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of Canada

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# Continuous Qualitative Data Collection of Canadians' Views – July-August 2025

## Final Report

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Canada 

# Continuous Qualitative Data Collection of Canadians' Views

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Supplier Name: The Strategic Counsel  
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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The thirteenth and fourteenth cycles of the second year of this study included a total of twelve focus groups with Canadian adults (18 years of age and older) conducted between July 8<sup>th</sup>, 2025, and August 28<sup>th</sup>, 2025.

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

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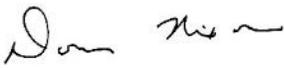
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**Political Neutrality Certification**

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

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

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

Date: October 6<sup>th</sup>, 2025

Donna Nixon, Partner  
The Strategic Counsel

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# Executive Summary

## Introduction

The Communications and Consultation Secretariat of the Privy Council Office (PCO) commissioned The Strategic Counsel (TSC) to conduct continuous cycles of focus group research across the country with members of the public on key national issues, events, and policy initiatives related to the Government of Canada.

The broad purpose of this ongoing qualitative research program is three-fold: to explore the dimensions and drivers of public opinion on the most important issues facing the country; to assess perceptions and expectations of the federal government's actions and priorities; and, to inform the development of Government of Canada communications so that they continue to be aligned with the perspectives and information needs of Canadians, while remaining both clear and easy-to-understand.

The research is intended to be used by the Communications and Consultation Secretariat within PCO in order to fulfill its mandate of supporting the Prime Minister's Office in coordinating government communications. Specifically, the research will ensure that PCO has an ongoing understanding of Canadians' opinions on macro-level issues of interest to the Government of Canada, as well as emerging trends.

This report includes findings from twelve online focus groups which were conducted between July 8<sup>th</sup>, 2025, and August 28<sup>th</sup>, 2025, in multiple locations across the country. Details concerning the locations, recruitment, and composition of the groups are provided in the section below.

The research conducted during this cycle primarily focused on participant perspectives related to the top issues facing the Government of Canada at present as well as their evaluations of its performance in addressing these priorities. Several discussions also focused on the Canadian economy (including plans to build one Canadian economy) and the relationship between Canada and the United States (U.S.).

Other topics focused on during this research cycle included vaccinations, the Government of Canada's response to large-scale wildfires that had occurred in many parts of the country, and the recently introduced Canada Strong Pass. A few groups also shared their opinions related to a number of creative concepts that had been developed by the Canadian Armed Forces (CAF).

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 recent graduates, individuals living pay cheque to pay cheque, Indigenous peoples, parents of children under the age of 18, individuals impacted by wildfires, and workers in tariff-impacted industries.

## Detailed Approach

- Twelve groups were conducted across various regions in Canada.
- Six groups were conducted among the general population residing in Saint John, Yukon, Interior British Columbia (B.C.), Vancouver, small and mid-sized centres in Atlantic Canada, and the Montréal region of Quebec.
- The other groups were conducted among key subgroups including:
  - Recent graduates residing in Ontario;
  - Individuals living paycheque to paycheque in Montreal;
  - Indigenous peoples residing in the Prairies;
  - Parents of children under the age of 18 in Ontario;
  - Individuals affected by wildfires in Manitoba; and
  - Workers in tariff-impacted industries in Hamilton.
- 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, 88 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium of \$125.

### Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EDT)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Ontario	1	EN	Tues, July 8 <sup>th</sup>	6:00-8:00 PM	Recent graduates	7
Montreal	2	FR	Thurs, July 10 <sup>th</sup>	6:00-8:00 PM	People living paycheque to paycheque	6
Saint John	3	EN	Tues, July 15 <sup>th</sup>	5:00-7:00 PM	General Population	8
Yukon	4	EN	Wed, July 16 <sup>th</sup>	9:00-11:00 PM	General Population	8
Interior British Columbia	5	EN	Tues, July 22 <sup>nd</sup>	9:00-11:00 PM	General Population	8
Prairies	6	EN	Wed, July 23 <sup>rd</sup>	8:00-10:00 PM	Indigenous peoples	7
Ontario	7	EN	Tues, August 12 <sup>th</sup>	6:00-8:00 PM	Parents of children under 18	8
Vancouver	8	EN	Wed, August 13 <sup>th</sup>	9:00-11:00 PM	General Population	8
Small and Mid-sized Centers Atlantic Canada	9	EN	Tues, August 19 <sup>th</sup>	5:00-7:00 PM	General Population	7
Manitoba	10	EN	Wed, August 20 <sup>th</sup>	7:00-9:00 PM	Individuals affected by wildfires	7
Hamilton	11	EN	Tues, August 26 <sup>th</sup>	6:00-8:00 PM	Workers in tariff-impacted industries	7
Montréal Region Quebec	12	FR	Thurs, August 28 <sup>th</sup>	6:00-8:00 PM	General Population	7
<b>Total number of participants</b>						<b>88</b>

## Key Findings

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

All groups were asked to share what they had seen, read, or heard about the Government of Canada in recent days. A wide range of announcements and initiatives were recalled, with many mentioning the federal government's ongoing response to a series of tariffs imposed by the United States (U.S.), as well as actions it had taken to further trade negotiations with the U.S. government, including the announcement that it would be rescinding the Digital Services Tax (DST) as well as removing many of the counter tariffs that had been in place on U.S. imports since March 2025. A number also recalled having heard that the Government of Canada had taken action to provide \$1.25 billion in funding to support Canada's softwood lumber sector amidst these tariffs.

Additional actions and initiatives mentioned by participants included the hosting by the Government of Canada of the 2025 Group of Seven (G7) Leaders' Summit, the introduction of the Canada Strong Pass, and the deployment of Canadian Armed Forces (CAF) personnel to assist in the evacuation efforts for communities in Manitoba that had been impacted by large-scale wildfires in the province. A few also recalled the announcement by the Air Canada flight attendants' division of the Canadian Union of Public Employees (CUPE) that its members would be taking strike action, and the subsequent ruling by the Canadian Industrial Relations Board (CIRB) that this job action was illegal, requiring the flight attendants to return to work.

### **Government of Canada Priorities (Ontario Recent Graduates, Montreal Living Pay Cheque to Pay Cheque, Saint John, Ontario Parents of Children under 18, Vancouver, Small-to-Mid Size Centres Atlantic Canada, Manitoba Impacted by Wildfires, Hamilton Workers in Tariff-Impacted Industries, Montérégie Region Quebec)**

Nine groups took part in conversations related to key priority areas that had been identified by the Government of Canada. At the outset of their discussions, participants in five groups, respectively comprised of recent graduates in Ontario, individuals in Montreal living pay cheque to pay cheque, and residents of Saint John, the Montérégie region of Quebec, and small and mid-sized centres in Atlantic Canada, were asked to share what they believed were the top issues that the federal government should be focusing on. A wide range of areas were mentioned, including the cost of living, housing affordability, health care, the Canada-U.S. relationship, education, and reconciliation with Indigenous peoples.

Asked whether they had recently seen, read, or heard anything about priority areas that had been announced by the Government of Canada, several recalled having heard that the federal government had been working to remove internal trade barriers within Canada, with the overall goal of promoting greater free trade across the country and increasing the strength of the Canadian economy. It was also thought that efforts had been taken by the Government of Canada to establish closer trading relationships with partners other than the U.S., with the aim of diversifying the country's economic



partnerships. Other actions or initiatives mentioned by participants included increasing the resiliency of Canada's electricity grid, making housing more affordable for Canadians, stabilizing the rate of immigration, and increasing the defence budget, in part as a way of upholding Canada's commitments to its allies in organizations such as the North Atlantic Treaty Organization (NATO).

### **Overall Impressions (Ontario Recent Graduates, Montreal Living Pay Cheque to Pay Cheque, Saint John, Small and Mid-Size Centres Atlantic Canada, Montérégie Region Quebec)**

Five groups engaged in conversations related to their overall impressions of the priority areas that had been announced by the Government of Canada as well as their views regarding which of these priorities were the most important. Provided with a list of the priority areas that the federal government would be focusing on, while participants were largely positive in their reactions to these priority areas, a number questioned whether all of these priorities were achievable and/or whether the Government of Canada would be able to address all of these issues simultaneously. Identifying the individual priority areas that they felt especially positively about, participants mentioned initiatives such as building one Canadian economy, making housing more affordable, bringing down costs for Canadians, and protecting Canadian sovereignty and keeping Canadians safe.

Participants next engaged in an exercise where they were asked to identify the three priority areas (out of the seven previously shown) that they felt were the most important for the Government of Canada to be focusing on. On balance, *'Bringing down costs for Canadians'* and *'Making housing more affordable'* received the highest level of support. It was felt that progress on these priority areas would likely have a positive impact on a large number of Canadians and would assist in bolstering the financial security of many households. The view was expressed that taking action on these priorities could also help to address other issues, such as homelessness and perceived rising crime, that were seen by some as being connected to broader challenges like the high cost of living and growing financial pressures on Canadians.

Several also selected *'Establishing a new economic and security relationship with the U.S.'* and *'Strengthening collaboration with reliable trading partners and allies around the world'*. Among those who believed that establishing a new economic and security relationship with the U.S. was an important priority, a number expressed the view that given the close geographical proximity and the perceived existing economic interconnectedness between the two countries, it was of critical importance for the federal government to re-establish a close, working relationship with the U.S. in order to promote economic prosperity for both countries.

A number also selected *'Building one Canadian economy'* and *'Protecting Canadian sovereignty and keeping Canadians safe'*. For those who felt that it was important for the federal government to continue its efforts to build one Canadian economy, it was thought that this was the best way to strengthen and increase the country's economic resiliency and that this approach would yield positive economic benefits for Canadians everywhere. Among the participants who selected protecting Canadian sovereignty and keeping Canadians safe, it was widely felt that this was a key responsibility of the federal government and a priority that impacted all Canadians.



Only a small number selected '*Spending less on government operations.*' For those who chose this priority area, concerns were expressed about the impact that the rising national debt would have on future generations and believed that it was important for the federal government to be working towards producing a balanced budget. Very few selected '*Attracting the best talent in the world, while keeping overall immigration rates sustainable.*'

Discussing whether there were any priorities not listed that they felt should be included, participants mentioned a number of areas. These included increasing investments towards Canada's health care system, bolstering the quality of primary and secondary education in Canada and making post-secondary education more affordable, providing greater financial supports for seniors, increasing the amount of supports and resources available for those suffering from addiction, and protecting the environment and mitigating the impacts of climate change.

### **Individual Priority Areas (Ontario Parents of Children Under 18, Vancouver, Manitoba Impacted by Wildfires, Hamilton Workers in Tariff-Impacted Industries)**

Four groups engaged in a more detailed conversation about each of the seven individual priority areas that had been identified by the federal government.

#### *Establishing a new relationship with the U.S. and strengthening collaboration with global allies*

Engaging in an exercise where they were shown a list of components related to the priority of establishing a new relationship with the U.S. and strengthening collaboration with global allies, participants were asked to select which they felt was the most important. A large number selected the component of working with other countries around the world to develop stronger trade relationships, with several of the impression that Canada had become too reliant on the U.S. in this area and that more needed to be done to diversify Canada's trade relationships with other global partners going forward.

For those who selected the component of reaching an agreement with the U.S. on trade issues, several cited challenges related to higher consumer costs, potential large-scale job losses, and severe economic challenges for many important sectors that they believed would result from a prolonged trade dispute with the U.S.

Among the small number who selected protecting important economic sectors and workers, the view was expressed that addressing this component would be critical for maintaining the long-term viability of the Canadian economy and should be the key focus for the federal government, even ahead of its relationships with international partners.

#### *Building one Canadian economy*

Discussing the priority of building one Canadian economy, participants were provided with a list of potential actions that could be taken to make progress in this area and were asked to select which of these they felt was the most important for the federal government to be focusing on. The initiative of building a strong economy in Canada received the highest level of support amongst participants, with many of the view that this action represented the most important step when it came to increasing the



resiliency of the Canadian economy and would provide a solid economic foundation upon which further economic growth and better trade relationships could be built going forward.

Several selected the component of removing internal trade barriers, with a number believing that this represented a tangible action that could be accomplished in the relatively near future that would benefit Canadian consumers as well as assist in increasing labour mobility across the country.

Only a small number selected the components of getting major energy and infrastructure projects built and working towards a more unified Canada. Related to the building of energy and infrastructure projects, a few reported selecting this initiative due to their perception that this represented the most specific and action-oriented of the components listed.

#### *Bringing down costs for Canadians and helping them get ahead*

Asked whether they viewed bringing down costs for Canadians and helping them get ahead as an important priority, all believed that it was. Many were of the impression that the cost of goods and products of all types had risen substantially in recent years, and in some cases had doubled or tripled in less than a decade. Several believed that higher consumer prices and the rising cost of living had placed an increasing number of Canadian households in financially precarious positions, with a number reporting having personally faced challenges in making ends meet. It was widely felt that by making progress in this priority area, the federal government would assist in improving the financial situation and overall quality of life of a large number of Canadians.

#### *Making housing more affordable*

Participants engaged in an exercise where they were presented with a list of initiatives related to making housing more affordable and asked to select the component that they felt was most important when it came to accomplishing this priority. Participants overwhelmingly identified the initiative of increasing the affordability of housing as being the most important action for the Government of Canada to be focusing on. Many were of the impression that the cost of housing in Canada, both to purchase and to rent, had risen substantially in recent years and that this had made it increasingly difficult for lower- and middle-income Canadians to obtain affordable housing in their communities.

Among the smaller number who selected the components of getting homes built faster, building a new housing industry in prefabricated and modular homes, and using Canadian products like lumber and steel to build more homes, the view was expressed that these initiatives represented more concrete actions that the Government of Canada could take (compared to the broader goal of increasing the affordability of housing) and, as such, progress could likely be made in these areas within a relatively faster timeframe.

#### *Protecting Canadian sovereignty and keeping Canadians safe*

Focusing on the priority of protecting Canadian sovereignty and keeping Canadians safe, participants were provided with a list of components and asked to select which they felt was the most important. On balance, the component of reducing violent crime in participants' respective communities received the highest level of support, with many of the impression that instances of violent crime had been on



the rise in their areas in recent years. It was thought that increased investments and a greater focus from the Government of Canada towards reducing violent (and non-violent) crimes would be helpful in increasing Canadians' feelings of public safety and would assist in the building of stronger communities as a result.

A large number also selected the initiative to end the opioid crisis. Several believed that perceived higher crime rates, homelessness, and the opioid crisis were interconnected, and felt that by addressing opioid addiction, the Government of Canada would simultaneously be making progress in these other areas. It was thought that by addressing this issue and providing increased resources for treatment and mental health, the federal government would be able to help many of those who were currently suffering from addiction.

The component of strengthening Canada's national defence capabilities received a moderate level of support. Among those who selected this option, the view was reiterated that Canada had become too reliant on the U.S. for its defence and that, to bolster Canadian sovereignty, it was important for the Government of Canada to take steps to strengthen the CAF and ensure that Canada would be able to defend itself from potential threats and/or incursions to its territory.

#### *Attracting the best talent in the world, while keeping overall immigration rates sustainable*

Discussing the priority of attracting the best talent in the world, while keeping overall immigration rates sustainable, participants were asked whether they felt attracting skilled workers to Canada, returning the rate of immigration to a sustainable level, or neither, was the most important area for the federal government to be focusing on.

On balance, a slightly larger number selected the component of returning immigration to sustainable levels compared to those who chose the initiative of attracting skilled workers to Canada. Among these participants, several expressed the view that higher than usual rates of immigration in recent years had placed immense strain on areas such as housing, health care, and other important services and that these areas needed time to catch up and increase their respective operating capacities.

For those who selected attracting skilled workers to Canada as the most important component, it was felt that by placing an increased focus on recruiting top talent from around the world, the Government of Canada would be providing an effective solution to addressing perceived existing labour shortages in many key sectors.

#### *Spending less on government operations*

Focusing on the last of these seven priority areas, spending less on government operations, participants were shown a list of initiatives related to this priority and shared their opinions regarding which they felt was most important for the federal government to be working on.

Among participants, the priority of ensuring that the government was making the right choices in relation to investing and reducing spending received the highest level of support. Several thought that this priority represented a strategic, practical approach, with a number expressing that while it was important for the federal government to be focused on reducing its operating costs and working



towards a balanced budget, it was critical that investments continued to be made towards important areas such as health care, education, and creating well paying jobs for workers.

A smaller number respectively selected the components of making investments aimed at growing the economy and reducing spending on government operations. Among those who felt that making investments aimed at growing the economy was the most important of these priorities, the view was expressed that the best way to strengthen the Canadian economy would be for the federal government to make investments towards protecting vital sectors and building new major infrastructure projects. For participants who chose reducing spending on government operations as their top priority, it was felt that several years of deficit spending had served to drastically increase the national debt and that it was important for the Government of Canada to prioritize returning to a balanced budget.

### **The Economy (Saint John, Yukon, Interior British Columbia, Prairies Indigenous Peoples, Ontario Recent Graduates)**

Five groups engaged in conversations related to the Canadian economy. Four groups, respectively comprised of residents of Interior B.C., Yukon, and Saint John, as well as Indigenous peoples living in the Prairies, engaged in conversations related to the federal government's efforts to build one Canadian economy, while the group comprised of recent graduates in Ontario shared their perspectives regarding the employment market and the Canadian economy overall.

### **One Canadian Economy (Saint John, Yukon, Interior British Columbia, Prairies Indigenous Peoples)**

To begin, participants were asked what they had seen, read, or heard about the Government of Canada's plans to build one Canadian economy. On balance, a smaller number reported having heard something about this topic relative to those who had not. Among those who had heard something, several mentioned the federal government's efforts to remove internal trade barriers between Canada's provinces and territories, with a number also reporting having heard about potential initiatives to increase energy transmission across Canada with the aim of constructing a national energy corridor.

Provided with information regarding legislation that had recently been passed by the Government of Canada to remove federal trade barriers to internal trade and labour mobility, participants were largely positive in their reactions. Many expected that removing internal trade barriers and engaging in nation-building infrastructure projects would be mutually beneficial to the provinces and territories as well as the Canadian economy overall. A number also expressed that it was important for the federal government to be focused on removing barriers to labour mobility, believing that professionals in many sectors were currently limited in their ability to work in different parts of the country.

Participants engaged in an exercise where they were presented with a list of potential nation-building infrastructure projects and were asked to select the projects that they supported. On balance, the initiatives to build more high-speed railways and highways received the highest level of support

among participants. Many believed that taking these actions would make it easier and more affordable for Canadians to get around the country as well as better facilitate the transportation of goods and resources to different parts of the nation.

A large number selected the initiatives to build new or expanded pipelines and long-distance electrical transmission lines. Among those who identified pipelines as an important focus area, several cited the perceived economic benefits of taking this approach, with a number expressing the opinion that Canada needed to do more to leverage its natural resources (such as oil and natural gas) for economic gain. For participants who chose long-distance electrical transmission lines, it was widely felt that building this type of infrastructure would assist in increasing energy connectivity and security throughout Canada and would be very helpful in preventing occurrences such as electricity grid overloads and blackouts.

Several also believed that the federal government should be investing in nation-building projects related to port expansions, increased mining for critical minerals, and hydroelectricity projects. Among participants who selected port expansions, it was thought that this would help to better facilitate the export of Canadian products and natural resources to trading partners and would help to make Canada more economically competitive on the global stage. Similarly, a number believed that increasing mining for critical minerals would help to strengthen the Canadian economy, especially given their perception that there was high global demand for these resources at present. For those who selected hydroelectricity projects, it was felt that hydroelectricity represented an affordable, clean, and renewable form of energy that could be better utilized to meet the energy needs of Canadians.

Participants also engaged in an exercise where they were shown a list of potential criteria that could be used by the Government of Canada when determining whether or not to approve new nation-building infrastructure projects. Among participants, the criterion of whether a project makes Canada more economically independent from the U.S. received the highest level of support, with many expressing the opinion that it was important that Canada not be too dependent on any one trading partner, with several believing that this was an especially important priority to be focusing on given the numerous tariffs that had recently been implemented by the U.S. on Canadian imports.

A large number also identified whether or not a project creates jobs as an important criterion. Several believed that the creation of more well-paying jobs for Canadians would have a positive impact on a large number of households, and especially those who were struggling to make ends meet financially. It was felt that nation-building projects that led to high levels of job creation would also help to strengthen the Canadian economy overall in that they would likely provide households with more disposable income as well as provide an increased tax base for the federal government to draw upon.

The criteria of whether a project would impact the habitat of endangered species and whether Indigenous communities have been part of the consultation on a project and agree it should move forward both received moderate levels of support among participants, while only a small number selected whether a project keeps Canada on track to meet its climate targets as a top criterion.



### **Economic Outlook (Ontario Recent Graduates)**

Asked to share their perspectives regarding how the Canadian economy was doing at present, participants largely felt that while it was performing better than some countries, there was significant room for improvement going forward. Several believed that the Canadian economy had many well-established industries and a strong economic foundation to build upon but had not been performing as well as it could have been as of late, with a number of the impression that there had been limited growth in terms of the country's gross domestic product (GDP) per capita in recent years. Discussing whether they believed the Canadian economy was growing or heading towards a recession, all believed that a recession was likely to occur in the near future. Describing why they felt this way, many cited perceived factors such as the high cost of living, including for essentials such as groceries, and a rising number of layoffs in Canadian communities.

Asked whether they were currently employed, most indicated that they were, with a smaller number reporting that they were searching for work. Among those who had jobs, only a few reported having found work in their field of study, with a number describing having taken on part-time or full-time employment in sectors unrelated to their education. Discussing how challenging they felt it was to find work in a field of interest to them, many believed that this had become increasingly difficult in recent years, with several reporting having personally faced issues on this front. The view was expressed that higher than usual rates of immigration over the past few years had led to the job market becoming increasingly competitive for prospective employees, further exacerbating the challenges they were facing in finding a job in their area of interest.

### **Canada-U.S. Relations (Saint John, Yukon, Interior British Columbia, Hamilton Workers in Tariff-Impacted Industries, Montérégie Region Quebec)**

Five groups engaged in discussions related to the relationship between Canada and the United States (U.S.). Participants in the groups based in Saint John, Yukon, and Interior British Columbia (B.C.) focused on recent trade discussions between the Government of Canada and the U.S., while individuals in the groups comprised of workers from Hamilton in tariff-impacted industries and residents of the Montérégie region of Quebec shared their perspectives regarding the range of tariffs that had been implemented on Canadian goods by the U.S. and the actions that had been taken by the federal government in response.

### **Trade Discussions (Saint John, Yukon, Interior British Columbia)**

Asked what they had recently seen, read, or heard about trade discussions between Canada and the U.S., several recalled having heard that the U.S. had announced that it would be imposing a 35 per cent tariff on all Canadian goods, with some of the impression that this measure was set to go into effect on August 1<sup>st</sup>, 2025. Questioned as to how well they felt these trade discussions were going overall, most did not believe that much progress had been made as of late. While some were of the impression that the federal government had taken actions, such as removing the digital services tax (DST), to move these negotiations forward, few felt that this had been effective in making progress towards the establishment of a long-term trade agreement between the two countries.

Discussing whether they felt the federal government was standing up well for Canada, participants were mixed in their views. While some believed that the Government of Canada was doing the best that it could to protect the interests of Canadians and respond to what were viewed as constantly evolving economic measures from the U.S., a roughly equal number felt differently. Among these participants, it was thought that given the relatively limited progress that had been made on reaching a long-term trade agreement with the U.S. and removing the tariffs that it had placed on Canadian goods, it was difficult to say that the federal government was currently performing well on this front. Describing what else they felt the Government of Canada could be doing to stand up more effectively for Canada, a number felt that it should be working to implement further counter tariffs of its own in response to recent tariff increases by the U.S. on Canadian goods.

Informed that the federal government had recently announced that it was aiming to have a new trade deal in place by August 1<sup>st</sup>, 2025, participants were asked whether they felt that an agreement would ultimately be reached within this time frame. On balance, very few expected that an agreement would be reached by this deadline, with several citing what they perceived as a lack of progress between the two countries on these negotiations.

Assuming that an agreement could be reached by the Government of Canada and the U.S. by August 1<sup>st</sup>, participants were asked what a good outcome would look like to them. For most, it was felt that a removal of all the tariffs that had been implemented by the U.S. since January 2025 and a return to free trade between Canada and the U.S. represented the most acceptable outcome when it came to resolving these negotiations. A number, however, believed that given what they perceived as the importance placed by the U.S. government on tariffs as a major part of its economic policy, a reduction of tariffs to a more manageable level, such as 10 or 15 per cent, represented the best outcome that the federal government could realistically achieve.

### **Tariffs (Hamilton Workers in Tariff-Impacted Industries, Montérégie Region Quebec)**

At the outset of their conversations, participants were asked what they had seen, read, or heard as of late related to the implementation by the U.S. of tariffs on Canadian imports. A number recalled hearing about tariffs that had been imposed on Canadian steel, aluminum, and other products, with some in the group comprised of Hamilton workers in tariff-impacted industries reporting that they and/or their employers had been negatively impacted by these tariffs.

Discussing the ramifications of these measures by the U.S., almost all believed that they had negatively impacted Canadian workers and businesses across a wide range of sectors. Several believed that these tariffs had already led to decreased revenue and lost contracts for Canadian businesses, as well as layoffs in many different sectors, such as the auto industry and other industries that had been reliant on the free flow of goods across the Canada-U.S. border.

Presented with a number of potential actions that the Government of Canada could take to support impacted workers and industries many expressed support for the initiatives to promote a "Buy Canadian" approach, match workers on Employment Insurance (EI) with employers who currently have vacancies, and to establish new trade agreements that open up access to other markets for Canadian businesses.



Asked whether they thought it would be possible for the federal government to reach an agreement with the U.S. where all recently imposed tariffs would be completely removed, or whether they expected at least some tariffs would remain in place, many were uncertain. While a number believed that it was possible that an agreement could be reached at some point where all tariffs on Canadian imports would be removed, several felt that it was difficult to predict how these negotiations would unfold, especially given their perception that the concessions being sought by the U.S. seemed to be changing on a relatively frequent basis. A few expressed the view that even if an agreement were reached where all tariffs were removed, this did not guarantee that new tariffs would not be introduced by the U.S. at some point in the years to come.

### **Vaccinations (Ontario Recent Graduates, Montreal Living Pay Cheque to Pay Cheque, Yukon, Prairies Indigenous Peoples)**

Four groups engaged in conversations related to vaccinations, with participants sharing their perspectives regarding the perceived safety of vaccines as well as their recent experiences in receiving a vaccine. Almost all indicated having received a COVID-19 vaccine at some point over the past five years, with a large number also reporting receiving another type of vaccine (such as a flu shot, a travel vaccine, or the shingles vaccine) during this time frame. Questioned as to whether they felt that it was safe to receive vaccines, almost all believed that it was, with many citing what they viewed as the rigorous testing processes and long-term track records of most of the vaccinations available to the general public.

Asked to share what their experiences receiving a vaccine had been like and whether they viewed this experience in a positive or negative light, participant responses primarily focused on vaccinations that they had received during the COVID-19 pandemic, with a large number reporting that this had been a positive experience overall. Among these participants it was thought that the vaccination process had been well-organized and efficient, and that the health care professionals they had met had been friendly and reassuring. For the smaller number who reported having faced challenges and/or barriers while getting vaccinated, participants mentioned that it had been difficult to obtain an appointment and/or that the booking system in their area had been somewhat complicated. Other issues recalled by participants included long lines at their vaccination locations, feeling overwhelmed by the large number of people getting vaccinated at the same time, and encountering negative after-effects from the vaccine.

Discussing what factors they felt would make it easier or more convenient to get vaccinated participants mentioned a number of potential actions including increasing the affordability and availability of vaccines, providing more information regarding where to get vaccinated and/or how to book an appointment, and increasing educational efforts to inform the public about vaccines, how they work, their potential side effects, and the health issues that they help to prevent.

### **Wildfires (Small-to-Mid Size Centres Atlantic Canada, Manitoba Impacted by Wildfires)**

Two groups shared their perspectives related to the Government of Canada's response to large-scale wildfires that had been occurring in several parts of the country in recent months. At the outset of their conversation, the group comprised of residents of Manitoba who reported having been personally impacted by wildfires were asked to share whether they had experienced serious impacts of wildfires, such as getting an evacuation alert or being evacuated from their home. Most indicated that they had, with several describing having been evacuated or displaced, and a few reporting that they had still been unable to return to their homes. Discussing how easy or difficult they had found it to access services and supports during these wildfires (whether they stayed in their own communities or whether they were evacuated), most recalled that it had been incredibly challenging.

Both groups were asked what they had seen, read, or heard about the response from the Government of Canada to the wildfires that had taken place in their respective regions. Only a small number reported having heard anything, with a few in Manitoba recalling that the federal government had deployed Canadian Armed Forces (CAF) personnel to assist with the evacuation effort in some communities. Sharing their views regarding the Government of Canada's response to these wildfires, a roughly equal number of those in Atlantic Canada felt positively about the response compared to those who were more uncertain or negative in their views, while most in Manitoba thought that there was significant room for improvement on this front.

Provided with information about the actions that had been taken to assist their respective communities in responding to wildfires, participants were asked what more they felt the Government of Canada should be doing when it came to responding to wildfires. Participants mentioned a number of potential actions, including reaching out to other countries for assistance, placing an increased focus on performing preventative measures such as clearing underbrush and undertaking controlled burns, creating a dedicated national firefighting unit that would be ready to fight wildfires wherever they occur, and educating Canadians (and youth especially) about the dangers of forest fires and the role that they can play in preventing these natural disasters from occurring. It was also felt that the Government of Canada could provide more resources towards rehabilitating the surrounding environment in the aftermath of wildfires, as well as increase its investments towards infrastructure (such as back-up generators) that would provide impacted communities with additional power sources to draw upon both during and in the aftermath of these events.

### **Canada Strong Pass (Ontario Parents of Children under 18, Vancouver, Small-to-Mid Size Centres Atlantic Canada, Montérégie Region Quebec)**

Four groups took part in discussions related to the recently introduced Canada Strong Pass. Asked whether they had previously heard about this initiative, very few indicated that they had. Provided with information about this program, however, a number recalled having heard certain details such as the free admissions to national parks, free and discounted Via Rail travel, and the initiatives had been targeted towards children and teens aged 17 and under, as well as youth aged 18 to 24. While very few reported having previously used the pass, many indicated that they would be interested in taking part in this program now that they had been made aware of it.

Discussing why they felt the Government of Canada had introduced the Canada Strong Pass, several felt that this initiative had primarily been offered as a way to incentivize for Canadians to choose to travel and vacation within Canada, with the aim of increasing domestic travel across the country and creating more economic opportunities for Canadian tourism-related businesses and destinations. Asked whether they felt that this was the type of initiative that the federal government should be doing, almost all believed that it was, with a number describing the economic and cultural benefits that they felt Canadians would gain from this program.

Asked whether they felt the Canada Strong Pass should be offered again next summer, almost all answered affirmatively, with a number mentioning that, while they had heard about this program too late this year to make use of it, they would be very interested in utilizing it in 2026. Invited to share any potential changes or suggested improvements that they felt could be made to the Canada Strong Pass if it were offered again, several believed that greater efforts needed to be taken by the federal government to market and communicate this program to Canadians, with a number reiterating that they would likely have utilized this program had they heard about it prior to these conversations.

Questioned as to whether they felt the Canada Strong Pass should be applied equally to everyone, or whether they thought some aspects should only be eligible for certain groups, participants overwhelmingly felt that it should be available to all Canadians. It was thought that all Canadians would benefit from it becoming more affordable to explore Canada and that the Canada Strong Pass would be especially helpful for lower- and middle-income families who were finding it challenging to afford to vacation at present.

Discussing what kinds of venues, activities, or events they felt should be included in this pass going forward, participants mentioned a wide variety of areas, including free or discounted entry to music festivals, art galleries, amusement parks, and theatres, as well as provincial/territorial parks and museums. A number also believed that efforts could be taken to provide more educational and skills training opportunities for Canadians (and youth especially) regarding basic outdoor survival skills and best practices to follow when spending time outdoors.

### **Canada Armed Forces Awareness Concept Testing (Interior British Columbia, Prairies Indigenous Peoples)**

Two groups shared their opinions regarding advertising concepts that had been developed to promote greater awareness of the Canadian Armed Forces (CAF). These concepts were presented in storyboard format, and participants were informed that the final product would be 30-second, professionally produced videos that would appear on social media and other digital platforms. The three concepts were respectively titled *Ready For*, *Full Picture*, and *All the Time*. In addition to a storyboard, a script was also read to participants for the *All the Time* concept.

Discussing *Ready For*, participants were largely positive in their reactions, with a number feeling the concept was clear and to the point, and effectively communicated the many ways by which the CAF was working to protect Canadians from potential threats. Asked what they felt was the main message of this concept, most believed that it was to communicate that the CAF was ready to protect and



defend Canadians against a wide range of potential threats and emergencies. A smaller number thought that this concept was also intended to serve as a recruitment advertisement for the CAF, encouraging more Canadians to join and assist in the protection of the country and its sovereignty. Asked what could be done to make this concept more effective, a few suggested that it could incorporate interviews or voiceovers from real individuals who were currently serving in the CAF to add greater authenticity to the ad.

Focusing on the *Full Picture* concept, most reacted positively to the visuals included in this concept, believing that they presented compelling imagery regarding the many different activities that the CAF was engaged in. Several, however, felt that the lack of a voiceover would make this ad difficult for viewers to follow. Discussing what they perceived as the main message of this concept, participants largely felt that it was aiming to communicate that there were many different aspects involved with the work that the CAF undertakes in keeping Canadians safe. A number also thought that this advertisement was seeking to reassure viewers that CAF personnel were highly skilled when it came to carrying out their responsibilities and would be well-prepared to defend the country against a wide range of potential threats. Discussing what else could be done to increase the effectiveness of this concept, participants suggested actions such as including more imagery of CAF personnel engaged in combat-oriented activities, personalizing the ad with stories featuring individual CAF members, and providing information related to the high-quality training and educational opportunities that the CAF offers.

Participant reactions to *All the Time* were highly positive, with several feeling that this advertisement was quite captivating and presented a realistic depiction of the many different areas that the CAF was responsible for. A number liked that this concept included visuals of a variety of activities, including those related to cybersecurity, protecting the Arctic, and CAF personnel engaging in rescue missions. A few also felt that the sound cues, such as the ticking clock and the heartbeat, would be very effective in conveying the intense energy of this ad. Discussing what they viewed as the main message of this advertisement, most believed that it was to reaffirm to viewers the commitment of armed forces personnel when it came to protecting Canadians from a variety of potential threats and the many actions that they were taking to accomplish this. Suggesting ways by which this ad could be improved, the view was expressed that more could be done to provide more imagery of larger groups of CAF personnel standing together/participating in a mission, and further visuals depicting the opportunities for adventure and excitement that were available to those who joined the armed forces.

Engaging in an exercise where they were asked to identify which of the three concepts they felt was the most effective in terms of showcasing the range of things that the CAF does, participants overwhelmingly selected *All the Time*, with a much smaller number choosing *Ready for...* and *Full Picture*. Describing why they made their selection, many of those who selected *All the Time* expressed the opinion that this concept was the most engaging and captivating of the three and believed that it would be very effective in showcasing the CAF to viewers. Several spoke positively of the concept's blending of visuals, sounds, and voiceover together to create a multisensory presentation of the CAF and its activities.



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**MORE INFORMATION**

The Strategic Counsel

Contract number: CW2241412

Contract award date: December 19, 2022

Contract value: \$1,629,482.60

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# Detailed Findings

# Timeline of July 2025 and August 2025

## Announcements

To help place the focus group discussions within the context of key events which occurred during the reporting cycle, below is a brief synopsis for the months of July 2025 and August 2025.

- July 1-7
  - July 2<sup>nd</sup>. The Government of Canada announced special measures to help people and communities affected by wildfires. Canadian citizens and permanent residents whose passports, citizenship certificates, permanent resident cards, or other Canadian travel documents were lost, damaged, or made inaccessible by the wildfires were provided with the ability to apply for free replacements. Additionally, application and biometric fees were waived for foreign emergency services personnel who travelled to Canada to help fight wildfires.
  - July 4<sup>th</sup>. The Government of Canada announced over \$21.5 million in investments towards made-in-Canada carbon capture, utilization, and storage technologies aimed at strengthening and modernizing the Canadian energy industry, supporting local job creation, reducing pollution, and growing a cleaner economy.
  
- July 8-14
  - [Focus group was held with the recent graduates in Ontario \(July 8<sup>th</sup>\)](#).
  - July 9<sup>th</sup>. The President of the Treasury Board launched a government-wide Red Tape review to eliminate outdated, duplicative, and inefficient regulations that hinder productivity and economic growth. As part of this review, Ministers will assess regulations in their portfolios and report progress within 60 days, with oversight from the new Red Tape Reduction Office.
  - July 10<sup>th</sup>. The federal government announced an extension of the temporary adjustment to employment insurance (EI) regional employment rates until October 11<sup>th</sup>, 2025, ensuring that workers, and particularly those in sectors and regions heavily impacted by tariffs from the United States (U.S.), would have timely and reliable access to EI benefits.
  - [Focus group was held with those living paycheque to paycheque in Montreal \(July 10<sup>th</sup>\)](#).
  - July 11<sup>th</sup>. The Minister of Energy and Natural Resources announced nearly \$16 million in funding for clean energy projects in Prince Edward Island (P.E.I.), Nova Scotia, and New Brunswick to deliver more reliable, affordable power and create jobs across Atlantic Canada.
  - July 14<sup>th</sup>. The Government of Canada announced a new Interim Policy on Reciprocal Procurement, allowing Canada to restrict suppliers from countries that limit Canadian access to their own government contracts. Effective July 14<sup>th</sup>, 2025, the policy prioritizes Canadian and trusted international suppliers and will be implemented in two phases,

beginning with supplier location, and later expanding to include the origin of goods and services.

- July 14<sup>th</sup>. The Government of Canada and the Government of the Northwest Territories announced that they would be working together to advance a new geoscience research initiative that leverages artificial intelligence (AI), digital scanning technologies, and historic drill cores to unlock the North's mineral potential and assist in solidifying Canada's position as a global leader in resource development and critical minerals.
- July 14<sup>th</sup>. To prepare for the tabling of Budget 2025, the Minister of Finance and National Revenue announced that the federal government would be launching pre-budget consultations. Canadians were invited to participate in the consultations by sharing their thoughts on key issues at [Canada.ca/YourBudget](https://Canada.ca/YourBudget).
- July 15-21
  - Focus group was held with the general population residing in Saint John (July 15<sup>th</sup>).
  - Focus group was held with the general population residing in Yukon (July 16<sup>th</sup>).
  - July 18<sup>th</sup>. The Secretary of State (Children and Youth) announced increased Canada Child Benefit (CCB) amounts for 2025–26, with families now receiving up to \$7,997 per child under 6 and \$6,748 per child aged 6–17—about \$200 more compared to the previous year. This increase, alongside initiatives such as the \$1 billion National School Food Program and the Canadian Dental Care Plan (CDCP), was aimed at making life more affordable for families across Canada.
- July 22-31
  - Focus group was held with the general population Interior British Columbia (B.C.) (July 22<sup>nd</sup>).
  - July 23<sup>rd</sup>. The Minister of Immigration, Refugees, and Citizenship Canada (IRCC) announced more than \$3.2 billion (over three years) in support for over 520 organizations outside of Quebec towards improving the integration of newcomers, including into the job market with the aim of reducing labour shortages.
  - July 23<sup>rd</sup>. To protect human health and the environment, the Government of Canada released three key initiatives under the modernized *Canadian Environmental Protection Act*. These included the Implementation Framework for the Right to a Healthy Environment, the Plan of Priorities for chemicals management, and the Strategy to Replace, Reduce, or Refine Vertebrate Animal Testing.
  - Focus group was held with Indigenous peoples residing in the Prairies (July 23<sup>rd</sup>).
  - July 31<sup>st</sup>. The Government of Canada and the Government of Nova Scotia announced that they would be working together to invest over \$33.4 million towards the remediation of the former Montague Mines gold mining site. This project will work to remove mercury and arsenic contamination from the environment surrounding the mine, restoring the 363-acre area to a productive habitat resembling its pre-mining state.

- August 1-7
  - August 7<sup>th</sup>. The Minister of Energy and Natural Resources announced a federal investment of \$8.2 million through the Global Partnerships Initiative (GPI) to Northcliff Resources, a Canadian company developing a tungsten-molybdenum deposit in New Brunswick through its Sisson Project.
  - August 7<sup>th</sup>. The Government of Canada initiated consultations with Canadian industry, businesses, and labour representatives, to develop the regulations for the *Free Trade and Labour Mobility in Canada Act*.
- August 8-14
  - August 8<sup>th</sup>. The Government of Canada announced that Canada intends to, alongside the European Union (E.U.) and the United Kingdom (U.K.), take actions to further restrict Russia's war efforts by lowering the price cap for seaborne Russian-origin crude oil from US\$60 TO US\$47.60 per barrel.
  - August 8<sup>th</sup>. The federal government announced an investment of \$2.5 million via the Energy Innovation Program (EIP) to support Ottawa-based TerraFixing in developing made-in-Canada carbon management technology.
  - August 8<sup>th</sup>. The Government of Canada announced improvements to compensation and benefits for Canadian Armed Forces (CAF) members that would be rolled out over the next 12 months.
  - August 12<sup>th</sup>. The Government of Canada, announced \$45.7 million in funding for 30 projects across Canada through Natural Resources Canada's Build and Mobilize Foundational Wildland Fire Knowledge program. This investment will seek to advance science and demonstration projects that close knowledge gaps, strengthen wildfire risk assessments, and improve mitigation and adaptive forestry practices.
  - [Focus group was held with parents of children under 18 in Ontario \(August 12<sup>th</sup>\)](#).
  - August 13<sup>th</sup>. The federal government announced over \$25 million for 33 projects aimed at improving electric vehicle (EV) charging availability, decarbonizing freight transportation, and developing innovative technologies for medium- and heavy-duty trucks. This funding will seek to strengthen Canada's auto sector and to make zero-emission vehicles (ZEVs) a more practical option for Canadian families.
  - [Focus group was held with the general population in Vancouver \(August 13<sup>th</sup>\)](#)
- August 15-21
  - August 15<sup>th</sup>. The Minister of Health announced an investment of over \$3 million (over two years) through the Intersectoral Action Fund towards 14 community projects aimed at improving access to food and housing security, job stability, and better health outcomes for various populations facing health inequalities.
  - August 18<sup>th</sup>. The Minister of Agriculture and Agri-Food announced the initial list of regions that would qualify for the Livestock Tax Deferral in 2025.

- Focus group was held with the general population residing in small and mid-sized centres Atlantic Canada (August 19<sup>th</sup>)
- August 20<sup>th</sup>. The Minister of Emergency Management and Community Resilience and Minister responsible for Prairies Economic Development Canada (PrairiesCan), announced more than \$5.9 million in funding for seven projects across Alberta to help communities strengthen rural employers and expand economic development opportunities.
- Focus group was held among individuals residing in Manitoba who had been affected by wildfires (August 20<sup>th</sup>)
- August 21<sup>st</sup>. The Government of Canada announced that it would be matching every dollar donated to the Canadian Red Cross *2025 Newfoundland & Labrador Wildfires Appeal* to support wildfire disaster relief efforts across Newfoundland and Labrador.
- August 22-31
  - August 22<sup>nd</sup>. Environment and Climate Change Canada and the Federation of Canadian Municipalities announced approximately \$5.2 million in funding through the Green Municipal Fund's (GMF) Local Leadership for Climate Adaptation (LLCA) initiative towards 70 projects that will support climate adaptation plans, climate-focused asset management strategies, and community-wide climate risk assessments in several municipalities across Canada.
  - August 22<sup>nd</sup>. The Minister responsible for the Federal Economic Development Agency for Southern Ontario (FedDev Ontario), announced a combined Government of Canada investment of nearly \$12 million for six businesses and organizations with the aim of developing innovative housing solutions across southern Ontario.
  - August 26<sup>th</sup>. The Minister of Government Transformation, Public Works and Procurement, and the Secretary of State (Defence Procurement), announced that the Government of Canada had identified German company Thyssen Krupp Marine Systems (TKMS) and Korean company Hanwha Ocean Co., Ltd. (Hanwha) as the 2 qualified suppliers for the Canadian Patrol Submarine Project (CPSP).
  - Focus group was held with workers in tariff-impacted industries in Hamilton (August 26<sup>th</sup>)
  - August 27<sup>th</sup>. The Government of Canada announced an investment of \$22.7 million towards eight projects aimed at improving EV charging availability and infrastructure in B.C.
  - August 28<sup>th</sup>. The Minister responsible for PrairiesCan, announced more than \$21 million in federal investments for nine Manitoba-based businesses to assist these companies in expanding, improving productivity, and remaining competitive on the global stage.
  - Focus group was held with the general population residing in the Montérégie region of Quebec (August 28<sup>th</sup>)

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

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

- The hosting by the Government of Canada of the 2025 Group of Seven (G7) Leaders' Summit, which took place in Kananaskis, Alberta, from June 15<sup>th</sup>, 2025, to June 17<sup>th</sup>, 2025;
- The ongoing response by the Government of Canada to a series of tariffs imposed by the United States (U.S.) on Canadian imports, including a 50 per cent tariff that had recently been implemented on Canadian steel and aluminum products. Several were of the impression that these tariffs from the U.S. had motivated the federal government to increase its efforts to establish closer trading relationships with countries in other regions, such as Europe and Asia;
- The announcement by the federal government that it would be rescinding the Digital Services Tax (DST) with the aim of advancing broader trade negotiations with the U.S.;
- The decision by the Government of Canada to remove many counter tariffs on U.S. imports (which had been in place since March 2025), with these measures no longer being in effect as of September 1<sup>st</sup>, 2025;
- An announcement by the federal government that it would be providing \$1.25 billion in funding to support Canada's softwood lumber sector amidst tariffs;
- The introduction by the Government of Canada of the Canada Strong Pass, an initiative that, from June 20<sup>th</sup>, 2025, to September 2<sup>nd</sup>, 2025, would provide Canadians with the ability to enjoy free or discounted admission to iconic places and landmarks across the country, including national parks, museums, and rail travel;
- An announcement by Public Services and Procurement Canada (PSPC) that the federal government had vetted and approved two potential manufacturers and advanced to the next steps in the procurement of Arctic patrolling submarines as part of the Canadian Patrol Submarine Project (CPSP);
- The announcement by members of the Air Canada flight attendants' division of the Canadian Union of Public Employees (CUPE) that they would be taking strike action as of August 16<sup>th</sup>, 2025, and the subsequent ruling by the Canadian Industrial Relations Board (CIRB) that this job action was illegal, requiring the flight attendants to return to work;
- The announcement by the Government of Canada that it would be cutting tolls on the Confederation Bridge linking Prince Edward Island (P.E.I.) to New Brunswick, as well as reducing fares for interprovincial ferries in Atlantic Canada and Quebec; and
- The deployment of Canadian Armed Forces (CAF) personnel and aircraft following a Request for Federal Assistance from the Government of Manitoba to support evacuation efforts of communities impacted by large-scale wildfires in the province.

## Government of Canada Priorities

(Ontario Recent Graduates, Montreal Living Pay Cheque to Pay Cheque, Saint John, Ontario Parents of Children under 18, Vancouver, Small-to-Mid Size Centres Atlantic Canada, Manitoba Impacted by Wildfires, Hamilton Workers in Tariff-Impacted Industries, Montérégie Region Quebec)

Nine groups took part in conversations related to key priority areas that had been identified by the Government of Canada. At the outset of their discussions, participants in five groups, respectively comprised of recent graduates in Ontario, individuals in Montreal living pay cheque to pay cheque, and residents of Saint John, the Montérégie region of Quebec, and small and mid-sized centres in Atlantic Canada, were asked to share what they believed were the top issues that the federal government should be focusing on. A wide range of areas were mentioned, including:

- Cost of living – Many mentioned what they perceived as the high cost of living, with several of the impression that the prices for goods and services, including for essentials such as groceries, had risen substantially in recent years. It was felt that wages had not kept up with the rate of inflation as of late and that this had placed many households in increasingly challenging financial positions. A number expressed concern regarding the impact of the cost of living on groups, such as seniors, who relied on fixed incomes to make ends meet financially;
- Housing – A large number identified the affordability of housing as a major issue, with many believing that it had become increasingly expensive for Canadians to obtain housing (both to purchase and to rent) in their communities. Several also expressed the opinion that the high cost of housing had been a direct contributor to what they perceived as the rising rate of homelessness in many parts of the country;
- Health care – Several thought that a greater focus should be placed by the federal government on health care, with a number believing that action needed to be taken to address challenges such as long wait times for primary and emergency care, as well as difficulties Canadians were facing in finding family doctors and obtaining appointments with specialists;
- Relationship with the U.S. – It was also felt that more needed to be done by the Government of Canada to diversify its trade relationships, with many expressing the opinion that Canada had become too dependent on the U.S. when it came to trade, and that this had placed the country in a precarious economic position due to what they perceived as the growing unreliability of the U.S. as an economic ally. Also related to Canada's relationship with the U.S., the view was expressed that a greater focus should be placed on increasing investments into



the Canadian Armed Forces (CAF), with some believing that Canada had become too reliant on the U.S. for its own defence;

- Education – A number felt that more investments needed to be made towards education in Canada, including at both the secondary and post-secondary levels; and
- Reconciliation – A few believed that greater efforts needed to be taken by the federal government towards reconciliation and addressing the challenges currently being faced by Indigenous peoples and communities.

The group comprised of individuals residing in Montreal who reported living pay cheque to pay cheque were asked additional questions regarding what they felt were the biggest challenges related to the cost of living, housing, and the employment market. Related to the cost of living, the view was expressed that more needed to be done to assist Canadian households with making ends meet financially, especially for families with young children who were struggling to afford expenses related to groceries, clothing, and child care. Focusing on housing, the view was reiterated that steps needed to be taken by the federal government to make housing more affordable for prospective homebuyers and renters alike, with the aim of reducing the portion of Canadians' income that was devoted to housing each month. Regarding the employment market, it was felt that the Government of Canada could work to create more job opportunities for younger Canadians, including by providing additional funding for student and summer jobs programs. It was also thought that more could be done to streamline the foreign credential recognition process, making it easier for newcomers to work in their respective professions or fields of study.

All groups were asked whether they had recently seen, read, or heard anything about priority areas that had been announced by the Government of Canada. Among those who had heard something, several believed that the federal government had been working to remove internal trade barriers within Canada, with the overall goal of promoting greater free trade across the country and increasing the strength of the Canadian economy. It was also thought that efforts had been taken by the Government of Canada to establish closer trading relationships with partners other than the U.S., with the aim of diversifying the country's economic partnerships. Other actions or initiatives mentioned by participants included increasing the resiliency of Canada's electricity grid, making housing more affordable for Canadians, stabilizing the rate of immigration, and increasing the defence budget, in part as a way of upholding Canada's commitments to its allies in organizations such as the North Atlantic Treaty Organization (NATO).

### **Overall Impressions (Ontario Recent Graduates, Montreal Living Pay Cheque to Pay Cheque, Saint John, Small and Mid-Size Centres Atlantic Canada, Montérégie Region Quebec)**

Five groups engaged in conversations related to their overall impressions of the priority areas that had been announced by the Government of Canada as well as their views regarding which of these priorities were the most important. To aid in conversation, participants were provided with the following information:

*The Government of Canada has indicated it will focus on 7 priorities.*



- *Establishing a new economic and security relationship with the United States and strengthening its collaboration with reliable trading partners and allies around the world;*
- *Building one Canadian economy by removing barriers to interprovincial trade and identifying and expediting nation-building projects that will connect and transform our country;*
- *Bringing down costs for Canadians and helping them get ahead;*
- *Making housing more affordable by unleashing the power of public-private cooperation, catalysing a modern housing industry, and creating new careers in the skilled trades;*
- *Protecting Canadian sovereignty and keeping Canadians safe by strengthening the Canadian Armed Forces, securing our borders, and reinforcing law enforcement;*
- *Attracting the best talent in the world to help build our economy, while returning our overall immigration rates to sustainable levels; and*
- *Spending less on government operations so that Canadians can invest more in the people and businesses that will build the strongest economy in the G7.*

On balance, while participants were largely positive in their reactions to these priority areas, a number questioned whether all of these priorities were achievable and/or whether the Government of Canada would be able to address all of these issues simultaneously. While all priority areas received mostly positive reactions among participants, several identified the priorities of building one Canadian economy, making housing more affordable, bringing down costs for Canadians, and protecting Canadian sovereignty and keeping Canadians safe as being especially important in their minds. Asked whether they had any questions about these priorities or whether they felt that any were unclear, a number thought that the statement *'Bringing down costs for Canadians and helping them get ahead'* was somewhat vague and needed to include more information about the specific actions that would be taken to address this issue. Many expressed concerns about *'Spending less on government operations'* and questioned what programs or services would be reduced or eliminated as a result of these spending reductions. A few also questioned whether it would be possible for the federal government to make progress in all of these priority areas while also making a commitment to spending less on government operations in the years to come.

Participants next engaged in an exercise where they were asked to identify the three priority areas (out of the 7 previously shown) that they felt were the most important for the Government of Canada to be focusing on. On balance, *'Bringing down costs for Canadians'* and *'Making housing more affordable'* received the highest level of support. It was felt that progress on these priority areas would likely have a positive impact for a large number of Canadians and would assist in bolstering the financial security of many households. The view was expressed that taking action on these priorities could also help to address other issues, such as homelessness and perceived rising crime, that were seen by some as being connected to broader challenges like the high cost of living and growing financial pressures on Canadians.

Several also selected *'Establishing a new economic and security relationship with the U.S.'* and *'Strengthening collaboration with reliable trading partners and allies around the world'*. Among those who believed that establishing a new economic and security relationship with the U.S. was an important priority, a number expressed the view that given the close geographical proximity and the perceived existing economic interconnectedness between the two countries, it was of critical

importance for the federal government to re-establish a close, working relationship with the U.S. in order to promote economic prosperity for both countries. A number also felt that it was important for the Government of Canada to be focused on strengthening its collaboration with trading partners around the world, with several commenting that due to the increasingly unpredictable behaviour of the U.S. in terms of its trade relationship with Canada, it was important to establish closer ties with other trading partners as a way of diversifying the Canadian economy going forward.

A number also selected '*Building one Canadian economy*' and '*Protecting Canadian sovereignty and keeping Canadians safe*'. For those who felt that it was important for the federal government to continue its efforts to build one Canadian economy, it was thought that this was the best way to strengthen and increase the country's economic resiliency and that this approach would yield positive economic benefits for Canadians everywhere. The view was expressed that a greater focus should be placed on manufacturing more products in Canada, with a number believing that this would be a helpful way to reduce the country's level of economic reliance on international trade. For those who selected protecting Canadian sovereignty and keeping Canadians safe, it was widely felt that this was a key responsibility of the federal government and a priority that impacted all Canadians. It was thought that, given the constantly evolving relationship between Canada and the U.S. government at present, it was important for the Government of Canada to be promoting greater self sufficiency when it came to the country's national defence and to decrease Canada's reliance in this area on allies such as the U.S.

Only a small number selected '*Spending less on government operations*.' For those who chose this priority area, concerns were expressed about the impact that the rising national debt would have on future generations and believed that it was important for the federal government to be working towards producing a balanced budget. Very few selected '*Attracting the best talent in the world, while keeping overall immigration rates sustainable*.' Related to this priority, a number expressed the view that the federal government should be focused on educating and training talented individuals already living in Canada rather than seeking to recruit top talent from around the world.

Discussing whether there were any priorities not listed that they felt should be included, participants mentioned a number of areas. These included increasing investments towards Canada's health care system, bolstering the quality of primary and secondary education in Canada and making post-secondary education more affordable, providing greater financial supports for seniors, increasing the amount of supports and resources available for those suffering from addiction, and protecting the environment and mitigating the impacts of climate change.

Two groups, respectively comprised of residents of small and mid-sized centres in Atlantic Canada and individuals in the Montérégie region of Quebec, were asked an additional question as to whether they felt the Government of Canada had been making progress in any of these priority areas. Participants were mixed in their views, with a roughly equal number believing that the federal government had made some progress compared to those who felt otherwise or were more uncertain in their views. Among those who believed that progress had been made, participants mentioned actions such as the Government of Canada's efforts to remove internal trade barriers, recent funding increases that had been announced for the CAF, and its actions to strengthen Canada's international trade relationships with global allies. Asked whether they believed the federal government would ultimately succeed in



achieving any of the priorities it had identified, most felt that it would. A number believed that reducing spending on government operations and removing internal trade barriers were likely achievable in the shorter term, while areas such as establishing a new relationship with the U.S., making housing more affordable, and bringing down costs for Canadians may take longer to achieve.

Participants in the group comprised of individuals in Montreal living pay cheque to pay cheque were asked whether they were aware of any recent announcements or initiatives from the federal government related to changes to the personal income tax rate for the middle class. On balance, very few indicated having been aware of this action by the Government of Canada. To aid in conversation, participants were provided with the following information:

*In addition to these priorities, the Government of Canada committed to reducing the personal income tax rate for the middle class from 15 per cent to 14 per cent, effective July 1<sup>st</sup>, 2025.*

*This would reduce the tax rate applied to the first \$57,375 (in 2025) of an individual's taxable income, regardless of their income level.*

*The bulk of the tax relief will go to those with incomes in the two lowest tax brackets. The maximum tax savings will be \$420 person in 2026.*

Reacting to this information, while a number felt that this action by the Government of Canada represented a step in the right direction, few thought that it would make a major financial difference for lower and middle-income Canadians. Asked whether they felt this initiative would help with the cost of living, none believed that it would. The view was expressed that the maximum tax savings amount of \$420 was not enough to have an impact given the current high costs of essentials such as groceries and housing. A few suggested that, in addition to providing tax relief for lower and middle-income Canadians, the federal government should also focus on increasing the tax rate for higher income individuals, with the goal of utilizing the increased tax revenue to provide greater financial assistance to those who are struggling with the cost of living.

### **Individual Priority Areas (Ontario Parents of Children Under 18, Vancouver, Manitoba Impacted by Wildfires, Hamilton Workers in Tariff-Impacted Industries)**

Four groups engaged in a more detailed conversation about each of the seven individual priority areas that had been identified by the federal government. Participants were informed that they would be discussing each priority one by one and, to aid in conversation, were presented with the following list detailing the priority areas:

- *Establishing a new relationship with the U.S. and strengthening collaboration with global allies*
- *Building one Canadian economy*
- *Bringing down costs for Canadians and helping them get ahead*
- *Making housing more affordable*
- *Protecting Canadian sovereignty and keeping Canadians safe*
- *Attracting the best talent in the world, while keeping overall immigration rates sustainable*
- *Spending less on government operations*



### ***Establishing a new relationship with the U.S. and strengthening collaboration with global allies***

To begin, participants engaged in an exercise where they were shown a list of components related to the priority of establishing a new relationship with the U.S. and strengthening collaboration with global allies and asked to select the component that they felt was the most important. The list shown to participants included:

- *Canada and the U.S. reaching an agreement on trade issues;*
- *Working with other countries around the world to develop stronger trade relationships; and*
- *Protecting important economic sectors and workers.*

On balance, the component of working with other countries around the world to develop stronger trade relationships received the highest level of support. Several believed that more needed to be done to diversify the Government of Canada's trade relationships, with a number of the impression that Canada had become too reliant on the U.S. in this area over the past few decades. A number believed that this component was especially important given what they viewed as the ever-evolving trade policy of the U.S. government in recent months. For those who selected the component of reaching an agreement with the U.S. on trade issues, several cited challenges related to higher consumer costs, potential large-scale job losses, and severe economic challenges for many important sectors that they believed would result from a prolonged trade dispute with the U.S. The view was expressed that, given the close proximity of the U.S. to Canada, the interconnectedness of the economies of the two countries, and the perception of the U.S. as an economic superpower, it was important for Canada to re-establish a productive relationship with the U.S. in order to protect the financial wellbeing of Canadian consumers, workers, and businesses. Among the small number who selected protecting important economic sectors and workers, the view was expressed that addressing this component would be critical for maintaining the long-term viability of the Canadian economy and should be the key focus for the federal government, even ahead of its relationships with international partners.

### ***Building one Canadian economy***

Discussing the priority of building one Canadian economy, participants were provided with a list of potential actions that could be taken to make progress in this area and were asked to select which of these they felt was the most important for the federal government to be focusing on. The list shown to participants included:

- *Building a strong economy in Canada;*
- *Removing internal trade barriers;*
- *Getting major energy and infrastructure projects built; and*
- *Working towards a more unified Canada*



Building a strong economy in Canada received the highest level of support amongst participants. Many were of the view that this action represented the most important step when it came to increasing the resiliency of the Canadian economy in that it would provide a solid economic foundation upon which further economic growth and better trade relationships could be built going forward. It was felt that increased efforts by the federal government to foster economic cooperation among Canada's provinces and territories would likely have a positive impact for Canadian businesses and workers and would help to strengthen Canada's economic position on the global stage. Several selected the component of removing internal trade barriers, with a number believing that this represented a tangible action that could be accomplished in the relatively near future and would benefit Canadian consumers as well as assist in increasing labour mobility across the country. A few were of the opinion that, if the overarching goal was to build one Canadian economy, it was counterintuitive for internal trade barriers to remain in place going forward. Only a small number selected the components of getting major energy and infrastructure projects built and working towards a more unified Canada. Related to the building of energy and infrastructure projects, a few reported selecting this initiative due to their perception that this represented the most specific and action-oriented of the components listed.

### ***Bringing down costs for Canadians and helping them get ahead***

Asked whether they viewed bringing down costs for Canadians and helping them get ahead as an important priority, all believed that it was. Many were of the impression that the cost of goods and products of all types had risen substantially in recent years, and in some cases had doubled or tripled in less than a decade. Several were of the impression that higher consumer prices and the rising cost of living had placed an increasing number of Canadian households in financially precarious positions, with a number reporting having personally faced challenges in making ends meet. The view was expressed that the higher cost of living had been especially difficult for younger Canadians who were trying to establish themselves financially as well as for families with young children, given all the additional costs that raising children was believed to entail. It was widely felt that by making progress in this priority area, the federal government would be able to assist in improving the financial situation and overall quality of life of a large number of Canadians. In addition to reducing consumer costs, the view was also expressed that more should be done to lower the cost of post-secondary education and other training programs in order to make it more affordable for prospective workers to acquire the skills they require to gain employment in fields of interest to them.

### ***Making housing more affordable***

Participants engaged in an exercise where they were presented with a list of initiatives related to making housing more affordable and asked to select the component that they felt was most important when it came to accomplishing this priority. The list shown to participants included:

- *Making housing more affordable;*
- *Getting homes built faster;*
- *Building a new housing industry in prefabricated and modular homes; and*
- *Using Canadian products like lumber and steel to build more homes.*



While all initiatives were viewed as being important, participants overwhelmingly identified increasing the affordability of housing as being the most important action for the Government of Canada. Many were of the impression that the cost of housing in Canada, both to purchase and to rent, had risen substantially in recent years and that this had made it increasingly difficult for lower- and middle-income Canadians to obtain affordable housing in their communities. A number expressed concerns regarding the impact that high housing costs were having on younger Canadians, including for prospective first-time home buyers who were believed to be facing significant challenges in entering the housing market. A few were worried that their children would never be able to own their own homes if housing prices continued to rise at the same rate as they had in recent years. Among the smaller number who selected the components of getting homes built faster, building a new housing industry in prefabricated and modular homes, and using Canadian products like lumber and steel to build more homes, the view was expressed that these initiatives represented more concrete actions that the Government of Canada could take (compared to the broader goal of increasing the affordability of housing) and, as such, would likely yield more tangible progress in addressing this priority area.

### ***Protecting Canadian sovereignty and keeping Canadians safe***

Focusing on the priority of protecting Canadian sovereignty and keeping Canadians safe, participants were provided with the following list of components and asked to select which they felt was the most important:

- *Strengthening Canada's national defence capabilities;*
- *Building equipment for the Canadian Armed Forces here in Canada;*
- *Reducing violent crime in my community; and*
- *Ending the opioid crisis.*

The component of reducing violent crime in participants' respective communities received the highest level of support. Many were of the impression that instances of violent crime had been on the rise in their areas in recent years and believed that addressing this issue would have a positive impact on a large number of communities across the country. A number expressed the opinion that there needed to be greater consequences and accountability for individuals who commit violent crimes, and especially so for repeat offenders. It was thought that increased investments and a greater focus from the Government of Canada towards reducing violent (and non-violent) crimes would be helpful in increasing Canadians' feelings of public safety and would assist in the building of stronger communities as a result.

A large number also selected the initiative to end the opioid crisis. Several believed that perceived higher crime rates, homelessness, and the opioid crisis were interconnected, and felt that by addressing opioid addiction, the Government of Canada would simultaneously be making progress in these other areas. It was thought that by addressing this issue and providing increased resources for treatment and mental health, the federal government would be able to help many of those who were currently suffering from addiction. The view was also expressed that the opioid crisis had, in large part,



been facilitated by gang activity and that by cracking down further on gangs, the Government of Canada would likely help in reducing the overall impact of opioids on Canadian communities.

The component of strengthening Canada's national defence capabilities received a moderate level of support. Among those who selected this option, the view was reiterated that Canada had become too reliant on the U.S. for its defence and that, to bolster Canadian sovereignty, it was important for the Government of Canada to take steps to strengthen the CAF and ensure that Canada would be able to defend itself from potential threats and/or incursions, including in areas such as the Arctic. Very few selected the component of building more equipment for the CAF domestically in Canada as their top priority related to protecting Canadian sovereignty and keeping Canadians safe.

### ***Attracting the best talent in the world, while keeping overall immigration rates sustainable***

Discussing the priority of attracting the best talent in the world, while keeping overall immigration rates sustainable, participants were presented with the following options and asked to select which aspect of this priority they felt was the most important:

- *Attracting skilled workers to Canada;*
- *Returning immigration to sustainable levels; or*
- *Neither are a priority.*

On balance, a slightly larger number selected the component of returning immigration to sustainable levels compared to those who chose the initiative of attracting skilled workers to Canada. Among those who selected returning immigration to sustainable levels as their top priority, several expressed the view that higher than usual rates of immigration in recent years had placed immense strain on areas such as housing, health care, and other important services. It was thought that, in order to give these areas time to catch up and increase their capacity, efforts needed to be taken to stabilize the rate of immigration at a more manageable level going forward. Among the participants who selected attracting skilled workers to Canada as the most important component, it was felt that by placing an increased focus on recruiting top talent from around the world, the Government of Canada would be providing an effective solution to addressing perceived existing labour shortages in many key sectors. Describing the specific sectors that they expected would benefit from this approach, participants mentioned areas such as health care, education, construction, and the trades. A small number felt that neither of these areas should be a priority for the federal government. Among these participants, it was felt that the federal government's focus should be placed on further reducing the rate of immigration to Canada as well as encouraging employers to hire Canadians rather than recruiting skilled workers from outside of the country.

### ***Spending less on government operations***

Focusing on the last of these seven priority areas, spending less on government operations, participants were shown the following list of initiatives and shared their opinions regarding which they felt was most important for the federal government to be working on:

- *Making investments aimed at growing the economy;*
- *Reducing spending on government operations; and*

- *Ensuring the government is making the right choices on where to invest and reduce spending.*

The priority of ensuring that the government was making the right choices in relation to investing and reducing spending received the highest level of support among participants. Several thought that this priority represented a strategic, practical approach, with a number expressing that while it was important for the federal government to be focused on reducing its operating costs and working towards a balanced budget, it was critical that investments continued to be made towards important areas such as health care, education, and creating well paying jobs for workers. The opinion was shared that it would be important going forward for the Government of Canada to be transparent about the areas that it would be investing/reducing spending in, as well as for it to communicate its rationale when making these decisions. A smaller number respectively selected the components of making investments aimed at growing the economy and reducing spending on government operations. Among those who felt that making investments aimed at growing the economy was the most important of these priorities, the view was expressed that the best way to strengthen the Canadian economy would be for the federal government to make investments towards protecting vital sectors and building new major infrastructure projects. For participants who chose reducing spending on government operations as their top priority, it was felt that several years of deficit spending had served to drastically increase the national debt, placing the country and future generations of Canadians in a vulnerable economic position in the years and decades to come. With this in mind, it was thought that returning to a balanced budget needed to be a top priority for the Government of Canada moving forward.

Focusing on the seven priority areas as a whole, participants were asked whether they felt the federal government had made progress on any of these priorities and their components. Those in the group of Ontario parents of children under 12 shared their perspectives while discussing each priority in turn, while those in the groups comprised of residents of Vancouver, individuals in Manitoba impacted by wildfires, and Hamilton workers in tariff-impacted industries were shown the following overview at the conclusion of their discussion:

<p>1. Establishing a new relationship with the U.S. and strengthening collaboration with global allies</p>	<ul style="list-style-type: none"> <li>• Canada and the U.S. reaching an agreement on trade issues</li> <li>• Working with countries around the world to develop stronger trade relationships</li> <li>• Protecting important economic sectors and workers</li> </ul>
<p>2. Building one Canadian economy</p>	<ul style="list-style-type: none"> <li>• Building a strong economy in Canada</li> <li>• Removing internal trade barriers</li> <li>• Getting major energy and infrastructure projects built</li> <li>• Working towards a more unified Canada</li> </ul>

3. Bringing down costs for Canadians and helping them get ahead	<ul style="list-style-type: none"> <li>• Bringing down costs for Canadians and helping them get ahead</li> </ul>
4. Making housing more affordable	<ul style="list-style-type: none"> <li>• Making housing more affordable</li> <li>• Getting homes built faster</li> <li>• Building a new housing industry in prefabricated and modular homes</li> <li>• Using Canadian products like lumber and steel to build more homes</li> </ul>
5. Protecting Canadian sovereignty and keeping Canadians safe	<ul style="list-style-type: none"> <li>• Strengthening Canada’s national defence capabilities</li> <li>• Building equipment for the Canadian Armed Forces here in Canada</li> <li>• Reducing violent crime in my community</li> <li>• Ending the opioid crisis</li> </ul>
6. Attracting the best talent in the world, while keeping overall immigration rates sustainable	<ul style="list-style-type: none"> <li>• Attracting skilled workers to Canada</li> <li>• Returning immigration to sustainable levels</li> </ul>
7. Spending less on government operations	<ul style="list-style-type: none"> <li>• Making investments aimed at growing the economy</li> <li>• Reducing spending on government operations</li> <li>• Ensuring the government is making the right choices on where to invest and reduce spending</li> </ul>

On balance, while a small number felt that progress had been made in some areas, most were of the opinion that progress in others had remained mostly the same in recent months and in some cases, such as the cost of living, had gotten worse. While a number believed that the Government of Canada had been working to address major issues, such as reducing costs for Canadians as well as making housing more affordable, very few reported having personally noticed any tangible progress in these areas. Among those who did believe that some progress had been made, participants mentioned actions such as the federal government taking steps to remove internal trade barriers, efforts to remove red-tape and increase the rate at which homes are being built in Canada, the strengthening of economic and security ties with global allies, and the announcement that greater investments would be made towards the CAF and national security. A few were also of the impression that Canadians overall had become more unified as of late, especially in terms of their efforts to work together to stand up for Canadian sovereignty and build one Canadian economy. Asked whether they felt the Government of Canada would successfully achieve any of these priorities or components, a large number felt that while progress would likely be made over time, achieving these priorities would be a



slow-moving and gradual process, especially given the perceived significant size and scope of many of these areas.

Discussing whether there were any priority areas that they felt were missing, several mentioned health care, with many believing that a significant focus needed to be placed by the Government of Canada on this sector, with a particular focus on increasing Canadians' accessibility to primary and emergency care as well as investing more resources towards issues such as mental health and treatment for addiction. Other areas identified by participants included climate change and the environment, reconciliation with Indigenous peoples, and reducing the rate at which Canadians are taxed.

## The Economy (Saint John, Yukon, Interior British Columbia, Prairies Indigenous Peoples, Ontario Recent Graduates)

Five groups engaged in conversations related to the Canadian economy. Four groups, respectively comprised of residents of Interior B.C., Yukon, and Saint John, as well as Indigenous peoples living in the Prairies, engaged in conversations related to the federal government's efforts to build one Canadian economy, while the group comprised of recent graduates in Ontario shared their perspectives regarding the employment market and the Canadian economy overall.

### **One Canadian Economy (Saint John, Yukon, Interior British Columbia, Prairies Indigenous Peoples)**

To begin, participants were asked what they had seen, read, or heard about the Government of Canada's plans to build one Canadian economy. On balance, a smaller number reported having heard something about this topic relative to those who had not. Among those who had heard something, several mentioned the federal government's efforts to remove internal trade barriers between Canada's provinces and territories, with a number also reporting having heard about potential initiatives to increase energy transmission across Canada with the aim of constructing a national energy corridor. To aid in conversation, participants were provided with the following information:

*The Government of Canada recently passed legislation to remove federal barriers to internal trade and labour mobility, including how nation-building infrastructure projects will be identified and approved more quickly. The goal is to build a stronger, more competitive, and more resilient Canadian economy that works for all Canadians.*

*The Government of Canada will determine whether a major project is in the national interest based on consultations with provinces, territories, and Indigenous peoples.*



*Examples of such projects include highways, railways, ports, airports, pipelines, nuclear facilities, electrical transmission projects, mines, and critical minerals.*

Participants were largely positive in their reactions to this legislation, with many expecting that removing internal trade barriers and engaging in nation-building infrastructure projects would be mutually beneficial to the provinces and territories as well as the Canadian economy overall. A number also expressed that it was important for the federal government to be focused on removing barriers to labour mobility, believing that professionals in many sectors were currently limited in their ability to work in different parts of the country. While supportive of nation-building projects in general, a few were worried that this legislation could be used to expedite and/or bypass what they viewed as important steps in the development/construction process such as performing environmental impact assessments as well as engaging in appropriate consultations with Indigenous peoples and communities.

Participants next engaged in an exercise where they were presented with a list of potential nation-building infrastructure projects and were asked to select the projects that they supported. The list shown to participants included:

- *New or expanded pipelines;*
- *Long-distance electrical transmission lines;*
- *Liquified natural gas terminals;*
- *Port expansion;*
- *Carbon capture and sequestration facilities;*
- *Offshore wind turbines;*
- *Increasing mining for critical minerals;*
- *Hydroelectricity projects;*
- *Nuclear energy facilities;*
- *High-speed railways; and*
- *Highways*

On balance, the initiatives to build more high-speed railways and highways received the highest level of support among participants. Many believed that taking these actions would make it easier and more affordable for Canadians to get around the country as well as better facilitate the transportation of goods and resources to different parts of the nation. It was thought that expanding the use of high-speed railways and highways would be helpful in encouraging increased tourism within Canada as well as greater connectivity amongst the country and its citizens. The view was also expressed that an increased emphasis on road and rail travel would likely produce less emissions compared to air travel and, as a result, focusing on these projects would also be beneficial to the environment and the fight against climate change.

A large number selected the initiatives to build new or expanded pipelines and long-distance electrical transmission lines. Among those who identified pipelines as an important focus area, several cited the perceived economic benefits of taking this approach, with a number expressing the opinion that Canada needed to do more to leverage its natural resources (such as oil and natural gas) for economic



gain. For participants who chose long-distance electrical transmission lines, it was widely felt that building this type of infrastructure would assist in increasing energy connectivity and security throughout Canada and would be very helpful in preventing occurrences such as electricity grid overloads and blackouts.

Several also believed that the federal government should be investing in nation-building projects related to port expansions, increased mining for critical minerals, and hydroelectricity projects. Among participants who selected port expansion, it was thought that this would help to better facilitate the export of Canadian products and natural resources to trading partners and would help to make Canada more economically competitive on the global stage. Similarly, a number believed that increasing mining for critical minerals would help to strengthen the Canadian economy, especially given their perception that there was high global demand for these resources at present. For those who selected hydroelectricity projects, it was felt that hydroelectricity represented an affordable, clean, and renewable form of energy that could be better utilized to meet the energy needs of Canadians. A few, however, expressed concerns that the construction of dams or other infrastructure that displaced or interrupted the natural flow of waterways could have negative impacts on the surrounding environment and ecosystems where these projects are built.

A relatively smaller number selected the initiatives to build liquefied natural gas (LNG) terminals, offshore wind turbines, carbon capture sequestration facilities, and nuclear energy facilities. Though a number felt that projects related to building more LNG terminals, offshore wind turbines, and nuclear energy facilities could help to further strengthen the Canadian economy and serve as a source of new, high-paying jobs for Canadians, several expressed concerns related to the potential environmental impact of these projects. Among those who selected carbon capture sequestration facilities, while it was felt that this could have a positive impact on reducing and removing carbon emissions from the atmosphere, a number expressed that they did not know much about this technology and/or how it worked.

Participants then engaged in an exercise where they were shown a list of potential criteria that could be used by the Government of Canada when determining whether or not to approve new nation-building infrastructure projects. Participants were asked to select which criteria they felt were most important, with a maximum of two responses. The list shown to participants included:

- *Whether or not it creates jobs;*
- *Whether it makes Canada more economically independent from the United States;*
- *Whether Indigenous communities have been part of the consultation on the project and agree it should move forward;*
- *Whether it will have an impact on the habitat of endangered species; and*
- *Whether it keeps Canada on track to meet its climate targets.*

The criterion of whether a project makes Canada more economically independent from the U.S. received the highest level of support. Many felt that it was important that Canada not be too dependent on any one trading partner, with several believing that this was an especially important priority to be focusing on given the numerous tariffs that had recently been implemented by the U.S.

on Canadian imports. The view was expressed that the best way for the federal government to protect the country economically would be to increase the self-sufficiency of the Canadian economy and manufacture more goods and products within Canada.

A large number also identified whether or not a project creates jobs as an important criterion. Several believed that the creation of more well-paying jobs for Canadians would have a positive impact on a large number of households, and especially those who were struggling to make ends meet financially. It was felt that nation-building projects that led to high levels of job creation would help to strengthen the Canadian economy overall in that they would likely provide households with more disposable income as well as provide an increased tax base for the federal government to draw upon.

The criteria of whether a project would impact the habitat of endangered species and whether Indigenous communities have been part of the consultation on a project and agree it should move forward both received moderate levels of support among participants. Among those who selected the criteria related to protecting the habitats of endangered species, it was felt that while the federal government should be focused on investing in nation-building projects, these cannot come at the expense of harming the endangered species and vulnerable ecosystems that are found in many parts of the country. For participants who selected whether or not Indigenous communities have been consulted and agree that a project should move forward as a top criterion, it was felt that it was important for the Government of Canada to be working in collaboration with Indigenous peoples who reside on or nearby the lands that would be utilized for these projects and that no project should move forward without the approval of these communities. Only a small number selected whether a project keeps Canada on track to meet its climate targets as a top criterion.

Asked an additional question as to whether they thought the federal government investing in nation-building infrastructure projects would help to make the Canadian economy less reliant on the U.S., most in the group based in Saint John believed that it would. It was felt that new large-scale infrastructure projects, especially those related to increasing the rate at which energy and natural resources could be transported across the country, would help to build a stronger national economy and would make Canada much more competitive in its global trade relationships. The view was expressed that while these projects may have high costs in the short-term, they would ultimately pay for themselves in the long-term given the additional economic prosperity they were expected to bring.

### **Economic Outlook (Ontario Recent Graduates)**

Asked to share their perspectives regarding how the Canadian economy was doing at present, participants largely felt that while it was performing better than some countries, there was significant room for improvement going forward. Several believed that the Canadian economy had many well-established industries and a strong economic foundation to build upon, but had not been performing as well as it could have been as of late, with a number of the impression that there had been limited growth in terms of the country's gross domestic product (GDP) per capita in recent years. Discussing whether they believed the Canadian economy was growing or heading towards a recession, all believed that a recession was likely to occur in the near future. Describing why they felt this way, many

cited perceived factors such as the high cost of living, including for essentials such as groceries, and a rising number of layoffs in Canadian communities.

Questioned as to whether they were aware of the current unemployment rate in Canada, most were uncertain, though a number were of the impression that it was quite high, especially for younger Canadians. To aid in conversation, participants were informed that the national unemployment rate was recorded at 7 per cent in May 2025, compared to 6.6 per cent in February 2025, 5.4 per cent in 2023, and 5.7 per cent in 2019 (prior to the COVID-19 pandemic). Reacting to this information, participants expressed concern regarding the number of Canadians that were currently searching for and unable to find work, as well as the negative financial implications that this could have for Canadian households. Informed that the unemployment rate for youth aged 15-24 was currently at 14.2 per cent as of May 2025 and that this was the highest level since 2021, a number worried about the impacts that this would have on young people (including themselves) as they sought to build their careers and establish themselves financially.

Asked whether they were currently employed, most indicated that they were, with a smaller number reporting that they were searching for work. Among those who had jobs, only a few reported having found work in their field of study, with a number describing having taken on part-time or full-time employment in sectors unrelated to their education. Discussing how challenging they felt it was to find work in a field of interest to them, many believed that this had become increasingly difficult in recent years, with several reporting having personally faced issues on this front. The view was expressed that higher than usual rates of immigration over the past few years had led to the job market becoming increasingly competitive for prospective employees, further exacerbating the challenges they were facing in finding a job in their area of interest. Questioned as to whether they felt the Government of Canada was headed in the right direction when it came to creating good jobs in Canada, a roughly equal number felt that it was headed in the wrong direction as those who were more uncertain in their views.

## Canada-U.S. Relations (Saint John, Yukon, Interior British Columbia, Hamilton Workers in Tariff- Impacted Industries, Montérégie Region Quebec)

Five groups engaged in discussions related to the relationship between Canada and the United States (U.S.). Participants in the groups based in Saint John, Yukon, and Interior British Columbia (B.C.) focused on recent trade discussions between the Government of Canada and the U.S., while individuals in the groups comprised of workers from Hamilton in tariff-impacted industries and residents of the Montérégie region of Quebec shared their perspectives regarding the range of tariffs that had been implemented on Canadian goods by the U.S. and the actions that had been taken by the federal government in response.

### Trade Discussions (Saint John, Yukon, Interior British Columbia)

Asked what they had recently seen, read, or heard about trade discussions between Canada and the U.S., several recalled having heard that the U.S. had announced that it would be imposing a 35 per cent tariff on all Canadian goods, with some of the impression that this measure was set to go into effect on August 1<sup>st</sup>, 2025. Questioned as to how well they felt these trade discussions were going overall, most did not believe that much progress had been made as of late. While some were of the impression that the federal government had taken actions, such as removing the digital services tax (DST), to move these negotiations forward, few felt that this had been effective in making progress towards the establishment of a long-term trade agreement between the two countries. A number were more uncertain in their views regarding these discussions, believing that while the federal government was working hard to negotiate a new deal with the U.S., it was difficult to say how much progress had been made as many of the conversations between Canadian and American officials had been taking place in private.

Discussing whether they felt the federal government was standing up well for Canada, participants were mixed in their views. Regionally, while several in the groups based in Saint John and Interior B.C. felt that the Government of Canada was doing the best that it could to protect the interests of Canadians and respond to what were viewed as the ever-evolving economic measures from the U.S., almost all in the group in Yukon were more negative in their views. Among these participants, it was thought that in addition to not yet having reached an agreement with the U.S. to stabilize trade and remove U.S. tariffs on Canadian exports, the federal government had not been effective in looking after the needs of its citizens, including Indigenous peoples and communities that continued to lack sufficient access to clean drinking water.

Describing what else the Government of Canada could be doing to stand up more effectively for Canada, a number felt that it should be working to implement further counter tariffs of its own in response to recent tariff increases by the U.S. on Canadian goods. The view was expressed that the federal government should consider applying export duties to Canadian utilities and resources, such as electricity and lumber, that participants believed played a vital role in meeting the energy and construction needs of many U.S. states. Some also spoke positively of the Government of Canada's efforts to establish closer trade relationships with other global partners and believed that further steps should be taken to diversify Canada's trade partnerships away from the U.S. going forward.

Informed that the federal government had recently announced that it was aiming to have a new trade deal in place by August 1<sup>st</sup>, 2025 (revised from an earlier timeline of July 21<sup>st</sup>, 2025), participants were asked whether they felt that an agreement would ultimately be reached within this timeframe. On balance, very few expected that an agreement would be reached by the deadline that had been announced by the federal government. Expanding upon their views, several cited what they perceived as a lack of progress between the two countries on these negotiations thus far and did not expect that this situation would change by the beginning of August. It was also questioned whether the U.S. was truly interested in reaching a deal in the near future, with some believing that it was intentionally prolonging these negotiations with the aim of extracting further economic concessions from the Government of Canada in the future. Discussing whether they felt the two sides would be able to



reach an agreement at some point in the future, participants were again mixed in their views. While some felt that a deal would eventually be reached (with a few believing it was possible that this could happen by the end of the year), a roughly equal number did not expect that the Canada and the U.S. would reach an agreement on trade at any point in the foreseeable future.

Assuming that an agreement could be reached by the Government of Canada and the U.S. by August 1<sup>st</sup>, participants were asked what a good outcome would look like to them. For most, it was felt that a removal of all the tariffs that had been implemented by the U.S. since January 2025 and a return to free trade between Canada and the U.S. represented the most acceptable outcome when it came to resolving these negotiations. Several, however, believed that given the perceived importance that they felt had been placed by the U.S. government on keeping tariffs in place for most countries, it was unlikely that these economic measures would be removed entirely. With this in mind, a number commented that an agreement that reduced tariffs to a more manageable level, such as 10 or 15 per cent, represented the best outcome that the federal government could realistically achieve. A few also felt that any trade agreement reached with the U.S. should be one that was mutually beneficial for both sides and ensured the long-term protection of Canada's natural resources and vital sectors such as lumber, steel, and aluminum.

### **Tariffs (Hamilton Workers in Tariff-Impacted Industries, Montérégie Region Quebec)**

At the outset of their conversations, participants were asked what they had seen, read, or heard as of late related to the implementation by the U.S. of tariffs on Canadian imports. A number recalled hearing about tariffs that had been imposed on Canadian steel, aluminum, and other products, with some in the group comprised of Hamilton workers in tariff-impacted industries reporting that they and/or their employers had been negatively impacted by these tariffs. To aid in conversation, participants were provided with the following information:

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

Discussing the ramifications of these measures by the U.S., almost all believed that they had negatively impacted Canadian workers and businesses across a wide range of sectors. Several believed that these tariffs had already led to decreased revenue and lost contracts for Canadian businesses, as well as layoffs in many different sectors, such as the auto industry and other industries that had been reliant on the free flow of goods across the Canada-U.S. border. A number who reported working in the construction sector reported having faced higher costs for raw materials and other supplies imported from the U.S. since the imposition of these tariffs, increasing their business costs and making it less affordable to build new projects.

Participants were provided with the following information regarding actions that the Government of Canada had taken to support workers and businesses that had been impacted by these tariffs:



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

While several felt that these supports would likely be helpful in the short-term in helping Canadian workers and businesses continue to make ends meet financially, few saw these as an effective long-term response to U.S. tariffs. A number expressed concerns that, similar to the financial assistance provided during the COVID-19 pandemic, recipients of these supports might have to pay these amounts back later on, leading to potential financial challenges for them in the future. Asked whether there was anything more that the Government of Canada should be doing to support the industries they work in specifically, a number in the group based in Hamilton believed that actions should be taken to encourage more Canadian businesses to use Canadian-made materials (such as steel) and to ensure that other countries were unable to flood the Canadian market with cheaper, lower-quality products. While not related to a specific sector, a few in the group based in Quebec's Montérégie region believed that the federal government should establish a system where laid off workers could quickly be trained and deployed to other in-demand sectors that may be experiencing labour shortages.

Participants were next presented with a number of potential actions that the Government of Canada could take to support impacted workers and industries. These included:

- *Additional financial support for companies that struggle to keep workers employed;*
- *A "Buy Canadian" approach for the Government of Canada, where it prioritizes Canadian companies for all federal government purchases;*
- *Extending EI for long-tenured workers;*
- *Tools to match people on EI with employers who currently have vacancies; and*
- *New trade agreements that open up access to other markets for Canadian businesses.*

Asked whether they supported any of these ideas, many expressed support for all of these potential actions, with several specifically mentioning the initiatives to promote a "Buy Canadian" approach, match workers on EI with employers who currently have vacancies, and to establish new trade agreements that open up access to other markets for Canadian businesses. While not in opposition to any of the ideas listed, a few expressed concerns that these could lead to increased spending by the federal government and could bring about higher deficits and a larger national debt in the long term. A small number in the group comprised of Hamilton workers in tariff-impacted industries felt that the provision of tools to match EI recipients with employers who currently have vacancies could be helpful to them when it came to filling vacancies at their own workplace that required specialized skills that they were struggling to find qualified candidates for.

Participants next engaged in an exercise in which they were asked to share where they felt they would land on a hypothetical scale where 1 represents that Canada should make as many concessions as needed, in order to negotiate an agreement with the U.S., and 10 represents that Canada should not make any concessions, no matter how painful for Canada. On balance, the largest number of



participants selected a 5, with several of the opinion that while the Government of Canada should be firm and ensure that it is standing up for Canadians, they did not want to see it take an approach that would lead to escalating tariffs that could cause considerable economic challenges for workers and businesses. It was thought that, given the considerably greater size of the U.S. economy compared to that of Canada's, a prolonged and escalating trade disruption would likely have a much larger negative impact on the financial wellbeing of Canadians relative to those residing in the U.S. A smaller number selected 6 or 7, believing that the Government of Canada should be firmer in its approach to negotiations with the U.S. going forward, while a few chose 4, feeling that making more smaller concessions to the U.S. would be helpful in terms of achieving progress on these trade discussions.

Discussing whether they thought it would be possible for the federal government to reach an agreement with the U.S. where all recently imposed tariffs would be completely removed, or whether they expected at least some tariffs would remain, many were uncertain. While a number believed that it was possible that an agreement could be reached at some point where all tariffs on Canadian imports would be removed, several felt that it was difficult to predict how these negotiations would unfold, given their perception that the concessions being sought by the U.S. seemed to be changing on a relatively frequent basis. Expanding upon this, it was mentioned that the federal government had already taken steps, such as removing the DST and bolstering its efforts to increase the security of the Canada-U.S. border, to address concerns expressed by the U.S. government and that these actions had yielded little in the way of progress when it came to these negotiations. A few expressed the view that even if an agreement were reached where all tariffs were removed, this did not guarantee that new tariffs would not be introduced by the U.S. at some point in the years to come.

## Vaccinations (Ontario Recent Graduates, Montreal Living Pay Cheque to Pay Cheque, Yukon, Prairies Indigenous Peoples)

Four groups engaged in conversations related to vaccinations, with participants sharing their perspectives regarding the perceived safety of vaccines as well as their recent experiences in receiving a vaccine. Almost all indicated having received a COVID-19 vaccine at some point over the past five years, with a large number also reporting receiving another type of vaccine (such as a flu shot, a travel vaccine, or the shingles vaccine) during this time frame. Questioned as to whether they felt that it was safe to receive vaccines, almost all believed that it was, with many citing what they viewed as the rigorous testing processes and long-term track records of most of the vaccinations available to the general public. A number also identified their own personal experiences as being a reason for their confidence in the safety of vaccines, with several describing having received numerous vaccines over the course of their lifetimes and not having been negatively impacted in any way. A few took a more nuanced view, believing that while most vaccines were generally safe, the approval and deployment process for the COVID-19 vaccine may have been expedited due to the public health emergency at the time and, as such, may have gone through a slightly different process as other vaccinations.

Participants in the groups comprised of recent graduates in Ontario and individuals in Montreal living pay cheque to pay cheque were asked to share the reasons that had informed their decisions to get vaccinated. Focusing on the COVID-19 vaccine, several reported having gotten vaccinated during the pandemic out of a desire to protect themselves and others, with some mentioning having elderly relatives who they feared would experience serious negative health outcomes from contracting COVID-19. Also related to the COVID-19 vaccine, a number recalled having made the decision to get vaccinated primarily due to mandates that had been implemented at their workplaces and/or the post-secondary institutions that they had been attending at the time. Unrelated to the pandemic, some also reported having gotten vaccinated in recent years out of a desire to avoid contracting serious illnesses while travelling, or in response to personal medical issues that they had been experiencing.

All groups were asked to share what their experiences receiving a vaccine had been like and whether they viewed this experience in a positive or negative light. Participant responses primarily focused on vaccinations that they had received during the COVID-19 pandemic, with a large number reporting that this had been a positive experience overall. Among these participants it was thought that the vaccination process had been well-organized and efficient, and that the health care professionals they had met had been friendly and reassuring. For the smaller number who reported having faced challenges and/or barriers while getting vaccinated, a number mentioned that it had been difficult to obtain an appointment and/or that the booking system in their area had been somewhat complicated. Other issues recalled by participants included long lines at their vaccination locations, feeling overwhelmed by the large number of people getting vaccinated at the same time, and encountering negative after-effects from the vaccine. A few reiterated that they had been compelled to get vaccinated only to comply with the vaccine requirements at their school or workplace. Unrelated to the COVID-19 vaccine, a few mentioned having encountered challenges related to obtaining a prescription for certain vaccines, such as the tetanus vaccine for employment purposes, as well as difficulties in affording what they perceived as the high costs for some vaccines that are not publicly funded.

Thinking about what they had learned or heard about vaccinations in recent years, participants in the groups based in Ontario and Montreal were asked if they could recall where they had encountered this information. A wide range of sources were mentioned, including television and radio, social media, a family doctor or pharmacist, and vaccine clinics that had been set up at participants' post-secondary institutions. Questioned as to how often they came across false information related to vaccines, while a few reported having seen misinformation and disinformation about vaccines on social media, most did not recall having encountered this issue. Discussing how they would go about determining whether they could trust an information source about vaccines, several mentioned that they would likely verify any questionable information they encountered with additional sources such as government websites, peer-reviewed academic journals, information posted by health organizations such as the World Health Organization (WHO), online services such as Google and ChatGPT, and trusted health care providers.

All groups were asked, based on their personal experiences, to share what factors they felt would make it easier or more convenient to get vaccinated. Several potential actions were mentioned including increasing the affordability and availability of vaccines, providing more information regarding where to



get vaccinated and/or how to book an appointment, and increasing educational efforts to inform the public about vaccines, how they work, their potential side effects, and the health issues that they help to prevent. Recalling their interactions with the health care system over the last few years (whether this related to their experiences receiving care or trying to access primary care) participants were asked how these experiences had affected the way they felt about vaccines. On balance, very few reported having changed their perspectives related to vaccines due to their experiences with the health care system, with almost all reiterating a generally high level of trust in vaccinations and the science and research behind them.

## Wildfires (Small-to-Mid Size Centres Atlantic Canada, Manitoba Impacted by Wildfires)

Two groups shared their perspectives related to the Government of Canada's response to large-scale wildfires that had been occurring in several parts of the country in recent months. At the outset of their conversation, the group comprised of residents of Manitoba who reported having been personally impacted by wildfires were asked to share whether they had experienced serious impacts of wildfires, such as getting an evacuation alert or being evacuated from their home. Most indicated that they had, with several describing having been evacuated or displaced, and a few reporting that they had still been unable to return to their homes. Asked whether their mental health, physical health, or overall wellbeing had been impacted by the wildfires, many reported having faced challenges related to their mental health, especially as it relates to the anxiety and uncertainty that they were feeling about the potential long-term impacts that these wildfires might have had on their own lives and their broader communities. Discussing how easy or difficult they had found it to access services and supports during these wildfires (whether they stayed in their own communities or whether they were evacuated), most recalled that it had been incredibly challenging. A number expressed feeling disappointed that more supports had not been available, recounting that most of the supports they did receive had primarily been the result of community-driven initiatives rather than from the provincial or federal government.

Both groups were asked what they had seen, read, or heard about the response from the Government of Canada to the wildfires that had taken place in their respective regions. Only a small number reported having heard anything, with a few in Manitoba recalling that the federal government had deployed Canadian Armed Forces (CAF) personnel to assist with the evacuation effort in some communities. Sharing their views regarding the Government of Canada's response to these wildfires, a roughly equal number of those in Atlantic Canada felt positively about the response compared to those who were more uncertain or negative in their views, while most in Manitoba felt that there was significant room for improvement on this front. Among those who felt that the federal government had been on the right track in its response, a number mentioned steps that it had taken including providing resources to fight these fires, assisting with the evacuation of impacted communities, and providing support for displaced individuals to find temporary housing and/or afford essentials such as food and clothing. For those who thought that the Government of Canada was on the wrong track, it



was thought that it needed to take greater measures to prevent, prepare for, and respond to wildfires, with a number feeling that this area had not been prioritized highly enough in recent years. A small number reported having not heard much about this issue and felt that the federal government needed to do more to promote its actions on this front.

To aid in conversation, participants were provided with information related to the Government of Canada's response to the wildfires in their respective regions:

*Atlantic Canada:*

*In response to Requests for Federal Assistance from Newfoundland and Labrador and Nova Scotia, the Government of Canada is providing resources to support efforts to battle the wildfires. This can include things like deploying Canadian Armed Forces personnel and resources to assist with firefighting, providing airlift resources, as well as logistics and planning support. The Canadian Coast Guard also provide personnel and equipment, such as helicopters flying reconnaissance missions, ships on standby to help if needed, and portable equipment, such as comfort trailers for firefighters.*

*Manitoba:*

*In response to requests for federal assistance from Manitoba, the Government of Canada is providing resources to support efforts to battle the wildfires. This can include things like providing airlift resources and humanitarian workforce support for emergency evacuation and sheltering activities (e.g. congregate shelters and reception centres, meals, mental health supports, first aid).*

Asked what else they felt the Government of Canada should be doing when it came to responding to wildfires, participants mentioned actions such as reaching out to other countries for assistance, placing an increased focus on performing preventative measures such as clearing underbrush and undertaking controlled burns, creating a dedicated national firefighting unit that would be ready to fight wildfires wherever they occur, and educating Canadians (and youth especially) about the dangers of forest fires and the role that they can play in preventing these natural disasters from occurring. Additional measures mentioned by participants included providing increased housing support for individuals who had been displaced and/or had lost their homes, including taking steps to ensure that insurance companies were swiftly processing and paying out claims to impacted households. It was also felt that the Government of Canada could provide more resources towards rehabilitating the surrounding environment in the aftermath of wildfires, as well as increase its investments towards infrastructure (such as back-up generators) that would provide impacted communities with additional power sources to draw upon both during and in the aftermath of these events.

The group based in Atlantic Canada were provided with additional information specific to their region regarding recent actions taken by Parks Canada to help reduce the risk of wildfires. Participants were shown the following:

*Due to ongoing wildfires and an effort to reduce the risk of wildfires, Parks Canada has also implemented some measures such as:*



- *Temporarily closing parts of some national parks and sites, for example, all backcountry access in Gros Morne National Park;*
- *Implementing fire bans at some national parks and sites, for example, Kejimikujik National Park and National Historic Site; and*
- *Temporarily closing trails at some national parks and sites, for example Cape Breton Highlands National Park.*

*Note that national parks and sites are not fully closed. For example, at Cape Breton Highlands National Park, visitors can still access front country camping, beaches, day-use areas, and the Cabot Trail.*

Discussing what they thought about these measures from Parks Canada, most felt that these were important temporary actions and were reasonable steps to assist in preventing further large-scale wildfires from taking place. The view was expressed that, given the substantial risk posed by wildfires and the perceived ease by which they seemed to be occurring, it was important to have strict measures such as these in place to deter individuals from taking part in activities that could exacerbate this issue. A smaller number felt differently, believing that while there should be harsh consequences for those who engage in behaviours (such as building campfires) that could result in wildfires, they did not believe that these natural areas should be closed off to those seeking to enjoy the outdoors. The view was expressed that, for many, exploring the outdoors was an important component of their mental health and that by restricting access to these natural areas, these actions by Parks Canada could have a detrimental impact on the lives of some Canadians.

## Canada Strong Pass (Ontario Parents of Children under 18, Vancouver, Small-to-Mid Size Centres Atlantic Canada, Montérégie Region Quebec)

Four groups took part in discussions related to the recently introduced Canada Strong Pass. Asked whether they had previously heard about this initiative, very few indicated that they had. To aid in conversation, participants were provided with the following information:

*The Government of Canada introduced the Canada Strong Pass so Canadians can enjoy free or discounted admissions in various Canadian travel destinations over the course of this summer, from June 20 to September 2, 2025. This includes:*

- *Free admission for all visitors to national parks, national historic sites, national marine conservation areas administered by Parks Canada and a 25 per cent discount on camping fees;*
- *Free admission for children and teens aged 17 and under and a 50 per cent discount for youth aged 18 to 24 at national museums and the Plains of Abraham Museum;*
- *Free Via Rail travel for children and teens aged 17 and under when accompanied by an adult, and a 25 per cent discount for young adults aged 18 to 24; and*



- *Free admission for children and a 50 per cent discount for young adults aged 18 to 24 at participating provincial and territorial museums and galleries.*

Asked whether, now that they had been provided with this information, they recalled having heard anything about the Canada Strong Pass, a number indicated that they had, with some recounting details such as the free admissions to national parks, free and discounted Via Rail travel, and that the initiatives had been targeted towards children and teens aged 17 and under, as well as youth aged 18 to 24. Discussing whether they felt there was anything confusing or unclear about the Canada Strong Pass, almost all believed that it was a straightforward and easily understandable initiative. While very few reported having previously used the pass, many indicated that they would be interested in taking part in this program now that they had been made aware of this information. A number, however, commented that due to being above the age of 24, they would be unlikely to qualify for many of the initiatives targeted towards younger Canadians, and hoped that additional discounts could be provided to individuals in other age ranges at some point in the future.

Discussing why they felt the Government of Canada had introduced the Canada Strong Pass, several felt that this initiative had primarily been offered as a way to incentivize for Canadians to choose to travel and vacation within Canada, with the aim of increasing domestic travel across the country and creating more economic opportunities for Canadian tourism-related businesses and destinations. It was also thought that this action had been taken to provide people with more affordable access to Canada's cultural and educational attractions, with the aim of further strengthening Canadian national identity and fostering greater unity across the country. Asked whether they felt that this was the type of initiative that the federal government should be doing, almost all believed that it was, with a number reiterating the economic and cultural benefits that they felt Canadians would gain from this program.

Questioned as to whether they felt the Canada Strong Pass would entice them to explore Canada during the summer, several believed that it would. It was felt that by making it more affordable to travel to and visit places such as national parks, museums, and other cultural/historical sites, the Government of Canada would be removing a key barrier that they felt was currently preventing some Canadians from enjoying these attractions. The view was expressed that this initiative would be especially helpful for families with young children who were interested in exploring more of Canada with their kids.

Asked whether they felt the Canada Strong Pass should be offered again next summer, almost all answered affirmatively, with a number mentioning that, while they had heard about this program too late this year to make use of it, they would be very interested in utilizing it in 2026. A small number felt somewhat differently, believing that the federal government should first study the uptake and the financial impact of the initial year of this program before deciding whether it should be extended.

Invited to share any potential changes or suggested improvements that they felt could be made to the Canada Strong Pass if it were offered again, several believed that greater efforts needed to be taken by the federal government to market and communicate this program to Canadians, with a number reiterating that they would likely have utilized this program had they heard about it prior to these conversations. It was also thought that the Government of Canada could work to establish



partnerships with provincial/territorial governments and municipal governments in major tourism areas to find ways to increase the number of benefits available to Canadians via this program.

Discussing whether they felt the Canada Strong Pass should be applied equally to everyone, or whether they thought some aspects should only be eligible for certain groups, such as the 25 per cent discount for young adults traveling by Via Rail, but not for adults aged 25+, participants overwhelmingly felt that this program should be available to all Canadians. It was thought that all Canadians would benefit from it becoming more affordable to explore Canada and that the Canada Strong Pass would be especially helpful for lower- and middle-income families who were finding it challenging to afford to vacation at present. Asked what kinds of venues, activities, or events they felt should be included in this pass going forward, participants mentioned a wide variety of areas, including free or discounted entry to music festivals, art galleries, amusement parks, and theatres, as well as provincial/territorial parks and museums. A number also believed that efforts could be taken to provide more educational and skills training opportunities for Canadians (and youth especially) regarding basic outdoor survival skills and best practices to follow when spending time outdoors.

Describing how else the federal government could encourage Canadians to travel within Canada or promote engagement with Canadian culture and heritage, several mentioned what they perceived as the high financial costs of travelling to different parts of the country and believed that more needed be done to assist Canadians with the cost of domestic air, rail, and road travel. It was also felt that greater efforts should be taken by the Government of Canada to increase the affordability of accommodations such as hotels and motels, with a number believing that these had become prohibitively expensive for many Canadian families. Additionally, it was thought that actions could be taken to reduce or eliminate admissions fees for historical and cultural attractions on a year-round basis as a way of further increasing the reach and impact of the Canada Strong Pass going forward.

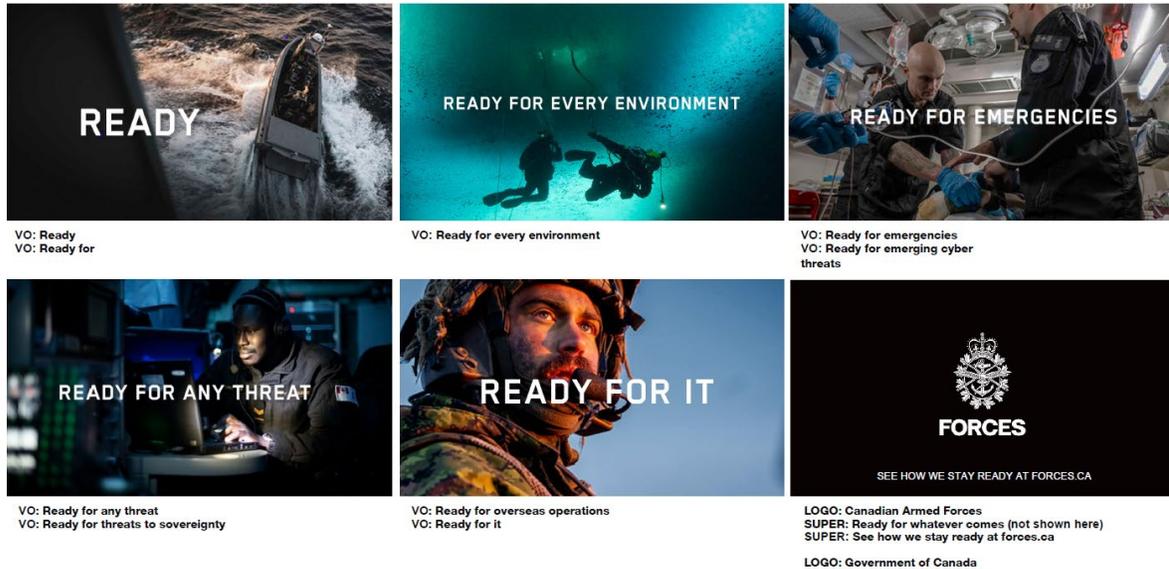
## Canada Armed Forces Awareness Concept Testing (Interior British Columbia, Prairies Indigenous Peoples)

Two groups shared their opinions regarding advertising concepts that had been developed to promote greater awareness of the Canadian Armed Forces (CAF). These concepts were presented in storyboard format, and participants were informed that the final product would be 30-second, professionally produced videos that would appear on social media and other digital platforms. The order in which these concepts were shown to participants varied between the two groups.

### ***Ready for...***

Participants were presented with the following storyboard:

## STORYBOARD - CONCEPT 1



The storyboard features six panels, depicting different activities related to the Canadian Armed Forces (CAF) and concludes with the CAF logo. The top left panel features a boat, with a number of CAF personnel riding on it as it travels over a crashing wave. The word "READY" is displayed in the centre-left of the image, and the image is accompanied by the VO: "Ready...Ready for". The upper middle panel features two individual scuba diving under what appears to be icy arctic waters. The phrase "READY FOR EVERY ENVIRONMENT" appears in the centre of the image, with the VO: "Ready for every environment". The top right panel features three medical personnel surrounded by equipment appearing to be in the process of providing medical assistance to someone. The text "READY FOR EMERGENCIES" appears on the screen, with the VO: "Ready for emergencies...ready for cyber threats". The bottom left panel features a man working at a laptop in a darkly lit room, surrounded by computer equipment. The words "READY FOR ANY THREAT" appear on screen, accompanied by the VO: "Ready for any threat...ready for threats to sovereignty". The lower middle panel shows a man in full military gear from the shoulders up against a grayish blue sky, as sunlight shines on his face. The phrase "READY FOR IT" appears on the screen, and the VO: "Ready for overseas operations...Ready for it". The bottom right panel showcases the CAF Logo and the text "SEE HOW WE STAY READY AT FORCES.CA". Text at the bottom right corner of the storyboard informs participants that the phrase "Ready for whatever comes" will be superimposed over the final slide, and that the advertisement will conclude with the Government of Canada logo.

On balance, participants were largely positive in their reactions to this concept, with a number feeling that this advertisement was clear, to the point, and effectively communicated the many ways by which the CAF was working to protect Canadians from potential threats. While not negative in their reactions, a number in the group comprised of Indigenous peoples residing in the Prairies felt that the superimposed words over the images would be somewhat distracting and would make the advertisement more difficult to follow.

Asked what they felt was the main message of this concept, most believed that it was to communicate that the CAF was ready to protect and defend Canadians against a wide range of potential threats and emergencies. A smaller number thought that this concept was also intended to serve as a recruitment advertisement for the CAF, encouraging more Canadians to assist in the protection of the country and its sovereignty. Questioned as to whether this concept provided them with a better understanding of

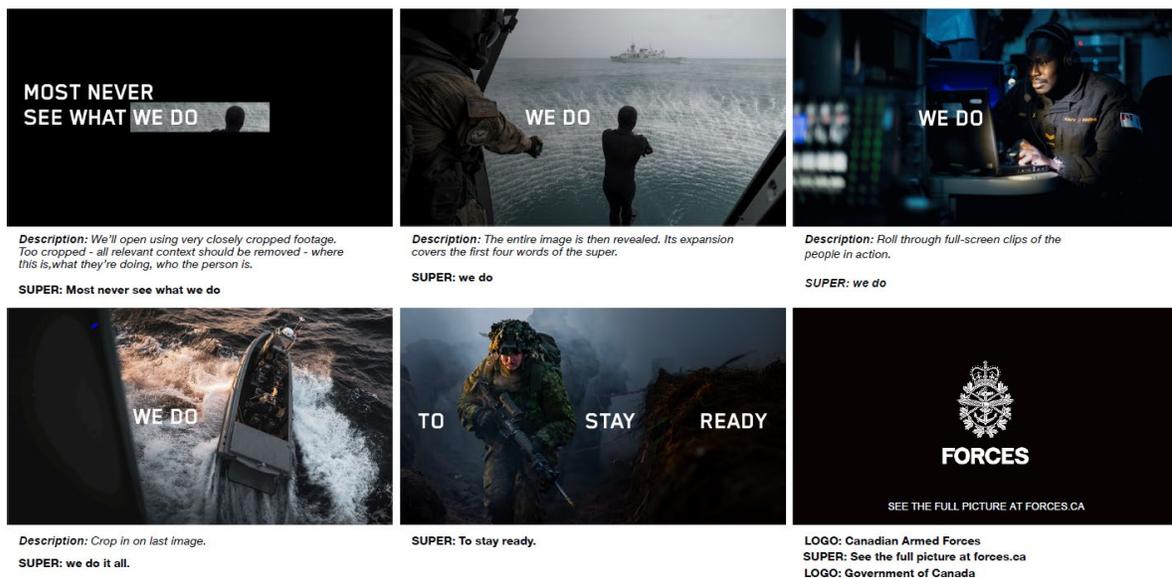
what the CAF does, a number in the group based in Interior British Columbia (B.C.) thought that it did, while most in the group comprised of Indigenous peoples in the Prairies reported that their understanding had remained mostly unchanged.

Discussing whether anything about this advertisement surprised them, a few mentioned the depictions of the CAF combatting threats related to cybersecurity as well as partaking in underwater activities such as scuba diving, with some expressing that they did not know that these were areas that the CAF was involved in. Questioned as to what could make this concept more effective, a few suggested that it could incorporate interviews or voiceovers from real individuals who were currently serving in the CAF to add greater authenticity to the ad. The view was also expressed that, in order to be as effective as possible, this advertisement would need to select background music that aligned with the exciting imagery depicted on screen.

### Full Picture

Participants were shown the following concept and informed that, rather than utilizing a voiceover, this advertisement would present its message through imagery and accompanying superimposed text.

### STORYBOARD - CONCEPT 2 - FULL PICTURE



The storyboard features six panels depicting different activities related to the CAF, concluding with the CAF logo. The top left panel showcases a dark room with a slit of light in the middle and an individual's head on the right side of this light. In the middle left the phrase "MOST NEVER SEE WHAT WE DO". Below the image is the description "We'll open using very closely cropped footage. Too cropped – all relevant context should be removed – where this is, what they're doing, who the person is. The upper middle panel shows an individual jumping out of what appears to be a helicopter into the ocean below. There is a large naval ship in the background and the frame of another individual as they watch their fellow CAF member jump. The text "WE DO" is super imposed on the screen, and the description below "The entire image is then revealed. Its expansion covers the



first four words of the super. The top right panel features a man working at a laptop in a darkly lit room, surrounded by computer equipment. The words "WE DO" are again super imposed on the screen, the description below reading "Roll through full-screen clips of the people in action". The bottom left panel depicts a boat, with a number of CAF personnel riding on it as it travels over a crashing wave. The words "WE DO" appear in the middle of the screen, with the description reading "crop in on last image" and a note that the full super imposed message will say "WE DO IT ALL". The lower middle panel includes a soldier, followed by others in the shadows behind him, in full military gear, holding his weapon. On his middle left is the word "TO" on his right is the word "STAY" and on the far right of the screen is the word "READY". The ad concludes on the CAF logo and the tagline "SEE THE FULL PICTURE AT FORCES.CA". Participants are informed that the advertisement will end with the Government of Canada logo.

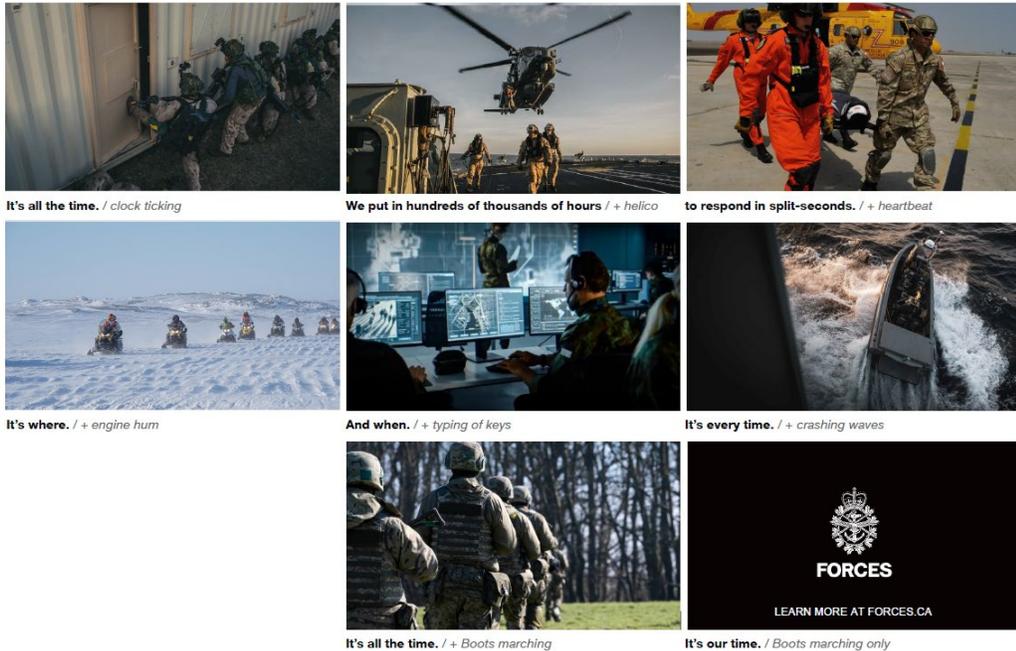
While most reacted positively to the visuals included in this concept, believing that they provided compelling imagery regarding the many different activities that the CAF is engaged in, several felt that the lack of a voiceover would make this ad difficult for viewers to follow. Discussing what they perceived as the main message of this concept, participants largely felt that it was aiming to communicate that there were many different aspects involved in the work that the CAF undertakes in keeping Canadians safe. A number also thought that this advertisement was seeking to reassure viewers that CAF personnel were highly skilled when it came to carrying out their responsibilities and would be well-prepared to defend the country against a wide range of potential threats.

While very few felt that this advertisement provided them with a better understanding of what the CAF does, a small number believed that it was effective in increasing their sense of national pride and confidence in the abilities of the country's armed forces. None reported being surprised by anything that had been included this concept, with a number expressing that the imagery chosen for this advertisement for the most part had aligned with their existing impressions of the duties of CAF personnel. Asked what their impressions of the CAF were after having viewed this advertisement, a few said that the concept made them feel like the armed forces were powerful, skilled, and engaged in a wide variety of actions and activities to protect Canadians. Discussing what else could be done to increase the effectiveness of this concept, participants suggested actions such as including more imagery of CAF personnel engaged in combat-oriented activities, personalizing the ad with stories featuring individual CAF members, and providing information related to the high-quality training and educational opportunities that the CAF offers.

### ***All the Time***

In addition to the storyboard below, participants were also read an accompanying script for this concept:

## STORYBOARD - CONCEPT 3 - ALL THE TIME



This storyboard features 8 panels depicting different activities related to the armed forces and concluding with the CAF logo. The top right image showcases a group of CAF soldiers in full tactical gear, one is kicking in the door on a structure with the rest of the group having their weapons drawn and prepared to enter. VO: "It's all the time" and the sound of a clock ticking. The upper middle features three soldiers running behind a truck on an aircraft carrier at sea, with a helicopter flying above them. VO: "We put in hundreds of thousands of hours", with the sound of the helicopter's rotors. The top right panel features four men, two on the right in camouflage and two on the left in bright orange jumpsuits, holding four corners of a stretcher. They are departing from a landed helicopter in the background. VO: "to respond in split-seconds", with the sound of a heartbeat. The centre left panel features a long line of snowmobiles being driven across an Arctic-type setting. VO: "It's where..." and the sound of an engine humming. The centre panel features the back profile of a man working at a computer in a darkly lit room with a lot of important looking security technology and screens. He is surrounded by other coworkers who are also busy at different tasks. VO: "And when...", with the sound of the typing of a keyboard. The middle right panel depicts a boat, with a number of CAF personnel riding on it as it travels over a crashing wave. VO: "It's every time", and the sound of crashing waves. The bottom left panel is blank. The bottom centre shows a line of soldiers marching, from behind, on a grassy field towards a forest of trees. VO: "It's all the time", with the sound of boots marching. The bottom right panel concludes with the CAF logo and the tagline "LEARN MORE AT FORCES.CA". VO: "It's our time", with the sound of boots marching.

### All the Time Script

*We hear a clock ticking*

*VO: It's all the time.*

*A blast of sound, as armed soldiers force their way through a door. We hear a clock ticking.*

*VO: We put in hundreds of thousands of hours*

*We see soldiers jumping from a helicopter. The helicopter's chops sync with the rhythm of the clock ticking*

*VO: to respond in split-seconds.*

*We see a rescue mission, with someone on a stretcher.*

*We hear a heartbeat, syncing in with the rhythm of the chopper and the clock ticking*

*VO: It's where.*

*We see snowmobiles up North. Their engines hum with the rhythms.*

*VO: And when.*

*We see screens demonstrating cybersecurity. We hear the typing of keys aligned with the rhythms.*

*VO: It's every time.*

*A ship from Operation Caribbe cuts through water. The crashing waves from the wake sync with the rhythms.*

*VO: It's all the time.*

*We see border patrol. Boots marching on the ground.*

*VO: It's our time.*

*We remove all layers of sound, except for boots marching on the ground.*

*LOGO: Canadian Armed Forces*

*SUPER: Learn more at [forces.ca](http://forces.ca)*

*LOGO: Government of Canada*

Participant reactions to this concept were largely positive, with several feeling that this advertisement was quite captivating and presented a realistic depiction of the many different areas that the CAF was responsible for. A number liked that this concept included visuals of a variety of activities, including those related to cybersecurity, protecting the Arctic, and CAF personnel engaging in rescue missions. A few also felt that the sound cues, such as the ticking clock and the heartbeat, would be very effective in conveying the intense energy of this ad.

Discussing what they viewed as the main message of this advertisement, most believed that it was to showcase the many different priority areas that the CAF focuses on and to reaffirm to viewers the commitment of armed forces personnel when it came to protecting Canadians from a variety of potential threats. A number also believed that this concept was meant to communicate to viewers (including prospective applicants) that the CAF was an exciting place to work and that there were many different career paths open to those who were interested in applying to join the armed forces. While a few felt that they were now more aware of the vast scope of activities that the CAF undertakes (particularly as it relates to cybersecurity and Canada's North), none thought that there was anything surprising that had been included in the ad.

Asked to share what their impressions were of the CAF now that they had seen this advertisement, most reported feeling positive about the armed forces and thankful that the CAF was there to protect Canadians and ensure the country's safety. Suggesting ways by which this ad could be improved, the view was expressed that more could be done to provide imagery of larger groups of CAF personnel standing together/participating in a mission, and more visuals depicting the opportunities for adventure and excitement that were available to those who joined the armed forces. It was also thought that a QR code could be included at the end of the advertisement that viewers could scan if they wanted to learn more.

Engaging in an exercise where they were asked to identify which of the three concepts they felt was the most effective in terms of showcasing the range of things that the CAF does, participants overwhelmingly selected *All the Time*, with a much smaller number choosing *Ready for...* and *Full Picture*. Describing why they made their selection, many of those who selected *All the Time* expressed the opinion that this concept was the most engaging and captivating of the three and believed that it would be very effective in showcasing the CAF to viewers. Several spoke positively of the concept's blending together of visuals, sounds, and voiceover to create a multisensory presentation of the CAF and its activities. A number believed that this ad provided a reassuring representation of the CAF, communicating to viewers that the armed forces were constantly at work protecting the safety of Canadians across a multitude of different areas.

Asked whether they felt that seeing a wider range of what the CAF does would make them more or less likely to recommend it as a career to someone else, participants were mixed in their opinions. While some felt that these advertisements effectively showcased the many different career paths that were available in the CAF, a number thought that there needed to be more imagery and further details about what specific jobs within the armed forces looked like on a day-to-day basis and the benefits and opportunities that were available to CAF members.

# Appendices

## Appendix A – Recruiting Scripts

## July English Recruiting Script

### Privy Council Office Recruiting Script – July 2025 English Groups

#### Recruitment Specifications Summary

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

Specifications for the focus groups are as follows:

Group	Date	Time (EDT)	Local Time	Location	Composition	Moderator
1	Tues, July 8 <sup>th</sup>	6:00-8:00 PM	6:00-8:00 (EDT)	Ontario	Recent Graduates	TBW
3	Tues, July 15 <sup>th</sup>	5:00-7:00 PM	6:00-8:00 (ADT)	Saint John, New Brunswick	General Population	DN
4	Wed, July 16 <sup>th</sup>	9:00-11:00 PM	6:00-8:00 (PST)	Yukon	General Population	MP
5	Tues, July 22 <sup>nd</sup>	9:00-11:00 PM	6:00-8:00 (PST)	Interior British Columbia	General Population	TBW
6	Wed, July 23 <sup>rd</sup>	8:00-10:00 PM	7:00-9:00 (CDT) 6:00-8:00 PM (CST) 6:00-8:00 PM (MDT)	Prairies	Indigenous Peoples	DN

#### Recruiting Script

##### INTRODUCTION

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

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

##### RECORD LANGUAGE

English **CONTINUE**

French **SWITCH TO FRENCH SCREENER**

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

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

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

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

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

**SCREENING QUESTIONS**

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

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

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

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

**LOCATIONS:**

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

Yes **THANK AND END**

No **CONTINUE**

2. In which city do you reside?

LOCATION	CITIES	
Ontario	<p>Major Centres: Population of 300,000+</p> <p>Cities include: Toronto, Ottawa-Gatineau, Mississauga, Brampton, Hamilton</p> <p>Cities/regions could include (but are not limited to):</p> <p>Mid-size Centres: Population of 100,000 – 300,000</p> <p>Cities could include (but are not limited to): Barrie, Brantford, Cambridge, Chatham-Kent, Guelph, Kingston, Kitchener, London, Milton, St. Catharines-Niagara, Sudbury, Waterloo, Windsor</p> <p>Small Centres: Population of &lt;30,000</p> <p>Centres could include (but are not limited to): Keswick-Elmhurst Beach, Bolton, Midland, Alliston, Fergus, Collingwood, Lindsay, Owen Sound, Brockville, Wasaga Beach, Cobourg, Tillsonburg, Valley East, Pembroke, Smiths Falls, Simcoe, Strathroy, Port Colborne, Fort Erie, Amherstburg</p> <p><b>ENSURE A GOOD MIX OF MAJOR/MID-SIZE/SMALL CENTRES ACROSS THE REGION.</b></p>	<b>CONTINUE – GROUP 1</b>
Saint John, New Brunswick	<p>Cities include:</p> <p>Saint John</p> <p><b>PARTICIPANTS MUST RESIDE IN ABOVE NOTED CITY PROPER.</b></p>	<b>CONTINUE – GROUP 3</b>
Yukon	<p>Cities could include (but are not limited to):</p> <p>Whitehorse, Dawson City</p> <p><b>AIM FOR NO MORE THAN 6 FROM WHITEHORSE.</b></p>	<b>CONTINUE – GROUP 4</b>
Interior British Columbia	<p>Cities include (but are not limited to):</p> <p>Kamloops, Vernon, Kelowna, Penticton, Peachland Nelson, Cranbrook, Golden, Revelstoke, Prince George, Williams Lake, Fort St. John</p>	<b>CONTINUE – GROUP 5</b>

	<b>ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</b>	
Prairies	<p>Cities include (but are not limited to):</p> <p><u>Saskatchewan</u>: Saskatoon, Regina, Prince Albert, Moose Jaw, Swift Current, Yorkton, North Battleford, Warman, Weyburn, Estevan.</p> <p><u>Manitoba</u>: Winnipeg, Brandon, Steinbach, Winkler, Portage la Prairie, Thompson, Selkirk, Morden.</p> <p><u>Alberta</u>: Calgary, Edmonton, Red Deer, Lethbridge, Airdrie, Fort McMurray, Medicine Hat, Grande Prairie, Spruce Grove, Fort Saskatchewan, Chestermere, Beaumont, Camrose, Stony Plain, Sylvan Lake.</p> <p><b>ENSURE A MINIMUM OF 2 PARTICIPANTS FROM EACH PROVINCE. NO MORE THAN 1 FROM EACH CITY. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</b></p>	<b>CONTINUE – GROUP 6</b>
<b>VOLUNTEERED</b> Prefer not to answer		<b>THANK AND END</b>

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

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

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

Under 18 years of age	<b>IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.</b>
18-34	<b>CONTINUE</b>
35-49	
50-59	
60-64	
65+	

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

**ENSURE A GOOD MIX WHERE APPLICABLE. GROUP 1 WILL SKEW TO THOSE WHO ARE 18-34.**

**4. ASK ONLY GROUP 1** Have you completed a post-secondary program (e.g., college, university, or trade school) in the past two years?

Yes	<b>CONTINUE – GROUP 1</b>
No	<b>THANK AND END</b>
Don't know/Prefer not to answer	<b>THANK AND END</b>

**4a. ASK ONLY GROUP 1** What type of credential did you receive when you graduated?

Certificate or diploma	<b>CONTINUE</b>
Bachelor's degree	<b>CONTINUE</b>
Master's degree	<b>CONTINUE</b>
Doctorate (PhD, etc.)	<b>CONTINUE</b>
Other (please specify)	<b>CONTINUE</b>

**ENSURE A GOOD MIX. NO MORE THAN 2 WHO HAVE RECEIVED A DOCTORATE.**

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

Working full-time (35 or more hours per week)	<b>CONTINUE</b>
Working part-time (less than 35 hours per week)	
Self-employed	
Unemployed, but looking for work	
A student attending school full-time	
Retired	<b>IF GROUP 1, THANK AND END</b>
Not in the workforce (e.g., full-time homemaker, unemployed but not looking for work)	
Other employment status	<b>ALL OTHERS CONTINUE</b>
<b>VOLUNTEERED</b> Prefer not to answer	<b>CONTINUE</b>
	<b>THANK AND END</b>

**ENSURE A GOOD MIX. FOR GROUP 1 – NO MORE THAN 2 WHO SAY THEY ARE STILL A STUDENT ATTENDING SCHOOL.**

**6. ASK ONLY IF GROUP 6** Do you identify as Indigenous?

Yes	<b>CONTINUE TO Q6a.</b>
No	<b>THANK AND END</b>
<b>VOLUNTEERED</b> Prefer not to answer	<b>THANK AND END</b>

**6a. ASK ONLY IF GROUP 6** Do you identify as...?



First Nations      **CONTINUE – GROUP 6**  
Métis                **CONTINUE – GROUP 6**  
Inuit                 **CONTINUE – GROUP 6**  
None of the above **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?

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



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**  
5 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. **ASK ALL GROUPS EXCEPT GROUP 1** 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. **ASK ALL GROUPS EXCEPT GROUP 6** 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. ASK ALL GROUPS** Do you own or rent your current residence? **IF ASKED/CLARIFICATION REQUIRED:** You are considered a homeowner even if you have outstanding debt that you owe on your mortgage loan.

Own	<b>CONTINUE – ALL GROUPS</b>
Rent	
<b>VOLUNTEERED</b> Living at home	
<b>VOLUNTEERED</b> Other, please specify:	
<b>VOLUNTEERED</b> Don't know/not sure	<b>THANK AND END</b>

**ENSURE A GOOD MIX.**

**19a. ASK ALL GROUPS** Which of the following best describes the residence you currently [own/rent]?

- Condo **CONTINUE**
- Semi detached **CONTINUE**
- Fully detached **CONTINUE**
- Apartment **CONTINUE**
- Single family home **CONTINUE**
- Townhome **CONTINUE**
- Other, please specify: \_\_\_\_\_ **CONTINUE**

**ENSURE A GOOD MIX WHERE APPLICABLE.**

**20. ASK ALL GROUPS. SHOULD BE ASKED ONLY OF THOSE WHO SAY THEY ARE WORKING OR ARE SELF-EMPLOYED AT Q.5.** Which of the following best describes the industry/sector in which you are currently employed?

Accommodation and Food Services	<b>CONTINUE</b>
Administrative and Support, Waste Management and Remediation Services	
Arts, Entertainment and Recreation	
Construction	
Educational Services	
Finance and Insurance	
Health Care	
Information and Cultural Industries	
Management of Companies and Enterprises	

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

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

21. **ASK ALL GROUPS** Which of the following categories best describes your total household income in 2024? That is, the total income of all persons in your household combined, before taxes?

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

**ENSURE A GOOD MIX WHERE APPLICABLE.**

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

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

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



Yes **CONTINUE TO INVITATION**  
No **THANK AND END**

#### **INVITATION**

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

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

Would you be willing to attend?

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

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

**Name:**

**Telephone Number:**

**E-mail Address:**

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

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

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

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

Thank you very much for your time.

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

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

## July French Recruiting Script

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

#### Résumé des consignes de recrutement

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

Caractéristiques des groupes de discussion :

GRUPE	DATE	HEURE (HNE)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
2	Jeudi juillet 10 <sup>th</sup>	6:00-8:00 PM	6:00-8:00 PM (HNE)	Montréal	Vivant d'un chèque de paye à l'autre	MP

#### Questionnaire de recrutement

##### INTRODUCTION

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

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

##### NOTER LA LANGUE ET CONTINUER

Français **CONTINUER**

Anglais **PASSER AU QUESTIONNAIRE ANGLAIS**

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

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

Votre participation est entièrement volontaire et toutes vos réponses seront confidentielles. Nous aimerions simplement connaître vos opinions : personne n'essaiera de vous vendre quoi que ce soit ou de promouvoir



des produits. Notre rapport sur cette série de groupes de discussion n'attribuera aucun commentaire à une personne en particulier.

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

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

### QUESTIONS DE SÉLECTION

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

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

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

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

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

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

3. Dans quelle ville habitez-vous?

LIEU	VILLES	
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Montréal	Les villes peuvent notamment comprendre :  Montréal  <b>LES PARTICIPANTS DOIVENT RÉSIDER DANS LEDIT CENTRE.</b>	<b>CONTINUER – GROUPE 2</b>
<b>RÉPONSE SPONTANÉE</b> Préfère ne pas répondre		<b>REMERCIER ET CONCLURE</b>

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

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

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

Moins de 18 ans	<b>SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 18 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE.</b>
18 à 34 ans	<b>CONTINUER</b>
35 à 44 ans	
45 à 54 ans	
55 à 64 ans	
65 ans ou plus	
<b>RÉPONSE SPONTANÉE</b> Préfère ne pas répondre	<b>REMERCIER ET CONCLURE</b>

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

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

Moins de 20 000 \$	<b>CONTINUER</b>
20 000 \$ à moins de 40 000 \$	<b>CONTINUER</b>
40 000 \$ à moins de 60 000 \$	<b>CONTINUER</b>
60 000 \$ à moins de 80 000 \$	<b>CONTINUER</b>
80 000 \$ à moins de 100 000 \$	<b>CONTINUER</b>
100 000 \$ à moins de 150 000 \$	<b>CONTINUER</b>
150 000 \$ ou plus	<b>CONTINUER</b>



RÉPONSE SPONTANÉE : Préfère ne pas répondre	REMERCIER ET CONCLURE
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**6a. QUESTION À POSER SEULEMENT SI GROUPE 2** - Comment décririez-vous votre situation financière actuelle?

Je vis d'un chèque de paye à l'autre et j'ai du mal à couvrir toutes mes dépenses **PASSER À LA 6b**

Je vis d'un chèque de paye à l'autre, mais j'arrive à couvrir toutes mes dépenses essentielles **PASSER À LA**

**6b**

Je vis d'un chèque de paie à l'autre, mais je m'en sors généralement avec un budget **PASSER À LA 6b**

Je ne vis pas d'un chèque de paie à l'autre et je me sens financièrement en sécurité **REMERCIER ET**

**CONCLURE**

**SUR UNE BASE VOLONTAIRE** Je préfère ne pas répondre

**REMERCIER ET CONCLURE**

**6b. QUESTION À POSER SEULEMENT SI GROUPE 2** - Si votre chèque de paye était retardé d'une semaine, en quoi cela affecterait-il votre capacité à gérer vos dépenses?

Je trouverais cela très difficile et j'aurais du mal à payer mes factures **PASSER AU GROUPE 2**

Ce serait difficile, mais je m'en sortirais en ajustant mes dépenses **REMERCIER ET CONCLURE**

Je m'en sortirais sans difficulté et cela ne m'affecterait pas beaucoup **REMERCIER ET CONCLURE**

**LE PARTICIPANT CHOISIT** Je préfère ne pas répondre **REMERCIER ET CONCLURE**

**PAS PLUS DE 1 À 2 PARTICULIERS DONT LE REVENU DU MÉNAGE EST DE 125,000 ET PLUS.**

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

Oui **CONTINUER**

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

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

1-2 **REMERCIER ET CONCLURE**

3-5 **CONTINUER**

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

Le participant a accès à Internet haut débit

Le participant a un ordinateur avec caméra Web

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



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

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

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

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

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

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

Oui           **CONTINUER**  
Non           **PASSER À LA Q.19**

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. 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.**

**18.** 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.**

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

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

**20.** Parmi les choix suivants, lequel décrit le mieux la résidence dont vous êtes actuellement [propriétaire/locataire]?

Condo	<b>CONTINUER</b>
Appartement	<b>CONTINUER</b>
Maison unifamiliale	<b>CONTINUER</b>



Maison en rangée **CONTINUER**  
Autre, veuillez préciser : \_\_\_\_\_ **CONTINUER**  
**ASSURER UN BON MÉLANGE.**

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

Homme  
Femme

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

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

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

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

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

Oui **CONTINUER À L'INVITATION**



Non                    **REMERCIER ET CONCLUREE**

#### **INVITATION**

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

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

Est-ce que vous accepteriez de participer?

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

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

**Nom :**

**Numéro de téléphone :**

**Adresse courriel :**

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

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

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

Ce rendez-vous est un engagement ferme. Si vous pensez ne pas pouvoir participer pour des raisons personnelles ou professionnelles, veuillez m'en aviser dès maintenant et nous conserverons votre nom pour 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 :** \_\_\_\_\_

## August English Recruiting Script

### Privy Council Office Recruiting Script – August 2025 English Groups

#### Recruitment Specifications Summary

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

Specifications for the focus groups are as follows:

Group	Date	Time (EDT)	Local Time	Location	Composition	Moderator
1	Tues, August 12 <sup>th</sup>	6:00-8:00 PM	6:00-8:00 (EDT)	Ontario	Parents of children under 18	DN
2	Wed, August 13 <sup>th</sup>	9:00-11:00 PM	6:00-8:00 (PST)	Vancouver	General Population	TBW
3	Tues, August 19 <sup>th</sup>	5:00-7:00 PM	6:00-8:00 (ADT) 6:30-8:30 (NDT)	Small to Mid-sized Centres Atlantic Canada	General Population	MP
4	Wed, August 20 <sup>th</sup>	7:00-9:00 PM	6:00-8:00 (CDT)	Manitoba	Those affected by wildfires	TBW
5	Tues, August 26 <sup>th</sup>	6:00-8:00 PM	6:00-8:00 (EDT)	Hamilton	Tariff-impacted industries	DN

#### Recruiting Script

##### INTRODUCTION

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

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

##### RECORD LANGUAGE

English CONTINUE

French **SWITCH TO FRENCH SCREENER**

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

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

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

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

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

**SCREENING QUESTIONS**

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

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

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

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

**LOCATIONS:**

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

Yes **THANK AND END**

No CONTINUE

2. In which city do you reside?

LOCATION	CITIES	
Ontario	<p>Cities could include (but are not limited to):</p> <p><u>Major Centres: Population of 300,000+</u> Toronto, Ottawa-Gatineau, Mississauga, Brampton, Hamilton</p> <p><u>Mid-size Centres: Population of 100,000 – 300,000</u> Barrie, Brantford, Cambridge, Chatham-Kent, Guelph, Kingston, Kitchener, London, Milton, St. Catharines-Niagara, Sudbury, Waterloo, Windsor</p> <p><u>Small Centres: Population of &lt;30,000</u> Keswick-Elmhurst Beach, Bolton, Midland, Alliston, Fergus, Collingwood, Lindsay, Owen Sound, Brockville, Wasaga Beach, Cobourg, Tillsonburg, Valley East, Pembroke, Smiths Falls, Simcoe, Strathroy, Port Colborne, Fort Erie, Amherstburg</p> <p><b>ENSURE A GOOD MIX OF MAJOR/MID-SIZE/SMALL CENTRES ACROSS THE REGION.</b></p>	CONTINUE – <b>GROUP 1</b>
Vancouver	<p>Vancouver</p> <p><b>PARTICIPANTS MUST RESIDE IN ABOVE NOTED CITY PROPER.</b></p>	CONTINUE – <b>GROUP 2</b>
Small to Mid-sized Centres Atlantic Canada	<p>Cities could include (but are not limited to):</p> <p>Small centres = &lt;50,000 <u>Nova Scotia:</u> New Glasgow, Glace Bay, Truro <u>New Brunswick:</u> Quispamsis – Rothesay, Dieppe, Miramichi, Edmundston <u>PEI:</u>, Summerside <u>N&amp;L:</u> Corner Brook, Conception Bay, Mount Pearl</p> <p>Mid-sized centres = 50,000-99,999 <u>Nova Scotia:</u> Cape Breton <u>New Brunswick:</u> Fredericton, Saint John <u>PEI:</u> Charlottetown Region</p> <p><b>ENSURE 2 PARTICIPANTS FROM EACH PROVINCE. ENSURE A GOOD MIX OF CITIES WITHIN EACH PROVINCE.</b></p>	CONTINUE – <b>GROUP 3</b>

Manitoba	Cities could include (but are not limited to):  Winnipeg, Brandon, Steinbach, Winkler, Portage la Prairie, Thompson, Selkirk, Morden, Dauphin  <b>ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.</b>	<b>CONTINUE – GROUP 4</b>
Hamilton	Cities include:  Hamilton  <b>PARTICIPANTS MUST RESIDE IN ABOVE NOTED CITY PROPER.</b>	<b>CONTINUE – GROUP 5</b>
<b>VOLUNTEERED</b> Prefer not to answer		<b>THANK AND END</b>

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

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

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

Under 18 years of age	<b>IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.</b>
18-34	<b>CONTINUE</b>
35-49	
50-59	
60-64	
65+	
[Volunteered] Prefer not to answer	<b>THANK AND END</b>

**ENSURE A GOOD MIX WHERE APPLICABLE.**

4. **ASK ONLY IF GROUP 1** Do you have any children under the age of 18?

Yes      **CONTINUE 4a.**  
No        **THANK AND END**

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

**4a. ASK ONLY IF GROUP 1** Could you please tell me the age(s) of your children who are under the age of 18?

Child	Age
1	
2	
3	
4	
5	

**ENSURE A GOOD MIX BY AGE AND NUMBER OF CHILDREN IN EACH GROUP.**

**5. ASK ONLY IF GROUP 4** Have you or your community been impacted by wildfires in the last five years?

Yes **CONTINUE 5a.**

No **THANK AND END**

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

**5a. ASK ONLY IF GROUP 4** Which of the following best describes the level of impact that wildfires have had on you or your community?

Major impact	<b>CONTINUE Q5b.</b>
Moderate impact	
Minor impact	
<b>VOLUNTEERED</b> Prefer not to answer	<b>THANK AND END</b>

**SKEW TO THOSE WHO SAY MAJOR AND MODERATE IMPACT. NO MORE THAN 2 WHO SAY 'MINOR' IMPACT.**

**5b. ASK ONLY IF GROUP 4** Have you experienced any of the following because of wildfires?

Temporary relocation/evacuation	<b>CONTINUE</b>
Permanent relocation	
Property loss	
Crop loss	
Health concerns (e.g., low air or water quality, etc.)	
Loss of daily resources (ex. drinking water)	
Disruptions in daily life, please specify: _____	
Other, please specify: _____	<b>THANK AND END</b>
<b>VOLUNTEERED</b> Prefer not to answer	

**ENSURE A GOOD MIX WHERE APPLICABLE.**

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

Working full-time (35 or more hours per week)	<b>CONTINUE</b>
Working part-time (less than 35 hours per week)	
Self-employed	<b>IF GROUP 5 - THANK AND END</b>
Unemployed, but looking for work	
A student attending school full-time	
Retired	
Not in the workforce (e.g., full-time homemaker, unemployed but not looking for work)	
Other employment status	<b>ALL OTHERS - CONTINUE</b>
<b>VOLUNTEERED</b> Prefer not to answer	<b>THANK AND END</b>

**ENSURE A GOOD MIX BY TYPE OF EMPLOYMENT IF APPLICABLE. NO MORE THAN 2 WHO ARE UNEMPLOYED WHERE APPLICABLE.**

**6a. ASK ALL GROUPS** Which of the following best describes the industry/sector in which you are currently employed?

Agriculture, Forestry, Fishing and Hunting	<b>CONTINUE</b>
Automotive	
Manufacturing	
Mining, Quarrying, and Oil and Gas Extraction	
Utilities	
Transportation and Warehousing	
Wholesale Trade	
Construction	<b>IF GROUP 5 – THANK AND END</b> <b>ALL OTHERS - CONTINUE</b>
Accommodation and Food Services	
Administrative and Support, Waste Management and Remediation Services	
Arts, Entertainment and Recreation	
Educational Services	
Finance and Insurance	
Health Care	
Information and Cultural Industries	
Management of Companies and Enterprises	
Other Services (except Public Administration)	
Professional, Scientific and Technical Services	
Public Administration	
Real Estate and Leasing	
Retail Trade	
Social Assistance	
Waste Management and Remediation Services	

Other, please specify: _____	
<b>VOLUNTEERED</b> Prefer not to answer	

**NO MORE THAN TWO PER SECTOR. GROUP 5 WILL BE COMPOSED ENTIRELY OF WORKERS IN TARIFF IMPACTED INDUSTRIES. ENSURE A GOOD MIX.**

**6b. ASK ONLY IF GROUP 5** Has your employer or business been impacted by tariffs or changes in trade policy over the past few years?

- Yes
- No
- Not sure

**SKEW TO THOSE WHO SAY THEIR EMPLOYER/BUSINESS HAS BEEN IMPACTED.**

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**
- 3-6 **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?

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

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

Own	<b>CONTINUE – ALL GROUPS</b>
Rent	
<b>VOLUNTEERED</b> Living at home	
<b>VOLUNTEERED</b> Other, please specify:	
<b>VOLUNTEERED</b> Don't know/not sure	<b>THANK AND END</b>

**ENSURE A GOOD MIX.**

**19a. ASK ALL GROUPS** Which of the following best describes the residence you currently [own/rent]?

- Condo **CONTINUE**
- Semi detached **CONTINUE**
- Fully detached **CONTINUE**
- Apartment **CONTINUE**
- Single family home **CONTINUE**
- Townhome **CONTINUE**
- Other, please specify: \_\_\_\_\_ **CONTINUE**

**ENSURE A GOOD MIX WHERE APPLICABLE.**

**20. ASK ALL GROUPS** Which of the following categories best describes your total household income in 2024?  
That is, the total income of all persons in your household combined, before taxes?

Under \$20,000	<b>CONTINUE</b>
\$20,000 to just under \$40,000	
\$40,000 to just under \$60,000	
\$60,000 to just under \$80,000	
\$80,000 to just under \$100,000	
\$100,000 to just under \$125,000	



\$125,000 to just under \$150,000	
\$150,000 and above	
<b>VOLUNTEERED</b> Prefer not to answer	<b>THANK AND END</b>

**ENSURE A GOOD MIX WHERE APPLICABLE.**

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

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

**SKEW GROUP 1 TO MOTHERS OF CHILDREN UNDER 18.**

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

Yes **CONTINUE TO INVITATION**

No **THANK AND END**

**INVITATION**

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

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

Would you be willing to attend?

Yes **CONTINUE**

No **THANK AND END**

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

**Name:**

**Telephone Number:**

**E-mail Address:**

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



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

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

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

Thank you very much for your time.

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

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

## August French Recruiting Script

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

#### Résumé des consignes de recrutement

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

Caractéristiques des groupes de discussion :

GRUPE	DATE	HEURE (HNE)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
6	Jedi Août 28 <sup>th</sup>	18:00-20:00	18:00-20:00 (HNE)	Région de la Montérégie	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 <b>CONCLURE</b>	<b>REMERCIER ET</b>
Une agence de commercialisation, de marque ou de publicité <b>CONCLURE</b>	<b>REMERCIER ET</b>
Un magazine ou un journal <b>CONCLURE</b>	<b>REMERCIER ET</b>
Un ministère ou un organisme gouvernemental fédéral, provincial ou territorial <b>CONCLURE</b>	<b>REMERCIER ET</b>
Un parti politique <b>CONCLURE</b>	<b>REMERCIER ET</b>
Dans les relations publiques ou les relations avec les médias <b>CONCLURE</b>	<b>REMERCIER ET</b>
Dans le milieu de la radio ou de la télévision <b>CONCLURE</b>	<b>REMERCIER ET</b>
Une société d'État <b>CONCLURE</b>	<b>REMERCIER ET</b>
Non, aucune de ces réponses	<b>CONTINUER</b>

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

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

- 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	
Région de la Montérégie	<p>Ces villes peuvent notamment comprendre (mais ne sont pas limité à):</p> <p>Boucherville, Brossard, Châteauguay, Longueuil, Saint-Hyacinthe, Saint-Jean-sur-Richelieu, Salaberry-de-Valleyfield, Vaudreuil-Dorion</p> <p><b>PAS PLUS QUE DEUX PARTICIPANT PAR VILLE. ASSURER UN BON MÉLANGE.</b></p>	<b>CONTINUER – GROUPE 6</b>
<b>RÉPONSE SPONTANÉE</b> Préfère ne pas répondre		<b>REMERCIER ET CONCLURE</b>

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

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

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

Moins de 18 ans	<b>SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 18 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE.</b>
18 à 24 ans	<b>CONTINUER</b>
25 à 29 ans	
30 à 34 ans	
35 à 44 ans	
45 à 49 ans	



50 à 54 ans	
55 ans ou plus	
<b>RÉPONSE SPONTANÉE</b> Préfère ne pas répondre	<b>REMERCIER ET CONCLURE</b>

**ASSURER UN BON MÉLANGE.**

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

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

**ASSURER UN BON MÉLANGE.**

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

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

**ASSURER UN BON MÉLANGE.**

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

Oui	<b>CONTINUER</b>
Non	<b>EXPLIQUER QUE</b> : « <i>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.</i> ».

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

#### **ASSURER UN BON MÉLANGE.**

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

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

**RÉPONSE SPONTANÉE** : Préfère ne pas répondre

#### **ASSURER UN BON MÉLANGE.**

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

École primaire



Études secondaires partielles  
Diplôme d'études secondaires ou l'équivalent  
Certificat ou diplôme d'apprenti inscrit ou d'une école de métiers  
Certificat ou diplôme d'un collège, cégep ou autre établissement non universitaire  
Certificat ou diplôme universitaire inférieur au baccalauréat  
Baccalauréat  
Diplôme d'études supérieur au baccalauréat  
**RÉPONSE SPONTANÉE** : Préfère ne pas répondre  
**ASSURER UN BON MÉLANGE.**

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

Homme  
Femme

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

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

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

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



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

Oui

Non **REMERCIER ET CONCLUREE**

#### INVITATION

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

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

Est-ce que vous accepteriez de participer?

Oui

**CONTINUER**

Non

**REMERCIER ET CONCLURE**

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

**Nom :**

**Numéro de téléphone :**

**Adresse courriel :**

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

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

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

Ce rendez-vous est un engagement ferme. Si vous pensez ne pas pouvoir participer pour des raisons personnelles ou professionnelles, veuillez m'en aviser dès maintenant et nous conserverons votre nom pour



THE  
**STRATEGIC  
COUNSEL**

une étude ultérieure. Enfin, si jamais vous n'êtes pas en mesure de participer, veuillez nous prévenir le plus rapidement possible au [1-800-xxx-xxxx] pour que nous puissions trouver quelqu'un pour vous remplacer.

Merci de votre temps.

**RECRUTEMENT FAIT PAR :** \_\_\_\_\_

**DATE DU RECRUTEMENT :** \_\_\_\_\_

## Appendix B – Discussion Guides

## July 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 minutes)** All Locations

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

### **GC PRIORITIES (35-60 minutes)** Ontario Recent Graduates, Montreal People Living Paycheque to Paycheque, Saint John New Brunswick

Montreal People Living Paycheque to Paycheque We're going to shift topics slightly...

- What are the top issues the federal government should be prioritizing?
  - Montreal People Living Paycheque to Paycheque IF NOT MENTIONED: What about the cost of living?
    - Montreal People Living Paycheque to Paycheque What are the biggest challenges related to the cost of living that the Government of Canada should be prioritizing?
  - Montreal People Living Paycheque to Paycheque IF NOT MENTIONED: What about housing?
    - Montreal People Living Paycheque to Paycheque What are the biggest challenges related to housing that the Government of Canada should be prioritizing?
  - Montreal People Living Paycheque to Paycheque IF NOT MENTIONED: What about jobs?
    - Montreal People Living Paycheque to Paycheque What are the biggest challenges related to jobs that the Government of Canada should be prioritizing?
- Have you seen, read, or heard anything about the Government of Canada's recent priorities?
  - PROMPT AS NEEDED: What about in the Speech from the Throne

The Government of Canada has indicated it will focus on 7 priorities:

### SHOW ON SCREEN

1. Establishing a new economic and security relationship with the United States and strengthening its collaboration with reliable trading partners and allies around the world.
  2. Building one Canadian economy by removing barriers to interprovincial trade and identifying and expediting nation-building projects that will connect and transform our country.
  3. Bringing down costs for Canadians and helping them get ahead.
  4. Making housing more affordable by unleashing the power of public-private cooperation, catalysing a modern housing industry, and creating new careers in the skilled trades.
  5. Protecting Canadian sovereignty and keeping Canadians safe by strengthening the Canadian Armed Forces, securing our borders, and reinforcing law enforcement.
  6. Attracting the best talent in the world to help build our economy, while returning our overall immigration rates to sustainable levels.
  7. Spending less on government operations so that Canadians can invest more in the people and businesses that will build the strongest economy in the G7.
- Overall, what are your reactions to these priorities?
  - Are any of these priorities unclear?
    - PROMPT AS NEEDED: Do you have any questions about any of these priorities, or any that you would like more information about?

### POLL

Now I'd like you to select which of these 7 priorities are the most important. You can select up to 3. If you don't think any should be a priority, please select "None are a priority."

1. Establishing a new relationship with the U.S. and strengthening collaboration with global allies
2. Building one Canadian economy
3. Bringing down costs for Canadians and helping them get ahead
4. Making housing more affordable
5. Protecting Canadian sovereignty and keeping Canadians safe
6. Attracting the best talent in the world, while keeping overall immigration rates sustainable
7. Spending less on government operations
8. None are a priority

*Moderator to review selections:*

- Why did you choose this as a top priority?
- Are there any priorities listed that you do not think should be there? Why is that?

- Are there any priorities *not* listed that you think should be there?
- **Montreal People Living Paycheque to Paycheque** Have you recently seen, read or heard anything about any changes to the personal income tax rate for the middle class?

#### **Montreal People Living Paycheque to Paycheque**

#### **SHOW ON SCREEN**

In addition to these priorities, the Government of Canada committed to reducing the personal income tax rate for the middle class from 15% to 14%, effective July 1, 2025.

This would reduce the tax rate applied to the first \$57,375 (in 2025) of an individual's taxable income, regardless of their income level.

The bulk of the tax relief will go to those with incomes in the two lowest tax brackets. The maximum tax savings will be \$420 person in 2026.

- **Montreal People Living Paycheque to Paycheque** What are your thoughts about this new tax relief for the middle class?
- **Montreal People Living Paycheque to Paycheque** Will this tax relief help with the cost of living?
- **Montreal People Living Paycheque to Paycheque** What else can the Government of Canada do to help with the cost of living?

#### **ECONOMY (10 minutes) Ontario Recent Graduates**

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

- How would you say the Canadian economy is doing these days?
  - Do you think that the economy is growing, are we headed for a recession, or are we currently in a recession?
  - What makes you say that? Is there anything specific you can point to that makes you feel that way?
- Does anyone know what the current unemployment rate in Canada is?

The unemployment rate is currently at 7% in May 2025, compared to 6.6% in February, 5.4% in 2023, or 5.7% in 2019 before the pandemic.

- What are your thoughts about this information?

For youth (aged 15-24), the unemployment rate stood at 14.2% in May 2025, the highest level since 2021.

- What are your thoughts about this information?

### **JOB MARKET (15 minutes) Ontario Recent Graduates**

I'd like to focus specifically on the job market ...

By a show of hands:

- How many of you are currently working?
  - For those working: How many of you are working at a job in your field?
- How many of you are trying to find employment?
- How easy or difficult has it been trying to find a job in the field you're interested in?
  - For those who are trying to find employment, have there been any challenges/barriers you've encountered when searching for work or while you've been working?
    - IF YES: What have some of these challenges/barriers been?
- Would you say the Government of Canada is on the right track or wrong track when it comes to creating good jobs in Canada? What about when it comes to supporting workers?
  - What should the Government of Canada do to help?

### **VACCINATIONS (40 minutes) Ontario Recent Graduates, Montreal People Living Paycheque to Paycheque, Yukon, Prairies Indigenous Peoples**

Shifting topics ...

Now, we're going to talk about vaccinations. Before we get started, please note that we're not here to judge each other or persuade anyone to get vaccinated or not, but to have a conversation that can include different opinions and experiences.

- By show of hands, have any of you received a:
  - COVID-19 vaccine over the past 5 years?
  - Ontario Recent Graduates, Montreal People Living Paycheque to Paycheque How many of you were considered minors for one or more of those vaccines?

- **Ontario Recent Graduates, Montreal People Living Paycheque to Paycheque, Yukon** Another type of vaccine over the past 5 years? This could include the flu shot, a travel vaccine, the shingles vaccine, or something else.
- **Prairies Indigenous Peoples** A routine vaccination in the last 5 years that was not for COVID-19?

**Yukon, Prairies Indigenous Peoples** Before we move to discussing your experiences with vaccines, I would first like to ask another question which will help me guide our conversation. Just a reminder that everyone is entitled to their opinion, so please keep in mind that we're not here to judge each other or persuade anyone to get vaccinated or not, but to have a conversation that can include different opinions and experiences.

- In general, do you feel that getting vaccines is safe or not? Why/why not?

**Ontario Recent Graduates, Montreal People Living Paycheque to Paycheque** NOTE TO MODERATOR: IF PARTICIPANTS ARE UNCOMFORTABLE ANSWERING THE FOLLOWING QUESTIONS RELATED TO WHY THEY CHOSE TO GET VACCINATED OR CHOSE NOT TO GET VACCINATED, DO NOT PRESS.

- **Ontario Recent Graduates, Montreal People Living Paycheque to Paycheque** Among those who have been vaccinated, why did you choose to get vaccinated?
- **Ontario Recent Graduates, Montreal People Living Paycheque to Paycheque** For those who have not been vaccinated in the past 5 years, if you feel comfortable sharing with us, why did you choose to not get vaccinated?

**Ontario Recent Graduates, Montreal People Living Paycheque to Paycheque** The next few questions apply to those who have received or tried to receive a vaccine at any point as an adult. I'd like to get a sense of whether you faced any barriers regarding information about vaccines or obtaining a vaccine itself (like appointments, location, costs, access to a healthcare professional), and what your overall experience was like.

**Yukon, Prairies Indigenous Peoples** The next few questions apply to those who have received or tried to receive a vaccine at any point as an adult. This could be for any vaccine, like a flu or COVID vaccine, the shingles vaccine, or vaccinations for traveling. I'd like to get a sense of whether you faced any barriers regarding information about vaccines or obtaining a vaccine itself, or if you had any negative experiences with it.

**Yukon, Prairies Indigenous Peoples** For example, think about figuring out where and when to get vaccinated, booking an appointment, getting to the appointment, or finding a time that fits your schedule. Other factors might be things like being able to speak to a health care provider you trust about the vaccine. Really, we'd love to hear about anything that impacted your experience or ability to get vaccinated.

- For those who have received a vaccine as an adult, how would you describe your experience getting a vaccine?
  - Did you have a positive or negative experience?
    - IF POSITIVE: What was the easiest part of getting vaccinated? Why?
    - IF NEGATIVE: What were some of the challenges or issues you faced that made your experience negative?
  - IF PARTICIPANTS MENTION LACK OF GP/FAMILY DOCTORS: What aspect of having a primary care provider makes it easier for you to get vaccinated?
  - Yukon, Prairies Indigenous Peoples IF PARTICIPANTS MENTION ANYTHING ABOUT DISCRIMINATION OR LACK OF CULTURAL AWARENESS: Can you tell us more about that experience?
    - Yukon, Prairies Indigenous Peoples What could have been done to improve your experience?
  
- Ontario Recent Graduates, Montreal People Living Paycheque to Paycheque Thinking about what you've learned or heard about vaccinations in recent years, can you recall where you heard this information? (For example, on social media, the radio, podcasts, the news, talking to your healthcare provider, your friends, your family, etc.)
  - Ontario Recent Graduates, Montreal People Living Paycheque to Paycheque How do you know you can trust an information source about vaccines?
  - Ontario Recent Graduates, Montreal People Living Paycheque to Paycheque How often do you come across false information about vaccines?
  - Ontario Recent Graduates, Montreal People Living Paycheque to Paycheque How do you decide if information about a vaccine is trustworthy?
  - Ontario Recent Graduates, Montreal People Living Paycheque to Paycheque If you had a question about a vaccine, how would you find information to answer your question? Where would you look first?
  
- Ontario Recent Graduates, Montreal People Living Paycheque to Paycheque In general, based on your experience, what are some of the factors that would make it easier or more convenient to get vaccinated?
  - Ontario Recent Graduates, Montreal People Living Paycheque to Paycheque What would help you stay up to date on your vaccines (for example: improving the booking system, better public transit to clinics, etc.)?
  
- Yukon, Prairies Indigenous Peoples This question is for everyone. Based on your experience, what would make it easier and more convenient to get vaccinated?
  - Yukon, Prairies Indigenous Peoples Is there anything that would make you more likely to get vaccines when they are recommended to you?
    - Yukon, Prairies Indigenous Peoples PROMPT AS NEEDED: This could include small changes, like modifying the online booking system to bigger changes,

like better public transit to vaccine clinics. Big or small, any suggestions are welcome.

- Thinking about your experiences with the healthcare system over the last few years – whether it’s your experience in receiving care or trying to access primary care – how have these experiences affected the way you think about vaccines (for example, the ease of getting your questions answered, your level of trust in vaccines, your assessment of whether vaccines are important)?

**CANADA-UNITED STATES RELATIONS (35-40 minutes)** Saint John New Brunswick, Yukon, Interior British Columbia

Saint John New Brunswick Now I’d like to focus the next part of our discussion on the first priority from the list shown earlier, the relationship between Canada and the United States

Yukon, Interior British Columbia Now I’d like to focus on the relationship between Canada and the United States.

- Have you seen, read, or heard anything recently about trade discussions between Canada and the United States?
  - IF YES: What have you seen, read, or heard?
  - Interior British Columbia AS NEEDED: What about timelines for a new trade agreement?
- Overall, how do you think these trade discussions are going? What makes you say that?
  - Saint John New Brunswick, Yukon IF UNSURE: What is your gut reaction, just based on anything you may have seen, read, or heard?
- Do you think the Government of Canada is standing up well for Canada? What makes you say that?
  - Saint John New Brunswick, Yukon IF NO: What should the Government of Canada do to stand up more effectively for Canada?
- Saint John New Brunswick, Yukon IF NOT MENTIONED EARLIER: Have you heard anything about timelines for a new trade agreement?
  - Saint John New Brunswick, Yukon IF YES: What have you heard?

MODERATOR TO CLARIFY: The Government of Canada recently announced that it was aiming to have a new trade deal by August 1<sup>st</sup>, revised from an earlier timeline of July 21.

- Do you think Canada and the U.S. will reach an agreement by August 1<sup>st</sup>? What makes you say that?
  - IF YES: Does this feel like a reasonable timeframe? Or did you expect an agreement would have already been reached by then?

- IF NO: Do you think Canada and the U.S. will reach an agreement at some point?  
What makes you say that?
  - IF YES: How long do you think it will take to reach an agreement?
- Let's assume Canada and the U.S. reach a deal by August 1<sup>st</sup>. What would a good outcome look like for you?
  - PROMPT AS NEEDED: Would you expect any recently imposed U.S. tariffs on Canadian goods to be removed, and no new ones to be imposed?

**ONE CANADIAN ECONOMY – INTERPROVINCIAL BARRIERS (20-25 minutes)** Saint John New Brunswick, Yukon, Interior British Columbia, Prairies Indigenous Peoples

Now I'd like to focus on Canada's economy...

- Have you seen, read, or heard anything about the Government of Canada's plans to build one Canadian economy? What have you heard?

**SHOW ON SCREEN**

The Government of Canada recently passed legislation to remove federal barriers to internal trade and labour mobility, including how nation-building infrastructure projects will be identified and approved more quickly. The goal is to build a stronger, more competitive and more resilient Canadian economy that works for all Canadians.

The Government of Canada will determine whether a major project is in the national interest based on consultations with provinces, territories and Indigenous Peoples.

Examples of such projects include highways, railways, ports, airports, pipelines, nuclear facilities, electrical transmission projects, mines and critical minerals.

- Overall, what are your reactions to this legislation?

**POLL**

I'm now going to show you a list of potential nation-building infrastructure projects and I'd like you to select ones you support. You can select as many or as few as you like.

- New or expanded pipelines
- Long-distance electrical transmission lines
- Liquefied natural gas terminals
- Port expansion

- Carbon capture and sequestration facilities
- Offshore wind turbines
- Increasing mining for critical minerals
- Hydroelectricity projects
- Nuclear energy facilities
- High speed railways
- Highways

*Moderator to review selections:*

- Why do you support [indicate the ones most supported]?
- **Saint John New Brunswick** Why do you not support [indicate ones none/few supported]?
- **Saint John New Brunswick** Are any of these terms new or unclear to you?

#### **POLL**

I'm now going to show you a list of criteria and I'd like you to select the one that you think should be the most important in deciding whether or not to approve a new nation-building infrastructure project. You can select up to 2. If you don't think any of these are important criteria, please select 'None are important'.

Criteria for approving a new project:

- Whether or not it creates jobs
- Whether it makes Canada more economically independent from the United States
- Whether Indigenous communities have been part of the consultation on the project and agree it should move forward
- Whether it will have an impact on the habitat of endangered species
- Whether it keeps Canada on track to meet its climate targets
- None are important

*Moderator to review selections:*

- Why do you think [indicate the ones most selected] is important?
- **Saint John New Brunswick** Do you think nation-building infrastructure projects will make our economy less reliant on the United States?
  - **Saint John New Brunswick** What makes you say that?



**CANADIAN ARMED FORCES (CAF) AWARENESS – CONCEPT TESTING (45 minutes) Interior British Columbia, Prairies Indigenous Peoples**

Shifting topics ...

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

The concepts are in the form of a storyboard and are not in finished form. Instead, the images look more like a comic strip, which we call a storyboard. A storyboard is something that is developed early in the creative process so you get a graphical illustration and short narrative that gives a sense of what the video might look like in its finished format. The final product will be a 30-second professionally produced video that will be shown on social media and digital platforms. Please keep this in mind as you are viewing the concepts.

Interior British Columbia

**SHOW CONCEPT #1 ON SCREEN**

**Concept #1: Ready for...**

**Moderator to show slide 6 (storyboard), which features images with superimposed text (super) and the narrator's text (voice over, i.e. VO). Note that the ad will show some, but not all, of the spoken text (e.g. for image 3, the ad will show the words "ready for emergencies", while viewers will hear "ready for emergencies; ready for emerging cyber threats). If necessary, moderator should clarify to participants that VO refers to voice over and represents what the viewers will hear as the ad plays. Super refers to superimposed text that will appear on screen as the ad plays.**

Prairies Indigenous Peoples

**SHOW FIRST CONCEPT ON SCREEN**

**Concept Full Picture**

**Moderator to show slide 17 (storyboard), which does not feature any voice over, but superimposed text. If necessary, moderator should clarify to participants that VO refers to voice over and represents what the viewers will hear as the ad plays. Super refers to superimposed text that will appear on screen as the ad plays.**

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



- Do you have a better understanding of what the Canadian Armed Forces does? Why/Why not?
- Did anything in this ad surprise you? That is, was there anything presented in the ad that you don't typically associate with the CAF?
  - PROBE: What about the types of roles/occupations shown in the ad?
- What are your impressions of the Canadian Armed Forces after seeing this ad?
- Do you have any thoughts about what could make this ad more effective?

Interior British Columbia

**SHOW CONCEPT #2 ON SCREEN**

Concept #2: Full Picture

Moderator to show slide 17 (storyboard), which does not feature any voice over, but superimposed text.

Prairies Indigenous Peoples

**SHOW SECOND CONCEPT ON SCREEN:**

Concept All the time

Moderator to read descriptive slide #21, while showing slide #22 (storyboard). It should be noted that this concept contains voice overs, but no superimposed text (apart from the last image).

**SCRIPT TO BE READ:**

*We hear a clock ticking*

**VO: It's all the time.**

*A blast of sound, as armed soldiers force their way through a door. We hear a clock ticking.*

**VO: We put in hundreds of thousands of hours**

*We see soldiers jumping from a helicopter. The helicopter's chops sync with the rhythm of the clock ticking*

**VO: to respond in split-seconds.**

*We see a rescue mission, with someone on a stretcher.*

*We hear a heartbeat, syncing in with the rhythm of the chopper and the clock ticking*

**VO: It's where.**



*We see snowmobiles up North. Their engines hum with the rhythms.*

**VO: And when.**

*We see screens demonstrating cybersecurity. We hear the typing of keys aligned with the rhythms.*

**VO: It's every time.**

*A ship from Operation Caribbe cuts through water. The crashing waves from the wake sync with the rhythms.*

**VO: It's all the time.**

*We see border patrol. Boots marching on the ground.*

**VO: It's our time.**

*We remove all layers of sound, except for boots marching on the ground.*

**LOGO: Canadian Armed Forces**

**SUPER: Learn more at [forces.ca](http://forces.ca)**

**LOGO: Government of Canada**

- What are your initial thoughts about this concept? What makes you say that?
- Is the concept appealing – i.e., does it speak to you?
- What is the main message of this concept?
  - Is the message clear?
- Do you have a better understanding of what the Canadian Armed Forces does? Why/Why not?
- Did anything in this ad surprise you? That is, was there anything presented in the ad that you don't typically associate with the CAF?
  - PROBE: What about the types of roles/occupations shown in the ad?
  -
- What are your impressions of the Canadian Armed Forces after seeing this ad?
- Do you have any thoughts about what could make this ad more effective?

Interior British Columbia

**SHOW CONCEPT #3 ON SCREEN:**

**Concept #3: All the time**



**Moderator to read descriptive slide #21, while showing slide #22.**

**SCRIPT TO BE READ:**

*We hear a clock ticking*

**VO: It's all the time.**

*A blast of sound, as armed soldiers force their way through a door. We hear a clock ticking.*

**VO: We put in hundreds of thousands of hours**

*We see soldiers jumping from a helicopter. The helicopter's chops sync with the rhythm of the clock ticking*

**VO: to respond in split-seconds.**

*We see a rescue mission, with someone on a stretcher.*

*We hear a heartbeat, syncing in with the rhythm of the chopper and the clock ticking*

**VO: It's where.**

*We see snowmobiles up North. Their engines hum with the rhythms.*

**VO: And when.**

*We see screens demonstrating cybersecurity. We hear the typing of keys aligned with the rhythms.*

**VO: It's every time.**

*A ship from Operation Caribbe cuts through water. The crashing waves from the wake sync with the rhythms.*

**VO: It's all the time.**

*We see border patrol. Boots marching on the ground.*

**VO: It's our time.**

*We remove all layers of sound, except for boots marching on the ground.*

**LOGO: Canadian Armed Forces**

**SUPER: Learn more at [forces.ca](http://forces.ca)**

**LOGO: Government of Canada**

### Prairies Indigenous Peoples

### SHOW THIRD CONCEPT ON SCREEN

#### Concept Ready for...

**Moderator to show slide 6 (storyboard), which features images with superimposed text (super) and the narrator's text (voice over, i.e. VO). Note that the ad will show some, but not all, of the spoken text (e.g. for image 3, the ad will show the words "ready for emergencies", while viewers will hear "ready for emergencies; ready for emerging cyber threats).**

- What are your initial thoughts about this concept? What makes you say that?
- Is the concept appealing – i.e., does it speak to you?
- What is the main message of this concept?
  - Is the message clear?
- Do you have a better understanding of what the Canadian Armed Forces does? Why/Why not?
- Did anything in this ad surprise you? That is, was there anything presented in the ad that you don't typically associate with the CAF?
  - PROBE: What about the types of roles/occupations shown in the ad?
- What are your impressions of the Canadian Armed Forces after seeing this ad?
- Do you have any thoughts about what could make this ad more effective?

### POLL

I'd like you to select which concept you think is the most effective in terms of showcasing the range of things the Canadian Armed Forces does.

- Concept 1 – Ready for ...
- Concept 2 – Full Picture
- Concept 3 – All the time

*Moderator to review poll results.*

- Why do you think [insert ad] is more effective at showcasing the CAF?
- Do you think that seeing a wider range of what the Canadian Armed Forces does makes you more or less likely to recommend it as a career to someone else?
  - What makes you say that?



**CONCLUSION (5 minutes) All Locations**

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

## July French Moderator's Guide

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

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

### **LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ (5 à 35 minutes)** Tous les lieux

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

### **PRIORITÉS DU GOUVERNEMENT DU CANADA (35 à 60 minutes)** Diplômés récents résidant en Ontario, Montréalais vivant d'un chèque de paye à l'autre, Saint John (Nouveau-Brunswick)

Montréalais vivant d'un chèque de paye à l'autre — Nous allons maintenant passer à un sujet légèrement différent...

- Quels sont les principaux enjeux auxquels le gouvernement fédéral devrait accorder la priorité ?
  - Montréalais vivant d'un chèque de paye à l'autre — S'IL N'EST PAS MENTIONNÉ : Le coût de la vie en serait-il un?
    - Montréalais vivant d'un chèque de paye à l'autre — Quels sont les principaux défis liés au coût de la vie auxquels le gouvernement du Canada devrait accorder la priorité?
  - Montréalais vivant d'un chèque de paye à l'autre — S'IL N'EST PAS MENTIONNÉ : Le logement en serait-il un?
    - Montréalais vivant d'un chèque de paye à l'autre — Quels sont les principaux défis liés au logement auxquels le gouvernement du Canada devrait accorder la priorité?
  - Montréalais vivant d'un chèque de paye à l'autre — S'IL N'EST PAS MENTIONNÉ : L'emploi en serait-il un?
    - Montréalais vivant d'un chèque de paye à l'autre — Quels sont les principaux défis liés à l'emploi auxquels le gouvernement du Canada devrait accorder la priorité?



- Avez-vous vu, lu ou entendu quoi que ce soit au sujet des plus récentes priorités du gouvernement du Canada?
  - DEMANDER AU BESOIN : Et dans le discours du Trône?

Le gouvernement du Canada a déclaré qu'il se concentrerait sur sept priorités :

**AFFICHER À L'ÉCRAN :**

1. Établir de nouveaux rapports avec les États-Unis dans les domaines de l'économie et de la sécurité et renforcer sa collaboration avec des alliés et partenaires commerciaux fiables du monde entier.
  2. Bâtir une seule économie canadienne unifiée en éliminant les obstacles au commerce interprovincial ainsi qu'en recensant et en accélérant les projets d'intérêt national qui permettront de créer des liens entre nos communautés et de transformer notre pays.
  3. Réduire les coûts dans l'intérêt des Canadiens et aider ces derniers à prospérer.
  4. Rendre le logement plus abordable en exploitant le pouvoir de la coopération public-privé, en promouvant une industrie du logement moderne et en créant de nouvelles carrières dans les métiers spécialisés.
  5. Protéger la souveraineté du Canada et assurer la sécurité de la population canadienne au moyen de mesures qui renforceront les Forces armées canadiennes, la sécurité de nos frontières ainsi que nos services de police.
  6. Attirer les plus grands talents du monde pour bâtir notre économie tout en ramenant nos taux globaux d'immigration à des niveaux viables.
  7. Consacrer moins d'argent au fonctionnement de l'appareil gouvernemental pour que les Canadiennes et les Canadiens puissent investir davantage dans les gens et les entreprises qui permettront de bâtir l'économie la plus forte du G7.
- En gros, quelles sont vos réactions à ces priorités?
  - Parmi ces priorités, y en a-t-il qui manquent de clarté?
    - DEMANDER AU BESOIN : Avez-vous des questions ou souhaitez-vous avoir plus de renseignements au sujet de l'une ou l'autre de ces priorités?

**SONDAGE**

J'aimerais maintenant que vous sélectionniez parmi ces 7 priorités celles qui sont, à votre avis, les plus importantes. Vous pouvez choisir un maximum de 3 priorités. Si aucune de ces mesures ne

devrait, selon vous constituer une priorité, sélectionnez « Aucune de ces mesures ne constitue une priorité. »

1. Établir de nouveaux rapports avec les États-Unis dans les domaines de l'économie et de la sécurité et renforcer sa collaboration avec nos alliés du monde entier.
2. Bâtir une seule économie canadienne unifiée
3. Réduire les coûts dans l'intérêt des Canadiens et les aider à prospérer.
4. Rendre le logement plus abordable
5. Protéger la souveraineté du Canada et assurer la sécurité de la population canadienne
6. Attirer les plus grands talents du monde pour bâtir notre économie tout en maintenant nos taux globaux d'immigration à des niveaux viables.
7. Consacrer moins d'argent au fonctionnement de l'appareil gouvernemental
8. Aucune de ces mesures ne constitue une priorité

*LE MODÉRATEUR PASSERA EN REVUE LES CHOIX DE RÉPONSE :*

- Pourquoi avez-vous choisi cette mesure comme principale priorité?
- Parmi les priorités figurant dans la liste, y en a-t-il qui, selon vous, ne devraient pas s'y trouver? Pourquoi êtes-vous de cet avis ?
- Y a-t-il des priorités qui ne figurent *pas* dans la liste, mais qui devraient s'y trouver?
- **Montréalais vivant d'un chèque de paye à l'autre** — Avez-vous récemment vu, lu ou entendu quoi que ce soit au sujet du taux d'imposition sur le revenu des particuliers pour la classe moyenne?

**Montréalais vivant d'un chèque de paye à l'autre** — **AFFICHER À L'ÉCRAN**

En plus de ces priorités, le gouvernement du Canada s'est engagé à réduire le taux d'imposition sur le revenu des particuliers pour la classe moyenne, le faisant passer de 15 % à 14 % à compter du 1er juillet 2025.

Cette mesure réduira le taux d'imposition appliqué aux premiers 57 375 \$ (en 2025) du revenu imposable d'un particulier, peu importe son niveau de revenu.

La majeure partie de cet allègement fiscal profitera aux personnes dont le revenu se situe dans les deux fourchettes d'imposition les plus basses. L'économie d'impôt maximale sera de 420 \$ par personne en 2026.

- **Montréalais vivant d'un chèque de paye à l'autre** — Que pensez-vous de ce nouvel allègement fiscal pour la classe moyenne?



- **Montréalais vivant d'un chèque de paye à l'autre** — Cet allègement fiscal aidera-t-il à faire face au coût de la vie?
- **Montréalais vivant d'un chèque de paye à l'autre** — Que devrait encore faire le gouvernement du Canada pour aider à faire face au coût de la vie?

### **ÉCONOMIE (10 minutes)** **Diplômés récents résidant en Ontario** —

J'aimerais maintenant centrer la discussion sur l'économie...

- Comment se porte, à votre avis, l'économie canadienne à l'heure actuelle?
  - L'économie est-elle, selon vous, en croissance? Diriez-vous que nous nous dirigeons vers une récession ou que nous sommes actuellement en récession?
  - Qu'est-ce qui vous fait dire cela? Y a-t-il quelque chose en particulier qui vous fait penser cela ?
- Qui parmi vous connaît le taux de chômage actuel au Canada?

Le taux de chômage est actuellement de 7 % en mai 2025, contre 6,6 % en février, 5,4 % en 2023 et 5,7 % en 2019 avant la pandémie.

- Quelles sont vos réflexions au sujet de cette information?

Chez les jeunes (âgés de 15 à 24 ans), le taux de chômage était de 14,2 % en mai 2025, soit à son plus haut niveau depuis 2021.

- Quelles sont vos réflexions au sujet de cette information?

### **MARCHÉ DE L'EMPLOI (15 minutes)** **Diplômés récents résidant en Ontario**

J'aimerais maintenant centrer la discussion sur marché de l'emploi en particulier...

(À MAIN LEVÉE)

- Combien d'entre vous travaillent actuellement?
  - Question à poser à ceux qui travaillent : Combien d'entre vous occupent un emploi dans leur domaine de compétence?

- Combien d'entre vous sont à la recherche d'un emploi?
- Dans quelle mesure a-t-il été facile ou difficile de trouver un emploi dans votre domaine d'intérêt?
  - Pour ceux qui sont à la recherche d'un emploi, avez-vous rencontré des difficultés ou des obstacles au moment de chercher du travail ou dans le cadre de votre travail?
    - SI OUI : Quelles ont été quelques-unes de ces difficultés ou obstacles?
- Diriez-vous qu'en matière de création d'emploi, le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie ? Et pour ce qui est de venir en aide aux travailleurs?
  - Que devrait encore faire le gouvernement du Canada pour aider?

**VACCINS (40 minutes)** Diplômés récents résidant en Ontario, Montréalais vivant d'un chèque de paye à l'autre, Yukon, Autochtones résidant dans les Prairies —

Changement de sujet...

Nous allons maintenant parler des vaccins. Avant de commencer, veuillez noter que nous ne sommes pas ici pour nous juger les uns les autres ni pour convaincre qui que ce soit de se faire vacciner ou de ne pas se faire vacciner, mais pour avoir une discussion pouvant inclure différentes opinions et expériences.

- Levez la main si vous avez reçu :
  - Un vaccin contre la COVID-19 au cours des cinq dernières années.
  - Diplômés récents résidant en Ontario, Montréalais vivant d'un chèque de paye à l'autre — Combien d'entre vous étiez considérés comme mineurs au moment de recevoir un ou plusieurs de ces vaccins?
  - Diplômés récents résidant en Ontario, Montréalais vivant d'un chèque de paye à l'autre, Yukon — Et au moment de recevoir un autre type de vaccin au cours des cinq dernières années ? Il peut s'agir d'un vaccin contre la grippe, d'un vaccin de voyage, d'un vaccin contre le zona ou d'un autre vaccin.
  - Autochtones résidant dans les Prairies — Un vaccin de routine au cours des 5 dernières années qui n'était pas pour la COVID-19?

Yukon, Autochtones résidant dans les Prairies — Avant de discuter de vos expériences avec les vaccins, j'aimerais d'abord vous poser une autre question qui m'aidera à orienter notre discussion. Je tiens seulement à vous rappeler que tout le monde a droit à son opinion, alors gardez à l'esprit que nous ne sommes pas ici pour nous juger les uns les autres ni pour convaincre quiconque de se faire

vacciner ou de ne pas se faire vacciner, mais pour avoir une discussion pouvant inclure différentes opinions et expériences.

- De manière générale, les vaccins sont-ils sécuritaires selon vous ? Pourquoi ou pourquoi pas ?

**Diplômés récents résidant en Ontario, Montréalais vivant d'un chèque de paye à l'autre** — NOTE À L'ATTENTION DU MODÉRATEUR : DANS LE CAS OÙ LES PARTICIPANTS NE SE SENTIRAIENT PAS À L'AISE DE RÉPONDRE AUX QUESTIONS SUIVANTES CONCERNANT LEURS RAISONS DE SE FAIRE VACCINER OU NON, NE PAS INSISTER.

- **Diplômés récents résidant en Ontario, Montréalais vivant d'un chèque de paye à l'autre** — Parmi ceux d'entre vous qui ont reçu un vaccin, pourquoi avez-vous choisi de vous faire vacciner?
- **Diplômés récents résidant en Ontario, Montréalais vivant d'un chèque de paye à l'autre** — Parmi ceux d'entre vous qui ne se sont pas fait vacciner au cours des cinq dernières années, si vous vous sentez à l'aise de nous en parler, expliquez-nous pour quelle raison vous avez choisi de ne pas vous faire vacciner?

**Diplômés récents résidant en Ontario, Montréalais vivant d'un chèque de paye à l'autre** — Les quelques questions suivantes s'adressent à ceux d'entre vous qui ont soit reçu ou tenté de recevoir un vaccin à un moment ou un autre de leur vie adulte. J'aimerais avoir une idée des obstacles que vous avez rencontrés en cherchant à obtenir des renseignements au sujet de vaccins ou pour recevoir un vaccin (rendez-vous, lieu, coût, accès à un professionnel de la santé, etc.) et savoir quelle a été votre expérience globale.

**Yukon, Autochtones résidant dans les Prairies** — Les quelques questions suivantes s'adressent à ceux d'entre vous qui ont reçu ou tenté de recevoir un vaccin à un moment ou à un autre de leur vie adulte. Il peut s'agir de n'importe quel vaccin, que ce soit un vaccin contre la grippe ou contre la COVID, un vaccin contre le zona, ou des vaccins de voyage. J'aimerais avoir une idée des obstacles que vous avez rencontrés en cherchant à obtenir des renseignements au sujet des vaccins ou pour vous faire vacciner et savoir si votre expérience à cet égard a été négative ou insatisfaisante.

**Yukon, Autochtones résidant dans les Prairies** — Pensez, par exemple, aux recherches effectuées pour savoir où et quand vous faire vacciner, à la prise d'un rendez-vous, au trajet pour vous y rendre ou à la recherche d'un créneau horaire qui vous convient. Parmi d'autres facteurs potentiels, pensons au fait de pouvoir parler d'un vaccin à un fournisseur de soins de santé en qui vous avez confiance. Nous aimerions vraiment que vous nous fassiez part de tout facteur ayant eu une incidence sur votre expérience ou votre capacité à vous faire vacciner.

- Parmi ceux d'entre vous qui ont reçu un vaccin à l'âge adulte, comment décririez-vous votre expérience de la vaccination?

- Avez-vous eu une expérience positive ou négative?
  - SI POSITIVE : Quelle partie du processus de vaccination avez-vous trouvé la plus facile? Pourquoi?
  - SI NÉGATIVE : Quels sont les difficultés ou les problèmes que vous avez rencontrés et qui ont rendu votre expérience négative?
- SI MENTION EST FAITE D'UN MANQUE DE MÉDECINS GÉNÉRALISTES OU DE MÉDECINS DE FAMILLE : En quoi est-il plus facile de vous faire vacciner lorsque vous avez un médecin de famille?
- Yukon, Autochtones résidant dans les Prairies — SI MENTION EST FAITE DE QUOI QUE CE SOIT AU SUJET DE LA DISCRIMINATION OU D'UN MANQUE DE SENSIBILISATION CULTURELLE, POSER LA QUESTION SUIVANTE : Pouvez-vous nous en dire davantage au sujet de cette expérience?
  - Diplômés récents résidant en Ontario, Montréalais vivant d'un chèque de paye à l'autre — Qu'est-ce qui aurait pu être fait pour améliorer votre expérience?
- Diplômés récents résidant en Ontario, Montréalais vivant d'un chèque de paye à l'autre — En repensant à ce que vous avez appris ou entendu dire au sujet de la vaccination au cours des dernières années, quelles ont été vos sources d'information (p. ex. les réseaux sociaux, la radio, des balados, les nouvelles télévisées, votre fournisseur de soins de santé, des amis, des membres de votre famille, etc.)?
  - Diplômés récents résidant en Ontario, Montréalais vivant d'un chèque de paye à l'autre — Comment déterminez-vous si une source d'information sur les vaccins est fiable?
  - Diplômés récents résidant en Ontario, Montréalais vivant d'un chèque de paye à l'autre — À quelle fréquence tombez-vous sur de la fausse information concernant les vaccins?
  - Diplômés récents résidant en Ontario, Montréalais vivant d'un chèque de paye à l'autre — Comment déterminez-vous si une information sur un vaccin est digne de confiance ou fiable ?
  - Diplômés récents résidant en Ontario, Montréalais vivant d'un chèque de paye à l'autre — Si vous aviez une question à propos d'un vaccin, comment vous y prendriez-vous pour trouver de l'information répondant à votre question ? Où chercheriez-vous en premier lieu ?
- Diplômés récents résidant en Ontario, Montréalais vivant d'un chèque de paye à l'autre — De façon générale, selon votre expérience, quels sont les facteurs qui faciliteraient ou rendraient plus pratique l'accès à la vaccination?

- **Diplômés récents résidant en Ontario, Montréalais vivant d'un chèque de paye à l'autre** — Qu'est-ce qui vous aiderait à respecter votre calendrier de vaccination (p. ex. une amélioration du système de prise de rendez-vous, une amélioration des transports en commun vers les cliniques, etc.) ?
- **Yukon, Autochtones résidant dans les Prairies** — La prochaine question s'adresse à chacun de vous. Selon votre expérience, quels sont les facteurs qui faciliteraient ou rendraient plus pratique l'accès à la vaccination?
  - **Yukon, Autochtones résidant dans les Prairies** — Y a-t-il quelque chose qui vous inciterait davantage à vous faire vacciner lorsqu'on vous le recommande?
    - **Yukon, Autochtones résidant dans les Prairies** — PRÉCISIONS À FOURNIR AU BESOIN : Ça peut même être des changements mineurs, comme la modification du système de réservation en ligne ou de plus gros changements, comme l'amélioration des transports en commun pour se rendre aux cliniques de vaccination. Qu'il s'agisse de changements mineurs ou majeurs. Toutes les suggestions sont bienvenues.
- En repensant à votre expérience du système de santé au cours des dernières années, qu'il s'agisse de soins reçus ou de tentatives d'accès à des soins primaires, comment ces expériences ont-elles influencé votre opinion sur les vaccins (par exemple, la facilité avec laquelle vous obtenez des réponses à vos questions, votre niveau de confiance dans les vaccins, votre opinion sur l'importance des vaccins) ?

**RELATIONS ENTRE LE CANADA ET LES ÉTATS-UNIS (35 à 40 minutes)** **Saint John (Nouveau-Brunswick), Yukon, Secteur de l'intérieur de la Colombie-Britannique -**

**Saint John (Nouveau-Brunswick)** — J'aimerais maintenant centrer la prochaine portion de notre discussion sur la première priorité figurant sur la liste qui vous a précédemment été présentée, soit les relations entre le Canada et les États-Unis.

**Yukon, Secteur de l'intérieur de la Colombie-Britannique** J'aimerais maintenant centrer notre discussion sur les relations entre le Canada et les États-Unis.

- Avez-vous récemment vu, lu ou entendu quoi que ce soit au sujet de discussions entre le Canada et les États-Unis portant sur le commerce?
  - SI OUI : Qu'avez-vous, vu, lu ou entendu à ce sujet?
  - **Secteur de l'intérieur de la Colombie-Britannique** — QUESTIONS À POSER AU BESOIN : Avez-vous lu, vu ou entendu parler d'un calendrier pour un nouvel accord commercial?
- En gros, comment se déroulent, à votre avis, ces discussions commerciales ? Qu'est-ce qui vous fait dire cela?

- **Saint John (Nouveau-Brunswick), Yukon** — EN CAS D'INCERTITUDE : Quelle est votre première réaction spontanée, en vous basant uniquement sur ce que vous avez pu voir, lire ou entendre dire?
- À votre avis, le gouvernement fédéral défend-il bien les intérêts du Canada ? Qu'est-ce qui vous fait dire cela?
  - **Saint John (Nouveau-Brunswick), Yukon** — SI NON : Que devrait faire le gouvernement du Canada pour défendre les intérêts du Canada de façon plus efficace?
- **Saint John (Nouveau-Brunswick), Yukon** - SI AUCUNE MENTION N'EN A ÉTÉ FAIT PRÉCÉDEMMENT, POSER LA QUESTION SUIVANTE : Avez-vous entendu quoi que ce soit à propos d'un calendrier pour un nouvel accord commercial?
  - **Saint John (Nouveau-Brunswick), Yukon** — SI OUI : Qu'avez-vous entendu à ce sujet?

LE MODÉRATEUR FOURNIRA LES ÉCLAIRCISSEMENTS SUIVANTS : Le gouvernement du Canada a récemment annoncé qu'il avait pour objectif de conclure un nouvel accord commercial d'ici le 1er août, Le gouvernement du Canada a récemment annoncé qu'il visait à conclure un nouvel accord commercial d'ici le 1er août, soit à une date ultérieure à celle initialement prévue du 21 juillet.

- Pensez-vous que le Canada et les États-Unis réussiront à conclure un accord d'ici le 1er août? Qu'est-ce qui vous fait dire cela?
  - SI OUI : Ce calendrier vous semble-t-il raisonnable ? Ou vous attendiez-vous à ce qu'un accord ait déjà été conclu d'ici cette date?
  - SI NON : Selon vous, le Canada et les États-Unis réussiront-ils éventuellement à conclure une entente ? Qu'est-ce qui vous fait dire cela?
    - SI OUI : Combien de temps mettront-ils, selon vous, à conclure un accord?
- Admettons que le Canada et les États-Unis parviennent à un accord d'ici le 1er août. En quoi consisterait un accord satisfaisant à votre avis?
  - QUESTION À POSER AU BESOIN : Vous attendriez-vous à ce que tout tarif douanier récemment imposé par les États-Unis sur des produits canadiens soit supprimé et à ce qu'aucun nouveau tarif ne soit imposé?

**UNITÉ DE L'ÉCONOMIE CANADIENNE — BARRIÈRES INTERPROVINCIALES (20 à 25 minutes)** **Saint John (Nouveau-Brunswick), Yukon, Secteur de l'intérieur de la Colombie-Britannique, Autochtones résidant dans les Prairies** —

J'aimerais maintenant qu'on se concentre sur l'économie canadienne...

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet de l'intention du gouvernement du Canada de bâtir une économie canadienne unifiée ? Qu'avez-vous entendu à ce sujet ?

#### AFFICHER À L'ÉCRAN

Le gouvernement du Canada a récemment adopté une loi visant à éliminer les obstacles fédéraux au commerce intérieur et à la mobilité de la main-d'œuvre, notamment en précisant comment accélérer le processus visant à déterminer et à approuver les projets d'infrastructure d'intérêt national. Le projet de loi vise en outre à bâtir une économie plus forte, plus concurrentielle et plus résiliente prenant les intérêts de tous les Canadiens en compte.

Le gouvernement du Canada déterminera si un grand projet est considéré comme étant d'intérêt national en se fondant sur des consultations avec les provinces, les territoires et les peuples autochtones.

Parmi des exemples de tels projets, on peut citer des autoroutes, chemins de fer, ports, aéroports, oléoducs, centrales nucléaires, projets de transport d'électricité, mines et minéraux critiques.

- Dans l'ensemble, quelles sont vos réactions à ce projet de loi ?

#### SONDAGE

Je vais maintenant vous montrer une liste de projets d'infrastructure d'intérêt national et j'aimerais que vous y sélectionniez ceux que vous soutenez. Vous pouvez sélectionner autant de projets que vous le désirez.

- Oléoducs neufs ou agrandis
- Lignes de transport d'électricité à longue distance
- Terminaux d'exportation de gaz naturel liquéfié
- Agrandissement des ports
- Installations de captage et de séquestration du carbone
- Éoliennes extracôtières
- Exploitation minière accrue de minéraux critiques
- Projets hydroélectriques
- Centrales nucléaires
- Lignes de chemin de fer à grande vitesse
- Autoroutes

*LE MODÉRATEUR PASSERA EN REVUE LES CHOIX DE RÉPONSE :*

- Pourquoi soutenez-vous [indiquer les priorités les plus soutenues] ?

- **Saint John (Nouveau-Brunswick)** — Pourquoi ne soutenez-vous pas [indiquer les priorités qui n'ont reçu aucun soutien ou que peu de participants ont soutenues]?
- **Saint John (Nouveau-Brunswick)** — Y a-t-il des termes qui sont nouveaux pour vous ou qui, selon vous, manquent de clarté?

### SONDAGE

Je vais maintenant vous présenter une liste de critères parmi lesquels j'aimerais que vous sélectionniez celui qui vous semble le plus important pour décider d'approuver ou non un nouveau projet d'infrastructure d'intérêt national. Vous pouvez choisir un maximum de 2 priorités. Si vous estimez qu'aucun de ces critères n'est important, veuillez sélectionner « Aucun de ces critères n'est important ».

Critères d'approbation d'un nouveau projet :

- Le projet est-il créateur d'emploi?
- Le projet permet-il au Canada d'être plus indépendant économiquement des États-Unis?
- Le projet aura-t-il des impacts au sein des communautés autochtones (c.-à-d. seront-ils bénéfiques ou négatifs pour ces dernières)?
- Le projet aura-t-il un impact sur l'habitat d'espèces en péril?
- Le projet permet-il au Canada de respecter ses objectifs climatiques?
- Aucun de ces critères n'est important.

*LE MODÉRATEUR PASSERA EN REVUE LES CHOIX DE RÉPONSE :*

- Pourquoi êtes-vous d'avis que [indiquer un des critères les plus sélectionnés] est le plus important?
- **Saint John (Nouveau-Brunswick)** — Pensez-vous que des projets d'infrastructure d'intérêt national permettront à notre économie d'être moins dépendante vis-à-vis des États-Unis?
  - **Saint John (Nouveau-Brunswick)** — Qu'est-ce qui vous fait dire cela?

### **SENSIBILISATION AUX FORCES ARMÉES CANADIENNES (FAC) – MISE À L'ESSAI DE CONCEPTS**

**PUBLICITAIRES (45 minutes)** Secteur de l'intérieur de la Colombie-Britannique, Autochtones résidant dans les Prairies

Changement de sujet...



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

Les concepts se présentent sous forme de scénarimage. Il ne s'agit pas de leur format définitif. Les images présentées ressemblent davantage à une bande dessinée qu'on appelle scénarimage. Le scénarimage est un outil que les annonceurs élaborent dès le début du processus créatif. Il s'agit d'une illustration graphique et d'une courte narration donnant une idée de ce à quoi la publicité pourrait ressembler dans son format définitif. Le produit final consistera en une vidéo de 30 secondes produite par des professionnels et qui sera diffusée sur des médias sociaux et ces plates-formes numériques. Gardez cela à l'esprit en visionnant les concepts.

Secteur de l'intérieur de la Colombie-Britannique

**AFFICHER LE CONCEPT N° 1 À L'ÉCRAN**

Concept n° 1 : « Prêt à... »

Le modérateur affichera la diapo n° 6 (du scénarimage), qui comporte des images avec du texte superposé (super) et le texte du narrateur (voix hors-champ ou VO). Il est à noter qu'une partie, mais non la totalité du texte parlé s'affichera durant la publicité (par exemple, pour l'image 3, la publicité affichera les mots « prêt à toutes urgences », tandis que le public entendra « prêt pour les urgences ; prêt à faire face aux cybermenaces »). Au besoin, le modérateur précisera aux participants que « voix hors-champ (VO) » désigne ce que le public entendra en visionnant la publicité. Le terme « super » désigne le texte superposé qui s'affichera à l'écran pendant la publicité.

Autochtones résidant dans les Prairies

**AFFICHER LE PREMIER CONCEPT À L'ÉCRAN**

Concept « Voir plus grand »

Le modérateur affichera la diapo 17 (du scénarimage), dans laquelle il n'y a pas de VO, mais du texte superposé. Au besoin, le modérateur précisera aux participants que « voix hors-champ (VO) » désigne ce que le public entendra en visionnant la publicité. Le terme « super » désigne le texte superposé qui s'affichera à l'écran pendant la publicité.

- Quelles sont vos réflexions immédiates concernant ce concept publicitaire? Qu'est-ce qui vous fait dire cela?
- Trouvez-vous le concept attrayant — en d'autres mots, vous interpelle-t-il, vous parle-t-il?
- Quel est le principal message de ce concept?
  - Le message est-il clair?



- Votre compréhension de ce que font les Forces armées canadiennes est-elle maintenant meilleure? Pourquoi ou pourquoi pas?
- Y a-t-il des éléments de cette publicité qui vous ont surpris ? Autrement dit, y a-t-il quelque chose dans cette publicité que vous n'associez généralement pas aux FAC?
  - DEMANDER : Et en ce qui a trait aux différents rôles et professions présentés dans la publicité?
- Quelles sont vos impressions à l'égard des Forces armées canadiennes après avoir vu cette publicité?
- Avez-vous d'autres idées dont vous souhaiteriez nous faire part pour rendre cette publicité plus efficace?

Secteur de l'intérieur de la Colombie-Britannique

**AFFICHER LE CONCEPT N° 2 À L'ÉCRAN**

Concept n° 2 : « Voir plus grand ».

Le modérateur affichera la diapo 17 (du scénarimage), dans laquelle il n'y a pas de VO, mais du texte superposé.

Autochtones résidant dans les Prairies

**AFFICHER LE DEUXIÈME CONCEPT À L'ÉCRAN**

Concept « En tout temps ».

Le modérateur fera la lecture de la diapo descriptive n°21 tout en présentant la diapo n°22 (du scénarimage). Il est à noter que ce concept comporte des voix hors-champ, mais pas de texte superposé (à part la dernière image).

**TEXTE LU :**

*On entend un « tik-tok » horloge.*

**VO : En tout temps.**

*On voit des soldats armés défoncer une porte, le son est retentissant. On entend encore l'horloge.*

**VO : Nous travaillons des heures et des heures...**

*On voit des soldats sauter d'un hélicoptère. Le son des pales est similaire au son de l'horloge.*



**VO :... pour réagir en une fraction de seconde.**

*On voit une mission de sauvetage avec quelqu'un sur une civière.  
On entend un battement de cœur qui vient rejoindre le son*

*d'horloge  
et de l'hélicoptère.*

**VO : Où ça se passe.**

*On voit des motoneiges dans le Grand Nord. Le son de leur moteur vient s'ajouter à nos sons.*

**VO : Quand ça se passe.**

*On voit des écrans et des spécialistes en cybersécurité. Le son des claviers s'ajoute lui aussi à nos sons.*

**VO : On est là.**

*On voit un bateau des Opérations Caraïbes à pleine vitesse. Le son des vagues qui frappent le bateau vient rejoindre notre mélodie.*

**VO : En tout temps.**

*On voit des soldats à la frontière. On entend leurs bottes.*

**VO : C'est notre moment.**

*Le seul son restant est celui des bottes de soldats.*

**LOGO : Forces armées canadiennes**

**SUPER : Apprenez-en plus à [forces.ca](http://forces.ca)**

**LOGO : Gouvernement du Canada**

- Quelles sont vos réflexions immédiates concernant ce concept publicitaire ? Qu'est-ce qui vous fait dire cela?
- Trouvez-vous le concept attrayant — en d'autres mots, vous interpelle-t-il, vous parle-t-il?
- Quel est le principal message de ce concept?
  - Le message est-il clair?
- Votre compréhension de ce que font les Forces armées canadiennes est-elle maintenant meilleure? Pourquoi ou pourquoi pas?



- Y a-t-il des éléments de cette publicité qui vous ont surpris ? Autrement dit, y a-t-il quelque chose dans cette publicité que vous n'associez généralement pas aux FAC?
  - DEMANDER : Et en ce qui a trait aux différents rôles et professions présentés dans la publicité?
- Quelles sont vos impressions à l'égard des Forces armées canadiennes après avoir vu cette publicité?
- Avez-vous d'autres idées dont vous souhaiteriez nous faire part pour rendre cette publicité plus efficace?

Secteur de l'intérieur de la Colombie-Britannique

**AFFICHER LE CONCEPT N° 3 À L'ÉCRAN**

**Concept n° 3 : « En tous temps »**

**Le modérateur fera la lecture de la diapo descriptive n°21 tout en présentant la diapo n°22 (du scénarimage).**

**TEXTE LU :**

*On entend un « tik-tok » horloge.*

**VO : En tout temps.**

*On voit des soldats armés défoncer une porte, le son est retentissant. On entend encore l'horloge.*

**VO : Nous travaillons des heures et des heures...**

*On voit des soldats sauter d'un hélicoptère. Le son des pales est similaire au son de l'horloge.*

**VO :... pour réagir en une fraction de seconde.**

*On voit une mission de sauvetage avec quelqu'un sur une civière.*

*On entend un battement de cœur qui vient rejoindre le son*

*d'horloge*

*et de l'hélicoptère.*

**VO : Où ça se passe.**

*On voit des motoneiges dans le Grand Nord. Le son de leur moteur vient s'ajouter à nos sons.*

**VO : Quand ça se passe.**



*On voit des écrans et des spécialistes en cybersécurité. Le son des claviers s'ajoute lui aussi à nos sons.*

**VO : On est là.**

*On voit un bateau des Opérations Caraïbes à pleine vitesse. Le son des vagues qui frappent le bateau vient rejoindre notre mélodie.*

**VO : En tout temps.**

*On voit des soldats à la frontière. On entend leurs bottes.*

**VO : C'est notre moment.**

*Le seul son restant est celui des bottes de soldats.*

**LOGO : Forces armées canadiennes**

**SUPER : Apprenez-en plus à forces.ca**

**LOGO : Gouvernement du Canada**

Autochtones résidant dans les Prairies

**AFFICHER LE TROISIÈME CONCEPT À L'ÉCRAN**

Concept « Prêt à... »

**Le modérateur affichera la diapo 6 (du scénarimage) comportant des images avec du texte superposé (super) ainsi que le dialogue du narrateur (voix hors-champ ou VO). Il est à noter qu'une partie, mais non la totalité du texte parlé s'affichera durant la publicité (par exemple, pour l'image 3, la publicité affichera les mots « prêt à toutes urgences », tandis que le public entendra « prêt pour les urgences ; prêt à faire face aux cybermenaces »).**

- Quelles sont vos réflexions immédiates concernant ce concept publicitaire ? Qu'est-ce qui vous fait dire cela?
- Trouvez-vous le concept attrayant — en d'autres mots, vous interpelle-t-il, vous parle-t-il?
- Quel est le principal message de ce concept?
  - Le message est-il clair?
- Votre compréhension de ce que font les Forces armées canadiennes est-elle maintenant meilleure ? Pourquoi ou pourquoi pas?
- Y a-t-il des éléments de cette publicité qui vous ont surpris ? Autrement dit, y a-t-il quelque chose dans cette publicité que vous n'associez généralement pas aux FAC?



- DEMANDER : Et en ce qui a trait aux différents rôles et professions présentés dans la publicité?
- Quelles sont vos impressions à l'égard des Forces armées canadiennes après avoir vu cette publicité?
- Avez-vous d'autres idées dont vous souhaiteriez nous faire part pour rendre cette publicité plus efficace?

### **SONDAGE**

J'aimerais que vous choisissiez parmi ces concepts publicitaires celui qui, selon vous est le plus efficace pour mettre en valeur l'éventail des activités menées par les Forces armées canadiennes.

- Concept 1 — Prêt à...
- Concept 2 « Voir plus grand »
- Concept « En tout temps ».

*Le modérateur examinera les résultats du sondage.*

- Pourquoi le concept [insérer le nom du concept] met-il plus efficacement en valeur les Forces armées canadiennes?
- Pensez-vous être plus susceptible ou moins susceptible de recommander à quelqu'un d'autre de faire carrière dans les Forces armées canadiennes après avoir pris connaissance d'un plus vaste éventail de leurs activités?
  - Qu'est-ce qui vous fait dire cela?

### **CONCLUSION (5 minutes) Tous les lieux**

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

## August 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 minutes)** All Locations

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

### **GC PRIORITIES – IN DEPTH (75 minutes)** Ontario Parents of Children under 18, Vancouver, Manitoba Affected by Wildfires, Hamilton Workers in Tariff-Impacted Industries

We're going to shift topics slightly...

- Have you seen, read, or heard anything about the Government of Canada's recent priorities?

The Government of Canada has indicated it will focus on 7 overarching priorities. I'm going to show you a list of them and then we will discuss them in more detail. Just note that they are not in order of importance.

#### **SHOW ON SCREEN**

1. Establishing a new relationship with the U.S. and strengthening collaboration with global allies
2. Building one Canadian economy
3. Bringing down costs for Canadians and helping them get ahead
4. Making housing more affordable
5. Protecting Canadian sovereignty and keeping Canadians safe
6. Attracting the best talent in the world, while keeping overall immigration rates sustainable
7. Spending less on government operations

Now we're going to go through each priority in more detail. For each priority we'll start off with a poll and then have a short discussion based on the results. I will be asking similar questions for each of these overarching priorities.

For simplicity, we'll go through the priorities in the same order that we've shown you on screen, but again please note that these are not in order of importance.

Priority 1:

**POLL**

With respect to international relationships (the first of the seven overarching priorities you saw on screen), I'd like you to select which component within this priority is the most important. If you don't think any should be a priority, please select "None are a priority."

- Canada and the U.S. reaching an agreement on trade issues
- Working with countries around the world to develop stronger trade relationships
- Protecting important economic sectors and workers
- None are a priority

*Moderator to review selections:*

- Why did you choose this as the top priority?
- **Ontario Parents of Children under 18** Do you think the Government of Canada is making progress on these priorities? What makes you say that?
- **Ontario Parents of Children under 18** Do you think the Government of Canada will succeed in achieving these priorities? What makes you say that?

Priority 2:

**POLL**

Moving on to building one Canadian economy (the second of the seven overarching priorities you saw on screen), I'd like you to select which component within this priority is the most important. (Repeat only as needed: If you don't think any should be a priority, please select "None are a priority.")

- Building a strong economy in Canada
- Removing internal trade barriers
- Getting major energy and infrastructure projects built
- Working towards a more unified Canada
- None are a priority

*Moderator to review selections:*

- Why did you choose this as the top priority?



- **Ontario Parents of Children under 18** Do you think the Government of Canada is making progress on these priorities? What makes you say that?
- **Ontario Parents of Children under 18** Do you think the Government of Canada will succeed in achieving these priorities? What makes you say that?

#### Priority 3:

The next priority – bringing down costs for Canadians and helping them get ahead - essentially refers to lowering everyday costs. We are not going to do a poll, instead I want to have a discussion about the importance of this priority for you.

- Is this an important priority for you? What makes you say that?
- **Ontario Parents of Children under 18** Do you think the Government of Canada is making progress on reducing everyday costs? What makes you say that?
- **Ontario Parents of Children under 18** Do you think the Government of Canada will succeed in reducing everyday costs? What makes you say that?

#### Priority 4:

##### **POLL**

Moving on to making housing more affordable (the fourth of the seven overarching priorities you saw on screen), I'd like you to select which component within this priority is the most important. (Repeat only as needed: If you don't think any should be a priority, please select "None are a priority.")

- Making housing more affordable
- Getting homes built faster
- Building a new housing industry in prefabricated and modular homes
- Using Canadian products like lumber and steel to build more homes
- None are a priority

#### *Moderator to review selections:*

- Why did you choose this as the top priority?
- **Ontario Parents of Children under 18** Do you think the Government of Canada is making progress on these priorities? What makes you say that?
- **Ontario Parents of Children under 18** Do you think the Government of Canada will succeed in achieving these priorities? What makes you say that?



Priority 5:

**POLL**

Now thinking about sovereignty, safety and security (the fifth of the seven overarching priorities you saw on screen), I'd like you to select which component within this priority is the most important. (Repeat only as needed: If you don't think any should be a priority, please select "None are a priority.")

- Strengthening Canada's national defence capabilities
- Building equipment for the Canadian Armed Forces here in Canada
- Reducing violent crime in my community
- Ending the opioid crisis
- None are a priority

*Moderator to review selections:*

- Why did you choose this as the top priority?
- **Ontario Parents of Children under 18** Do you think the Government of Canada is making progress on these priorities? What makes you say that?
- **Ontario Parents of Children under 18** Do you think the Government of Canada will succeed in achieving these priorities? What makes you say that?

Priority 6:

**POLL**

Moving on to attracting the best talent and sustainable immigration (the sixth of the seven overarching priorities you saw on screen), I'd like you to select which component within this priority is the most important. (Repeat only as needed: If you don't think either should be a priority, please select "Neither is a priority.")

- Attracting skilled workers to Canada
- Returning immigration to sustainable levels
- Neither is a priority

*Moderator to review selections:*

- Why did you choose this as the top priority?
- **Ontario Parents of Children under 18** Do you think the Government of Canada is making progress on these priorities? What makes you say that?

- **Ontario Parents of Children under 18** Do you think the Government of Canada will succeed in achieving these priorities? What makes you say that?

Priority 7:

**POLL**

Lastly, thinking about spending less on government operations (the last of the seven overarching priorities you saw on screen), I'd like you to select which component within this priority is the most important. (Repeat only as needed: If you don't think any should be a priority, please select "None are a priority.")

- Making investments aimed at growing the economy
- Reducing spending on government operations
- Ensuring the government is making the right choices on where to invest and reduce spending
- None are a priority

*Moderator to review selections:*

- Why did you choose this as the top priority?
- **Parents of Children Under 18** Do you think the Government of Canada is making progress on these priorities? What makes you say that?
- **Parents of Children Under 18** Do you think the Government of Canada will succeed in achieving these priorities? What makes you say that?

**Vancouver, Manitoba Affected by Wildfires**

**SHOW ON SCREEN**

<p>1. Establishing a new relationship with the U.S. and strengthening collaboration with global allies</p>	<ul style="list-style-type: none"> <li>• Canada and the U.S. reaching an agreement on trade issues</li> <li>• Working with countries around the world to develop stronger trade relationships</li> <li>• Protecting important economic sectors and workers</li> </ul>
<p>2. Building one Canadian economy</p>	<ul style="list-style-type: none"> <li>• Building a strong economy in Canada</li> <li>• Removing internal trade barriers</li> <li>• Getting major energy and infrastructure projects built</li> <li>• Working towards a more unified Canada</li> </ul>

3. Bringing down costs for Canadians and helping them get ahead	<ul style="list-style-type: none"> <li>• Bringing down costs for Canadians and helping them get ahead</li> </ul>
4. Making housing more affordable	<ul style="list-style-type: none"> <li>• Making housing more affordable</li> <li>• Getting homes built faster</li> <li>• Building a new housing industry in prefabricated and modular homes</li> <li>• Using Canadian products like lumber and steel to build more homes</li> </ul>
5. Protecting Canadian sovereignty and keeping Canadians safe	<ul style="list-style-type: none"> <li>• Strengthening Canada's national defence capabilities</li> <li>• Building equipment for the Canadian Armed Forces here in Canada</li> <li>• Reducing violent crime in my community</li> <li>• Ending the opioid crisis</li> </ul>
6. Attracting the best talent in the world, while keeping overall immigration rates sustainable	<ul style="list-style-type: none"> <li>• Attracting skilled workers to Canada</li> <li>• Returning immigration to sustainable levels</li> </ul>
7. Spending less on government operations	<ul style="list-style-type: none"> <li>• Making investments aimed at growing the economy</li> <li>• Reducing spending on government operations</li> <li>• Ensuring the government is making the right choices on where to invest and reduce spending</li> </ul>

- **Vancouver, Manitoba Affected by Wildfires** Do you think the Government of Canada is making progress on any of these components?
  - IF YES: Which ones?
  - IF NO: Why not?
- **Vancouver, Manitoba Affected by Wildfires** Do you think the Government of Canada will succeed in achieving any of these components?
  - IF YES: Which ones?
  - IF NO: Why not?
- Thinking of everything we've just discussed related to the 7 overarching priorities, are there any priorities that you think are missing?

**GC PRIORITIES (45 minutes) Small to Mid-Sized Centres Atlantic Canada, Montérégie**

- What are the top issues the federal government should be prioritizing?
- Have you seen, read, or heard anything about the Government of Canada's recent priorities?

The Government of Canada has indicated it will focus on 7 priorities.

**SHOW ON SCREEN**

1. Establishing a new economic and security relationship with the United States and strengthening its collaboration with reliable trading partners and allies around the world.
  2. Building one Canadian economy by removing barriers to interprovincial trade and identifying and expediting nation-building projects that will connect and transform our country.
  3. Bringing down costs for Canadians and helping them get ahead.
  4. Making housing more affordable by unleashing the power of public-private cooperation, catalysing a modern housing industry, and creating new careers in the skilled trades.
  5. Protecting Canadian sovereignty and keeping Canadians safe by strengthening the Canadian Armed Forces, securing our borders, and reinforcing law enforcement.
  6. Attracting the best talent in the world to help build our economy, while returning our overall immigration rates to sustainable levels.
  7. Spending less on government operations so that Canadians can invest more in the people and businesses that will build the strongest economy in the G7.
- Overall, what are your reactions to these priorities?
  - Are any of these priorities unclear?
    - PROMPT AS NEEDED: Do you have any questions about any of these priorities, or any that you would like more information about?

**POLL**

Now I'd like you to select which of these 7 priorities are the most important. You can select up to 3. If you don't think any should be a priority, please select "None are a priority."

1. Establishing a new relationship with the U.S. and strengthening collaboration with global allies
2. Building one Canadian economy
3. Bringing down costs for Canadians and helping them get ahead
4. Making housing more affordable
5. Protecting Canadian sovereignty and keeping Canadians safe
6. Attracting the best talent in the world, while keeping overall immigration rates sustainable
7. Spending less on government operations

8. None are a priority

*Moderator to review selections:*

- Why did you choose this as a top priority?
- Are there any priorities listed that you do not think should be there? Why is that?
- Are there any priorities *not* listed that you think should be there?
- Do you think the Government of Canada is making progress on any of these priorities?
  - IF YES: Which ones?
  - IF NO: Why not?
- Do you think the Government of Canada will succeed in achieving any of these priorities?
  - IF YES: Which ones?
  - IF NO: Why not?

**WILDFIRES (25 minutes)** Small to Mid-Sized Centres Atlantic Canada, Manitoba Affected by Wildfires

**Manitoba Affected by Wildfires** Now I'd like to shift topics and talk about your personal experiences with wildfires. We understand that this may be a sensitive subject for you to discuss, so if you don't feel comfortable answering a question, that's okay, but we hope that you do share your experiences with us.

- **Manitoba Affected by Wildfires** By a show of hands, how many of you have experienced serious impacts from wildfires, like getting an evacuation alert or being evacuated from your homes?
- **Manitoba Affected by Wildfires** Has your mental health, physical health, or overall wellbeing been impacted by your experiences with wildfires?
  - IF YES: Can you describe how this has affected your mental health, physical health, or overall wellbeing?
- **Manitoba Affected by Wildfires** How easy or difficult has it been to access services and support during these wildfires, whether you've stayed in your home community or have been evacuated to another community? What makes you say that?

**Manitoba Affected by Wildfires** Now I'd like to move away from personal experiences and talk about the Government of Canada's response to the wildfires...

**Small to Mid-Sized Centres Atlantic Canada** Now I'd like to turn specifically to wildfires...

- What have you seen, read, or heard about the Government of Canada when it comes to responding to the wildfires in [Atlantic Canada/Manitoba]?
- How would you describe the Government of Canada's response to the wildfires? Would you say their response has been on the right track or the wrong track?
  - Why do you say that?

#### Small to Mid-Sized Centres Atlantic Canada SHOW ON SCREEN

In response to Requests for Federal Assistance from Newfoundland and Labrador and Nova Scotia, the Government of Canada is providing resources to support efforts to battle the wildfires. This can include things like deploying Canadian Armed Forces personnel and resources to assist with firefighting, providing airlift resources, as well as logistics and planning support. The Canadian Coast Guard also provide personnel and equipment, such as helicopters flying reconnaissance missions, ships on standby to help if needed, and portable equipment, such as comfort trailers for firefighters.

#### Manitoba Affected by Wildfires SHOW ON SCREEN

In response to requests for federal assistance from Manitoba, the Government of Canada is providing resources to support efforts to battle the wildfires. This can include things like providing airlift resources and humanitarian workforce support for emergency evacuation and sheltering activities (e.g. congregate shelters and reception centres, meals, mental health supports, first aid).

- With this in mind, is there anything else you feel the Government of Canada should do in response to the wildfires?
  - **Small to Mid-Sized Centres Atlantic Canada** What about in the aftermath? What kind of support do communities need from the Government of Canada?
  - **Manitoba Affected by Wildfires** What about in the aftermath? What kind of support does your community need from the Government of Canada?

#### Small to Mid-Sized Centres Atlantic Canada SHOW ON SCREEN

Due to ongoing wildfires and an effort to reduce the risk of wildfires, Parks Canada has also implemented some measures such as:

- Temporarily closing parts of some national parks and sites, for example, all backcountry access in Gros Morne National Park
- Implementing fire bans at some national parks and sites, for example, Kejimikujik National Park and National Historic Site
- Temporarily closing trails at some national parks and sites, for example Cape Breton Highlands National Park

Note that national parks and sites are not fully closed. For example, at Cape Breton Highlands National Park, visitors can still access front country camping, beaches, day-use areas, and the Cabot Trail.

- **Small to Mid-Sized Centres Atlantic Canada** What do you think of these measures from Parks Canada?
  - What benefits, if any, do you see from these measures?
  - What concerns, if any, do you have with these measures?

**CANADA STRONG PASS (20 minutes)** Ontario Parents of Children under 18, Vancouver, Small to Mid-Sized Centres Atlantic Canada, Montérégie

Shifting topics ...

- Has anyone heard of the Canada Strong Pass?
  - IF YES: What have you heard?
  - IF YES: Where did you hear about it? (e.g., social media, government website, friends/family, news, etc.)
  - IF YES: When you heard about it, was it easy or difficult to understand what it was and if you were eligible?

**SHOW ON SCREEN:**

The Government of Canada introduced the Canada Strong Pass so Canadians can enjoy free or discounted admissions in various Canadian travel destinations over the course of this summer, from June 20 to September 2, 2025. This includes:

- Free admission for all visitors to national parks, national historic sites, national marine conservation areas administered by Parks Canada and a 25% discount on camping fees;
  - Free admission for children and teens aged 17 and under and a 50% discount for youth aged 18 to 24 at national museums and the Plains of Abraham Museum;
  - Free Via Rail travel for children and teens aged 17 and under when accompanied by an adult, and a 25% discount for young adults aged 18 to 24; and
  - Free admission for children and a 50% discount for young adults aged 18 to 24 at participating provincial and territorial museums and galleries.
- MODERATOR TO ONLY ASK IF SOME HAD NOT HEARD OF THE CANADA STRONG PASS PREVIOUSLY: Now that I've provided some more information, have you heard of this initiative (even if not by name)?
  - Is there anything that is unclear or confusing about the Canada Strong Pass?
  - Has anyone here used the Canada Strong Pass?
    - IF NO: Is this something you may be interested in? Why or why not? (e.g., not eligible, unaware, not interested, no options in my area, etc.)
    - IF YES: What was your experience like?
      - What worked well?
      - Were there any challenges?



- In your opinion, why did the Government of Canada introduce a Canada Strong Pass? (e.g., promote tourism, support local attractions, celebrate Canadian culture, etc.)
- Do you think this is the kind of initiative the Government of Canada should be doing? Why or why not?
- Does the Canada Strong Pass entice you to explore Canada during the summer? Why or why not?
- Should the Canada Strong Pass be offered again next summer? Why or why not?
  - IF YES: Are there any changes or suggested improvements you would want to bring to the Canada Strong Pass if it were offered again next summer? (e.g., eligibility, ease of use, promotion, included attractions)
- Do you think the Canada Strong Pass should be applied equally to everyone, or do you think some aspects should only be eligible for certain groups? (for example, there is a 25% discount for young adults traveling by Via Rail, but not for adults aged 25+)
  - IF TARGETED: Who do you think should be eligible or benefit most from it? (e.g., families, students, newcomers, seniors)
- What kinds of venues, activities, or events should be included in the pass? (e.g., museums, concerts, heritage sites, national parks, etc.)
- How else should the Government of Canada encourage Canadians to travel within Canada or promote engagement with Canadian culture and heritage?
  - PROMPT IF NEEDED: For example, do you think access to certain venues like national museums or parks should always be free of charge?

**CANADA-U.S. RELATIONS - TARIFFS (25 minutes)** **Hamilton Workers in Tariff-Impacted Industries, Montérégie**

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?

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 line of work?

- IF YES: How does this impact you personally?

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

- What do you think of these steps? Would they help you and/or the industry you work in or not?
- Is there anything more the Government of Canada should be doing to support your industry specifically?

I'm going to show you some other ideas regarding how the Government of Canada could support impacted industries and workers...

#### SHOW ON SCREEN

- Additional financial support for companies that struggle to keep workers employed
- A "Buy Canadian" approach for the Government of Canada, where it prioritizes Canadian companies for all federal government purchases
- Extending EI for long-tenured workers
- Tools to match people on EI with employers who currently have vacancies
- New trade agreements that open up access to other markets for Canadian businesses
- Do you support any of these ideas?
  - IF YES: Which ones and why?
- Do you oppose any of these ideas?
  - IF YES: Which ones and why?
- Would any have an impact on you/your industry?
  - IF YES: How so?

Now I'd like to talk about trade discussions between Canada and the U.S....

- If we think of a scale, where 1 represents that Canada should make as many concessions as needed, in order to negotiate an agreement with the U.S., and 10 represents that Canada should not make any concessions, no matter how painful for Canada, where do you land on this scale?
  - If Canada should not make any concessions, what makes you say that?
  - Otherwise, what are the kinds of concessions that you think Canada should make?



- 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?

**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.

## August French Moderator's Guide

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

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

### **LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ (5 à 35 minutes)** Tous les lieux

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

### **PRIORITÉS DU GOUVERNEMENT DU CANADA – (DÉTAILLÉES) (75 minutes)** Parents d'enfants de moins de 18 ans résidant en Ontario, Vancouver, personnes touchées par des feux de forêt résidant au Manitoba, travailleurs de Hamilton employés dans des secteurs touchés par les tarifs douaniers

Nous allons maintenant passer à un sujet légèrement différent...

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet des récentes priorités du gouvernement du Canada?

Le gouvernement du Canada a déclaré qu'il se concentrerait sur sept priorités transversales. Je vais vous montrer une liste de ces priorités, et ensuite nous en discuterons de manière plus détaillée. Notez simplement qu'elles ne sont pas énumérées par ordre d'importance.

### **AFFICHER À L'ÉCRAN**

1. Établir de nouveaux rapports avec les États-Unis et renforcer la collaboration avec des alliés du monde entier
2. Bâtir une économie canadienne unifiée
3. Réduire les coûts dans l'intérêt des Canadiens et les aider à améliorer leur situation
4. Rendre le logement plus abordable
5. Protéger la souveraineté du Canada et assurer la sécurité de la population canadienne
6. Attirer les plus grands talents du monde pour bâtir notre économie tout en maintenant nos taux globaux d'immigration à des niveaux viables
7. Consacrer moins d'argent au fonctionnement de l'appareil gouvernemental



Nous allons maintenant passer en revue chaque priorité de façon plus détaillée. Pour chaque priorité, nous commencerons par un sondage qui sera suivi d'une brève discussion sur la base des résultats. Je poserai des questions semblables pour chacune de ces priorités transversales.

Pour simplifier les choses, nous passerons en revue les priorités dans le même ordre qu'on vous les a présentées à l'écran, mais je le répète, ces priorités ne sont pas en ordre d'importance.

#### Priorité 1 :

##### **SONDAGE**

Au sujet des relations internationales (la première des sept priorités transversales que je vous ai montrées à l'écran), j'aimerais que vous choisissiez, parmi les éléments de cette priorité, lequel vous estimez le plus important. Si vous estimez qu'aucun de ces éléments ne devrait constituer une priorité, sélectionnez « Aucun de ces éléments ne constitue une priorité. »

- La conclusion d'un accord entre le Canada et les États-Unis sur des enjeux commerciaux
- Collaborer avec des pays partout dans le monde afin de développer des relations commerciales plus solides.
- Protéger d'importants secteurs économiques et leurs travailleurs
- Aucun de ces éléments ne constitue une priorité

*Le modérateur passera en revue les réponses choisies :*

- Pourquoi avez choisi cet élément comme priorité majeure?
- **Parents d'enfants de moins de 18 ans résidant en Ontario** — À votre avis, le gouvernement du Canada fait-il des progrès concernant la réalisation de ces priorités? Qu'est-ce qui vous fait dire cela?
- **Parents d'enfants de moins de 18 ans résidant en Ontario** — Selon vous, le gouvernement du Canada parviendra-t-il à réaliser ces priorités? Qu'est-ce qui vous fait dire cela?

#### Priorité 2 :

##### **SONDAGE**

Passons à la priorité consistant à bâtir une économie canadienne unifiée (la deuxième des sept priorités transversales que vous avez vues à l'écran). J'aimerais que vous choisissiez, parmi les éléments de cette priorité, lequel vous estimez le plus important. (Ne répéter ce rappel qu'au besoin : Si vous estimez qu'aucun de ces éléments ne constitue une priorité, sélectionnez « Aucun de ces éléments ne constitue une priorité ».)

- Bâtir une économie forte au Canada
- Éliminer les obstacles au commerce intérieur
- Réaliser de grands projets énergétiques et d'infrastructure
- Travailler à l'unification du Canada
- Aucun de ces éléments ne constitue une priorité

*Le modérateur passera en revue les réponses choisies :*

- Pourquoi avez choisi cet élément comme priorité majeure?
- **Parents d'enfants de moins de 18 ans résidant en Ontario** — À votre avis, le gouvernement du Canada fait-il des progrès concernant la réalisation de ces priorités? Qu'est-ce qui vous fait dire cela?
- **Parents d'enfants de moins de 18 ans résidant en Ontario** — Selon vous, le gouvernement du Canada parviendra-t-il à réaliser ces priorités? Qu'est-ce qui vous fait dire cela?

#### Priorité 3 :

La prochaine priorité, à savoir de réduire les coûts dans l'intérêt des Canadiens et les aider à améliorer leur situation, consiste essentiellement à réduire le coût de la vie. Nous n'allons pas faire de sondage. J'aimerais plutôt que nous discutons de l'importance que revêt à vos yeux cette priorité.

- S'agit-il, selon vous, d'une priorité importante? Qu'est-ce qui vous fait dire cela?
- **Parents d'enfants de moins de 18 ans résidant en Ontario** — Le gouvernement du Canada fait-il, selon vous, des progrès pour ce qui est de réduire le coût de la vie? Qu'est-ce qui vous fait dire cela?
- **Parents d'enfants de moins de 18 ans résidant en Ontario** — Le gouvernement du Canada parviendra-t-il, selon vous, à réduire le coût de la vie? Qu'est-ce qui vous fait dire cela?

#### Priorité 4 :

##### **SONDAGE**

Passons à la priorité qui consiste à rendre le logement plus abordable (la quatrième des sept priorités transversales que je vous ai montrées à l'écran). J'aimerais que vous choisissiez, parmi les éléments de cette priorité, lequel vous estimez le plus important. (Ne répéter qu'au besoin : Si vous estimez qu'aucun de ces éléments ne constitue une priorité, sélectionnez « Aucun de ces éléments ne constitue une priorité ».)

- Rendre le logement plus abordable



- Accélérer la construction de logements
- Créer une nouvelle industrie du logement dans le domaine des maisons préfabriquées et modulaires.
- Utiliser des produits canadiens comme le bois d'œuvre et l'acier pour construire davantage de logements
- Aucun de ces éléments ne constitue une priorité

*Le modérateur passera en revue les réponses choisies :*

- Pourquoi avez choisi cet élément comme priorité majeure?
- **Parents d'enfants de moins de 18 ans résidant en Ontario** — À votre avis, le gouvernement du Canada fait-il des progrès concernant la réalisation de ces priorités? Qu'est-ce qui vous fait dire cela?
- **Parents d'enfants de moins de 18 ans résidant en Ontario** — Selon vous, le gouvernement du Canada parviendra-t-il à réaliser ces priorités? Qu'est-ce qui vous fait dire cela?

Priorité 5 :

#### **SONDAGE**

Passons à la priorité qui consiste à rendre le logement plus abordable (la cinquième des sept priorités transversales que je vous ai montrées à l'écran). J'aimerais que vous choisissiez, parmi les éléments de cette priorité, lequel vous estimez le plus important. (Ne répéter qu'au besoin : Si vous estimez qu'aucun de ces éléments ne constitue une priorité, sélectionnez « Aucun de ces éléments ne constitue une priorité ».)

- Renforcer les capacités du Canada en matière de défense nationale
- Fabriquer du matériel pour les Forces armées canadiennes ici au Canada
- Réduire le taux de crimes violents au sein de ma collectivité
- Mettre fin à la crise des opioïdes
- Aucun de ces éléments ne constitue une priorité

*Le modérateur passera en revue les réponses choisies :*

- Pourquoi avez choisi cet élément comme priorité majeure?
- **Parents d'enfants de moins de 18 ans résidant en Ontario** — À votre avis, le gouvernement du Canada fait-il des progrès concernant la réalisation de ces priorités? Qu'est-ce qui vous fait dire cela?



- **Parents d'enfants de moins de 18 ans résidant en Ontario** — Selon vous, le gouvernement du Canada parviendra-t-il à réaliser ces priorités? Qu'est-ce qui vous fait dire cela?

Priorité 6 :

**SONDAGE**

Passons à la priorité qui consiste à attirer les plus grands talents du monde pour bâtir notre économie tout en maintenant nos taux globaux d'immigration à des niveaux viables (la sixième des sept priorités transversales que je vous ai montrées à l'écran). J'aimerais que vous choisissiez, parmi les éléments de cette priorité, lequel vous estimez le plus important. (Ne répéter qu'au besoin : Si vous estimez qu'aucun de ces éléments ne constitue une priorité, sélectionnez « Aucun de ces éléments ne constitue une priorité ».)

- Attirer des travailleurs qualifiés au Canada
- Ramener l'immigration à des niveaux viables
- Aucun de ces éléments ne constitue une priorité

*Le modérateur passera en revue les réponses choisies :*

- Pourquoi avez choisi cet élément comme priorité majeure?
- **Parents d'enfants de moins de 18 ans résidant en Ontario** — À votre avis, le gouvernement du Canada fait-il des progrès concernant la réalisation de ces priorités? Qu'est-ce qui vous fait dire cela?
- **Parents d'enfants de moins de 18 ans résidant en Ontario** — Selon vous, le gouvernement du Canada parviendra-t-il à réaliser ces priorités? Qu'est-ce qui vous fait dire cela?

Priorité 7 :

**SONDAGE**

Enfin, en pensant à la priorité qui consiste à consacrer moins d'argent au fonctionnement de l'appareil gouvernemental (la dernière des sept priorités transversales que je vous ai montrées à l'écran), j'aimerais que vous choisissiez, parmi les éléments de cette priorité, lequel vous estimez le plus important. (Ne répéter qu'au besoin : Si vous estimez qu'aucun de ces éléments ne constitue une priorité, sélectionnez « Aucun de ces éléments ne constitue une priorité ».)

- Réaliser des investissements visant à stimuler la croissance économique
- Réduire les dépenses consacrées au fonctionnement de l'appareil gouvernemental
- Veiller à ce que le gouvernement fasse les bons choix en matière d'investissements et de réduction des dépenses.

- Aucun de ces éléments ne constitue une priorité

*Le modérateur passera en revue les réponses choisies :*

- Pourquoi avez choisi cet élément comme priorité majeure?
- **Parents d'enfants de moins de 18 ans** — À votre avis, le gouvernement du Canada fait-il des progrès concernant la réalisation de ces priorités? Qu'est-ce qui vous fait dire cela?
- **Parents d'enfants de moins de 18 ans** — Selon vous, le gouvernement du Canada parviendra-t-il à réaliser ces priorités? Qu'est-ce qui vous fait dire cela?

**Vancouver, personnes affectées par les feux de forêt résidant au Manitoba —**

**AFFICHER À L'ÉCRAN**

<p>1. Établir de nouveaux rapports avec les États-Unis et renforcer la collaboration avec des alliés du monde entier</p>	<ul style="list-style-type: none"> <li>• Conclure un accord entre le Canada et les États-Unis sur des enjeux commerciaux</li> <li>• Collaborer avec des pays partout dans le monde afin de développer des relations commerciales plus solides.</li> <li>• Protéger d'importants secteurs économiques et leurs travailleurs</li> </ul>
<p>2. Bâtir une économie canadienne unifiée</p>	<ul style="list-style-type: none"> <li>• Bâtir une économie forte au Canada</li> <li>• Éliminer les obstacles au commerce intérieur</li> <li>• Réaliser de grands projets énergétiques et d'infrastructure</li> <li>• Travailler à l'unification du Canada</li> </ul>
<p>3. Réduire les coûts dans l'intérêt des Canadiens et les aider à améliorer leur situation.</p>	<ul style="list-style-type: none"> <li>• Réduire les coûts dans l'intérêt des Canadiens et les aider à améliorer leur situation.</li> </ul>
<p>4. Rendre le logement plus abordable</p>	<ul style="list-style-type: none"> <li>• Rendre le logement plus abordable</li> <li>• Accélérer la construction de logements</li> <li>• Créer une nouvelle industrie du logement dans le domaine des maisons préfabriquées et modulaires.</li> <li>• Utiliser des produits canadiens comme le bois d'œuvre et l'acier pour construire davantage de logements</li> </ul>



5. Protéger la souveraineté du Canada et assurer la sécurité de la population canadienne	<ul style="list-style-type: none"><li>• Renforcer les capacités du Canada en matière de défense nationale</li><li>• Fabriquer du matériel pour les Forces armées canadiennes ici au Canada</li><li>• Réduire le taux de crimes violents au sein de ma collectivité</li><li>• Mettre fin à la crise des opioïdes</li></ul>
6. Attirer les plus grands talents du monde pour bâtir notre économie tout en maintenant nos taux globaux d'immigration à des niveaux viables.	<ul style="list-style-type: none"><li>• Attirer des travailleurs qualifiés au Canada</li><li>• Ramener l'immigration à des niveaux viables</li></ul>
7. Consacrer moins d'argent au fonctionnement de l'appareil gouvernemental	<ul style="list-style-type: none"><li>• Réaliser des investissements visant à stimuler la croissance économique</li><li>• Réduire les dépenses consacrées au fonctionnement de l'appareil gouvernemental</li><li>• Veiller à ce que le gouvernement fasse les bons choix en matière d'investissements et de réduction des dépenses.</li></ul>

- **Vancouver, personnes touchées par des feux de forêt résidant au Manitoba** — Le gouvernement du Canada fait-il, selon vous, des progrès en ce qui concerne l'un ou l'autre de ces éléments?
  - SI OUI : Lesquels?
  - SI NON : Pourquoi pas?
- **Vancouver, personnes touchées par des feux de forêt résidant au Manitoba** — Parmi ces éléments, y en a-t-il — il que le gouvernement du Canada parviendra, selon vous, à réaliser?
  - SI OUI : Lesquels?
  - SI NON : Pourquoi pas?
- En pensant à tout ce dont on vient de discuter concernant les sept priorités transversales, y a-t-il, à votre avis, des priorités manquantes?

**PRIORITÉS DU GOUVERNEMENT DU CANADA (45 minutes)** Centres de petite taille et de taille moyenne du Canada atlantique, Montérégie

- Quels sont les principaux enjeux auxquels le gouvernement fédéral devrait accorder la priorité?



- Avez-vous vu, lu ou entendu quoi que ce soit au sujet des plus récentes priorités du gouvernement du Canada?

Le gouvernement du Canada a déclaré qu'il se concentrerait sur sept priorités :

**AFFICHER À L'ÉCRAN :**

1. Établir de nouveaux rapports avec les États-Unis dans les domaines de l'économie et de la sécurité et renforcer sa collaboration avec des alliés et partenaires commerciaux fiables du monde entier ;
  2. Bâtir une seule économie canadienne unifiée en éliminant les obstacles au commerce interprovincial ainsi qu'en recensant et en accélérant les projets d'intérêt national qui permettront de créer des liens entre nos communautés et de transformer notre pays ;
  3. Réduire les coûts dans l'intérêt des Canadiens et aider ces derniers à prospérer ;
  4. Rendre le logement plus abordable en exploitant le pouvoir de la coopération public-privé, en promouvant une industrie du logement moderne et en créant de nouvelles carrières dans les métiers spécialisés ;
  5. Protéger la souveraineté du Canada et assurer la sécurité de la population canadienne au moyen de mesures qui renforceront les Forces armées canadiennes, la sécurité de nos frontières ainsi que nos services de police ;
  6. Attirer les plus grands talents du monde pour bâtir notre économie tout en ramenant nos taux globaux d'immigration à des niveaux viables ;
  7. Consacrer moins d'argent au fonctionnement de l'appareil gouvernemental pour que les Canadiennes et les Canadiens puissent investir davantage dans les gens et les entreprises qui permettront de bâtir l'économie la plus forte du G7.
- En gros, quelles sont vos réactions à ces priorités?
  - Parmi ces priorités, y en a-t-il qui manquent de clarté?
    - DEMANDER AU BESOIN : Avez-vous des questions ou souhaitez-vous avoir plus de renseignements au sujet de l'une ou l'autre de ces priorités?

**SONDAGE :**

J'aimerais maintenant que vous sélectionniez parmi ces 7 priorités celles qui sont, à votre avis, les plus importantes. Vous pouvez choisir un maximum de 3 priorités. Si aucune de ces mesures ne devrait, à votre avis, constituer une priorité, sélectionnez « Aucune de ces mesures ne constitue une priorité ».

1. Établir de nouveaux rapports avec les États-Unis dans les domaines de l'économie et de la sécurité et renforcer sa collaboration avec nos alliés du monde entier.



2. Bâtir une seule économie canadienne unifiée
3. Réduire les coûts dans l'intérêt des Canadiens et les aider à prospérer.
4. Rendre le logement plus abordable
5. Protéger la souveraineté du Canada et assurer la sécurité de la population canadienne
6. Attirer les plus grands talents du monde pour bâtir notre économie tout en maintenant nos taux globaux d'immigration à des niveaux viables.
7. Consacrer moins d'argent au fonctionnement de l'appareil gouvernemental
8. Aucune de ces mesures ne constitue une priorité

*LE MODÉRATEUR PASSERA EN REVUE LES CHOIX DE RÉPONSE :*

- Pourquoi avez-vous choisi cette mesure comme principale priorité?
- Parmi les priorités figurant dans la liste, y en a-t-il qui, selon vous, ne devraient pas s'y trouver? Pourquoi êtes-vous de cet avis?
- Y a-t-il des priorités qui ne figurent *pas* dans la liste, mais qui devraient s'y trouver?
- Le gouvernement du Canada fait — il, selon vous, des progrès en ce qui concerne la réalisation de l'une ou l'autre de ces priorités?
  - SI OUI : Concernant quelles priorités?
  - SI NON : Pourquoi pas?
- Le gouvernement du Canada réussira-t-il, selon vous, à réaliser l'une ou l'autre de ces priorités?
  - SI OUI : Lesquelles?
  - SI NON : Pourquoi pas?

**FEUX DE FORÊT (25 minutes)** Centres de petite taille et de taille moyenne du Canada atlantique, personnes touchées par des feux de forêt résidant au Manitoba

Personnes touchées par des feux de forêt résidant au Manitoba — J'aimerais maintenant changer de sujet pour parler de votre expérience personnelle des feux de forêt. Nous comprenons qu'il puisse s'agir d'un sujet qu'il vous est difficile d'aborder pour une raison ou une autre, alors si vous préférez ne pas répondre à une question, ce n'est pas grave, mais nous espérons que vous nous ferez part de ce que vous avez vécu.

- Personnes touchées par des feux de forêt résidant au Manitoba — À main levée, combien d'entre vous ont été témoins d'impacts plus graves en lien avec des phénomènes météorologiques extrêmes ou des catastrophes naturelles, comme de recevoir une alerte d'évacuation ou de devoir évacuer votre maison.



- **Personnes touchées par des feux de forêt résidant au Manitoba** — Votre santé mentale, votre santé physique ou votre bien-être en général ont-ils été affectés par les feux de forêt que vous avez connus?
  - SI OUI : Pouvez-vous expliquer en quoi ces derniers ont affecté votre santé mentale, votre santé physique ou votre bien-être général?
- **Personnes touchées par des feux de forêt résidant au Manitoba** — Que vous ayez pu rester dans votre collectivité ou que vous ayez dû être évacué vers une autre collectivité, dans quelle mesure a-t-il été facile ou difficile d'accéder à des services et à du soutien lors de ces feux de forêt? Qu'est-ce qui vous fait dire cela?

**Personnes touchées par des feux de forêt résidant au Manitoba** — Plutôt que de parler de votre expérience personnelle, j'aimerais maintenant qu'on aborde la réponse du gouvernement du Canada aux feux de forêt...

**Centres de petite taille et de taille moyenne du Canada atlantique** — J'aimerais maintenant qu'on aborde les feux de forêt en tant que tels...

- Qu'avez-vous vu, lu ou entendu au sujet de la réponse du gouvernement du Canada aux feux de forêt au [Manitoba/Canada atlantique]?
- Comment décririez-vous la réponse du gouvernement du Canada aux feux de forêt? Diriez-vous que le gouvernement fédéral est de manière générale sur la bonne voie ou sur la mauvaise voie?
  - Pourquoi dites-vous cela?

**Centres de petite taille et de taille moyenne du Canada atlantique — AFFICHER À L'ÉCRAN**

En réponse aux demandes d'aide fédérale formulées par Terre-Neuve-et-Labrador et la Nouvelle-Écosse, le gouvernement du Canada fournit des ressources pour soutenir les efforts de lutte contre les feux de forêt. Cela peut comprendre le déploiement de personnel et de ressources des Forces armées canadiennes pour aider à lutter contre les incendies, la fourniture de ressources de transport aérien, ainsi qu'un soutien logistique et en matière de planification. Des membres du personnel ainsi que des ressources des Forces armées canadiennes ont été déployés pour aider à lutter contre les incendies, fournir des ressources en matière de transport aérien ainsi qu'un soutien en matière de logistique et de planification. La Garde côtière canadienne fournit également du personnel et du matériel, notamment des hélicoptères chargés de missions de reconnaissance, des navires prêts à intervenir en cas de besoin ainsi que du matériel mobile, comme des unités mobiles de confort pour les pompiers.

**Personnes touchées par des feux de forêt résidant au Manitoba — AFFICHER À L'ÉCRAN**

En réponse aux demandes d'aide fédérale formulées par le Manitoba, le gouvernement du Canada fournit des ressources pour soutenir les efforts de lutte contre les feux de forêt. Cela peut

comprendre la fourniture de moyens de transport aérien et de personnel humanitaire pour les opérations d'évacuation et d'hébergement d'urgence (p. ex., refuges collectifs et centres d'accueil d'urgence, repas, soutien psychologique, premiers soins).

- Sachant cela, y a-t-il d'autres mesures que le gouvernement du Canada devrait prendre en réponse aux feux de forêt?
  - Centres de petite taille et de taille moyenne du Canada atlantique — Et par la suite? De quels types de soutiens les collectivités ont-elles besoin de la part du gouvernement du Canada lors de feux de forêt?
  - Personnes touchées par des feux de forêt résidant au Manitoba — Et par la suite? De quels types de soutiens votre collectivité a-t-elle besoin de la part du gouvernement du Canada?

#### Centres de petite taille et de taille moyenne du Canada atlantique — AFFICHER À L'ÉCRAN

En raison de feux de forêt sévissant actuellement et dans un effort pour réduire le risque de feux de forêt, Parcs Canada a également pris certaines mesures, à savoir :

- La fermeture temporaire de zones précises dans certains parcs et sites nationaux, et notamment tous les accès à l'arrière-pays dans le parc national du Gros-Morne.
- Mise en place d'interdictions de feux dans certains parcs nationaux et sites, par exemple le parc national et lieu historique national Kejimikujik.
- La fermeture temporaire de sentiers dans certains parcs et sites nationaux, notamment dans le parc national des Hautes-Terres-du-Cap-Breton.

Veuillez noter que les parcs et sites nationaux ne sont pas totalement fermés. Par exemple, dans le parc national des Hautes-Terres-du-Cap-Breton, les visiteurs peuvent toujours accéder aux terrains de camping, aux plages, aux aires de fréquentation diurne ainsi qu'à la Piste Cabot.

- Centres de petite taille et de taille moyenne au Canada atlantique — Que pensez-vous de ces mesures prises par Parcs Canada?
  - Quels avantages, le cas échéant, retirerait-on de ces mesures à votre avis?
  - Avez-vous de quelconques inquiétudes concernant ces mesures, et si oui, quelles sont-elles?

#### **LAISSEZ-PASSER UN CANADA FORT (20 minutes)** Parents d'enfants de moins de 18 ans résidant en Ontario, Vancouver, centres de petite taille et de taille moyenne au Canada atlantique, Montérégie

Changement de sujet...

- Quelqu'un a-t-il entendu parler du laissez-passer Un Canada fort?
  - SI OUI : Qu'avez-vous lu, vu, ou entendu à ce sujet?

- SI OUI : Où avez-vous entendu parler de ce laissez-passer? (p. ex. médias sociaux, site du gouvernement, amis ou membres de la famille, nouvelles, entre autres)
- SI OUI : Lorsque vous en avez entendu parler, avez-vous trouvé facile ou difficile de comprendre de quoi il s'agissait et de savoir si vous étiez admissible?

#### AFFICHER À L'ÉCRAN :

Le gouvernement du Canada a instauré le laissez-passer Un Canada fort afin que les Canadiens puissent profiter d'entrées gratuites ou à prix réduit dans divers lieux du Canada au cours de l'été, du 20 juin au 2 septembre 2025. Le laissez-passer inclut :

- Entrée gratuite pour tous les visiteurs dans les parcs nationaux, lieux historiques nationaux, et aires marines nationales de conservation administrés par Parcs Canada, et rabais de 25 % sur les frais de camping ;
  - Entrée gratuite dans les musées nationaux et au Musée des plaines d'Abraham pour les enfants et adolescents de 17 ans ou moins et rabais de 50 % pour les jeunes adultes de 18 à 24 ans ;
  - Transport gratuit avec VIA Rail pour les enfants et les adolescents âgés de 17 ans et moins lorsqu'ils sont accompagnés d'un adulte, et réduction de 25 % pour les jeunes adultes âgés de 18 à 24 ans ;
  - Entrée gratuite dans les musées et galeries provinciaux et territoriaux participants pour les enfants et rabais de 50 % pour les jeunes adultes de 18 à 24 ans.
- LE MODÉRATEUR NE POSERA LA QUESTION SUIVANTE QUE DANS LE CAS OÙ CERTAINS PARTICIPANTS N'AURAIENT JAMAIS ENTENDU PARLER DU LAISSEZ-PASSER UN CANADA FORT : Avec l'information supplémentaire que je viens de vous fournir, vous souvenez-vous maintenant avoir déjà entendu parler de cette initiative (ne serait-ce que de nom)?
  - Y a-t-il quelque chose qui ne vous semble pas clair ou qui prête à confusion concernant le laissez-passer Un Canada fort?
  - Quelqu'un parmi vous a-t-il déjà utilisé le laissez-passer Un Canada fort?
    - SI NON : Est-ce quelque chose qui pourrait vous intéresser? Pourquoi ou pourquoi pas? (p. ex. non admissible, pas au courant, pas intéressé, aucune option dans ma région, etc.)
    - SI OUI : Comment avez-vous trouvé cette expérience?
      - Qu'est-ce qui a bien fonctionné?
      - Avez-vous rencontré des difficultés?
  - À votre avis, pourquoi le gouvernement du Canada a-t-il lancé le laissez-passer Un Canada fort? (p. ex. pour promouvoir le tourisme, soutenir les attractions locales, célébrer la culture canadienne, etc.)

- S'agit-il, à votre avis, du genre d'initiatives que le gouvernement du Canada devrait prendre? Pourquoi ou pourquoi pas?
- Le laissez-passer Un Canada fort vous incite-t-il à partir à la découverte du Canada pendant l'été? Pourquoi ou pourquoi pas?
- Le laissez-passer Un Canada fort devrait-il, selon vous, être de nouveau offert l'été prochain? Pourquoi ou pourquoi pas?
  - SI OUI : Y aurait-il des changements ou des améliorations que vous souhaiteriez voir apporter au laissez-passer Un Canada fort s'il était offert à nouveau l'été prochain? (p. ex. concernant l'admissibilité, la facilité d'utilisation, la promotion, les attractions incluses)
- Le laissez-passer Un Canada fort devrait-il être offert de la même façon à tout le monde, ou certains avantages devraient-ils être réservés à des groupes particuliers? (à titre d'exemple, un rabais de 25 % est actuellement offert aux jeunes adultes voyageant avec VIA Rail, mais pas aux adultes de 25 ans et plus)
  - À CEUX QUI ESTIMENT QU'IL DEVRAIT ÊTRE CIBLÉ : Selon vous, qui devrait être le plus admissible à ce laissez-passer ou en bénéficier le plus (p. ex. les familles, les étudiants, les nouveaux arrivants, les personnes âgées)?
- À quels types de lieux, d'activités ou d'événements le laissez-passer Un Canada fort devrait-il donner accès? (p. ex. musées, sites patrimoniaux, parcs nationaux, entre autres)
- De quelle autre façon le gouvernement du Canada devrait-il s'y prendre pour encourager les Canadiens à voyager au Canada ou susciter leur intérêt pour la culture et le patrimoine canadiens?
  - DEMANDER AU BESOIN : Par exemple, l'accès à certains lieux et notamment à des musées et à des parcs nationaux devrait-il, selon vous, être gratuit?

**RELATIONS CANADA-ÉTATS-UNIS — TARIFS (25 minutes) Travailleurs de Hamilton employés dans des secteurs touchés par les tarifs douaniers, Montérégie**

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 des produits canadiens importés aux États-Unis?

LE MODÉRATEUR FOURNIRA LES ÉCLAIRCISSEMENTS SUIVANTS : Les États-Unis ont imposé des tarifs douaniers sur divers produits canadiens importés aux États-Unis, notamment 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 secteur d'emploi?
  - SI OUI : En quoi vous affectent-ils personnellement?

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

- Que pensez-vous de ces mesures? Vous aideraient-elles ou aideraient-elles le secteur dans lequel vous travaillez?
- À votre avis, y a-t-il autre chose que devrait faire le gouvernement du Canada pour venir en aide à votre secteur en particulier?

Je vais vous montrer quelques autres idées de mesures de soutien que pourrait prendre le gouvernement du Canada pour venir en aide aux secteurs d'activité et aux travailleurs impactés...

#### AFFICHER À L'ÉCRAN :

- Augmenter le soutien financier d'entreprises ayant de la difficulté à assurer l'emploi de leurs travailleurs.
- Adopter une approche « Acheter canadien » consistant à accorder la priorité aux entreprises canadiennes pour tous les achats du gouvernement fédéral.
- Prolonger les prestations d'assurance-emploi des travailleurs de longue date.
- Mettre en place des outils permettant de jumeler les prestataires d'assurance-emploi avec les employeurs ayant actuellement des postes vacants.
- Conclure de nouveaux accords commerciaux permettant aux entreprises canadiennes d'accéder à d'autres marchés.
- Êtes-vous favorable à l'une ou l'autre de ces idées de mesures?
  - SI OUI : À quelles idées de mesures et pourquoi?
- Êtes-vous contre l'une ou l'autre de ces idées de mesures?
  - SI OUI : Contre quelles idées et pourquoi?



- L'une ou l'autre de ces idées de mesures vous toucheraient-elles personnellement ou impacteraient-elles votre secteur d'emploi?
  - SI OUI : Quel impact auraient-elles?

J'aimerais maintenant aborder avec vous les discussions qui ont lieu entre le Canada et les États-Unis...

- Où vous situez-vous sur une échelle de 1 à 10, où 1 correspond à la position selon laquelle le Canada devrait faire autant de concessions que nécessaire dans le cadre de ses négociations avec les États-Unis, et où 10 correspond à la position selon laquelle le Canada ne devrait faire aucune concession, aussi pénibles que les conséquences puissent être pour le pays?
  - Qu'est-ce qui vous fait dire que le Canada ne devrait faire aucune concession?
  - Sinon, quelles sont, selon vous, les concessions que le Canada devrait faire?
- Pensez-vous qu'il soit possible de parvenir à un accord avec les États-Unis 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?

**CONCLUSION (5 minutes)** Tous les lieux

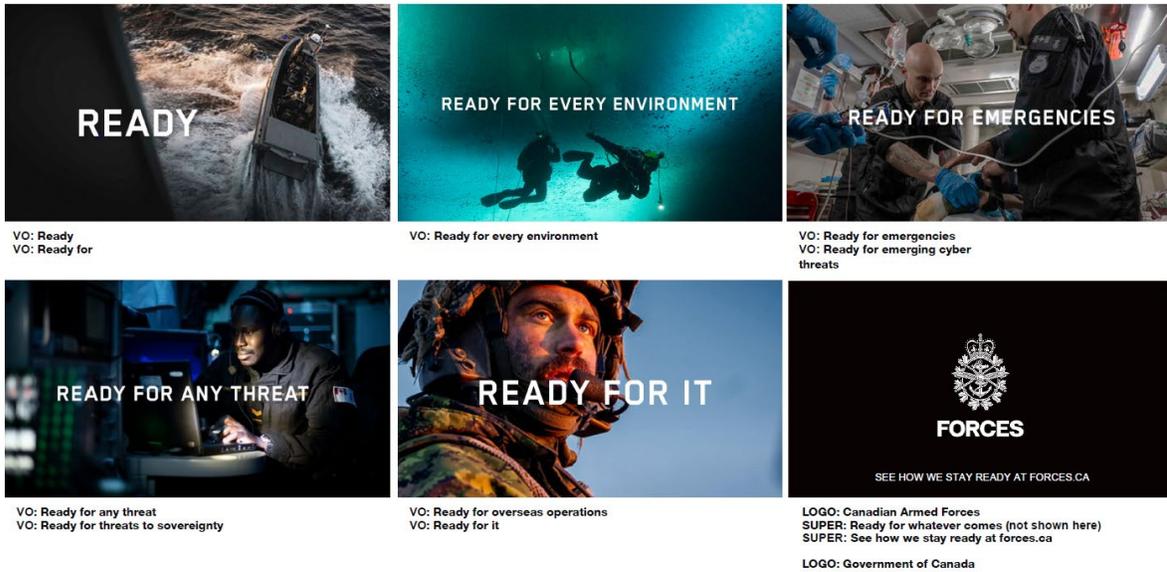
- Avant de conclure, y a-t-il autre chose que vous souhaiteriez dire au gouvernement fédéral? Il peut s'agir de précisions sur les sujets abordés aujourd'hui ou d'un sujet que vous jugez important, mais dont nous n'avons pas discuté.

## Appendix C – Advertising Concepts

## Canadian Armed Forces Awareness Concept Testing

Ready for...

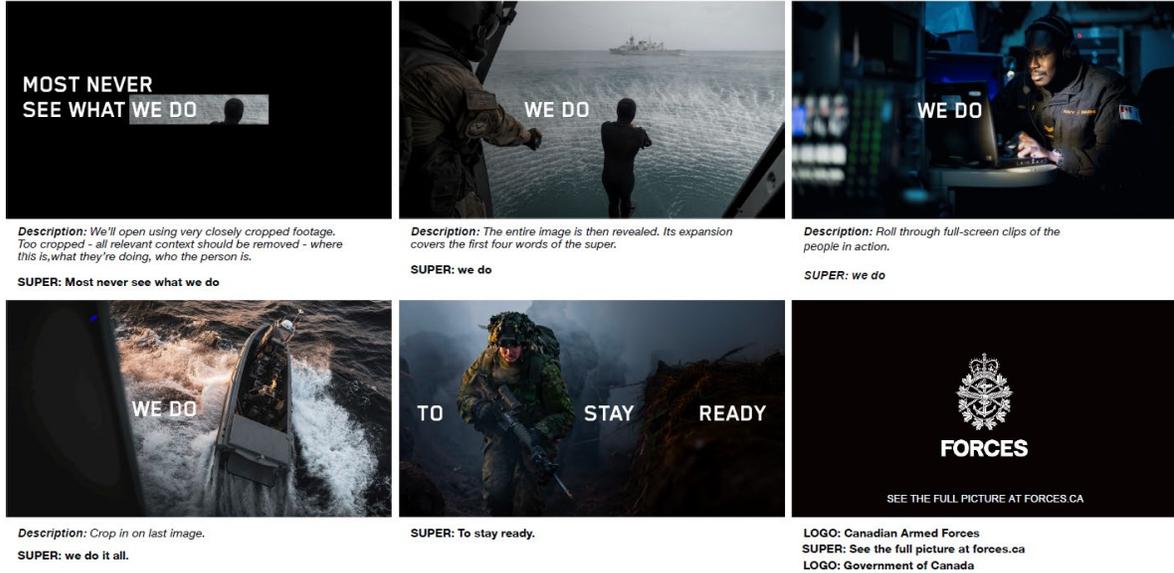
### STORYBOARD - CONCEPT 1



The storyboard features six panels, depicting different activities related to the Canadian Armed Forces (CAF) and concludes with the CAF logo. The top left panel features a boat, with a number of CAF personnel riding on it as it travels over a crashing wave. The word "READY" is displayed in the centre-left of the image, and the image is accompanied by the VO: "Ready...Ready for". The upper middle panel features two individual scuba diving under what appears to be icy arctic waters. The phrase "READY FOR EVERY ENVIRONMENT" appears in the centre of the image, with the VO: "Ready for every environment". The top right panel features three medical personnel surrounded by equipment appearing to be in the process of providing medical assistance to someone. The text "READY FOR EMERGENCIES" appears on the screen, with the VO: "Ready for emergencies...ready for cyber threats". The bottom left panel features a man working at a laptop in a darkly lit room, surrounded by computer equipment. The words "READY FOR ANY THREAT" appear on screen, accompanied by the VO: "Ready for any threat...ready for threats to sovereignty". The lower middle panel shows a man in full military gear from the shoulders up against a grayish blue sky, as sunlight shines on his face. The phrase "READY FOR IT" appears on the screen, and the VO: "Ready for overseas operations...Ready for it". The bottom right panel showcases the CAF Logo and the text "SEE HOW WE STAY READY AT FORCES.CA". Text at the bottom right corner of the storyboard informs participants that the phrase "Ready for whatever comes" will be superimposed over the final slide, and that the advertisement will conclude with the Government of Canada logo.

Full Picture

STORYBOARD - CONCEPT 2 - FULL PICTURE



The storyboard features six panels depicting different activities related to the CAF, concluding with the CAF logo. The top left panel showcases a dark room with a slit of light in the middle and an individual's head on the right side of this light. In the middle left the phrase "MOST NEVER SEE WHAT WE DO". Below the image is the description "We'll open using very closely cropped footage. Too cropped – all relevant context should be removed – where this is, what they're doing, who the person is. The upper middle panel shows an individual jumping out of what appears to be a helicopter into the ocean below. There is a large naval ship in the background and the frame of another individual as they watch their fellow CAF member jump. The text "WE DO" is super imposed on the screen, and the description below "The entire image is then revealed. Its expansion covers the first four words of the super. The top right panel features a man working at a laptop in a darkly lit room, surrounded by computer equipment. The words "WE DO" are again super imposed on the screen, the description below reading "Roll through full-screen clips of the people in action". The bottom left panel depicts a boat, with a number of CAF personnel riding on it as it travels over a crashing wave. The words "WE DO" appear in the middle of the screen, with the description reading "crop in on last image" and a note that the full super imposed message will say "WE DO IT ALL". The lower middle panel includes a soldier, followed by others in the shadows behind him, in full military gear, holding his weapon. On his middle left is the word "TO" on his right is the word "STAY" and on the far right of the screen is the word "READY". The ad concludes on the CAF logo and the tagline "SEE THE FULL PICTURE AT FORCES.CA". Participants are informed that the advertisement will end with the Government of Canada logo.

## STORYBOARD - CONCEPT 3 - ALL THE TIME



**It's all the time.** / *clock ticking*



**We put in hundreds of thousands of hours** / *helico*



**to respond in split-seconds.** / *heartbeat*



**It's where.** / *engine hum*



**And when.** / *typing of keys*



**It's every time.** / *crashing waves*



**It's all the time.** / *Boots marching*



**It's our time.** / *Boots marching only*

This storyboard features 8 panels depicting different activities related to the armed forces and concluding with the CAF logo. The top right image showcases a group of CAF soldiers in full tactical gear, one is kicking in the door on a structure with the rest of the group having their weapons drawn and prepared to enter. VO: "It's all the time" and the sound of a clock ticking. The upper middle features three soldiers running behind a truck on an aircraft carrier at sea, with a helicopter flying above them. VO: "We put in hundreds of thousands of hours", with the sound of the helicopter's rotors. The top right panel features four men, two on the right in camouflage and two on the left in bright orange jumpsuits, holding four corners of a stretcher. They are departing from a landed helicopter in the background. VO: "to respond in split-seconds", with the sound of a heartbeat. The centre left panel features a long line of snowmobiles being driven across an Arctic-type setting. VO: "It's where..." and the sound of an engine humming. The centre panel features the back profile of a man working at a computer in a darkly lit room with a lot of important looking security technology and screens. He is surrounded by other coworkers who are also busy at different tasks. VO: "And when...", with the sound of the typing of a keyboard. The middle right panel depicts a boat, with a number of CAF personnel riding on it as it travels over a crashing wave. VO: "It's every time", and the sound of crashing waves. The bottom left panel is blank. The bottom centre shows a line of soldiers marching, from behind, on a grassy field towards a forest of trees. VO: "It's all the time", with the sound of boots marching. The bottom right panel concludes with the CAF logo and the tagline "LEARN MORE AT FORCES.CA". VO: "It's our time", with the sound of boots marching.