



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

## Final Report

### **Prepared for the Privy Council Office**

Supplier name: The Strategic Counsel

Contract number: CW2241412

Contract value: \$1,629,482.60

Award date: December 19, 2022

Delivery date: November 14<sup>th</sup>, 2025

Registration number: POR- 053-22

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Ce rapport est aussi disponible en français.

Canada 

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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The fifteenth cycle 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 September 3<sup>rd</sup>, 2025, and September 25<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 – septembre 2025.

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85 Sparks Street, Room 228  
Ottawa, Ontario K1A 0A3

### **Catalogue Number:**

CP12-4E-PDF

### **International Standard Serial Number (ISSN):**

ISSN 2816-9360

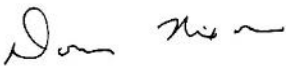
### **Related publications (registration number: POR-053-22):**

CP12-4F-PDF (Final Report, French)  
ISSN 2816-9379

**Political Neutrality Certification**

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

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

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

Date: November 14<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 September 3<sup>rd</sup>, 2025, and September 25<sup>th</sup>, 2025, in multiple locations across the country. Details concerning the locations, recruitment, and composition of the groups are provided in the section below.

The research conducted during this cycle primarily focused on participant perspectives related to the top issues facing the Government of Canada at present as well as their evaluations of its performance in addressing these priorities. Many groups also took part in discussions related to the federal government's Build Canada Homes initiative, recently announced major infrastructure projects, and the upcoming federal budget.

Other topics focused on during this research cycle included electric vehicles (EVs), immigration, wildfires, and message testing for Environment and Climate Change Canada (ECCC)

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



# Methodology

## Overview of Groups

### Target audience

- Canadian residents, 18 and older.
- Groups were split primarily by location.
- Some groups focused on specific cohorts of the population including individuals who had been impacted by wildfires, individuals aged 35 to 54 who were concerned about the economy, renters and prospective home buyers, middle-income individuals, parents of children in day care, and first-generation Canadians.

## Detailed Approach

- Twelve groups were conducted across various regions in Canada.
- Six groups were conducted among the general population residing in the Greater Vancouver Area, the 905 region of Ontario, Northwest Territories, Quebec City, Northern Ontario, and the Laval region of Quebec.
- The other groups were conducted among key subgroups including:
  - Individuals residing in the Avalon Peninsula of Newfoundland and Labrador who had been impacted by wildfires;
  - Individuals aged 35 to 54 in Northern Alberta who were concerned about the economy;
  - Prospective home buyers and renters residing in Regina;
  - Middle-income individuals in Quebec City;
  - Parents of children in day care in Nova Scotia; and
  - First-generation Canadians in British Columbia (B.C.).
- The groups based in Quebec were conducted in French. All other groups were conducted in English.
- All groups for this cycle were conducted online.
- A total of 8 participants were recruited for each group, assuming 6 to 8 participants would attend.
- Across all locations, 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
Greater Vancouver Area	1	EN	Wed, Sept 3 <sup>rd</sup>	9:00-11:00 PM	General Population	8
Avalon Peninsula, Newfoundland and Labrador	2	EN	Thurs, Sept 4 <sup>th</sup>	4:30-6:30 PM	Impacted by Wildfires	8
905 Region Ontario	3	EN	Tues, Sept 9 <sup>th</sup>	6:00-8:00 PM	General Population	7
Northwest Territories	4	EN	Wed, Sept 10 <sup>th</sup>	8:00-10:00 PM	General Population	6
Quebec City	5	FR	Thurs, Sept 11 <sup>th</sup>	6:00-8:00 PM	General Population	8
Northern Alberta	6	EN	Tues, Sept 16 <sup>th</sup>	8:00-10:00 PM	Individuals aged 35-54 Concerned about the Economy	8
Regina	7	EN	Wed, Sept 17 <sup>th</sup>	8:00-10:00 PM	Renters and Prospective Home Buyers	6
Major Centres Quebec	8	FR	Thurs, Sept 18 <sup>th</sup>	6:00-8:00 PM	Middle Class Income	8
Northern Ontario	9	EN	Mon, Sept 22 <sup>nd</sup>	6:00-8:00 PM	General Population	8
Nova Scotia	10	EN	Tues, Sept 23 <sup>rd</sup>	5:00-7:00 PM	Parents of Children in Day Care	7
British Columbia	11	EN	Wed, Sept 24 <sup>th</sup>	9:00-11:00 PM	First-generation Canadians	7
Laval Region Quebec	12	FR	Wed, Sept 25 <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 (Greater Vancouver Area, Avalon Peninsula Newfoundland and Labrador Impacted by Wildfires, Northern Alberta 35-54 Concerned About the Economy, Regina Renters and Prospective Home Buyers, Major Centres Quebec, Northern Ontario, Nova Scotia Parents of Children in Day Care, British Columbia First-Generation Canadians, Laval Region Quebec)**

Nine 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 introduction of Build Canada Homes (a new federal entity aimed at increasing the construction of affordable housing in Canadian communities), the announcement of several major nation-building infrastructure projects that the federal government would be investing in, the decision by the Bank of Canada to lower its policy interest rate to 2.5 per cent, and the announcement that the Government of Canada would be removing a large number of the counter tariffs on U.S. imports that it had implemented earlier in 2025. Other actions and initiatives mentioned by participants included the announcement that the federal government would be tabling its annual budget on November 4<sup>th</sup>, 2025, the announcement that it would be moving forward with the implementation of the voluntary Assault-Style Firearms Compensation Program (ASFCP), and an announcement that the Government of Canada would be instructing Canada Post to implement a number of measures (including a transition from door-to-door mail delivery to the increased use of community mailboxes) aimed at modernizing the organization and reducing its operating expenses.

Participants also recalled a number of announcements and initiatives related to the Government of Canada's activities on the international stage. These included an announcement by the Government of Canada and the Government of Mexico that the two countries would be launching a new Comprehensive Strategic Partnership, the participation of the Prime Minister (PM) and other federal officials at the 80<sup>th</sup> Session of the United Nations General Assembly (UNGA) in New York City, New York, and the announcement by the Government of Canada that it would officially be recognizing the State of Palestine.

### **Government of Canada Priorities and Performance (Avalon Peninsula Newfoundland and Labrador Impacted by Wildfires, 905 Region Ontario, Northwest Territories, Quebec City, Northern Alberta 35-54 Concerned About the Economy, Northern Ontario, Nova Scotia Parents of Children in Day Care, Laval Region Quebec)**

Eight groups took part in conversations related to the issues currently facing Canadians as well as their perspectives regarding the federal government's management of these priorities. Participants were asked to identify areas in which they felt the Government of Canada was performing well and those where they felt there was room for improvement.

On a number of issues participants expressed a range of positive and negative views. These included health care, the Government of Canada's management of the economy, and the ease of interacting with federal agencies and departments. Participants also identified a number of areas where they felt that the Government of Canada had performed well, including its provision of a wide range of supports for Canadians, its efforts towards protecting and conserving Canada's environment, recent actions it had taken to strengthen Canada's international economic and security relationships, and its renewed commitment to increasing Canada's national security capacity, including by investing more towards the Canadian Armed Forces (CAF). Additionally, participants identified a range of areas in which they believed the Government of Canada had room for improvement. These included addressing the perceived high cost of living at present, stabilizing the rate of immigration, and the belief that the federal government needed to take a more proactive approach when it came to preparing for and responding to natural disasters such as large-scale wildfires.

Asked to identify what they felt were the top issues that the federal government should be prioritizing going forward, many reiterated the importance of addressing the high cost of living at present and finding ways to make life more affordable for Canadians. Related to this, many believed that the affordability of housing needed to be a top priority for the Government of Canada, with a number expressing that progress in this area, coupled with improvements to the cost of living, would have a positive impact on other challenges such as those related to crime, homelessness, and addiction. A large number also thought that health care needed to be a major priority for the federal government and believed that increased investments should be made towards training and hiring more doctors and nurses, increasing accessibility to family doctors and specialists, and providing more resources for issues related to mental health. Other priority areas identified by participants included education (including efforts to make post-secondary education more affordable), immigration, strengthening trade relationships with international partners outside of the U.S., mitigating the impacts of climate change, reducing the national debt, reconciliation with Indigenous peoples, and increasing investments towards the CAF and national defence.

#### **Economic Outlook (Northern Alberta 35-54 Concerned About the Economy, Northern Ontario, Nova Scotia Parents of Children in Day Care, Laval Region Quebec)**

Four groups were asked additional questions related to the Government of Canada's management of the economy as well as their outlook regarding what direction the Canadian economy would likely be headed in going forward. Discussing how they felt the economy was performing overall, most believed that it was facing considerable challenges at present and that there was significant room for improvement. Expanding upon their views, many reiterated concerns related to issues such as inflation and the high cost of living, with a number of participants with the impression that the increased unaffordability of many goods and services had led to a decrease in consumer spending and economic activity in several parts of the country. Several also expressed concerns related to the rate of unemployment at present, with a number believing that it had become increasingly difficult for Canadians (and younger individuals in particular) to find work in their communities

Asked how they would describe the Government of Canada's performance when it came to the economy and whether they believed it was on the right track, many were mixed in their views. While



participants largely did not perceive the federal government as having performed well over the past few years when it came to its management of the economy, many believed that it had been making improvements in this area in recent months. Expanding upon this, several spoke positively regarding a number of recent actions and initiatives by the Government of Canada, including its investments towards major national infrastructure projects, efforts to build more affordable homes for Canadians, and actions to expand and strengthen Canada's trade relationships on the global stage.

Participants in Northern Alberta, Northern Ontario, and the Laval region of Quebec were asked to share what actions they would like to see from the Government of Canada related to the economy going forward. Several reiterated the opinion that more should be done to develop and export natural resources such as oil and gas, including by taking actions such as building more pipelines as well as expanding Canada's capacity to refine its oil domestically. A number also believed that an increased focus should be placed on the development of clean energy sources such as nuclear energy and solar power. The view was expressed that the Government of Canada should also focus on increasing Canada's agricultural production, with a number believing that it was important for the country to become more self-sustainable in this area, especially given recent interruptions to U.S. trade.

### **Employment Market (Northern Alberta 35-54 Concerned About the Economy, Northern Ontario, Laval Region Quebec)**

Three groups were asked additional questions specifically related to the Canadian job market. Discussing whether, as far as they knew, the rate of unemployment in Canada had been increasing, decreasing, or had remained relatively stable as of late, most were of the impression that unemployment had been on the rise in many parts of the country. Sharing the factors that they felt were contributing to this perceived rise in unemployment, several mentioned the high rates of immigration in recent years, with a number believing that this had made the job market increasingly competitive. Participants also believed that many businesses were currently worried about the potential of an economic downturn and/or a recession and as a result had limited hiring new workers as a way of saving costs. It was also felt that widespread tariffs imposed by the U.S. had led to increased layoffs in sectors such as auto manufacturing and that this had also contributed to the rising rate of unemployment in recent months.

Informed that the unemployment rate rose 0.2 percentage points to 7.1 per cent in August and that, excluding 2020 and 2021, this was the highest unemployment had been since May 2016, participants were asked why they felt unemployment was rising. Many reiterated what they viewed as the significant impacts of high immigration in recent years as well as the challenges that Canadian businesses had been facing as a result of issues such as U.S. tariffs. A number also believed that the increasing use of automation technology, such as self-checkouts and self-serve kiosks, had reduced the number of jobs available to Canadians, particularly in the service and retail sectors.

Discussing what they felt the Government of Canada should do to address this situation, potential actions mentioned by participants included providing more skills training and retraining opportunities for Canadian workers, offering financial incentives and affordable education for Canadians considering pursuing careers in in-demand fields such as health care, and further reducing the rate of immigration to Canada going forward.

### **Cost of Living – Parents (Nova Scotia Parents of Children in Day Care)**

The group comprised of parents in Nova Scotia with children in day care engaged in a brief discussion related to their experiences managing the high cost of living. Asked, as parents, to describe the economic issues that they were most worried about and/or had been impacted by, a number mentioned the high cost of essentials such as groceries as well as what they perceived as the high rate of taxation paid by many Canadian households. Concerns were also expressed among participants related to the impact that the high cost of living was having on their ability to save for their children's post-secondary education as well as whether there would be enough well-paying jobs available for future generations as they entered the workforce.

Discussing the federal government's performance when it came to addressing the cost of living, only a small number believed that it was on the right track, and none were able to recall any recent actions that it had taken to make life more affordable for Canadians. Asked to identify areas in their day-to-day lives that had become less affordable, participants mentioned areas such as groceries, gasoline, home energy, and child care.

Questioned as to whether they were aware of any specific Government of Canada policies, programs, benefits, or services that were targeted towards benefitting parents, participants mentioned initiatives such as the National School Food Program, the Canada Dental Care Plan (CDCP), the Canada Child Benefit (CCB), the Children's Fitness Tax Credit, and actions that had been taken in recent years to increase the affordability of child care.

Prompted to identify additional steps that the federal government could take to help support Canadian parents, participants suggested potential actions such as providing higher amounts of support via programs such as the CCB, offering tax relief to middle class families struggling with the cost of living, and providing increased financial assistance when it came to helping parents afford before- and after-school care.

### **Build Canada Homes (Greater Vancouver Area, Avalon Peninsula Newfoundland and Labrador Impacted by Wildfires, 905 Region Ontario, Northwest Territories, Quebec City, Northern Alberta 35-54 Concerned About the Economy, Regina Renters and Prospective Home Buyers, Major Centres Quebec)**

Eight groups engaged in conversations related to Build Canada Homes, a new federal entity that was officially launched by the Government of Canada on September 14<sup>th</sup>, 2025. Conducted prior to this announcement, participants in the groups based in the Greater Vancouver Area (GVA) and the Avalon Peninsula of Newfoundland and Labrador evaluated potential visual branding that could be used for Build Canada Homes, while those in the 905 region of Ontario, Quebec City, and the Northwest Territories shared their views on potential messaging related to the entity. Those in the three groups which took place following the September 14<sup>th</sup> announcement (Northern Alberta, Regina, and major centres in Quebec) provided their initial reactions regarding this organization and whether they felt it would be effective in building more affordable housing faster for Canadians.

### **Build Canada Homes Branding (Vancouver, Avalon Peninsula Newfoundland and Labrador Impacted by Wildfires)**

Two groups shared their perspectives related to three overall branding concepts (an original and two alternate versions) that could potentially be used by the federal government to promote the Build Canada Homes initiative. Participants were informed that these branding concepts could potentially be displayed on products such as brochures or signage, on websites, and/or on social media platforms such as X (formerly Twitter) and LinkedIn.

Among the concepts shown to participants, the original received the highest level of support among participants, with a number believing that it had a clean, professional look while also invoking feelings of national pride through its use of a red and cream colour palette (evocative of Canada's national colours of red and white) and the incorporation of other symbols such as the maple leaf. While some felt the blue, teal, and yellow colour palette of the first alternate concept was visually appealing, a number did not believe that the imagery and overall design of the concept had much of a connection to the Government of Canada and the Build Canada Homes initiative. The second alternate concept shown to participants received mostly negative reactions, with participants believing that the font looked stretched and that the Build Canada Homes logo and Government of Canada wordmark were not featured prominently enough. The view was also expressed that the burgundy and white colour palette used in this concept was not representative of the federal government and that the concept would be unlikely to capture the attention of those who encountered it.

Discussing the concepts that they had been presented with as a whole, participants were asked what more they felt could be done by the federal government to make the final Build Canada Homes branding more effective. A wide range of suggestions were provided, including incorporating imagery of the individuals and families who might benefit from the construction of more affordable housing, as well as images depicting construction activities and homes being built. It was also thought that the Government of Canada wordmark should be featured more prominently on the final design, with some believing that this would make it much clearer to audiences that this was a federal initiative.

### **Potential Messaging (905 Region Ontario, Northwest Territories, Quebec City)**

Participants in the 905 region of Ontario, Quebec City, and the Northwest Territories were presented with two sets of potential messaging that could be used to introduce and provide some information about Build Canada Homes.

Asked to share which of the two messages they felt would be most effective at introducing the Build Canada Homes initiative, a larger number selected Message 1 compared to Message 2. Among those who preferred the first message, it was widely thought that it was clearer and easier to understand and would be effective in communicating the aims of Build Canada Homes to those unfamiliar with this initiative. A number reacted positively to Message 1's reference to the Second World War, believing that this helped to communicate the seriousness with which the federal government was approaching this issue, as well as the size and scope of the actions that it would be taking to address housing affordability going forward. For the smaller number who selected Message 2, it was felt that this message was more upbeat and that the reference to a 'Team Canada' approach was an effective way

of encouraging Canadians to work together to find solutions to issues related to housing and other global challenges.

Provided with another message describing that Build Canada Homes was focused on getting housing built in Canada, with an emphasis on large-scale, long-term affordable housing solutions with real impact, most reacted positively. A number felt that this demonstrated that the Government of Canada was aware of the challenges that Canadians were facing related to housing affordability and was taking serious steps to address them, including by focusing on providing large-scale and long-term housing solutions, rather than temporary fixes.

Participants were also provided with messaging that informed them that by combining flexible financing, land access, and development expertise under one roof, Build Canada Homes would make it simpler and faster to get big projects off the ground, including by leveraging modern methods of construction to create a more affordable housing supply. Almost all reacted positively to this messaging, with many believing that it provided tangible, readily understandable information about the specific steps that would be taken under this initiative to make housing more affordable for Canadians. A number, however, questioned what the term 'land access' meant in this context and expressed concerns that this might refer to the federal government opening up public lands for housing that were currently being protected for environmental reasons. Describing what they felt was meant by the phrase 'modern methods of construction', most thought that this referred to a more standardized, cost-effective method of homebuilding that would likely place an increased focus on the construction of modular or prefabricated homes.

Asked whether, thinking about all the messages that had been presented, they felt the Build Canada Homes program was relevant to them, a large number expected that this initiative would have a positive impact on their own lives or those of their family and friends. Several of those who identified as prospective first-time home buyers were hopeful that this initiative would help to rapidly increase the supply of residential housing in Canada and would potentially make it easier and more affordable for them to purchase a home at some point in the near future. Discussing whether they felt that the Build Canada Homes initiative placed the Government of Canada on the right track when it came to housing, almost all felt that it did.

### **Post-Announcement Perspectives (Northern Alberta 35-54 Concerned About the Economy, Regina Renters and Prospective Home Buyers, Major Centres Quebec)**

Three groups conducted in the days following the Government of Canada's announcement of the Build Canada Homes initiative on September 14<sup>th</sup>, 2025, shared their perspectives related to this new federal entity.

Asked what they had seen, read, or heard about the Government of Canada's plan to address housing issues, while a small number recalled hearing that it had recently announced steps to build more affordable residential housing across the country, none could recall any specific details. Provided with information about this program, participants were largely positive in their reactions, with many believing that housing affordability represented one of the most pressing challenges facing Canadians and that it was an important step for the federal government to be forming an organization such as



Build Canada Homes specifically to focus on this issue. Several felt that the building of more affordable housing would be especially helpful for first-time home buyers and younger Canadians, with some hopeful that the housing built through this program would be large enough to support families with children. Among those who had questions about this initiative, a number asked where in Canada these new housing developments would be built, and whether this program would also help to make housing more affordable in rural and remote communities.

Informed that the overall goals of Build Canada Homes were to double housing construction, restore affordability, and reduce homelessness by building transitional and supportive housing, most reacted positively to this approach, with several believing that this initiative would be effective in assisting Canadians in finding affordable housing in their communities. The view was expressed by several that it was important for the housing built through Build Canada Homes to be realistically affordable for most lower- and middle-income individuals, with participants hoping that a high level of oversight would be implemented by the Government of Canada to ensure that the housing produced through this program remained affordable over the long term. Focusing on the stated goal of reducing homelessness through this initiative, while a number felt these actions by the federal government would contribute towards accomplishing this goal, the view was expressed that there were many factors that contributed to homelessness (including challenges related to mental health and addiction) and that housing alone would not solve this issue.

Participants were next informed that one of the ways that Build Canada Homes would deliver more homes more quickly would be by utilizing public lands for innovative and sustainable building methods, such as factory-built housing, and using certified Canadian wood and recycled and low-emission materials for these homes. Asked whether they felt this strategy would lead to more homes more quickly at affordable prices, many believed that it would. Several specifically liked that Build Canada Homes would place a focus on building homes utilizing certified Canadian wood and believed that this would be helpful in providing economic stimulation to Canada's lumber sector. A number, however, questioned what was meant by the term 'public lands', with some expressing concerns that this could mean that housing might be built on land that had previously been preserved for recreational or environmental purposes.

Asked whether they felt that Build Canada Homes would help to boost the Canadian economy, many thought that it would, with several believing that this program would lead to job creation and increased economic activity across several sectors, including construction and the sale of building materials. Discussing whether they believed they would personally benefit from this initiative, a number expected that they would, including several from the group comprised of renters and prospective home buyers in Regina.

### **Major Infrastructure Projects (Northern Alberta 35-54 Concerned About the Economy, Regina Renters and Prospective Home Buyers, Major Centres Quebec)**

Three groups took part in conversations related to major infrastructure projects and strategic areas of focus that had recently been announced by the federal government. Asked whether they had seen, read, or heard any news related to the Government of Canada and major infrastructure projects,

several indicated that they had. Among those who had heard something, a number were of the impression that the federal government had recently taken steps towards increasing the development of Canada's natural resources, including through the construction of new oil and gas infrastructure as well as by increasing mining for critical minerals.

Provided with information about five major infrastructure projects that the Government of Canada had recently announced that it would be investing in, participants were largely positive in their reactions, with many believing that these projects would have a significant positive impact on the Canadian economy. Several praised the federal government's decision to prioritize increasing the development and production of natural resources such as liquefied natural gas (LNG) and the mining of critical minerals such as copper and zinc, with a number expecting that these initiatives would lead to increased economic growth and the creation of well-paying jobs for Canadian workers. The view was also expressed that a number of these projects, such as the Contrecoeur Terminal Container Project in Montreal, Quebec, would have a long-term impact when it came to increasing Canada's overall trade capacity and would be greatly helpful in strengthening the country's overall economy in the years to come.

Asked whether they felt these projects would help to strengthen Canada's economic security, most expected that they would, with a large number reiterating the view that these projects would lead to increased job creation, economic productivity, and global trade activity for Canada in the years to come. A number expressed the view that by increasing the development and export of Canada's natural resources, the federal government could position the country as a world leader in the resource sector, greatly increasing the overall strength and resilience of the Canadian economy as a result.

Participants were informed that, in addition to the five major projects described above, the Government of Canada had also identified strategic areas of focus and activity to assist in its efforts to build the Canadian economy. Provided with additional information about these focus areas, reactions were overwhelmingly positive among participants, with many believing that these were the right places for the federal government to be focusing its efforts. Many spoke positively of the Alto High-Speed Rail project, with several expressing the opinion that high-speed rail was an effective and energy efficient way of transporting people across large geographical distances. Several also spoke positively of the Critical Mineral Strategy and Port of Churchill Plus initiatives, believing that these would help to bolster the federal government's efforts to further develop Canada's resources and increase its trade capacity on the global stage. It was also felt that it was important for the Government of Canada to be focusing on developing an Arctic Economic and Security Corridor, with many believing that this region would be increasingly important for Canada's economic and national security in the years to come.

**Budget 2025 (905 Region Ontario, Northwest Territories, Quebec City, Regina Renters and Prospective Homebuyers, Major Centres Quebec, Northern Ontario, Nova Scotia Parents of Children in Day Care, British Columbia First-Generation Canadians, Laval Region Quebec)**

Nine groups engaged in conversations related to the Government of Canada's upcoming annual budget, set to be tabled on November 4<sup>th</sup>, 2025. Participants in the 905 region of Ontario, Quebec City, and the Northwest Territories discussed potential initiatives that the budget might include, while

those in the groups comprised of prospective home buyers and renters in Regina, Nova Scotia parents of children in day care, first-generation Canadians residing in British Columbia (B.C.), and members of the general population respectively residing in major centres in Quebec, the Laval region of Quebec, and Northern Ontario shared their overall perspectives related to the upcoming budget and the priority areas they felt it should be focusing on.

### **Potential Budget Initiatives (905 Region Ontario, Northwest Territories, Quebec City)**

At the outset of their conversations, participants were asked how they felt the overall Canadian economy was performing at present. A wide range of views were expressed, with a larger number believing that the economy was currently performing poorly compared to those who felt otherwise. Among those who felt the economy was facing challenges, several cited issues such as high inflation in recent years, rising unemployment, and the overall high cost of living, including for essentials such as groceries and gasoline. For those who had a more positive impression of the Canadian economy, it was felt that while some issues may exist related to the high cost of living and a perceived lack of affordable housing, these were challenges that were being faced by many countries and were not unique to Canada.

Informed that the Government of Canada would soon be tabling a new annual budget outlining its priorities for the upcoming fiscal year, participants were presented with a list of potential initiatives that the budget might include and were asked to select which three items they felt should receive the highest level of priority.

On balance, the initiative for the federal government to reduce its operational spending received the highest level of support, with a large number also selecting the initiatives to increase trade with reliable partners around the world, help more Canadians train or retrain for new job opportunities, and build more homes across Canada.

Several also selected the priorities of attracting private investments in the economy, removing internal trade barriers, and supporting the younger generation with affordable education and apprenticeships. While also believing these priorities to be important, only a small number selected the initiatives to stimulate investments in clean technologies, strengthen Canada's military, and make it easier for small businesses to get loans, business grants, or tax credits. Similarly, relatively few chose the priorities of building national infrastructure projects more quickly, building national energy projects more quickly, attracting foreign investments in the economy, and providing support for Canadian industries that had been impacted by U.S. tariffs.

Asked whether they felt any of these initiatives would personally impact them, a number mentioned the action to increase trade with reliable partners around the world, believing this would ultimately result in lower consumer costs for Canadians. Some also felt that they might benefit from the initiative to assist Canadian workers in training or retraining for new employment opportunities, with a few reporting that they had already made use of this type of program.



**Overall Perspectives (Regina Renters and Prospective Home Buyers, Major Centres Quebec, Northern Ontario, Nova Scotia Parents of Children in Day Care, British Columbia First-Generation Canadians, Laval Region Quebec)**

To begin, participants were informed that every year the Government of Canada releases a budget where it outlines what it will be investing in, changes it will be making to programs, as well as projections related to aspects such as the national deficit and where the economy is expected to be headed over the coming fiscal year. Asked whether they had seen, read, or heard anything about the federal government's plans on this front, only a small number indicated that they had, with a few of the impression that building more affordable housing in Canadian communities would be a key component of the upcoming budget.

Informed that the Government of Canada had said that it would be focusing on reducing spending on government operations and investing more in projects aimed at contributing to Canada's economic growth, most reacted positively to this information, with many believing that reducing spending and making investments towards growing the economy were important steps for the federal government to be taking. Several expressed the opinion that federal spending had been too high in recent years and thought that it was important for the Government of Canada to be reducing its operating costs wherever it could. A large number also reacted positively to the focus placed on investing in projects that would contribute to Canada's economic growth, with a number hoping that this would include greater development of resources such as oil and natural gas and the increased construction of infrastructure such as oil and gas pipelines across the country.

Asked to identify areas where they felt the federal government could find cost savings, several believed that action could be taken to reduce expenses related to the public service, including by reducing the workforce, streamlining operations, and limiting the amounts that public employees and representatives spend on work-related travel and accommodation. A number felt that a greater focus also needed to be placed on ensuring that all projects funded by the federal government were carried out with a high level of oversight and a strict emphasis on making certain that projects remain on (or under) budget.

Discussing the areas where they felt the Government of Canada should be working to invest more, several mentioned health care, with a number believing that more needed to be done to increase the capacity of health care systems across the country to better meet the physical and mental health needs of Canadians. It was also thought that the federal government should be making investments to help make life more affordable for Canadians, especially when it came to essentials such as groceries and housing. A number expressed the view that further investments should be made by the federal government towards increasing the development of Canada's natural resources, such as oil, gas, and critical minerals, with a number believing that the Government of Canada could significantly strengthen the country's economy by taking this approach.

Asked how they would react if making investments in these areas meant that overall federal government spending would end up higher than before, most believed that this was acceptable in the short term, so long as these investments were targeted towards areas that had a high probability of yielding economic benefits for Canadians in the years to come. A smaller number felt differently,

believing that while it was important for the federal government to be making investments towards growing the economy, this approach should be balanced with commensurate cost reductions in other areas, with a focus on reducing (rather than increasing) overall federal spending.

Informed that the Government of Canada had said that, given the ongoing trade war with the U.S., the Canadian economy would need to be diversified to be less reliant on the U.S., and that this meant that investments would have to be made towards major projects such as homebuilding, supporting industries impacted by the trade war, and strengthening Canada's military, participants were asked whether they agreed or disagreed with this approach. On balance, almost all expressed support, with several believing that Canada had become overly reliant on the U.S. in recent decades and that this had left the country in a vulnerable economic position

Discussing how they would feel if making investments in these areas meant that there would be an increase to the national deficit, most believed that this would be acceptable in the short term so long as these investments ultimately led to economic growth and greater economic independence from the U.S. going forward. Several felt that while spending deficits should be avoided wherever possible, it made sense for the Government of Canada to be making these investments as a way of responding to ongoing trade disruptions with the U.S. and other challenges related to the high cost of living and a lack of affordable housing.

### **Electric Vehicles (Greater Vancouver Area, 905 Region Ontario, Northwest Territories, Quebec City, Northern Ontario)**

Five groups engaged in discussions focusing on electric vehicles (EVs) and recent actions that had been taken by the Government of Canada related to this sector. Asked whether they had recently seen, read, or heard any news related to the federal government and EVs, only a small number indicated that they had. Among those who had heard something, participants recalled actions such as the pausing of the Incentives for Zero-Emission Vehicles (iZEV) program (though not mentioned by name), as well as the removal of EV-related sales targets that had previously been established by the federal government.

Discussing whether they were currently considering purchasing or leasing an EV, only a few indicated that they were, with a very small number reporting already owning/leasing an EV or hybrid vehicle. Participants identified a number of concerns when describing their hesitancy towards purchasing an EV, including the perceived high financial costs of purchasing these vehicles, questions related to whether sufficient charging stations would be available in their respective regions, and whether EVs would be able to maintain their performance during periods of extreme cold.

Asked to identify what they viewed as the biggest benefits of driving an EV compared to conventional gas or diesel vehicles, many described the positive impacts that they believed EVs would have on reducing emissions, protecting the environment, and continuing the fight against climate change. Several also mentioned the expected financial benefits of no longer having to pay for gasoline as well as regular services such as oil changes. Discussing what benefits, if any, they felt increased EV use would have on their respective communities, many believed that greater EV adoption would lead to



cleaner air and positive health benefits for those in their area and would contribute to a healthier and more sustainable environment overall.

Describing what they felt to be the biggest barriers they faced when it came to purchasing an EV, a large number again mentioned the high expenses associated with purchasing an EV, as well as concerns about a lack of charging infrastructure and the performance of EVs in colder weather. Several also did not believe that their home electrical systems would have the capacity to charge EVs and thus did not view this type of vehicle as being a realistic option for them.

Informed that many EVs now have a 400 – 500km lifespan, while several felt that this information was promising, a number questioned whether this range could be expected to hold up under extreme cold weather or if it would be drastically reduced in these situations. Additionally, while feeling that a 400-500 km range would be sufficient for most situations, a few felt that this would become inconvenient on longer road trips, especially given their impression that it typically took around 30 to 45 minutes to fully charge an EV battery compared to only a few minutes to fill up a tank of gas.

Told that the Government of Canada had recently indicated that it intended to bring back the consumer rebate program, *formerly known as the Incentives for Zero-Emission Vehicles Program (iZEV), as a way of helping to make electric vehicles more affordable*, a number indicated that they would likely be more interested in purchasing or leasing an EV if this type of program were in place. It was expressed that if the federal government wanted more Canadians to choose to drive EVs going forward, it was important for it to continue taking steps such as this to make these vehicles more affordable.

### **Immigration (British Columbia First-Generation Canadians)**

The group comprised of first-generation Canadians residing in British Columbia (B.C.) took part in a discussion related to the Canadian immigration system and recent targets related to immigration that had been announced by the federal government.

Asked how they would describe the current state of the Canadian immigration system, several viewed it as being somewhat unpredictable at present, believing that the Government of Canada's immigration targets and policies had changed quite drastically as of late. The view was expressed that, following a period of several years of higher than normal immigration, the federal government had recently introduced a much more restrictive policy in this area.

Questioned as to whether they had gone through the Canadian immigration process themselves, all reported that they had, with several describing this process as having been quite difficult to navigate. Expanding upon this, a number recalled feeling that Canada's immigration policy had been in a constant state of flux over the course of their immigration journeys, making it difficult at times for them to have confidence that their applications would ultimately be successful. Participants also described the Canadian immigration process as having been long and time consuming, with many reporting that it had taken several years for them to receive their permanent residency and/or Canadian citizenship.



Discussing whether they felt that there were too many, too few, or about the right amount of immigrants coming to Canada at present, almost all believed that the rate of immigration had been too high in recent years. Several expressed the opinion that higher than normal immigration had placed considerable strain on areas such as housing, health care, education, and other important infrastructure and services, with a number believing that an extended period of low immigration would likely be required to give Canadian communities time to catch up in these areas.

Informed that the Government of Canada had set an immigration target of 380,000 new arrivals for 2026, many felt that this number was too high and believed that there would not be enough available housing, employment opportunities, and services such as health care and education to accommodate a population increase of this level. Discussing a scenario where the Government of Canada reduced its target by 15 per cent, for a total of 320,000 new immigrants (representing a lower level than in 2019, prior to the COVID-19 pandemic), several still felt that this number was too high and reiterated the view that a considerably lower rate of immigration would likely be required for the foreseeable future.

Informed that the Government of Canada had announced a temporary cap on new international student study permits and that most study permit applicants would now be required to submit a provincial or territorial attestation letter (PAL/TAL) confirming they have been assigned one of the available spaces to study in that province or territory, almost all reacted positively. Most believed that capping the number of international students coming to Canada was a logical step in the short term as the country worked to catch back up after several years of higher-than-normal immigration. Many also reacted positively to the new requirement for prospective international students to submit a PAL/TAL as part of their application, believing this would be an effective way of mitigating immigration fraud.

### **Wildfires (Avalon Peninsula Newfoundland and Labrador Impacted by Wildfires)**

The group comprised of individuals residing in the Avalon Peninsula of Newfoundland and Labrador who reported having been impacted by wildfires engaged in a conversation related to these natural disasters as well as the Government of Canada's response to them.

Asked whether they had experienced serious impacts from wildfires, such as receiving an evacuation alert and/or being evacuated from their homes, a roughly equal number reported that they had compared to those whose had been impacted in less serious ways. Among those who had faced more serious impacts, many reported that their physical and/or mental health had suffered as a result of these experiences.

Discussing how easy (or difficult) it had been to access services and supports during these wildfires, whether they had been evacuated or had remained in their community, participants largely felt that supports had been difficult to access, were located too far away, and/or had only been offered for a short period of time. Questioned as to whether they had seen, read, or heard anything about the Government of Canada in terms of its response to the wildfires that had occurred in Newfoundland and Labrador, participants recalled actions such as its recruitment of firefighting personnel from other provinces/territories, its provision of financial compensation to volunteer firefighters, and its

commitment to provide a dollar-for-dollar matching donation to all contributions made to the Canadian Red Cross *2025 Newfoundland and Labrador Wildfires Appeal*.

Asked whether they felt the federal government had been on the right track or the wrong track in its response to the wildfires, a roughly equal number thought that it was on the wrong track compared to those who were more conflicted in their opinions. Among those who felt the Government of Canada was headed in the wrong direction in its response, it was thought that there had not been enough resources and financial supports provided to those who had been impacted by the wildfires, with a number of participants had the opinion that the federal response to this situation had unfolded too slowly. For those who were more uncertain, a number felt that while the federal government had not been effective in providing adequate supports in the initial aftermath of these wildfires, its response had improved as time went on.

Describing additional actions that could be taken by the Government of Canada related to wildfires, a number believed that more needed to be done to proactively prevent these natural disasters, such as implementing more firebreaks in vulnerable areas and performing controlled burns. Going forward, it was felt that more also needed to be done by the Government of Canada to upgrade its firefighting infrastructure and ensure that sufficient firefighting personnel would be readily available to combat wildfires in all parts of the country during the warmer and dryer months of the year.

### **Environment and Climate Change Canada Message Testing (Nova Scotia Parents of Children in Day Care, British Columbia First-Generation Canadians, Laval Region Quebec)**

Three groups shared their perspectives related to messaging that had been developed by Environment and Climate Change Canada (ECCC) to inform Canadians about recent updates to the federal government's climate change strategy. Participants were informed that while the details of this strategy were still being finalized, the messages were intended to provide a broad understanding of the steps that the Government of Canada would be taking related to the environment and the fight against climate change going forward.

The first message shown to participants focused on the federal government's *Climate Competitiveness Strategy*, as well as its commitment to reaching net-zero emissions by 2050 while also improving the country's economic competitiveness and supporting the economy in navigating the challenges posed by U.S. tariffs. Reacting to this messaging, while several believed that it was important for the federal government to continue to be focused on protecting the environment and mitigating the impacts of climate change, many felt that other issues (such as the cost of living and a perceived lack of affordable housing) represented more pressing priorities. Among these participants, it was thought that increasing Canada's economic strength needed to be the top priority for the federal government for the foreseeable future and that while lowering emissions was important, it should not come at the expense of economic development. A smaller number felt differently and believed that combatting climate change needed to remain a major priority for the federal government, especially when it came to protecting the wellbeing of future generations. Among these participants it was thought that it was important for the Government of Canada to be adopting a strategy (such as the one described in the

message) that prioritized both economic growth as well as actions to reduce carbon emissions going forward.

The next message informed participants that while the Government of Canada would continue to push hard in its transition to a net zero economy, it would be doing so in a way that continued to support Canadian workers, communities, and industries. A large number reacted positively to this approach, believing it demonstrated the federal government was aware of the challenges facing Canadian workers, communities, and industries and would ensure that they would be protected during this time of economic transition. Several interpreted this message as meaning that while the federal government remained committed to fighting climate change, it would be doing so in a way that would help to strengthen the economy and provide more opportunities for Canadian workers and industries, with a number expressing that this was the right approach to be taking.

Participants were also presented with a message informing them that the Government of Canada would be focusing on ensuring that large emitters paid a price for the carbon pollution they create and that industrial carbon pricing would be an important part of its overall plan to build a strong economy and a greener future for Canadians. A wide range of reactions were shared regarding this message, with a roughly equal number responding positively relative to those who were more uncertain in their views. Several felt that it was important for there to be a financial cost for companies that are major emitters, with a number believing that industrial emitters had far more of an impact on climate change relative to everyday consumers. Among those who were more uncertain about this approach, participants expressed concerns that industrial carbon pricing could potentially make Canadian businesses and industries less competitive on the global stage and that this approach could prompt some companies to decide to leave Canada altogether, potentially leading to job losses for Canadian workers.

The final message informed participants that while the Government of Canada would be taking action to ensure the long-term success of Canada's transition to electric vehicles (EVs), due to the economic pressure that had been placed on the EV sector due to U.S. tariffs, the federal government would be removing its mandatory sales targets that were set to begin for new 2026 EV models. Most reacted positively to this message, with many believing that the 2026 EV sales target had not been realistic and that the federal government had been correct in its decision to remove it. A large number felt that the upfront prices for EVs were prohibitively expensive for many Canadians, and that more needed to be done to make these vehicles more affordable if a mass transition to EVs were to occur. Several also did not believe that there was sufficient infrastructure (such as charging stations) to accommodate this type of sales target and felt that electricity grids in many parts of the country were currently unprepared for a large-scale transition from gasoline-powered cars to EVs.



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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 September 2025

## Announcements

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

- September 1-7
  - September 2<sup>nd</sup>. The Government of Canada announced that it would be investing more than \$30 million (over four years) to strengthen and expand the existing Integrated Youth Services Network of Networks (IYS-Net), with the aim of assisting young people across Canada who were facing challenges related to their mental health and wellness.
  - September 2<sup>nd</sup>. The Minister of Jobs and Families announced that the federal government would be providing \$26.1 million in funding for six national projects under Employment and Social Development Canada's (ESDC's) Youth Employment and Skills Strategy (YESS) Program.
  - September 3<sup>rd</sup>. The Government of Canada and the Government of Ontario announced that they would be working together to invest up to \$14.6 million through the Resilient Agricultural Landscape Program (RALP) to assist farmers in making improvements to their farmland with the aim of building long-term resiliency and remaining competitive in the face of tariffs and economic uncertainty.
  - September 3<sup>rd</sup>. The Minister of Foreign Affairs and the Minister of Finance and Special Revenue announced amendments to the *Special Economic Measures (Russia) Regulations* to further reduce revenues flowing to Russia from its oil exports.
  - Focus group was held with residents of the Greater Vancouver Area (Sept 3<sup>rd</sup>).
  - Focus group was held with residents of the Avalon Peninsula in Newfoundland and Labrador who had been impacted by wildfires (Sept 4<sup>th</sup>).
  - September 5<sup>th</sup>. The Government of Canada announced that it would be providing \$3 million in humanitarian assistance to support emergency relief efforts in response to a major earthquake that had occurred in Afghanistan on August 31<sup>st</sup>, 2025.
  - September 5<sup>th</sup>. The federal government announced a number of new measures to assist Canadian workers and businesses that had been impacted by U.S. tariffs. The initiatives announced included a new reskilling package for up to 50,000 workers, increased flexibility and extended benefits for individuals receiving Employment Insurance (EI), a new Buy Canadian policy, and a \$5 billion Strategic Response Fund to assist businesses in all sectors that had been impacted by tariffs.
  - September 5<sup>th</sup>. The Government of Canada announced that it would be more than doubling national funding for the Regional Tariff Response Initiative (RTRI) from \$450 million to \$1 billion over three years.

- September 8-14
  - September 8<sup>th</sup>. The Minister of Energy and Natural Resources announced a \$5.8 million investment towards the development of made-in-Canada carbon capture and storage projects in B.C.
  - September 9<sup>th</sup>. The Minister of Jobs and Families and the Minister of Artificial Intelligence (AI) announced an investment of \$28.7 million towards the training of clean energy workers and expanding the capacity of AI as it relates to the renewable energy sector.
  - [Focus group was held with residents of the 905 region of Ontario \(Sept 9<sup>th</sup>\).](#)
  - September 10<sup>th</sup>. The Government of Canada and the Federation of Canadian Municipalities (FCM) announced \$85.5 million in funding through the Green Municipal Fund (GMF) to advance the building of sustainable, affordable housing across Canada.
  - [Focus group was held with residents of the Northwest Territories \(Sept 10<sup>th</sup>\).](#)
  - September 11<sup>th</sup>. The Government of Canada and the Government of New Brunswick announced a bilateral agreement to assist in the expansion of minority language education and second language official instruction in the province. The federal government announced that it would be allocating \$133 million towards this initiative.
  - September 11<sup>th</sup>. The Government of Canada announced the first series of projects being referred to the new Major Projects Office (MPO) for consideration, including strategic areas of focus and activities.
  - [Focus group was held with residents of Quebec City \(Sept 11<sup>th</sup>\).](#)
  - September 14<sup>th</sup>. The Government of Canada announced the launch of Build Canada Homes, a new federal entity dedicated to the priorities of building affordable housing at scale, fighting homelessness, and developing affordable projects specifically targeted towards lower- and middle-income households.
  
- September 15-21
  - [Focus group was held with residents of Northern Alberta aged 35 to 54 who reported being concerned about the economy \(Sept 16<sup>th</sup>\).](#)
  - September 17<sup>th</sup>. The Minister of Finance and National Revenue announced that the federal government would be tabling its annual budget for the upcoming fiscal year on November 4<sup>th</sup>, 2025.
  - September 17<sup>th</sup>. The Bank of Canada announced that it would be reducing its policy interest rate from 2.75 per cent to 2.50 percent.
  - [Focus group was held with prospective home buyers and renters residing in Regina \(Sept 17<sup>th</sup>\).](#)
  - [Focus group was held with middle income individuals residing in major centres in Quebec \(Sept 18<sup>th</sup>\).](#)
  - September 20<sup>th</sup>. The Government of Canada and Government of Nova Scotia announced that they had provided strategic direction to the Canada-Nova Scotia Offshore Energy Regulator, taking the next step towards the realization of Canada's first-ever offshore wind project.

- September 20<sup>th</sup>. The Government of Canada and Government of Ontario announced that they would be working together through the Oil to Heat Pump Affordability (OHPA) program to assist more income-qualified households in making the switch from oil heating to more affordable, energy efficient electric heat pumps.
- September 21<sup>st</sup>. The Government of Canada announced that it would officially be recognizing the State of Palestine and offered its partnership in building upon the promise of a peaceful future for both the State of Palestine and the State of Israel.
  
- September 22-30
  - Focus group was held with residents of Northern Ontario (Sept 22<sup>nd</sup>).
  - September 23<sup>rd</sup>. The attendance by the Prime Minister (PM) and other senior federal officials at the 80<sup>th</sup> Session of the United Nations General Assembly (UNGA). While in attendance at this conference, the Government of Canada announced \$207 million in international assistance towards issues such as improving global children's nutrition, addressing climate change, and reinforcing biodiversity.
  - September 23<sup>rd</sup>. The Minister of Foreign Affairs announced new funding of \$60 million in support of multilateral efforts aimed at stabilizing the situation in Haiti by addressing ongoing gang violence threatening the safety of the Haitian people.
  - Focus group was held with residents of Nova Scotia who were parents with children attending day care (Sept 23<sup>rd</sup>).
  - Focus group was held with first-generation Canadians residing in British Columbia (B.C.) (Sept 24<sup>th</sup>).
  - September 25<sup>th</sup>. The Government of Canada instructed Canada Post to begin a transformation process in order to reduce operating deficits. Official recommendations from the federal government included Canada Post reducing the prevalence of door-to-door mail delivery services and working to increase the adoption of community mailboxes.
  - September 25<sup>th</sup>. The Canadian Union of Postal Workers (CUPW) announced that its members would be engaging in a national strike in response to the federal government's announcement regarding Canada Post's transformation.
  - Focus group was held among residents of the Laval region of Quebec (Sept 25<sup>th</sup>).
  - September 29<sup>th</sup>. The Government of Canada announced that it would be officially listing the Bishnoi Gang as a terrorist entity under Canada's *Criminal Code*.

## Government of Canada in the News

(Greater Vancouver Area, Avalon Peninsula  
Newfoundland and Labrador Impacted by Wildfires,  
Northern Alberta 35-54 Concerned About the  
Economy, Regina Renters and Prospective Home  
Buyers, Major Centres Quebec, Northern Ontario,  
Nova Scotia Parents of Children in Day Care, British  
Columbia First-Generation Canadians, Laval Region  
Quebec)

Nine 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 introduction of Build Canada Homes, a new federal entity aimed at increasing the construction of affordable housing at scale in Canadian communities. While few mentioned this initiative by name, many recalled hearing that the Government of Canada would be taking numerous steps to build more housing, faster across the country;
- An announcement by the Government of Canada that it would be making investments towards the development of major nation-building projects aimed at strengthening the Canadian economy and increasing its resilience in the years to come. A number were of the impression that several of these projects focused on expanding the development of Canada's natural resources, including by investing in the construction of energy infrastructure such as pipelines, and increasing mining for critical minerals;
- The decision by the Bank of Canada on September 17<sup>th</sup>, 2025, to reduce its policy interest rate from 2.75 per cent to 2.5 per cent;
- The decision by the Government of Canada to remove a large number of the counter tariffs on U.S. imports that it had implemented in March 2025, with these measures no longer being in effect as of September 1<sup>st</sup>, 2025;
- The announcement by the federal government that it would be tabling its annual budget on November 4<sup>th</sup>, 2025;
- An announcement by the Government of Canada that it would be moving forward with the implementation of the voluntary Assault-Style Firearms Compensation Program (ASFCP) beginning in the fall of 2025; and
- The announcement by the federal government that it would be instructing Canada Post to implement a number of measures (including a transition from door-to-door mail delivery to the increased use of community mailboxes) aimed at modernizing the organization and

reducing its operating expenses. This decision was met by an announcement from the Canadian Union of Postal Workers (CUPW) that its members would be engaging in a national strike in response to these instructions from the Government of Canada.

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

- The announcement by the Government of Canada and the Government of Mexico that the two countries would be launching a new Comprehensive Strategic Partnership aimed at driving progress in key areas such as security, inclusion, sustainability, and shared economic prosperity;
- The participation by the Prime Minister (PM) and other federal officials at the 80<sup>th</sup> Session of the United Nations General Assembly (UNGA) in New York City, New York; and
- The announcement by the Government of Canada that it would officially be recognizing the State of Palestine and would be offering its partnership towards the building of a peaceful future for both the State of Palestine and the State of Israel.

## Government of Canada Priorities and Performance (Avalon Peninsula Newfoundland and Labrador Impacted by Wildfires, 905 Region Ontario, Northwest Territories, Quebec City, Northern Alberta 35-54 Concerned About the Economy, Northern Ontario, Nova Scotia Parents of Children in Day Care, Laval Region Quebec)

Eight groups took part in conversations related to the issues currently facing Canadians as well as their perspectives regarding the federal government's management of these priorities. Participants were asked to identify areas in which they felt the Government of Canada was performing well and those where they felt there was room for improvement. On a number of issues participants expressed a range of positive and negative views. These included:

- Health care – Several spoke positively of the health care system, with a number mentioning what they perceived as the overall affordability of health care in Canada and the ability of all Canadians to obtain health care, regardless of their financial situation. While also believing the health care system in Canada to be affordable, a number thought that actions needed to be taken to make health care services more accessible to Canadians. The view was expressed that many health care systems across the country frequently experienced issues related to long wait times and a shortage of health professionals, such as doctors and nurses. A number

reported that it had become increasingly difficult in recent years to find a family doctor and/or book an appointment with specialists in their local regions;

- Economic management – A range of views were expressed related to the federal government’s management of the Canadian economy. Several believed that the Government of Canada had been performing well in this area as of late and thought that it was doing the best that it could to respond to issues such as the high cost of living and ongoing trade disputes with the U.S. that were currently impacting Canadian businesses and consumers. A few also spoke positively of what they perceived as Canada’s strong, well-regulated banking system, believing this provided a solid underlying foundation for the overall Canadian economy. Among those who felt differently, a number felt that the economy could be performing better and that more could be done by the federal government to increase its investments in support of Canadian businesses and workers. A few thought that a specific focus in this regard should be placed on increasing the mining, development, and export of Canada’s natural resources such as oil and gas, and critical minerals, with some believing that this would lead to job creation and significant economic growth in many parts of the country; and
- Federal services - Several spoke positively of the level of organization and high quality of the workers at federal agencies and departments such as the Canada Revenue Agency (CRA) and Immigration, Refugees, and Citizenship Canada (IRCC), with a number describing having had positive experiences across the board in their interactions with the federal government in recent years. The view was also expressed that it had become much easier as of late to access federal services and complete tasks such as filing tax returns, submitting applications, and applying for permits online, and that this had made undertaking these tasks much more convenient as a result. A number however, felt differently, believing that at times it could be challenging and/or complicated to navigate the digital platforms of agencies such as the CRA. Among these participants, it was thought that seniors in particular frequently experienced difficulties in utilizing these online platforms and that more supports needed to be provided for those who were less computer literate and were unable to visit a CRA office in person.

Participants also mentioned a number of areas where they felt that the Government of Canada had performed well, including:

- Supports for Canadians – Many believed that the federal government had performed well at providing a wide range of financial supports for Canadians. Specific programs mentioned by participants included Employment Insurance (EI), the Canada Child Benefit (CCB), senior-focused programs such as the Canada Pension Plan (CPP) and Old Age Security (OAS), the Canada Dental Care Plan (CDCP), and the Disability Tax Credit (DTC). A few also mentioned the introduction of the First Home Savings Account (FHSA) as an initiative that they felt had benefitted many Canadians who were currently seeking to enter the housing market and purchase their first home;
- Environment and conservation – Several viewed protecting the environment and the fight against climate change as having been a long-time priority of the federal government and believed that it had performed well in its efforts to promote environmental conservation and greater sustainability across the country. A number spoke positively of Canada’s national

parks system, believing that the country's unique ecological areas and historical sites were generally very well managed and properly maintained;

- Global partnerships – A number identified what they viewed as the Government of Canada's efforts in recent months to strengthen its trade and security relationships with reliable partners on the international stage. It was felt that this was an especially important priority for the federal government to be focusing on given the ongoing disruption in trade with the U.S.; and
- Protecting Canadian sovereignty – It was also felt that the federal government had been effective in its efforts to protect and promote Canada's economic and territorial sovereignty as of late. Specific actions mentioned by participants on this front that had been taken by the federal government included its recent commitments to increasing investments in the Canadian Armed Forces (CAF) as well as the counter-tariffs it had implemented in response to U.S. tariffs on Canadian goods.

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

- Cost of living – Many felt that more needed to be done by the federal government to address the cost of living and assist in making life more affordable for Canadians. A large number believed that it had become increasingly difficult as of late for many households to afford essentials such as groceries, gasoline, and home energy costs and that this had placed a growing number of families in financially precarious positions. Several also mentioned what they perceived as a widespread lack of affordable housing in many communities, believing it had become very difficult for lower- and middle-income Canadians to afford housing (both to purchase and to rent) in their communities;
- Immigration – A large number believed that the rate of immigration to Canada had been too high in recent years and that this had placed significant strain on areas such as the affordability of housing, the employment market, and important public services such as health care and education. While of the impression that the federal government had already begun taking steps to address this issue, a number believed that more needed to be done to ensure that new arrivals to Canada had skills in in-demand sectors (such as health care) that were currently experiencing labour shortages. Related to this, a number also thought that more needed to be done by the Government of Canada to streamline the foreign credential recognition system and make it easier for newcomers to work in their fields of expertise immediately upon their arrivals; and
- Wildfire response - Several in the group based in the Avalon Peninsula of Newfoundland and Labrador felt that there had been considerable room for improvement when it came to the Government of Canada's response to the large-scale wildfires that had impacted their region and other parts of the country over the past few years. It was thought that more could be done by the federal government to proactively manage the environments of high-risk areas to make them less susceptible to wildfires, decreasing the likelihood of these events from turning into large-scale natural disasters. It was also thought that greater investments should be provided related to the training of additional firefighting personnel as well as ensuring that firefighters across the country had the appropriate modern equipment required to effectively respond to these wildfires going forward.



Asked to identify what they felt were the top issues that the federal government should be prioritizing going forward, many reiterated the importance of addressing the high cost of living at present and finding ways to make life more affordable for Canadians. Related to this, many believed that the affordability of housing needed to be a top priority for the Government of Canada, with a number expressing that progress in this area, coupled with improvements to the cost of living, would have a positive impact on other challenges such as those related to crime, homelessness, and addiction. A large number also thought that health care needed to be a major priority for the federal government and believed that increased investments should be made towards training and hiring more doctors and nurses, increasing accessibility to family doctors and specialists, and providing more resources for issues related to mental health. Other priority areas identified by participants included education (including efforts to make post-secondary education more affordable), immigration, strengthening trade relationships with international partners outside of the U.S., mitigating the impacts of climate change, reducing the national debt, reconciliation with Indigenous peoples, and increasing investments towards the CAF and national defence. The view was also expressed that more should be done by the Government of Canada to make it easier for individuals to travel long distances across the country, including by making airfare more affordable and building alternative modes of transportation, such as high-speed rail.

Focusing on the priority of housing, participants in the groups respectively comprised of individuals residing in the 905 region of Ontario, the Northwest Territories, and Quebec City were asked an additional question as to whether they felt Canada was currently experiencing a 'housing crisis'. On balance, almost all believed that it was, with many of the impression that housing had become increasingly unaffordable for lower- and middle-income families across the country and that a growing number of households were finding it necessary to rebalance their monthly budgets and cut back on expenses in other areas in order to continue to afford their housing costs. Asked whether they felt the Government of Canada was on the right or wrong track when it came to housing, a slightly larger number in these groups believed that it was on the wrong track compared to those who were more uncertain or mixed in their views, with very few believing that it was headed in the right direction. Among those who thought that it was on the wrong track, several expressed feeling that until housing prices became more manageable for a greater number of Canadians, it was difficult to say that the federal government was performing well when it came to its attempts to address this issue. For participants who were more uncertain or mixed in their views, a number believed that there was only so much that the Government of Canada could do to influence the cost of housing on the free market and that, given the perceived size and scope of the challenges related to the affordability of housing at present, it would likely take a long time for the actions taken by the federal government on this front to begin to produce tangible results.

### **Economic Outlook (Northern Alberta 35-54 Concerned About the Economy, Northern Ontario, Nova Scotia Parents of Children in Day Care, Laval Region Quebec)**

Four groups were asked additional questions related to the Government of Canada's management of the economy as well as their outlook regarding what direction the Canadian economy would likely be headed in going forward. Discussing how they felt the economy was performing overall, most

believed that it was facing considerable challenges at present and that there was significant room for improvement. Expanding upon their views, many reiterated concerns related to issues such as inflation and the high cost of living, with a number of the impression that the increased unaffordability of many goods and services had led to a decrease in consumer spending and economic activity in several parts of the country. Several also expressed concerns related to the rate of unemployment at present, with a number believing that it had become increasingly difficult for Canadians (and younger individuals in particular) to find work in their communities. Among the smaller number who were more positive in their perspectives related to the economy, the view was expressed that while many aspects of life in Canada had become more challenging to afford in recent years, it was felt that similar issues were being in faced in many parts of the world and that the Canadian economy had performed relatively well in weathering these challenges thus far.

Discussing what they felt would need to happen in order for them to feel more optimistic about the Canadian economy going forward, participants provided a range of responses. For many, it was believed that if the prices for goods and services (including for essentials such as groceries, gasoline, and home energy) became more affordable, this would be a positive sign that the economic conditions in the country were beginning to improve. Several also mentioned the employment market and felt that if more Canadians were able to obtain well-paying jobs in fields of interest to them this would be a good sign that the economy was performing well and helping to provide increased financial stability for Canadian workers. A number believed that the Government of Canada continuing to strengthen its trade relationships with global partners would also be a positive sign for the economy, especially if this encouraged more businesses from around the world to consider setting up operations in Canada in the future. A few expressed the view that increased investments towards agriculture and food production in Canada would also make them feel more optimistic about the economy, especially as it relates to the ability of Canadians to obtain groceries at an affordable cost going forward.

Asked how they would describe the Government of Canada's performance when it came to the economy and whether they believed it was on the right track, many were mixed in their views. While participants largely did not perceive the federal government as having performed well over the past few years when it came to its management of the economy, many believed that it had been improving in this area in recent months. Expanding upon this, several spoke positively regarding a number of recent actions and initiatives by the Government of Canada, including its investments towards major national infrastructure projects, efforts to build more affordable homes for Canadians, and actions to expand and strengthen Canada's trade relationships on the global stage. A few took a more nuanced opinion, believing that while the federal government seemed to be headed in the right direction when it came to the steps it was taking to strengthen the economy, these efforts had not yielded much in the way of noticeable progress for Canadian consumers. Among these participants, it was felt that until progress was made towards areas such as the cost of living and making housing more affordable for Canadians, it would be difficult to say that the federal government was headed in the right direction.

Participants in Northern Alberta, Northern Ontario, and the Laval region of Quebec were asked to share what actions they would like to see from the Government of Canada related to the economy



going forward. Several reiterated the opinion that more should be done to develop and export natural resources such as oil and gas, including by taking actions such as building more pipelines as well as expanding Canada's capacity to refine its oil domestically. A number also believed that an increased focus should be placed on the development of clean energy sources such as nuclear energy and solar power. The view was expressed that the Government of Canada should focus on increasing Canada's agricultural production, believing that it was important for the country to become more self-sustainable in this area, especially given recent interruptions to U.S. trade. Other potential actions mentioned by participants included the increased construction of carbon capture sequestration facilities, providing more skills retraining opportunities for workers looking to become more competitive in the modern economy, and offering increased financial supports to assist lower- and middle-income households in managing the high cost of living.

### **Employment Market (Northern Alberta 35-54 Concerned About the Economy, Northern Ontario, Laval Region Quebec)**

Three groups were asked additional questions specifically related to the Canadian job market. Discussing whether, as far as they knew, the rate of unemployment in Canada had been increasing, decreasing, or had remained relatively stable as of late, most were of the impression that unemployment had been on the rise in many parts of the country. Sharing the factors that they felt were contributing to this perceived rise in unemployment, several mentioned the high rates of immigration in recent years, with a number believing that this had made the job market increasingly competitive. Participants also believed that many businesses were currently worried about the potential of an economic downturn and/or a recession and as a result had limited hiring new workers as a way of saving costs. It was also felt that widespread tariffs imposed by the U.S. had led to increased layoffs in sectors such as auto manufacturing and that this had also contributed to the rising rate of unemployment in recent months.

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

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

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

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

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

Asked why they believed the rate of unemployment was rising, many reiterated what they viewed as the significant impacts of high immigration in recent years as well as the challenges that Canadian businesses had been facing as a result of issues such as U.S. tariffs. A number also believed that the increasing use of automation technology, such as self-checkouts and self-serve kiosks, had reduced the number of jobs available to Canadians, particularly in the service and retail sectors. Discussing what they felt the Government of Canada should do to address this situation, potential actions mentioned by participants included providing more skills training and retraining opportunities for

Canadian workers, offering financial incentives and affordable education for Canadians considering pursuing careers in in-demand fields such as health care, and further reducing the rate of immigration to Canada going forward.

### **Cost of Living – Parents (Nova Scotia Parents of Children in Day Care)**

The group comprised of parents in Nova Scotia with children in day care engaged in a brief discussion related to their experiences managing the high cost of living. Asked, as parents, to describe the economic issues that they were most worried about and/or had been impacted by, a number mentioned the high cost of essentials such as groceries as well as what they perceived as the high rate of taxation paid by many Canadian households. Concerns were also expressed among participants related to the impact that the high cost of living would have on their ability to save for their children's post-secondary education as well as whether there would be enough well-paying jobs available for future generations as they entered the workforce. Asked whether they felt that the Government of Canada understood the issues that they were facing, few thought that it did.

Discussing the federal government's performance when it came to addressing the cost of living, only a small number believed that it was on the right track, and none were able to recall any recent actions that it had taken to make life more affordable for Canadians. Asked to identify areas in their day-to-day lives that had become less affordable, participants mentioned areas such as groceries, gasoline, home energy, and child care. Also related to the high cost of living, a number described having taken actions such as packing lunches for work, no longer dining out at restaurants, and cutting back on the amount of meals they were eating each day as a way of saving costs. Questioned as to whether they were aware of any actions that the federal government had taken related to helping with the cost of groceries, participants could not recall any specific initiatives on this front.

Asked whether they were aware of any specific Government of Canada policies, programs, benefits, or services that were targeted towards benefitting parents, participants mentioned initiatives such as the National School Food Program, the Canada Dental Care Plan, the Canada Child Benefit, the Children's Fitness Tax Credit, and actions that had been taken in recent years to increase the affordability of child care. Prompted to identify additional steps that the federal government could take to help support Canadian parents, participants suggested potential actions such as providing higher amounts of support via programs such as the Canada Child Benefit, offering tax relief to middle class families struggling with the cost of living, and providing increased financial assistance when it came to helping parents afford before- and after-school care.

## Build Canada Homes (Greater Vancouver Area, Avalon Peninsula Newfoundland and Labrador Impacted by Wildfires, 905 Region Ontario, Northwest Territories, Quebec City, Northern Alberta 35-54 Concerned About the Economy, Regina Renters and Prospective Home Buyers, Major Centres Quebec)

Eight groups engaged in conversations related to Build Canada Homes, a new federal entity that was officially launched by the Government of Canada on September 14<sup>th</sup>, 2025. Conducted prior to this announcement, participants in the groups based in the Greater Vancouver Area (GVA) and the Avalon Peninsula of Newfoundland and Labrador evaluated potential visual branding that could be used for Build Canada Homes, while those in the 905 region of Ontario, Quebec City, and the Northwest Territories shared their views on potential messaging related to the agency. Those in the three groups which took place following the September 14<sup>th</sup> announcement (Northern Alberta, Regina, and major centres in Quebec) provided their initial reactions regarding this agency and whether they felt it would be effective in building more affordable housing faster for Canadians.

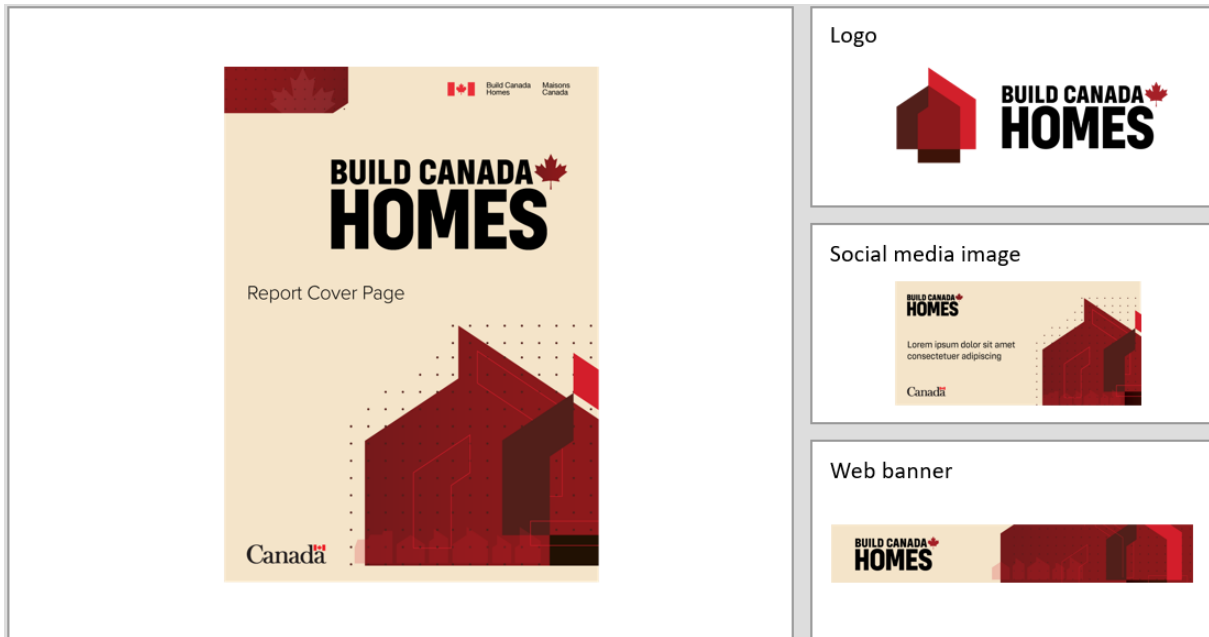
At the outset of their conversations, participants residing in the GVA, the Avalon Peninsula of Newfoundland and Labrador, the 905 region of Ontario, Quebec City, and the Northwest Territories were asked whether they were aware of an organization called Build Canada Homes. On balance, only a small number reported having heard about this agency, with a few recalling having seen a headline about it in passing. To aid in conversation, participants were provided with the following information:

*Build Canada Homes is a new Government of Canada organization that will be responsible for building affordable homes, providing financing to affordable home builders, and creating a more productive homebuilding industry.*

Having received this information, participants engaged in conversations related to potential branding concepts and messaging related to the Build Canada Homes initiative.

### **Build Canada Homes Branding (Vancouver, Avalon Peninsula Newfoundland and Labrador Impacted by Wildfires)**

Participants in two groups shared their perspectives related to three overall branding concepts (an original and two alternate versions) that could potentially be used by the federal government to promote the Build Canada Homes initiative.



This creative concept is comprised of a large image of a Build Canada Homes report cover taking up the two leftmost thirds of the design, accompanied by a column of three different branding images on the rightmost third. The larger report cover is beige in base, with dark red designs. At the top left corner of the image there is a red rectangle with a slight bit of its bottom right corner missing, with a faded red design of the maple leaf inside. At the top right corner there is a Canadian flag logo and the words Build Canada Homes and Maisons Canada. Below this design in the top centre of the design are the words "Build Canada Homes" in large block letters, with 'homes' in a larger font than the other words. There is a maple leaf beside this title. In the centre-left of the design are the words 'Report Cover Page' in smaller black font. At the bottom left of the concept is the Government of Canada wordmark. Taking up the bottom left quadrant of the image is a dark red, multi-shaped design, that resembles a large house-like object, with smaller house like images inside. One part of the image on the centre-right side is slightly darker red and the bottom right corner of the image features a black rectangle. The first image on the right third of the concept is the logo for Build Canada Homes, which features a multi-shaped dark red, crimson house-like design with the words Build Canada Homes accompanied by a small maple leaf. The second image is designed for social media and features a rectangular design with a beige backdrop. In the top left is the Build Canada Homes logo, in the centre-left is some sample text and the Government of Canada wordmark is found in the bottom right. The same house-like image from the report cover page takes up most of the right-side of the image. The third image is a rectangular web banner type image. On the left side is the Build Canada Homes logo against a beige background, on the right side is a multi-shade red design similar to the other designs in the concept.

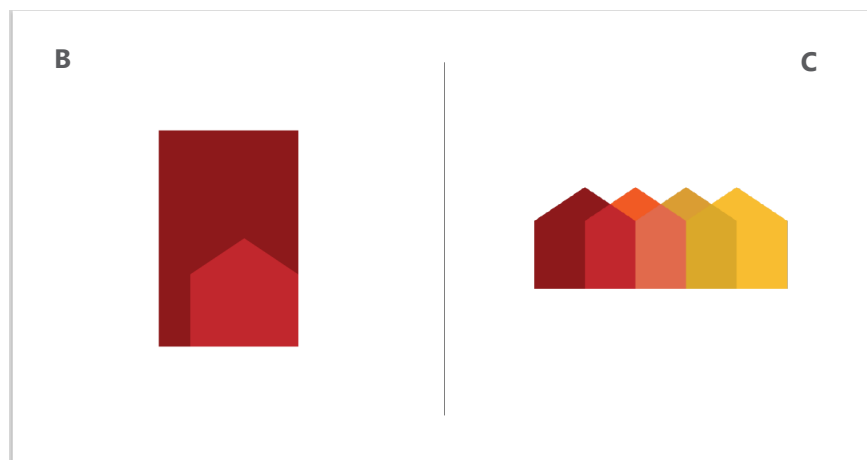
Sharing their initial impressions, several reacted positively to the concept's incorporation of the Canadian colours of red against a cream backdrop as well as what they perceived as the concept's straightforward, simplified design. Feeling somewhat differently, a smaller number thought that the concept was somewhat generic and did not believe that it would capture their attention if they encountered it in person or online. Focusing specifically on the images that had been included in the design, several spoke positively of the imagery of larger housing complexes being overlaid by smaller residential housing developments. A small number also noted that the concept was suggestive of elements of homebuilding such as blueprints and floorplans and felt that this was an effective way of communicating the overall aim of Build Canada Homes. A few, however, questioned whether the

concept was primarily designed to target Canadian home developers or the prospective home buyers who could potentially benefit from this initiative.

Asked whether they felt there were any elements within the concept that looked out of place, were confusing, and/or did not resonate with them, a number felt that the concept needed to more directly communicate that this program was specifically focused on building affordable housing, rather than housing more generally. The view was also expressed that the row of smaller homes featured in the multi-angled housing design should be more contrasting, with some believing that they did not stand out enough against the overall design. A few also did not like the font choice for “Build Canada Homes”, believing the letters were too rounded and that a sharper, more straight-lined font should be used as a way of conveying the seriousness and importance of this initiative. Focusing specifically on the web banner image, a number thought that the design looked somewhat stretched and more like a collection of different shapes in varying shades of red rather than a representation of housing.

Drawing their attention specifically to the image located at the top left corner of the concept (to the left of the words “Build Canada Homes”) participants were asked what they felt this design element was intended to represent. Several believed that it looked similar to graph paper, floor plans, or a peg board and thought that it had likely been included as a way of encouraging people to think of the planning and design process of homebuilding when they were looking at this concept. Asked what they felt the dots included on the bottom right portion of the report cover page were meant to represent, most were uncertain, with a few believing that they perhaps had been intended to look similar to a home design plan or blueprint. Informed that the icon represented different types of housing overlapping, and that the dots represented a blueprint, participants were mixed in their reactions, with a roughly equal number believing that the images effectively conveyed these themes compared to those who believed that these design elements would be difficult for the general public to recognize.

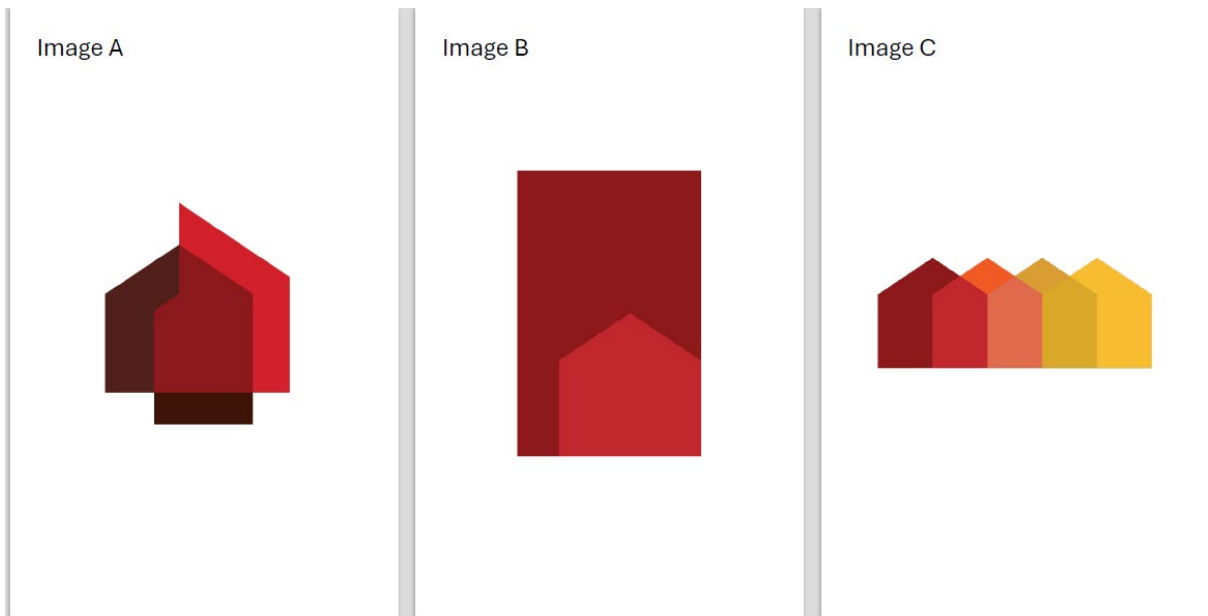
The focus groups were next presented with the following alternate images (referred to hereafter as Image “B” and Image “C”) that could potentially be utilized for Build Canada Homes marketing:



Two images are shown side by side. The image on the left is a dark red rectangle, positioned vertically, with a brighter red image of a home included within the bottom half of the rectangle. The image on the right is four homes positioned next to and overlapping with one another in a row. From left to right the homes are coloured dark red, orange, gold, and yellow, with the colours overlapping where the houses connect to one another.

Participants expressed a wide range of reactions to these images. On balance, while several expressed a preference for the visual design of image C, believing it to be the more vibrant and colourful of the pair, some felt that the imagery of multiple smaller homes beside one another seemed to indicate that Build Canada Homes would primarily be focused on the construction of single-family homes, rather than more densified housing projects. With this in mind, a number believed that image B (which they perceived as featuring a smaller home overlaying a larger apartment building) would more effectively communicate that several types of housing would be built via this initiative. A number expressed the opinion that both of these images were somewhat generic and did not believe that either would be effective in getting people to pay closer attention to Build Canada Homes advertising.

The focus groups next engaged in an exercise where they were asked to identify which among the three images they had discussed thus far best captured the idea of the new Build Canada Homes organization. To aid participants in making their selections, the three images were presented side-by-side (as seen below):

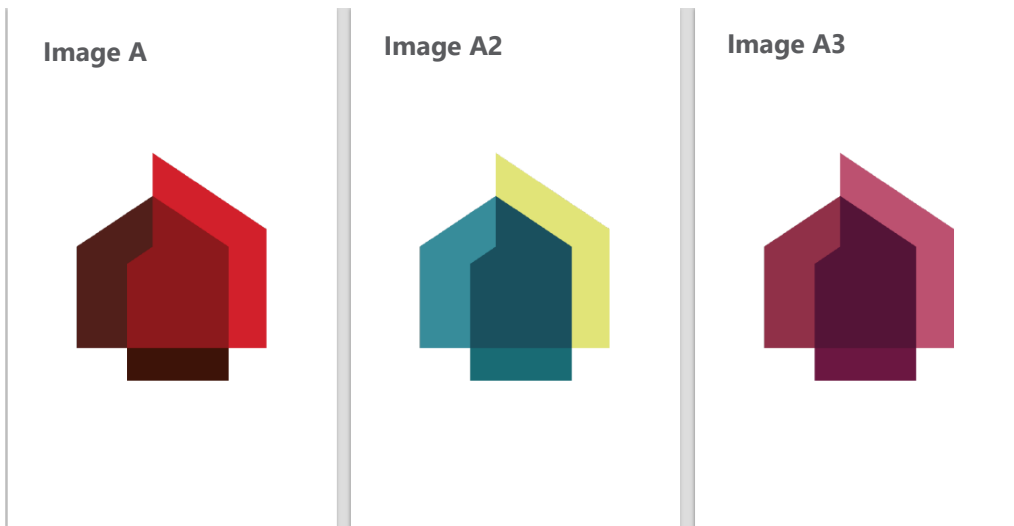


Three images are shown side by side. The leftmost image (Image A) is the image that was included in the original Build Canada Homes logo. The centre (Image B) and right (Image C) images are the two images that were presented to participants in the previous image.

Image A was selected by the largest number of participants, with many reiterating the view that this design did the best job at advertising the Build Canada Homes program in a straightforward way, while

also being visually appealing and featuring Canada's national colours. Several also selected Image C, with some believing that the depiction of multiple different coloured homes would be effective in conveying that this initiative would be focused on building more affordable homes for a diverse range of Canadians. Only a small number selected Image B, with a number commenting that it was overly simplistic and would do little to capture the attention of people who may be interested in this initiative.

Participants were next presented with a design featuring Image A, but in different colour variations:



Three images are shown side-by-side, all of which are different variations of Image A described in the picture prior to this one. Variation A features the original colour scheme (featuring many different shades of red and burgundy/brown), Variation B features a teal and yellow design, and Variation C features a colour palette of deep reds and pinks overlapping with one another.

Sharing their reactions to these different colour schemes, most participant comments focused on Images A and A2, with very few discussing Image A3. Regarding Image A, several reacted positively to its incorporation of several different shades of red, believing that this was a unique and visually compelling way of featuring the country's national colours. Among those who focused their reactions on Image A2, several spoke positively regarding what they viewed as the natural and calming nature of the blue, teal, and yellow in the design, with a number believing that it was the most visually appealing of the three. Asked to select which of the three colour variations they preferred the most, a larger number selected Image A2 compared to those who chose Image A, with none selecting Image A3.

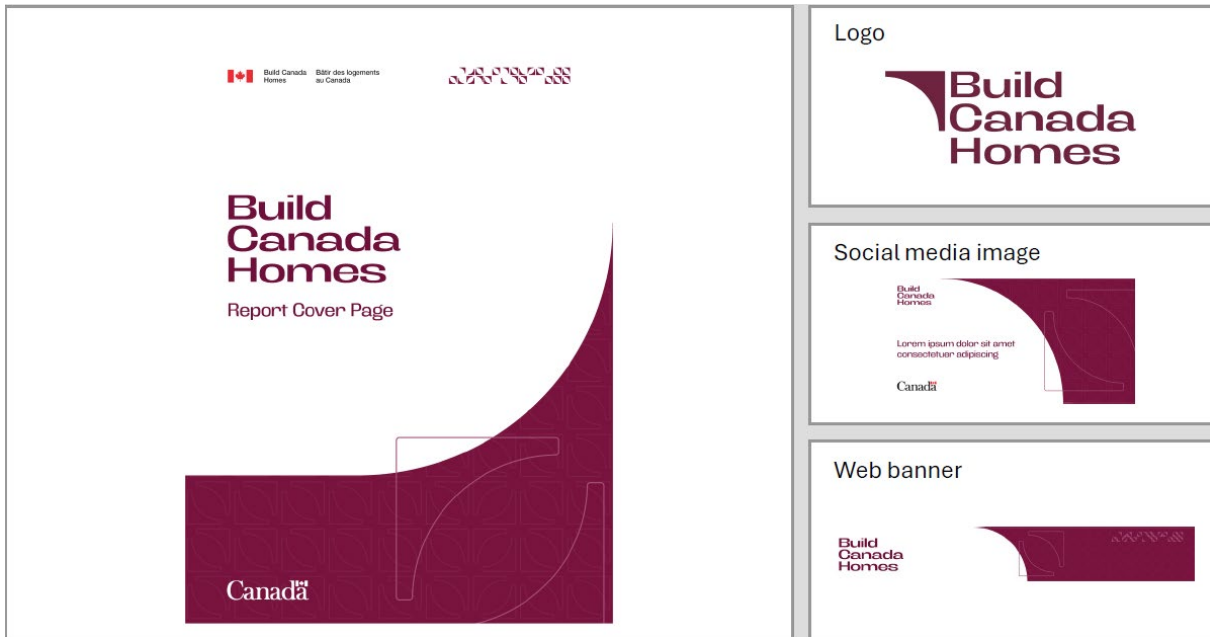
Participants were then presented with the following alternate version of the overall concept design:



This is an alternate version of the overall Build Canada Homes branding concept, featuring a large image on the left of the Build Canada Homes report cover page and three smaller images on the right, respectively featuring the Build Canada Homes logo, social media image, and web banner. The Report Cover Page is primarily a dark blue, with a bright neon green font and imagery that combines these two colours. At the top left of the design are the words "Build Canada Homes" stacked one on top of the other in big block letters, with "Report Cover Page" included in smaller text below. In the middle of the page is an overlapping blue and neon green rectangle with a circular-like depiction of a cul-de-sac of homes as seen from above. In the middle of the rectangle and on the right side of the page are a grid of transparent dots. On the right side, the logo is dark blue text against a white back drop. It features the words "Build Canada Homes" in the same style as the cover page, accompanied by the circular logo, this time in dark blue and white. The social media image is neon green and dark blue and features the words "Build Canada Homes" in the top right, the circular logo in the bottom right/centre, and some text on the right side of the design. The web banner is a long rectangle. On its left side are the words Build Canada Homes in neon green against a dark blue backdrop. The centre of the banner is a lighter shade as it overlaps with the neon green which takes up the right side of the rectangle. On the far right of the rectangle is the circular logo in neon green and blue.

Reactions to this concept were mixed. While a number spoke positively regarding the concept's blue and green colour palette as well as what they viewed as its clean, straightforward design, several felt that it looked more like a business-style brochure rather than marketing from the federal government. Many were also unsure as to what the main image of the design was intended to represent, with a large number believing that it looked more like a windmill or a propellor rather than something reminiscent of housing. Informed that the icon was meant to represent a house or doors, depending on the angle one was looking at it from, few felt that this effectively came through in the design, with a number finding it especially difficult to see the doors.

Participants were then shown another alternate version of the overall branding that could be used to promote the Build Canada Homes initiative:

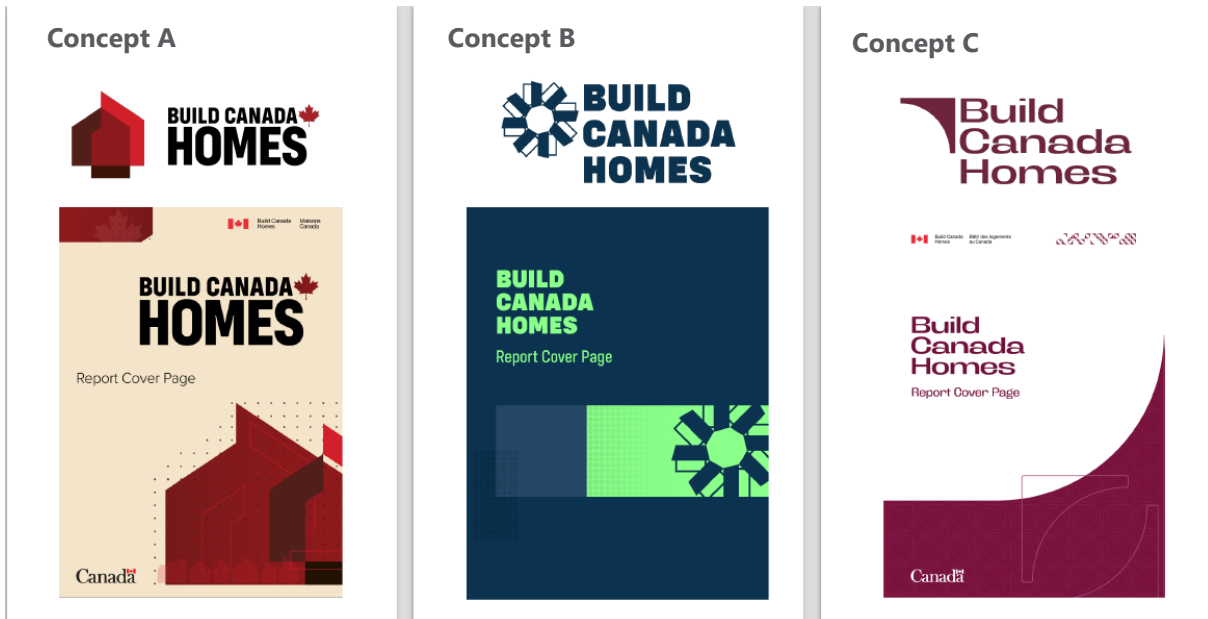


This is an additional alternate version of the overall Build Canada Homes branding concept. It features a large report cover page on the left and is accompanied by three smaller images (a logo, social media image, and web banner) on the right. The report cover page is white with crimson text and imagery. At the top of the report cover page is the Government of Canada logo accompanied by the words "Build Canada Homes" and "Bâtir des logements au Canada". On the right top right corner is a crimson and white design, comprised of squares and blank spaces. In the centre to left of the page is the next Build Canada Homes in crimson, with the words report cover page in a smaller font below. The bottom-third to centre-right of the concept are taken up primarily of a dark crimson design, including a sloping curve heading up to the top right of the image. The Government of Canada wordmark is included in white in the bottom left of the concept and two designs featuring two straight horizontal lines connected by a half circle are included in the bottom right of the concept. The logo is white with crimson writing. It features the text "Build Canada Homes" and an inverse of the crimson design from the cover page. The social media image features the text Build Canada Homes in the top left corner, some supporting text in the centre-left and the Government of Canada wordmark in the bottom left. On the right is the same design from the logo. The web banner is white with crimson writing. It features the Build Canada Homes text on the left, some blank white space in the middle, and the same design as in the above images but with a longer rectangular tail at the end, extending it to fit a web banner space.

Only a small number reacted positively to this concept, with several believing that it would not be effective in promoting the Build Canada Homes initiative and the agency's overall goal of building more affordable housing for Canadian families. A number commented that the font selected for the design appeared somewhat stretched and that the burgundy shade of red utilized throughout the concept was not a colour that they would typically associate with Canada or the federal government. The view was also expressed that the Build Canada Homes agency logo (located at the top of the report cover page design) and the Government of Canada wordmark were too small and needed to stand out more against the rest of the concept. Additionally, a few expressed confusion regarding the pattern at the top of the concept and questioned what it was meant to represent.

Participants next engaged in an exercise where they were asked to select which of the three overall branding concepts they felt would stand out the most and/or capture their attention if they were to

see it on a report cover, as part of a social media post, or something similar. To aid in their decision-making, participants were provided with an image of all three concepts side by side:



This is a collection of the three overall concepts described in the images above. The original concept is labelled Concept A while the two alternates are labelled Concept B and Concept C respectively.

On balance, Concept A received the highest level of support among participants, with a smaller number selecting Concept B, and a few choosing Concept C. For most, it was thought that Concept A was the most effective when it came to promoting the intended purpose of the Build Canada Homes organization as well as invoking feelings of national pride through its use of a more 'Canadian' shade of red and its prominent inclusion of other national symbols such as the maple leaf. Asked what more they felt could be done by the federal government to make the final Build Canada Homes branding more effective, participants suggested actions such as including imagery of the individuals and families who might benefit from the construction of more affordable housing, as well as images depicting construction activities and homes being built. It was also thought that the Government of Canada wordmark should be featured more prominently on the final design, with some believing that this would make it much clearer to audiences that this was a federal initiative.

### **Potential Messaging (905 Region Ontario, Northwest Territories, Quebec City)**

Participants in the 905 region of Ontario, Quebec City, and the Northwest Territories were presented with potential messaging that could be used to introduce and provide some information about Build Canada Homes. The first set of messages presented to participants were:

#### Message #1



*The Government of Canada has a new housing plan*

*The most ambitious since the Second World War*

*To make housing affordable again*

Message #2

*The Government of Canada has a new housing plan*

*And at a time when Canadians are coming together to stand up against global challenges*

*It is a plan that meets the moment with a Team Canada approach*

Asked to share which of the two messages they felt would be most effective at introducing the Build Canada Homes initiative, a larger number selected Message 1 compared to Message 2. Among those who preferred the first message, it was widely thought that it was clearer and easier to understand and would be effective in communicating the aims of Build Canada Homes to those unfamiliar with this initiative. A number reacted positively to Message 1's reference to the Second World War, believing that this helped to communicate the seriousness with which the federal government was approaching this issue, as well as the size and scope of the actions that it would be taking to address housing affordability going forward. A few also liked the line about making housing affordable again, believing that this served as an optimistic way to conclude the message. For the smaller number who selected Message 2, it was felt that this message was more upbeat and that the reference to a 'Team Canada' approach was an effective way of encouraging Canadians to work together to find solutions to issues related to housing and other global challenges. A few also indicated that they had selected Message 2 primarily because they had found the reference to war in Message 1 too off-putting and believed that Message 2 struck a more positive tone overall.

Participants were next shown another message aimed at describing what Build Canada Homes was meant to achieve:

*Faced with the current housing situation, we know that it is time to build.*

*Build Canada Homes will get housing built in Canada, with a focus on large-scale, long-term affordable housing solutions with a real impact.*

Most reacted positively to this messaging, with a number feeling that it demonstrated that the Government of Canada was aware of the challenges that Canadians were facing related to housing affordability and was taking serious steps to address them, including by focusing on providing large-scale and long-term housing solutions, rather than temporary fixes. While also feeling positively about this message, a few felt that more information needed to be provided regarding the concrete actions that the Government of Canada would be taking to increase the affordability of housing and how long it would realistically take for progress to begin to be made on this issue. A number also questioned who the intended audience of this messaging was meant to be and whether it was primarily aimed at homebuilders or those who would eventually be purchasing or renting these homes.



Focusing on the term 'affordable housing' in this message, participants were asked to describe what this phrase meant to them. For most, affordable housing referred to housing that could realistically be purchased or rented by individuals earning average incomes, with housing costs low enough that Canadians would have enough money left over at the end of each month to devote towards other important areas of their lives, such as saving up for a down payment or towards their retirement. The view was expressed that all Canadians who worked full-time should be able to obtain housing in their communities that was reasonably affordable on a single-income and would not require them to live with a partner or roommate(s) in order to make ends meet. With this in mind, it was thought that rather than investing in large-scale, luxury-style housing projects, the vast majority of homes built via the Build Canada Homes initiative should be targeted towards meeting the needs of the many lower- and middle-income Canadians who were believed to currently be struggling with the cost of housing.

The next message shown to participants was as follows:

*By combining flexible financing, land access, and development expertise under one roof, Build Canada Homes will make it simpler and faster to get big projects off the ground.*

*Build Canada Homes combines development, financing, and leveraging modern methods of construction to create a more affordable housing supply.*

Almost all reacted positively to this messaging, with many believing that it provided tangible, readily understandable information about the specific steps that would be taken under this initiative to make housing more affordable for Canadians. Several felt that the actions described in this messaging would be highly beneficial in terms of making it easier for developers to construct more housing across the country and would significantly increase the rate at which new housing could be built in Canadian communities. A number, however, questioned what the term 'land access' meant in this context and expressed concerns that this might refer to the federal government opening up public lands for housing that were currently being protected for environmental reasons. The view was also expressed that the term 'big projects' might invoke thoughts of large, expensive housing developments in the minds of some Canadians, prompting them to worry about how much the Build Canada Homes initiative might cost to carry out.

Describing what they felt was meant by the phrase 'modern methods of construction', most thought that this referred to a more standardized, cost-effective method of homebuilding that would likely place an increased focus on the construction of modular or prefabricated homes. Several believed that this approach represented a step in the right direction for the federal government when it came to housing, with a number expecting that modular/prefabricated homes would be less expensive for developers to build and, as such, could be built at a much faster pace compared to more traditional types of housing.

Asked whether, thinking about all the messages that had been presented, they felt the Build Canada Homes program was relevant to them, a large number expected that this initiative would have a positive impact on their own lives or those of their family and friends. Several of those who identified as prospective first-time home buyers were hopeful that this initiative would help to rapidly increase the supply of residential housing in Canada and would potentially make it easier and more affordable

for them to purchase a home at some point in the near future. A number of those residing in the Northwest Territories were hopeful that this program would also lead to increased homebuilding in Canada's North. Among these participants, it was thought that this initiative could make significant progress in making housing in their region more affordable and would likely encourage more people to choose to put down roots and stay in Northern communities for the long term.

Discussing whether they felt that the Build Canada Homes initiative placed the Government of Canada on the right track when it came to housing, almost all felt that it did. Many expressed the view that this initiative, as well as the messaging they had been presented with, made them feel that the federal government was taking the issue of housing affordability seriously and was listening to the concerns of lower- and middle-income Canadians when it came to the challenges they were facing related to purchasing a home or finding affordable rental options in their communities.

### **Post-Announcement Perspectives (Northern Alberta 35-54 Concerned About the Economy, Regina Renters and Prospective Home Buyers, Major Centres Quebec)**

Three groups conducted in the days following the Government of Canada's announcement of the Build Canada Homes initiative on September 14<sup>th</sup>, 2025, shared their perspectives related to this new federal agency. Asked what they had seen, read, or heard about the Government of Canada's plan to address housing issues, while a small number recalled hearing that it had recently announced steps to build more affordable residential housing across the country, none could recall any specific details. To aid in conversation, participants were provided with the following information:

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

Participants were largely positive in their reactions to this information, with many believing that housing affordability represented one of the most pressing challenges facing Canadians and that it was an important step for the federal government to be forming an agency such as Build Canada Homes specifically to focus on this issue. Several felt that the building of more affordable housing would be especially helpful for first-time home buyers and younger Canadians, with some hopeful that the housing built through this program would be large enough to support families with children. Among those who had questions about this initiative, a number asked where in Canada these new housing developments would be built, and whether this program would also help to make housing more affordable in rural and remote communities. Some also expressed curiosity as to how the federal government would go about determining which developers and construction firms would be selected to build this housing, with a number believing that it was important for these homes to be built by local workers/businesses.

Participants were next provided with the following additional information about the Build Canada Homes initiative:



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

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

*There are three pillars to this approach:*

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

On balance, most reacted positively to these details, with several believing that this three-pillared approach would be effective in assisting Canadians in finding affordable housing in their communities. A number specifically felt that the increased use of prefabricated housing designs represented an effective way to build affordable homes at a more rapid pace in many parts of the country. The view was expressed by several that it was important for the housing built through Build Canada Homes to be realistically affordable for most lower- and middle-income individuals, with participants hoping that a high level of oversight would be implemented by the Government of Canada to ensure that the housing produced through this program remained affordable over the long term. Focusing on the stated goal of reducing homelessness through this initiative, while a number felt these actions by the federal government would contribute towards accomplishing this goal, the view was expressed that there were many factors that contributed to homelessness (including challenges related to mental health and addiction) and that housing alone would not solve this issue. Among the smaller number who were more uncertain or negative in their reactions, it was thought that the information provided had been too vague and that not enough details had been made available regarding the specific steps that the federal government would be taking to carry out this initiative.

Participants were next informed that one of the ways that Build Canada Homes would deliver more homes more quickly would be by utilizing public lands for innovative and sustainable building methods, such as factory-built housing, and using certified Canadian wood and recycled and low-emission materials for these homes. Asked whether they felt this strategy would lead to more homes more quickly at affordable prices, many believed that it would. Several specifically liked that Build Canada Homes would place a focus on building homes utilizing certified Canadian wood and believed that this would be helpful in providing economic stimulation to Canada's lumber sector. A number, however, questioned what was meant by the term 'public lands', with some expressing concerns that this could mean that housing might be built on land that had previously been preserved for recreational or environmental purposes.

Asked whether they felt that Build Canada Homes would help to boost the Canadian economy, many thought that it would, with several believing that this program would lead to job creation and increased economic activity across several sectors, including construction and the sale of building

materials. A number also expected that the building of more housing would likely necessitate the creation of additional services and businesses (such as schools, hospitals, and retail shops) to meet the needs of those living in these homes, leading to the potential creation of many new jobs for Canadian workers. Asked whether they felt that they would personally benefit from this initiative, a number expected that they would, including several from the group comprised of renters and prospective home buyers in Regina. Several of those who did not believe that they would personally benefit from this initiative thought that the building of more residential housing would likely have a positive impact on their communities and would lead to economic growth in the long term as people found themselves spending less on housing and more on other areas.

## Major Infrastructure Projects (Northern Alberta 35-54 Concerned About the Economy, Regina Renters and Prospective Home Buyers, Major Centres Quebec)

Three groups took part in conversations related to major infrastructure projects and strategic areas of focus that had recently been announced by the federal government. Asked whether they had seen, read, or heard any news related to the Government of Canada and major infrastructure projects, several indicated that they had. Among those who had heard something, a number were of the impression that the federal government had recently taken steps towards increasing the development of Canada's natural resources, including through the construction of new oil and gas infrastructure as well as by increasing mining for critical minerals. Other projects that participants believed the federal government was focusing on included the construction and repair of highways and roadways across the country as well as the building of more affordable housing in Canadian communities, including through the increased use of prefabricated housing designs.

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

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

*The initial projects under consideration are the following:*

- *LNG Canada Phase 2 in Kitimat, British Columbia: This project would double LNG Canada's production of liquefied natural gas, making it the second largest facility of its kind in the world;*
- *Darlington New Nuclear Project in Clarington, Ontario: This project will make Canada the first G7 country to have an operational small modular reactor (SMR), providing clean power to 300,000 homes;*



- *Contrecoeur terminal Container Project in Montréal, Quebec: This project would expand the Port of Montréal's container capacity by about 60 per cent;*
- *Mcllvenna Bay Foran Copper Mine Project in East-Central, Saskatchewan: This project will supply copper and zinc to strengthen Canada's position as a global supplier of critical minerals. It is also the first net-zero copper project in Canada; and*
- *Red Chris Mine Expansion in Northwestern British Columbia: This project will extend the lifespan of the mine by over a decade and increase Canada's annual copper production by over 15 per cent.*

On balance, participants were largely positive in their reactions to these initiatives, with many believing that these projects would have a significant positive impact on the Canadian economy. Several praised the federal government's decision to prioritize increasing the development and production of natural resources such as liquefied natural gas (LNG) and the mining of critical minerals such as copper and zinc. A number expected that these initiatives would lead to increased job creation for Canadian workers and would help to stimulate the economies of the communities located nearby these projects. It was also thought that a number of these projects, such as the Contrecoeur Terminal Container Project in Montreal, Quebec, would have a long-term impact when it came to increasing Canada's overall trade capacity and would greatly help in strengthening the country's economy in the years to come. A smaller number were more uncertain in their reactions, believing that while these projects sounded like a step in the right direction, more information needed to be provided regarding the cost of each project and the number of long-term jobs that were expected to be created as a result. A few expressed concerns about the impact that some of these projects, such as those related to increased mining in Saskatchewan and British Columbia (B.C.), could potentially have on the surrounding environment and felt that it was important for the Government of Canada to be focused on carrying out these projects as sustainably as possible.

Focusing on the Darlington New Nuclear Project in Clarington, Ontario, participants were asked whether they were familiar with the term 'small modular reactor' (SMR). Among the few who were aware of this technology, the view was expressed that while the increased development of nuclear energy through advancements such as SMRs would likely have a positive impact on job creation and the growth of the clean energy sector in Canada, it was important to ensure that this technology was safe and would not result in any negative impact on the environment or surrounding communities.

Asked whether they felt these projects would help to strengthen Canada's economic security, most expected that they would, with a large number reiterating the view that these projects would lead to increased job creation, economic productivity, and global trade activity for Canada in the years to come. A number expressed the view that by increasing the development and export of Canada's natural resources, the federal government could position the country as a world leader in the resource sector, greatly increasing the overall strength and resilience of the Canadian economy as a result.

Participants were informed that, in addition to the five major projects described above, the Government of Canada had also identified strategic areas of focus and activity to assist in its efforts to build the Canadian economy. To aid in conversation, the following information was provided:



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

Reactions to these initiatives were overwhelmingly positive, with many believing that progress in these areas would greatly enhance the strength of the Canadian economy. Many spoke positively of the Alto High-Speed Rail project, with several expressing the opinion that high-speed rail was an effective and energy efficient way of transporting people across large geographical distances. A number hoped that additional high-speed rail projects would be introduced in other parts of the country. Several also spoke positively of the Critical Mineral Strategy and Port of Churchill Plus initiatives, believing that these would help to bolster the federal government's efforts to further develop Canada's resources and increase its trade capacity on the global stage. It was also felt that it was important for the Government of Canada to be focusing on developing an Arctic Economic and Security Corridor, with many believing that this region would be increasingly important for Canada's economic and national security in the years to come. While most spoke positively about the federal government's investments towards the Wind West Atlantic Energy project, a few expressed concerns as to whether offshore windmills would provide an efficient source of energy as well as whether there were any potential environmental drawbacks associated with windmills. A few expressed that they did not know much about carbon capture, utilization, and storage technology and thus felt it was difficult for them to provide an informed opinion on the Pathways Plus project.

Budget 2025 (905 Region Ontario, Northwest Territories, Quebec City, Regina Renters and Prospective Homebuyers, Major Centres Quebec, Northern Ontario, Nova Scotia Parents of Children in Day Care, British Columbia First-Generation Canadians, Laval Region Quebec)



Nine groups engaged in conversations related to the Government of Canada's upcoming annual budget, set to be tabled on November 4<sup>th</sup>, 2025. Participants in the 905 region of Ontario, Quebec City, and the Northwest Territories discussed potential initiatives that the budget might include, while those in the groups comprised of prospective home buyers and renters in Regina, Nova Scotia parents of children in day care, first-generation Canadians residing in British Columbia (B.C.), and members of the general population respectively residing in major centres in Quebec, the Laval region of Quebec, and Northern Ontario shared their overall perspectives related to the upcoming budget and the priority areas they felt it should be focusing on.

### **Potential Budget Initiatives (905 Region Ontario, Northwest Territories, Quebec City)**

At the outset of their conversations, participants were asked how they felt the overall Canadian economy was performing at present. A wide range of views were expressed, with a larger number believing that the economy was currently performing poorly compared to those who felt otherwise. Among those who felt the economy was facing challenges, several cited issues such as high inflation in recent years, rising unemployment, and the overall high cost of living, including for essentials such as groceries and gasoline. For those who had a more positive impression of the Canadian economy, it was felt that while some issues may exist related to the high cost of living and a perceived lack of affordable housing, these were challenges that were being faced by many countries and were not unique to Canada. A number expressed the view that the federal government was doing the best that it could to address the economic challenges currently facing Canadians and felt that it would likely take a number of years for widespread economic growth to begin to occur throughout the country.

Informed that the Government of Canada would soon be tabling a new annual budget outlining its priorities for the upcoming fiscal year, participants were presented with a list of potential initiatives that could be included in the budget and were asked to select which three items they felt should receive the highest level of priority. The list shown to participants included:

- *Remove internal trade barriers;*
- *Build national infrastructure projects more quickly;*
- *Build national energy projects more quickly;*
- *Stimulate investments in clean technologies;*
- *Attract private investments in the economy;*
- *Attract foreign investments in the economy;*
- *Support Canadian industries affected by U.S. tariffs;*
- *Increase trade with reliable partners around the world;*
- *Help more Canadians train or retrain for new job opportunities;*
- *Make it easier for small businesses to get loans, business grants or tax credits;*
- *Support the younger generation with affordable education and apprenticeships;*
- *Build more homes;*
- *Reduce government spending on its operations; and*
- *Strengthen Canada's military*

On balance, the initiative for the federal government to reduce its operational spending received the highest level of support, with a large number also selecting the initiatives to increase trade with reliable partners around the world, help more Canadians train or retrain for new job opportunities, and build more homes across Canada. Focusing on the goal of reducing spending on operations, several expressed the opinion that it was important for the Government of Canada to be working towards achieving a balanced budget, with a number believing that federal spending had been too high in recent years. The view was expressed that more could be done to better streamline the operations of many federal departments and agencies, including by taking steps such as removing bureaucratic processes and red tape, lowering government expenditures related to travel and accommodation, and reducing the overall size of the civil service.

Among those who selected the initiative to increase trade with reliable partners around the world, several viewed this as a critical action for the federal government to be taking given the widespread tariffs that had been imposed on Canadian goods by the U.S. government. It was widely thought that by diversifying its trade relationships, the Government of Canada would put the country in a stronger, more resilient economic position going forward while also reducing the economy's level of reliance on U.S. trade. The view was also expressed that, as a country with a wealth of natural resources, the development of stronger trading relationships with international partners could help to position Canada as an economic power in the global resource sector in the years to come.

Several of those who chose the priority of helping more Canadians train or retrain for new job opportunities believed that this would be an effective way for the federal government to assist workers in adapting and finding a place in the modern economy while also assisting employers to fill jobs in high-demand sectors. The view was expressed that this represented an effective way of leveraging the skills and talents of the individuals that were already living in Canada, rather than relying on bringing in more workers from outside the country.

Many who selected the initiative to build more homes reiterated the view that a lack of affordable housing represented one of the top challenges facing Canadians, with a number believing that any action taken by the federal government on this front would be a step in the right direction. It was thought that in addition to making housing more affordable for Canadians (and as a result providing them with more disposable income to spend on the economy), this action would also help to spur economic activity and job creation in sectors such as construction and the trades.

Several also selected attracting private investments in the economy, removing internal trade barriers, and supporting the younger generation with affordable education and apprenticeships. Among those who believed that it was important for the Government of Canada to be focusing on attracting private investments in the economy, it was thought that this would be an important way of providing Canadian sectors and businesses with additional financial resources to grow their operations and increase their economic productivity without having to rely on public grants and assistance. For participants who chose removing internal trade barriers, it was believed that this would help to promote greater interprovincial trade and economic activity within Canada, increasing the country's self sufficiency as a result. For participants who selected the initiative to support younger Canadians by providing affordable education and apprenticeships, a number felt that this would greatly help



younger generations to establish themselves financially while also preventing them from having to take on high amounts of student debt in order to fund their education.

While also believing these priorities to be important, only a small number selected the initiatives to stimulate investments in clean technologies, strengthen Canada's military, and to make it easier for small businesses to get loans, business grants, or tax credits. Similarly, relatively few chose the priorities of building national infrastructure projects more quickly, building national energy projects more quickly, attracting foreign investments in the economy, and providing support for Canadian industries that had been impacted by U.S. tariffs.

Discussing whether there were any priorities on this list that the federal government should not be pursuing, a very small number felt that the Government of Canada should be less focused on building up the country's military and expressed concerns about what they perceived as a growing global trend towards militarization in recent years.

Asked whether they felt any of these initiatives would personally impact them, a number mentioned the action to increase trade with reliable partners around the world, believing this would ultimately result in lower consumer costs for Canadians. Some also felt that they might benefit from the initiative to assist Canadian workers in training or retraining for new employment opportunities, with a few reporting that they had already made use of this type of program. Some in the group based in the Northwest Territories felt that the action to strengthen Canada's military would be particularly helpful for their region, with a number believing that protecting the sovereignty of Canada's North would be an increasingly important priority for the Government of Canada and the Canadian Armed Forces (CAF) in the years to come.

### **Overall Perspectives (Regina Renters and Prospective Home Buyers, Major Centres Quebec, Northern Ontario, Nova Scotia Parents of Children in Day Care, British Columbia First-Generation Canadians, Laval Region Quebec)**

To begin, participants were informed that every year the Government of Canada releases a budget where it outlines what it will be investing in, changes it will be making to programs, as well as projections related to aspects such as the national deficit and where the economy is expected to be headed over the coming fiscal year. Asked whether they had seen, read, or heard anything about the federal government's plans on this front, only a small number indicated that they had, with a few of the impression that building more affordable housing in Canadian communities would be a key component of the upcoming budget.

Informed that the Government of Canada had said that it would be focusing on reducing spending on government operations and investing more in projects aimed at contributing to Canada's economic growth, participants were asked how they felt about this approach. On balance, most reacted positively to this information, with many believing that reducing spending and making investments towards growing the economy were important steps for the federal government to be taking. Several expressed the opinion that federal spending had been too high in recent years and thought that it was important for the Government of Canada to be reducing its operating costs wherever it could. A large



number also reacted positively to the focus placed on investing in projects that would contribute to Canada's economic growth, with a number hoping that this would include greater development of resources such as oil and natural gas and the increased construction of infrastructure such as oil and gas pipelines across the country.

A number of participants who viewed the approach positively, also noted that they wanted more details regarding the specific areas in which the Government of Canada would be reducing its spending as well as the types of investments that it would be making to grow the economy. Related to the former, a number expressed concerns as to whether they would be at risk of losing access to federal programs or services as a result of these projected spending cuts. With this in mind, several thought that it would be important for the Government of Canada to provide as many details as possible to the public regarding the actions it would be taking on this front in the months and years to come.

Asked to identify areas where they felt the federal government could find cost savings, several believed that action could be taken to reduce expenses related to the public service, including by reducing the workforce, streamlining operations, and limiting the amounts that public employees and representatives spend on work-related travel and accommodation. A number felt that a greater focus also needed to be placed on ensuring that all projects funded by the federal government were carried out with a high level of oversight and a strict emphasis on making certain that projects remain on (or under) budget. A small number thought that reducing immigration would also assist in saving costs for the Government of Canada, with some believing that higher than normal levels of immigration in recent years had led to significant increases in public spending in key sectors such as health care and education. A few also thought that the federal government could find savings by reducing the amount it provides in foreign humanitarian assistance to other countries, as well as by lowering the amount of financial and military support provided to foreign allies.

Discussing the areas where they felt the Government of Canada should be working to invest more, several mentioned health care, with a number believing that more needed to be done to increase the capacity of health care systems across the country to better meet the physical and mental health needs of Canadians. It was also thought that the federal government should be making investments to help make life more affordable for Canadians, especially when it came to essentials such as groceries and housing. A number expressed the view that further investments should be made by the federal government towards increasing the development of Canada's natural resources, such as oil, gas, and critical minerals, with a number believing that the Government of Canada could significantly strengthen the country's economy by taking this approach. A few thought that investments should also be made in areas such as technology and artificial intelligence (AI), believing that much of the global economy would revolve around these areas in the years to come. The view was also expressed that more should be done by the Government of Canada to increase its investments towards agriculture and food production, with an overall focus of increasing the country's self reliance in this area over the long-term.

Asked how they would react if making investments in these areas meant that overall federal government spending would end up higher than before, most believed that this was acceptable in the



short term, so long as these investments were targeted towards areas that had a high probability of yielding economic benefits for Canadians in the years to come. With this in mind, a number reiterated what they viewed as the importance for the Government of Canada to provide frequent updates regarding the investments it would be making and the economic growth that they generated as a result. A smaller number felt differently, believing that while it was important for the federal government to be making investments towards growing the economy, this approach should be balanced with commensurate cost reductions in other areas, with a focus on reducing (rather than increasing) overall federal spending.

Informed that the Government of Canada had said that, given the ongoing trade war with the U.S., the Canadian economy would need to be diversified to be less reliant on the U.S., and that this meant that investments would have to be made towards major projects such as homebuilding, supporting industries impacted by the trade war, and strengthening Canada's military, participants were asked whether they agreed or disagreed with this approach. On balance, almost all expressed support, with several believing that Canada had become overly reliant on the U.S. in recent decades and that this had left the country in a vulnerable economic position. It was widely felt that it was important for the federal government to be working to increase the self-sustainability of the Canadian economy and protect domestic industries and sectors, while also taking steps to deepen the country's trade relationships with a wide range of global partners. Several also reacted positively to the initiative of strengthening Canada's military, believing it was important to proactively make investments towards increasing the country's ability to defend itself from a wide range of potential threats.

Discussing how they would feel if making investments in these areas meant that there would be an increase to the national deficit, most believed that this would be acceptable in the short term so long as these investments ultimately led to economic growth and greater economic independence from the U.S. going forward. Several felt that while spending deficits should be avoided wherever possible, it made sense for the Government of Canada to be making these investments as a way of responding to ongoing trade disruptions with the U.S. and other challenges related to the high cost of living and a lack of affordable housing. A number, however, reiterated that it was very important that investments be made in a highly calculated manner by the federal government and that every dollar be spent in the most effective way possible, ensuring that there would not be any financial waste associated with these initiatives. A few felt differently than others, believing that the Government of Canada should not be making any investments that would lead to an overall increase to the national debt. Among these participants, it was felt that in order to protect the financial wellbeing of future generations of Canadians, it was important for the federal government to be doing whatever it could to return to a balanced budget and pay down the national debt in the years to come.

## Electric Vehicles (Greater Vancouver Area, 905 Region Ontario, Northwest Territories, Quebec City, Northern Ontario)

Five groups engaged in discussions focusing on electric vehicles (EVs) and recent actions that had been taken by the Government of Canada related to this sector. Asked whether they had recently seen, read, or heard any news related to the federal government and EVs, only a small number indicated that they had. Among those who had heard something, participants recalled actions such as the pausing of the Incentives for Zero-Emission Vehicles (iZEV) program (though not mentioned by name), as well as the removal of EV-related sales targets that had previously been established by the federal government. A few were also of the impression that the Government of Canada had been making increased investments as of late towards the construction of EV infrastructure (such as charging stations) in many parts of the country.

Asked whether they were currently considering purchasing or leasing an EV, only a few indicated that they were, with a very small number reporting already owning/leasing an EV or hybrid vehicle. Participants identified a few concerns when describing their hesitancy towards purchasing an EV. These included:

- Financial costs – A large number expressed concerns about the financial costs they associated with EVs, with participants mentioning the perceived high upfront costs required to purchase these vehicles, the cost of using public charging stations, and the amount that they would potentially have to spend when it came to maintaining/repairing their EVs and the batteries used to power these vehicles;
- Insufficient infrastructure – Several also were concerned about the availability (or lack thereof) of EV infrastructure such as charging stations in their regions. This was especially thought to be an issue among those residing in the Northwest Territories and Northern Ontario who reported frequently having to drive long distances to rural or remote locations and did not believe that there would be enough charging stations available along their journeys for them to feel confident in driving an EV; and
- Performance in cold weather – Participants also were worried that EVs may not perform as well in colder weather, especially during periods of extreme cold that are typically experienced by many parts of the country throughout the winter months.

Among the small number who expressed that they might be interested in purchasing or leasing an EV, participants identified benefits such as no longer having to pay for gasoline, being able to enjoy the cutting-edge technology that they believed was included in many EV models, and the positive impacts that they expected increased EV use would have on reducing emissions and mitigating the impacts of climate change.

Discussing whether they would be interested in purchasing a used EV, few felt that they would. Sharing their reasons, several believed that batteries in used EVs would likely need to be repaired or replaced much sooner compared to a new EV and, as a result, could lead to higher financial costs in

the long-term. Among the small number who indicated that they would consider buying a used EV, it was thought that doing so would involve considerably lower upfront costs compared to purchasing the vehicle new, making a used EV a much more affordable option for them financially.

Asked to identify what they viewed as the biggest benefits of driving an EV compared to conventional gas or diesel vehicles, many reiterated the positive impacts they believed EVs would have on reducing emissions, protecting the environment, and continuing the fight against climate change. Several also mentioned the expected financial benefits of no longer having to pay for gasoline as well as regular services such as oil changes. The view was also expressed that EVs were especially useful for those who typically only drive short distances, with participants believing that these vehicles were much more energy efficient compared to gas or diesel vehicles. Discussing what benefits, if any, they felt increased EV use would have on their respective communities, many believed that greater EV adoption would lead to cleaner air and positive health benefits for those in their area and would contribute to a healthier and more sustainable environment overall.

Describing what they felt to be the biggest barriers they faced when it came to purchasing an EV, a large number again mentioned the high expenses associated with purchasing an EV, as well as concerns about a lack of charging infrastructure and the performance of EVs in colder weather. Several also did not believe that their home electrical systems would have the capacity to charge EVs and thus did not view this type of vehicle as being a realistic option for them. Those living in rural or remote communities also noted that they felt it would be more difficult to service their EV locally due to a lack of available trained mechanics, making it potentially inconvenient to get repairs. A few also expressed concerns about the potential negative environmental impacts of EVs, particularly as it related to the damage caused by the mining of the raw minerals required for EV batteries and potential challenges related to the disposal of these batteries at the end of their life spans.

Participants were next provided with the following information:

*Canadians typically commute an average of 50km to 60km per day. Many EVs now have 400 – 500km of driving range, meaning they can be driven hundreds of kilometers before requiring charging. Last year, a CAA study of over 16,000 current EV drivers in Canada also showed that current drivers do over 80 per cent of their charging at home, rather than at public charging stations.*

While several felt that this information was promising, particularly the 400-500 kilometre (km) driving range for many EVs, a number again questioned whether this range could be expected to hold up under extreme cold weather or if it would be drastically reduced in these situations. Additionally, while feeling that a 400-500 km range would be sufficient for most situations, a few felt that this would become inconvenient on longer road trips, especially given their impression that it typically took around 30 to 45 minutes to fully charge an EV battery compared to only a few minutes to fill up a tank of gas. Reacting to the information that current EV drivers reported doing over 80 per cent of their charging at home, while several felt that home charging would be more convenient compared to having to drive to a charging station, a number reiterated concerns about whether their electrical systems had the capacity to charge an EV.

Participants were next informed of the following:

*The Government of Canada recently indicated that it intended to bring back the consumer rebate program, formerly known as the Incentives for Zero-Emission Vehicles Program (iZEV), to help make electric vehicles more affordable.*

Asked whether this information in any way changed how they felt about EVs, a number expected that the return of a consumer rebate program could increase their interest in purchasing one of these vehicles. It was expressed that if the federal government wanted more Canadians to choose to drive EVs going forward, it was important for it to continue taking steps such as this to make these vehicles more affordable. A few, however, questioned why the iZEV program had been discontinued in the first place and whether there were any potential drawbacks that could arise if a similar type of consumer rebate program was reintroduced.

Participants in the group based in the Greater Vancouver Area (GVA) were informed that the Government of Canada had set a target that by 2035, all new cars and trucks sold in Canada must be zero-emission, meaning fully electric or plug-in hybrid electric. Asked whether they expected the federal government would achieve this target, almost all believed that this was an unrealistic goal and was unlikely to occur by 2035. Several expressed skepticism as to whether the country's energy infrastructure was capable of accommodating a mass public transition to EV usage, believing that this would place significant demand on electricity grids in many parts of the country and could potentially lead to overloads and blackouts. Asked whether the Government of Canada should stick with this target timeline, tighten the timeline (i.e. sooner than 2035), extend the timeline (i.e. later than 2035), or remove the target completely, a roughly equal number believed it should extend the timeline as those who felt the target should be removed completely.

All participants except those based in the GVA were provided with the following information:

*The Government of Canada has set targets for the sale of all new zero-emission cars and trucks sold in Canada, meaning fully electric or plug-in hybrid electric. The targets were originally set to begin for the 2026 model year; however, the federal government recently announced that it was removing the target for 2026 and will conduct a 60-day review of the overall policy. This announcement is part of a series of measures to help the sectors most affected by U.S. tariffs.*

Discussing how they felt about the Government of Canada's decision to remove the zero-emission targets for 2026 models, a larger number thought that this was a prudent action compared to those who felt otherwise. Among those who supported this decision by the federal government, it was felt that EVs were in many cases prohibitively expensive and would be difficult for a large number of lower- and middle-income households to afford. The view was also expressed that, given other pressing issues facing Canadians, such as the perceived high cost of living and a lack of affordable housing, it did not make sense for the federal government to be focusing on meeting these targets related to ZEV sales. For those who felt the 2026 target should have remained in place, the view was expressed that climate-related goals such as the reduction of carbon emissions were important for the Government of Canada to be focusing on, and that having these types of targets in place helped to provide clear and measurable goals for the country to work towards.

All participants, with the exception of those in the GVA, were asked whether they felt the federal government should reintroduce targets for the sale of all new zero-emission cars and trucks starting in 2027, continue to pause its targets in the near term, or remove these targets completely. On balance, a slightly larger number felt the Government of Canada should continue to keep these targets paused compared to those who felt they should be removed altogether, with only a few believing that these targets should return in 2027. Among those who noted that the targets should remain paused, it was felt that until these vehicles became more affordable and sufficient charging infrastructure was available throughout the country, it was not realistic to expect ZEV sales targets such as these to be met. For those who thought that the targets should be removed altogether, the view was expressed that Canadians should have the choice to purchase their preferred type of vehicle, whether it be gasoline- or diesel-powered or electric, and that it was not the role of the federal government to be influencing these types of decisions. For the small number who believed these targets should be reimplemented in 2027, the view was reiterated that climate change remained an issue that required urgent attention and that it was important for the federal government to be taking whatever steps it could to encourage Canadians to reduce their emissions going forward.

## Immigration (British Columbia First-Generation Canadians)

The group comprised of first-generation Canadians residing in British Columbia (B.C.) took part in a discussion related to the Canadian immigration system and recent targets related to immigration that had been announced by the federal government. Discussing what they had seen, read, or heard as of late related to the Government of Canada and immigration, several reported hearing that federal immigration targets had been reduced for 2025 (and going forward), leading to fewer new arrivals to Canada over the past year.

Asked how they would describe the current state of the Canadian immigration system, several viewed it as being somewhat unpredictable at present, believing that the Government of Canada's immigration targets and policies had changed quite drastically as of late. The view was expressed that, following a period of several years of considerably higher than normal immigration rates, the federal government had recently introduced a much more restrictive policy in this area.

Questioned as to whether they had gone through the Canadian immigration process themselves, all reported that they had, with several describing this process as having been quite difficult to navigate. Expanding upon this, a number recalled feeling that Canada's immigration policy had been in a constant state of flux over the course of their immigration journeys, making it difficult at times for them to have confidence that their applications would ultimately be successful. Participants also described the Canadian immigration process as having been long and time consuming, with many reporting that it had taken several years for them to receive their permanent residency and/or Canadian citizenship. Other challenges mentioned by participants included the perceived high financial costs of immigrating to Canada (especially for those who initially arrive as students and may

not immediately have a regular source of income) as well as issues related to the foreign credential recognition process and being able to work in their fields of expertise upon arriving in Canada.

Discussing whether they felt that there were too many, too few, or about the right amount of immigrants coming to Canada at present, almost all believed that the rate of immigration had been too high in recent years. Several expressed the opinion that higher than normal immigration had placed considerable strain on areas such as housing, health care, education, and other important infrastructure and services, with a number believing that an extended period of low immigration would likely be required to give Canadian communities time to catch up in these areas.

Participants were next informed that each year the Government of Canada sets new targets for the number of immigrants coming to Canada and that for 2026 this target had been set at 380,000 new arrivals. Reacting to this information, many felt that this number was too high and believed that there would not be enough available housing, employment opportunities, and services such as health care and education to accommodate a population increase of this level. When asked how they would feel if the federal government reduced its target by 5 per cent for a total of approximately 360,000 new immigrants, most thought that this target was still too high given the concerns they had previously expressed regarding the capacity of Canadian communities to take in this many new arrivals. Discussing a scenario where the Government of Canada reduced its target by 15 per cent, for a total of 320,000 new immigrants (representing a lower level than in 2019, prior to the COVID-19 pandemic), several still felt that this number was too high. Related to this, the view was expressed that the amount of new immigrants that could be accommodated likely varied considerably depending on which region/communities these individuals were arriving in. As such, it was thought that the federal government should work more closely with provincial/municipal governments when calculating its immigration targets in the future.

Informed that, in addition to admitting immigrants as permanent residents, Canada also admits temporary residents, such as international students and temporary foreign workers (TFWs), participants were asked whether they felt there were too many, too few, or about the right number of individuals arriving in Canada via these pathways. Focusing largely on the issue of international students, participants expressed a wide range of opinions. While several felt that (following recent changes in policy by the federal government) there were now about the right number of international students coming to Canada, a number expressed empathy for those students who had planned on applying to stay in Canada permanently who would now need to reconsider their plans. A smaller number felt that there were now too few international students coming to Canada and believed that this would have a negative impact on the financial situations of many post-secondary institutions across the country who would no longer be receiving as much in international tuition revenue.

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

*In 2024, the Government of Canada announced a temporary cap on new international student study permits. For 2025, it planned to issue a total of 437,000 study permits, which represents a 10 per cent decrease from the 2024 cap. Furthermore, most study permit applicants are now required to submit a provincial or territorial attestation letter (PAL/TAL) which confirms that they have been assigned one of*

*the available spaces to study in that province or territory. Certain exemptions apply to exchange students, primary and secondary students, among others.*

Asked what they thought about the federal government's decision to decrease the total number of international student study permits, most believed that this was a logical step in the short term as the country worked to catch back up after several years of higher-than-normal immigration. The view was expressed that, in addition to issuing fewer study permits, the Government of Canada should also place a stronger focus on recruiting individuals seeking to study and obtain training in sectors that were currently experiencing high demand for workers, such as health care and education. Many also reacted positively to the new requirement for prospective international students to submit a provincial or territorial attestation letter (PAL/TAL) as part of their application. It was felt that this would be an effective way of mitigating immigration fraud and would provide a system by which the federal government could monitor the number of international students arriving in each province/territory and ensure that they were being evenly dispersed throughout the country.

## Wildfires (Avalon Peninsula Newfoundland and Labrador Impacted by Wildfires)

The group comprised of individuals residing in the Avalon Peninsula of Newfoundland and Labrador who reported having been impacted by wildfires engaged in a conversation related to these natural disasters as well as the Government of Canada's response to them.

Asked whether they had experienced serious impacts from wildfires, such as receiving an evacuation alert and/or being evacuated from their homes, a roughly equal number reported that they had compared to those whose had been impacted in less serious ways. Among those who had faced more serious impacts, many reported that their physical and/or mental health had suffered as a result of these experiences. Describing specific issues that they had faced, participants mentioned challenges related to health issues caused by smoke inhalation, anxiety from the experience of being evacuated and displaced from their homes, frustration related to dealing with insurance companies in the aftermath of this event, and concern related to the damage that the wildfires had caused to the landscape surrounding their respective communities.

Discussing how easy (or difficult) it had been to access services and supports during these wildfires, whether they had been evacuated or had remained in their community, while a few mentioned having been able to access health care supports related to pre-existing conditions, participants largely felt that supports had been difficult to access, were located too far away, and/or had only been offered for a short period of time. A small number expressed having found it difficult to access information related to the supports and services that were available, be they from the federal government or otherwise.

Questioned as to whether they had seen, read, or heard anything about the Government of Canada in terms of its response to the wildfires that had occurred in Newfoundland and Labrador, participants



recalled actions such as its recruitment of firefighting personnel from other provinces/territories, its provision of financial compensation to volunteer firefighters, and its commitment to provide a dollar-for-dollar matching donation to all contributions made to the Canadian Red Cross *2025 Newfoundland and Labrador Wildfires Appeal*.

Asked whether they felt the federal government had been on the right track or the wrong track in its response to the wildfires, a roughly equal number thought that it was on the wrong track compared to those who were more conflicted in their opinions. Among those who felt the Government of Canada was headed in the wrong direction in its response, it was thought that there had not been enough resources and financial supports provided to those who had been impacted by the wildfires, with a number of the opinion that the federal response to this situation had unfolded too slowly. For those who were more uncertain, a number felt that while the federal government had not been effective in providing adequate supports in the initial aftermath of these wildfires, its response had improved as time went on.

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

*In response to requests for federal assistance from the Government of Newfoundland and Labrador, the Government of Canada is providing resources to support efforts to battle the wildfires. This can include things like providing airlift resources, type 3 firefighters to assist firefighting efforts, transportation of essential people and goods, and humanitarian workforce support for emergency evacuation and sheltering activities (e.g., congregate shelters and reception centres, meals, mental health supports, and first aid).*

*The Government of Canada has also announced that it will match every dollar donated to the Canadian Red Cross 2025 Newfoundland and Labrador Wildfires Appeal to support wildfire disaster relief efforts across Newfoundland and Labrador.*

While several reacted positively to these initiatives, a number believed that more needed to be done to proactively prevent wildfires, such as implementing more firebreaks in vulnerable areas and performing controlled burns. Going forward, it was felt that more needed to be done by the Government of Canada to upgrade its firefighting infrastructure and ensure that sufficient firefighting personnel would be readily available to combat wildfires in all parts of the country during the warmer and dryer months of the year. The view was also expressed that additional resources should be allocated towards ensuring that those displaced by wildfires are able to obtain safe and affordable temporary housing and that mental health resources are made accessible for those who are impacted by these events.

# Environment and Climate Change

## Canada Message Testing (Nova Scotia Parents of Children in Day Care, British Columbia First-Generation Canadians, Laval Region Quebec)

Three groups shared their perspectives related to messaging that had been developed by Environment and Climate Change Canada (ECCC) to inform Canadians about recent updates to the federal government's climate change strategy. Participants were informed that while the details of this strategy were still being finalized, the messages were intended to provide a broad understanding of the steps that the Government of Canada would be taking related to the environment and the fight against climate change going forward.

The first message shown to participants was:

*Canada is committed to reaching net-zero emissions by 2050 and improving our economic competitiveness — not just because it's essential for the climate, but because experts tell us that prosperous economies in the future will be low-carbon, resilient, and strong enough to handle the demands of AI, electrification, and new trading relationships. The Government of Canada is making targeted adjustments to some climate policies to support our economy in this transition while navigating pressure on our economy from U.S. tariffs. The Climate Competitiveness Strategy is a key part of the federal government's plan to build Canada's economic strength to create more certainty and prosperity for all Canadians by transforming our economy into one that is more competitive, sustainable and resilient to global shocks.*

Reacting to this information, while several believed that it was important for the federal government to continue to be focused on protecting the environment and mitigating the impacts of climate change, many felt that other issues (such as the cost of living and a perceived lack of affordable housing) represented more pressing priorities. Among these participants, it was thought that increasing Canada's economic strength needed to be the top priority for the federal government for the foreseeable future and that while lowering emissions was important, it should not come at the expense of economic development. Focusing on the goal of reaching net-zero emissions by 2050, a number felt that this target was unrealistic and did not believe it would be achievable without making considerable economic sacrifices. A few were also of the impression that Canada was a relatively low producer of carbon emissions compared to other larger, industrial nations and did not believe that the federal government should be prioritizing lowering emissions if other countries were not also taking similar steps.

A smaller number felt differently and believed that combatting climate change needed to remain a major priority for the federal government, especially when it came to protecting the wellbeing of future generations. Among these participants it was thought that it was important for the Government of Canada to be adopting a strategy (such as the one described in the message) that prioritized both



economic growth as well as actions to reduce carbon emissions going forward. A few felt, given their perception of climate change as an existential threat, that the Government of Canada should consider setting more ambitious climate targets, even if this came at the expense of economic growth in the years to come.

The next message shown to participants was:

*While the transition to net zero is crucial for fighting climate change, recent economic pressures tied to U.S. policies mean that some actions to meet our short-term climate goals could come at a cost to jobs and investment. We're still pushing hard to reduce pollution and lower our emissions but doing it in a way that supports Canadian workers, communities, and industries.*

Sharing their reactions, a large number felt positively regarding what they perceived as the federal government's acknowledgement of the importance of supporting Canadian workers, communities, and industries as it took steps to fight climate change and transition to a net-zero economy. A number interpreted this message as meaning that while the federal government remained committed to fighting climate change, it would be doing so in a way that would help to strengthen the economy and provide more opportunities for Canadian workers and industries, with several believing that this was the right approach to be taking. Related to this, a number reiterated the view that while climate change was an important priority, they did not wish to see short-term climate goals achieved at the expense of large-scale job losses and lower economic productivity going forward. A smaller number felt differently and believed that, given the perceived significant negative impacts that climate change could have on present and future generations, some level of job loss was acceptable to create a more sustainable, environmentally friendly economy going forward. A few felt that greater clarity needed be provided regarding what types of jobs and investments could potentially be lost, believing that it was difficult to evaluate this message without knowing this information.

Groups were next presented with the following message:

*Ensuring that large emitters - like big manufacturers pay a price for the carbon pollution they create is an important part of Canada's plan to build a strong economy and greener future because it creates a financial incentive to pollute less and invest more in cleaner ways of doing business. Industrial carbon pricing is the lowest-cost way for Canadian products and services to be competitive and better for the environment.*

Participants expressed a wide range of reactions to this message, with a roughly equal number responding positively relative to those who were more uncertain in their views. For several, it was felt that it was important for there to be a financial cost for companies that are major emitters, with a number believing that industrial emitters had far more of an impact on climate change relative to everyday consumers. Related to this, a number liked what they perceived as the message's focus on industrial emitters (rather than consumers) and believed that this would help to ensure that Canadian households would not face increased financial costs as a result of these measures. Among those who were more uncertain about this approach, participants expressed concerns that industrial carbon pricing could potentially make Canadian businesses and industries less competitive on the global stage. A few were worried that an increased focus by the federal government on carbon pricing for



major industrial emitters could prompt some of these companies to consider relocating to other jurisdictions, potentially leading to job losses for Canadian workers. A number also questioned the overall effectiveness of industrial carbon pricing and expected that, rather than reducing their emissions, businesses would likely raise prices for consumers in order to account for the additional costs they incurred as a result of this system.

The final message shown to participants was:

*The Government of Canada is taking action to ensure the long-term success of Canada's transition to electric vehicles (EVs). At the same time, the EV sector is facing economic pressure due to U.S. tariffs, so the federal government is removing its mandatory sales targets that were set to begin for new 2026 EV models.*

Similar to the sentiments shared in the earlier section of this report focusing on EVs, most reacted positively to this message, with many believing that the 2026 EV sales target had not been realistic and that the federal government had been correct in its decision to remove it. A large number felt that the upfront prices for EVs were prohibitively expensive for many Canadians, and that more needed to be done to make these vehicles more affordable if a mass transition to EVs were to occur. Several also did not believe that there was sufficient infrastructure (such as charging stations) to accommodate this type of sales target and felt that electricity grids in many parts of the country were currently unprepared for a large-scale transition from gasoline-powered cars to EVs. A few thought that, to account for the impact of U.S. tariffs on Canada's EV sector, more could be done by the Government of Canada to establish closer trade relationships with other nations that manufactured these vehicles. A number also expressed the view that, rather than focusing on increasing the use of EVs among Canadians, the federal government should instead prioritize increasing the development of public transportation networks (such as high-speed rail) across the country.

# Appendices

## Appendix A – Recruiting Scripts

## September English Recruiting Script

### Recruiting Script – September 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	Wed, Sept 3 <sup>rd</sup>	9:00-11:00 PM	6:00-8:00 (PST)	Greater Vancouver Area	General Population	TBW
2	Thurs, Sept 4 <sup>th</sup>	4:30-6:30 PM	6:00-8:00 (NDT)	Avalon Peninsula, Newfoundland and Labrador	Impacted by wildfires	DN
3	Tues, Sept 9 <sup>th</sup>	6:00-8:00 PM	6:00-8:00 (EDT)	905 Region Ontario	General Population	DN
4	Wed, Sept 10 <sup>th</sup>	8:00-10:00 PM	6:00-8:00 (MDT)	Northwest Territories	General Population	MP
6	Tues, Sept 16 <sup>th</sup>	8:00-10:00 PM	6:00-8:00 (MDT)	Northern Alberta	Individuals aged 35- 54 Concerned about the Economy	TBW
7	Wed, Sept 17 <sup>th</sup>	8:00-10:00 PM	6:00-8:00 (CST)	Regina	Prospective Homebuyer/Renters	TBW
9	Mon, Sept 22 <sup>nd</sup>	6:00-8:00 PM	6:00-8:00 (EDT)	Northern Ontario	General Population	MP
10	Tues, Sept 23 <sup>rd</sup>	5:00-7:00 PM	6:00-8:00 (ADT)	Nova Scotia	Parents of Children in Daycare	DN
11	Wed, Sept 24 <sup>th</sup>	9:00-11:00 PM	6:00-8:00 (PST)	British Columbia	First-Generation Canadians	TBW



## **Recruiting Script**

### **INTRODUCTION**

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

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

### **RECORD LANGUAGE**

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

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

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

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

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

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

### **SCREENING QUESTIONS**

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

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

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

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

**LOCATIONS:**

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

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

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

LOCATION	CITIES	
Greater Vancouver Area	<p>Cities include:</p> <p>Vancouver, Abbotsford, Burnaby, Coquitlam, Richmond, Surrey, Delta, Langley, White Rock, Chilliwack, Mission Hope, Maple Ridge, New Westminster, North Vancouver, Port Coquitlam, Port Moody</p> <p><b>ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. NO MORE THAN TWO PER CITY.</b></p>	<b>CONTINUE – GROUP 1</b>
Avalon Peninsula, Newfoundland and Labrador	<p>Cities include</p> <p>St. John's, Mount Pearl, Conception Bay South, Paradise, Portugal Cove-St. Philip's, Torbay</p> <p><b>ENSURE A GOOD MIX ACROSS THE REGION.</b></p>	<b>CONTINUE – GROUP 2</b>
905 Region Ontario	<p>Cities include:</p>	<b>CONTINUE – GROUP 3</b>

	<p>Peel Region: Mississauga, Brampton, Caledon</p> <p>Halton Region: Oakville, Burlington, Milton, Halton Hills</p> <p>Niagara Region: St. Catherines, Niagara Falls, Welland, Fort Erie, Niagara-on-the-Lake</p> <p>Hamilton: Hamilton, Ancaster, Stoney Creek, Dundas, Glanbrook</p> <p><b>ENSURE A GOOD MIX ACROSS REGIONS.</b></p>	
Northwest Territories	<p>Cities include (but are not limited to):</p> <p>Yellowknife, Hay River, Inuvik, Fort Smith, Fort Simpson</p>	<b>CONTINUE – GROUP 4</b>
Northern Alberta	<p>Cities include (but are not limited to):</p> <p>Grande Prairie, Cold Lake, Fort McMurray, Mackenzie County, Lac la Biche County, Athabasca, Peace River</p> <p><b>ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.</b></p>	<b>CONTINUE – GROUP 6</b>
Regina	<p>Cities include:</p> <p>Regina</p> <p><b>PARTICIPANTS MUST RESIDE IN ABOVE NOTED CITY PROPER.</b></p>	<b>CONTINUE – GROUP 7</b>
Northern Ontario	<p>Cities include (but are not limited to):</p> <p>Sudbury, Thunder Bay, Sault Ste. Marie, North Bay, Timmins, Kenora, Elliot Lake, Temiskaming Shores, Dryden</p> <p><b>ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.</b></p>	<b>CONTINUE – GROUP 9</b>
Nova Scotia	<p>Cities include (but are not limited to):</p> <p>Halifax, Dartmouth, Bedford, Sackville, Timberlea, Eastern Passage, Cole Harbour, Spryfield</p>	<b>CONTINUE – GROUP 10</b>

	<b>ENSURE A GOOD MIX. NO MORE THAN 3 FROM HALIFAX.</b>	
British Columbia	<p>Cities could include (but are not limited to):</p> <p>Vancouver, Kamloops, Chilliwack, Victoria, Maple Ridge, New Westminster, Prince George, Port Coquitlam, North Vancouver, Abbotsford, Burnaby, Coquitlam, Richmond, Surrey, Delta, Langley, White Rock, Chilliwack, Mission Hope, Maple Ridge, New Westminster, Port Moody</p> <p><b>ENSURE A GOOD MIX. NO MORE THAN 2 PER CITY.</b></p>	<b>CONTINUE – GROUP 11</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>IF GROUP 6 – THANK AND END</b> <b>ALL OTHERS CONTINUE</b>
35-54	<b>CONTINUE</b>
55-64	<b>IF GROUP 6 – THANK AND END</b>
65+	<b>ALL OTHERS CONTINUE</b>
[Volunteered] Prefer not to answer	<b>THANK AND END</b>

**ENSURE A GOOD MIX WHERE APPLICABLE. GROUP 6 WILL BE COMPOSED ENTIRELY OF THOSE AGED 35-54.**

4. **ASK ONLY IF GROUP 2** Have you or your community been impacted by wildfires in the last five years?

Yes      **CONTINUE 4a.**  
 No        **THANK AND END**  
**VOLUNTEERED** Prefer not to answer **THANK AND END**

**4a. ASK ONLY IF GROUP 2** Which of the following best describes the level of impact that wildfires have had on you or your community?

Major impact	<b>CONTINUE Q4b.</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.**

**4b. ASK ONLY IF GROUP 2** 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	

**SKEW GROUP TO THOSE WHO SAY RELOCATION/EVACUATION/PROPERTY LOSS/CROP LOSS/LOSS OF DAILY RESOURCES.**

**5. ASK ONLY IF GROUP 6** Thinking about the issues presently facing Canada, from the following list, which two or three issues do you feel are the top priorities?

- Healthcare
- The Economy **IF GROUP 6, CONTINUE TO 4a**
- Housing Affordability
- Environmental Issues/Climate Change
- Indigenous Issues and Reconciliation
- Immigration
- Canada-U.S. Relations
- Crime and Public Safety
- The Cost of Living
- Inequality and Poverty

**GROUP 6 MUST SELECT THE ECONOMY AS ONE OF TWO/THREE ISSUES TO CONTINUE.**



5a. **ASK ONLY IF GROUP 6** You mentioned the economy as one of the most important issues facing Canadians today. How concerned are you about the state of Canada’s economy?

- |   |                            |
|---|----------------------------|
| Extremely concerned                     | <b>CONTINUE TO GROUP 6</b> |
| Very concerned                          | <b>CONTINUE TO GROUP 6</b> |
| Somewhat concerned                      | <b>THANK AND END</b>       |
| Not too concerned                       | <b>THANK AND END</b>       |
| Not at all concerned                    | <b>THANK AND END</b>       |
| <b>VOLUNTEERED</b> Prefer not to answer | <b>THANK AND END</b>       |

5b. **ASK ONLY IF GROUP 6** From the following, which two economic issues concern you the most?

- Inflation and rising prices
- Trade uncertainty/Tariffs
- Job security and employment opportunities
- Housing affordability
- Business closures and economic growth
- Interest rates and borrowing costs
- Other, please specify: \_\_\_\_\_

**ENSURE A GOOD MIX BY ISSUE OF CONCERN. GROUP 6 WILL BE COMPOSED ENTIRELY OF THOSE AGED 35-54 WHO ARE CONCERNED ABOUT THE ECONOMY.**

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

Own	<b>IF GROUP 7 – THANK AND END</b>
	<b>ALL OTHERS CONTINUE</b>
Rent	<b>CONTINUE</b>
<b>VOLUNTEERED</b> Living at home	
<b>VOLUNTEERED</b> Other, please specify:	
<b>VOLUNTEERED</b> Don’t know/not sure	<b>THANK AND END</b>

6a. **ASK ALL GROUPS EXCEPT GROUP 7** Which of the following best describes the residence you currently [own/rent]?

- |                              |                 |
|------------------------------|-----------------|
| Condo                        | <b>CONTINUE</b> |
| Apartment                    | <b>CONTINUE</b> |
| Single family home           | <b>CONTINUE</b> |
| Townhome                     | <b>CONTINUE</b> |
| Other, please specify: _____ | <b>CONTINUE</b> |
- ENSURE A GOOD MIX.**

7. **ASK ONLY IF GROUP 7** Are you currently looking to purchase a home within the next 2 years?

- |                |                       |
|----------------|-----------------------|
| Yes            | <b>CONTINUE TO 7B</b> |
| Not sure/Maybe | <b>CONTINUE TO 7A</b> |



No **CONTINUE TO 7A**  
**VOLUNTEERED** Prefer not to answer **THANK AND END**

**7a. ASK ONLY IF GROUP 7** Are you currently looking to rent a home within the next 2 years? If you are currently renting, this would include moving to a different rental.

Yes **CONTINUE**  
Not sure/Maybe **THANK AND END**  
No **THANK AND END**  
**VOLUNTEERED** Prefer not answer **THANK AND END**

**7b. ASK ONLY IF GROUP 7** Which of the following best describes the residence you are looking to [own/rent]?

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

**ENSURE A GOOD MIX.**

**GROUP 7 WILL BE COMPOSED OF THOSE WHO ARE PROSPECTIVE HOMEBUYERS AND/OR LOOKING TO RENT. ENSURE A GOOD MIX.**

**8. ASK ONLY IF GROUP 10** Do you have any children under the age of 13?

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

**8a. ASK ONLY IF GROUP 10** Are any of your children under the age of 13 currently attending daycare?

Yes, they currently are in daycare	<b>CONTINUE TO Q8b.</b>
No, but I am currently looking to enroll my child/children in daycare within the next 12 months	<b>THANK AND END</b>
No, they are not currently attending, and I am not looking to enroll them in daycare within the next 12 months	
<b>VOLUNTEERED</b> Prefer not to answer	

**8b. ASK ONLY IF GROUP 10 IF 'YES, CURRENTLY IN DAYCARE' AT Q8a, ASK:** Which of the following best describes the program your child/children is/are currently enrolled in?

Daycare centre, 5 days a week	<b>CONTINUE TO Q8c.</b>
Daycare centre, part time	
Home daycare, 5 days a week	
Home daycare, part time	
Before and after school program	
<b>VOLUNTEERED</b> Prefer not to answer	<b>THANK AND END</b>

**ENSURE A GOOD MIX BY TYPE OF DAYCARE. SKEW TO THOSE WITH CHILDREN ATTENDING DAYCARE FULL TIME (5 DAYS A WEEK).**

8c. **ASK ONLY IF GROUP 10** Could you please tell me the age(s) of your children who are under the age of 13 and attending daycare?

Child	Age
1	
2	
3	
4	
5	

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

9. **ASK ONLY IF GROUP 11** Were you born in Canada?

Yes                    **THANK AND END**  
 No                     **CONTINUE TO Q9a.**  
**VOLUNTEERED** Prefer not to answer **THANK AND END**

9a. **ASK ONLY IF GROUP 11** What country were you born in?

**RECORD ANSWER. ENSURE A GOOD MIX.**

9b. **ASK ONLY IF GROUP 11** How many years have you lived in Canada?

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

10. 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."



11. 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**

12. 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

13. **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**

14. **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**

15. **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.**

16. 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.20**

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

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

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



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

**19.** 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.

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

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

**VOLUNTEERED** Prefer not to answer **THANK AND END**  
**ENSURE A GOOD MIX.**

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

Accommodation and Food Services  
Administrative and Support, Waste Management and Remediation Services  
Agriculture, Forestry, Fishing and Hunting  
Arts, Entertainment and Recreation  
Automotive  
Construction  
Educational Services  
Finance & Insurance  
Health Care  
Social Assistance  
Information and Cultural Industries  
Management of Companies and Enterprises  
Manufacturing  
Mining, Quarrying, and Oil and Gas Extraction  
Other Services (except Public Administration)  
Professional, Scientific and Technical Services  
Public Administration

- Real Estate and Rental and Leasing
- Retail Trade
- Transportation and Warehousing
- Utilities
- Wholesale Trade
- Unemployed
- Full Time Student
- Retired
- Other, please specify: \_\_\_\_\_

**ENSURE A GOOD MIX BY TYPE OF EMPLOYMENT IF APPLICABLE. NO MORE THAN TWO PER SECTOR. NO MORE THAN 2 WHO ARE UNEMPLOYED WHERE APPLICABLE. NO INTERNATIONAL STUDENTS IN ANY GROUPS.**

- 22. 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	
\$100,000 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.**

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

- White/Caucasian
- South Asian (e.g., East Indian, Pakistani, Sri Lankan)
- Chinese
- Black
- Latin American
- Filipino
- Arab
- Southeast Asian (e.g., Vietnamese, Cambodian, Thai)
- Korean or Japanese
- Indigenous
- Other (specify)

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

**ENSURE A GOOD MIX.**

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

Male  
Female

**CONTINUE**  
**CONTINUE**

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

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

Yes **CONTINUE TO INVITATION**

No **THANK AND END**

**INVITATION**

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

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

Would you be willing to attend?

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

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

**Name:**

**Telephone Number:**

**E-mail Address:**

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

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

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



THE  
**STRATEGIC  
COUNSEL**

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:** \_\_\_\_\_

## September French Recruiting Script

### Questionnaire de recrutement – septembre 2025 Groupes en français

#### Résumé des consignes de recrutement

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

Caractéristiques des groupes de discussion :

GRUPE	DATE	HEURE (HNE)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
5	jeudi septembre 11 <sup>th</sup>	6:00-8:00 PM	6:00-8:00 PM (HNE)	Ville de Quebec	Population générale	MP
8	jeudi septembre 18 <sup>th</sup>	6:00-8:00 PM	6:00-8:00 PM (HNE)	Centres de taille grande au Québec	Canadiens/canadiennes de la classe moyenne	MP
12	jeudi septembre 25 <sup>th</sup>	6:00-8:00 PM	6:00-8:00 PM (HNE)	Région de Laval	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	
Ville de Québec	Ville de Québec  <b>LES PARTICIPANTS DOIVENT RÉSIDER DANS LEDIT CENTRE.</b>	<b>CONTINUER – GROUPE 5</b>
Centres de taille grande au Québec	Les villes peuvent notamment comprendre :  Grands centres : Population 100 000+  <u>Les grandes villes</u> : Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière  <b>PAS PLUS QUE DEUX PARTICIPANT PAR VILLE. ASSURER UN BON MÉLANGE.</b>	<b>CONTINUER – GROUPE 8</b>
Région de Laval	Les villes peuvent notamment comprendre :  Chomedey, Duvernay, Auteuil, Fabreville, Laval-des Rapides, Laval-Ouest, Laval-sur-le-Lac, Pont-Viau, Sainte-Dorothée, Sainte-Rose, Saint-François, Saint-Vincent-de-Paul, Vimont  <b>ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA RÉGION.</b>	<b>CONTINUER – GROUPE 12</b>
<b>RÉPONSE SPONTANÉE</b>		<b>REMERCIER ET CONCLURE</b>

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

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

5. 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 ans ou plus	<b>REMERCIER ET CONCLURE</b>
<b>RÉPONSE SPONTANÉE</b> Préfère ne pas répondre	

6. **DEMANDER SEULEMENT POUR LE GROUPE 8** Lorsque vous pensez à la situation et aux perspectives financières de votre ménage, vous considéreriez-vous un membre de la classe moyenne ou non?

La classe Moyenne **CONITNUER À Q6a.**  
Une autre classe **REMERCIER ET CONCLURE**

- 6a. **DEMANDER SEULEMENT POUR LE GROUPE 8** Combien de membres de votre famille comptent sur votre soutien financier? Autrement dit, combien de personnes à charge avez-vous?

0  
1-2  
3-4  
5 ou plus

- 6b. 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>SI GROUPE 8 – REMERCIER ET CONCLURE</b> <b>CONTINUER TOUS LES AUTRES GROUPES</b>
20 000 \$ à moins de 40 000 \$	
40 000 \$ à moins de 60 000 \$	

60 000 \$ à moins de 80 000 \$	<b>CONTINUER</b>
80 000 \$ à moins de 100 000 \$	
100 000 \$ moins de 120 000\$	
120 000 \$ à moins de 150 000 \$	
150 000 \$ ou plus	<b>SI GROUPE 8 – REMERCIER ET CONCLURE CONTINUER TOUS LES AUTRES GROUPES</b>
<b>RÉPONSE SPONTANÉE</b> : Préfère ne pas répondre	<b>REMERCIER ET CONCLURE</b>

POUR LE **GROUPE 8**, CONTINUER SEULEMENT SI \$60,000-\$120,000. (À NOTER : LA CLASSE MOYENNE EST DÉCRIT HABITUELLEMENT COMME CEUX/CELLE QUI NE S'INSCRIVENT NI DANS LES MEILLEURS 20% DE REVENU NI DANS LA TRANCHE DE 20% DE REVENU LE PLUS BAS ET/OU CEUX/CELLES QUI GAGNENT ENTRE 75%-200% DE REVENU MEDIAN DES MÉNAGES APRÈS IMPÔT (ENVIRON 45,000\$-120,000\$). **ASSURER UN BON MÉLANGE, S'IL Y A LIEU.**

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

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

**ASSURER UN BON MÉLANGE.**

- 7a. **POUR TOUS LES LIEUX** 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	<b>CONTINUER</b>
Maison jumelée	<b>CONTINUER</b>
Maison mitoyenne	<b>CONTINUER</b>
Autre, veuillez préciser : _____	<b>CONTINUER</b>

**ASSURER UN BON MÉLANGE.**

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

Oui	<b>CONTINUER</b>
Non	<b>EXPLIQUER QUE</b> : « un groupe de discussion se compose de six à huit participants et d'un



*modérateur. Au cours d'une période de deux heures, les participants sont invités à discuter d'un éventail de questions reliées au sujet abordé ».*

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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



**ASSURER UN BON MÉLANGE.**

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

Homme

Femme

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

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

Métier de la construction ou métier spécialisé

Administrations publiques

Agriculture, foresterie, pêche et chasse

Arts, spectacle et loisirs

Autres services, sauf les administrations publiques

Commerce de détail

Commerce de gros

Extraction minière, exploitation en carrière, et extraction de pétrole et de gaz

Fabrication

Finance et assurances

Gestion de sociétés et d'entreprises

Hébergement et services de restauration

Industrie de l'information et industrie culturelle

Services administratifs, services de soutien, services de gestion des déchets et services d'assainissement

Services d'enseignement

Services immobiliers et services de location et de location à bail

Services professionnels, scientifiques et techniques

Services publics

Soins de santé et assistance sociale

Transport et entreposage

Sans emploi

Aux études à temps plein

À la retraite

Autre situation ou autre secteur; veuillez préciser :

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

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

Oui

Non **REMERCIER ET CONCLUREE**



## INVITATION

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

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 :** \_\_\_\_\_

## Appendix B – Discussion Guides

## September 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)** – Greater Vancouver Area, Avalon Peninsula Impacted by Wildfires, Northern Alberta Aged 35-54 Concerned about the Economy, Regina Prospective Homebuyers and Renters, Major City Centres Quebec Middle Class, Northern Ontario, Nova Scotia Parents of Children in Daycare, British Columbia First-Generation Canadians, Laval Region Quebec

- 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?

### **PRIORITIES AND PERFORMANCE (10-15 minutes)** – Avalon Peninsula Impacted by Wildfires, 905 Region Ontario, Northwest Territories, Quebec City, Northern Alberta Aged 35-54 Concerned about the Economy, Northern Ontario, Nova Scotia Parents of Children in Daycare, Laval Region Quebec

Northern Alberta Aged 35-54 Concerned about the Economy, Northern Ontario, Nova Scotia Parents of Children in Daycare, Laval Region Quebec Now I want to focus a little more on the Government of Canada broadly ...

- What does the Government of Canada do well?
- What does the Government of Canada need to improve on? Why do you feel this way?
- In your opinion, what are the top issues that the Government of Canada should be prioritizing?
  - Why are these issues important to prioritize?
  - 905 Region Ontario, Northwest Territories, Quebec City PROMPT: What about housing? Is this an important issue?
    - Is Canada currently experiencing a "housing crisis"?
    - Is the Government of Canada on the right or wrong track when it comes to housing? Why?

### **ECONOMY (5-20 MINUTES)** – 905 Region Ontario, Northwest Territories, Quebec City, Northern Alberta Aged 35-54 Concerned about the Economy, Northern Ontario, Nova Scotia Parents of Children in Daycare, Laval Region Quebec



- In your opinion, how is the Canadian economy doing overall? Why do you feel this way?
  - IF ECONOMY DOING POORLY: What would need to happen for you to start feeling optimistic about the Canadian economy?
- Northern Alberta Aged 35-54 Concerned about the Economy, Northern Ontario, Nova Scotia Parents of Children in Daycare, Laval Region Quebec How would you describe the Government of Canada's performance when it comes to managing issues in the economy? Would you say that the Government of Canada is generally on the right track or wrong track?
  - What are some examples of work the federal government has done to deal with the economy?
    - Northern Alberta Aged 35-54 Concerned about the Economy, Northern Ontario, Laval Region Quebec How effective have these actions been? Why do you feel this way?
  -
- Northern Alberta Aged 35-54 Concerned about the Economy, Northern Ontario, Laval Region Quebec What would you like to see from the Government of Canada when it comes to the economy?

Northern Alberta Aged 35-54 Concerned about the Economy, Northern Ontario, Laval Region Quebec  
Now, I would like to talk about the job market specifically.

Nova Scotia Parents of Children in Daycare Now thinking about the job market specifically ...

- Northern Alberta Aged 35-54 Concerned about the Economy, Northern Ontario, Laval Region Quebec As far as you know, is Canada's unemployment rate these days going up, meaning there are fewer jobs, going down, or staying about the same? What makes you say that?
  - IF GOING UP: Why do you think unemployment is rising?

Northern Alberta Aged 35-54 Concerned about the Economy, Northern Ontario, Laval Region Quebec  
**MODERATOR TO CLARIFY/SHOW ON SCREEN:**

The unemployment rate rose 0.2 percentage points to 7.1% in August.

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

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

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

- Northern Alberta Aged 35-54 Concerned about the Economy, Northern Ontario, Laval Region Quebec As far as you know, what might be contributing to the rising unemployment rate?



- **Northern Alberta Aged 35-54 Concerned about the Economy, Northern Ontario, Laval Region Quebec** What should the Government of Canada be doing, if anything, to respond to this situation?
- **Nova Scotia Parents of Children in Daycare** As a parent, which economic issues are you most worried about and impacted by?
- **Nova Scotia Parents of Children in Daycare** Would you say the Government of Canada understands these issues? Why or why not?
  - PROMPT AS NEEDED: What about affordability and the cost of living?
- **Nova Scotia Parents of Children in Daycare** What is the Government of Canada doing to address the rising cost of living?
  - Would you say that the federal government is generally on the right track or wrong track when it comes to addressing the cost of living? Why?
- **Nova Scotia Parents of Children in Daycare** What are some examples of things that have become less affordable in your day-to-day life?
  - PROMPT AS NEEDED: What about when it comes to groceries or gas?
  - Have you changed any of your day-to-day habits in response to the rising cost of living?
- **Nova Scotia Parents of Children in Daycare** What have you seen, read or heard recently about work the Government of Canada is doing to help with the cost of groceries?
  - What are your reactions to what you've heard?
- **Nova Scotia Parents of Children in Daycare** What do you think is causing prices to go up?
- **Nova Scotia Parents of Children in Daycare** Are you aware of any Government of Canada policies, programs, benefits, or services that benefit parents?
- **Nova Scotia Parents of Children in Daycare** What else should the Government of Canada do to help support parents?

#### **WILDFIRES (25 minutes) – Avalon Peninsula Impacted 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.

- 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?

- 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?
- 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?

Now I'd like to move away from personal experiences and talk about the Government of Canada's response to the wildfires...

- What have you seen, read, or heard about the Government of Canada when it comes to responding to the wildfires in Newfoundland and Labrador?
- 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?

### **SHOW ON SCREEN**

In response to requests for federal assistance from the Government of Newfoundland and Labrador, the Government of Canada is providing resources to support efforts to battle the wildfires. This can include things like providing airlift resources, type 3 firefighters to assist firefighting efforts, transportation of essential people and goods, and humanitarian workforce support for emergency evacuation and sheltering activities (e.g., congregate shelters and reception centres, meals, mental health supports, and first aid). The Government of Canada has also announced that it will match every dollar donated to the Canadian Red Cross 2025 Newfoundland and Labrador Wildfires Appeal to support wildfire disaster relief efforts across Newfoundland and Labrador.

- With this in mind, is there anything else you feel the Government of Canada should do in response to the wildfires?
  - What about in the aftermath? What kind of support does your community need from the Government of Canada?

### **IMMIGRATION (30 minutes) British Columbia First-Generation Canadians**

Now I want to focus a little more on immigration...



- What news have you seen, read, or heard lately about the Government of Canada and immigration?
- Overall, how would you describe the current state of the immigration system in Canada?
- Has anyone been through Canada's immigration process? (SHOW OF HANDS)
  - Has anyone been through the process of sponsoring a family member (either being sponsored or sponsoring a family member)? (SHOW OF HANDS)
- FOR THOSE WHO SAY THEY'VE BEEN THROUGH CANADA'S IMMIGRATION SYSTEM, ASK: How would you describe your experience? Did you experience any challenges throughout the process?
  - IF YES: Only if you feel comfortable sharing, what were some of the challenges with the process?
- How would you describe your experience going through the immigration process? Did you experience any challenges throughout the process?
  - IF YES: Only if you feel comfortable sharing, what were some of the challenges with the process?
- In your opinion do you feel that there are too many, too few or about the right number of immigrants coming to Canada?

Every year, the Government of Canada sets new targets for the number of immigrants coming to Canada. Last year, the Government of Canada set the target of 380,000 immigrants.

- In your opinion is this too many, too few or about the right number of immigrants? What makes you say that?

Let's say the federal government reduced the target by about 5%, which is about 360,000 immigrants.

- Would that be too many, too few or about the right number of immigrants? What makes you say that?

Now let's say the federal government reduced the target by about 15%, which is about 320,000 immigrants. This would bring immigration targets to a level lower than those set in 2019, before the COVID-19 pandemic.

- With this in mind, would that be too many, too few or about the right number of immigrants?  
What makes you say that?

In addition to admitting immigrants as permanent residents, Canada admits temporary residents. This includes international students and temporary foreign workers (i.e., workers hired from other countries).

- Do you feel that there are too many, too few or about the right number of international students coming to Canada? What makes you say that?
  - And what about temporary foreign workers coming to Canada? What makes you say that?

### **SHOW ON SCREEN**

In 2024, the Government of Canada announced a temporary cap on new international student study permits. For 2025, it planned to issue a total of 437,000 study permits, which represents a 10% decrease from the 2024 cap. Furthermore, most study permit applicants are now required to submit a provincial or territorial attestation letter (PAL/TAL) which confirms that they have been assigned one of the available spaces to study in that province or territory. Certain exemptions apply to exchange students, primary and secondary students, among others.

- What do you think about the federal government's decision to decrease the total number of international student study permits?
- And what do you think about the new requirement to submit an attestation letter?
- And now, thinking about everything we've just discussed about immigration, would you say the Government of Canada is generally on the right track or wrong track when it comes to managing the immigration system? Why do you feel this way?

**BUDGET (15-30 minutes)** – 905 Region Ontario, Northwest Territories, Quebec City, Regina Prospective Homebuyers and Renters, Major City Centres Quebec Middle Class, Northern Ontario, Nova Scotia Parents of Children in Daycare, British Columbia First-Generation Canadians, Laval Region Quebec

905 Region Ontario, Northwest Territories, Quebec City The Government of Canada will soon be introducing a new budget outlining their priorities for the next fiscal year.

905 Region Ontario, Northwest Territories, Quebec City I'm going to show you a list of potential priorities and would like to conduct a poll. First, I'm going to read through the list with you.



905 Region Ontario, Northwest Territories, Quebec City  
TECH SUPPORT TO SHARE LIST ON SCREEN AND MODERATOR TO READ THROUGH PRIOR TO  
CONDUCTING POLL.

905 Region Ontario, Northwest Territories, Quebec City **POLL:** From this list, I'd like you to select which items you think the Government of Canada should prioritize in the upcoming budget. You may select up to three items.

905 Region Ontario, Northwest Territories, Quebec City

**LIST FOR SCREENSHARE/POLL**

- Remove internal trade barriers
- Build national infrastructure projects more quickly
- Build national energy projects more quickly
- Stimulate investments in clean technologies
- Attract private investments in the economy
- Attract foreign investments in the economy
- Support Canadian industries affected by U.S. tariffs
- Increase trade with reliable partners around the world
- Help more Canadians train or retrain for new job opportunities
- Make it easier for small businesses to get loans, business grants or tax credits
- Support the younger generation with affordable education and apprenticeships
- Build more homes
- Reduce government spending on its operations
- Strengthen Canada's military

905 Region Ontario, Northwest Territories, Quebec City MODERATOR TO GO THROUGH SELECTIONS:  
Why did you make this selection?

- 905 Region Ontario, Northwest Territories, Quebec City Would any of these personally impact you?
  - IF YES: How so?
- 905 Region Ontario, Northwest Territories, Quebec City Is there anything in this list that the Government of Canada should not be doing?

Regina Prospective Homebuyers and Renters, Major City Centres Quebec Middle Class, Northern Ontario, Nova Scotia Parents of Children in Daycare, British Columbia First-Generation Canadians, Laval Region Quebec As you may know, every year the Government of Canada releases a budget. This is where they describe what they will invest in, changes to programs, and lay out a plan for the coming years. They will also make projections on things like the deficit and where the economy is headed.

- Regina Prospective Homebuyers and Renters, Major City Centres Quebec Middle Class, Northern Ontario, Nova Scotia Parents of Children in Daycare, British Columbia First-Generation Canadians,

Laval Region Quebec Have you heard, read or seen anything about the federal government's plans for the budget?

- IF YES: What have you heard?

Regina Prospective Homebuyers and Renters, Major City Centres Quebec Middle Class, Northern Ontario, Nova Scotia Parents of Children in Daycare, British Columbia First-Generation Canadians, Laval Region Quebec The Government of Canada has said that it will reduce spending on government operations and invest more in projects that are intended to contribute to economic growth.

- Regina Prospective Homebuyers and Renters, Major City Centres Quebec Middle Class, Northern Ontario, Nova Scotia Parents of Children in Daycare, British Columbia First-Generation Canadians, Laval Region Quebec What do you think of this approach? Any questions/concerns?
- Regina Prospective Homebuyers and Renters, Major City Centres Quebec Middle Class, Northern Ontario, Nova Scotia Parents of Children in Daycare, British Columbia First-Generation Canadians, Laval Region Quebec Where do you think the federal government could find cost savings?
- Regina Prospective Homebuyers and Renters, Major City Centres Quebec Middle Class, Northern Ontario, Nova Scotia Parents of Children in Daycare, British Columbia First-Generation Canadians, Laval Region Quebec And where should the federal government try to invest more?
- Regina Prospective Homebuyers and Renters, Major City Centres Quebec Middle Class, Northern Ontario, Nova Scotia Parents of Children in Daycare, British Columbia First-Generation Canadians, Laval Region Quebec What if these investments meant that overall federal government spending ended up being higher than before - what's your reaction in that case?

Regina Prospective Homebuyers and Renters, Major City Centres Quebec Middle Class, Northern Ontario, Nova Scotia Parents of Children in Daycare, British Columbia First-Generation Canadians, Laval Region Quebec The Government of Canada has said that, given the trade war with the United States, we need to diversify the economy to be less reliant on the U.S. This means we have to invest more in initiatives that will grow the economy at home, like major projects, homebuilding, supporting industries impacted by the trade war and strengthening Canada's military.

- Regina Prospective Homebuyers and Renters, Major City Centres Quebec Middle Class, Northern Ontario, Nova Scotia Parents of Children in Daycare, British Columbia First-Generation Canadians, Laval Region Quebec Do you agree or disagree with the federal government's approach? Why/why not?
- Regina Prospective Homebuyers and Renters, Major City Centres Quebec Middle Class, Northern Ontario, Nova Scotia Parents of Children in Daycare, British Columbia First-Generation Canadians, Laval Region Quebec If the Government of Canada increased in investments in these areas, how would you feel?



- Regina Prospective Homebuyers and Renters, Major City Centres Quebec Middle Class, Northern Ontario, Nova Scotia Parents of Children in Daycare, British Columbia First-Generation Canadians, Laval Region Quebec What if these investments increased the size of the deficit, does that change your reaction?

**MAJOR INFRASTRUCTURE PROJECTS/ECONOMY (35 minutes)** - Northern Alberta Aged 35-54  
Concerned about the Economy, Regina Prospective Homebuyers and Renters, Major City Centres Quebec Middle Class

Shifting topics slightly ...

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

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

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

The initial projects under consideration are the following:

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

- The nuclear project in Clarington, Ontario refers to a “small modular reactor.” Are you familiar with what a small modular reactor is?
- In your opinion, will these projects help achieve goal of strengthening Canada’s economic security?

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

**SHOW ON SCREEN:**

- **Critical Mineral Strategy:** Get more critical mineral projects underway, involving the entire process from the initial mining of raw materials to the construction of ports and roads, to processing and manufacturing.
  - **Wind West Atlantic Energy:** Leveraging wind power potential in Nova Scotia.
  - **Pathways Plus:** An Alberta-based carbon capture, utilization, and storage project with additional energy infrastructure that would support a strong conventional energy sector.
  - **Arctic Economic and Security Corridor:** The development of fortified ports and all-season roads, runways and communication systems to serve military operations and commercial development.
  - **Port of Churchill Plus:** Upgrade the Port of Churchill and expand trade corridors with an all-weather road, updated rail line, a new energy corridor, and marine ice-breaking capacity.
  - **Alto High-Speed Rail:** Develop a high-speed rail from Toronto to Quebec City reaching speeds of up to 300km/h.
- What is your overall reaction to these additional areas of focus?
  - Is there anything you like or don’t like?
    - Do you have any concerns about any of these initiatives?
  - In your opinion, would these initiatives help achieve the goal of strengthening Canada’s economic security?

**BUILD CANADA HOMES (BCH) BRAND TESTING (60 minutes) – Greater Vancouver Area, Avalon Peninsula Impacted by Wildfires**

Shifting topics, we are now going to review a creative concept that may be used by the Government of Canada.

- But first, I’m interested to know whether anyone has heard of an organization called Build Canada Homes?

- IF YES: What have you heard?

MODERATOR TO CLARIFY: Build Canada Homes is a new Government of Canada organization that will be responsible for building affordable homes, providing financing to affordable home builders, and creating a more productive homebuilding industry.

Now let's take a look at the branding concept. This could be displayed on products like brochures or signage, on websites, or on social media, such as X (formerly Twitter) and LinkedIn. I'm going to show you a couple of examples of how it looks.

### **SHOW IMAGE 1 ON SCREEN**

#### ***Display first image on screen (overall brand)***

- What is your overall reaction to this concept?
- What, if anything, do you like? What, if anything, do you dislike? Why?
- Are there any elements (e.g., font, colours, logo, imagery, patterns, placement of elements, etc.) in this concept that look out of place, that do not resonate with you, or are confusing?
- I would like to draw your attention to the image that is to the left of the words Build Canada Homes. What do you think this image represents? What makes you say that?
  - Did anyone notice the dots on the report cover page? What do you think these dots represent, if anything?
- If I were to say that the icon represents different types of housing, overlapping, and that the dots represent a blueprint, with that being said, do you feel that comes through? Why/why not?

### **Next, I'm going to show you two alternative images.**

#### **SHOW IMAGE 2 ON SCREEN**

- What is your overall reaction to these versions?
  - What do they represent?
- What, if anything, do you like? What, if anything, do you dislike? Why?

#### **POLL:**

Now that you've seen three versions of the image, which one do you think best captures the idea of this new organization, Build Canada Homes?

- IMAGE A (original)

- IMAGE B
- IMAGE C

*NOTE TO MODERATOR: IF NOT CLEAR FROM EARLIER DISCUSSION RELATED TO VARYING HOUSING ICONS, ASK PARTICIPANTS WHY THEY PREFER ONE OVER THE OTHER.*

***Next, I'm going to show you one of the icons but in different colour variations. I want to focus only on the different colour schemes.***

**SHOW IMAGE 3 ON SCREEN**

- What are your thoughts on the colour options presented?

**POLL:**

Now that you've seen three colour variations, which one would stand out to you the most or better catch your attention if you were to see it on a report cover, as part of a social media post, or something similar?

- IMAGE A
- IMAGE B
- IMAGE C

Next, we'll take a look at a different concept. Like the other one, it could be displayed on products like brochures or signage, on websites, or on social media, such as X (formerly Twitter) and LinkedIn.

**SHOW IMAGE 4 ON SCREEN**

- What is your overall reaction to this concept?
- What, if anything, do you like? What, if anything, do you dislike? Why?
- Are there any elements (e.g., font, colours, logo, imagery, patterns, placement of elements, etc.) in this concept that look out of place, that do not resonate with you, or are confusing?
- I would like to draw your attention to the image in the middle of the report cover page. What do you think this image represents? What makes you say that?
- If I were to say that the icon represents a house or doors, depending on the angle you see, with that being said, do you feel that comes through? Why/why not?

Finally, we'll take a look at a different concept.



### **SHOW IMAGE 5 ON SCREEN**

- What, if anything, do you like? What, if anything, do you dislike? Why?
- Are there any elements (e.g., font, colours, logo, imagery, patterns, placement of elements, etc.) in this concept that look out of place, that do not resonate with you, or are confusing?

### **POLL:**

Now that you've seen three concept variations, and taking everything together, which one would stand out to you the most or better catch your attention if you were to see it on a report cover, as part of a social media post, or something similar?

- IMAGE A
  - IMAGE B
  - IMAGE C
- Overall, do you have any other thoughts on what could make the Build Canada Homes concept better?

### **BUILD CANADA HOMES (BCH) MESSAGE TESTING (30 minutes) – 905 Region Ontario, Northwest Territories, Quebec City**

Now I'd like to focus on housing...

- Has anyone ever heard of an organization called Build Canada Homes?
  - IF YES: What have you heard?

MODERATOR TO CLARIFY: Build Canada Homes is a new Government of Canada organization that will be responsible for building affordable homes, providing financing to affordable home builders, and creating a more productive homebuilding industry.

For the next part of our discussion, we will look at some of the messaging that could be used to introduce and provide some information about Build Canada Homes.

First, I'm going to show you two messages. Then we will do a poll where you'll select which message you think is best at introducing the Build Canada Homes initiative.

### **SHOW ON SCREEN**

#### Message 1

The Government of Canada has a new housing plan  
The most ambitious since the Second World War  
To make housing affordable again

### Message 2

The Government of Canada has a new housing plan  
And at a time when Canadians are coming together to stand up against global challenges  
It is a plan that meets the moment with a Team Canada approach

**POLL:** Please select which message you think is best at introducing the Build Canada Homes initiative.

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

Next, we will review a few more messages that are aimed at describing what Build Canada Homes is meant to achieve.

### **SHOW ON SCREEN**

Faced with the current housing situation, we know that it is time to build.

Build Canada Homes will get housing built in Canada, with a focus on large-scale, long-term affordable housing solutions with a real impact.

- What is your overall reaction to this message?
- Is there anything in this message that does not resonate with you, or is confusing?
  - Is the message clear?
- The message refers to “affordable housing.” What do you think “affordable” means?
  - What does it mean for you?

Next, we will review another set of messages.

### **SHOW ON SCREEN**

By combining flexible financing, land access, and development expertise under one roof, Build Canada Homes will make it simpler and faster to get big projects off the ground.

Build Canada Homes combines development, financing, and leveraging modern methods of construction to create a more affordable housing supply.

- What is your overall reaction to this message?
- Is there anything in this message that does not resonate with you, or is confusing?
  - Is the message clear?
- In your opinion, what do you think “modern methods of construction” means?

Now based on everything we’ve just seen ...



- Is the Build Canada Homes initiative relevant to you? Based on what you know, do you feel you would benefit from it?
- Does this initiative place the Government of Canada on the right track when it comes to housing? Why or why not?

**BUILD CANADA HOMES ANNOUNCEMENT (35 minutes)** – Northern Alberta Aged 35-54  
Concerned about the Economy, Regina Prospective Homebuyers and Renters, Major City Centres  
Quebec Middle Class

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

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

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

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

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

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

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

There are three pillars to this approach:

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

- What are your thoughts about this approach?

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

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

**ELECTRIC VEHICLES (40 minutes)** – Greater Vancouver Area, 905 Region Ontario, Northwest Territories, Quebec City, Northern Ontario

Greater Vancouver Area Now I'd like to talk about electric vehicles (EVs).

905 Region Ontario, Northwest Territories, Quebec City, Northern Ontario Now I'd like to switch topics and talk about electric vehicles (EVs).

- Have you seen, read or heard of any news related to the Government of Canada and electric vehicles (EVs) recently?
  - IF YES: What have you heard? Where did you hear it?
    - IF NOT MENTIONED: What about news about the federal rebate for EVs?
    - IF NOT MENTIONED: What about news about the EV sales targets in Canada?
- Is anyone here considering purchasing or leasing an EV?
  - IF YES: What are your main reasons for wanting to purchase or lease an EV?
  - IF YES: Do you have any hesitations about purchasing or leasing an EV?
- Would you consider purchasing a used EV? Why or why not?
- What do you think are the biggest advantages or benefits of having an EV, compared to conventional gas or diesel vehicles?
- What impacts, if any, would having an EV have on you or your community?
  - IF NOT MENTIONED: What about being able to charge an EV at home?



- What, if anything, are the biggest barriers to you purchasing an EV?
  - IF NOT MENTIONED: What about charging infrastructure?
  - IF NOT MENTIONED: What about getting an EV serviced or repaired?
  - IF NOT MENTIONED: What about costs?

**SHOW ON SCREEN:**

Canadians typically commute an average of 50km to 60km per day. Many EVs now have 400 – 500km of driving range, meaning they can be driven hundreds of kilometers before requiring charging. Last year, a CAA study of over 16,000 current EV drivers in Canada also showed that current drivers do over 80% of their charging at home, rather than at public charging stations.

- What are your reactions to this information?
  - Does this information change your opinion about whether there's enough public charging infrastructure? In what ways?
  - Does this information change your assessment of whether EVs might be suitable for you? In what ways?

**Greater Vancouver Area SHOW ON SCREEN:**

The Government of Canada recently indicated that it intended to bring back the consumer rebate program, formerly known as the Incentives for Zero-Emission Vehicles Program (iZEV), to help make electric vehicles more affordable.

**905 Region Ontario, Northwest Territories, Quebec City, Northern Ontario SHOW ON SCREEN:**

The Government of Canada recently indicated that it may bring back the consumer rebate program, formerly known as the Incentives for Zero-Emission Vehicles Program (iZEV), to help make electric vehicles more affordable.

- Does this information change how you feel about EVs?
  - IF YES: How so?

**Greater Vancouver Area** The Government of Canada has set a target that by 2035, all new cars and trucks sold in Canada must be zero-emission, meaning fully electric or plug-in hybrid electric.

- **Greater Vancouver Area** Do you think the federal government will meet this target? Why or why not?

- **Greater Vancouver Area** Do you think the Government of Canada should stick with this target timeline, tighten the timeline (i.e. sooner than 2035), extend the timeline (i.e. later than 2035), or remove the target completely? What makes you say that?

**905 Region Ontario, Northwest Territories, Quebec City, Northern Ontario** **SHOW ON SCREEN:**

The Government of Canada has set targets for the sale of all new zero-emission cars and trucks sold in Canada, meaning fully electric or plug-in hybrid electric. The targets were originally set to begin for the 2026 model year; however, the federal government recently announced that it was removing the target for 2026 and will conduct a 60-day review of the overall policy. This announcement is part of a series of measures to help the sectors most affected by U.S. tariffs.

- **905 Region Ontario, Northwest Territories, Quebec City, Northern Ontario** What do you think of removing the zero-emission target for 2026 models?
- **905 Region Ontario, Northwest Territories, Quebec City, Northern Ontario** Do you think the Government of Canada should have targets for the sale of all new zero-emission cars and trucks starting in 2027, should it continue to pause targets in the near term, or should it remove targets completely? What makes you say that?

**ECCC MESSAGE TESTING (40 minutes)** **Nova Scotia Parents of Children in Daycare, British Columbia First-Generation Canadians, Laval Region Quebec**

Shifting topics, now I'd like to talk about the environment.

The Government of Canada is updating its climate change strategy; the full strategy is still being finalized so I don't have a lot of information to share with you in terms of any specific actions. However, I would like to show you some broad messages that the Government of Canada could use in its communications and I would like you to let me know whether any ideas resonate with you or not.

Here is the first one...

**SHOW ON SCREEN**

Canada is committed to reaching net-zero emissions by 2050 and improving our economic competitiveness — not just because it's essential for the climate, but because experts tell us that prosperous economies in the future will be low-carbon, resilient, and strong enough to handle the demands of AI, electrification, and new trading relationships. The Government of Canada is making targeted adjustments to some climate policies to support our economy in this transition while navigating pressure on our economy from U.S. tariffs. The Climate Competitiveness Strategy is a key part of the federal government's plan to build Canada's economic strength to create more certainty and prosperity for all Canadians by transforming our economy into one that is more competitive, sustainable and resilient to global shocks.



- What are your reactions to this?
  - Do any words or ideas resonate with you? Why or why not?
  - Is there anything unclear or confusing?

#### **SHOW ON SCREEN**

While the transition to net zero is crucial for fighting climate change, recent economic pressures tied to U.S. policies mean that some actions to meet our short-term climate goals could come at a cost to jobs and investment. We're still pushing hard to reduce pollution and lower our emissions but doing it in a way that supports Canadian workers, communities, and industries.

- What are your reactions to this?
  - Do any words or ideas resonate with you? Why or why not?
  - Is there anything unclear or confusing?

#### **SHOW ON SCREEN**

Ensuring that large emitters - like big manufacturers pay a price for the carbon pollution they create is an important part of Canada's plan to build a strong economy and greener future because it creates a financial incentive to pollute less and invest more in cleaner ways of doing business. Industrial carbon pricing is the lowest-cost way for Canadian products and services to be competitive and better for the environment.

- What are your reactions to this?
  - Do any words or ideas resonate with you? Why or why not?
  - Is there anything unclear or confusing?

#### **SHOW ON SCREEN**

The Government of Canada is taking action to ensure the long-term success of Canada's transition to electric vehicles (EVs). At the same time, the EV sector is facing economic pressure due to U.S. tariffs, so the federal government is removing its mandatory sales targets that were set to begin for new 2026 EV models.

- What are your reactions to this?
  - Do any words or ideas resonate with you? Why or why not?
  - Is there anything unclear or confusing?

#### **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.



## September French Moderator's Guide

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

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

**LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ (5 minutes)** — Résidents de la région métropolitaine de Vancouver, résidents de la péninsule d'Avalon touchés par des feux de forêt, résidents du nord de l'Alberta, résidents du nord de l'Alberta âgés de 35 à 54 ans préoccupés par l'économie, acheteurs potentiels d'une propriété et locataires résidant à Regina, résidents de grands centres urbains du Québec appartenant à la classe moyenne, résidents du nord de l'Ontario, parents d'enfants fréquentant une garderie en Nouvelle-Écosse, Canadiens de première génération résidant en Colombie-Britannique, résidents de la région de Laval (Québec).

- 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?

**PERFORMANCE ET PRIORITÉS (10 à 15 minutes)** — Résidents de la péninsule d'Avalon touchés par des feux de forêt, Région du 905 en Ontario, résidents des Territoires du Nord-Ouest, résidents de Québec, résidents du nord de l'Alberta âgés de 35 à 54 ans préoccupés par l'économie, résidents du nord de l'Ontario, parents d'enfants fréquentant une garderie en Nouvelle-Écosse, résidents de la région de Laval (Québec).

Résidents du nord de l'Alberta âgés de 35 à 54 ans préoccupés par l'économie, résidents du nord de l'Ontario, parents d'enfants fréquentant une garderie en Nouvelle-Écosse, résidents de la région de Laval (Québec) — J'aimerais maintenant qu'on se concentre un peu plus sur le gouvernement du Canada en général...

- Qu'est-ce que le gouvernement du Canada fait de bien?
- Qu'est-ce que le gouvernement fédéral doit améliorer? Pourquoi êtes-vous de cet avis?
- Quels sont, à votre avis, les principaux enjeux auxquels le gouvernement fédéral devrait accorder la priorité?
  - Pourquoi ces enjeux sont-ils importants?

- **Région du 905 en Ontario, Territoires du Nord-Ouest, résidents de Québec — SI CE N'EST PAS MENTIONNÉ :** Qu'en est-il de l'économie? Est-ce un enjeu important?
  - Selon vous, le Canada connaît-il actuellement une « crise du logement »?
  - Le gouvernement du Canada est-il, à votre avis, sur la bonne ou la mauvaise voie en matière de logement? Pourquoi?

**PERFORMANCE ET PRIORITÉS (5 à 20 minutes) —** Région du 905 en Ontario, résidents des Territoires du Nord-Ouest, résidents de Québec, résidents du nord de l'Alberta âgés de 35 à 54 ans préoccupés par l'économie, résidents du nord de l'Ontario, parents d'enfants fréquentant une garderie en Nouvelle-Écosse, résidents de la région de Laval (Québec).

- Comment se porte, à votre avis, l'économie canadienne dans son ensemble? Pourquoi êtes-vous de cet avis?
  - **SI L'ÉCONOMIE SE PORTE MAL :** Que faudrait-il qu'il se passe pour que vous commenciez à être optimiste concernant l'économie canadienne?
- **Résidents du nord de l'Alberta âgés de 35 à 54 ans préoccupés par l'économie, résidents du nord de l'Ontario, parents d'enfants fréquentant une garderie en Nouvelle-Écosse, résidents de la région de Laval (Québec) —** Comment décririez-vous la performance du gouvernement du Canada en matière de gestion des enjeux économiques? Diriez-vous que le gouvernement du Canada est généralement sur la bonne voie ou sur la mauvaise voie?
  - Quels sont des exemples du travail effectué par le gouvernement fédéral pour traiter de l'économie?
    - **Résidents du nord de l'Alberta âgés de 35 à 54 ans préoccupés par l'économie, résidents du nord de l'Ontario, résidents de la région de Laval (Québec) —** À quel point ces mesures ont-elles été efficaces? Pourquoi êtes-vous de cet avis?
- **Résidents du nord de l'Alberta âgés de 35 à 54 ans préoccupés par l'économie, résidents du nord de l'Ontario, résidents de la région de Laval (Québec) —** Quelles autres initiatives souhaiteriez-vous que prenne le gouvernement du Canada en ce qui concerne l'économie?

**Résidents du nord de l'Alberta âgés de 35 à 54 ans préoccupés par l'économie, résidents du nord de l'Ontario, résidents de la région de Laval (Québec) —** Maintenant, j'aimerais parler plus précisément du marché de l'emploi.

**Parents d'enfants fréquentant une garderie en Nouvelle-Écosse —** Maintenant, en pensant plus particulièrement au marché de l'emploi...

- **Résidents du nord de l'Alberta âgés de 35 à 54 ans préoccupés par l'économie, résidents du nord de l'Ontario, résidents de la région de Laval (Québec)** — À votre connaissance, le taux de chômage au Canada est-il en hausse ces jours-ci, ce qui signifie qu'il y a moins d'emplois, est-il en baisse ou reste-t-il à peu près le même? Qu'est-ce qui vous fait dire cela?
  - S'IL EST EN HAUSSE : Pourquoi pensez-vous que le chômage est en hausse?

**Résidents du nord de l'Alberta âgés de 35 à 54 ans préoccupés par l'économie, résidents du nord de l'Ontario, résidents de la région de Laval (Québec) — AFFICHER À L'ÉCRAN :**  
Le taux de chômage a grimpé de 0,2 point de pourcentage pour atteindre 7,1 % en août.

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

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

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

- **Résidents du nord de l'Alberta âgés de 35 à 54 ans préoccupés par l'économie, résidents du nord de l'Ontario, résidents de la région de Laval (Québec)** — À votre connaissance, qu'est-ce qui pourrait bien contribuer à la hausse du taux de chômage?
- **Résidents du nord de l'Alberta âgés de 35 à 54 ans préoccupés par l'économie, résidents du nord de l'Ontario, résidents de la région de Laval (Québec)** — Que devrait faire le gouvernement du Canada, le cas échéant, pour remédier à cette situation?
- **Parents d'enfants fréquentant une garderie en Nouvelle-Écosse** — En tant que parent, quels sont les enjeux économiques qui vous préoccupent et qui vous affectent le plus?
- **Parents d'enfants fréquentant une garderie en Nouvelle-Écosse** — Diriez-vous que le gouvernement du Canada comprend ces enjeux? Pourquoi ou pourquoi pas?
  - QUESTION À POSER AU BESOIN : Le coût de la vie en serait-il un?
- **Parents d'enfants fréquentant une garderie en Nouvelle-Écosse** — Que fait le gouvernement du Canada pour contrer l'augmentation du coût de la vie?
  - Diriez-vous que dans l'ensemble, le gouvernement du Canada est sur la bonne ou la mauvaise voie lorsqu'il s'agit de faire face à la hausse du coût de la vie? Pourquoi?
- **Parents d'enfants fréquentant une garderie en Nouvelle-Écosse** — Pouvez-vous me donner des exemples de choses qui sont devenues moins abordables dans votre vie quotidienne?



- QUESTION À POSER AU BESOIN : Les produits d'épicerie et l'essence en sont — ils un exemple?
- Avez-vous changé des habitudes quotidiennes quelconques en raison de l'augmentation du coût de la vie?
- **Parents d'enfants fréquentant une garderie en Nouvelle-Écosse** — Qu'avez-vous vu, lu ou entendu récemment au sujet des mesures prises par le gouvernement du Canada pour aider à réduire le coût des produits d'épicerie?
  - Quelles sont vos réactions à ce que vous avez vu, lu ou entendu?
- **Parents d'enfants fréquentant une garderie en Nouvelle-Écosse** — Quels sont, à votre avis, les facteurs responsables de la hausse des prix?
- **Parents d'enfants fréquentant une garderie en Nouvelle-Écosse** — Connaissez-vous des politiques, des programmes, des prestations, ou des services gouvernementaux dont bénéficient les parents?
- **Parents d'enfants fréquentant une garderie en Nouvelle-Écosse** — Que devrait encore faire le gouvernement du Canada pour aider à soutenir les parents?

**FEUX DE FORÊT (25 minutes)** — **Résidents de la péninsule d'Avalon touchés par des feux de forêt**

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.

- À main levée, combien d'entre vous avez subi de graves impacts en lien à des feux de forêt, comme de recevoir une alerte d'évacuation ou de devoir évacuer votre maison?
- Votre santé mentale, votre santé physique ou votre bien-être général ont-ils été affectés par les feux de forêts 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?
- 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?

Plutôt que de parler de votre expérience personnelle, j'aimerais maintenant qu'on aborde la réponse du gouvernement du Canada aux feux de forêt...

- Qu'avez-vous vu, lu ou entendu au sujet de la réponse du gouvernement du Canada aux feux de forêt incontrôlés en Colombie-Britannique?
- Comment décririez-vous la réponse du gouvernement du Canada aux feux de forêt? Diriez-vous que le gouvernement fédéral est généralement sur la bonne voie ou sur la mauvaise voie?
  - Pourquoi dites-vous cela?

#### **AFFICHER À L'ÉCRAN**

En réponse aux demandes d'aide fédérale formulées par le gouvernement de Terre-Neuve-et-Labrador, le gouvernement du Canada fournit des ressources pour soutenir les efforts de lutte contre les feux de forêt. Cela peut comprendre la fourniture de ressources en matière d'aérotransport, de pompiers de type 3 pour participer aux interventions contre les feux de forêt, du transport de personnes et de marchandises essentielles, et de travailleurs humanitaires 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). Le gouvernement du Canada a également annoncé qu'il versera un montant équivalent à chaque dollar donné au Fonds de secours : Feux de forêt de 2025 à Terre-Neuve-et-Labrador de la Croix-Rouge canadienne pour appuyer les efforts de secours liés aux feux de forêt sévissant sur l'ensemble du territoire de Terre-Neuve-et-Labrador.

- Sachant cela, y a-t-il d'autres mesures que le gouvernement du Canada devrait prendre en réponse aux feux de forêt?
  - Et dans le sillage de ces feux forêt? De quels types de soutiens votre collectivité a-t-elle besoin de la part du gouvernement du Canada?

#### **IMMIGRATION (30 minutes) Canadiens de première génération résidant en Colombie-Britannique**

J'aimerais maintenant qu'on se concentre un peu plus sur l'immigration...

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



- Y a-t-il quelqu'un parmi vous qui avez déjà passé par le processus d'immigration au Canada? (À MAIN LEVÉE)
  - Qui, parmi vous, est déjà passé par le processus de parrainage d'un membre de la famille (soit en étant parrainé, soit en parrainant un membre de la famille)? (À MAIN LEVÉE)
- POSER LA QUESTION SUIVANTE À CEUX QUI DISENT ÊTRE PASSÉS PAR LE PROCESSUS D'IMMIGRATION AU CANADA : Comment décririez-vous expérience? Avez-vous rencontré des difficultés au cours du processus?
  - SI OUI : À condition que vous vous sentiez à l'aise de nous en faire part, quelles ont été les difficultés à surmonter dans le cadre de ce processus?
- Comment qualifieriez-vous votre expérience personnelle après être passé par le processus d'immigration? Avez-vous rencontré des difficultés au cours du processus?
  - SI OUI : À condition que vous vous sentiez à l'aise de nous en faire part, quelles ont été les difficultés à surmonter dans le cadre de ce processus?
- Selon vous, le nombre d'immigrants accueillis au Canada est-il trop élevé, trop faible ou à peu près convenable?

Chaque année, le gouvernement du Canada fixe de nouveaux objectifs concernant le nombre d'immigrants accueillis au Canada. L'année dernière, le gouvernement du Canada a fixé un objectif de 380 000 immigrants.

- Selon vous, le nombre d'immigrants accueillis au Canada est-il trop élevé, trop faible ou à peu près convenable? Qu'est-ce qui vous fait dire cela?

Supposons que le gouvernement fédéral réduise cet objectif d'environ 5 %, soit à environ 360 000 immigrants.

- Ce nombre d'immigrants serait-il trop élevé, trop faible, ou à peu près convenable? Qu'est-ce qui vous fait dire cela?

Maintenant, supposons que le gouvernement fédéral réduise l'objectif d'environ 15 %, soit à environ 320 000 immigrants. Cela ramènerait les objectifs en matière d'immigration à un niveau inférieur à ceux fixés en 2019, avant la pandémie de COVID-19.

- En gardant cela à l'esprit, le nombre d'immigrants accueillis au Canada est-il trop élevé, trop faible ou à peu près convenable? Qu'est-ce qui vous fait dire cela?

En plus d'accueillir des immigrants à titre de résidents permanents, le Canada accueille des résidents temporaires. Cela comprend des étudiants et étrangers et des travailleurs temporaires étrangers (p. ex., des travailleurs embauchés provenant d'autres pays).

- Selon vous, le nombre d'étudiants étrangers accueillis au Canada est-il trop élevé, trop faible ou à peu près convenable? Qu'est-ce qui vous fait dire cela?
  - Et le nombre de travailleurs temporaires étrangers accueillis au Canada? Qu'est-ce qui vous fait dire cela?

### **AFFICHER À L'ÉCRAN**

En 2024, le gouvernement du Canada a annoncé un plafonnement temporaire du nombre de nouveaux permis d'études délivrés aux étudiants étrangers. Pour 2025, il prévoyait délivrer 437 000 permis d'études, ce qui représente une baisse de 10 % par rapport au plafond de 2024. De plus, la plupart des demandeurs de permis d'études sont désormais tenus de présenter une lettre d'attestation provinciale ou territoriale (LAP ou LAT) confirmant qu'ils se sont vu attribuer l'une des places disponibles pour étudier dans cette province ou ce territoire. Certaines exemptions concernent les étudiants participant à un programme d'échanges et les élèves du primaire et du secondaire, entre autres.

- Que pensez-vous de la décision du gouvernement fédéral de réduire le nombre total de permis d'études délivrés à des étudiants étrangers?
- Et que pensez-vous de l'obligation de présenter une lettre d'attestation?
- Maintenant, en pensant à tout ce dont on vient de discuter au sujet de l'immigration, diriez-vous que, concernant sa gestion du système d'immigration, le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie? Pourquoi êtes-vous de cet avis?

**BUDGET (15 à 30 minutes)** — Résidents de la région du 905 en Ontario, résidents des Territoires du Nord-Ouest, résident de Québec, acheteurs potentiels d'une propriété et locataires résidant à Regina, résidents de grands centres urbains du Québec appartenant à la classe moyenne, résidents du nord de l'Ontario, parents d'enfants fréquentant une garderie en Nouvelle-Écosse, Canadiens de première génération résidant en Colombie-Britannique, résidents de la région de Laval (Québec).

Résidents de la région du 905 en Ontario, résidents des Territoires du Nord-Ouest, résidents de Québec. Le gouvernement du Canada présentera bientôt un nouveau budget exposant ses priorités pour le prochain exercice financier.

Résidents de la région du 905 en Ontario, résidents des Territoires du Nord-Ouest, résidents de Québec. Je vais vous montrer une liste de priorités potentielles et, ensuite, on procédera à un sondage. Je vais d'abord lire la liste avec vous.

Résidents de la région du 905 en Ontario, résidents des Territoires du Nord-Ouest, résidents de Québec.

LE RESPONSABLE DU SOUTIEN TECHNIQUE AFFICHERA LES TITRES À L'ÉCRAN ET LE MODÉRATEUR EN FERA LA LECTURE À VIX HAUTE AVANT DE PROCÉDER AU SONDAGE.

Résidents de la région du 905 en Ontario, résidents des Territoires du Nord-Ouest, résidents de Québec. **SONDAGE** : De cette liste, j'aimerais que vous sélectionniez les éléments que devrait, selon vous, privilégier le gouvernement du Canada dans le prochain budget. Vous pouvez choisir un maximum de 3 éléments.

Résidents de la région du 905 en Ontario, résidents des Territoires du Nord-Ouest, résidents de Québec. **LISTE À AFFICHER À L'ÉCRAN/SONDAGE**

- Éliminer les obstacles au commerce intérieur
- Mettre en œuvre des projets d'infrastructures nationaux plus rapidement
- Mettre en œuvre des projets d'énergie nationaux plus rapidement
- Stimuler les investissements dans les technologies propres
- Attirer des investissements privés dans l'économie
- Attirer des investissements étrangers dans l'économie
- Soutenir les industries canadiennes touchées par les tarifs douaniers américains
- Accroître les échanges commerciaux avec des partenaires fiables dans le monde entier
- Aider un plus grand nombre de personnes à suivre une formation ou à refaire une formation en vue de nouvelles possibilités d'emploi
- Faciliter l'obtention de prêts, de subventions ou de crédits d'impôt dans l'intérêt des petites entreprises
- Soutenir la plus jeune génération en lui offrant une éducation abordable et des possibilités d'apprentissage
- Construire un plus grand nombre de logements
- Réduire les dépenses consacrées au fonctionnement de l'appareil gouvernemental
- Renforcer les Forces armées canadiennes

Région du 905 en Ontario, Territoires du Nord-Ouest, résidents de Québec — LE MODÉRATEUR PASSERA EN REVUE LES CHOIX : Pourquoi avez-vous fait ce choix?



- Résidents de la région du 905 en Ontario, résidents des Territoires du Nord-Ouest, résidents de Québec— Dans cette liste, est-ce qu'il y en a qui vous toucheraient personnellement?
  - SI OUI : De quelle manière?
- Résidents de la région du 905 en Ontario, Résidents des Territoires du Nord-Ouest, résidents de Québec — Y a-t-il dans cette liste des choses que le gouvernement du Canada ne devrait pas faire, selon vous?

Acheteurs potentiels d'une propriété et locataires résidant à Regina, résidents de grands centres urbains du Québec appartenant à la classe moyenne, résidents du nord de l'Ontario, parents d'enfants fréquentant une garderie en Nouvelle-Écosse, Canadiens de première génération résidant en Colombie-Britannique, résidents de la région de Laval (Québec) — Comme vous le savez peut-être, chaque année, le gouvernement du Canada dépose un budget. C'est dans ce cadre qu'il décrit ce dans quoi il investira, les modifications qui seront apportées à certains programmes et qu'il présente son plan pour les années à venir. Il fera également des projections sur certains éléments, comme le déficit et la trajectoire économique.

- Acheteurs potentiels d'une propriété et locataires résidant à Regina, résidents de grands centres urbains du Québec appartenant à la classe moyenne, résidents du nord de l'Ontario, parents d'enfants fréquentant une garderie en Nouvelle-Écosse, Canadiens de première génération résidant en Colombie-Britannique, résidents de la région de Laval (Québec) — Avez-vous entendu, lu ou vu quelque chose au sujet des plans du gouvernement fédéral concernant le budget?
  - SI OUI : Qu'avez-vous vu, lu ou entendu à ce sujet?

Acheteurs potentiels d'une propriété et locataires résidant à Regina, résidents de grands centres urbains du Québec appartenant à la classe moyenne, résidents du nord de l'Ontario, parents d'enfants fréquentant une garderie en Nouvelle-Écosse, Canadiens de première génération résidant en Colombie-Britannique, résidents de la région de Laval (Québec) — Le gouvernement du Canada a déclaré qu'il réduirait les dépenses liées au fonctionnement de l'appareil gouvernemental et investirait davantage dans des projets qui visent à contribuer à la croissance économique.

- Acheteurs potentiels d'une propriété et locataires résidant à Regina, résidents de grands centres urbains du Québec appartenant à la classe moyenne, résidents du nord de l'Ontario, parents d'enfants fréquentant une garderie en Nouvelle-Écosse, Canadiens de première génération résidant en Colombie-Britannique, résidents de la région de Laval (Québec) — Que pensez-vous de cette approche? Avez-vous des questions ou des préoccupations?
- Acheteurs potentiels d'une propriété et locataires résidant à Regina, résidents de grands centres urbains du Québec appartenant à la classe moyenne, résidents du nord de l'Ontario, parents d'enfants fréquentant une garderie en Nouvelle-Écosse, Canadiens de première génération

résident en Colombie-Britannique, résidents de la région de Laval (Québec) — Selon vous, où est-ce que le gouvernement fédéral pourrait faire des économies?

- Acheteurs potentiels d'une propriété et locataires résidant à Regina, résidents de grands centres urbains du Québec appartenant à la classe moyenne, résidents du nord de l'Ontario, parents d'enfants fréquentant une garderie en Nouvelle-Écosse, Canadiens de première génération résidant en Colombie-Britannique, résidents de la région de Laval (Québec) — Et où est-ce que le gouvernement fédéral devrait essayer d'investir davantage?
- Acheteurs potentiels d'une propriété et locataires résidant à Regina, résidents de grands centres urbains du Québec appartenant à la classe moyenne, résidents du nord de l'Ontario, parents d'enfants fréquentant une garderie en Nouvelle-Écosse, Canadiens de première génération résidant en Colombie-Britannique, résidents de la région de Laval (Québec) — Et si ces investissements faisaient que les dépenses globales du gouvernement fédéral finissaient par être plus élevées qu'auparavant, quelle serait votre réaction dans un tel cas?

Acheteurs potentiels d'une propriété et locataires résidant à Regina, résidents de grands centres urbains du Québec appartenant à la classe moyenne, résidents du nord de l'Ontario, parents d'enfants fréquentant une garderie en Nouvelle-Écosse, Canadiens de première génération résidant en Colombie-Britannique, résidents de la région de Laval (Québec) — Le gouvernement du Canada a déclaré qu'en raison de la guerre commerciale avec les États-Unis, nous devons diversifier notre économie afin d'être moins dépendants de ce pays. Cela signifie que nous devons investir davantage dans des initiatives qui favoriseront la croissance économique chez nous, comme les grands projets, la construction résidentielle, le soutien aux industries touchées par la guerre commerciale et le renforcement de l'armée canadienne.

- Acheteurs potentiels d'une propriété et potentiels résidant à Regina, résidents de grands centres urbains du Québec appartenant à la classe moyenne, résidents du nord de l'Ontario, parents d'enfants fréquentant une garderie en Nouvelle-Écosse, Canadiens de première génération résidant en Colombie-Britannique, résidents de la région de Laval (Québec) — Êtes-vous d'accord ou en désaccord avec l'approche du gouvernement fédéral? Pourquoi ou pourquoi pas?
- Acheteurs potentiels d'une propriété et locataires résidant à Regina, résidents de grands centres urbains du Québec appartenant à la classe moyenne, résidents du nord de l'Ontario, parents d'enfants fréquentant une garderie en Nouvelle-Écosse, Canadiens de première génération résidant en Colombie-Britannique, résidents de la région de Laval (Québec) — Si le gouvernement du Canada augmentait ses investissements dans ces domaines, que penseriez-vous?
- Acheteurs potentiels d'une propriété et locataires résidant à Regina, résidents de grands centres urbains du Québec appartenant à la classe moyenne, résidents du nord de l'Ontario, parents



d'enfants fréquentant une garderie en Nouvelle-Écosse, Canadiens de première génération résidant en Colombie-Britannique, résidents de la région de Laval (Québec) — Et si ces investissements augmentaient la taille du déficit, est-ce que votre réaction serait différente?

**GRANDS PROJETS D'INFRASTRUCTURE/ÉCONOMIE (35 minutes)** — Résidents du nord de l'Alberta âgés de 35 à 54 ans préoccupés par l'économie, acheteurs potentiels d'une propriété et locataires résidant à Regina, résidents de grands centres urbains du Québec appartenant à la classe moyenne.

Passons à un sujet légèrement différent

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

#### **AFFICHER À L'ÉCRAN :**

Le gouvernement du Canada a récemment annoncé une première série de cinq grands projets d'infrastructure à l'étude pour aider à transformer l'économie canadienne. Afin d'orienter ces projets, un nouveau bureau des grands projets, dont le siège social est situé à Calgary, sera chargé d'accélérer leur réalisation en simplifiant et en accélérant les processus d'approbation réglementaires et en aidant ces projets à obtenir du financement.

Les premiers projets à l'étude sont les suivants :

- **LNG Canada — phase 2 — Kitimat (Colombie-Britannique)** : Ce projet doublerait la production de gaz naturel liquéfié de LNG Canada, ce qui en ferait la deuxième plus grande installation du genre au monde.
  - **Nouveau projet nucléaire de Darlington — Clarington (Ontario)** : Ce projet fera du Canada le premier pays du G7 à se doter d'un petit réacteur modulaire (PRM) opérationnel, fournissant de l'énergie propre à 300 000 foyers.
  - **Projet de terminal à conteneurs de Contrecoeur — Contrecoeur (Québec)** : Ce projet permettra d'augmenter la capacité de manutention de conteneurs du Port de Montréal d'environ 60 %.
  - **Projet de mine de cuivre de Foran à McIlvenna Bay — Centre-Est de la Saskatchewan** : Ce projet fournira du cuivre et du zinc afin de renforcer la position du Canada en tant que fournisseur mondial de minéraux critiques. C'est également le premier projet de cuivre carboneutre au Canada.
  - **Expansion de la mine Red Chris — Nord-Ouest de la Colombie-Britannique** : Ce projet permettra de prolonger de plus de 10 ans la durée de vie de la mine, d'augmenter de plus de 15 % la production annuelle de cuivre au Canada.
- Quelle est votre réaction générale à cette annonce?

- Y a-t-il quoi que ce soit que vous aimez ou que vous n'aimez pas au sujet de l'un ou l'autre de ces projets?
  - Avez-vous de quelconques préoccupations concernant l'un ou l'autre de ces projets?
- Le projet nucléaire à Clarington, en Ontario, réfère à un « petit réacteur modulaire ». Savez-vous en quoi consiste un petit réacteur nucléaire?
- Selon vous, ces initiatives contribueraient-elles à atteindre l'objectif de renforcer la sécurité économique du Canada?

En plus des cinq projets dont nous venons de discuter, le gouvernement du Canada a également cerné des secteurs d'intérêt et d'activité stratégiques qui contribueront à bâtir le Canada. Dans le cadre de ces stratégies porteuses pour le pays, on y retrouve notamment les initiatives suivantes :

#### **AFFICHER À L'ÉCRAN :**

- **Stratégie sur les minéraux critiques** : Aider à la mise en œuvre d'un plus grand nombre de projets de minéraux critiques impliquant l'ensemble du processus, allant de l'extraction initiale des matières premières à la construction de ports et de routes, en passant par le traitement et la fabrication.
  - **Wind West Atlantic Energy** : Exploiter le potentiel éolien en Nouvelle-Écosse.
  - **Oléoduc Pathways Plus** : Un projet de captage, d'utilisation et de stockage du carbone en Alberta, assorti d'une infrastructure énergétique supplémentaire qui soutiendrait un secteur de l'énergie conventionnelle solide.
  - **Corridor économique et de sécurité pour l'Arctique** : Le développement de ports fortifiés et de routes toutes saisons, de pistes d'atterrissage et de systèmes de communication pour servir les opérations militaires et le développement commercial.
  - **Port de Churchill Plus** : Améliorer le port de Churchill et élargir les corridors commerciaux grâce à une route praticable en toutes saisons, à une ligne de chemin de fer modernisée, à un nouveau corridor énergétique et à une capacité de déglacage maritime.
  - **Train à grande vitesse Alto** : Développer un train à grande vitesse de Toronto à Québec atteignant des vitesses allant jusqu'à 300 km/h.
- Quelle est votre réaction générale à l'égard de ces secteurs d'intérêt supplémentaires?
  - Y a-t-il quoi que ce soit que vous aimez ou que vous n'aimez pas à leur sujet?
    - Avez-vous de quelconques préoccupations concernant l'un ou l'autre de ces initiatives?

- Selon vous, ces initiatives contribueraient-elles à atteindre l'objectif de renforcer la sécurité économique du Canada?

**ÉVALUATION DE LA MARQUE MAISON CANADA (60 minutes) — Résidents de la région métropolitaine de Vancouver, résidents de la péninsule d'Avalon touchés par des feux de forêt**

Nous allons maintenant examiner une publicité potentielle que le gouvernement du Canada s'emploie actuellement à concevoir.

- Mais j'aimerais d'abord savoir si quelqu'un parmi vous a entendu parler de l'organisme Maisons Canada.
  - SI OUI : Qu'avez-vous entendu à ce sujet?

LE MODÉRATEUR FOURNIRA LES ÉCLAIRCISSEMENTS SUIVANTS : Maisons Canada est un nouvel organisme du gouvernement du Canada qui sera chargé de construire des logements abordables, de fournir du financement aux constructeurs de logements abordables et de créer une industrie de la construction résidentielle plus productive.

Examinons maintenant le concept créatif de marque. La marque pourrait être vue sur des supports comme des dépliants ou de la signalisation, sur des sites Web ou sur des réseaux sociaux comme X (anciennement Twitter) et LinkedIn.

Je vais vous montrer quelques exemples du concept de marque.

**AFFICHER L'IMAGE 1 À L'ÉCRAN**

- Quelle est votre impression générale de ce concept?
- En quoi ce concept vous plaît-il, le cas échéant? En quoi ce concept vous déplaît-il, le cas échéant? Pourquoi?
- Y a-t-il des éléments quelconques (les couleurs, la police, le logo, les images, les motifs, la disposition des éléments, etc.) de ce concept qui semblent inappropriés ou déplacés, qui ne vous interpellent pas ou qui prêtent à confusion?
- J'aimerais attirer votre attention sur l'image qui se trouve à droite des mots « Maisons Canada » À votre avis, que représente cette image? Qu'est-ce qui vous fait dire cela?
  - Est-ce que quelqu'un parmi vous a remarqué les points sur la page couverture du rapport? Selon vous, que représentent ces points, le cas échéant?



- Si je vous disais que l'icône représente différents types de logements superposés et que les points représentent un plan d'ensemble. Cela étant dit, trouvez-vous que cela ressort clairement? Pourquoi ou pourquoi pas?

**Je vais maintenant vous montrer deux images facultatives.**

#### **AFFICHER L'IMAGE 2 À L'ÉCRAN**

- Quelle est votre impression générale de ces versions?
  - Que représentent-elles?
- En quoi ces versions vous plaisent-elles, le cas échéant? En quoi ces versions vous déplaisent-elles, le cas échéant? Pourquoi?

#### **SONDAGE :**

Maintenant que vous avez vu trois versions de l'image, laquelle, selon vous, reflète le mieux l'idée de cette nouvelle organisation, Maisons Canada?

- IMAGE A (initiale)
- IMAGE B
- IMAGE C

*NOTE À L'ATTENTION DU MODÉRATEUR : SI, D'APRÈS LA DISCUSSION PRÉCÉDENTE SUR LES DIFFÉRENTES ICÔNES DE LOGEMENTS, IL N'EST PAS CLAIR POURQUOI LES PARTICIPANTS PRÉFÈRENT CERTAINES ICÔNES DE LOGEMENT À D'AUTRES, DEMANDEZ-LEUR POURQUOI..*

***Ensuite, je vais vous montrer l'une des icônes, mais en différentes couleurs. Je veux qu'on ne se concentre que sur les différentes combinaisons de couleurs.***

#### **AFFICHER L'IMAGE 3 À L'ÉCRAN**

- Que pensez-vous des différents choix de couleurs présentés?

#### **SONDAGE :**

Maintenant que vous avez vu trois combinaisons de couleurs, laquelle se démarquerait le plus à vos yeux ou attirerait davantage votre attention si vous la voyiez sur la couverture d'un rapport, dans une publication sur les réseaux sociaux ou dans un contexte similaire?

- IMAGE A
- IMAGE B
- IMAGE C

Nous allons maintenant examiner un autre concept. Tout comme le précédent, celui-ci pourrait figurer sur des produits comme des dépliants, sur de la signalisation, sur des sites Web, ou sur des réseaux sociaux comme X (anciennement Twitter) et LinkedIn.

#### **AFFICHER L'IMAGE 4 À L'ÉCRAN**

- Quelle est votre impression générale de ce concept?
- En quoi ce concept vous plaît-il, le cas échéant? En quoi ce concept vous déplaît-il, le cas échéant? Pourquoi?
- Y a-t-il des éléments quelconques (les couleurs, la police, le logo, les images, les motifs, la disposition des éléments, etc.) de ce concept qui semblent inappropriés ou déplacés, qui ne vous interpellent pas ou qui prêtent à confusion?
- J'aimerais attirer votre attention sur l'image au milieu de la page couverture du rapport. À votre avis, que représente cette image? Qu'est-ce qui vous fait dire cela?
- Si je vous disais que l'icône représente une maison ou des portes, selon l'angle sous lequel on la regarde. Sachant cela, diriez-vous que ça ressort clairement? Pourquoi ou pourquoi pas?

Pour finir, nous allons examiner un autre concept.

#### **AFFICHER L'IMAGE 5 À L'ÉCRAN**

- En quoi ce concept vous plaît-il, le cas échéant? En quoi ce concept vous déplaît-il, le cas échéant? Pourquoi?
- Y a-t-il des éléments quelconques (les couleurs, la police, le logo, les images, les motifs, la disposition des éléments, etc.) de ce concept qui semblent inappropriés ou déplacés, qui ne vous interpellent pas ou qui prêtent à confusion?

#### **SONDAGE :**

Maintenant que vous avez vu trois différents concepts, lequel se démarquerait le plus ou attirerait le plus votre attention si vous le voyiez sur la page couverture d'un rapport, dans une publication sur un réseau social ou dans un contexte similaire?

- IMAGE A
- IMAGE B

○ IMAGE C

- Avez-vous d'autres idées pour améliorer le concept de Maisons Canada?

**ÉVALUATION DE MESSAGES POUR MAISONS CANADA (MC) (30 minutes) — Résidents de la région du 905 en Ontario, résidents des Territoires du Nord-Ouest, résidents de Québec.**

Maintenant, je voudrais me pencher sur le logement...

- Quelqu'un a-t-il déjà entendu parler d'un organisme du nom de Maisons Canada?
  - SI OUI : Qu'avez-vous vu, lu ou entendu à ce sujet?

LE MODÉRATEUR FOURNIRA LES ÉCLAIRCISSEMENTS SUIVANTS : Maisons Canada est un nouvel organisme du Gouvernement du Canada chargé de construire des logements abordables, d'offrir du financement aux constructeurs d'habitations abordables et de rendre l'industrie de la construction résidentielle plus productive.

Dans la prochaine portion de notre discussion, nous examinerons certains des messages qui pourraient être utilisés pour présenter et fournir des informations au sujet de Maisons Canada.

Tout d'abord, je vais vous montrer deux messages. Ensuite, nous procéderons à un sondage dans lequel vous choisirez le message qui, selon vous, est le meilleur pour présenter l'initiative Maisons Canada.

**AFFICHER À L'ÉCRAN :**

Message 1

Le gouvernement du Canada a un nouveau plan en matière de logement  
Le plus ambitieux du Canada depuis la Deuxième Guerre mondiale  
Pour rendre le logement à nouveau abordable

Message 2

Le gouvernement du Canada a un nouveau plan de logement  
Et à un moment où les Canadiens s'unissent pour affronter les défis mondiaux  
C'est un plan à la mesure de la situation qui s'appuie sur une approche d'équipe Canada

**SONDAGE :** Veuillez choisir le message qui, selon vous, est le meilleur pour présenter l'initiative Maisons Canada.

LE MODÉRATEUR PASSERA EN REVUE LES CHOIX : Pourquoi avez-vous fait ce choix?

Passons maintenant à quelques autres messages qui visent à décrire ce que Maisons Canada est censé accomplir.

**AFFICHER À L'ÉCRAN :**

Face à la situation actuelle du logement, nous savons qu'il est temps de construire.

Maisons Canada fera que des logements seront construits au Canada, en mettant l'accent sur des solutions de logement abordable à grande échelle et à long terme, qui auront un impact réel.

- Quelle est votre réaction générale à ce message?
- Y a-t-il quelque chose dans ce message qui ne vous rejoint pas ou qui prête à confusion?
  - Le message est-il clair?
- Le message fait référence au « logement abordable ». Selon vous, que signifie « abordable »?
  - Que signifie-t-il pour vous?

Nous allons maintenant passer en revue une autre série de messages.

**AFFICHER À L'ÉCRAN :**

En réunissant sous un même toit un financement flexible, un accès à des terrains et une expertise en matière de développement, Maisons Canada fera en sorte qu'il sera plus simple et plus rapide de démarrer de grands projets.

Maisons Canada allie développement, financement et utilisation de méthodes de construction modernes afin de créer une offre de logements plus abordables.

- Quelle est votre réaction générale à ce message?
- Y a-t-il quelque chose dans ce message qui ne vous rejoint pas ou qui prête à confusion?
  - Le message est-il facile à comprendre?
- Selon vous, que signifient « des méthodes de construction modernes »?

Maintenant, compte tenu de tout ce que nous venons de voir...

- L'initiative « Maisons Canada » a-t-elle une pertinence pour vous? Compte tenu de ce que vous savez, pensez-vous que vous pourriez en bénéficier?
- Cette initiative place-t-elle le gouvernement du Canada sur la bonne voie en matière de logement? Pourquoi ou pourquoi pas?

**ANNONCE DE MAISONS CANADA (35 minutes)** — Résidents du nord de l'Alberta âgés de 35 à 54 ans préoccupés par l'économie, acheteurs potentiels d'une propriété et locataires résidant à Regina, résidents de grands centres urbains du Québec appartenant à la classe moyenne.

- Avez-vous vu, lu ou entendu quelque chose récemment au sujet du plan du gouvernement du Canada qui vise à traiter les enjeux en matière de logement?
  - SI OUI : Qu'avez-vous entendu?
  - DEMANDER AU BESOIN : Qu'en est-il de la nouvelle initiative du gouvernement du Canada, Maisons Canada?
    - SI OUI : Qu'avez-vous entendu?

**AFFICHER À L'ÉCRAN :**

Le gouvernement du Canada a récemment annoncé la création d'une nouvelle agence fédérale appelée Maisons Canada. Son objectif est de construire de nombreux logements abordables en utilisant judicieusement les terrains publics, en offrant des mesures incitatives financières souples, en attirant des capitaux privés, en facilitant la réalisation de projets de portefeuille de grande envergure et en venant en aide aux fabricants modernes.

- Que pensez-vous dans un premier temps de cette nouvelle agence fédérale?

**AFFICHER À L'ÉCRAN :**

Maisons Canada axera ses efforts principalement sur les logements conçus pour offrir des unités à un taux inférieur à celui du marché standard, afin que ces unités soient abordables pour les ménages à faible et moyen revenu.

L'objectif global est de doubler la construction de logements, de rétablir l'accessibilité financière et de réduire l'itinérance en construisant des logements supervisés et de transition.

Cette approche repose sur les trois grands piliers suivants :

4. Construire des logements abordables : travailler avec l'industrie pour offrir des options de logements abordables qui resteront abordables à long terme.
  5. Financer des logements abordables : offrir un financement stable, à long terme et à faible coût aux fournisseurs de logements privés et sans but lucratif.
  6. Stimuler l'industrie du logement : contribuer à générer une demande pour des méthodes de construction novatrices et durables, telles que la construction d'habitations en usine et les logements préfabriqués.
- Que pensez-vous de cette approche?

L'un des moyens par lequel Maisons Canada livrera plus de logements plus rapidement est de faire usage de terrains publics pour des méthodes de construction novatrices et durables, telles que les habitations préfabriquées, et d'utiliser du bois canadien certifié ainsi que des matériaux recyclés et à faibles émissions pour ces logements.

- Pensez-vous que cette stratégie mènera à la construction d'un plus grand nombre de logements plus rapidement et à des prix abordables? Qu'est-ce qui vous fait dire cela?
- Pensez-vous que Maisons Canada contribuera à stimuler l'économie canadienne? Qu'est-ce qui vous fait dire cela?
- Pensez-vous que, personnellement, vous pourriez bénéficier d'une telle initiative?
  - SI OUI : Comment?

**VÉHICULES ÉLECTRIQUES (40 minutes)** — Résidents de la région métropolitaine de Vancouver, résidents de la région du 905 en Ontario, résidents des Territoires du Nord-Ouest, résidents des Territoires du Nord-Ouest, résidents de Québec, résidents du nord de l'Ontario

Résidents de la région métropolitaine de Vancouver — J'aimerais maintenant parler de véhicules électriques (VE).

Résidents de la région métropolitaine de Vancouver, résidents de la région du 905 en Ontario, résidents des Territoires du Nord-Ouest, résidents des Territoires du Nord-Ouest, résidents de Québec, résidents du nord de l'Ontario — Je souhaite maintenant changer de sujet et parler des véhicules électriques (VE).

- Avez-vous vu, lu ou entendu de nouvelles concernant le gouvernement du Canada et les véhicules électriques?
  - SI OUI : Qu'avez-vous entendu? Où l'avez-vous entendu?
    - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il de nouvelles concernant la remise fédérale pour les VE?
    - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il de nouvelles concernant les cibles de ventes de VE?
- Y a-t-il quelqu'un ici qui envisage de faire l'achat ou la location d'un véhicule électrique?
  - SI OUI : Quelles sont vos principales raisons de vouloir faire l'acquisition ou la location d'un VE?
  - SI OUI : Avez-vous une quelconque réticence liée à l'achat ou à la location d'un VE?

- Envisageriez-vous d'acheter un VE d'occasion? Pourquoi ou pourquoi pas?
- Selon vous, quels sont les principaux avantages ou bienfaits d'un véhicule électrique par rapport aux véhicules conventionnels à essence ou diesel?
- Quels seraient les impacts que pourrait avoir l'utilisation d'un véhicule électrique sur vous ou votre collectivité, le cas échéant?
  - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il de la possibilité de recharger son VE à domicile?
- Quels sont, le cas échéant, les principaux obstacles qui vous retiennent d'acheter un VE?
  - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il des infrastructures de recharge?
  - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il de l'entretien ou de la réparation d'un VE?
  - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il des coûts?

**AFFICHER À L'ÉCRAN :**

Les Canadiens parcourent généralement entre 50 et 60 km par jour pour se rendre au travail. De nombreux VE ont désormais une autonomie de 400 à 500 km, ce qui signifie qu'ils peuvent parcourir des centaines de kilomètres avant de nécessiter une recharge. L'année dernière, une étude menée par la CAA auprès de plus de 16 000 conducteurs de VE au Canada a également révélé que les conducteurs actuels effectuent plus de 80 % des recharges à domicile, plutôt qu'à des bornes de recharge publique.

- Quelles sont vos réactions à ces informations?
  - Ces informations changent-elles votre opinion quant à la question d'existe-t-il suffisamment d'infrastructures de recharge publique? De quelle manière?
  - Ces informations changent-elles votre évaluation du fait que les VE pourraient vous convenir? De quelle manière?

**Résidents de la région métropolitaine de Vancouver — AFFICHER À L'ÉCRAN :**

Le gouvernement du Canada a récemment fait part de son intention de rétablir le programme de remise aux consommateurs, anciennement connu sous le nom d'Incitatifs pour les véhicules zéro émission (iVZE), afin de rendre les véhicules électriques plus abordables.

**Résidents de la région du 905 en Ontario, résidents des Territoires du Nord-Ouest, résidents de Québec, résidents du Nord de l'Ontario — AFFICHER À L'ÉCRAN :**

Le gouvernement du Canada a récemment indiqué qu'il pourrait rétablir le programme de remise aux consommateurs, connu auparavant sous le nom de Programme d'incitatifs pour les véhicules zéro émission (iVZE), afin de rendre les véhicules électriques plus abordables.

- Ces informations changent-elles votre opinion sur les VE?
  - SI OUI : En quoi changent-elles votre opinion?

**Résidents de la région métropolitaine de Vancouver** — Le gouvernement du Canada s’est fixé comme objectif que d’ici 2035, toutes les voitures et tous les camions neufs vendus au Canada soient zéro émission, c’est-à-dire entièrement électriques ou hybrides rechargeables.

- **Résidents de la région métropolitaine de Vancouver** — À votre avis, le gouvernement atteindra-il cet objectif? Pourquoi ou pourquoi pas?
- **Résidents de la région métropolitaine de Vancouver** — Le gouvernement du Canada devrait-il, selon vous, s’en tenir à cet échéancier cible, le resserrer, (c’est-à-dire avant 2035), prolonger l’échéancier (c’est-à-dire après 2035), ou supprimer complètement l’objectif? Qu’est-ce qui vous fait dire cela?

**Résidents de la région du 905 en Ontario, résidents des Territoires du Nord-Ouest, résidents de Québec, résidents du Nord de l’Ontario** — **AFFICHER À L’ÉCRAN :**

Le gouvernement du Canada a fixé des cibles de vente pour tous les nouveaux véhicules zéro émission (voitures et camions) vendus au Canada, c’est-à-dire les véhicules entièrement électriques ou hybrides rechargeables. Ces objectifs devaient initialement entrer en vigueur pour l’année modèle 2026, mais le gouvernement fédéral a récemment annoncé qu’il retirait la cible pour 2026 et qu’il procéderait à une évaluation de 60 jours de la politique globale. Cette annonce s’inscrit dans le cadre d’une série de mesures visant à aider les secteurs les plus touchés par les tarifs douaniers américains.

- **Résidents de la région du 905 en Ontario, résidents des Territoires du Nord-Ouest, résidents de Québec, résidents du Nord de l’Ontario** — Que pensez-vous du retrait des cibles de vente des véhicules zéro émission pour les modèles 2026?
- **Résidents de la région du 905 en Ontario, résidents des Territoires du Nord-Ouest, résidents de Québec, résidents du Nord de l’Ontario** — Pensez-vous que le gouvernement du Canada devrait fixer des cibles de vente pour tous les nouveaux véhicules zéro émission (voitures et camions) à compter de 2027, qu’il devrait continuer à suspendre les cibles à court terme, ou qu’il devrait éliminer entièrement les cibles? Qu’est-ce qui vous fait dire cela?

#### **ECCC MISE À L’ESSAI DE MESSAGES (40 minutes)**

**Parents d’enfants fréquentant une garderie résidant en Nouvelle-Écosse, Canadiens de première génération résidant en Colombie-Britannique, résidents de la région de Laval (Québec).**

Changement de sujet, j'aimerais maintenant parler de l'environnement.

Le gouvernement du Canada est en train de mettre à jour sa stratégie sur les changements climatiques. La stratégie complète est toujours en cours de finalisation et je n'ai donc pas beaucoup d'informations à partager avec vous quant à des actions spécifiques. Cependant, j'aimerais vous présenter quelques messages généraux que le gouvernement du Canada pourrait utiliser dans ses communications et je voudrais que vous me disiez si certaines idées vous interpellent ou non.

Voici le premier...

**AFFICHER À L'ÉCRAN :**

Le Canada est résolu à devenir carboneutre d'ici 2050 et à améliorer notre compétitivité économique — non seulement parce que c'est essentiel de le faire pour le bien du climat, mais également parce que les experts nous disent que les économies prospères du futur seront à faibles émissions de carbone, résilientes et suffisamment fortes pour répondre aux demandes liées à l'intelligence artificielle, à l'électrification et aux nouvelles relations commerciales. Le gouvernement du Canada apporte des modifications ciblées à certaines politiques climatiques afin de soutenir notre économie dans cette transition tout en gérant les pressions qu'exercent les droits de douane américains sur notre économie. La Stratégie pour la compétitivité et le climat est un élément clé du plan du gouvernement fédéral visant à renforcer l'économie du Canada afin de créer plus de certitude et de prospérité pour tous les Canadiens en transformant notre économie pour la rendre plus compétitive, durable et résiliente face aux chocs mondiaux.

- Quelles sont vos réactions à cela?
  - Y a-t-il des mots ou des idées qui vous interpellent? Pourquoi ou pourquoi pas?
  - Y a-t-il quelque chose qui ne vous semble pas clair ou qui porte à confusion?

**AFFICHER À L'ÉCRAN :**

Bien que la transition vers la carboneutralité soit cruciale pour lutter contre les changements climatiques, les pressions économiques récentes liées aux politiques américaines signifient que certaines actions pour atteindre nos objectifs climatiques à court terme pourraient se faire au détriment des emplois et des investissements. Nous continuons à nous engager fortement en faveur d'une réduction de la pollution et d'une diminution de nos émissions, et nous le faisons en soutenant la main-d'œuvre, les collectivités et les industries canadiennes.

- Quelles sont vos réactions à cela?
  - Y a-t-il des mots ou des idées qui vous interpellent? Pourquoi ou pourquoi pas?
  - Y a-t-il quelque chose qui ne vous semble pas clair ou qui porte à confusion?

**AFFICHER À L'ÉCRAN :**

S'assurer que les grands émetteurs — comme les grands fabricants — paient le prix de la pollution par le carbone qu'ils génèrent occupe une grande place dans le plan du Canada pour créer une économie forte et un avenir plus vert. Il s'agit d'une incitation financière à polluer moins et à investir davantage dans des solutions plus propres pour faire des affaires. La tarification de la pollution par le carbone pour l'industrie est la manière la moins coûteuse de s'assurer que les produits et les services canadiens sont concurrentiels et respectueux de l'environnement.

- Quelles sont vos réactions à cela?
  - Y a-t-il des mots ou des idées qui vous interpellent? Pourquoi ou pourquoi pas?
  - Y a-t-il quelque chose qui ne vous semble pas clair ou qui porte à confusion?

#### **AFFICHER À L'ÉCRAN :**

Le gouvernement du Canada passe à l'action pour assurer la réussite à long terme de la transition du Canada vers les véhicules électriques. Parallèlement, le secteur des véhicules électriques fait face aux pressions économiques découlant des droits de douane américains, alors le gouvernement fédéral suspend l'entrée en vigueur des cibles de ventes obligatoires qui visaient les nouveaux modèles de véhicules électriques de 2026.

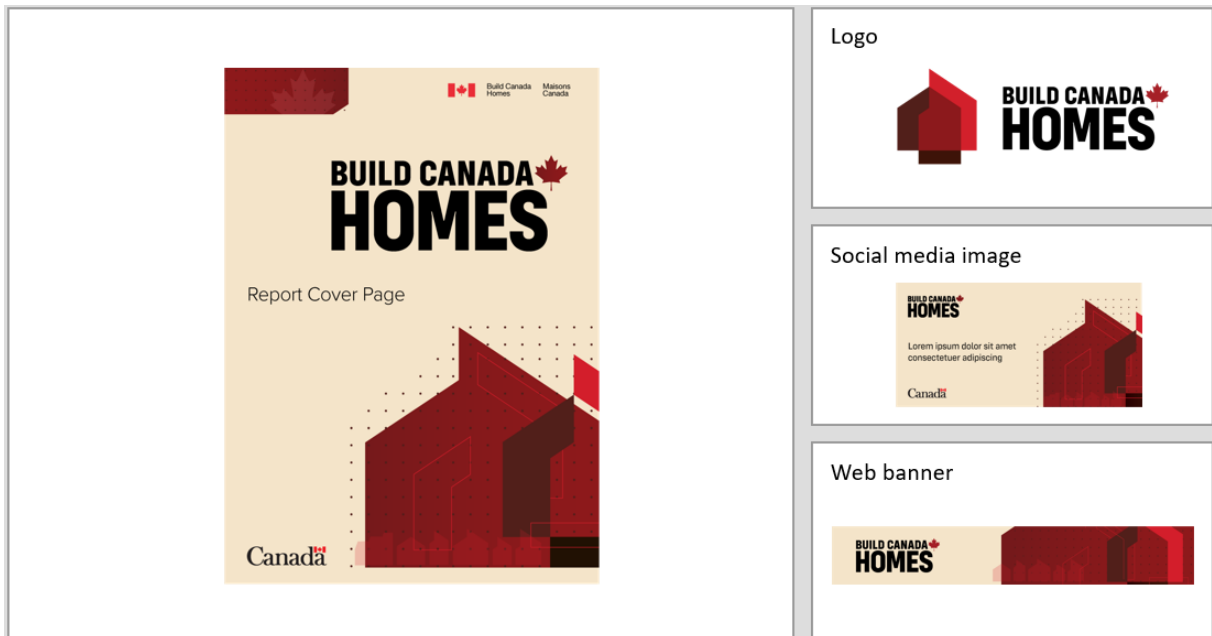
- Quelles sont vos réactions à cela?
  - Y a-t-il des mots ou des idées qui vous interpellent? Pourquoi ou pourquoi pas?
  - Y a-t-il quelque chose qui ne vous semble pas clair ou qui porte à confusion?

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

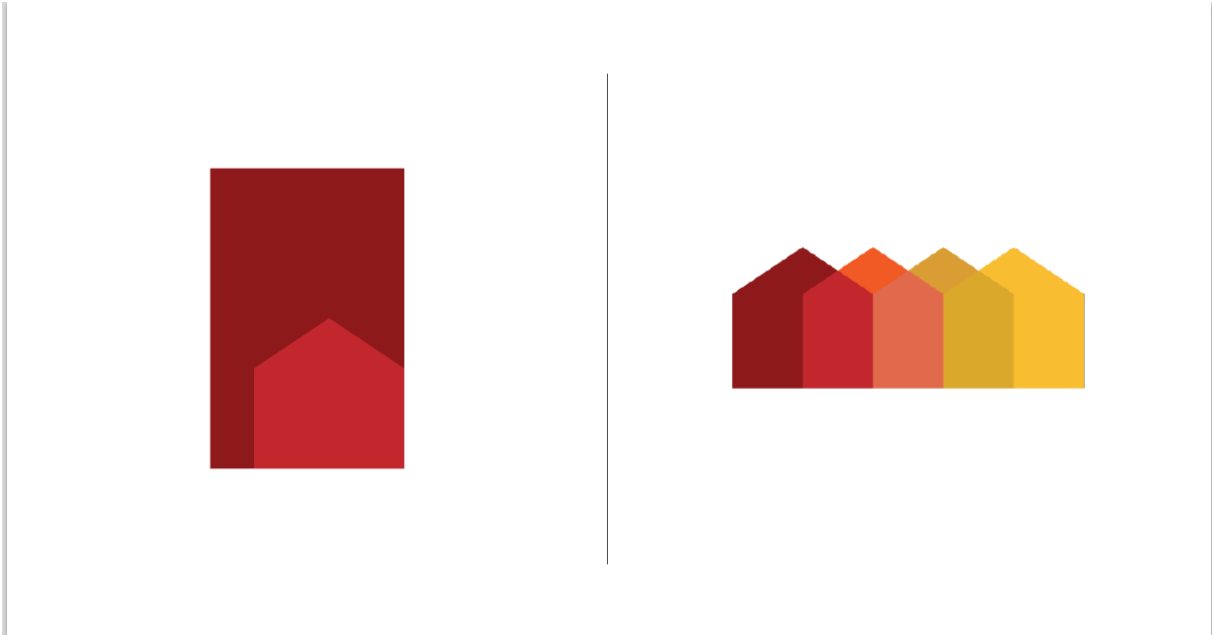
- Avant de conclure, y a-t-il autre chose que vous souhaiteriez dire au gouvernement fédéral? Il peut s'agir de précisions sur les sujets abordés aujourd'hui ou d'un sujet que vous jugez important, mais dont nous n'avons pas discuté.

## Appendix C – Advertising Concepts

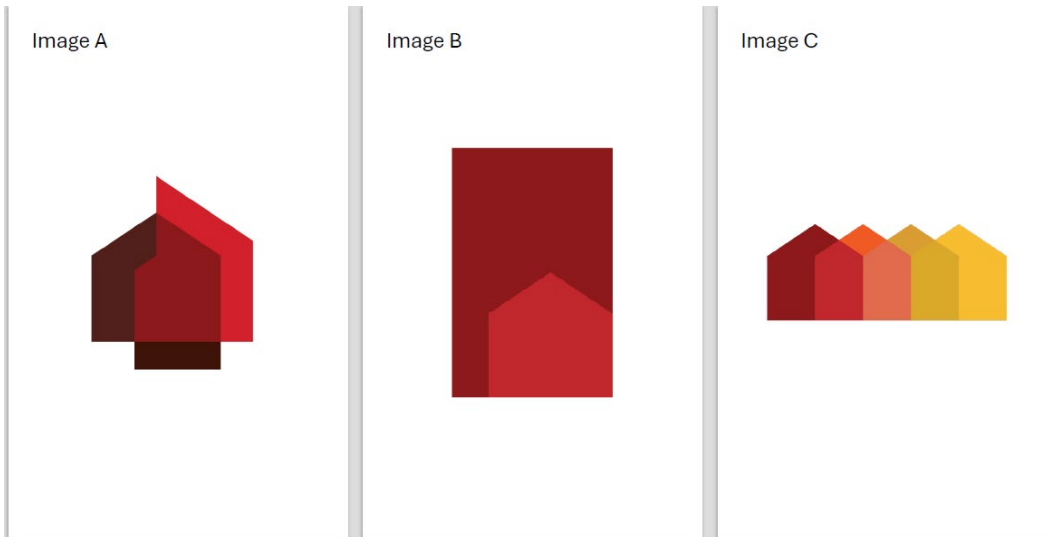
## Build Canada Homes Branding Concept Testing



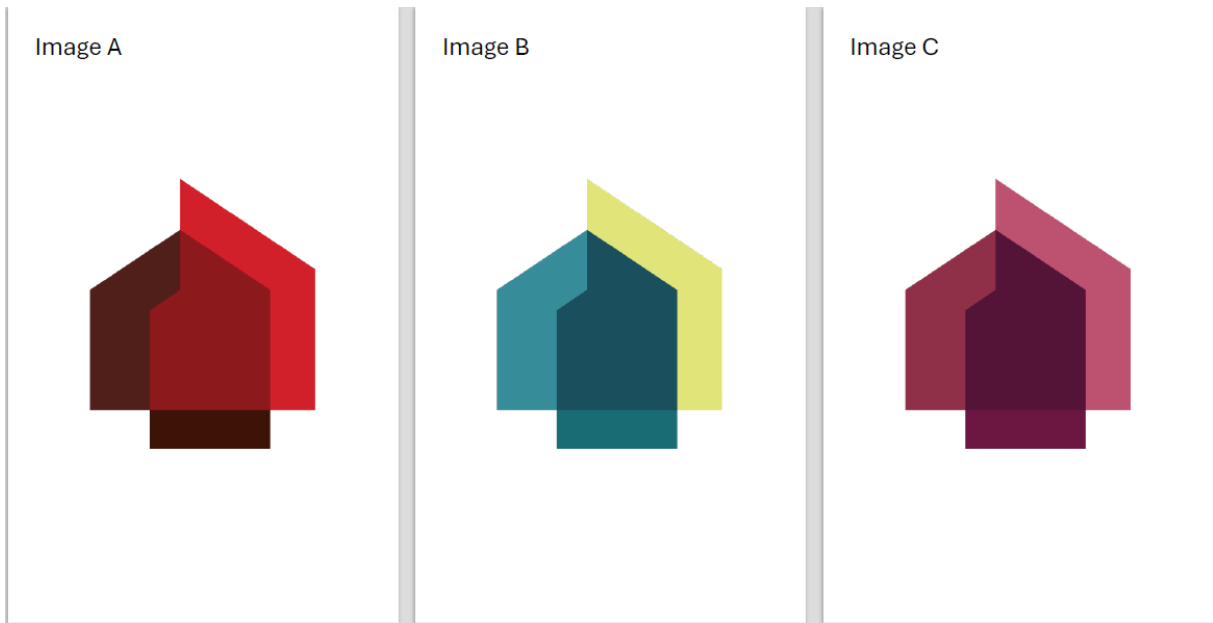
This creative concept is comprised of a large image of a Build Canada Homes report cover taking up the two leftmost thirds of the design, accompanied by a column of three different branding images on the rightmost third. The larger report cover is beige in base, with dark red designs. At the top left corner of the image there is a red rectangle with a slight bit of its bottom right corner missing, with a faded red design of the maple leaf inside. At the top right corner there is a Canadian flag logo and the words Build Canada Homes and Maisons Canada. Below this design in the top centre of the design are the words "Build Canada Homes" in large block letters, with 'homes' in a larger font than the other words. There is a maple leaf beside this title. In the centre-left of the design are the words 'Report Cover Page' in smaller black font. At the bottom left of the concept is the Government of Canada wordmark. Taking up the bottom left quadrant of the image is a dark red, multi-shaped design, that resembles a large house-like object, with smaller house like images inside. One part of the image on the centre-right side is slightly darker red and the bottom right corner of the image features a black rectangle. The first image on the right third of the concept is the logo for Build Canada Homes, which features a multi-shaped dark red, crimson house-like design with the words Build Canada Homes accompanied by a small maple leaf. The second image is designed for social media and features a rectangular design with a beige backdrop. In the top left is the Build Canada Homes logo, in the centre-left is some sample text and the Government of Canada wordmark is found in the bottom right. The same house-like image from the report cover page takes up most of the right-side of the image. The third image is a rectangular web banner type image. On the left side is the Build Canada Homes logo against a beige background, on the right side is a multi-shade red design similar to the other designs in the concept.



Two images are shown side by side. The image on the left is a dark red rectangle, positioned vertically, with a brighter red image of a home included within the bottom half of the rectangle. The image on the right is four homes positioned next to and overlapping with one another in a row. From left the right the homes are coloured dark red, orange, gold, and yellow, with the colours overlapping where the houses connect to one another.



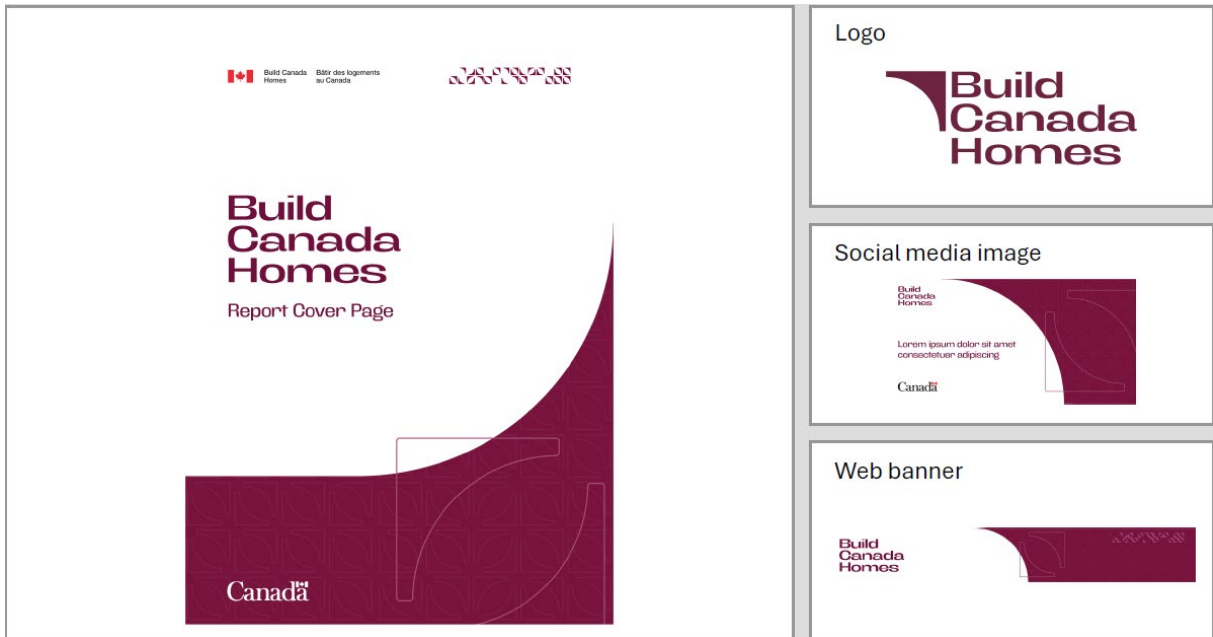
Three images are shown side by side. The leftmost image (Concept A) is the image that was included in the original Build Canada Homes logo. The centre (Concept B) and right (Concept C) images are the two images that were presented to participants in the previous image.



Three images are shown side-by-side, all of which are different variations of Image A described in the picture prior to this one. Variation A features the original colour scheme (featuring many different shades of red and burgundy/brown), Variation B features a teal and yellow design, and Variation C features a colour palette of deep reds and pinks overlapping with one another.



This is an alternate version of the overall Build Canada Homes branding concept, featuring a large image on the left of the Build Canada Homes report cover page and three smaller images on the right, respectively featuring the Build Canada Homes logo, social media image, and web banner. The Report Cover Page is primarily a dark blue, with a bright neon green font and imagery that combines these two colours. At the top left of the design are the words "Build Canada Homes" stacked one on top of the other in big block letters, with "Report Cover Page" included in smaller text below. In the middle of the page is an overlapping blue and neon green rectangle with a circular-like depiction of a cul-de-sac of homes as seen from above. In the middle of the rectangle and on the right side of the page are a grid of transparent dots. On the right side, the logo is dark blue text against a white back drop. It features the words "Build Canada Homes" in the same style as the cover page, accompanied by the circular logo, this time in dark blue and white. The social media image is neon green and dark blue and features the words "Build Canada Homes" in the top right, the circular logo in the bottom right/centre, and some text on the right side of the design. The web banner is a long rectangle. On its left side are the words Build Canada Homes in neon green against a dark blue backdrop. The centre of the banner is a lighter shade as it overlaps with the neon green which takes up the right side of the rectangle. On the far right of the rectangle is the circular logo in neon green and blue.



This is an additional alternate version of the overall Build Canada Homes branding concept. It features a large report cover page on the left and is accompanied by three smaller images (a logo, social media image, and web banner) on the right. The report cover page is white with crimson text and imagery. At the top of the report cover page is the Government of Canada logo accompanied by the words "Build Canada Homes" and "Bâtir des logements au Canada". On the right top right corner is a crimson and white design, comprised of squares and blank spaces. In the centre to left of the page is the next Build Canada Homes in crimson, with the words report cover page in a smaller font below. The bottom-third to centre-right of the concept are taken up primarily of a dark crimson design, including a sloping curve heading up to the top right of the image. The Government of Canada wordmark is included in white in the bottom left of the concept and two designs featuring two straight horizontal lines connected by a half circle are included in the bottom right of the concept. The logo is white with crimson writing. It features the text "Build Canada Homes" and an inverse of the crimson design from the cover page. The social media image features the text Build Canada Homes in the top left corner, some supporting text in the centre-left and the Government of Canada wordmark in the bottom left. On the right is the same design from the logo. The web banner is white with crimson writing. It features the Build Canada Homes text on the left, some blank white space in the middle, and the same design as in the above images but with a longer rectangular tail at the end, extending it to fit a web banner space.

Image A



Image B



Image C



This is a collection of the three overall concepts described in the images above. The original concept is labelled Image A while the two alternates are labelled Image B and C respectively.