New Brunswick**



This mine would produce a critical mineral called tungsten, used to strengthen steel, and used in defence and other industrial applications.

**Iqaluit Nukkiksautiit Hydro Project,
Iqaluit, Nunavut**



This project would become Nunavut's first 100% Inuit-owned hydro energy project, replacing Iqaluit's reliance on 15 million litres of imported diesel each year.

It would also help strengthen Canada's Arctic sovereignty and sustainability.

The following image features three projects side-by-side. On the left is Nouveau Monde Graphite's Matawinie Mine, located in Saint-Michel-des-Saints, Quebec. Below is the image of a mining area located within a picturesque green forest and the text "This open-pit graphite mine would provide important inputs for defence applications and battery supply chains". In the middle is Northcliff Resources' Sisson Mine, located in Sisson Brook, New Brunswick. Below the title, we see an image from above of a waterway encircled by a built-up landscape with a few buildings in the background, and the entirety of the project surrounded by forest. Below is the text "This mine would produce a critical mineral called tungsten, used to strengthen steel, and used in defence and other industrial applications. On the right is the Iqaluit Nukkiksautiit Hydro Project, located in Iqaluit, Nunavut. Below is an image of a vivid blue rushing river, located within a rocky, barren area, under a blue sky with clouds. Below is the text that "This project would become Nunavut's first 100 per cent Inuit-owned hydro energy project, replacing Iqaluit's reliance on 15 million litres of imported diesel each year. It would also help strengthen Canada's Arctic sovereignty and sustainability".

Government of Canada Wordmark and Musical Signature

The word "Canada" in a black serif font, with a small Canadian flag placed above the last 'a'.

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



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

Nation of Builders Video



The video above is a 30-second advertisement highlighting the actions the Government of Canada is taking to construct major nation-building infrastructure projects over the next few years. The video opens with a shot of a large bridge over a large canal of water, with the narration saying *"We are a nation of builders"* and these words appearing in big white block letters on the screen. Over black and white archival footage of the construction of the St. Lawrence Seaway, the narration continues *"In the 1950s, Canada built the Saint Lawrence Seaway"*. We then see shots of modern Canadian workers, two women in vests walking through a factory, a worker using a forklift to lift wood products in a busy worksite, and a large shipping freighter sailing off to sea, with the dialogue *"it led to thousands of jobs and more than 1 trillion dollars of cargo shipped to the world"*. We then see a large building being built with two cranes in the background, with the narration continuing *"It's time to build big again"* and these letters appearing in big white block letters on the screen. The narration continues *"With Canadian workers, steel, lumber, and technology"* as we see the words "Canadian Workers", "Canadian Steel", "Canadian Lumber", and "Canadian Technology" appearing in block letters overlayed over corresponding imagery of the workers/sectors they are describing. We next see a massive Canadian flag flying high over a city, and the narration *"We'll be our own best customer"*. We see an image of the Port of Vancouver and hear the narration *"Sell more to the world"*, before transitioning to an image from the back of two children playing with chalk on a sidewalk, and the narration *"Take control of our future"*. We see a beautiful cityscape with the narration *"It's time to build"* with these words appearing on screen, before transitioning to an image of the Canadian flag flying high over a city, with a beautiful blue sky behind it and the narration concluding *"Strong"* with this word on screen. We end on the Government of Canada wordmark (white against a black backdrop) and the narration *"This has been a message from the Government of Canada"* followed by the Government of Canada's audio signature.