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Continuous Qualitative Data Collection of Canadians' Views – December 2025 and January 2026

Final Report

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Canada

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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The third and fourth cycles of the third year of this study included a total of fifteen focus groups with Canadian adults (18 years of age and older) conducted between December 2nd, 2025, and January 26th, 2026.

Cette publication est aussi disponible en français sous le titre : Rapport final - Collecte continue de données qualitatives sur les opinions des Canadiens – décembre 2025 et janvier 2026.

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Political Neutrality Certification

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

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

Signed: _____ Date: March 4, 2026

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 fifteen online focus groups which were conducted between December 2nd, 2025, and January 26th, 2026, in multiple locations across the country. Details concerning the locations, recruitment, and composition of the groups are provided in the section below.

The research conducted during this cycle focused primarily on participants' views related to a range of major nation-building infrastructure projects that had recently been announced by the Government of Canada as well as their perspectives regarding numerous actions and initiatives that had been announced to help make life in Canada more affordable going forward. Several discussions also focused on the Government of Canada's international trade relationships (both with the United States (U.S.) as well as with other global partners) as well as the issue of Arctic sovereignty and Canada's membership in alliances such as the North Atlantic Treaty Organization (NATO). All groups discussed recent news that they had heard about the Government of Canada, with some focusing on specific issues such as its planned purchase of F-35 aircraft from the U.S., potential job reductions and return-to-office policies for the federal public service, the construction of the new Alto high-speed rail line, and the recently announced Canada Groceries and Essentials Benefit.

Other topics focused on during this research cycle included the Build Canada Homes initiative, substance abuse, the federal government's Procurement Strategy for Indigenous Businesses, and video advertising concepts that had been developed to highlight the actions that the Government of Canada

was taking to assist households facing challenges related to affordability and the cost of living. Some groups also discussed the Nutrition North Canada initiative, while others shared their perspectives regarding messaging that had been developed to inform and educate Canadians about the nutrition labels included on packaged food products.

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 Indigenous peoples, women, and individuals aged 30 to 60.

Detailed Approach

- Fifteen groups were conducted across various regions in Canada.
- Twelve groups were conducted among the general population residing in major urban centres in Saskatchewan and Manitoba, the Greater Vancouver Area (GVA) and Vancouver Island, the Greater Toronto Area (GTA), Quebec, Atlantic Canada, Saskatoon and Regina, the Greater Montreal Area (GMA), the York and Peel regions of Ontario, Yukon, the Ottawa-Montreal Corridor, Edmonton and Calgary, and Southwestern Ontario.
- The other groups were conducted among key subgroups including:
    - Indigenous peoples residing in the Northwest Territories, Yukon, and Nunavut;
    - Individuals aged 30-60 living in Ottawa and the National Capital Region (NCR); and
    - Women residing in the Lower Mainland region of British Columbia (B.C.).
- The groups based in Quebec and the Ottawa-Montreal Corridor 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, 115 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium of $125.

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Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EST)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
December 2025						
Northwest Territories, Yukon & Nunavut	1	**EN**	Tues, Dec 2nd	7:00-9:00 PM	Indigenous Peoples	7
Major Urban Centres Saskatchewan and Manitoba	2	**EN**	Wed, Dec 3rd	7:00-9:00 PM	General Population	7
Greater Vancouver Area and Vancouver Island	3	**EN**	Thurs, Dec 4th	9:00-11:00 PM	General Population	7
Greater Toronto Area	4	**EN**	Tues, Dec 9th	6:00-8:00 PM	General Population	7
Ottawa/National Capital Region	5	**EN**	Wed, Dec 10th	6:00-8:00 PM	Individuals aged 30 to 60	8
Quebec	6	**FR**	Thurs, Dec 11th	6:00-8:00 PM	General Population	8
January 2026						
Atlantic Canada	1	**EN**	Wed, Jan 7th	5:00-7:00 PM	General Population	8
Lower Mainland British Columbia	2	**EN**	Thurs, Jan 8th	9:00-11:00 PM	Women	8
Saskatoon and Regina	3	**ER**	Tues, Jan 13th	7:00-9:00 PM	General Population	8
Greater Montreal Area	4	**FR**	Wed, Jan 14th	6:00-8:00 PM	General Population	8
York and Peel Regions Ontario	5	**EN**	Thurs, Jan 15th	6:00-8:00 PM	General Population	8
Yukon	6	**EN**	Tues, Jan 20th	8:00-10:00 PM	General Population	8
Ottawa-Montreal Corridor	7	**FR**	Wed, Jan 21st	6:00-8:00 PM	General Population	7
Edmonton and Calgary	8	**EN**	Thurs, Jan 22nd	8:00-10:00 PM	General Population	8
Southwestern Ontario	9	**EN**	Mon, Jan 26th	6:00-8:00 PM	General Population	8
Total number of participants						**115**

Key Findings

Government of Canada in the News (All Locations)

All groups were asked to share what they had seen, read, or heard about the Government of Canada in recent days. A wide range of announcements and initiatives were recalled, including the tabling by the Government of Canada of its annual budget, the ongoing response to tariffs imposed by the United States (U.S.) on Canadian imports, and discussions between the Government of Canada and the Government of Alberta regarding the potential construction of a new oil pipeline spanning from Alberta to British Columbia (B.C.)'s West Coast. Participants also recalled hearing that Immigration, Refugees, and Citizenship Canada (IRCC) had announced that it would be making changes to its immigration policies, including reducing the number of individuals who would be admitted to Canada on temporary foreign worker (TFW) and international student study permits over the next few years.

Participants also recalled a number of announcements and initiatives related to the Government of Canada's activities on the global stage. These included ongoing efforts to provide military, financial, and humanitarian support to Ukraine, the announcement of new trade agreements with the Governments of China and Qatar respectively, and the attendance by the Prime Minister (PM) and other federal officials at the 56th World Economic Forum (WEF) which took place in Davos-Klosters, Switzerland from January 19th, 2026, to January 23rd, 2026.

F-35 Fighter Jets (Greater Toronto Area, Ottawa/National Capital Region, Quebec)

Three groups were asked additional questions related to the Government of Canada's decision to purchase a number of American-made F-35 fighter jets and whether it should move forward with this commitment. Asked if they had recently seen, read, or heard anything related to the Government of Canada potentially deciding to modify its plan to order F-35 fighter jets for the Canadian Armed Forces (CAF), only a small number reported that they had.

Participants were informed that, while the Government of Canada had committed to purchasing a number of F-35 fighter jets to replace aging CF-18 aircraft, there was a potential opportunity to purchase different jets (such as the Swedish-made Gripen fighter jet) from providers from other countries. On balance, many believed that it was important for Canada to further diversify the countries from which it purchases its defence equipment and technologies. Several were of the opinion that, so long as alternative options such as the Gripen were of similar cost and quality, there was no reason for the Government of Canada to not explore these potential opportunities. A number also expressed the view that, given the ongoing uncertainty related to the Canada-U.S. economic relationship and the continued imposition of U.S. tariffs on a wide range of Canadian imports, it was an intuitive step for Canada to consider decreasing its reliance on the U.S. for its national security needs moving forward.

A number felt somewhat differently, believing that while the U.S. had become increasingly difficult to negotiate with in recent months, it was essential for the two countries to continue to have a close and

cordial defence partnership given their geographical proximity to one another. With this in mind, it was thought that it was important for the Government of Canada to carefully consider how the U.S. might respond prior to making any decisions related to rescinding its commitment to purchase F-35s.

Federal Public Service (Ottawa/National Capital Region)

The group comprised of individuals residing in Ottawa and the NCR engaged in a brief discussion related to potential personnel reductions and updated return-to-office policies for the federal public service. Asked whether they had recently seen, read, or heard anything about possible job cuts in the federal public service, many reported that they had. While a few expressed the view that federal spending had been too high in recent years and believed that spending cuts would likely be necessary going forward, several were uncertain as to whether eliminating positions in the federal public service was the right course of action for the Government of Canada to be taking.

Asked whether they had seen, read, or heard anything about the Government of Canada potentially updating its return-to-office policies for the federal public service, most indicated that they had. A large number were negative in their reactions, with several believing that this type of policy change would require many federal employees to spend significantly more amounts of time each day commuting to work, leading to them having less time available to devote to their professional tasks and other aspects of their lives. A number thought that, rather than instituting a universal return-to-office policy, the federal government should instead determine whether employees need to be in the office on a case-by-case basis dependent on their individual job responsibilities.

High-Speed Rail (Ottawa-Montreal Corridor)

Participants residing in the Ottawa-Montreal Corridor were asked a few additional questions related to the federal government's plans to develop high-speed rail in their region. Asked whether they had heard about a plan from the Government of Canada to develop a high-speed rail line from Toronto to Quebec City, all reported that they had. Sharing their reactions, while participants believed that this project would be helpful in making it faster to travel along the corridor from Toronto to Quebec City, a number were concerned about what they viewed as the high financial costs associated with the construction of a major transportation project such as this. Among these participants, the view was expressed that there were already numerous ways to transit between Toronto and Quebec City relatively quickly, with some feeling that there were likely other projects that represented more urgent priorities for the Government of Canada to be focusing on.

Canada Groceries and Essentials Benefit (Southwestern Ontario)

The group comprised of participants residing in Southwestern Ontario engaged in a brief discussion related to the recently announced Canada Groceries and Essentials Benefit, as well as other measures that the federal government would be taking to help make food more affordable for Canadians.

Informed that the Government of Canada had announced that it would be introducing the Canada Groceries and Essentials Benefit (formerly known as the Goods and Services Tax (GST) Credit) as well as additional measures to strengthen domestic food production, enforce competition in the food supply chain, strengthen food security in the North, and provide a $20 million top-up for food banks, most

reacted positively. Several expected that these actions would be helpful in providing assistance to the many lower- and middle-income households that they believed were struggling with the high cost of living. None, however, felt that initiatives such as the Canada Groceries and Essentials Benefit would be effective in making groceries and other essentials more affordable over the long term. Related to this, a number expressed the view that more needed to be done by the Government of Canada to stabilize and/or bring down the costs for groceries going forward, with several believing that food prices had continued to rise in recent years, even as the overall rate of inflation had slowed.

Major Infrastructure Projects (Yukon, Northwest Territories, and Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island, Greater Toronto Area, Ottawa and National Capital Region aged 30-60, Quebec)

Six groups engaged in conversations related to a number of major nation-building infrastructure projects that had recently been announced by the federal government. Asked whether they had recently seen, read, or heard anything about the Government of Canada and major infrastructure projects, several reported that they had. Among those who had heard something, participants mentioned specific projects such as the Red Chris Mine expansion, the Port of Churchill Plus project, and the LNG Canada Phase 2 project.

Informed that the Government of Canada had recently announced a number of major infrastructure projects that it had placed under consideration to help transform Canada's economy, participants were provided with information related to major projects that had been announced for their respective regions:

Ontario

The groups based in the Greater Toronto Area (GTA) and Ottawa/the NCR were presented with information related to the Darlington New Nuclear Project in Clarington, Ontario, and Canada Nickel's Crawford Project in Timmins, Ontario.

On balance, participants were widely positive in their reactions to these projects, with many specifically liking what they viewed as the increased focus by the federal government on expanding the development of nuclear energy in Canada going forward. For several, it was felt that nuclear energy represented a safe, clean source of renewable energy, with a number believing that projects such as the Darlington New Nuclear Project would be helpful towards making energy more affordable for Canadians as well as bolstering Canada's economic presence in the clean energy sector. Among the smaller number who mentioned Canada Nickel's Crawford Project, the view was expressed that it was important for the federal government to be increasing its focus on the mining and export of critical minerals such as nickel, with some believing that this was an area in which Canada had a comparative advantage relative to many of its global economic peers.

Quebec

The group comprised of residents of Quebec were provided with information related to the Contrecoeur Terminal Container Project in Montreal, Quebec, and Nouveau Monde Graphite's Matawinie Mine project in Saint Michel des Saints, Quebec.

Sharing their reactions, several believed that these initiatives would yield considerable economic benefits for Quebec (as well as Canada more broadly), with a number expecting that both of these projects would serve as good sources of job creation in the province going forward. It was thought that initiatives such as the Contrecoeur Terminal Container Project would be helpful in expanding Canada's trade capacity in the years to come, while others believed that the increased mining of critical minerals such as graphite would help to increase Canada's economic security and the country's ability to export these resources to international trade partners going forward.

Manitoba and Saskatchewan

The group composed of individuals residing in major urban centres in Manitoba and Saskatchewan were provided with information regarding the McIlvenna Bay Foran Copper Mine Project in East-Central Saskatchewan and the Port of Churchill Plus project in Northern Manitoba.

Participants were largely positive in their reactions to these initiatives, with several expecting that they would serve as a source of well-paying jobs for workers in Manitoba and Saskatchewan as well as lead to increased economic activity in these provinces. While also supportive of these projects, a number believed that it was important that actions be taken to ensure that the projects would not negatively impact the surrounding environments and the wellbeing of those living in nearby communities.

Asked what benefits, if any, they expected to see as a result of the Port of Churchill Plus project and the expansion of trade routes in the North through the Hudson Bay, several reiterated the expectation that this would lead to increased job creation and economic activity within Central Canada. A number believed that by investing in expanding these trade routes, the Government of Canada would be making it easier for business owners in Manitoba and Saskatchewan to ship materials and products to the international community. Among these participants, it was expected that this would likely lead to significant economic growth occurring throughout the region in the years to come.

British Columbia

The group comprised of residents of the Greater Vancouver Area (GVA) and Vancouver Island took part in a discussion related to the LNG Canada Phase 2 Project in Kitimat, B.C., the Red Chris Mine Expansion in Northwestern B.C., the North Coast Transmission Line in Northwestern B.C., and the Ksi Lisims LNG project in Pearse Island, B.C.

Participants were largely positive in their reactions to these projects, with several believing that these investments by the federal government would likely lead to a significant boost in economic activity in B.C. as well as across Canada more broadly in the years to come. A number, however, expressed concerns about the potential negative impacts that these projects would have on the environment (including B.C.'s unique coastal ecosystems) and believed that it was important for the Government of

Canada to implement regulations and oversight to ensure that the projects would be developed in the most environmentally responsible manner possible.

The North

Participants in the group comprised of Indigenous peoples residing in the Northwest Territories, Yukon, and Nunavut were provided with information related to the Iqaluit Nukkiksautiit Hydro Project in Iqaluit, Nunavut, and the Ksi Lisims LNG project in Pearce Island, B.C.

All reacted positively to these initiatives, with many particularly liking the component that these initiatives would be wholly owned and operated by Indigenous peoples. Several also responded positively to what they perceived as the focus that these projects placed on clean energy, sustainability, and lowering carbon emissions. A number hoped that these projects would help to foster job creation in Indigenous communities as well as greater economic activity throughout Canada's North.

Participants in all groups were asked whether they had seen, read, or heard anything related to the Government of Canada and pipelines. On balance, a large number reported having heard something, with several recalling having seen news related to the Government of Canada and the Government of Alberta reaching an agreement to consider building an oil and gas pipeline from Alberta to Canada's West Coast. A number also recalled hearing that this agreement had been opposed by the Government of B.C. and numerous Indigenous groups and that there were ongoing discussions at present as to whether this type of project would ultimately proceed.

Provided with information related to the Government of Canada and Government of Alberta signing a new energy co-operation agreement outlining the conditions that must be met for a new oil pipeline to the Pacific, participants were mixed in their reactions, with a roughly equal number responding positively compared to those who felt otherwise. Among those who were more positive in their reactions, several believed that the construction of a new oil pipeline to the Pacific would serve to significantly benefit the Canadian economy by making it easier for Canadian oil and gas companies to transport their resources to the global market and expand their trade activity with Canada's economic partners in Asia. Among those who were opposed to or had concerns related to this agreement, many were worried as to how this project might impact the environment, including the unique wildlife and ecosystems currently located in the proposed path of this pipeline. A number were particularly concerned about the potential for this pipeline to lead to accidents such as oil spills which they believed could cause long-term damage to the surrounding environment and important coastal waterways.

All groups, with the exception of those living in the Northwest Territories, Yukon, and Nunavut, were informed that some had suggested that, rather than building new pipelines from Alberta to B.C., the focus should instead be placed on expanding existing ones, like the Trans Mountain Pipeline. Participants were also told that others had suggested that efforts be taken to both construct new pipelines as well as expand existing ones. Asked which of these views aligned more with their own opinions, a roughly equal number felt that the Government of Canada's focus should be placed on expanding existing pipelines compared to those who felt that efforts should be taken to do both. For

those who felt that a greater focus should be placed on expanding existing pipelines, it was thought that this would likely be a less environmentally invasive approach to take and more cost effective compared to building a completely new pipeline. For participants who felt that actions should be undertaken to pursue both of these options, the view was expressed that given the perceived high demand for Canadian oil on the international market, it would be beneficial for the Government of Canada to make investments in both of these areas in order to maximize its economic potential. The opinion was also shared that new pipelines would likely be constructed using more modern building practices, materials, and technology compared to existing pipelines and would likely be safer and last longer compared to existing infrastructure such as the Trans Mountain Pipeline.

Build Canada Homes (Ottawa/National Capital Region aged 30-60)

The group comprised of individuals 30-60 years of age in the Ottawa and National Capital Region (NCR) took part in a conversation related to the Government of Canada's recently announced Build Canada Homes initiative. Asked whether they had recently seen, read, or heard anything about the federal government's plans to address issues related to housing, a number reported that they had. Describing what they heard, some recalled that the Government of Canada had recently taken steps to reduce red tape for home developers with the aim of expediting the rate at which new homes are being built across the country. A few also recalled hearing that the federal government had decided to keep existing regulations in place that prohibited foreign buyers from purchasing residential housing in Canada.

Informed that the Government of Canada had recently announced a new federal agency called Build Canada Homes, which was aimed at increasing the construction 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, most believed that it was important for the federal government to be focusing on housing through initiatives such as this. A number, however, expressed concerns about the introduction of Build Canada Homes as a new federal agency, with some believing that this could lead to an additional layer of bureaucracy that might impede the rate at which new homes could be built. A few also questioned what was meant by the goal of building lots of affordable housing by making good use of public lands, with participants worrying that this could lead to land currently being utilized for recreational purposes (such as public parks) being converted into private residential housing.

Participants were also provided with additional information related to a new $400 million partnership that had recently been established between Build Canada Homes and the City of Ottawa aimed at accelerating the construction of up to 3,000 mixed-income and affordable homes across the city. Reactions to this announcement were largely positive, with several expressing that any actions to construct more homes and make housing more affordable in their area represented a step in the right direction. A few, however, felt that the amount of 3,000 new homes proposed to be built via this initiative was too low, especially given what they perceived as the significant financial investment of $400 million for this agreement.

Asked what additional actions they would like to see from the Government of Canada to help make housing more affordable, participants mentioned potential initiatives such as the provision of increased financial supports and housing solutions for individuals experiencing homelessness as well as greater efforts to decrease the overall cost of living and make it easier for Canadians to afford their monthly expenses related to housing and other essentials, such as groceries.

Cost of Living (Atlantic Canada, British Columbia Women, Saskatoon and Regina, Greater Montreal Area, York and Peel Regions Ontario)

Five groups engaged in conversations about the cost of living as well as their perspectives related to a range of actions and initiatives that had recently been announced by the federal government to help make life more affordable for Canadians. Asked how they would describe the cost of living at present, almost all believed that it was quite high, with many of the impression that prices had risen substantially in recent years for many goods and services, including for essentials such as groceries, gasoline, and housing.

Describing how issues such as inflation and the high cost of living had impacted their own households in recent years, several reported having put off major purchases such as a new automobile or home renovation projects, as well as cutting back on spending in a number of areas, including dining out at restaurants, entertainment (such as concerts and sporting events), vacations, and other recreational activities. A number expressed that, even after having reduced their spending in a number of areas, they continued to feel as if they were living pay cheque to pay cheque, with very little money left over at the end of each month to devote towards savings or other important areas of their lives.

Asked what they felt the Government of Canada's role was when it came to addressing the cost of living, several believed that it had a responsibility to ensure that Canadians in all parts of the country had access to nutritious food and safe and affordable housing in their communities. A number also felt that the federal government was responsible for ensuring that companies, such as major grocers and telecommunications corporations, were not making excessive profits at a time when many households were facing financial challenges. Questioned as to how they would describe the Government of Canada's performance in addressing the cost of living, a large number believed that it had room for improvement on this front.

Participants were next presented with information related to a range of measures that the federal government was considering implementing to assist in making life more affordable for Canadians. The first set of initiatives shown to participants included removing GST on children's clothing or diapers, offering an annual tax credit to young parents purchasing baby formula, removing GST on prepared foods in supermarkets, eliminating the GST on food delivery services, restructuring and expanding the GST/HST tax credit to help more low-income families, combatting shrinkflation, placing a limit on grocery store profits and forcing retailers to lower their prices, and eliminating GST entirely on the purchase of a home.

Engaging in an exercise where they were asked to select which three of these initiatives they felt would have the most positive impact on the cost of living, the initiative to place a limit on grocery store

profits and force retailers to lower their prices received the highest level of support among participants. It was widely thought that the Government of Canada taking this action would have a positive impact on the lives of many Canadians across the country, with several expecting that this would be greatly helpful for the growing number of individuals that they perceived were facing challenges affording groceries at present.

The initiative to eliminate GST on houses entirely and to restructure the GST/HST credit to help more low-income families also received a high level of support among participants. Among those who selected the initiative to completely eliminate GST on the purchase of a home, it was believed that, given the high cost of housing in many parts of the country, this measure would be greatly helpful for prospective first-time home buyers and would potentially save them thousands of dollars on their purchase. For those who chose the measure to restructure the GST/HST credit, several felt that this would help a large number of lower-income Canadians who were currently struggling with the cost of living and relied on supports such as these to supplement their employment income.

The measures to remove GST on children's clothing and diapers, combat shrinkflation, and remove GST on prepared foods in supermarkets received a moderate level of support, while only a small number selected the initiative to eliminate GST on food delivery services. Very few selected the measure to introduce an annual tax credit for young parents purchasing baby formula, with several believing that this would not be an effective way for the federal government to assist young families with the cost of living.

Participants were next shown a second set of initiatives and engaged in the same exercise of selecting the three measures that they thought would have the most positive impact on the cost of living. The measures shown in this set included introducing a new Consumer Affairs Commissioner responsible for identifying and fixing unfair business practices, introducing a new Consumer Affairs Commissioner in charge of introducing more competition across target sectors, expanding pharmacare to remaining provinces to assist in lowering prescription drug costs, evaluating the possibility of rent freezes, capping automated teller machine (ATM) fees, capping non-sufficient bank account funds and overdraft fees, decreasing interest rates on credit cards, and lowering credit card fees.

On balance, the initiative to expand pharmacare to remaining provinces as a way of continuing to lower prescription drug costs received the highest level of support among participants. Many believed that this would be particularly helpful for those who were facing challenges in affording the costs of their prescription medications and who did not have health benefits through their employer.

The initiative for the Government of Canada to evaluate the possibility of rent freezes also received a high level of support among participants. It was widely felt that this action would be helpful to many renters (and lower-income individuals in particular) and would provide them with greater stability in the amounts they pay for housing each month. Several expressed the view that housing represented a basic human need and believed that it was important for the federal government to be taking steps such as these to ensure that more Canadians had access to safe and affordable housing in their communities.

Several also selected the actions to decrease interest rates on credit cards and to introduce a new Consumer Affairs Commissioner, in charge of identifying and fixing unfair business practices. For those who selected the initiative to lower credit card interest rates, a number were of the impression that a growing number of Canadians had become increasingly reliant on credit cards to afford their monthly expenses and that this had led to many individuals paying high amounts in interest each month as a result. Among participants who chose the measure of introducing a new Consumer Affairs Commissioner to identify and address unfair business practices, several believed that this could lead to across-the-board improvements for consumers across the country as more businesses were held to account for breaking the rules and/or profiting unfairly from Canadians.

The actions to introduce a new Consumer Affairs Commissioner in charge of introducing more competition across target sectors and to place caps on non-sufficient bank account funds and overdraft fees received a moderate level of support, while only a small number selected the initiatives to lower credit card fees and to cap automated teller machine (ATM) fees.

Participants were next shown a third set of possible initiatives from the Government of Canada and asked to select the three that they felt would be most impactful. This list included capping cell phone roaming fees, lowering the price of public transit tickets, lowering passport renewal fees, increasing the federal minimum wage, cracking down on concert ticket resellers to lower ticket fees, creating a tax credit for youth transit passes and freezing a planned tax increase on Canadian beer.

Among these measures, the initiatives to increase the federal minimum wage and to lower the price of public transit tickets received the highest level of support among participants. For those who felt that the Government of Canada should raise the federal minimum wage, a large number believed that this would have a positive impact on the lives of the lowest earning Canadians and would assist many workers in earning an income that was closer to a living wage. Among participants who selected the initiative to lower the price of public transit tickets, it was thought that this would be an effective way to encourage more Canadians to use public transportation and could help in reducing traffic on Canadian roadways.

The measures to create a tax credit for youth transit passes and to cap cell phone roaming fees were selected by a number of participants. Among those who supported the creation of a tax credit for youth transit passes, it was thought that this action would be helpful for the many young people who were believed to be struggling to establish themselves financially at present and for whom public transportation represented their primary way of getting to work or to school. For those who selected the initiative to introduce caps on cell phone roaming fees, the view was expressed that Canadians paid among some of the highest mobile phone rates in the world and that any action to cap fees related to roaming or other mobile phone activities represented a step in the right direction.

Only a moderate number selected the initiatives to freeze a planned tax increase on Canadian beer (set to occur in April 2026) and to crack down on concert ticket resellers to lower ticket fees, while very few selected the initiative to lower passport renewal fees. A number did not select any of these initiatives, with some expressing the opinion that none of these actions were significant enough to have a tangible impact in making life in Canada more affordable going forward.

Thinking about all the measures that they had discussed thus far, participants were asked whether there was anything else that they would like to see from the Government of Canada when it came to addressing affordability and the cost of living. A number of potential actions were mentioned including creating more high paying jobs for Canadians, lowering the amounts that Canadians pay in federal income tax, cracking down on activities related to real estate speculation, and stabilizing the rate of immigration.

International Trade (Atlantic Canada, British Columbia Women, Saskatoon and Regina, Greater Montreal Area, York and Peel Regions Ontario, Yukon, Ottawa-Montreal Corridor, Calgary and Edmonton, Southwestern Ontario)

Nine groups took part in conversations related to Canada's international trade relationships. All groups, with the exception of the group based in Southwestern Ontario, engaged in discussions related to Canada's trade relations with the United States (U.S.), while groups based in Yukon, the Ottawa-Montreal Corridor, Calgary and Edmonton, and Southwestern Ontario took part in extended conversations related to Canada's relationships with other global partners such as China and Qatar.

Canada-United States Trade Relations (Atlantic Canada, British Columbia Women, Saskatoon and Regina, Greater Montreal Area, York and Peel Regions Ontario, Yukon, Ottawa-Montreal Corridor, Calgary and Edmonton)

At the outset of these discussions, participants were asked what they had seen, read, or heard about Canada's trade relationship with the U.S. as of late. Many mentioned the continued imposition of U.S. tariffs on a wide range of Canadian imports, with several believing that these measures had led to significant challenges for Canadian businesses and workers in numerous sectors, including lumber, oil and gas, and automobile manufacturing, among others. Asked how they would describe Canada's trade relationship with the U.S., many used words such as 'uncertain', 'strained', 'complicated', 'challenging', 'frustrating', and 'tense'.

Questioned as to whether they felt Canada was currently in a "trade war" with the U.S., a roughly equal number believed that it was compared to those who felt otherwise. Among those who thought that the current Canada-U.S. situation could be perceived as a trade war, several cited what they viewed as the punitive and retaliatory nature of many of the tariffs that had been imposed by the U.S. as well as what participants saw as consistent attempts by the U.S. over the past year to exert its influence on Canada's trade and national defence policies. For those who did not believe that the Canada-U.S. relationship had escalated to a trade war, many believed that the term was too disproportionate to adequately describe the economic disruption that had occurred between the two countries.

Asked how they would rate the Government of Canada's management of the trade situation with the U.S. and whether they believed it was headed in the right or wrong direction on this front, a larger number thought that the federal government was on the right track compared to those who were more neutral or uncertain in their opinions, with only a few believing that it was on the wrong track. Among those who thought that the federal government was headed in the right direction on this

front, several believed that it had been firm, measured, and adaptive in its response thus far and had been doing what it could to protect Canadian workers and businesses during these challenging economic times.

Participants in Atlantic Canada, the Lower Mainland region of B.C., Saskatoon and Regina, the Greater Montreal Area (GMA), and the York and Peel regions of Ontario were asked an additional question as to what impacts, if any, they believed these tariffs were having on Canada's economy. On balance, almost all believed that U.S. tariffs had negatively impacted the economy, with many reiterating the impression that these measures had caused significant challenges for many Canadian sectors and industries. A number were also of the impression that these tariffs had contributed to higher consumer prices in many parts of the country, including for essentials such as groceries. Asked whether they felt it was possible for the Government of Canada to reach an agreement with the U.S. where all tariffs would be completely removed, almost all expected that (at least over the short term) it was likely that some tariffs would remain in place.

All groups were asked whether they felt Canada had any leverage when it came to its trade negotiations with the U.S. government. On balance, many believed that it did, with several identifying lumber, fresh water, potash, oil, natural gas, critical minerals, and hydroelectricity as key Canadian exports that they believed the U.S. currently relied upon. Participants also mentioned the Canadian consumer base as a key point of leverage between the two countries, with several believing that Canadians represented an important source of revenue for U.S. manufacturers and businesses in the tourism and hospitality sectors.

Asked whether they felt, when it comes to Canada's international trade negotiations, that other regions, such as Europe and Asia, represented realistic alternatives to the U.S., almost all believed that they did. Many thought that it was important for the Government of Canada to be working to diversify the country's trade partnerships, with several expressing the opinion that Canada had become overly reliant on the U.S. in this area in recent decades. While also believing that it was important for the Government of Canada to establish new trade agreements with other reliable partners, a number felt that it would be difficult for any country or region to replace the U.S. as a trade partner, especially given the significant size of the American economy and its close geographical proximity to Canada compared to other potential major trade partners.

Global Trade Partnerships (Yukon, Ottawa-Montreal Corridor, Calgary and Edmonton, Southwestern Ontario)

Focusing on Canada's non-U.S. trade partnerships, participants in four groups were asked whether they had seen, read, or heard anything as of late related to Canada forging new trade relationships and/or strengthening existing trade relationships with other countries and regions. A wide range of news items were mentioned on this front, with several of the impression that the Government of Canada had been working diligently in recent months to establish or strengthen its trade relationships with regions/countries such as Europe, China, India, Indonesia, United Arab Emirates (UAE), and Qatar.

Focusing specifically on the Government of Canada's trade relationship with China, participants were informed that the two countries had recently announced a new trade partnership aimed at increasing

collaboration in areas such as energy, clean, technology, and climate competitiveness. Participants were told that, as part of this agreement, the Government of Canada has agreed to allow up to 49,000 Chinese electric vehicles into the Canadian market at a tariff rate of 6.1 per cent, while China had agreed to lower tariffs on Canadian canola seed from 85 per cent down to about 15 per cent, effective March 1, 2026.

Almost all reacted positively to this information, with many believing that this agreement with China represented an important step when it came to diversifying Canada's economy away from its reliance on U.S. trade. Asked whether they thought Canada should be partnering with China in this capacity, participants widely believed that it should, with many expecting that this agreement would be immensely beneficial for Canada's agriculture sector, and canola farmers in particular.

Discussing whether they had any concerns about this agreement, a few worried that Canada establishing closer economic ties with China could risk further damaging the Canada-U.S. trade relationship (which was already perceived as being quite strained). None, however, felt that this was a sufficient reason for the Government of Canada to not proceed forward with this new Canada-China partnership.

Participants in Yukon, the Ottawa-Montreal Corridor, and Edmonton and Calgary were provided with additional information related to a trade agreement that the Government of Canada had recently reached with the Government of Qatar. Reacting to this information, while most welcomed any actions to further diversify the Canadian economy, few felt that they knew enough about Qatar to determine how economically beneficial this new agreement would be. Describing specific elements of the agreement that they felt positively about, a number mentioned the investments that Qatar would be making towards major nation-building infrastructure projects in Canada, as well as the positive impacts that they expected this agreement would have for Canada's air travel sector and the development of emerging technologies such as artificial intelligence (AI) within the country.

Arctic Sovereignty/North Atlantic Treaty Organization (Yukon, Ottawa-Montreal Corridor, Calgary and Edmonton, Southwestern Ontario)

Four groups engaged in conversations related to the issue of Arctic sovereignty as well as Canada's membership in the North Atlantic Treaty Organization (NATO). At the outset of these discussions, participants were asked what came to mind for them when they heard the term 'Arctic sovereignty'. A large number were of the impression that this phrase referred to the ongoing need for nations such as Canada to maintain their sovereignty over the northern parts of their countries located within the Arctic region. It was also thought that this term referred to the system of territorial claims by which countries asserted their control over the valuable natural resources and critical minerals located within this region. For those residing in Yukon, it was felt that Arctic sovereignty referred to the Government of Canada's responsibility to protect those living in Northern communities from outside threats and potential incursions on their territory.

Asked whether Arctic sovereignty was an issue that was of concern to them, a large number reported that it was, with many perceiving the Arctic as being a region of significant importance from both an

economic and national defence perspective. Discussing whether they felt the Government of Canada was generally on the right or wrong track when it came to Arctic sovereignty, participants were largely uncertain, with several expressing that they did not know enough about the subject and the Government of Canada's activities on this front to provide an informed response. Among the smaller number who believed that it was on the right track, a number spoke positively about what they perceived as the federal government's continued actions to uphold Canada's rights in the Arctic as well as its commitments to increasing investments towards the Canadian Armed Forces (CAF) with a renewed focus on protecting Canada's national security in the North.

Discussing how important they felt Arctic sovereignty was compared to other national priorities, most believed that it was an important priority, with several of the opinion that protecting the Arctic needed to be a top area of focus for the Government of Canada in the years to come. A number reasserted the view that Canada's North was an area of significant national importance, both from an economic and a national security perspective, and that it was critical for the Government of Canada to ensure that the CAF would be capable of defending Canada's interests in the region over both the short and long term.

Asked whether they had recently seen, read, or heard anything about NATO, almost all expressed being familiar with this organization, with several recalling that NATO allies had recently played an active role in upholding Greenland's territorial sovereignty. Discussing whether they felt Canada's membership in NATO was important to its national security, all believed that it was. Many were of the opinion that NATO, and the mutual security commitments shared by its member nations, served as effective deterrent when it came to protecting countries such as Canada against potential attacks and incursions from outside aggressors. Focusing on the Arctic specifically, the view was expressed that given the shared interests and territorial claims of many NATO members, it was important for these countries to continue to work together to uphold each other's security interests in the region.

Asked what role they thought Indigenous peoples should play when it came to making decisions about Arctic sovereignty, almost all believed that they should have a direct role in this process. The view was expressed by several that many Indigenous bands had territorial claims of their own within the Arctic and that it was important that their perspectives be heard when it came to upholding Canada's sovereignty in this region.

Nutrition North Canada (Yukon, Northwest Territories, and Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island, Greater Toronto Area, Ottawa and National Capital Region aged 30-60, Quebec)

Six groups engaged in conversations related to the federal government's Nutrition North Canada initiative. Asked whether they were aware of any efforts by the federal government to support Indigenous or Northern communities in leading their own food systems, very few indicated that they were, with almost none reporting having heard about Nutrition North Canada.

Presented with an infographic detailing Nutrition North Canada and its various programs, participants were largely positive in their reactions, with many believing that it was informative, visually appealing,

and well organized. However, several in the group comprised of Indigenous peoples in the Northwest Territories, Yukon, and Nunavut believed that a key priority should be strengthening the Nutrition North Canada initiative in order to more effectively address the persistent challenges of high cost of food and limited accessibility in Northern Communities. Within this context, they had limited interest in providing feedback on the infographic specifically.

Several thought that it was important for the Government of Canada to be focused on addressing issues related to food security and food sovereignty in the North, with a number of the impression that grocery costs could often be very expensive in Northern communities, with nutritious food options difficult to obtain. Participants were especially positive in their reactions to what they perceived as the infographic's focus on the development of locally led solutions to food-related challenges in the North, with several believing that an increased emphasis on locally sourced supply chains would be critical towards ensuring the success of this initiative.

Discussing the aspects of this infographic that stood out the most to them, several mentioned the strong focus that they believed had been placed on leveraging Indigenous and Northern cultural knowledge and practices to assist in the development of solutions to address the unique food-related challenges faced by those living in the region. Participants widely liked the multi-faceted approach described in this infographic towards addressing these challenges and believed that it was important for the Government of Canada to be engaging in a wide range of actions to make improvements in this area

Asked whether they felt anything about this infographic was confusing or unclear, while most thought that it was relatively clear and straightforward, a number believed that further details could be provided regarding the specific amounts that the Government of Canada would be investing towards each of these programs in the years to come. It was also thought that greater information could be provided regarding the eligibility criteria for each initiative as well as the application processes for Northern-based individuals seeking to access these supports.

Questioned as to whether they thought anything in this infographic should be explained differently or reworded to better connect with Indigenous and Northern audiences, several in the group comprised of Indigenous peoples in the Northwest Territories, Yukon, and Nunavut believed that the design should feature more imagery of Indigenous hunters, gatherers, and growers as well as brighter, more vivid images of Northern landscapes. The view was also expressed that the infographic should feature content in Indigenous languages (in addition to English) in order to better connect with those living in the region.

Procurement Strategy for Indigenous Businesses (Yukon, Northwest Territories, and Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island, Greater Toronto Area, Ottawa and National Capital Region aged 30-60, Quebec)

Six groups took part in discussions related to the Government of Canada's Procurement Strategy for Indigenous Businesses. Asked whether they had recently seen, read, or heard anything related to

actions that the Government of Canada had been taking to support Indigenous businesses, a few were of the impression that it had been working to provide supports such as funding and tax credits for Indigenous-owned businesses, as well as making workshops and grants available for aspiring Indigenous entrepreneurs.

Presented with an infographic detailing the federal government's Procurement Strategy for Indigenous Businesses, almost all reacted positively, with many believing that it was informative, well designed, and straightforward in its presentation. Several particularly liked the infographic's focus on the past, present, and future of this initiative, its provision of precise data points, and the description of the "win-win approach" for Indigenous businesses and Canadian consumers that was expected to result from the Government of Canada pursuing this strategy. A number expressed the view that reconciliation was an important area for the federal government to be focusing on and felt that these types of economic partnerships with Indigenous-owned businesses provided a way for tangible progress to be achieved on this front.

Discussing whether this infographic provided them with the sense that the Government of Canada was supporting Indigenous businesses, while most believed that it did, several in the group comprised of Indigenous peoples in the Northwest Territories, Yukon, and Nunavut felt otherwise. Among these participants, it was thought that more needed to be done to provide specific examples as to the ways in which this program was benefitting Indigenous businesses and communities as well as further information regarding how the "win-win approach" described in the infographic was expected to unfold. A number in this group suggested that the infographic's design could be made more appealing for Indigenous audiences by incorporating more Indigenous artistic styles and visual imagery as well as by providing more case studies and images of real Indigenous businesses owners who had been helped by these supports.

All groups were asked what, if anything, they would change to make this infographic clearer or more engaging. For several, it was felt that the infographic should feature more images and less text, with a number believing that this would help key information stand out while also making the design more visually appealing. A number also suggested that more information could be provided regarding what eligibility criteria (if any) was in place for Indigenous businesses seeking to participate in this initiative. A few believed that the design should feature a scannable QR code, allowing those who were interested in finding out more information about this strategy to quickly do so.

Substance Abuse (Ottawa/National Capital Region aged 30-60)

The group comprised of individuals aged 30 to 60 residing in Ottawa and the National Capital Region (NCR) took part in a brief discussion related to substance abuse. Asked whether they had recently seen, read, or heard anything about the Government of Canada's plan to address substance abuse in the City of Ottawa, very few reported that they had.

To aid in conversation, participants were provided with information about a $1.2 million investment that the Government of Canada would be making towards the funding of a pilot program aimed at addressing substance abuse in Ottawa. Participants were largely positive in their reactions to this

information, with many believing that this pilot project represented a step in the right direction when it came to addressing addiction in their community. Several expressed the view that it was especially important for the Government of Canada to be investing in mental health resources and collaborating with mental health service providers in its efforts to address substance abuse, with a number perceiving the issues of mental health and addiction as being directly connected to one another.

Discussing whether they thought this type of framework could be utilized in other regions across Canada, several were uncertain, with a number believing that their opinions regarding this approach would ultimately be determined by how effective this pilot program was when it came to addressing addiction in their community going forward.

Nutrition Labelling (Yukon, Northwest Territories, and Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan, Greater Toronto Area, Quebec)

Four groups took part in conversations related to the information and messaging presented on packaged foods in Canada. At the outset of these discussions, participants were informed that Health Canada was seeking to raise awareness and educate Canadian consumers related to the nutrition labels found on packaged foods, including the front-of-package symbol, the nutrition facts table, and the list of ingredients.

To aid in conversation, participants were presented with a mock-up image highlighting each of these different labelling components. In addition to this mock-up, participants were informed that Health Canada had been working to develop messages that could be utilized for social media and in other material such as web content and infographics to inform and educate Canadians about the information contained within these labels and how to understand it. Participants were presented with five potential messages (shown one at a time) and asked to share their perspectives regarding how effective they felt the wording was for each.

On balance, participants expressed a preference for those messages that were informative, straightforward, and that provided actionable information that they could utilize to inform their food purchasing decisions. Many especially liked messaging that included information related to specific data points and percentage totals (such as the daily nutritional values of different ingredients) and believed that this was an effective way for Health Canada to be communicating nutritional information to Canadians. A number also reacted positively to messaging that provided guidance regarding how they should interpret and understand the various symbols (such as the magnifying glass) as well as where on food packaging they could expect to find specific information related to ingredient lists, daily nutritional values, and whether a product was particularly high in ingredients such as salts, sugars, or saturated fats. A large number reacted positively to the final message that they were presented with, which provided a streamlined overview of much of the information that had been included in the initial four messages

Asked to briefly share how they usually shop for packaged foods and whether they would typically look at the label to help them in deciding whether or not to purchase a specific product, while most indicated that they would likely consult the label to determine a product's nutritional content, a large

number reported that this was only one of the many factors that they would take into account when making their purchasing decisions. For several, it was believed that the price of an item would likely serve as the primary factor in determining whether or not they would purchase a specific food product, with a number reporting that this had especially become the case as of late given the high cost of living in recent years.

Affordability Advertising Campaign (Southwestern Ontario)

The group comprised of individuals residing in Southwestern Ontario shared their perspectives related to two video advertising concepts that had recently been developed by the Government of Canada to highlight the actions it was taking to help make life more affordable for Canadians. Participants were shown each advertisement twice, in succession.

Presented with the first advertisement, participants were largely mixed in their reactions. While a number believed that it was important for the federal government to be focused on addressing the cost of living and making life more affordable for Canadians, several felt that this ad was somewhat vague and did not believe that it had provided enough information regarding the specific programs and supports it was highlighting. Asked who they thought this advertisement was for, several believed that it was targeted towards Canadians across the country, with a particular focus being placed on lower- and middle-income households who were currently facing challenges in making ends meet financially.

Describing what they perceived as being the main message of this advertisement, several believed that it was that the Government of Canada was aware of the affordability challenges facing many households at present and was taking steps to address these issues. Questioned as to whether they expected they would notice this advertisement if they came across it on a website, on social media, or on television, few believed that they would. For several, it was felt that there was not enough in the video that was relatable to their own lives and, as a result, they did not believe that they would pay attention to this ad if they encountered it on television or online.

Presented with the second concept, participants were widely positive in their reactions, with several describing the video as being detailed and informative, while still being relatable to a wide range of Canadians. A number particularly liked what they viewed as the ad's emphasis on child-focused initiatives such as affordable child care and the provision of nutritious meals for kids at school. Asked who they felt this ad was for, many believed that it was primarily targeted towards families with young children who were currently struggling with the cost of living.

Describing what they viewed as being the main message of this video, most felt that the advertisement was communicating that the Government of Canada was aware of the financial challenges that many households (and particularly those with young children) were facing at present and that it was taking concrete steps to help make life in Canada more affordable. Asked whether they expected they would notice this ad if they saw it on a website, on social media, or on television, a large number believed that they would. Several of those who reported being parents of young children (or who were considering having children at some point in the near future) commented that they would be

especially interested in visiting the website to learn more about initiatives related to affordable child care and nutritious school meals for their children.

Engaging in an exercise where they were asked to select which of the two advertisements (Video #1 and #2) most effectively communicated that the Government of Canada was taking action to support Canadians with the cost of living, all selected Video #2. Sharing why they made this selection, many reiterated the opinion that Video #2 was the more informative, detailed, and relatable of the two concepts and would be much more effective in capturing their attention compared to Video #1.

Asked whether, thinking about both videos together, they felt the Government of Canada was focusing on the right areas when it came to making life more affordable for Canadians, all believed that it was. Describing additional measures that could be taken to further assist in lowering the cost of living in Canada, participants mentioned potential actions such as removing all internal trade barriers between Canada's provinces and territories, stabilizing the rate of immigration, and taking further steps to reduce the costs of essentials such as groceries and housing going forward.

MORE INFORMATION

The Strategic Counsel
Contract number: CW2241412
Contract award date: December 19, 2022
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THE STRATEGIC COUNSEL

Detailed Findings

THE STRATEGIC COUNSEL

Timeline of December 2025 and January 2026 Announcements

To help place the focus group discussions within the context of key events which occurred during the reporting cycle, below is a brief synopsis for the months of December 2025 and January 2026:

- December 1-7
    - December 1st. The Government of Canada announced that it had reached expanded air transportation agreements with Saudi Arabia and the United Arab Emirates (UAE) that would allow for an increased number of passenger and cargo flights between Canada and these two countries.
    - December 1st. The Minister of Emergency Management and Community Resilience highlighted an investment of $257.6 million over four years to Natural Resources Canada to lease firefighting aircraft (which could include waterbombers or other aircraft) with the aim of bolstering provincial and territorial aerial firefighting capacity going forward.
    - Focus group was held with Indigenous peoples residing in the Northwest Territories, Yukon, and Nunavut (December 2nd).
    - December 3rd. The Minister of Foreign Affairs announced an investment of $35 million in funding towards the North Atlantic Treaty Organization (NATO)'s Comprehensive Assistance Package (CAP) for Ukraine. It was announced that this funding would be focused on addressing Ukraine's immediate, medium- and long-term security and defence needs.
    - Focus group was held among residents of major urban centres in Manitoba and Saskatchewan (December 3rd).
    - December 4th. The Government of Canada announced that it would be investing $47 million towards the building, testing, and launch of an additional satellite for the RADARSAT Constellation Mission (RCM), aimed at securing access to essential Canadian Earth observation data.
    - Focus group was conducted among individuals residing in the Greater Vancouver Area (GVA) and Vancouver Island (December 4th).
    - December 5th. The Government of Canada announced that it would be investing $357.7 million towards the establishment of the new Regional Defence Investment Initiative (RDII) aimed at making targeted regional investments to expand Canada's defence industrial capacity from coast to coast to coast.
    - December 5th. The Minister of Foreign Affairs announced that, after extensive review, the Government of Canada would be removing Syria from Canada's List of Foreign State Supporters of Terrorism under the *State Immunity Act*, as well as removing Hay'at Tahrir al-Sham (HTS) from the List of Terrorist Entities under the *Canadian Criminal Code*.

- December 8-14
    - December 8th. The Government of Canada announced that it would be taking additional steps to support Canada's health care system by simplifying the path to permanent residency for international doctors.
    - December 8th. The Government of Canada and the Government of Germany announced the establishment of the Canada-Germany Digital Alliance aimed at fostering closer collaboration on quantum commercialization with the aim of increasing productivity in this area in both countries.
    - December 9th. The Minister of National Defence and Secretary of State for Defence Procurement announced that the Government of Canada would be establishing a strategic partnership with Telesat Corporation and MDA Space to develop and bolster the Canadian Forces' military satellite communications (MILSATCOM) capabilities and strengthen military communications in the Arctic.
    - December 9th. The Minister of Industry and Minister of Health announced a $1.7 billion investment to launch the Canada Global Impact+ Research Talent Initiative, which would include a suite of programs aimed at attracting leading international researchers to Canada.
    - Focus group was held with individuals residing in the Greater Toronto Area (GTA) (December 9th).
    - Focus group was held among individuals aged 30-60 residing in Ottawa and the National Capital Region (December 10th).
    - Focus group was conducted with individuals residing in Quebec (December 11th).
    - December 12th. The Government of Canada announced that the first segment of the Alto High-Speed Rail project would be built in the Ottawa-Montreal Corridor, with construction on this segment expected to begin in 2029.
    - December 12th. The Government of Canada announced a $7 million investment in support of research into energy technologies, with the aim of positioning Canada to make the most of its natural resources and existing infrastructure while seizing new opportunities to develop emerging energy technologies within Canada.
- December 15-21
    - December 15th. The Government of Canada announced that it had secured a new air transport agreement with the Republic of Albania, increasing the flow of passenger air travel and air cargo flights between the two countries.
    - December 15th. The Minister of Foreign Affairs announced that Canada would be imposing additional sanctions against 4 Iranian senior officials under the *Special Economic Measures (Iran) Regulations*.
    - December 16th. The Minister of National Defence announced that the Government of Canada would be providing an additional $50 million (building on $37 million in previous contributions) to the Drone Capability Coalition (DCC) aimed at providing support for Ukraine's Unmanned Systems Forces.

- December 16th. The Government of Canada announced more than $2 million in funding for humanitarian assistance to support emergency relief efforts in Sri Lanka in the wake of the extensive damage to homes and infrastructure caused by Cyclone Ditwah.
- December 17th. The Government of Canada announced that it would be allocating $19.6 million in support of 82 Indigenous-led stewardship initiatives focused on locally led climate solutions, species-at-risk conservation, and First Nations Guardians programs.

- December 22-31
  - December 22nd. The Government of Canada announced that it would be submitting a detailed plan to the Canadian Human Rights Tribunal (CHRT) to reform the First Nations Child and Family Services (FNCFS) program, with a focus on pursuing regional approaches while operating within a coherent national framework. This approach to regional agreements is supported by funding of $35.5 billion to 2033-34, and an ongoing commitment of $4.4 billion annually after that to ensure that First Nations children and families have access to sustainable resources both now and in the future.
- January 1-7, 2026
  - January 7th. The Government of Canada announced progress related to its Build Canada Homes initiative, including landmark agreements signed with provinces and municipalities, six federal land projects advancing toward construction, and a pipeline of thousands of affordable homes committed with shovels in the ground in 2026.
  - January 7th. The Government of Canada and Government of Quebec announced that they had reached an agreement to work together to implement the Assault-Style Firearms Compensation Program (ASFCP) in Quebec. As part of this agreement, the federal government committed to providing $12.4 million in funding to cover the costs incurred by Quebec in coordinating the collection of eligible firearms in its jurisdiction.
  - Focus group was held with residents of Atlantic Canada (January 7th).
- January 8-14
  - Focus group was conducted with women residing in British Columbia (B.C.)'s Lower Mainland (January 8th).
  - January 9th. The Minister of Industry announced that, starting in 2026, the Government of Canada would be investing $241 million in the National Research Council of Canada's Industrial Research Assistance Program (NRC IRAP) to assist in the launch of its Defence Industry Assist initiative (DI Assist).
  - Focus group was held with individuals residing in Regina and Saskatoon (January 9th).
  - January 13th. The Government of Canada and Government of Saskatchewan announced an investment of $9.7 million in support of crop research in Saskatchewan, including a $7.2 million to support 39 new crop research projects through the Agriculture Development Fund (ADF)
  - January 13th. The Government of Canada signed a Memorandum of Understanding with the Government of Saudi Arabia to enhance cooperation between the two countries in the field of mineral resources, including taking steps such as promoting trade and investment across critical mineral value chains, fostering knowledge sharing, and providing support to bilateral efforts to secure sustainable supply chains.

- Focus group was held with residents of the Greater Montreal Area (GMA) (January 14th)

- January 15-21
  - January 15th. The Government of Canada and the Federation of Canadian Municipalities announced approximately $7.1 million in investments in support of 80 projects across Canada focused on strengthening communities' climate resilience through climate adaptation plans, climate-focused asset management strategies, and community-wide climate risk assessments.
  - Focus group was held with individuals residing in the York and Peel regions of Ontario (January 15th).
  - January 16th. The Minister of Health announced that the Government of Canada would be providing renewed support for the 9-8-8: Suicide Crisis Help Line including an investment of $120.2 million over the next two years to support the continued operations of this critical service for Canadians in distress.
  - January 16th. The Government of Canada and the Government of China announced a new strategic partnership focused on energy, agri-food, and trade. As part of this agreement, Canada announced that it would be allowing up to 49,000 Chinese electric vehicles (EV) into the Canadian market, with the most-favoured-nation tariff rate of 6.1 per cent, while China would be reducing tariffs on Canadian canola seed to a combined rate of approximately 15 per cent.
  - January 18th. The Government of Canada and the Government of Qatar announced a new partnership aimed at increasing trade, investment, and defence cooperation between the two countries. As part of this partnership, it was announced that Canada and Qatar would be making a commitment to accelerated two-way investment and collaboration in areas such as artificial intelligence (AI), quantum computing, aerospace, defence technologies, advanced manufacturing, agriculture, and agri-food.
  - January 19th. The Prime Minister (PM) and other federal officials took part in the 56th World Economic Forum (WEF) Annual Meeting which was held in Davos-Klosters, Switzerland from January 19th, 2026, to January 23rd, 2026.
  - January 20th. The Government of Canada and Government of Ontario announced a joint investment of $20 through the new Market Diversification and Trade Resiliency Initiative to help farmers, food processors, and agribusinesses sell more Ontario grown products around the world.
  - Focus group was held with individuals residing in Yukon (January 20th).
  - Focus group was held with residents of Ottawa and the National Capital Region (January 21st).

- January 22-31
  - Focus group was conducted with individuals in Edmonton and Calgary (January 22nd)
  - January 26th. The Government of Canada announced the new Canada Groceries and Essentials Benefit aimed at helping more than 12 million low- and modest-income Canadians afford day-to-day essentials, starting in the spring of 2026 (subject to Royal Assent). Indexed to inflation, this benefit would build on the existing Goods and Services

Tax (GST) Credit and would provide $11.7 billion in additional support over the next six years.

- Focus group was held with residents of Southwest Ontario (January 26th).
- January 29th. The Minister of Energy and Natural Resources announced the relaunch of the Canada-India Ministerial Energy Dialogue (CIMED), marking a crucial first step towards the establishment of a channel for sustained discussions related to the advancement of Canada–India energy projects.

Government of Canada in the News (All Locations)

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

- The tabling by the Government of Canada of its annual budget on November 4th, 2025;
- The ongoing response by the Government of Canada to tariffs imposed by the United States (U.S.) on Canadian imports, as well as continued efforts by federal officials to establish a new trade agreement with the U.S.;
- Discussions between the Government of Canada and the Government of Alberta regarding the potential construction of a new oil pipeline spanning from Alberta to British Columbia's (B.C.) West Coast. A number believed that the Government of B.C. and numerous Indigenous groups had also been voicing their opinions related to this potential project;
- An announcement that the Government of Canada would be issuing a notice of default to global automaker Stellantis in response to its decision to no longer move forward with retooling its factories in Windsor, Ontario, and Brampton, Ontario despite receiving millions of dollars in incentives from Canada to carry out these initiatives;
- The announcement by Immigration, Refugees, and Citizenship Canada (IRCC) that it would be making changes to its immigration policies, including reducing the number of individuals who would be admitted to Canada on temporary foreign worker (TFW) and international student study permits over the next few years;
- The decision by the Government of Canada to renew its Black Entrepreneurship Program, which focuses on providing targeted support to Black business owners and entrepreneurs to help improve their access to capital and business support services; and
- The implementation, as of January 1st, 2026, of increases to senior-focused programs such as the Canada Pension Plan (CPP) and Old Age Security (OAS).

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

- Ongoing efforts by the Government of Canada to provide military, financial, and humanitarian support to Ukraine to assist in its continued efforts to defend its territory against Russian invasion;
- The announcement by the Government of Canada and the Government of China that the two countries had reached an agreement that would see Canada reduce existing tariffs on Chinese-manufactured electric vehicles (EVs), with China reducing tariffs that it had previously imposed on Canadian canola imports;
- An announcement by the Government of Canada that it had reached a new agreement with the Government of Qatar, focused on expanding trade, investment, and defence collaboration between the two countries; and

- The attendance by the Prime Minister (PM) and other federal officials at the 56th World Economic Forum (WEF) which took place in Davos-Klosters, Switzerland from January 19th, 2026, to January 23rd, 2026.

Two groups respectively comprised of participants residing in major urban centres in Saskatchewan and Manitoba and individuals living in the Greater Vancouver Area (GVA) and Vancouver Island were asked an additional question regarding whether they approved or disapproved of the overall direction currently being taken by the Government of Canada. On balance, a roughly equal number reported having positive impressions of the federal government's approach compared to those who felt otherwise.

For those who approved of the direction being taken by the Government of Canada, several cited its actions to invest in the development and construction of a range of nation-building infrastructure projects across the country as well as other recent initiatives such as the reduction of income tax rates for a large number of lower- and middle-income households and efforts to increase the affordability of housing in Canada by building more homes. For those who were more negative in their views, a number believed that life in Canada had become very challenging to afford in recent years (in large part due to rising costs for essentials such as housing and groceries) and that not enough was being done to address this issue. It was also thought that a greater focus needed to be placed by the Government of Canada on the health care system, with a number of the impression that health care providers in many parts of the country had become overburdened in recent years, leading to widespread challenges related to long wait times and health worker shortages. A small number were more uncertain or neutral in their views, with some reporting that they did not know enough about the actions that the Government of Canada had been taking to provide an informed evaluation of its performance.

F-35 Fighter Jets (Greater Toronto Area, Ottawa/National Capital Region, Quebec)

Three groups were asked additional questions related to the Government of Canada's decision to purchase a number of American-made F-35 fighter jets and whether it should move forward with this commitment. Asked if they had recently seen, read, or heard anything related to the Government of Canada potentially deciding to modify its plan to order F-35 fighter jets for the Canadian Armed Forces (CAF), only a small number reported that they had. Among those who had heard something, a few were of the impression that the Government of Canada had indicated that it was now considering other options for its air fleet that may be more suitable for the CAF. To aid in conversation, participants in the groups based in the Greater Toronto Area (GTA) and Quebec were provided with the following information:

The F-35 is an American-made fighter jet. While the Government of Canada has committed to purchasing a number of F-35 in order to replace the aging CF-18s, there is a potential opportunity to purchase different jets from providers from other countries, for example, the Gripen, which is a Swedish fighter jet.

Participants in the GTA and Quebec were also provided the following context before being asked to provide their thoughts on the federal government purchasing fighter jets from another country outside of the United States:

Some people say relying on American products for our defence equipment could pose both economic and security risks and would prefer if the Government purchased fighter jets from non-U.S. suppliers.

The group comprised of individuals residing in Ottawa and the National Capital Region (NCR) were provided with a slightly different version of this information:

Recently, the Government of Canada has explored modifying its plan to order American-made F-35 fighter jets for the Canadian Armed Forces. While the Government of Canada has committed to purchasing a number of F-35 in order to replace the aging CF-18s, there is a potential opportunity to purchase different jets from providers from other countries, for example, the Gripen, which is a Swedish fighter jet.

Asked how they felt about the information provided, almost all responded positively. Many believed that it was important for Canada to further diversify the countries from which it purchases defence equipment and technologies, with several of the opinion that, so long as alternative options such as the Gripen were of similar cost and quality, there was no reason for the Government of Canada to not explore these potential opportunities. A number also expressed the view that, given the ongoing uncertainty related to the Canada-U.S. economic relationship and the continued imposition of U.S. tariffs on a wide range of Canadian imports, it was an intuitive step for Canada to consider decreasing its reliance on the U.S. for its national security needs moving forward.

Participants in the GTA and Quebec were informed that some might say that by getting out of this agreement to purchase the F-35s, the Government of Canada would risk damaging its relationship with the U.S. and that, given this, Canada should respect its initial commitment as a way of maintaining a positive Canada-U.S. relationship in the future. Asked whether they agreed with this perspective, participants were mixed in their views. Several believed that, given what they perceived as the increasingly unpredictable nature of the U.S. government, it was important for Canada to have multiple options when it came to meeting its defence needs, especially in the event that the Canada-U.S. relationship experienced further disruptions going forward. A number felt somewhat differently, believing that while the U.S. had become increasingly difficult to negotiate with in recent months, it was essential for the two countries to continue to have a close and cordial defence partnership given their geographical proximity to one another. With this in mind, it was thought that it was important for the Government of Canada to carefully consider how the U.S. might respond prior to making any decisions related to rescinding its commitment to purchase F-35s.

Discussing whether participants in the GTA and Quebec felt the Government of Canada's decision to purchase the F-35s or a different non-American fighter jet would impact their overall perceptions of the federal government, few felt that it would. While a number indicated that they would feel more comfortable if Canada became less reliant on the U.S. for its defence going forward, several acknowledged that there were a number of factors (such as cost, the quality of the aircraft, and the preservation of the relationship with the U.S.) that would need to be taken into account by the federal

government when making this decision. With this in mind, most believed that their impression of the Government of Canada on this issue would likely remain unchanged so long as it was able to effectively explain the rationale informing its decision as well as the ways by which moving forward with the F35s or an alternative such as the Gripen would best serve to strengthen Canada's national security going forward.

Federal Public Service (Ottawa/National Capital Region)

The group comprised of individuals residing in Ottawa and the NCR engaged in a brief discussion related to potential personnel reductions and updated return-to-office policies for the federal public service. Asked whether they had recently seen, read, or heard anything about possible job cuts in the federal public service, many reported that they had. While a few expressed the view that federal spending had been too high in recent years and believed that spending cuts would likely be necessary going forward, several were uncertain as to whether eliminating positions in the federal public service was the right course of action for the Government of Canada to be taking. A number expressed concerns regarding how these potential job cuts would impact the livelihoods and financial wellbeing of those whose who were laid off, while others worried about the associated fiscal costs, such as severance and buy-outs, to departing civil servants.

Asked whether they had seen, read, or heard anything about the Government of Canada potentially updating its return-to-office policies for the federal public service, most indicated that they had. A large number were negative in their reactions, with several believing that this type of policy change would require many federal employees to spend significantly more amounts of time each day commuting to work, leading to them having less time available to devote to their professional tasks and other aspects of their lives. The view was also expressed that, in light of recent advancements in telecommunications and digital meeting platforms, federal employees in many departments and agencies could now be equally productive (if not more so) when working from home and, as such, it was not believed that this type of policy shift was necessary. A number thought that, rather than instituting a universal return-to-office policy, the federal government should instead determine whether employees need to be in the office on a case-by-case basis dependent on their individual job responsibilities.

High-Speed Rail (Ottawa-Montreal Corridor)

Participants residing in the Ottawa-Montreal Corridor were asked a few additional questions related to the federal government's plans to develop high-speed rail in their region. Asked whether they had seen, read, or heard any news related to the Government of Canada and major infrastructure projects, a number recalled hearing about discussions related to the construction of a new oil and gas pipeline from Alberta to the West Coast of B.C. while a few also mentioned ongoing renovations to the infrastructure of Canada's Parliament buildings.

Questioned as to whether they had heard about a plan from the Government of Canada to develop a high-speed rail line from Toronto to Quebec City, all reported that they had. Sharing their reactions,

while participants believed that this project would be helpful in making it faster to travel along the corridor from Toronto to Quebec City, a number were concerned about what they viewed as the high financial costs associated with the construction of a major transportation project such as this. Among these participants, the view was expressed that there were already numerous ways to transit between Toronto and Quebec City relatively quickly, with some feeling that there were likely other projects that represented more urgent priorities for the Government of Canada to be focusing on.

Canada Groceries and Essentials Benefit (Southwestern Ontario)

The group comprised of participants residing in Southwestern Ontario engaged in a brief discussion related to the recently announced Canada Groceries and Essentials Benefit, as well as other measures that the federal government was taking to help make food more affordable for Canadians. Asked whether they had seen, read or heard any news related to the Government of Canada's efforts to address the cost of living and affordability, only a small number reported that they had. Among those who had heard something, while a few believed that actions had been taken by the federal government to increase the goods and services tax/harmonized sales tax (GST/HST) credit as well as to provide a grocery rebate for Canadians, none mentioned the Canada Groceries and Essentials Benefit by name. To aid in conversation, participants were provided with the following information:

Today, the Government of Canada announced it is introducing the Canada Groceries and Essentials Benefit, formerly known as the Goods and Services Tax (GST) Credit, which increases its amount by 25 per cent for five years beginning in July 2026. The Government of Canada is also providing a one-time payment this year, worth about 50 per cent of the credit.

Additionally, the Government of Canada is bringing in measures to strengthen domestic food production, enforce competition in the food supply chain, and strengthen food security in the north; it is also providing a $20 million top-up for food banks.

While most were positive in their reactions to this announcement and expected that these actions would likely provide some assistance to the many lower- and middle-income households that they believed were struggling with the high cost of living, none felt that this initiative would be effective in making groceries and other essentials more affordable over the long term. A number expressed the view that while any action to help make the cost of living more affordable represented a step in the right direction, more needed to be done by the Government of Canada to stabilize and/or bring down the costs for groceries going forward, with several believing that food prices had continued to rise in recent years, even as the overall rate of inflation had slowed. It was also thought that by some that the eligibility criteria for supports such as this benefit needed to be increased, with a number expressing that even though they were also facing challenges related to the cost of living, they likely earned too much to qualify for this initiative. Focusing on other aspects of this announcement, a few spoke positively of the measures to strengthen domestic food production, believing that this represented an important step towards increasing Canada's self-reliance in this area going forward.

Major Infrastructure Projects (Yukon, Northwest Territories, and Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island, Greater Toronto Area, Ottawa and National Capital Region aged 30-60, Quebec)

Six groups engaged in conversations related to a number of major nation-building infrastructure projects that had recently been announced by the federal government. Asked whether they had recently seen, read, or heard anything about the Government of Canada and major infrastructure projects, several reported that they had. Among those who had heard something, participants mentioned specific projects such as the Red Chris Mine expansion, the Port of Churchill Plus project, and the LNG Canada Phase 2 project. While unaware of any specific initiatives, a number recalled hearing that the Government of Canada had announced a range of projects related to the increased mining of critical minerals as well as the construction and/or expansion of vital trade infrastructure such as ports and rail lines. A number had also heard that the Government of Canada was considering whether to build a new oil and gas pipeline from Alberta to the West Coast of B.C.

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

Recently, the Government of Canada announced a number of 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 projects include things like producing more liquified natural gas, more nuclear energy, more mining, expanding ports, and more clean electricity.

Participants were next provided with information related to major projects that had been announced for their respective regions.

Ontario

The groups based in the Greater Toronto Area (GTA) and Ottawa/the NCR were presented with the following information related to the Darlington New Nuclear Project in Clarington, Ontario, and Canada Nickel's Crawford Project in Timmins, Ontario:

Darlington New Nuclear Project, Clarington, Ontario

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

Canada Nickel's Crawford Projects, Timmins, Ontario

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

The following image showcases two major infrastructure projects side-by-side. On the left is the Darlington New Nuclear Project located in Clarington, Ontario. The image for this project features a sleek, silver building nearby a large body of water. The building features a long window on the side facing the camera, with a roadway and some greenery in front of the building. Below the image is the text "This project would make Canada the first G7 country to have an operational small modular reactor (SMR), providing clean power to 300,000 homes. The project on the right is Canada Nickel's Crawford Project located in Timmins, Ontario. The image for this project features two bright yellow buildings in a muddy clearing, surrounded by a lush green forest. Below the image is the text "Located in the world's second-largest nickel reserve, the Crawford Project would produce high-quality low-carbon nickel with a potential for a net-negative carbon footprint".

Participants were widely positive in their reactions to these projects, with many specifically liking what they viewed as the increased focus by the federal government on expanding the development of nuclear energy in Canada going forward. For several, it was felt that nuclear energy represented a safe, clean source of renewable energy, with a number believing that projects such as the Darlington New Nuclear Project would be helpful towards making energy more affordable for Canadians as well as bolstering Canada's economic presence in the clean energy sector. Among the smaller number who mentioned Canada Nickel's Crawford Project, the view was expressed that it was important for the federal government to be increasing its focus on the mining and export of critical minerals such as nickel, with some believing that this was an area in which Canada had a comparative advantage relative to many of its global economic peers. A few also reacted positively to the information that this project would produce high-quality, low-carbon nickel and would potentially have an overall net-negative carbon footprint.

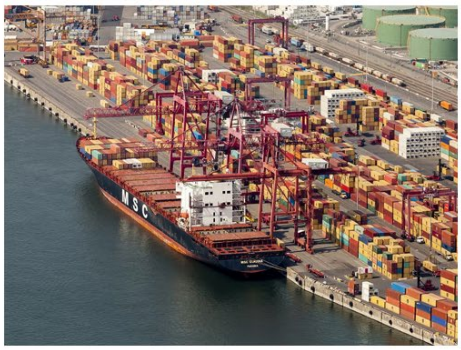
Asked whether there was anything about these projects that they had concerns about, a number worried about the environmental impacts (such as deforestation) that could occur as a result of the Crawford Project and hoped that efforts would be taken to ensure that the environment and nearby ecosystems would be protected as much as possible throughout the project's development. A few also expressed the opinion that the number of homes that were expected to receive clean power as a result of the Darlington New Nuclear Project (i.e., 300,000) was somewhat low and believed that efforts

should be taken to increase the number of Canadians who would receive clean energy through this initiative.

Quebec

The group comprised of residents of Quebec were provided with the following information related to the Contrecoeur Terminal Container Project in Montreal, Quebec, and Nouveau Monde Graphite's Matawinie Mine project in Saint Michel des Saints, Quebec:

Contrecoeur Terminal Container Project, Montréal, Quebec



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

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

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

The image above features two major infrastructure projects that had been announced by the Government of Canada. On the left is the Contrecoeur Terminal Container Project in Montreal, Quebec. The image for this project depicts a large container ship taking on additional cargo in the Port of Montreal. Below the image is the text: "This project will increase the container handling capacity of the Port of Montreal by approximately 60 per cent". The project on the right is Nouveau Mondre Graphite's Matawinie Mine project. The image for this project features out a cleared-out mining area amidst a lush green forest. Under the image is the text: "This open-pit graphite mine will provide important components for defense applications and battery supply chains".

Sharing their reactions, several believed that these initiatives would yield considerable economic benefits for Quebec (as well as Canada more broadly), with a number expecting that both of these projects would serve as good sources of job creation in the province going forward. It was thought that initiatives such as the Contrecoeur Terminal Container Project would be helpful in expanding Canada's trade capacity in the years to come, while others believed that the increased mining of critical minerals such as graphite would help to increase Canada's economic security and the country's ability to export these resources to international trade partners going forward. While generally supportive of these projects, a small number expressed concerns about the impacts that these initiatives (and

especially the Matawinie Mine project) would have on the surrounding environment. A few also felt that it was important to ensure that Indigenous peoples and other stakeholders would be consulted and have their views taken into account at every step of the development and construction of these projects.

Manitoba and Saskatchewan

The group composed of individuals residing in major urban centres in Manitoba and Saskatchewan were provided with information about the McIlvenna Bay Foran Copper Mine Project in East-Central Saskatchewan and the Port of Churchill Plus project in Northern Manitoba:

McIlvenna Bay Foran Copper Mine Project, East-Central Saskatchewan

This project would supply copper and zinc to strengthen Canada's position as a global supplier of critical minerals.

It is also the first net-zero copper project in Canada.

Port of Churchill Plus

In partnership with Indigenous Peoples, this project will upgrade the Port of Churchill and expand trade corridors with an all-weather road, an upgraded rail line, a new energy corridor, and marine ice-breaking capacity. Expanded export capacity in the North through Hudson Bay will contribute to increased and diversified trade.

The image above features two major infrastructure projects announced by the Government of Canada. On the left is the McIlvenna Bay Forgan Copper Mine Project in East-Central Saskatchewan. The image for this project shows an active worksite in a cleared-out space within a lush green forest and a large blue water way. Below is the text: "This project would supply copper and zinc to strengthen Canada's position as a global supplier of critical minerals. It is also the first net-zero copper project in Canada". The project on the right is the Port of Churchill Plus project located in Northern Manitoba. The image for this project features a beautiful image of the Port of Churchill from high above, showcasing the large, pristine water ways on either side of the port. Below the image is the text "In partnership with Indigenous peoples, this project will upgrade the Port of Churchill and expand trade corridors with an all-weather road, an upgraded rail line, a new energy corridor, and marine ice-breaking capacity. Expanded export capacity in the North through Hudson Bay will contribute to increased and diversified trade.

Participants were largely positive in their reactions to these initiatives, with several expecting that they would serve as a source of well-paying jobs for workers in Manitoba and Saskatchewan as well as lead to increased economic activity in these provinces. While also supportive of these projects, a number believed that it was important that actions be taken to ensure that the projects would not negatively impact the surrounding environments and the wellbeing of those living in nearby communities. Regarding the Port of Churchill Plus project, a few expressed the desire for further details related to the nature of the partnership that would exist between the Government of Canada and the Indigenous

communities. Of particular interest, participants expressed a desire for greater clarity as to the extent to which Indigenous Peoples would be involved in the development and carrying out of this initiative. A number also questioned whether it would be logistically possible to build new highways and rail lines across the harsh, remote terrain leading up to the Port of Churchill, with some believing that this would likely be a very costly and time-consuming process to undertake.

Asked what benefits, if any, they expected to see as a result of the Port of Churchill Plus project and the expansion of trade routes in the North through the Hudson Bay, several reiterated the expectation that this would lead to increased job creation and economic activity within Central Canada. A number believed that by investing in expanding these trade routes, the Government of Canada would be making it easier for business owners in Manitoba and Saskatchewan to ship materials and products to the international community. Among these participants, it was expected that this would likely lead to significant economic growth occurring throughout the region in the years to come.

Informed that one of the components of this project included the possible creation of a new energy corridor, participants were asked what they felt this might involve or include. On balance, several believed that the building of a new energy corridor would likely involve the construction of new pipelines to transport oil and natural gas, as well as the installation of other lines to transmit renewable power sources such as hydroelectricity. While believing that non-renewable resources such as oil and gas would likely be involved in the creation of any new energy corridor, a number were also of the expectation that any actions to create this corridor would be balanced with the priority of protecting the environment and mitigating the impacts of climate change. With this in mind, it was thought by some that this potential new energy corridor to the Port of Churchill would likely place a strong focus on increasing the development and usage of clean energy technologies across Canada going forward.

British Columbia

The group comprised of residents of the Greater Vancouver Area (GVA) and Vancouver Island took part in a discussion related to the LNG Canada Phase 2 Project in Kitimat, B.C., the Red Chris Mine Expansion in Northwestern B.C., the North Coast Transmission Line in Northwestern B.C., and the Ksi Lisims LNG project in Pearse Island, B.C.:

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.

Red Chris Mine Expansion, Northwestern British Colombia

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

The image above features two major infrastructure projects recently announced by the Government of Canada. On the left is the first phase of the LNG Canada Phase 2 Pipeline in Kitimat, B.C., The image for this project features a large industrial facility against the backdrop of a waterway and a picturesque mountain range. Below the image is the text "This project would double LNG Canada's production of liquefied natural gas, making it the second largest facility if its kind in the world". The project on the right is the Red Chris Mine Expansion in Northwestern B.C. The image for this project is a large open-pit mine located within a green and mountainous area. The text below the image states that "This project would extend the lifespan of the mine by over a decade and increase Canada's annual copper production by over 15 per cent".

North Coast Transmission Line, Northwest British Columbia

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

Ksi Lisims LNG, Pearse Island, British Columbia

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

The image above features two additional infrastructure projects in B.C. that had recently been announced by the Government of Canada. On the left is the North Coast Transmission line, located in Northwestern B.C. The image shows a large power line traversing through a lush green forest, with a blue lake nearby. Below is the text "This project would tie two energy corridors to

deliver low-cost, clean electricity and better telecommunications to communities along the West Coast. On the right is the Ksi Lisims LNG project in Pearse Island, B.C. The image features two large shipping freighters seen from above as they load up products in a beautiful blue waterway between two green forests on either side. The ocean appears to be in the background. Below the image is the text "Led by the Nisga'a Nation, the Ksi Lisims LNG would become Canada's second largest LNG facility and one of the world's lowest-emission LNG operations once it becomes fully electrified, with emissions 94% below the global average.

Participants were largely positive in their reactions to these projects, with several believing that these investments by the federal government would likely lead to a significant boost in economic activity in B.C. as well as across Canada more broadly in the years to come. A number, however, expressed concerns about the potential negative impacts that these projects would have on the environment (including B.C.'s unique coastal ecosystems) and believed that it was important for the Government of Canada to implement regulations and oversight to ensure that the projects would be developed in the most environmentally responsible manner possible. A few also thought that it was important that these projects be Canadian-owned and that a priority be placed by the federal government towards ensuring that these projects would lead to the creation of new jobs for skilled Canadian workers both during their construction and once they were operational.

The North

Participants in the group comprised of Indigenous peoples residing in the Northwest Territories, Yukon, and Nunavut were provided with the following information related to the Iqaluit Nukkiksautiit Hydro Project in Iqaluit, Nunavut, and the Ksi Lisims LNG project in Pearce Island, B.C.

Ksi Lisims LNG, Pearse Island, British Columbia

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

Iqaluit Nukkiksautiit Hydro Project, Iqaluit, Nunavut

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

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

The following image showcases two projects recently announced by the Government of Canada. On the left is the Ksi Lisims LNG project in Pearse Island, B.C. The image features two large shipping freighters seen from above as they load up products in a beautiful blue waterway between two green forests on either side. The ocean appears to be in the background. Below the

image is the text "Led by the Nisga'a Nation, the Ksi Lisims LNG would become Canada's second largest LNG facility and one of the world's lowest-emission LNG operations once it becomes fully electrified, with emissions 94% below the global average. On the right is the Iqaluit Nukkiksautiit Hydro Project in Iqaluit, Nunavut. The image for this project showcases a rushing river surrounded by an expanse of rocky terrain, with a blue, cloudy sky as the backdrop. The text below states that "This project would become Nunavut's first 100 per cent Inuit-owned hydro energy project, replacing Iqaluit's reliance on 15 million litres of imported diesel each year. It would also help strengthen Canada's Arctic sovereignty and sustainability".

All reacted positively to these initiatives, with many particularly liking the component that these initiatives would be wholly owned and operated by Indigenous peoples. Several also responded positively to what they perceived as the focus that these projects placed on clean energy, sustainability, and lowering carbon emissions. A number hoped that these projects would help to foster job creation in Indigenous communities as well as greater economic activity throughout Canada's North.

Participants in all groups were asked whether they had seen, read, or heard anything related to the Government of Canada and pipelines. On balance, a large number reported having heard something, with several reiterating seeing news related to the Government of Canada and the Government of Alberta reaching an agreement to consider building an oil and gas pipeline from Alberta to Canada's West Coast. A number also recalled hearing that this agreement had been opposed by the Government of B.C. and numerous Indigenous groups and that there were ongoing discussions at present regarding whether this type of project would ultimately proceed. To aid in conversation, participants were provided with the following information:

Recently, the Government of Canada and the Government of Alberta signed a new energy co-operation agreement outlining the conditions that must be met for a new oil pipeline to the Pacific.

The goal is to have pipelines built and financed by the private sector, with Indigenous co-ownership, to increase the volume of oil that can be transported to the west coast to export to Asia.

Reactions to this agreement were mixed, with a roughly equal number responding positively compared to those who felt otherwise. Among those who were more positive in their reactions, several believed that the construction of a new oil pipeline to the Pacific would serve to significantly benefit the Canadian economy by making it easier for Canadian oil and gas companies to transport their resources to the global market and expand their trade activity with Canada's economic partners in Asia. The view was also expressed that having this pipeline in place would help to decrease the Canadian oil sector's reliance on trade with the U.S. and would assist in making the country less vulnerable overall to economic measures such as tariffs going forward. It was also hoped that, by working to increase the production and transportation of oil within Canada, this pipeline would help in making energy and fuel costs more affordable for Canadian households in the years to come.

Among those who were opposed to or had concerns related to this agreement, many were worried as to how this project might impact the environment, including the unique wildlife and ecosystems currently located in the proposed path of this pipeline. A number were particularly concerned about the potential for this pipeline to lead to accidents such as oil spills which they believed could cause long-term damage to the surrounding environment and important coastal waterways. Some also questioned whether this pipeline could potentially negatively impact households living on or nearby

the lands where it was constructed and felt that it was important for the federal government to provide assurances that these communities would be protected and would share in the increased economic growth that this pipeline was expected to produce. While not opposed to this agreement, several were curious as to how Indigenous co-ownership of this project would work in practice as well as how the views of Indigenous stakeholders would be balanced with those of the federal and provincial governments as well as private sector ownership.

Participants in the group comprised of Indigenous peoples in the Northwest Territories, Yukon, and Nunavut were informed that, as part of this agreement, the Government of Canada and Government of Alberta had made a commitment to engaging meaningfully with Indigenous peoples in both Alberta and B.C. who might be impacted by this pipeline. Asked what their thoughts were about this, several expressed skepticism, with a number believing that more information was required as to what meaningful engagement would look like as well as the tangible steps that would be taken to ensure that Indigenous perspectives were heard. Thinking about all the projects that they had discussed (including the Nisga'a Nation LNG project, the Iqaluit hydro project, and potential new oil pipelines) participants in this group were asked whether they thought these initiatives would generally be positive or negative for Indigenous peoples. A range of opinions were provided, with a roughly equal number feeling positive about the potential economic benefits that they expected these initiatives would bring to Indigenous peoples and communities as those who were primarily concerned about the potential negative impacts that these projects (and the pipeline especially) could have on the environment.

Focusing on the pipeline project, participants in this group were also informed that the Government of Canada and Government of Alberta were planning to construct and finance the Pathways Project which, upon its completion, would become the world's largest carbon capture, utilization, and storage facility and would help to make Alberta's oil among the lowest carbon intensity produced barrels of oil in the world. Asked whether this addressed any environmental concerns that they might have about this project, few answered affirmatively. For several, it was felt that, even with carbon capture technology in place, numerous environmental risks remained in the form of oil spills and other accidents that could occur when transporting oil across land and water.

All groups, with the exception of the groups based in Quebec and the Northwest Territories, Yukon, and Nunavut, were asked whether they had recently seen, read, or heard anything related to oil tankers. Regionally, a large number in the group based in the GVA and Vancouver Island reported having heard something, while relatively few in the groups in the GTA, Ottawa/the NCR, and large urban centres in Manitoba and Saskatchewan were aware of any news on this topic. Among those who had heard something, participants believed that there had recently been discussions between the federal government and provincial governments in Alberta and B.C. regarding whether to rescind an existing ban on oil tankers from travelling in the waters off the Northern part of B.C.'s coast. To clarify, participants were presented with the following information:

Oil Tanker Moratorium Act

- Currently, the *Oil Tanker Moratorium Act* bans tankers carrying more than 12,500 metric tonnes of oil from docking in waters off the north of B.C.'s coast.
- Smaller shipments are permitted to ensure north coast communities and industries can receive critical shipments of heating oils and other petroleum products.
- The moratorium covers the area in green on the map shown

The infographic above provides information and images related to the *Oil Tanker Moratorium Act*. On the left is text in three bullet points: "Currently, the Oil Tanker Moratorium Act bans tankers carrying more than 12,500 metric tonnes of oil from docking in waters off the north of B.C.'s coast", "Smaller shipments are permitted to ensure north coast communities and industries can receive critical shipments of heating oils and other petroleum products", and "The moratorium covers the area in green on the map shown". On the right is a map of British Columbia's coast with the area covered by this moratorium shaded in green. Several ports are shown as being included within this area including those at Stewart, Prince Rupert, Terrace, Kitimat, the Village of Queen Charlotte and Bella Bella. Three southern ports in Port Hardy, Port Alberni, and Vancouver are shown as being outside of the ban. All ports on the map are shown as being in the Voluntary Tanker Exclusion Zone.

Participants were informed that some were of the perspective that building a new pipeline from Alberta to B.C. would require making adjustments to the *Oil Tanker Moratorium Act*, such as granting an exemption to the tanker moratorium for this specific project or changing the boundaries of the moratorium to allow oil tankers through the Dixon Entrance in order to carry oil to Asia. Sharing their thoughts on this, very few felt that the Government of Canada should consider making changes to this legislation. For many, it was thought that this ban had likely been put into place for a good reason with several believing that rescinding it would increase the chances of a major accident occurring that could potentially result in long term environmental damage for B.C.'s Northern Coast.

The groups identified above were next told that some believed that it would be possible to build a new pipeline from Alberta to B.C. without making any changes to the *Oil Tanker Moratorium Act*. Asked how they felt about this, while several reacted positively to the idea of keeping the *Act* in place as it was, a number expressed that they did not know enough about this subject to have an informed opinion as to whether or not this type of approach would be possible. A few were of the opinion that, regardless of whether this legislation was altered, it was important for the Government of Canada to have a strong system of oversight and regulations in place to ensure that Canada's coastal environments would be protected as well as clear and strong consequences for any companies that violate these rules.

Participants in the GVA and Vancouver Island were asked an additional question as to whether they felt (if a pipeline were built from Alberta to B.C.) it was more likely that changes would be made to the *Oil Tanker Moratorium Act* or that the Act would remain in place as it currently is. On balance, most expected that the Act would likely be changed, with several believing that it would be challenging to significantly increase the shipping of oil to markets such as Asia without taking this step. A number reiterated the view that they did not believe that environmental regulations such as this *Act* should be adjusted for economic reasons, especially given what they viewed as the already fragile nature of B.C.'s coastal ecosystems.

All groups, with the exception of those living in the Northwest Territories, Yukon, and Nunavut, were informed that some had suggested that, rather than building new pipelines from Alberta to B.C., the focus should instead be placed on expanding existing ones, like the Trans Mountain Pipeline. Participants were also told that others had suggested that efforts be taken to both construct new pipelines as well as expand existing ones. Asked which of these views aligned more with their own opinions, a roughly equal number felt that the Government of Canada's focus should be placed on expanding existing pipelines compared to those who felt that efforts should be taken to do both. For those who felt that a greater focus should be placed on expanding existing pipelines, it was thought that this would likely be a less environmentally invasive approach to take and more cost effective compared to building a completely new pipeline. Related to this, a number questioned whether it would be financially feasible for the Government of Canada to invest in both these areas, especially given the need for it to also focus on other key areas such as health care and the high cost of living. For those who felt that actions should be undertaken to pursue both of these options, the view was expressed that given the perceived high demand for Canadian oil on the international market, it would be beneficial for the Government of Canada to make investments in both of these areas in order to maximize its economic potential. The opinion was also shared that new pipelines would likely be constructed using more modern building practices, materials, and technology compared to existing pipelines and would likely be safer and last longer compared to existing infrastructure such as the Trans Mountain Pipeline. With this in mind, it was felt that an effective long-term strategy in this area would include both the construction of new pipelines as well as the expansion of existing ones.

Asked an additional question as to whether they thought the Government of Canada should be working with the provinces and territories to assist in the development of new or expanded pipelines, almost all in the groups based in Quebec, Ottawa/the NCR, and the GVA and Vancouver Island, believed that it should. For many it was thought that, given that any type of pipeline project would likely involve multiple provinces/territories, private investors, as well as other important stakeholders such as Indigenous peoples, it was important for the Government of Canada to be involved as a way of providing oversight and ensuring that all voices would be heard.

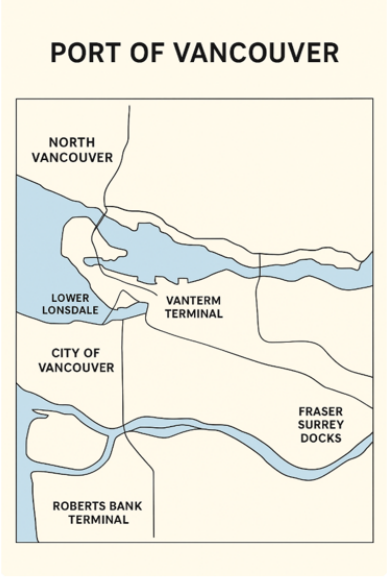
The group comprised of individuals residing in major urban centres in Manitoba and Saskatchewan were asked how they would feel about potentially building a pipeline that spanned from Alberta to the Port of Churchill. On balance, few supported this type of initiative, with several believing that the terrain from Alberta to Northern Manitoba would be very difficult to build through and that this type of project would cost significantly more financially compared to building a pipeline to the West Coast. Asked how they felt about a liquefied natural gas (LNG) pipeline potentially being built in Quebec's

North Coast, a large number in the group based in Quebec expressed that while they were not opposed to this type of initiative, they did not feel that they knew enough about LNG or the potential benefits and consequences of taking this approach to provide an informed opinion.

Participants in the group based in the GVA and Vancouver Island were presented with the following information related to the proposed Roberts Bank Port Expansion:

Proposed port expansion

- The Vancouver Fraser Port Authority (also referred to as the Vancouver Port) has proposed the construction operation of a new three-berth marine container terminal located at Roberts Bank in Delta, British Columbia (approximately 35km south of Vancouver).
- The proposed project would provide an additional 2.4 million 20-foot equivalent units of container capacity per year at Roberts Bank.



The image above depicts the proposed Roberts Bank port expansion. On the left of the image are two bullet points: "The Vancouver Fraser Port Authority (also referred to as the Vancouver Port) has proposed the construction operation of a new three-berth marine container terminal located at Roberts Bank, in Delta B.C. (approximately 35km south of Vancouver)" and "The proposed project would provide an additional 2.4 million 20-foot equivalent units of container capacity per year at Roberts Bank". On the left is an image titled Port of Vancouver, depicting a map of the ports in the area. At the top of the map is North Vancouver and the City of Vancouver, with the Burrard Inlet in between and two ports labelled "Lower Lonsdale" and "Vanterm Terminal" respectively. To the southeast of the map, down the Fraser River is the Fraser Surrey Docks. In the southwest of the map is the Roberts Bank Terminal in Delta.

Asked how they felt about the idea of expanding the Roberts Bank Terminal, many responded positively. Several believed that taking this action would help to increase Canada's trade capacity to international markets in Asia and elsewhere, with a number expecting that taking this step would help to increase the diversification of Canada's trade partnerships and further reduce the country's reliance on U.S. trade. A few were more uncertain in their views and expressed concern that this type of project could lead to long-term damage of the surrounding environment and ecosystems.

Questioned as to whether, rather than expanding the port specifically at Roberts Bank, the Government of Canada should instead consider investing in expansions to other areas of the Vancouver Port, most believed that Delta was a more suitable location for a project such as this. Several were of the impression that other locations within the Port of Vancouver such as the Lower Lonsdale and Vanterm terminals were already quite congested and believed that it would be a more

logical step to expand a more southern port such as Roberts Bank. Asked how they felt about instead expanding a different, more northern B.C. port, few thought that this would be a good idea, with a number reiterating concerns about the rougher waters and harsher weather in the northern part of the province and the greater potential for shipping accidents as a result.

Thinking about the various projects they had discussed, as well as potential new oil pipelines and port expansions, participants in this group were asked whether they felt these projects would generally have a positive or negative impact for Canada's economy. All believed that these actions would have a positive impact, with many expecting that they would serve as a significant source of economic growth for Canada and lead to the creation of many new jobs for Canadian workers. A number expected that greater trade opportunities for Canadian businesses would help to stimulate economic activity across the country and assist in increasing Canada's economic self-reliance in the years to come. The view was also expressed that projects such as port expansions and the construction of new oil pipelines could help to strengthen the country's energy security going forward, especially if the trade disruption with the U.S. deepened and/or continued for the long term.

Build Canada Homes (Ottawa/National Capital Region aged 30-60)

The group comprised of individuals 30-60 years of age in the Ottawa and National Capital Region (NCR) took part in a conversation related to the Government of Canada's recently announced Build Canada Homes initiative. Asked whether they had recently seen, read, or heard anything about the federal government's plans to address issues related to housing, a number reported that they had. Describing what they heard, some recalled that the Government of Canada had recently taken steps to reduce red tape for home developers with the aim of expediting the rate at which new homes are being built across the country. A few also recalled hearing that the federal government had decided to keep existing regulations in place that prohibited foreign buyers from purchasing residential housing in Canada. Questioned as to whether they had heard anything about the Build Canada Homes initiative, no participants reported that they had.

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

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

Sharing their initial thoughts about this initiative, while most believed that it was important for the federal government to be focusing on housing and constructing more homes, a number expressed concerns about the introduction of Build Canada Homes as a new federal agency, with some believing that this could lead to an additional layer of bureaucracy that might impede the rate at which new homes could be built. A few also questioned what was meant by the goal of building lots of

affordable housing by making good use of public lands, with participants worrying that this could lead to land currently being utilized for recreational purposes (such as public parks) being converted into private residential housing. A small number expressed the opinion that the Government of Canada should not be involved in the housing market at all and believed that the construction of residential housing should primarily be left up to the free market and investments by private developers.

Participants were next provided with additional information related to a new partnership that had recently been established between Build Canada Homes and the City of Ottawa:

Recently, the Government of Canada announced a new $400 million partnership between Build Canada Homes and the City of Ottawa to accelerate construction of up to 3,000 mixed-income and affordable homes across the city.

This includes fast-tracking the construction of 2,000 mixed-income and affordable housing units on federal lands, including by reducing or waving development charges, permit fees, and property taxes.

Build Canada Homes will also finance an additional 1,000 non-market housing units from the city's slate of housing projects, beginning in 2026.

Reactions to this announcement were largely positive, with several expressing that any actions to construct more homes and make housing more affordable in their area represented a step in the right direction. A few, however, felt that the amount of 3,000 new homes proposed to be built via this initiative was too low, with some believing that a $400 million investment from the Government of Canada should ultimately result in a greater number of homes being built. Asked what the term 'mixed-income and affordable housing units' meant to them, a number thought that this referred to housing purchased by couples or families with multiple incomes, while a few believed that this phrase described housing developments that included a mixture of units available at both market and non-market rates. To clarify, participants were informed that:

Mixed-income housing units are homes that are made affordable to low and moderate-income individuals and families by including a mix of tenants paying rent based on their income (subsidized) and those paying full market rates.

Asked how they felt about the federal government working to make mixed-income housing units more affordable in the City of Ottawa, several believed that this action would have a positive impact and expected that it would be effective when it came to assisting lower-income families in obtaining safe and affordable housing in their community. The view also expressed, however, that this type of initiative would need to be accompanied by corresponding efforts to expand the capacity of important infrastructure (such as public transportation) that participants believed would likely face increased demand as more people moved into the neighbourhoods where these housing developments were built.

Discussing whether they thought this new partnership between Build Canada Homes and the City of Ottawa would help to make housing more affordable in Ottawa, few felt that it would, with a number reiterating the view that 3,000 new homes was too few to have a tangible impact on the issue of housing affordability. Asked what additional actions they would like to see from the Government of

Canada to help make housing more affordable, participants mentioned potential initiatives such as the provision of increased financial supports and housing solutions for individuals experiencing homelessness as well as greater efforts to decrease the overall cost of living and make it easier for Canadians to afford their monthly expenses related to housing and other essentials, such as groceries.

Cost of Living (Atlantic Canada, British Columbia Women, Saskatoon and Regina, Greater Montreal Area, York and Peel Regions Ontario)

Five groups engaged in conversations about the cost of living as well as their perspectives related to a range of actions and initiatives that had recently been announced by the federal government to help make life more affordable for Canadians. Asked how they would describe the cost of living at present, almost all believed that it was quite high, with many of the impression that prices had risen substantially in recent years for many goods and services, including for essentials such as groceries, gasoline, and housing. Several were of the impression that the rising cost of living had placed a growing number of Canadians in financially precarious positions, with a number believing that this had led to the increased use of services such as food banks as well as rising rates of homelessness in their communities.

Describing how issues such as inflation and the high cost of living had impacted their own households in recent years, several reported having put off major purchases such as a new automobile or home renovation projects, as well as cutting back on spending in a number of areas, including dining out at restaurants, entertainment (such as concerts and sporting events), vacations, and other recreational activities. A number expressed that, even after having reduced their spending in a number of areas, they continued to feel as if they were living pay cheque to pay cheque, with very little money left over at the end of each month to devote towards savings or other important areas of their lives. A few reported having had to take on increased debt in recent years in order to continue to meet their monthly expenses and make ends meet financially.

Asked what they felt the Government of Canada's role was when it came to addressing the cost of living, several believed that it had a responsibility to ensure that Canadians in all parts of the country had access to nutritious food and safe and affordable housing in their communities. A number also felt that the federal government was responsible for ensuring that companies, such as major grocers and telecommunications corporations, were not making excessive profits at a time when many households were facing financial challenges. Questioned as to how they would describe the Government of Canada's performance in addressing the cost of living, a large number believed that it had room for improvement on this front. The view was expressed by many that much more needed be done by the federal government to assist Canadians, with a number believing that a greater focus needed to be placed on areas such as capping the amount that landlords can charge in rent, raising the federal minimum wage, and lowering the rate of taxation for lower- and middle-income households. Among those who were more uncertain in their views regarding the Government of

Canada's performance in this area, a few were of the impression that many countries had experienced a sharp rise to the cost of living in the wake of the COVID-19 pandemic and that issues related to affordability had not been unique to Canada. With this in mind, it was thought by these participants that the federal government had been doing the best that it could to manage this challenging situation in the years that had followed the pandemic.

Discussing whether they had recently seen, read, or heard any news about the Government of Canada providing additional support to assist Canadians with the rising cost of living, only a small number reported having heard anything. Among those who were able to recall recent actions from the federal government on this front, participants mentioned initiatives such as the introduction of the Canadian Dental Care Plan (CDCP), increases to the Canada Child Benefit (CCB), Canada Disability Benefit (CDB), and Canada Workers Benefit (CWB), and reductions to the rate of federal taxation for lower- and middle-income households. A few also mentioned the Government of Canada's removal of the consumer carbon pricing system and believed that this had been impactful in reducing the cost of gasoline and other energy sources utilized by Canadians. Asked what else they would like to see from the federal government when it came to supporting Canadians in managing the rising cost of living, participants recommended a number of potential actions. These included introducing price caps on the costs of rent and groceries, increasing the amounts paid to seniors via programs such as Old Age Security (OAS) and the Canada Pension Plan (CPP), stabilizing the rate of immigration, reducing the amount that Canadians pay in goods and services tax (GST), raising the rate of taxation on the wealthiest Canadians, and providing increased assistance for prospective first-time home buyers.

Participants were next presented with information related to a range of measures that the federal government was considering implementing to assist in making life more affordable for Canadians. The first set of initiatives shown to participants included:

- *Removing GST on children's clothing or diapers;*
- *Giving an annual tax credit to young parents buying baby formula;*
- *Removing GST on prepared foods in supermarkets;*
- *Eliminating the GST on food delivery services (e.g., Skip the Dishes, Uber Eats);*
- *Restructuring and expanding the GST/HST credit to help more low-income families;*
- *Combatting "shrinkflation" (companies reducing the size of products);*
- *Placing a limit on grocery store profits, forcing retailers to lower their prices; and*
- *Eliminating the GST on houses entirely.*

Engaging in an exercise where they were asked to select which three of these initiatives they felt would have the most positive impact on the cost of living, the initiative to place a limit on grocery store profits and force retailers to lower their prices received the highest level of support among participants. It was widely thought that the Government of Canada taking this action would have a positive impact on the lives of many Canadians across the country, with several expecting that this would be greatly helpful for the growing number of individuals that they perceived were facing challenges affording groceries at present. Unprompted, a number expressed the opinion that major grocery corporations had earned exorbitant profits in recent years and had raised prices higher than they had needed to, using the high rate of inflation to justify this action. In addition to placing a limit

on grocery store profits and forcing retailers to lower their prices, a number believed that actions should be taken by the federal government to increase competition within this sector, with some of the impression that the vast majority of grocery stores in Canada were currently owned by a small number of major corporations.

The initiative to eliminate GST on houses entirely and to restructure the GST/HST credit to help more low-income families also received a high level of support among participants. Among those who selected the initiative to completely eliminate GST on the purchase of a home, it was believed that, given the high cost of housing in many parts of the country, this measure would be greatly helpful for prospective first-time home buyers and would potentially save them thousands of dollars on their purchase. For those who chose the measure to restructure the GST/HST credit, several felt that this would help a large number of lower-income Canadians who were currently struggling with the cost of living and relied on supports such as these to supplement their employment income. In addition to this action, the view was expressed that the Government of Canada should work to raise the income threshold for programs such as these, with a number believing that there were many middle-income households that were facing challenges related to the cost of living at present who did not qualify for these initiatives.

The measures to remove GST on children's clothing and diapers, combat shrinkflation, and remove GST on prepared foods in supermarkets received a moderate level of support. For those who felt that removing GST on children's clothing and diapers was an important step for the federal government to be taking, several expected that this action would be greatly helpful for parents with young children to and would help to make it more affordable overall to raise children in Canada. Among participants who selected the initiative of combatting shrinkflation, a number believed that this action would be helpful in making food more affordable and ensuring that Canadians are receiving fair value for the products they purchase. The view was expressed that shrinkflation had become a major issue in recent years and that it was important for the Government of Canada to be cracking down on this practice. For participants who selected the measure of removing GST on prepared foods in supermarkets, it was thought that this would be greatly helpful in reducing costs and making life more affordable for working Canadians who did not have time to cook and relied upon these meals as part of their daily lives.

Only a small number selected the initiative to eliminate GST on food delivery services such as Uber Eats and Skip the Dishes. Among those who chose this measure, it was thought that food delivery services were already quite expensive and that this action would be helpful in reducing expenses for families who relied on these services for meals throughout the week. Very few selected the measure to introduce an annual tax credit for young parents purchasing baby formula, with several believing that this would not be an effective way for the federal government to assist young families with the cost of living.

Questioned as to whether they felt that any of these measures would personally impact them, a large number expected that they would benefit from the Government of Canada placing a limit on grocery store profits and forcing retailers to lower their prices. A number also expected that they would be positively impacted by the removal of GST from prepared foods and food delivery services, believing

that this would help to make life more affordable in those instances where they did not have time to or were unable to cook. A few who reported being prospective first-time home buyers expected that they would be able to save money as a result of the Government of Canada eliminating GST on the purchase of a home, while those who were parents with young children (or who expected to have children at some point in the future) thought that they would benefit from the measure to remove GST on children's clothing and diapers. A small number who reported earning a lower income expected that the action to restructure the GST/HST credit would also have a positive impact on their financial situations.

Asked whether they had any questions about any of these measures, a few expressed curiosity as to how the Government of Canada would go about capping grocery store profits as well as whether there were any potential negative economic consequences that could result from taking this approach. A number also questioned whether GST would be removed for all housing purchases or only newly built housing, with some of the impression that only newly built homes were currently subject to GST. Related to the provision of a tax credit for young parents who purchase baby formula, a few questioned what 'young parents' would be defined as under this initiative.

Discussing whether there were any initiatives that been listed that they felt the Government of Canada should not be doing, a number expressed the view that a tax credit for parents purchasing baby formula was overly complicated and that efforts should instead be taken to remove the upfront costs of baby formula as opposed to offering a tax credit. A few also believed that the initiative to remove GST on food delivery services could lead to a greater number of Canadians becoming overly reliant on these options, potentially leading them to spending significantly higher amounts on food over the long run.

Participants were next shown a second set of initiatives and engaged in the same exercise of selecting the three measures that they thought would have the most positive impact on the cost of living. These included:

- *Introducing a new Consumer Affairs Commissioner, in charge of identifying and fixing unfair business practices;*
- *Introducing a new Consumer Affairs Commissioner, in charge of introducing more competition across target sectors;*
- *Expanding pharmacare to remaining provinces to continue to lower prescription drug costs;*
- *Evaluating the possibility of rent freezes;*
- *Capping ATM (automated teller machine) fees;*
- *Capping non-sufficient bank account funds and overdraft fees;*
- *Decreasing interest rates on credit cards; and*
- *Lowering credit card fees.*

On balance, the initiative to expand pharmacare to remaining provinces as a way of continuing to lower prescription drug costs received the highest level of support among participants. Many believed that this would be particularly helpful for those who were facing challenges in affording the costs of their prescription medications and who did not have health benefits through their employer. Several expressed the view that prescription drugs played an essential role in upholding the physical and

mental health of many Canadians and that it was important for all individuals to have access to the medications they required to live a happy and healthy life. A few who reported having chronic medical conditions themselves expressed the opinion that the costs of many prescription drugs had become increasingly high in recent years and hoped that efforts would be taken by the federal government to ensure that major pharmaceutical companies were not making excessive profits at a time when the cost of living was already quite challenging to manage.

The initiative for the Government of Canada to evaluate the possibility of rent freezes also received a high level of support among participants. It was widely felt that this action would be helpful to many renters (and lower-income individuals in particular) and would provide them with greater stability in the amounts they pay for housing each month. Several expressed the view that housing represented a basic human need and believed that it was important for the federal government to be taking steps such as these to ensure that more Canadians had access to safe and affordable housing in their communities.

Several also selected the actions to decrease interest rates on credit cards and to introduce a new Consumer Affairs Commissioner, in charge of identifying and fixing unfair business practices. For those who selected the initiative to lower credit card interest rates, several were of the impression that a growing number of Canadians had become increasingly reliant on credit cards to afford their monthly expenses and that this had led to many individuals paying high amounts in interest each month as a result. It was felt that by taking this action the Government of Canada would be assisting many of those who were currently struggling the most with the high cost of living. Among participants who chose the measure of introducing a new Consumer Affairs Commissioner to identify and address unfair business practices, several believed that this could lead to across-the-board improvements for consumers across the country as more businesses were held to account for breaking the rules and/or profiting unfairly from Canadians. A number believed that a growing number of businesses in recent years had been engaging in questionable or unfair tactics (such as price gouging and shrinkflation) and that it was important for the federal government to be focused on ensuring that all businesses were adhering to federal laws and regulations.

The actions to introduce a new Consumer Affairs Commissioner in charge of introducing more competition across target sectors and to place caps on non-sufficient bank account funds and overdraft fees received a moderate level of support. Among those who selected the introduction of a Consumer Affairs Commissioner responsible for increasing competition in specific sectors, several reiterated the opinion that sectors such as groceries and telecommunications had become almost completely controlled by a few major corporations and that it was important for the federal government to be working towards introducing more competition into these areas. For participants who chose the initiative to cap non-sufficient funds and overdraft fees, the view was expressed that these fees often penalized those in society who were already facing significant financial challenges while serving little purpose other than providing an additional source of revenue for banks.

Only a small number selected the initiatives to lower credit card fees and to cap automated teller machine (ATM) fees. While believing that these actions would be beneficial and provide savings for

some Canadians, few felt that either of these actions would have a major impact in terms of reducing the cost of living going forward.

Asked whether they felt any of these measures would personally impact them, several believed that they (or their loved ones) would immediately benefit from measures such as rent freezes and the expansion of pharmacare. Several also felt that actions to introduce new Consumer Affairs Commissioners to identify and address unfair business practices and to increase competition within targeted sectors would likely have a positive impact on all consumers, including themselves. A few also believed that actions to reduce credit card interest fees would have a positive impact on their financial situations and would help them in paying down their existing credit card debt. Questioned as to whether they thought there were any measures that the Government of Canada should not be pursuing, a few believed that the implementation of rent freezes could be somewhat unfair to landlords who might find themselves in a position where they were unable to raise rent to account for increased costs they might incur related to maintaining and/or renovating their rental properties.

Participants were next shown a third set of possible initiatives from the Government of Canada and asked to select the three that they felt would be most impactful. This list included:

- *Capping cell phone roaming fees;*
- *Lowering the price of public transit tickets;*
- *Lowering passport renewal fees;*
- *Increasing the federal minimum wage;*
- *Cracking down on concert ticket resellers to lower ticket fees;*
- *Creating a tax credit for youth transit passes; and*
- *Freezing the tax increase on Canadian beer, set to increase in April 2026.*

The initiatives to increase the federal minimum wage and to lower the price of public transit tickets received the highest level of support among participants. Among participants who felt that the Government of Canada should raise the federal minimum wage, a large number believed that this would have a positive impact on the lives of the lowest earning Canadians and would assist many workers in earning an income that was closer to a living wage. It was also thought that this action would provide workers with more money to spend within their communities and would ultimately serve to benefit many Canadian businesses over the long term. For those who selected the initiative to lower the price of public transit tickets, it was thought that this would be an effective measure to encourage more Canadians to use public transportation and could help in reducing traffic on Canadian roadways. A number expected that this initiative would be particularly helpful for lower-income Canadians who relied upon public transportation for their everyday commutes to work or to school.

The measures to create a tax credit for youth transit passes and to cap cell phone roaming fees were selected by a number of participants. Among those who supported the creation of a tax credit for youth transit passes, it was thought that this action would be helpful for the many young people who were believed to be struggling to establish themselves financially at present and for whom public transportation represented their primary way of getting to work or to school. For those who selected the initiative to introduce caps on cell phone roaming fees, the view was expressed that Canadians

paid among some of the highest mobile phone rates in the world and that any action to cap fees related to roaming or other mobile phone activities represented a step in the right direction.

Among the moderate number who selected the initiatives to freeze a planned tax increase on Canadian beer (set to occur in April 2026) and to crack down on concert ticket resellers to lower ticket fees, it was felt that action on both these fronts would help to make entertainment and leisure activities more affordable for Canadians to enjoy. A number expressed the view that activities such as attending concerts or going out to bars and restaurants had become increasingly challenging to afford in recent years and that, by taking actions such as these, the Government of Canada would be having a positive impact on the social lives and mental health of many Canadians.

Very few selected the initiative to lower passport renewal fees. While believing that this action would have a positive impact for those who need to renew their passports, it was thought that this action would do little to make life more affordable overall given how infrequently (typically only once or twice a decade) Canadians needed to perform this task. A number did not select any of these initiatives, with some expressing the opinion that none of these actions were significant enough to have a tangible impact in making life in Canada more affordable going forward.

Asked whether they expected any of these measures would personally impact them, several expected that they would likely benefit from actions such as reduced public transportation costs, the capping of cell phone roaming fees, and efforts to crack down on concert ticket resellers. Discussing whether they had any questions about any of these initiatives, a few were curious as to what "youth" was defined as for the proposed tax credit for youth transit passes, while others questioned how much the federal government was planning on raising the minimum wage by. A few also questioned how the Government of Canada would go about lowering public transportation fees, given their impression that these prices were in part determined by other bodies such as the provincial and municipal public transportation agencies responsible for different cities/regions across the country.

Thinking about all the measures that they had discussed thus far, participants were asked whether there was anything else that they would like to see from the Government of Canada when it came to addressing affordability and the cost of living. A number of potential actions were mentioned including creating more high paying jobs for Canadians, lowering the amounts that Canadians pay in federal income tax, cracking down on activities related to real estate speculation, and stabilizing the rate of immigration. A few also suggested that the Government of Canada should consider implementing a universal basic income (UBI), with some believing that this would be effective way to ensure that all Canadians would be able to afford basic essentials such as groceries, clothing, and housing.

International Trade (Atlantic Canada, British Columbia Women, Saskatoon and Regina, Greater Montreal Area, York and Peel Regions Ontario, Yukon, Ottawa-Montreal Corridor, Calgary and Edmonton, Southwestern Ontario)

Nine groups took part in conversations related to Canada's international trade relationships. All groups, with the exception of the group based in Southwestern Ontario, engaged in discussions related to Canada's trade relations with the United States (U.S.), while groups based in Yukon, the Ottawa-Montreal Corridor, Calgary and Edmonton, and Southwestern Ontario took part in extended conversations related to Canada's relationships with other global partners such as China and Qatar.

Canada-United States Trade Relations (Atlantic Canada, British Columbia Women, Saskatoon and Regina, Greater Montreal Area, York and Peel Regions Ontario, Yukon, Ottawa-Montreal Corridor, Calgary and Edmonton)

At the outset of these discussions, participants were asked what they had seen, read, or heard about Canada's trade relationship with the U.S. as of late. Many mentioned the continued imposition of U.S. tariffs on a wide range of Canadian imports, with several believing that these measures had led to significant challenges for Canadian businesses and workers in numerous sectors, including lumber, oil and gas, and automobile manufacturing, among others. Several believed that these tariffs had contributed to higher prices for numerous consumer products in recent months (including for essentials such as groceries) and felt that these actions by the U.S. had served to further exacerbate issues related to the cost of living for both Canadians and Americans alike. Asked how they would describe Canada's trade relationship with the U.S., many used words such as 'uncertain', 'strained', 'complicated', 'challenging', 'frustrating', and 'tense'. A large number felt that the Canada-U.S. relationship had become increasingly unpredictable, with several of the impression that the U.S. had made frequent changes to its economic policy over the past year.

Questioned as to whether they felt Canada was currently in a "trade war" with the U.S., a roughly equal number believed that it was compared to those who felt otherwise. Among those who thought that the current Canada-U.S. situation could be perceived as a trade war, several cited what they viewed as the punitive and retaliatory nature of many of the tariffs that had been imposed by the U.S. as well as what participants saw as consistent attempts by the U.S. over the past year to exert its influence on Canada's trade and national defence policies. For those who did not believe that the Canada-U.S. relationship had escalated to a trade war, many believed that the term was too disproportionate to adequately describe the economic disruption that had occurred between the two countries. Among these participants, it was felt that a true trade war would involve much higher tariffs on both sides as well as a complete breakdown of the economic relationship between the two countries whereby continued economic cooperation would become impossible.

Asked how they would rate the Government of Canada's management of the trade situation with the U.S. and whether they believed it was headed in the right or wrong direction on this front, a larger number thought that the federal government was on the right track compared to those who were more neutral or uncertain in their opinions, with only a few believing that it was on the wrong track. Among those who thought that the federal government was headed in the right direction on this front, several believed that it had been firm, measured, and adaptive in its response so far and had been doing what it could to protect Canadian workers and businesses during these challenging economic times. A number felt that the Government of Canada had been especially effective in its response given what they perceived as the ever-changing nature of this situation, while others spoke positively of its efforts to diversify Canada's trade relationships and establish closer partnerships with other nations on the global stage.

For those who were more uncertain or neutral in their views, a number believed that while little progress had been made in terms of having these tariffs reduced or removed, there was only so much that could be done by the Government of Canada to address this situation given what they perceived as the increasingly unpredictable nature of the U.S. government as of late. Among participants who thought that the Government of Canada was on the wrong track in its management of the Canada-U.S. trade relationship, a number believed that it had not provided Canadians with sufficient information regarding the discussions that federal officials had been having with their U.S. counterparts to have these tariffs removed as well as how successful these negotiations had been to date. A few expressed the opinion that the Government of Canada had been too passive in its response to this situation, with some believing that more should have been done to impose stricter counter tariffs on American-made products in response to the U.S.' imposition of tariffs on Canadian products.

To aid in conversation, participants in Atlantic Canada, the Lower Mainland region of B.C., Saskatoon and Regina, the Greater Montreal Area (GMA), and the York and Peel regions of Ontario were provided with the following information:

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

The five groups mentioned above were also asked an additional question as to what impacts, if any, they believed these tariffs were having on Canada's economy. On balance, almost all believed that U.S. tariffs had negatively impacted the economy, with many reiterating the impression that these measures had caused significant challenges for many Canadian sectors and industries and in some cases had led to workers having their hours reduced and/or being laid off. A number were also of the impression that these tariffs had contributed to higher consumer prices in many parts of the country, including for essentials such as groceries. It was also thought that U.S. tariffs had resulted in increased costs for building materials, leading to a downturn in the construction of housing and other important projects. Discussing the impacts that U.S. tariffs had been having on their respective communities, several thought that these measures and the ongoing uncertainty related to Canada-U.S. trade had led to businesses in their area cutting back on the hiring of new workers, negatively impacting the employment markets in their respective areas. Some also felt that the imposition of tariffs by the U.S.

had led to many Canadians deciding to place a greater focus on purchasing goods and products manufactured in Canada as a way of supporting local businesses and sectors that had been negatively impacted over the past year.

Participants in these groups were also asked whether they thought it would be possible to reach an agreement with the U.S. where all tariffs would be completely removed, or whether they expected that at least some tariffs would remain. While several believed that it would be possible to reach a new trade agreement with the U.S., almost all expected that (at least over the short term) it was likely that some tariffs would remain in place. Expanding upon their responses, a number believed that tariffs represented a key component of the U.S. government's current economic policy and, as such, it was unlikely that it would be willing to remove them completely. The view was expressed that, given the expectation that U.S. tariffs would likely remain in place for some time, it was important for the Government of Canada to continue its focus on increasing internal trade throughout the country as well as strengthening Canada's trade relationships with other reliable partners on the global stage.

All groups were asked whether they felt Canada had any leverage when it came to its trade negotiations with the U.S. government. On balance, many believed that it did, with several identifying lumber, fresh water, potash, oil, natural gas, critical minerals, and hydroelectricity as key Canadian exports that they believed the U.S. currently relied upon. Participants also mentioned the Canadian consumer base as a key point of leverage between the two countries, with several believing that Canadians represented an important source of revenue for U.S. manufacturers and businesses in the tourism and hospitality sectors. Related to this, a number were of the impression that the decision by some Canadians to no longer purchase U.S. products (such as Kentucky bourbon) and/or travel to the U.S. had already had a negative economic impact on several U.S. sectors and industries. Among the small number who did not believe that Canada had leverage in this situation it was thought that, given the significantly greater size of the U.S. economy compared to Canada's, it would be difficult for the Government of Canada to exert much in the way of influence over these negotiations.

Asked whether they felt, when it comes to Canada's international trade negotiations, that other regions, such as Europe and Asia, represented realistic alternatives to the U.S., almost all believed that they did. Many thought that it was important for the Government of Canada to be working to diversify the country's trade partnerships, with several expressing the opinion that Canada had become overly reliant on the U.S. in this area in recent decades. It was felt by a number that regions such as Europe and Asia represented significant available markets for Canadian businesses and products and that closer economic ties with these areas would have a positive impact on Canada's economy over the long term. While also believing that it was important for the Government of Canada to establish new trade agreements with other reliable partners, a number felt that it would be difficult for any country or region to replace the U.S. as a trade partner, especially given the significant size of the American economy and its close geographical proximity to Canada compared to other potential major trade partners.

Participants in Atlantic Canada, the Lower Mainland region of B.C., Saskatoon and Regina, the Greater Montreal Area (GMA), and the York and Peel regions of Ontario were asked an additional question as to what aspects of Canada's trade relationships they felt the least clear about at present. Several

expressed a desire for more detailed information regarding the impacts (such as decreased revenue and job losses) that U.S. tariffs had been having on specific Canadian sectors/industries as well as the expected long-term impact of these measures if this trade disruption with the U.S. persisted for the foreseeable future. A number also felt that they required more information related to the nature of Canada's trade relationships with non-U.S. global partners, including further details related to any agreements that were currently in place with countries in Europe, Asia, and elsewhere, as well as the ways by which Canada's economy was expected to benefit from closer ties with these nations. Some also felt that more information was required regarding the Government of Canada's ongoing negotiations with the U.S., including details regarding how well these discussions had been progressing thus far.

Global Trade Partnerships (Yukon, Ottawa-Montreal Corridor, Calgary and Edmonton, Southwestern Ontario)

Focusing on Canada's non-U.S. trade partnerships, participants in four groups were asked whether they had seen, read, or heard anything as of late related to Canada forging new trade relationships and/or strengthening existing trade relationships with other countries and regions. A wide range of news items were mentioned on this front, with several of the impression that the Government of Canada had been working diligently in recent months to establish or strengthen its trade relationships with regions/countries such as Europe, China, India, Indonesia, United Arab Emirates (UAE), and Qatar.

Focusing specifically on the Government of Canada's trade relationship with China, participants were provided with the following information:

Recently, the Government of Canada announced a new Canada-China partnership to collaborate in energy, clean technology, and climate competitiveness.

To bolster these partnerships, the Government of Canada has agreed to allow up to 49,000 Chinese electric vehicles into the Canadian market, at a tariff rate of 6.1 per cent instead of the current 100 per cent tariff.

In turn, China agreed to lower tariffs on Canadian canola seed from 85 per cent down to about 15 per cent effective March 1, 2026. Canola meal and other agricultural products (like peas, lobster, and crab) are also expected to see tariffs lifted from March 1, 2026, through to at least the end of the year.

Almost all reacted positively to this information, with many believing that this agreement with China represented an important step when it came to diversifying Canada's economy away from its reliance on U.S. trade. Asked whether they thought Canada should be partnering with China in this capacity, participants widely believed that it should, with many expecting that this agreement would be immensely beneficial for Canada's agriculture sector, and canola farmers in particular.

Describing other benefits that they believed this agreement would yield for Canadian businesses and consumers, a number spoke positively of the reduction of tariffs on other agricultural products (such as peas, lobster, and crab) as well as what was expected to be the increased availability and affordability of electric vehicles (EVs) in Canada due to the reduced tariffs on 49,000 Chinese-made EVs

that would soon be entering the Canadian market. Related to EVs, while a number in Yukon believed that this action would be beneficial for those living in major urban centres, few felt that it would have an impact on their own lives due to their concerns related to the ability of EVs to withstand the long driving distances and harsh weather conditions associated with life in the North.

Discussing whether they had any concerns about this agreement, a few worried that Canada establishing closer economic ties with China could risk further damaging the Canada-U.S. trade relationship (which was already perceived as being quite strained). None, however, felt that this was a sufficient reason for the Government of Canada to not proceed forward with this new Canada-China partnership. In addition to this agreement with China, a number expressed the view that the Government of Canada should continue to work to establish these types of partnerships with other major trade partners and believed that this would help to further diversify Canada's trade economy and decrease its economic reliance on any one country.

Asked an additional question as to whether they were at all worried about the impact that allowing up to 49,000 Chinese EVs into the Canadian market, at a tariff rate of 6.1 per cent, might have on Ontario's automobile industry, very few expressed any concerns on this front. For most, it was felt that this would help to increase competition and stimulate economic activity within Canada's automobile manufacturing sector and that the number of 49,000 EVs was too small to have a significant negative impact on the sales of other Canadian-made automobiles. A small number expressed concerns regarding the reliability and safety of Chinese-made EVs and hoped that sufficient regulation and oversight would be implemented by the federal government to ensure that these vehicles adhered to Canadian safety standards.

Participants in Yukon, the Ottawa-Montreal Corridor, and Edmonton and Calgary were provided with additional information related to a recent trade agreement the Government of Canada had reached with Qatar:

Recently, the Government of Canada has committed to deepening commercial, investment and defence cooperation with Qatar.

Qatar has affirmed its commitment to make significant strategic investments in Canada's major building projects, which will help the projects get built faster. The two countries also agreed to conclude negotiations on a new agreement, which will help Canadian businesses to more easily expand operations in Qatar as well as attract investment from Qatar.

The two countries have also agreed to launch negotiations on a new framework to make it easier to exchange expertise on military, security, and defence matters, and expand investment opportunities on areas such as artificial intelligence and computer technology.

Additionally, air services between Canada and Qatar will be expanded, and a defence attaché from Canada will be posted in Qatar to help increase exports from Canada's defence sector.

Sharing their initial reactions, while most welcomed any actions to further diversify the Canadian economy, few felt that they knew enough about Qatar to determine how economically beneficial this new agreement would be. Describing specific elements of the agreement that they felt positively

about, a number mentioned the investments that Qatar would be making towards major nation-building infrastructure projects in Canada, as well as the positive impacts that they expected this agreement would have for Canada's air travel sector and the development of emerging technologies such as artificial intelligence (AI) within the country. It was also thought that the establishment of closer defence ties between Canada and Qatar would have a positive impact on strengthening the overall security of both countries and would serve as a useful step in terms of further diversifying Canada's alliances within the global community.

Asked whether they thought these new agreements with countries like China and Qatar would impact Canada's economic relationship with the U.S., few in the three groups mentioned above expected that these deals would have much of an effect. While a small number believed that the U.S. might decide to respond to these new agreements by imposing measures such as additional tariffs on Canadian products, all felt that it was important for the Government of Canada to be establishing new trade partnerships such as these regardless of how these actions might impact the Canada-U.S. relationship.

Arctic Sovereignty/North Atlantic Treaty Organization (Yukon, Ottawa-Montreal Corridor, Calgary and Edmonton, Southwestern Ontario)

Four groups engaged in conversations related to the issue of Arctic sovereignty as well as Canada's membership in the North Atlantic Treaty Organization (NATO). At the outset of these discussions, participants were asked what came to mind for them when they heard the term 'Arctic sovereignty'. A large number were of the impression that this phrase referred to the ongoing need for nations such as Canada to maintain their sovereignty over the northern parts of their countries located within the Arctic region. It was also thought that this term referred to the system of territorial claims by which countries asserted their control over the valuable natural resources and critical minerals located within this region. For those residing in Yukon, it was also felt that Arctic sovereignty referred to the Government of Canada's responsibility to protect those living in Northern communities from outside threats and potential incursions on their territory. Unrelated to Canada, a number expressed that hearing the phrase Arctic sovereignty called to mind ongoing geopolitical issues related to Greenland and the efforts it had taken to reassert its territorial sovereignty in the wake of increasing annexation pressure from the U.S.

To aid in conversation, participants were informed that Arctic sovereignty referred to the territorial rights and claims that a nation has over its Arctic regions, particularly concerning land, sea, and natural resources. Asked whether Arctic sovereignty was an issue that was of concern to them, a large number reported that it was, with many perceiving the Arctic as being a region of significant importance from both an economic and national defence perspective. It was thought by several that, due to climate

change and the trend of increasing global temperatures, it was likely that the region would become increasingly accessible in the years to come, especially in regards to the development and exploration of its natural resources. A number expected that, if this were to occur, it could make Canada's significant territories in the Arctic a potential target for incursion from other countries, especially in the event that natural resources such as oil and critical minerals become more difficult to obtain going forward. A number also expected that, as more ice melted in the waterways surrounding the Arctic, this region could be opened up to increased sea trade and that, with this in mind, it was important for Canada to maintain its sovereignty over its northern waterways.

Asked whether they felt the Government of Canada was generally on the right or wrong track when it came to Arctic sovereignty, participants were largely uncertain, with several expressing that they did not know enough about the subject and the Government of Canada's activities on this front to provide an informed response. Among the smaller number who believed that it was on the right track, a number spoke positively about what they perceived as the federal government's continued actions to uphold Canada's rights in the Arctic as well as its commitments to increasing investments towards the Canadian Armed Forces (CAF) with a renewed focus on protecting Canada's national security in the North.

Discussing how important they felt Arctic sovereignty was compared to other national priorities, most believed that it was an important priority, with several of the opinion that protecting the Arctic needed to be a top area of focus for the Government of Canada in the years to come. A number reasserted the view that Canada's North was an area of significant national importance, both from an economic and a national security perspective, and that it was critical for the Government of Canada to ensure that the CAF would be capable of defending Canada's interests in the region over both the short and long term. Among the smaller number who viewed Arctic sovereignty as being a more moderate priority, some expressed the view that other issues, such as the affordability of housing and the high cost of living represented more pressing priorities at present. Prompted to identify which nations (apart from Canada) that they believed had sovereignty claims in the Arctic, participants mentioned a wide range of countries including the U.S., Russia, Denmark, Iceland, Estonia, Finland, Sweden, and Norway.

Asked whether they had recently seen, read, or heard anything about NATO, almost all expressed being familiar with this organization, with several recalling that NATO allies had recently played an active role in upholding Greenland's territorial sovereignty. To aid in discussion, participants were informed that:

NATO is an alliance of countries from North America and Europe committed to fulfilling the goals of the North Atlantic Treaty, which was signed on April 4th, 1949. Its purpose is to guarantee the freedom and security of its members through political and military means.

Discussing whether they felt Canada's membership in NATO was important to its national security, all believed that it was. Many were of the opinion that NATO, and the mutual security commitments shared by its member nations, served as effective deterrent when it came to protecting countries such as Canada against potential attacks and incursions from outside aggressors. While several felt that it was important for Canada to continue to work closely with the U.S. when it came to meeting its

national defence needs, a number believed that, especially given the increasing unpredictability of the Canada-U.S. relationship, it was crucial for Canada to remain a member of a larger alliance such as NATO, as a way of further ensuring its continued protection. Focusing on the Arctic specifically, the view was expressed that given the shared interests and territorial claims of many NATO members, it was important for these countries to continue to work together to uphold each other's security interests in the region.

Asked what role they thought Indigenous peoples should play when it came to making decisions about Arctic sovereignty, almost all believed that they should have a direct role in this process. The view was expressed by several that many Indigenous bands had territorial claims of their own within the Arctic and that it was important that their perspectives be heard when it came to upholding the sovereignty of this region. It was also thought that many Indigenous groups had a unique understanding of the Arctic's history as well as its economic and national defence needs, with a number believing that this knowledge could be highly useful when it came to informing national security decisions for the region.

Nutrition North Canada (Yukon, Northwest Territories, and Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island, Greater Toronto Area, Ottawa and National Capital Region aged 30-60, Quebec)

Six groups engaged in conversations related to the federal government's Nutrition North Canada initiative. Asked whether they had recently seen, read, or heard anything about actions that the Government of Canada was taking to help make food more affordable in the North, only a small number reported that they had. Among those who had heard something, a few were of the impression that the federal government had recently been working to build/expand infrastructure such as roadways and ports to better facilitate the transportation of food to the North, while others recalled hearing that it had increased its investments towards technologies such as greenhouses that would make it easier to grow fresh fruits and vegetables in the region on a year-round basis. Discussing whether they were aware of any efforts by the federal government to support Indigenous or Northern communities in leading their own food systems, very few indicated that they were, with almost none reporting having heard about the Nutrition North Canada initiative. To aid in conversation, participants were presented with the following infographic:

The image above is an infographic for the Nutrition North Canada initiative. The background of the infographic is dark blue, with a white footer at the bottom. In the top left of the design in bold white letters are the words "Food Security" with the text "Year-round access to enough food for an active, healthy life" in smaller font below. At the top right of the design are the words "Food Sovereignty" with the text "The power to create and oversee a community's own food systems". In the middle of the infographic is a design featuring a large circle of interconnecting blue, yellow, and pink lines. In the circle are the words "Food Secure or Sovereign?" in bold white text. Underneath this text, in smaller font are the words "Both. Food sovereignty strengthens food security by giving Indigenous and Northern communities the ability to choose, grow, and access food in ways that are sustainable, culturally meaningful, and locally driven". Below this text is an illustrated image featuring various individuals working on a number of food-related pursuits, including preparing freshly caught fish, growing vegetables in the grown, and looking for food in a snowy setting. The image features both the green and icy climates of the North. The text below this image states "Together with Northerners, Indigenous peoples, and partners, Nutrition North Canada improves food security and sovereignty in northern communities through several key programs". Below this are five small images, each with an accompanying title and supporting text. The leftmost image is a dollar bill with the word "Subsidy" below it and the text "Lowers the cost of food and other essential items". The next image is an image of a fish, with the words "Harvesters' Support Grant" and the text "Supports local hunters, harvesters, and food growers". The middle image is that of an apple beside a dollar sign ($) and the words "Community Food Programs Fund" and the text "Strengthens community-led food security solutions". The next image is a book and the words "Nutrition Education Initiatives" and the text "Promotes food education rooted in Indigenous and Northern traditions. The rightmost image features a thumbs up image within a circle and the words "Food Security Research Grant" with the text "Advances studies to improve Northern food security and sovereignty". At the bottom left of the infographic is the logo for Crown-Indigenous Relations and Northern Affairs Canada. At the bottom right of the infographic is the Government of Canada wordmark.

Participants were largely positive in their reactions to this infographic, with many believing that it was informative, visually appealing, and well organized in its presentation. However, several in the group comprised of Indigenous peoples in the Northwest Territories, Yukon, and Nunavut believed that a key priority should be strengthening the Nutrition North Canada initiative in order to more effectively address the persistent challenges related to the high cost of food and limited food accessibility in

Northern communities. Within this context, they had limited interest in providing feedback on the infographic specifically.

Overall, several thought that it was important for the Government of Canada to be focused on addressing issues related to food security and food sovereignty in the North, with a number of the impression that grocery costs could often be very expensive in Northern communities, with nutritious food options difficult to obtain. Participants were especially positive in their reactions to what they perceived as the infographic's focus on the development of locally led solutions to food-related challenges in the North, with several believing that an increased emphasis on locally sourced supply chains would be critical towards ensuring the success of this initiative. While supportive of the overall Nutrition North Canada program and its aims, some questioned how much these actions would cost the Government of Canada, with a number expecting that these initiatives would require the construction of extensive infrastructure such as highways, expanded ports, and greenhouses in order to be successful.

Discussing the aspects of this infographic that stood out the most to them, several mentioned the strong focus that they believed had been placed on leveraging Indigenous and Northern cultural knowledge and practices to assist in the development of solutions to address the unique food-related challenges faced by those living in the region. Participants widely liked the multi-faceted approach described in this infographic towards addressing food-related challenges in the North, believing that it was important for the Government of Canada to be engaging in a wide range of actions to make improvements in this area. A number also spoke positively of the infographic's emphasis on supporting locally based hunters, gatherers, and growers in the North and believed that this represented an important step towards bolstering the food supply chain in the North and reducing the need to import food products across long distances from other parts of the country. While supportive of the initiatives described as part of this infographic, a small number expressed frustration that food security and sovereignty continued to be such prominent issues in the North and believed that this issue should have been treated with greater urgency in the past.

Asked whether they felt anything about this infographic was confusing or unclear, while most thought that it was relatively clear and straightforward, a number believed that further details could be provided regarding the specific amounts that the Government of Canada would be investing towards each of these programs in the years to come. It was also thought that greater information could be provided regarding the eligibility criteria for each initiative as well as the application processes for Northern-based individuals seeking to access these supports. A few also felt that, for Canadians living outside of the North, additional details could be provided to communicate just how remote many Northern communities were, with some believing that this would be helpful in further conveying the challenges individuals residing in the North were facing when it came to obtaining affordable and nutritious food. While participants largely believed that they understood the meaning of the concepts of 'food security' and 'food sovereignty', the view was expressed that more could be done on this infographic to provide definitions for these concepts as well as to demonstrate how they were interrelated with one another.

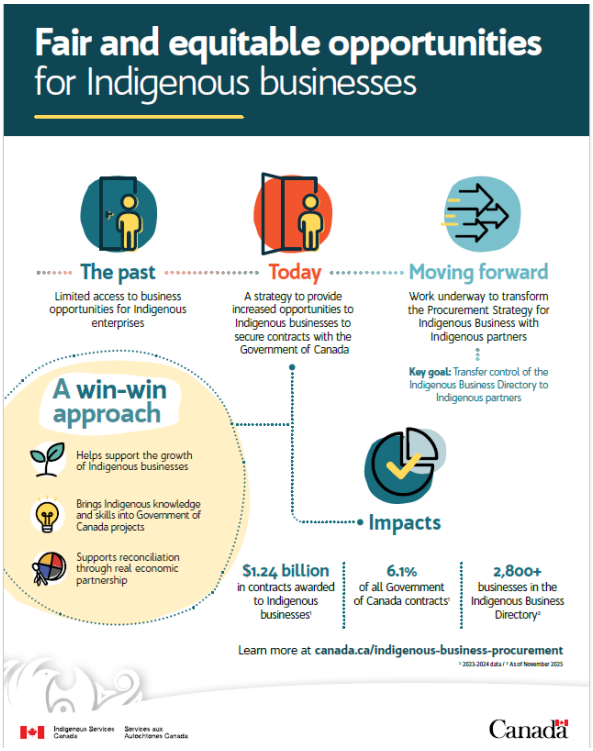
Questioned as to whether they thought anything in this infographic should be explained differently or reworded to better connect with Indigenous and Northern audiences, several in the group comprised of Indigenous peoples in the Northwest Territories, Yukon, and Nunavut believed that the design should feature more imagery of Indigenous hunters, gatherers, and growers as well as brighter, more vivid images of Northern landscapes. The view was also expressed that the infographic should feature content in Indigenous languages (in addition to English) in order to better connect with those living in the region. Discussing whether they felt this infographic provided them with the sense that the Government of Canada was supporting the basic needs of Northern and Indigenous communities, few in this group felt that it did. For most, it was believed that while the infographic effectively highlighted the numerous challenges related to food security and food sovereignty in the North, more information was required concerning the concrete steps that the Government of Canada would be taking to carry out these programs as well as how successful these initiatives had been thus far.

All groups were asked what, if anything, could be changed to make this infographic clearer or more engaging, a number reiterated the view that more imagery should be provided depicting Indigenous and Northern cultural practices related to the hunting and gathering of food as a way of better connecting with those living in Northern communities. The view was also expressed that the infographic should include more of a call to action as well as website link that interested individuals and business-owners in the North could click on to learn more about these programs. Discussing what types of information they would expect to find if they wanted to learn more about Nutrition North Canada and its various initiatives, participants hoped that additional information would be available related to the amounts being invested in these programs, the eligibility criteria for each program, and testimonials from those who had already been positively impacted by these supports.

Procurement Strategy for Indigenous Businesses (Yukon, Northwest Territories, and Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island, Greater Toronto Area, Ottawa and National Capital Region aged 30-60, Quebec)

Six groups took part in discussions related to the Government of Canada's procurement strategy for Indigenous businesses. Asked whether they had recently seen, read, or heard anything related to actions that the Government of Canada had been taking to support Indigenous businesses only a small number indicated that they had. Among the few who had heard something, participants were of the impression that the federal government had been focusing on providing supports such as funding and

tax credits for Indigenous-owned businesses, as well as making workshops and grants available for aspiring Indigenous entrepreneurs. To aid in conversation, participants were provided with the following infographic:



The image above depicts an infographic related to the Government of Canada's Procurement Strategy for Indigenous Businesses. At the top of the design in a blueish-green box are the words "Fair and Equitable Opportunities for Indigenous Businesses" in white font with a yellow underline, with "Fair and Equitable Opportunities" in brighter and bolder font. Below this, with a white backdrop for the rest of the design, are three images titled "The past", "Today", and "Moving Forward". The image titled "The past" features a yellow stick figure looking at a closed dark blue door, and the text "Limited access to business opportunities for Indigenous enterprises". "Today" features the same yellow stick figure looking at an open orange door and the text "A strategy to provide increased opportunities to Indigenous businesses to secure contracts with the Government of Canada". "Moving Forward" features a bright blue circle with three black arrows all moving in the same rightward direction, three yellow lines follow to indicate their speed. Below this image is the text "Work underway to transform the Procurement Strategy for Indigenous Businesses with indigenous partners" and below it with a dotted line connecting is the text "Key goal: Transfer Control of the Indigenous Business Directory to Indigenous partners". Below the "Today" image is a blue dotted line that goes down and branches off to two images titled "A win-win approach" on the centre-left of the infographic and "Impacts" on the centre-right. "A win-win approach" features a large, pale yellow circle with three pieces of information. The first features a small growing plant symbol and the text "helps support the growth of Indigenous businesses". The second features a lightbulb and the text "Brings Indigenous knowledge and skills into Government of Canada projects". The third features a orange, red, blue, and black Indigenous drum and the text "Supports reconciliation through real economic partnership". "Impacts" features an image of a circle (three quarters dark blue, with a lighter blue quadrant slightly removed in the upper right) with a big yellow check mark in the middle. Below this circle are three points of data and text. The first features the words "$1.24 billion in

contracts awarded to Indigenous businesses" with $1.24 billion bold blue lettering. The second features the words "6.1% of all Government of Canada contracts" with 6.1% bolded. The third says "2,800+ businesses in the Indigenous Business Directory with 2,800+ in bold. Below this image is the text "Learn more at canada.ca/indigenous-business-procurement". At the bottom left is a white Indigenous-inspired design and the logo for Indigenous Services Canada. At the bottom right is the Government of Canada wordmark.

On balance, almost all reacted positively to this infographic, with many believing that it was informative, well designed, and straightforward in its presentation. Several particularly liked the infographic's focus on the past, present, and future of this initiative, its provision of precise data points, and the description of the "win-win approach" for Indigenous businesses and Canadian consumers that was expected to result from the Government of Canada pursuing this strategy. A number expressed the view that reconciliation was an important area for the federal government to be focusing on and felt that these types of economic partnerships with Indigenous-owned businesses provided a way for tangible progress to be achieved on this front. Among the small number who were less positive in their reactions, while all liked the infographic's overall focus on supporting Indigenous businesses, it was felt by some that the design featured too many points of information on a single page, causing it to come across as being somewhat dense and cluttered.

Asked what they felt was the main message of this infographic, most believed that it was that the Government of Canada was focused on removing barriers, increasing opportunities, and providing supports for Indigenous-owned businesses. Questioned as to whether anything about this infographic was confusing or unclear, a number questioned how the $1.24 billion would be allocated for this initiative. A number also thought that more information was required as to what the application process was for Indigenous businesses to apply to receive these contracts as well as what sectors/enterprises would be prioritized under this program. A few were also uncertain as to what "procurement strategy" meant in this context and believed greater clarification was necessary as to how these partnerships between the Government of Canada and Indigenous businesses would work in practice.

Discussing whether this infographic provided them with the sense that the Government of Canada was supporting Indigenous businesses, while most believed that it did, several in the group comprised of Indigenous peoples in the Northwest Territories, Yukon, and Nunavut felt otherwise. Among these participants, it was thought that more needed to be done to provide specific examples as to the ways in which this program was benefitting Indigenous businesses and communities as well as further information regarding how the "win-win approach" described in the infographic was expected to unfold. A number in this group suggested that the infographic's design could be made more appealing for Indigenous audiences by incorporating more Indigenous artistic styles and visual imagery as well as by providing more case studies and images of real Indigenous businesses owners who had been helped by these supports.

All groups were asked what, if anything, they would change to make this infographic clearer or more engaging. For several, it was felt that the infographic should feature more images and less text, with a number believing that this would help key information stand out while also making the design more visually appealing. It was also thought that the key goal should be presented in larger text, with a number feeling that it would be difficult to notice in its current size. A number also suggested that

more information could be provided regarding what eligibility criteria (if any) was in place for Indigenous businesses seeking to participate in this initiative. A few believed that the design should feature a scannable QR code, allowing those who were interested in finding out more information about this strategy to quickly do so. Questioned as to whether they would be likely to click on the link to the website to learn more, several in the group comprised of Indigenous peoples residing in the North believed that they would, with a number reiterating the hope that they would find more information about the specific Indigenous businesses and communities that had benefitted from this initiative to date.

Substance Abuse (Ottawa/National Capital Region aged 30-60)

The group comprised of individuals aged 30 to 60 residing in Ottawa and the National Capital Region (NCR) took part in a brief discussion related to substance abuse. Asked whether they had recently seen, read, or heard anything about the Government of Canada's plan to address substance abuse in the City of Ottawa, very few reported that they had. Among the small number who had heard something, it was believed that the federal government had provided support for harm reduction programs in Ottawa, including the provision of safe needles and syringes to those suffering from addiction. To aid in conversation, participants were provided with the following information:

The Government of Canada recently announced it was investing $1.2 million in funding for a pilot project to help address substance abuse in Ottawa. The pilot project includes:

- *Implementing city-led initiatives designed to reduce crime, deter substance abuse, and promote life-skills development.*
- *Supporting the development of a coordinated response to the drug crisis in Ottawa that will identify gaps, inefficiencies, and opportunities for greater collaboration with mental health service providers.*
- *Once completed, the framework will serve as a blueprint that can be adapted by other provinces and cities across Canada.*

Participants were largely positive in their reactions to this information, with many believing that this pilot project represented a step in the right direction when it came to addressing addiction in their community. Several expressed the view that it was especially important for the Government of Canada to be investing in mental health resources and collaborating with mental health service providers in its efforts to address substance abuse, with a number perceiving the issues of mental health and addiction as being directly connected to one another.

Asked whether they felt that these actions would be helpful in addressing some of the challenges related to substance abuse in Ottawa, while several believed that they would, a number felt that the $1.2 million amount was too low and expected that greater financial investments would be required on the part of the Government of Canada to sufficiently address this issue. Discussing whether they

thought this type of framework could be utilized in other regions across Canada, several were uncertain, with a number believing that their opinions regarding this approach would ultimately be determined by how effective this pilot program was when it came to addressing addiction in their community going forward.

Nutrition Labelling (Yukon, Northwest Territories, and Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan, Greater Toronto Area, Quebec)

Four groups took part in conversations related to the information and messaging presented on packaged foods in Canada. At the outset of these discussions, participants were informed that Health Canada was seeking to raise awareness and educate Canadian consumers related to the nutrition labels found on packaged foods, including the front-of-package symbol, the nutrition facts table, and the list of ingredients. To aid in conversation, participants were presented with the following mock-up image highlighting each of these different labelling components:

The image above features a mock-up of a cereal box showcasing the different nutrition labelling components on packaged foods in Canada. In the middle is a large image of a bright yellow cereal box with the words "Honey Swirls" in bold italic white font above a bowl of cereal. In the top right of the image is the front-of-package symbol, in the bottom left are the words "High Source of Fibre" and in the bottom right the text "465g" and "cereal". On the right side of this image is an example of what the side of the box would look like. At the top of the box side is a smaller version of the Honey Swirls logo and under this is a mock-

up of the nutrition facts table. Below this is a list of the ingredients included in the cereal, and below this is contact information for customers with any questions or concerns about the product. At the top left of this image, the front-of-package symbol is blown up in larger detail. We see that this symbol features a magnifying glass and the words "High in" with a blank box below it and "Sugars" with a blank box below it as well. At the bottom of this symbol are the words "Health Canada". On the right if this image we see a zoomed in version of the Nutrition Facts Table, including information related to how much fat, carbohydrates, protein, cholesterol, etc., is in the cereal. Below this is a blown-up version of the List of Ingredients which details every ingredient contained within the cereal.

After being presented with this mock-up, participants were informed that Health Canada had been working to develop messages that could be utilized for social media and in other material such as web content and infographics to inform and educate Canadians about the information contained within these labels and how to understand it. Participants were shown these messages one at a time and asked to share their perspectives regarding how effective they felt the wording was for each.

Message #1

Most packaged foods include nutrition information.

1. *Look on the front of the package. You may find a symbol indicating that the food is high in sat fat, sugars, sodium, or any combination of these.*
2. *Look on the side or back of the package. The nutrition facts table tells you the amount of specific nutrients in the food. The list of ingredients tells you what is in the food.*
3. *Together, these three regulated components (front-of-package symbol, nutrition facts table and list of ingredients) give you a clearer picture of what's in a packaged food, so you can compare and make informed food choices.*

Participants largely felt that this messaging was straightforward and provided clear information regarding what the information and symbols on Canadian packaged foods meant as well as the aspects of these labels that they should be paying the most attention to. A number believed that having this information at hand would help consumers to quickly understand whether the food they were consuming was high in saturated fats, sugars, and/or sodium and would assist them in informing their decisions as to which products to purchase going forward. It was also thought that the prompt for individuals to look at the side or back of the package would be helpful to those who typically only look at the front of packages when shopping. Describing aspects by which they felt this messaging could be improved, a few suggested that it should differentiate between harmful sugars and those that could be beneficial to an individual's health, rather than simply using the word 'sugars' to refer to these. It was also thought that this message should provide clearer guidance for those suffering from allergies and/or chronic conditions such as diabetes for whom selecting the wrong product could result in serious health-related consequences.

Message #2

The front-of-package symbol can help you see, at a glance, if the food is high in one or more nutrients to limit: sat fat, sugars, sodium, or any combination of these.

- *You can use the symbol as a tool to quickly make an informed choice about sat fat, sugars, and sodium.*

- *The front-of-package symbol will always have a magnifying glass, so that it is easy to find.*
    - *The order of the nutrients in the symbol is always the same: sat fat, sugars, then sodium.*
    - *Blank bars could mean different things. For example, the food does not contain that specific nutrient, or the food does not contain the nutrient in the amount that requires it to be in the symbol.*

Sharing their reactions, a number felt that this message provided important information and believed that it would be helpful in providing consumers with guidance when it came to better understanding the meaning of symbols such as the magnifying glass, as well as how to utilize these labels to make informed decisions regarding which products to purchase. Several, however, viewed this message as being overly complex and believed that it could be streamlined to be more concise. Related to this, a number specifically mentioned the final bullet point (describing how to understand the blank bars) as having been confusing for them to understand. A small number expressed the opinion that, while this message would be helpful in educating consumers regarding the nutritional content of different food products, it did not sufficiently take into account or recognize other factors (such as price) that might also be influencing their purchasing decisions.

Message #3

The nutrition facts table gives you information about specific nutrients in packaged foods.

- *The nutrition facts table shows calories, nutrients (like sugars and calcium), and % daily value, based on the serving size listed at the top of the table.*
- *The % daily value helps you understand whether a food contains a little or a lot of a nutrient. 5 per cent or less is a little, 15 per cent or more is a lot.*

Reactions were largely positive to this message, with many feeling that it was straightforward and to the point. A large number spoke positively of the message's inclusion of specific data points and percentage totals and believed that this was an effective way for Health Canada to be communicating nutritional information to Canadians. Several believed that it was important for food packages to include information related to the daily nutritional values of different ingredients and felt that this message had been effective in communicating how individuals should be interpreting this information. A number particularly liked the clarification that 5 per cent or less of a nutrient was considered a small amount, with 15 per cent or more being a lot, and believed that this information would be helpful in assisting them in better understanding the information contained on nutrition labels going forward.

Message #4

The list of ingredients tells you what's in a packaged food.

- *Ingredients are listed in order by weight in the food. That means that the ingredient present in the greatest quantity is listed first.*
- *All sugars-based ingredients are grouped together after the word 'Sugars' in the list of ingredients. This helps you quickly identify all the sources of sugars added to a food. If the*

"Sugars" grouping is listed close to the beginning of the list, the food has more added sugars compared to other ingredients.

Several found this message to be clear and concise, with a number believing that it would be helpful in assisting individuals in better understanding how to recognize the amounts of sugars and other ingredients contained within the products that they buy. Describing whether they had learned anything new from this message, a number commented that they had not previously known that ingredients were grouped in this manner or that the ingredients with the largest quantities were listed first on these labels. A number felt that it was intuitive to group all sugars together and questioned whether this was also done for other ingredients such as salts. A few also questioned whether these labels delineated between the amounts of natural sugars included in products relative to artificial sugars, believing that this would be important information for health-conscious consumers to have at hand when deciding which products to purchase.

Prior to being presented with the final message, participants were asked to briefly share how they usually shop for packaged food and whether they would typically look at the label to help them in deciding whether or not to purchase a specific product. While most indicated that they would likely consult the label to determine a product's nutritional content, a large number reported that this was only one of the many factors that they would take into account when making their purchasing decisions. For several, it was believed that the price of an item would likely serve as the primary factor in determining whether or not they would purchase a specific food product, with a number reporting that this had especially become the case as of late given the high cost of living in recent years. Describing what elements they would typically look for on a nutrition label, participants mentioned components related to the total calories per serving, the amount of specific ingredients (such as sugars, salts, and saturated fats) contained within, the amount of natural ingredients relative to artificial ones, and whether there were any ingredients included in the product that they might potentially be allergic to.

Message #5

Nutrition information on food packages tells you what's in the food to help you make an informed choice.

1. *The front-of-package symbol helps you quickly and easily know if the food is high in sat fat, sugars, sodium, or any combination of these.*
2. *The nutrition facts table on the back or side of the package gives you details about the nutrient content of the food.*

- *The information in the nutrition facts table is based on the serving size at the top of the table.*
    - *Serving size is the amount of food that people generally consume in one sitting and is not recommendation of how much you should eat.*
- *Use the percent daily value as a reference to tell you if a food contains a little or a lot of a specific nutrient.*
    - *5 per cent or less is a little, and 15 per cent or more is a lot. This is indicated in the footnote of the nutrition facts table.*

- *Use the % daily value to compare similar foods.*

3. *The list of ingredients shows you what is in the packaged food.*

Many reacted positively to this message and thought that it had been the most comprehensive and informative of all the messages that they had seen thus far. Several believed that this message effectively combined the key learnings found in many of the previous messages and felt that it was useful to have all of this information presented in a streamlined manner such as this. While a few thought that this message could come across to some as being overly long, a larger number believed that it was important for Canadians to have a detailed summary such as this available to assist them in quickly understanding the many different aspects of nutrition labels and the information that they were seeking to convey.

Affordability Advertising Campaign

(Southwestern Ontario)

The group comprised of individuals residing in Southwestern Ontario shared their perspectives related to two video advertising concepts that had recently been developed by the Government of Canada to highlight the actions it was taking to help make life more affordable for Canadians. At the outset of this discussion, participants were informed that they would be reviewing 15-second videos that could potentially be shown on social media, digital platforms, and/or television. The following advertisement was shown twice to participants, in succession:

The video opens with a dad swinging his son around by the arms in an open, green field. We then see a mom and her young daughter laughing in the bathroom. The voiceover "The Government of Canada is bringing down your costs so you can get ahead" accompanies this imagery, with the words 'bringing down your costs' appearing on screen. We see a different mother running giving her daughter piggyback, a dad and his son at the dentist office, and a woman holding a box entering the doorway of her home, measuring a wall with a tape measure, and rolling out a new carpet in the front hallway. This imagery is accompanied by the VO "We're helping you with lower income taxes, access to dental care, and tax savings on your first home" with the words "helping you with lower taxes" "access to dental care" and "your first home" appearing on screen. The final voiceover says "learn more at Canada.ca/getting-ahead" with the URL appearing on the screen. We end on the Government of Canada wordmark against a black background, along with the Government of Canada's official musical signature.

Participants were largely mixed in their reactions to this advertisement. While a number believed that it was important for the federal government to be focused on addressing the cost of living and making life more affordable for Canadians, several felt that this ad was somewhat vague and that not enough information had been provided regarding the specific programs and supports it was highlighting. With this in mind, a number thought that greater details should be provided in the advertisement regarding who these programs were for, what the eligibility criteria was, and how to apply. Though feeling that the initiatives described in the ad would likely be helpful to many Canadian families, a

number did not believe that they would personally benefit from these measures, primarily due to their household incomes being too high to meet the income thresholds that they expected would be in place for these programs. A small number felt differently, and believed that this ad was directly relatable to their own situations, particularly through its highlighting of programs such as the Canada Dental Care Plan (CDCP) that they had already made use of in their own lives.

Asked who they thought this advertisement was for, several believed that it was targeted towards Canadians across the country, with a particular focus being placed on lower- and middle-income households who were currently facing challenges in making ends meet financially. Discussing specific demographics that they felt that this ad might be speaking to, participants mentioned groups such as younger Canadians, prospective first-time home buyers, and families with young children, who they believed would be able to make use of a number of the initiatives mentioned in the advertisement.

Describing what they perceived as being the main message of this advertisement, several believed that it was that the Government of Canada was aware of the affordability challenges facing many households at present and was taking steps to address these issues. A number, however, reiterated the view that the advertisement had not been specific enough in its messaging and needed to provide greater details regarding these supports and the ways by which they would assist in improving the lives of eligible Canadians.

Questioned as to whether they expected they would notice this advertisement if they came across it on a website, on social media, or on television, few believed that they would. For several, it was felt that there was not enough in the video that was relatable to their own lives and, as a result, they did not believe that they would pay attention to this ad if they encountered it on television or online. Asked whether, if they saw an ad like this, they would be interested in visiting the website to learn more, only a small number answered affirmatively. Among the few who were interested in checking out the website, participants expressed interest in learning more about specific programs, such as the CDCP and supports for first-time home buyers, that they believed might be directly applicable to their own lives and financial situations.

Participants were next shown a second advertisement twice, in succession:

The video opens with a dad swinging his son around by the arms in an open, green field. We then see a mom and her young daughter laughing in the bathroom. The voiceover "The Government of Canada is bringing down your costs so you can get ahead" accompanies this imagery, with the words 'bringing down your costs' appearing on screen. We see a dad and his son at the dentist office, a little girl going down a slide, and a kid eating lunch at school. This imagery is accompanied by the VO "we're helping with access to dental care, affordable child care, and nutritious meals for kids at school", with the words "helping with access to dental care", "affordable child care", and "nutritious meals for kids" appearing on screen. We end with the voiceover "learn more at Canada.ca/getting-ahead" with the URL appearing on screen, before transitioning to the Government of Canada wordmark against a black background, along with the Government of Canada's official musical signature.

On balance, participants were largely positive in their reactions, with several describing the advertisement as being detailed and informative, while still being relatable to a wide range of

Canadians. A number particularly liked what they viewed as the ad's emphasis on child-focused initiatives such as affordable child care and the provision of nutritious meals for kids at school. Asked who they felt this ad was for, many believed that it was primarily targeted towards families with young children who were currently struggling with the cost of living.

Describing what they viewed as being the main message of this video, most felt that the advertisement was communicating that the Government of Canada was aware of the financial challenges that many households (and particularly those with young children) were facing at present and that it was taking concrete steps to help make life in Canada more affordable. Asked whether they expected they would notice this ad if they saw it on a website, on social media, or on television, a large number believed that they would. Several of those who reported being parents of young children (or who were considering having children at some point in the near future) believed that, upon seeing this ad, they would be especially interested in visiting the website to learn more about initiatives related to affordable child care and nutritious school meals for their children. A smaller number, primarily comprised of those who either reported not having children or whose children were now adults, did not expect that this ad would be of much interest to them.

Engaging in an exercise where they were asked to select which of the two advertisements (Video #1 and #2) most effectively communicated that the Government of Canada was taking action to support Canadians with the cost of living, all selected Video #2. Sharing why they made this selection, many reiterated the opinion that Video #2 was the more informative, detailed, and relatable of the two concepts and would be much more effective in capturing their attention compared to Video #1.

Asked whether, thinking about both videos together, they felt the Government of Canada was focusing on the right areas when it came to making life more affordable for Canadians, all believed that it was. Describing additional measures that could be taken to further assist in lowering the cost of living in Canada, participants mentioned potential actions such as removing all internal trade barriers between Canada's provinces and territories, stabilizing the rate of immigration, and taking further steps to reduce the costs of essentials such as groceries and housing going forward.

THE STRATEGIC COUNSEL

Appendices

Appendix A – Recruiting Scripts

THE STRATEGIC COUNSEL

December 2025 English Recruiting Script

Privy Council Office
Recruiting Script – December 2025
English Groups

Recruitment Specifications Summary

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

Specifications for the focus groups are as follows:

Group	Date	Time (EST)	Local Time	Location	Composition	Moderator
1	Tues, Dec 2nd	7:00-9:00 PM	5:00-7:00 (MST) 6:00-8:00 (CST) 7:00-9:00 (EST)	Northwest Territories, Yukon & Nunavut	Indigenous Peoples	DN
2	Wed, Dec 3rd	7:00-9:00 PM	6:00-8:00 (CST)	Large Urban Centres Manitoba & Saskatchewan	General Population	TBW
3	Thurs, Dec 4th	9:00-11:00 PM	6:00-8:00 (PST)	Greater Vancouver Area & Vancouver Island	General Population	MP
4	Tues, Dec 9th	6:00-8:00 PM	6:00-8:00 (EST)	Greater Toronto Area	General Population	TBW
5	Wed, Dec 10th	6:00-8:00 PM	6:00-8:00 (EST)	Ottawa/National Capital Region	Individuals Aged 30-60	DN

Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

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

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

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

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

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

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

SCREENING QUESTIONS

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

A market research firm	**THANK AND END**
A marketing, branding, or advertising agency	**THANK AND END**
A magazine or newspaper	**THANK AND END**
A federal/provincial/territorial government department or agency	**THANK AND END**
A political party	**THANK AND END**
In public/media relations	**THANK AND END**
In radio/television	**THANK AND END**
A Crown Corporation	**CONTINUE TO 1A**
No, none of the above	**CONTINUE**

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

Bank of Canada	**THANK AND END**
Canadian Mortgage and Housing Corporation	**THANK AND END**
All others	**CONTINUE**
VOLUNTEERED Prefer not to answer	**THANK AND END**

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

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

2. In which city do you reside?

LOCATION	CITIES	
Northwest Territories, Yukon & Nunavut	Cities could include (but are not limited to): Northwest Territories: Inuvik, Hay River, Yellowknife Yukon: Dawson City, Whitehorse Nunavut: Cambridge Bay, Iqaluit, Rankin Inlet **ENSURE A GOOD MIX.**	**CONTINUE – GROUP 1**
Large Urban Centres Manitoba & Saskatchewan	Cities include: Manitoba: Brandon, Winnipeg Saskatchewan: Regina, Saskatoon **ENSURE A GOOD MIX.**	**CONTINUE – GROUP 2**
Greater Vancouver Area & Vancouver Island	Cities could include (but are not limited to): Burnaby, Campbell River, Coquitlam, Delta, Nanaimo, Richmond, Surrey, Vancouver, Victoria **ENSURE A GOOD MIX.**	**CONTINUE – GROUP 3**
Greater Toronto Area	Cities include (but are not limited to): City of Toronto, Durham (Ajax, Clarington, Brock, Oshawa, Pickering, Whitby), Halton (Burlington, Halton Hills, Oakville, Milton), Peel (Brampton, Caledon, Mississauga), York (Markham, Vaughan, Richmond Hill, Newmarket, Aurora, King) **ENSURE A GOOD MIX ACROSS THE REGION. NO MORE THAN 2 FROM THE CITY OF TORONTO OR PER REGIONAL MUNICIPALITY.**	**CONTINUE – GROUP 4**
Ottawa/National Capital Region (ON)	Cities/towns include: Ottawa, Arnprior, Beckwith, Carleton Place, Clarence-Rockland, North Grenville, Russell	**CONTINUE – GROUP 5**

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

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

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

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

Under 18 years of age	**IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.**
18-24	**IF GROUP 5 – THANK AND END** **ALL OTHERS CONTINUE**
25-29	**IF GROUP 5 – THANK AND END** **ALL OTHERS CONTINUE**
30-44	**CONTINUE**
45-60	
61+	**IF GROUP 5 – THANK AND END** **ALL OTHERS CONTINUE**
[Volunteered] Prefer not to answer	**THANK AND END**

ENSURE A GOOD MIX WHERE APPLICABLE. GROUP 5 WILL BE COMPOSED ENTIRELY OF THOSE AGED 30-60.

4. ASK ONLY IF GROUP 1 Do you identify as Indigenous?

Yes **CONTINUE TO Q4a.**
No **THANK AND END**
VOLUNTEERED Prefer not to answer **THANK AND END**

4a. ASK ONLY IF GROUP 1 Do you identify as…?

First Nations **CONTINUE**
Métis **CONTINUE**
Inuit **CONTINUE**
None of the above **THANK AND END**

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

Own	**CONTINUE**
Rent	
VOLUNTEERED Living at home	
VOLUNTEERED Other, please specify:	
VOLUNTEERED Don't know/not sure	**THANK AND END**

5a. **ASK ALL GROUPS** Which of the following best describes the residence you currently **[own/rent]**?

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

6. 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.*"

7. 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**

8. 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

9. **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**

10. **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**

11. **ASK ALL GROUPS** During the discussion, you could be asked to read or view materials on screen and/or participate in poll-type exercises online. You will also be asked to actively participate online using a webcam. Can you think of any reason why you may have difficulty reading the materials or participating by video?
INTERVIEWER TO ASCERTAIN WHETHER ACCESSIBILITY ACCOMMODATIONS CAN BE MADE.

12. 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.16**

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

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

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

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

15. 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.

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

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

Post graduate degree above bachelor's level
VOLUNTEERED Prefer not to answer **THANK AND END**
ENSURE A GOOD MIX.

17. 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	**CONTINUE**
$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	
VOLUNTEERED Prefer not to answer	**THANK AND END**

ENSURE A GOOD MIX WHERE APPLICABLE.

18. **DO NOT ASK** **GROUP 1** Which of the following racial or cultural groups best describes you? (multi-select)

White/Caucasian
South Asian (e.g., East Indian, Pakistani, Sri Lankan)
Chinese
Black
Latin American
Filipino
Arab
Southeast Asian (e.g., Vietnamese, Cambodian, Thai)
Korean or Japanese
Indigenous
Other (specify)
VOLUNTEERED Prefer not to answer **THANK AND END**
ENSURE A GOOD MIX.

19. How would you describe your employment status?

Working full-time (35+ hours per week)	**CONTINUE**
Working part-time (<35 hours per week)	
Self-employed	
Unemployed, but looking for work	
A student attending school full-time	
Retired	
Not in the workforce (e.g. full-time homemaker, unemployed, not looking for work)	
Other, please specify	

Prefer not to answer	**THANK AND END**

NO INTERNATIONAL STUDENTS IN ANY GROUPS.

20. **IF EMPLOYED AT Q19, ASK:** 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
Other, please specify: _____

ENSURE A GOOD MIX BY TYPE OF EMPLOYMENT IF APPLICABLE.

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

Male	**CONTINUE**
Female	**CONTINUE**

ENSURE A GOOD MIX BY GENDER IN EACH GROUP.

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

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

THE STRATEGIC COUNSEL

INVITATION

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

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

Would you be willing to attend?

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

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

Name:
Telephone Number:
E-mail Address:

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

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

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

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

Thank you very much for your time.

RECRUITED BY: _____
DATE RECRUITED: _____

THE STRATEGIC COUNSEL

December 2025 French Recruiting Script

Bureau du Conseil privé

Questionnaire de recrutement – décembre 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 :

GROUPE	DATE	HEURE (HNE)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
6	Jeudi décembre 11	6:00-8:00 PM	6:00-8:00 PM (HNE)	Québec	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

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

NOTER LA LANGUE ET CONTINUER
Français **CONTINUER**
Anglais **PASSER AU QUESTIONNAIRE ANGLAIS**

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

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

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

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

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

QUESTIONS DE SÉLECTION

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

Une société d'études de marché	**REMERCIER ET CONCLURE**
Une agence de commercialisation, de marque ou de publicité	**REMERCIER ET CONCLURE**
Un magazine ou un journal	**REMERCIER ET CONCLURE**
Un ministère ou un organisme gouvernemental fédéral, provincial ou territorial	**REMERCIER ET CONCLURE**
Un parti politique	**REMERCIER ET CONCLURE**
Dans les relations publiques ou les relations avec les médias	**REMERCIER ET CONCLURE**
Dans le milieu de la radio ou de la télévision	**REMERCIER ET CONCLURE**
Une société d'État	**CONTINUER À 1A**
Non, aucune de ces réponses	**CONTINUER**

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

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

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

Oui **REMERCIER ET CONCLURE**

Non **CONTINUER**

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

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

3. Dans quelle ville habitez-vous?

LIEU	**VILLES**	
Québec	Les villes peuvent notamment comprendre : Chicoutimi, Gatineau, Laval, Montréal, Saguenay, Sherbrooke, Trois-Rivières, Victoriaville, Ville de Québec **PAS PLUS QUE DEUX PARTICIPANT PAR VILLE. ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA PROVINCE.**	**CONTINUER – GROUPE 6**
RÉPONSE SPONTANÉE Préfère ne pas répondre		**REMERCIER ET CONCLURE**

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

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

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

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

5a. POUR TOUS LES LIEUX Parmi les choix suivants, lequel décrit le mieux la résidence dont vous êtes actuellement [propriétaire/locataire]?

Condo	**CONTINUER**
Apartement	**CONTINUER**
Maison unifamiliale	**CONTINUER**
Maison en rangée	**CONTINUER**
Maison jumelée	**CONTINUER**
Maison mitoyenne	**CONTINUER**
Autre, veuillez préciser :_____	**CONTINUER**

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

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

7. 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**

8. 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

9. 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**

10. 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 capacite à utiliser seul(e) les plateformes de réunion en ligne?

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

11. Au cours de la discussion, vous pourriez devoir lire ou visionner du matériel affiché à l'écran, ou faire des exercices en ligne comme ceux qu'on trouve dans les sondages. On vous demandera aussi de participer

activement à la discussion en ligne à l'aide d'une caméra Web. Pensez-vous avoir de la difficulté, pour une raison ou une autre, à lire les documents ou à participer à la discussion par vidéo?
L'INTERVIEWEUR POUR DÉTERMINER SI DES AMÉNAGEMENTS PEUVENT ÊTRE APPORTÉS.

12. 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.16**

13. 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**

14. 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**

15. 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.

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

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

ASSURER UN BON MÉLANGE.

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

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

ASSURER UN BON MÉLANGE.

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

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

ASSURER UN BON MÉLANGE.

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

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

Autre groupe racial ou culturel (préciser)
RÉPONSE SPONTANÉE : Préfère ne pas répondre

ASSURER UN BON MÉLANGE.

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

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

21. DEMANDER SEULEMENT SI EMPLOYÉ À LA QUESTION 20 Parmi les choix suivants, lequel décrit le mieux le secteur d'activité dans lequel vous travaillez ?

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

ASSURER UN BON MÉLANGE.

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

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

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

Oui
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^{O} DE GROUPE INDIQUÉ DANS LE TABLEAU, PAGE 1].** La discussion durera deux heures et vous recevrez 125 $ pour votre participation. Ce montant vous sera envoyé par transfert électronique après la tenue du groupe de discussion.

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

Est-ce que vous accepteriez de participer?

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

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

Nom :
Numéro de téléphone :
Adresse courriel :

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

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

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

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

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____
DATE DU RECRUTEMENT : _____

January 2026 English Recruiting Script

Privy Council Office
Recruiting Script – January 2026
English Groups

Recruitment Specifications Summary

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

Specifications for the focus groups are as follows:

Group	Date	Time (EST)	Local Time	Location	Composition	Moderator
1	Wed, Jan 7th	5:00-7:00 PM	6:00-8:00 PM (AST) 6:30-8:30 PM (NST)	Atlantic Canada	General Population	DN
2	Thurs, Jan 8th	9:00-11:00 PM	6:00-8:00 PM (PST)	Lower Mainland British Columbia	Women	DN
3	Tues, Jan 13th	7:00-9:00 PM	6:00-8:00 PM (CST)	Saskatoon and Regina	General Population	DN
5	Thurs, Jan 15th	6:00-8:00 PM	6:00-8:00 PM (EST)	York and Peel Regions Ontario	General Population	DN
6	Tues, Jan 20th	8:00-10:00 PM	6:00-8:00 PM (MST)	Yukon	General Population	TBW
8	Thurs, Jan 22nd	8:00-10:00 PM	6:00-8:00 PM (MST)	Edmonton and Calgary	General Population	TBW

9	Mon, Jan 26th	6:00-8:00 PM	6:00-8:00 PM (EST)	Southwest Ontario	General Population	TBW

Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

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

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

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

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

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

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

SCREENING QUESTIONS

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

A market research firm	**THANK AND END**
A marketing, branding, or advertising agency	**THANK AND END**
A magazine or newspaper	**THANK AND END**

A federal/provincial/territorial government department or agency	**THANK AND END**
A political party	**THANK AND END**
In public/media relations	**THANK AND END**
In radio/television	**THANK AND END**
A Crown Corporation	**CONTINUE TO 1A**
No, none of the above	**CONTINUE**

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

Bank of Canada	**THANK AND END**
Canadian Mortgage and Housing Corporation	**THANK AND END**
All others	**CONTINUE**
VOLUNTEERED Prefer not to answer	**THANK AND END**

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

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

2. In which city do you reside?

LOCATION	**CITIES**	
Atlantic Canada	Cities could include (but are not limited to): Newfoundland and Labrador: St. John's, Corner Brook, Conception Bay, Mount Pearl, Labrador City, Grand Falls-Windsor, Paradise, Gander, Happy Valley-Goose Bay, Wabush Nova Scotia: Halifax, Cape Breton, New Glasgow, Glace Bay, Truro New Brunswick: Greater Moncton Area, Greater Saint John Area, Quispamsis – Rothesay, Dieppe, Miramichi, Edmundston, Fredericton, Saint John Prince Edward Island: Charlottetown, Summerside **ENSURE A GOOD MIX.**	**CONTINUE – GROUP 1**
Lower Mainland British Columbia	Cities include: Vancouver, Abbotsford, Burnaby, Coquitlam, Richmond, Surrey, Delta, Langley, White Rock,	**CONTINUE – GROUP 2**

	Chilliwack, Mission, Maple Ridge, New Westminster, North Vancouver, Port Coquitlam, Port Moody **ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. NO MORE THAN TWO PER CITY. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.**	
Saskatoon and Regina	Cities include: Saskatoon and Regina **ENSURE A GOOD MIX.**	**CONTINUE – GROUP 3**
York and Peel Regions Ontario	Cities include: York Region: Markham, Vaughan, Richmond Hill, Newmarket, Aurora, Whitchurch-Stouffville, Georgina, East Gwillimbury, King Peel Region: Brampton, Caledon, Mississauga **ENSURE A GOOD MIX FROM BOTH REGIONS.**	**CONTINUE – GROUP 5**
Yukon	Cities and towns could include (but are not limited to): Dawson City, Watson Lake, Whitehorse **ENSURE A GOOD MIX. NO MORE THAN 6 FROM WHITEHORSE.**	**CONTINUE – GROUP 6**
Edmonton and Calgary	Cities include: Edmonton and Calgary **ENSURE A GOOD MIX.**	**CONTINUE – GROUP 8**
Southwest Ontario	Cities include: Windsor, London, Chatham-Kent, Sarnia, Stratford, Kitchener-Waterloo, Cambridge, Guelph, Brantford **ENSURE A GOOD MIX ACROSS THE REGION.**	**CONTINUE – GROUP 9**
VOLUNTEERED Prefer not to answer		**THANK AND END**

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

Less than two years	**THANK AND END**

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

3. **ASK ONLY IF GROUP 2** How would you identify your gender?

Female	**CONTINUE**
Male	**THANK AND END**
Other	

GROUP 2 WILL BE COMPOSED ENTIRELY OF THOSE WHO SAY "FEMALE."

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

Under 18 years of age	**IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.**
18-24	**CONTINUE**
25-34	
35-49	
50-64	
65+	
[Volunteered] Prefer not to answer	**THANK AND END**

ENSURE A GOOD MIX.

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

Own	**CONTINUE**
Rent	
VOLUNTEERED Living at home	
VOLUNTEERED Other, please specify:	
VOLUNTEERED Don't know/not sure	**THANK AND END**

5a. **ASK ALL GROUPS** Which of the following best describes the residence you currently **[own/rent]**?

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

6. 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.*"

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

1-2 **THANK AND END**
3-6 **CONTINUE**

8. 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

9. **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**

10. **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**

11. **ASK ALL GROUPS** During the discussion, you could be asked to read or view materials on screen and/or participate in poll-type exercises online. You will also be asked to actively participate online using a webcam. Can you think of any reason why you may have difficulty reading the materials or participating by video?
INTERVIEWER TO ASCERTAIN WHETHER ACCESSIBILITY ACCOMMODATIONS CAN BE MADE.

12. 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.16**

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

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

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

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

15. 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.

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

Grade 8 or less
Some high school
High school diploma or equivalent
Registered Apprenticeship or other trades certificate or diploma
College, CEGEP or other non-university certificate or diploma
University certificate or diploma below bachelor's level
Bachelor's degree
Post graduate degree above bachelor's level
VOLUNTEERED Prefer not to answer **THANK AND END**
ENSURE A GOOD MIX.

17. Which of the following categories best describes your total household income in 2025? That is, the total income of all persons in your household combined, before taxes?

Under $20,000	**CONTINUE**
$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	
VOLUNTEERED Prefer not to answer	**THANK AND END**

ENSURE A GOOD MIX WHERE APPLICABLE.

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

White/Caucasian
South Asian (e.g., East Indian, Pakistani, Sri Lankan)
Chinese
Black
Latin American
Filipino
Arab
Southeast Asian (e.g., Vietnamese, Cambodian, Thai)
Korean or Japanese
Indigenous
Other (specify)
VOLUNTEERED Prefer not to answer **THANK AND END**
ENSURE A GOOD MIX.

19. How would you describe your employment status?

Working full-time (35+ hours per week)	**CONTINUE**
Working part-time (<35 hours per week)	
Self-employed	
Unemployed, but looking for work	
A student attending school full-time	
Retired	
Not in the workforce (e.g. full-time homemaker, unemployed, not looking for work)	
Other, please specify	
Prefer not to answer	**THANK AND END**

NO INTERNATIONAL STUDENTS IN ANY GROUPS.

20. **IF EMPLOYED AT Q19, ASK:** 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
Other, please specify: _____
ENSURE A GOOD MIX BY TYPE OF EMPLOYMENT IF APPLICABLE.

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

Male
Female

ENSURE A GOOD MIX BY GENDER WHERE APPLICABLE. GROUP 2 WILL BE COMPOSED ENTIRELY OF WOMEN.

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

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

INVITATION

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

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

Would you be willing to attend?

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

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

THE
STRATEGIC
COUNSEL

Name:
Telephone Number:
E-mail Address:

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

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

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

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

Thank you very much for your time.

RECRUITED BY: _____
DATE RECRUITED: _____

THE STRATEGIC COUNSEL

January 2026 French Recruiting Script

Bureau du Conseil privé
Questionnaire de recrutement – janvier 2026
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 :

GROUPE	DATE	HEURE (HNE)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
4	Mercredi janvier 14	18 h à 20 h	18 h à 20 h (HNE)	Grande région de Montréal	Population générale	MP
7	Mercredi janvier 21	18 h à 20 h	18 h à 20 h (HNE)	Corridor Ottawa-Montréal	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

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

NOTER LA LANGUE ET CONTINUER
Français **CONTINUER**
Anglais **PASSER AU QUESTIONNAIRE ANGLAIS**

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

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

THE STRATEGIC COUNSEL

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

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

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

QUESTIONS DE SÉLECTION

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

Une société d'études de marché	**REMERCIER ET CONCLURE**
Une agence de commercialisation, de marque ou de publicité	**REMERCIER ET CONCLURE**
Un magazine ou un journal	**REMERCIER ET CONCLURE**
Un ministère ou un organisme gouvernemental fédéral, provincial ou territorial	**REMERCIER ET CONCLURE**
Un parti politique	**REMERCIER ET CONCLURE**
Dans les relations publiques ou les relations avec les médias	**REMERCIER ET CONCLURE**
Dans le milieu de la radio ou de la télévision	**REMERCIER ET CONCLURE**
Une société d'État	**CONTINUER À 1A**
Non, aucune de ces réponses	**CONTINUER**

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

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

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

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

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

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

3. Dans quelle ville habitez-vous?

LIEU	**VILLES**	
Grande région de Montréal	Les villes notamment comprendre : Blainville, Brossard, Dollard-des-Ormeaux, Laval, Longueuil, Mirabel, Montréal, Repentigny, Saint-Jérôme, Terrebonne **ASSURER UN BON MÉLANGE.**	**CONTINUER – GROUPE 4**
Corridor Ottawa-Montréal	Les villes pourraient inclure : Casselman, Gatineau, Hawkesbury, Limoges, Montebello, Ottawa, Plantagenet, Thurso, Vaudreuil-Dorion **ASSURER UN BON MÉLANGE.**	**CONTINUER – GROUPE 7**
RÉPONSE SPONTANÉE Préfère ne pas répondre		**REMERCIER ET CONCLURE**

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

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

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

Propriétaire	**CONTINUER**
Locataire	

RÉPONSE SPONTANÉE Habitant au domicile parentale	
RÉPONSE SPONTANÉE Autre, veuiller précisez :	
RÉPONSE SPONTANÉE Ne sais pas/Préfère ne pas répondre	**REMERCIER ET CONCLURE**

5a. POUR TOUS LES LIEUX Parmi les choix suivants, lequel décrit le mieux la résidence dont vous êtes actuellement [propriétaire/locataire]?

Condo	**CONTINUER**
Apartement	**CONTINUER**
Maison unifamiliale	**CONTINUER**
Maison en rangée	**CONTINUER**
Maison jumelée	**CONTINUER**
Maison mitoyenne	**CONTINUER**
Autre, veuillez préciser :_____	**CONTINUER**

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

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

7. 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**

8. 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

9. 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**

10. 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 capacite à utiliser seul(e) les plateformes de réunion en ligne?

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

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

12. 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.16**

13. 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**

14. 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**

15. 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.

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

Moins de 18 ans	**REMERCIER ET CONCLURE.**
18 à 24 ans	**CONTINUER**
25 à 29 ans	
30 à 34 ans	

35 à 44 ans	
45 à 49 ans	
50 ans ou plus	
RÉPONSE SPONTANÉE Préfère ne pas répondre	**REMERCIER ET CONCLURE**

ASSURER UN BON MÉLANGE.

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

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

ASSURER UN BON MÉLANGE.

18. Laquelle des catégories suivantes décrit le mieux le revenu annuel total de votre ménage en 2025 – c'est-à-dire le revenu cumulatif de l'ensemble des membres de votre ménage avant impôt?

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

ASSURER UN BON MÉLANGE.

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

Blanc
Sud-asiatique (p. ex., indien, pakistanais, sri-lankais)
Chinois

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

ASSURER UN BON MÉLANGE.

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

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

21. DEMANDER SEULEMENT SI EMPLOYÉ À LA QUESTION 20 Parmi les choix suivants, lequel décrit le mieux le secteur d'activité dans lequel vous travaillez ?

Agriculture, foresterie, pêche et chasse	**CONTINUER**
Commerce de gros	
Extraction minière, exploitation en carrière, et extraction de pétrole et de gaz	
Fabrication	
Transport et entreposage	
Administrations publiques	
Arts, spectacle et loisirs	
Autres services, sauf les administrations publiques	
Commerce de détail	
Finance et assurances	
Gestion de sociétés et d'entreprises	
Hébergement et services de restauration	
Industrie de l'information et industrie culturelle	
Métier de la construction ou métier spécialisé	
Services administratifs, services de soutien, services de gestion des déchets et services d'assainissement	
Services d'enseignement	
Services immobiliers et services de location et de location à bail	
Services professionnels, scientifiques et techniques	

Services publics	
Soins de santé et assistance sociale	
Autre situation ou autre secteur; veuillez préciser :	

ASSURER UN BON MÉLANGE.

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

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

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

Oui
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^{O} DE GROUPE INDIQUÉ DANS LE TABLEAU, PAGE 1].** La discussion durera deux heures et vous recevrez 125 $ pour votre participation. Ce montant vous sera envoyé par transfert électronique après la tenue du groupe de discussion.

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

Est-ce que vous accepteriez de participer?

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

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

Nom :
Numéro de téléphone :
Adresse courriel :

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

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

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

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

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____
DATE DU RECRUTEMENT : _____

THE STRATEGIC COUNSEL

Appendix B – Discussion Guides

December 2025 English Moderator's Guide

MASTER MODERATOR'S GUIDE
DECEMBER 2025

INTRODUCTION (10 minutes) – All Locations

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

GOVERNMENT OF CANADA IN THE NEWS (5-15 minutes) – All Locations

- What have you seen, read, or heard about the Government of Canada in the last few days?
    - Yukon, Northwest Territories, Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island, Greater Toronto Area Where did you read, see, or hear this news?

- Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island Generally speaking, do you approve or disapprove of the overall direction taken by the Government of Canada recently? Why do you say that?

- Greater Toronto Area, Quebec IF NOT MENTIONED: Have you seen, read, or heard anything recently about the Government of Canada's decision to modify its plan to order F-35 fighter jets for the Canadian Armed Forces?
    - IF YES: What have you heard?

Greater Toronto Area, Quebec The F-35 is an American-made fighter jet. While the Government of Canada has committed to purchasing a number of F-35 in order to replace the aging CF-18s, there is a potential opportunity to purchase different jets from providers from other countries, for example, the Gripen, which is a Swedish fighter jet.

- Greater Toronto Area, Quebec Some people say relying on American products for our defence equipment could pose both economic and security risks and would prefer if the Government purchased fighter jets from non-U.S. suppliers. What are your thoughts about purchasing them from another country outside of the United States?

- Greater Toronto Area, Quebec Some people say that getting out of this deal would risk damaging our relationship with the United-States, and that we should respect our initial commitment to maintain a positive relationship. Do you agree?

- Greater Toronto Area, Quebec Would the Government of Canada's decision regarding the purchase of F-35s or a different non-American fighter jet change your view of the Government of Canada? Why?

Ontario's National Capital Region Individuals Aged 30-60 Recently, the Government of Canada has explored modifying its plan to order American-made F-35 fighter jets for the Canadian Armed Forces. While the Government of Canada has committed to purchasing a number of F-35 in order to replace the aging CF-18s, there is a potential opportunity to purchase different jets from providers from other countries, for example, the Gripen, which is a Swedish fighter jet.

- Ontario's National Capital Region Individuals Aged 30-60 What are your thoughts about this?

- Ontario's National Capital Region Individuals Aged 30-60 IF NOT MENTIONED: Have you seen, read, or heard anything recently about possible job cuts in the federal public service?
    - IF YES: What are your thoughts about this?

- Ontario's National Capital Region Individuals Aged 30-60 IF NOT MENTIONED: Have you seen, read, or heard anything recently about potentially updating return-to-office policies for the federal public service?
    - IF YES: What are your thoughts about this?

NUTRITION NORTH CANADA (20 minutes) Yukon, Northwest Territories, Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island, Greater Toronto Area, Ontario's National Capital Region Individuals Aged 30-60, Quebec

Greater Vancouver Area and Vancouver Island, Greater Toronto Area, Ontario's National Capital Region Individuals Aged 30-60, Quebec Shifting to a different topic …

- Have you seen, read, or heard anything about what the Government of Canada is doing to help make food more affordable in the North?

- Have you heard about any federal efforts to support Indigenous or northern communities in leading their own food systems?
    - IF NOT MENTIONED: Have you heard of Nutrition North Canada?

We are now going to review some information presented visually, known as an infographic, that is related to Nutrition North Canada's programs.

SHOW ON SCREEN

<Infographic (Food Security + Sovereignty Together) appears on screen>

- What is your first reaction to this infographic?

- Yukon, Northwest Territories, Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island What idea or point stands out the most?

- Ontario's National Capital Region Individuals Aged 30-60, Quebec What do you think this infographic is trying to say – that is, what is the main message?

- Greater Toronto Area, Ontario's National Capital Region Individuals Aged 30-60, Quebec What information do you find most interesting, and why?

- Was anything confusing or unclear?
    - IF NEEDED: What about the explanations of 'food security' and 'food sovereignty' - are these clear?
    - IF NEEDED: Is it clear what the different programs are and what they do?

- Yukon, Northwest Territories, Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island Do you see a connection between food security and food sovereignty?

- Yukon, Northwest Territories, Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan Should anything be explained differently or reworded to better connect with Indigenous and northern audiences?
    - And what about the images – are these appropriate or do any need to be more culturally sensitive?

- Yukon, Northwest Territories, Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan Does this infographic give you the sense that the Government of Canada supports basic needs in northern and Indigenous communities?
    - What about supporting self-determination in the north?

- Yukon, Northwest Territories, Nunavut Indigenous Peoples Does the information reflect your experiences of food affordability and security in the north?

- Greater Vancouver Area and Vancouver Island Do you see a connection between food security and food sovereignty?

- Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island Does the information reflect your impressions of food affordability and security in the north?

- What, if anything, would you change to make this infographic clearer or more engaging?

- Greater Toronto Area, Ontario's National Capital Region Individuals Aged 30-60, Quebec If you chose to learn more about the information in the infographic, what kind of information would you want to find?

IF TIME ALLOWS:

- Yukon, Northwest Territories, Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island Would this infographic make you want to learn more? Why or why not?

- Yukon, Northwest Territories, Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island If you chose to learn more, what kind of information would you expect to find?

PROCUREMENT STRATEGY FOR INDIGENOUS BUSINESSES (15-20 minutes) Yukon, Northwest Territories, Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island, Greater Toronto Area, Ontario's National Capital Region Individuals Aged 30-60, Quebec

Shifting topics slightly …

- Have you seen, read, or heard anything about actions the Government of Canada has taken to support Indigenous businesses?

I want to review with you another infographic. This infographic is related to ways the Government of Canada can support Indigenous businesses.

SHOW ON SCREEN
<Infographic appears on screen>

- What is your overall reaction to this infographic?

- What is the main message of this infographic?

- Was anything confusing or unclear?
    - IF NEEDED: Is it clear whether or how Indigenous businesses will benefit from this strategy?

- Does this infographic give you the sense that the Government of Canada is supporting Indigenous businesses?

- Yukon, Northwest Territories, Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan PROMPT AS NEEDED: Should anything be explained differently or reworded to better connect with Indigenous audiences?
    - And what about the images – are these appropriate or do any need to be more culturally sensitive?

- What, if anything, would you change to make this infographic clearer or more engaging?

- Yukon, Northwest Territories, Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan Does this information align with what you know or have observed about Indigenous businesses and economic opportunities in your community?

Yukon, Northwest Territories, Nunavut Indigenous Peoples, Greater Vancouver Area and Vancouver Island IF TIME ALLOWS:

- Would you click on the link to the website? Why or why not?
    - IF YES: What information would you expect to find?

NUTRITION LABELLING (30 minutes) Yukon, Northwest Territories, Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan, Greater Toronto Area, Quebec

Now I'd like to shift to a different topic…

Health Canada wants to raise awareness and educate on the nutrition labels you see on packaged foods. That includes the front-of-package symbol, the nutrition facts table, and the list of ingredients.

Show the first slide with a mock cereal box and zoom-ins on nutrition labels.

You can see the 3 labelling components on the screen.

Health Canada has developed messages that will be used for social media and in other material such as web content and infographics, and they want to get your input on the wording. We really want to

focus our discussion on the messages. We'll go through each one quickly and essentially, I'm just looking for your initial reactions.

Here is the first one…

SHOW FIRST MESSAGE; KEEP ON SCREEN DURING DISCUSSION

- I'd like to get a quick snapshot of your thoughts. What is the message trying to say, did you learn anything, was anything unclear or confusing, and/or do you have any suggestions to improve the message?

Here is the next one…

SHOW SECOND MESSAGE; KEEP ON SCREEN DURING DISCUSSION

- So again, what are your reactions? What is the message trying to say, did you learn anything, was anything unclear or confusing, and/or do you have any suggestions to improve the message?

Here is the next one…

SHOW THIRD MESSAGE; KEEP ON SCREEN DURING DISCUSSION

- What are your reactions? What is the message trying to say, did you learn anything, was anything unclear or confusing, and/or do you have any suggestions to improve the message?

Here is the next one…

SHOW FOURTH MESSAGE; KEEP ON SCREEN DURING DISCUSSION

- What are your reactions? What is the message trying to say, did you learn anything, was anything unclear or confusing, and/or do you have any suggestions to improve the message?

- Before I show you the last message, can you briefly share how you usually shop for packaged food and whether you typically look at the label to help you decide if you should buy it or not?
    - IF LOOKING AT LABEL: What do you typically look for on the label?

SHOW FIFTH MESSAGE; KEEP ON SCREEN DURING DISCUSSION

- What are your reactions? What is the message trying to say, did you learn anything, was anything unclear or confusing, and/or do you have any suggestions to improve the message?

MAJOR INFRASTRUCTURE PROJECTS/PIPELINE (30-55 minutes) Yukon, Northwest Territories, Nunavut Indigenous Peoples, Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island, Greater Toronto Area, Ontario's National Capital Region Individuals Aged 30-60, Quebec

Yukon, Northwest Territories, Nunavut Indigenous Peoples Now I'd like to shift from reviewing infographics and messages to a broader discussion related to the Government of Canada…

- 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 a number of 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 projects include things like producing more liquified natural gas, more nuclear energy, more mining, expanding ports, more clean electricity.

Yukon, Northwest Territories, Nunavut Indigenous Peoples We won't discuss all of them; rather I'd like to focus on a couple of them.

Major Urban Centres Manitoba and Saskatchewan We won't discuss all of them, instead we'll focus on a couple that are specific to Saskatchewan and Manitoba.

Greater Vancouver Area and Vancouver Island We won't discuss all of them, instead we'll focus on some specific to British Columbia.

Greater Toronto Area We won't discuss all of them, instead we'll focus on a couple that are specific to Ontario.

Ontario's National Capital Region Individuals Aged 30-60 We won't discuss all of them, instead we'll focus on a couple that are specific to Ontario.

Quebec We won't discuss all of them, instead we'll focus on a couple that are specific to Quebec.

Yukon, Northwest Territories, Nunavut Indigenous Peoples **SHOW ON SCREEN (slide showing Iqaluit Nukkiksautiit Hydro Project and Ksi Lisims LNG)** Moderator to read the name and description shown below each image.

Major Urban Centres Manitoba and Saskatchewan **SHOW ON SCREEN (slide showing McIlvenna Bay Foran Copper Mine Project and Port of Churchill Plus)** Moderator to read the name and description shown below each image.

Greater Vancouver Area and Vancouver Island **SHOW ON SCREEN (2 slides showing Major Projects in BC)** Moderator to read the name and description shown below each image.

Greater Toronto Area **SHOW ON SCREEN (slide showing Darlington New Nuclear Project and Canada Nickel's Crawford Project)** Moderator to read the name and description shown below each image.

Ontario's National Capital Region Individuals Aged 30-60 **SHOW ON SCREEN (slide showing Darlington New Nuclear Project and Canada Nickel's Crawford Project)** Moderator to read the name and description shown below each image.

Quebec **SHOW ON SCREEN (slide showing Contrecoeur Terminal Container Project and Nouveau Monde Graphite's Matawinie Mine)** Moderator to read the name and description shown below each image.

- What is your overall reaction to these projects?

- Is there anything you like or don't like?
    - Do you have any concerns about either of these projects?

- Major Urban Centres Manitoba and Saskatchewan In relation to the expansion of the Port of Churchill, what economic benefits, if any, do you see from expanding trade routes up North through the Hudson Bay?

- Major Urban Centres Manitoba and Saskatchewan One of the components of this project includes the possibility of a new energy corridor. What do you think this would involve or include?
    - IF NEEDED: For example, do you think it would be to ship things like oil, liquefied natural gas or hydrogen, or does the term "a new energy corridor" mean something different to you?

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

SHOW ON SCREEN
Recently, the Government of Canada and the Government of Alberta signed a new energy co-operation agreement outlining the conditions that must be met for a new oil pipeline to the Pacific.

The goal is to have pipelines built and financed by the private sector, with Indigenous co-ownership, to increase the volume of oil that can be transported to the west coast to export to Asia.

- What are your thoughts about this agreement?

- Yukon, Northwest Territories, Nunavut Indigenous Peoples The Governments of Canada and Alberta have said they will engage meaningfully with Indigenous Peoples in both Alberta and British Columbia. What are your thoughts about that?

- Yukon, Northwest Territories, Nunavut Indigenous Peoples Now thinking about the various projects we've discussed – the Nisga'a Nation LNG project, the Iqaluit hydro project, and potential new oil pipelines do you think that these will generally be positive or negative for Indigenous People?

Yukon, Northwest Territories, Nunavut Indigenous Peoples The Governments of Canada and Alberta also plan to construct and finance the world's largest carbon capture, utilization, and storage (Pathways Project), to make Alberta oil among the lowest carbon intensity produced barrels of oil in the world.

- Yukon, Northwest Territories, Nunavut Indigenous Peoples What are your thoughts about this project?
    - IF ENVIRONMENTAL CONCERNS RAISED PREVIOUSLY ABOUT PIPELINES: Does this address any environmental concerns? Why or why not?

- Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island, Greater Toronto Area, Ontario's National Capital Region Individuals Aged 30-60 Have you seen, read or heard anything related to oil tankers?
    - IF NOT MENTIONED: What about anything related to a ban on oil tankers?

Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island, Greater Toronto Area, Ontario's National Capital Region Individuals Aged 30-60 **SHOW ON SCREEN (slide explaining the Oil Tanker Moratorium Act) Moderator to read 3 bullets.**

Some feel that building a new pipeline from Alberta to BC would require making adjustments to the *Oil Tanker Moratorium Act*, such as granting an exemption to the tanker moratorium for this specific project or changing the boundaries of the moratorium to allow oil tankers through the Dixon

Entrance in order to carry oil to Asia. **[MODERATOR TO POINT OUT THE DIXON ENTRANCE ON THE MAP]**

- Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island, Greater Toronto Area, Ontario's National Capital Region Individuals Aged 30-60 What are your thoughts about this?

- Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island, Greater Toronto Area, Ontario's National Capital Region Individuals Aged 30-60 Some feel that it is possible to build a new pipeline from Alberta to BC without making any changes to the *Oil Tanker Moratorium Act*. What are your thoughts about this?

- Major Urban Centres Manitoba and Saskatchewan, Greater Vancouver Area and Vancouver Island, Greater Toronto Area, Ontario's National Capital Region Individuals Aged 30-60, Quebec Some have suggested that rather than building new pipelines from Alberta to BC, we should focus on expanding existing ones instead, like the Trans Mountain Pipeline. Others have suggested that we should do both; that is build new pipelines and expand existing ones. Which view do you lean more towards? What makes you say that?

- Major Urban Centres Manitoba and Saskatchewan What if the possible new energy corridor for the Port of Churchill that we just discussed involved building an oil pipeline from Alberta to the Port of Churchill? What are your thoughts about that?

- Greater Vancouver Area and Vancouver Island, Ontario's National Capital Region Individuals Aged 30-60, Quebec In your opinion, should the Government of Canada work with the provinces and territories to help with the development of new or expanded pipelines? What makes you say that?

- Quebec How would you feel about building an LNG pipeline in Quebec's North Coast? Why/Why not?

Greater Vancouver Area and Vancouver Island **SHOW ON SCREEN (slide explaining the proposed port expansion)** Moderator to read the 2 bullets.

- Greater Vancouver Area and Vancouver Island What are your thoughts about expanding the Roberts Bank Terminal?

- Greater Vancouver Area and Vancouver Island Rather than expanding the port specifically at Roberts Bank, how would you feel about expanding other parts of the Vancouver Port?

- Greater Vancouver Area and Vancouver Island How would you feel about expanding a different northern British Columbia port?

- Greater Vancouver Area and Vancouver Island Now thinking about the various projects we've discussed, as well as potential new oil pipelines and potential port expansions, do you think that these will generally be positive or negative for Canada's economy?

BUILD CANADA HOMES (20 minutes) Ontario's National Capital Region Individuals Aged 30-60

- 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?

SHOW ON SCREEN:
Recently, the Government of Canada announced a new $400 million partnership between Build Canada Homes and the City of Ottawa to accelerate construction of up to 3,000 mixed-income and affordable homes across the city.

This includes fast-tracking the construction of 2,000 mixed-income and affordable housing units on federal lands, including by reducing or waving development charges, permit fees, and property taxes.

Build Canada Homes will also finance an additional 1,000 non-market housing units from the city's slate of housing projects, beginning in 2026.

- What are your thoughts about this announcement?

- What does "mixed-income and affordable housing units" mean to you?

MODERATOR TO CLARIFY:

Mixed-income housing units are homes that are made affordable to low and moderate-income individuals and families by including a mix of tenants paying rent based on their income (subsidized) and those paying full market rates.

- What are your thoughts about making mixed-income housing units more available in the city?

- Do you think this new partnership between Build Canada Homes and the City of Ottawa will help make housing more affordable in Ottawa?
    - If NOT: How else can the Government of Canada help make housing more affordable?

SUBSTANCE ABUSE (10 minutes) Ontario's National Capital Region Individuals Aged 30-60

- Have you seen, read, or heard anything recently about the Government of Canada's plan to address substance abuse in the City of Ottawa?
    - IF YES: What have you heard?

SHOW ON SCREEN:
The Government of Canada recently announced it was investing $1.2 million in funding for a pilot project to help address substance abuse in Ottawa. The pilot project includes:

- Implementing city-led initiatives designed to **reduce crime, deter substance abuse, and promote life-skills development**.
- Supporting the development of a **coordinated response** to the drug crisis in Ottawa that will identify gaps, inefficiencies, and opportunities for greater collaboration with mental health service providers.
- Once completed, the framework will serve as a blueprint that **can be adapted by other provinces and cities across Canada.**

- What are your thoughts about this pilot project?

- Do you think it will help address some of the challenges regarding substance abuse in Ottawa?

- Do you think this kind of framework could be used by other regions across Canada?

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.

THE STRATEGIC COUNSEL

December 2025 French Moderator's Guide

DÉCEMBRE 2025

INTRODUCTION (10 minutes) Tous les lieux

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

LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ (5 à 15 minutes) Tous les lieux

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours?
    - Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut, résidents de principaux centres urbains du Manitoba et de la Saskatchewan, résidents de la région métropolitaine de Vancouver et de l'île de Vancouver, résidents de la région du Grand Toronto — Où avez-vous vu, lu ou entendu cela?

- Résidents de principaux centres urbains du Manitoba et de la Saskatchewan, résidents de la région métropolitaine de Vancouver et de l'île de Vancouver —Dans l'ensemble, approuvez-vous ou désapprouvez-vous l'orientation générale récemment prise par le gouvernement du Canada? Pourquoi dites-vous cela?

- Résidents de la région du Grand Toronto, résidents du Québec — SI CE N'EST PAS MENTIONNÉ : Avez-vous récemment vu, lu ou entendu quoi que ce soit concernant la décision du gouvernement du Canada de modifier son projet d'achat d'avions de combat à réaction F-35 pour les Forces armées canadiennes?
    - SI OUI : Qu'avez-vous lu, vu, ou entendu à ce sujet?

Résidents de la région du Grand Toronto, résidents du Québec —Le F-35 est un avion de combat à réaction de fabrication américaine. Bien que le gouvernement du Canada se soit engagé à acheter un certain nombre de F-35 afin de remplacer les CF-18 vieillissants, le Canada aurait la possibilité d'acheter différents avions de combat de fournisseurs étrangers, dont des Gripen de fabrication suédoise.

- Résidents de la région du Grand Toronto, résidents du Québec — Certains considèrent que le fait de dépendre de produits américains en matière d'équipement de défense pourrait présenter des risques tant sur le plan économique que sur celui de la sécurité, et préféreraient que le

gouvernement achète des avions de combat de fournisseurs autres qu'américains. Que pensez-vous de l'achat d'avions provenant d'un autre pays que les États-Unis?

- Résidents de la région du Grand Toronto, résidents du Québec — Certains affirment que le fait de se retirer de cet accord risquerait de nuire à nos relations avec les États-Unis et que nous devrions respecter notre engagement initial d'entretenir des relations positives. Êtes-vous d'accord avec cette affirmation?

- Résidents de la région du Grand Toronto, résidents du Québec —Votre opinion du gouvernement du Canada changerait-elle s'il décidait d'acheter des avions de combat non américains? Pourquoi?

Résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans —Le gouvernement du Canada a récemment étudié la possibilité de modifier son projet d'acquisition de chasseurs F-35 de fabrication américaine pour les Forces armées canadiennes. Bien que le gouvernement du Canada se soit engagé à acheter un certain nombre de F-35 afin de remplacer les CF-18 vieillissants, la possibilité se présente d'acheter différents avions auprès de fournisseurs étrangers, et notamment le Gripen, un chasseur à réaction suédois.

- Résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans — Quelles sont vos réflexions à ce sujet?

- Résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans — SI CE N'EST PAS MENTIONNÉ : Avez-vous vu, lu ou entendu quoi que ce soit récemment concernant d'éventuelles suppressions d'emplois dans la fonction publique fédérale?
    - SI OUI : Quelles sont vos réflexions à ce sujet?

- Résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans — SI CE N'EST PAS MENTIONNÉ : Avez-vous récemment vu, lu ou entendu parler d'une éventuelle mise à jour des politiques de retour au bureau au sein de la fonction publique?
    - SI OUI : Quelles sont vos réflexions à ce sujet?

NUTRITION NORD CANADA (20 minutes) Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut, résidents de principaux centres urbains du Manitoba et de la Saskatchewan, résidents de la région métropolitaine de Vancouver et de l'île de Vancouver, résidents de la région du Grand Toronto, résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans, résidents du Québec —

Résidents de la région du Grand Toronto, résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans, résidents du Québec — Passons à un autre sujet…

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet des mesures que prend le gouvernement du Canada pour rendre le prix des aliments plus abordables dans le Nord canadien?

- Avez-vous entendu parler d'initiatives fédérales visant à aider les communautés autochtones ou nordiques à assurer la gestion de leurs propres systèmes alimentaires?
    - SI CE N'EST PAS MENTIONNÉ : Avez-vous entendu parler de Nutrition Nord Canada?

Nous allons maintenant passer en revue certaines informations présentées à l'aide d'un support visuel, appelé infographie, qui concernent les programmes Nutrition Nord Canada.

AFFICHER À L'ÉCRAN
L'infographie (traitant à la fois de sécurité alimentaire et de souveraineté) apparaît à l'écran.

- Quelle est votre réaction initiale à cette infographie?

- Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut, résidents de principaux centres urbains du Manitoba et de la Saskatchewan, résidents de la région métropolitaine de Vancouver et de l'île de Vancouver — Quelle idée ou quel message ressort le plus?

- Résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans, résidents du Québec —Que tente de communiquer cette infographie — en d'autres mots, quel est le message principal de cette infographie?

- Résidents de la région du Grand Toronto, résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans, résidents du Québec — Quelle information trouvez-vous la plus intéressante, et pourquoi?

- Y a-t-il un ou des éléments de l'infographie qui prêtaient à confusion ou qui manquaient de clarté?
    - AU BESOIN : Et les explications sur la « sécurité alimentaire » et la « souveraineté »? Sont-elles claires?
    - AU BESOIN : Les différents programmes et leurs objectifs sont-ils clairement présentés?

- Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut, résidents de principaux centres urbains du Manitoba et de la Saskatchewan, résidents de la

région métropolitaine de Vancouver et de l'île de Vancouver — Y a-t-il selon vous un lien entre la sécurité alimentaire et la souveraineté alimentaire?

- Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut, résidents de principaux centres urbains du Manitoba et de la Saskatchewan — Y a-t-il des éléments qu'il faudrait expliquer différemment ou reformuler pour mieux rejoindre les publics autochtones et du Nord canadien?
    - Et les images? Sont-elles appropriées ou y en a-t-il qui devraient davantage tenir compte des spécificités culturelles?

- Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut, résidents de principaux centres urbains du Manitoba et de la Saskatchewan —Cette infographie laisse-t-elle entendre que le gouvernement du Canada soutient les besoins essentiels au sein des communautés autochtones et nordiques?
    - Laisse-t-elle entendre qu'il soutient l'autodétermination dans le Nord canadien?

- Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut — Cette information correspond-elle à la réalité que vous vivez dans le Nord canadien quant à l'abordabilité des aliments et à la sécurité alimentaire?

- Résidents de la région métropolitaine de Vancouver et de l'île de Vancouver —À votre avis, y a-t-il un lien entre la sécurité alimentaire et la souveraineté alimentaire?

- Résidents de principaux centres urbains du Manitoba et de la Saskatchewan, résidents de la région métropolitaine de Vancouver et de l'île de Vancouver —Cette information correspond-elle à vos impressions concernant l'abordabilité des aliments et à la sécurité alimentaire dans le Nord canadien?

- Que changeriez-vous, le cas échéant, pour rendre cette infographie plus accrocheuse?

- Résidents de la région du Grand Toronto, résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans, résidents du Québec —Dans le cas où vous auriez choisi de vous renseigner davantage au sujet de l'information présentée dans l'infographie, quel type d'information souhaiteriez-vous obtenir?

<u>SI L'EMPLOI DU TEMPS LE PERMET :</u>

- Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut, résidents de principaux centres urbains du Manitoba et de la Saskatchewan, résidents de la

région métropolitaine de Vancouver et de l'île de Vancouver —Cette infographie vous inciterait-elle à vouloir en savoir plus? Pourquoi ou pourquoi pas?

- Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut, résidents de principaux centres urbains du Manitoba et de la Saskatchewan, résidents de la région métropolitaine de Vancouver et de l'île de Vancouver —Si vous choisissiez de vous renseigner davantage, quel type d'information vous attendriez-vous à obtenir?

STRATÉGIE D'APPROVISIONNEMENT POUR LES ENTREPRISES AUTOCHTONES (15 à 20 minutes)
Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut, résidents de principaux centres urbains du Manitoba et de la Saskatchewan, résidents de la région métropolitaine de Vancouver et de l'île de Vancouver, résidents de la région du Grand Toronto, résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans.

Passons à un sujet un peu différent…

- Avez-vous vu, lu ou entendu parler des mesures prises par le gouvernement du Canada pour soutenir les entreprises autochtones?

J'aimerais que nous examinions ensemble une autre infographie. Cette infographie traite des moyens par lesquels le gouvernement du Canada peut soutenir les entreprises autochtones.

AFFICHER À L'ÉCRAN
<L'infographie apparaît à l'écran>

- Quelle est votre impression générale de cette infographie?

- Quel est le principal message de cette infographie?

- Y a-t-il un ou des éléments de l'infographie qui prêtaient à confusion ou qui manquaient de clarté?
    - AU BESOIN : L'infographie répond-elle clairement à la question de savoir si les entreprises autochtones bénéficieront de cette stratégie et comment elles en bénéficieront?

- Cette infographie vous permet-elle de comprendre que le gouvernement du Canada soutient les entreprises autochtones?

- Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut, résidents de principaux centres urbains du Manitoba et de la Saskatchewan — QUESTION À POSER AU BESOIN : Y a-t-il des éléments qu'il faudrait expliquer différemment ou reformuler pour mieux rejoindre les publics autochtones et du Nord canadien?
    - Et les images? Sont-elles appropriées ou y en a-t-il qui devraient davantage tenir compte des spécificités culturelles?

- Quelles modifications ou quels changements apporteriez-vous à cette infographie, le cas échéant, pour la rendre plus claire et accrocheuse?

- Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut, résidents de principaux centres urbains du Manitoba et de la Saskatchewan —Cette information correspond-elle à ce que vous savez ou avez observé au sujet des entreprises autochtones et des possibilités économiques dans votre collectivité?

Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut, résidents de la région métropolitaine de Vancouver et de l'île de Vancouver — SI L'EMPLOI DU TEMPS LE PERMET :

- Cliqueriez-vous sur le lien menant au site Web? Pourquoi ou pourquoi pas?
    - SI OUI : Quelle information vous attendriez-vous à y trouver?

ÉTIQUETAGE NUTRITIONNEL (30 minutes) Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut, résidents de principaux centres urbains du Manitoba et de la Saskatchewan, résidents de la région du Grand Toronto, résidents du Québec —

J'aimerais maintenant passer à un autre sujet…

Santé Canada souhaite sensibiliser et informer la population au sujet des étiquettes nutritionnelles que l'on peut voir sur les aliments emballés. Cela comprend le symbole figurant sur le devant de l'emballage, le tableau de la valeur nutritive et la liste des ingrédients.

Afficher la première diapo sur laquelle figure un simulacre de boîte de céréales et des étiquettes nutritionnelles en gros plan.

On aperçoit les trois composants d'étiquetage à l'écran.

Santé Canada a conçu des messages qui seront utilisés sur les réseaux sociaux et pour d'autres publications de sensibilisation, dont des contenus Web et des infographies, et souhaite obtenir vos commentaires et suggestions concernant la formulation de ces messages. Notre discussion doit

vraiment être centrée sur les messages. Nous allons rapidement les passer en revue et je cherche avant tout à connaître vos premières réactions.

Voici le premier message…

AFFICHER LE PREMIER MESSAGE ; LE LAISSER À L'ÉCRAN PENDANT LA DISCUSSION.

- J'aimerais avoir un rapide aperçu de vos impressions. Quelle information le message tente-t-il de communiquer, avez-vous appris quelque chose, y a-t-il un ou des éléments du message qui n'était pas clair ou qui prêtait à confusion et avez-vous des suggestions pour l'améliorer?

Voici le message suivant…

AFFICHER LE DEUXIÈME MESSAGE ; LE LAISSER À L'ÉCRAN PENDANT LA DISCUSSION.

- Alors, encore une fois, quelles sont vos premières réactions? Quelle information le message tente-t-il de communiquer, avez-vous appris quelque chose, y a-t-il un ou des éléments du message qui n'était pas clair ou qui prêtait à confusion et avez-vous des suggestions pour l'améliorer?

Voici le message suivant....

AFFICHER LE TROISIÈME MESSAGE ; LE LAISSER À L'ÉCRAN PENDANT LA DISCUSSION.

- Quelles sont vos premières réactions? Quelle information le message tente-t-il de communiquer, avez-vous appris quelque chose, y a-t-il un ou des éléments du message qui n'était pas clair ou qui prêtait à confusion et avez-vous des suggestions pour l'améliorer?

Voici le message suivant....

AFFICHER LE QUATRIÈME MESSAGE ; LE LAISSER À L'ÉCRAN PENDANT LA DISCUSSION.

- Quelles sont vos premières réactions? Quelle information le message tente-t-il de communiquer, avez-vous appris quelque chose, y a-t-il un ou des éléments du message qui n'était pas clair ou qui prêtait à confusion et avez-vous des suggestions pour l'améliorer?

- Avant de vous montrer le dernier message, pouvez-vous nous dire brièvement quelles sont vos habitudes en ce qui concerne l'achat d'aliments emballés et si vous consultez généralement l'étiquette pour vous aider à décider si vous devez les acheter ou non?

- SI ON CONSULTE L'ÉTIQUETTE : Quels sont les renseignements que vous cherchez généralement sur l'étiquette?

AFFICHER LE CINQUIÈME MESSAGE ; LE LAISSER À L'ÉCRAN PENDANT LA DISCUSSION.

- Quelles sont vos premières réactions? Quelle information le message tente-t-il de communiquer, avez-vous appris quelque chose, y a-t-il un ou des éléments du message qui n'était pas clair ou qui prêtait à confusion et avez-vous des suggestions pour l'améliorer?

GRANDS PROJETS D'INFRASTRUCTURE/PIPELINE (30 à 55 minutes) Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut, résidents de la région métropolitaine de Vancouver et de l'île de Vancouver, résidents de la région du Grand Toronto, résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans, résidents du Québec.

Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut — J'aimerais maintenant passer de l'analyse des infographies et des messages à une discussion plus générale au sujet du gouvernement du Canada…

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet du gouvernement du Canada et de grands projets d'infrastructure?
    - SI OUI : Qu'avez-vous lu, vu, ou entendu à ce sujet? Où l'avez-vous vu, lu ou entendu?

LE MODÉRATEUR FOURNIRA LES ÉCLAIRCISSEMENTS SUIVANTS :
Le gouvernement du Canada a récemment annoncé un certain nombre de grands projets d'infrastructure et de domaines stratégiques 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.

Ces projets prévoient notamment une production accrue de gaz naturel liquéfié, d'énergie nucléaire, l'augmentation de l'exploitation minière, l'agrandissement des ports et l'augmentation de la production d'électricité propre.

Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut — Plutôt que de tous les aborder, nous nous concentrerons sur quelques-uns d'entre eux.

Résidents de principaux centres urbains du Manitoba et de la Saskatchewan — Plutôt que de tous les aborder, nous nous concentrerons sur les quelques projets qui concernent tout particulièrement la Saskatchewan et le Manitoba.

Résidents de la région métropolitaine de Vancouver et de l'île de Vancouver — Plutôt que de tous les aborder, nous nous concentrerons sur les quelques projets qui concernent tout particulièrement la Colombie-Britannique.

Résidents de la région du Grand Toronto, résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans — Plutôt que de tous les aborder, nous nous concentrerons sur les quelques projets qui concernent tout particulièrement l'Ontario.

Résidents du Québec — Plutôt que de tous les aborder, nous nous concentrerons sur les quelques projets qui concernent tout particulièrement le Québec.

Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut, résidents du Québec — **AFFICHER À L'ÉCRAN (diapo montrant le projet hydroélectrique Iqaluit Nukkiksautiit et le projet de GNL Ksi Lisims)** Le modérateur lira à voix haute le nom et la description figurant sous chaque image.

Résidents de principaux centres urbains du Manitoba et de la Saskatchewan, résidents du Québec — **AFFICHER À L'ÉCRAN (diapo montrant le projet de mine de cuivre de Foran à McIlvenna Bay et le projet Port de Churchill plus)** Le modérateur lira à voix haute le nom et la description figurant sous chaque image.

Résidents de la région métropolitaine de Vancouver et de l'île de Vancouver, résidents du Québec — **AFFICHER À L'ÉCRAN (2 diapos montrant de grands projets en Colombie-Britannique)** Le modérateur lira à voix haute le nom et la description figurant sous chaque image.

Résidents de la région du Grand Toronto, résidents du Québec — **AFFICHER À L'ÉCRAN (diapo montrant le nouveau projet nucléaire de Darlington ainsi que le projet nickélifère Crawford de la société Canada Nickel)** Le modérateur lira à voix haute le nom et la description figurant sous chaque image.

Résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans, résidents du Québec — **AFFICHER À L'ÉCRAN (diapo montrant le nouveau projet nucléaire de Darlington ainsi que le projet nickélifère Crawford de la société Canada Nickel)** Le modérateur lira à voix haute le nom et la description figurant sous chaque image.

Résidents du Québec — **AFFICHER À L'ÉCRAN (Projet de terminal à conteneurs de Contrecœur et la mine Matawinie de Nouveau Monde Graphite)** Le modérateur lira à voix haute le nom et la description figurant sous chaque image.

- Quelle est votre impression générale de ces projets additionnels?

- Y a-t-il quoi que ce soit que vous aimez ou que vous n'aimez pas à leur sujet?

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

- Résidents de principaux centres urbains du Manitoba et de la Saskatchewan —En ce qui concerne l'agrandissement du port de Churchill, quelles retombées économiques, le cas échéant, l'expansion des routes commerciales dans le Nord en passant par la baie D'Hudson entraînerait-elle à votre avis?

- Résidents de principaux centres urbains du Manitoba et de la Saskatchewan —L'un des volets de ce projet concerne la création éventuelle d'un nouveau corridor énergétique. En quoi consisterait, selon vous, ce corridor?
  - AU BESOIN : Croyez-vous qu'il servirait, par exemple, à transporter des matières telles que du pétrole, du gaz naturel liquéfié ou de l'hydrogène, ou bien l'expression « nouveau corridor énergétique » a-t-elle une autre signification pour vous?

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet du gouvernement du Canada en lien avec des pipelines?
  - SI OUI : Qu'avez-vous lu, vu, ou entendu à ce sujet? Où l'avez-vous vu, lu ou entendu?

AFFICHER À L'ÉCRAN

Les gouvernements du Canada et de l'Alberta ont récemment conclu un nouvel accord de coopération en matière d'énergie définissant les conditions à remplir pour la construction d'un nouvel oléoduc vers le Pacifique.

L'objectif consiste à faire construire et financer des pipelines par le secteur privé, avec la participation d'Autochtones en tant que copropriétaires, afin d'augmenter le volume de pétrole pouvant être transporté vers la côte ouest en vue de son exportation vers l'Asie.

- Quelles sont vos réflexions au sujet de cet accord?

- Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut — Les gouvernements du Canada et de l'Alberta ont indiqué qu'ils mèneraient des discussions significatives avec les peuples autochtones de l'Alberta et de la Colombie-Britannique. Quelles sont vos réflexions à ce sujet?

- Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut — Maintenant, en pensant aux différents projets dont nous avons parlé — à savoir le projet de GNL de la nation Nisga'a, le projet hydroélectrique d'Iqaluit et les éventuels nouveaux oléoducs —, pensez-vous que ceux-ci auront dans l'ensemble des retombées négatives ou positives pour les peuples autochtones?

Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut —Les gouvernements du Canada et de l'Ontario prévoient également la construction et le financement du plus grand projet (Nouvelles voies) au monde de captage, d'utilisation et de stockage du carbone (CUSC) afin de faire du baril de pétrole de l'Alberta l'un des plus faibles en intensité carbonique au monde.

- Résidents du Yukon, résidents des Territoires du Nord-Ouest, Autochtones résidant au Nunavut — Quelles sont vos réflexions concernant ce projet?
    - SI DES CONSIDÉRATIONS ENVIRONNEMENTALES ONT PRÉCÉDEMMENT ÉTÉ SOULEVÉES AU SUJET DES PIPELINES, POSER LA QUESTION SUIVANTE : Ce projet répond-il à des préoccupations environnementales? Pourquoi ou pourquoi pas?

- Résidents de principaux centres urbains du Manitoba et de la Saskatchewan, résidents de la région métropolitaine de Vancouver et de l'île de Vancouver, résidents de la région du Grand Toronto, résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans — Avez-vous vu, lu ou entendu quoi que ce soit au sujet de pétroliers?
    - SI CE N'EST PAS MENTIONNÉ : Et au sujet de quoi que ce soit en lien avec une interdiction visant les pétroliers?

Résidents de principaux centres urbains du Manitoba et de la Saskatchewan, résidents de la région métropolitaine de Vancouver et de l'île de Vancouver, résident de la région du Grand Toronto, résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans — **AFFICHER À L'ÉCRAN (diapo expliquant la *Loi sur le moratoire relatif aux pétroliers*) Le modérateur fera la lecture à voix haute de 3 points de liste.**

Certains estiment que la construction d'un nouveau pipeline depuis l'Alberta jusqu'en Colombie-Britannique exigerait que la *Loi sur le moratoire relatif aux pétroliers* fasse l'objet d'ajustements consistant notamment à accorder une dérogation au moratoire relatif aux pétroliers pour ce projet en particulier ou à redéfinir les limites du moratoire afin d'autoriser le passage de pétroliers par l'entrée Dixon pour acheminer du pétrole vers l'Asie. **[LE MODÉRATEUR MONTRERA L'EMPLACEMENT DE L'ENTRÉE DIXON SUR LA CARTE]**

- Résidents de principaux centres urbains du Manitoba et de la Saskatchewan, résidents de la région métropolitaine de Vancouver et de l'île de Vancouver, résidents de la région du Grand Toronto, résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans — Quelles sont vos réflexions à ce sujet?

- Résidents de principaux centres urbains du Manitoba et de la Saskatchewan, résidents de la région métropolitaine de Vancouver et de l'île de Vancouver, résidents de la région du Grand Toronto, résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans — Certains estiment qu'il est possible de construire un nouveau pipeline depuis l'Alberta jusqu'en Colombie-

Britannique sans apporter de modifications à la *Loi sur le moratoire relatif aux pétroliers*. Quelles sont vos réflexions à ce sujet?

- Résidents de principaux centres urbains du Manitoba et de la Saskatchewan, résidents de la région métropolitaine de Vancouver et de l'île de Vancouver, résidents de la région du Grand Toronto, résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans, résidents du Québec. Certains ont suggéré qu'au lieu de construire de nouveaux pipelines entre l'Alberta et la Colombie-Britannique, nous devrions nous concentrer sur l'agrandissement de pipelines existants, dont le pipeline Trans Mountain. D'autres ont proposé de faire les deux, c'est-à-dire de construire de nouveaux pipelines et d'agrandir des pipelines existants. Avec quelle opinion êtes-vous le plus d'accord? Qu'est-ce qui vous fait dire cela?

- Résidents de principaux centres urbains du Manitoba et de la Saskatchewan —Et si le nouveau corridor énergétique potentiel pour le port de Churchill dont nous venons de discuter comprenait l'aménagement d'un oléoduc depuis l'Alberta vers le port de Churchill? Qu'en penseriez-vous?

- Résidents de la région métropolitaine de Vancouver et de l'île de Vancouver, résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans, résidents du Québec —Selon vous, le gouvernement devrait-il travailler en collaboration avec les provinces et territoires pour contribuer à la construction de nouveaux pipelines ou à l'agrandissement de pipelines existants? Qu'est-ce qui vous fait dire cela?

- Résidents du Québec —Que pensez-vous de la construction d'un gazoduc de GNL sur la côte nord du Québec? Pourquoi ou pourquoi pas?

Résidents de la région métropolitaine de Vancouver et de l'île de Vancouver — **AFFICHER À L'ÉCRAN (diapo expliquant l'agrandissement de port proposé)** le modérateur lira les deux points de liste à voix haute.

- Résidents de la région métropolitaine de Vancouver et de l'île de Vancouver —Que pensez-vous de l'idée d'agrandir le terminal de Roberts Bank?

- Résidents de la région métropolitaine de Vancouver et de l'île de Vancouver — Plutôt que d'agrandir le port à Roberts Bank précisément, que penseriez-vous d'agrandir des portions du port de Vancouver?

- Résidents de la région métropolitaine de Vancouver et de l'île de Vancouver — Que penseriez-vous de l'idée d'agrandir un autre port du nord de la Colombie-Britannique?

- Résidents de la région métropolitaine de Vancouver et de l'île de Vancouver — Maintenant, en pensant aux divers projets dont nous avons discuté ainsi qu'aux éventuels nouveaux oléoducs et aux éventuels agrandissements portuaires, estimez-vous que ces projets entraîneront des retombées économiques généralement positives ou négatives pour le Canada?

MAISONS CANADA (20 minutes) Résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans —

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet du plan du gouvernement du Canada pour remédier aux problèmes du logement?
    - SI OUI : Qu'avez-vous vu, lu ou entendu à ce sujet?
    - DEMANDER : Peut-être avez-vous entendu parler de Maisons Canada, une nouvelle initiative du gouvernement du Canada?
        - SI OUI : Qu'avez-vous vu, lu ou entendu à ce sujet?

LE MODÉRATEUR AFFICHERA LES ÉCLAIRCISSEMENTS SUIVANTS À L'ÉCRAN :

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

- Quelles sont vos réflexions initiales au sujet de ce nouvel organisme fédéral?

AFFICHER À L'ÉCRAN :
Le gouvernement du Canada a récemment annoncé un investissement allant jusqu'à 400 millions de dollars dans le cadre d'un partenariat entre Maisons Canada et la Ville d'Ottawa ayant pour objectif d'accélérer la création de 3 000 logements abordables et à revenus mixtes dans toute la ville.

Cela comprend l'accélération de la construction de 2 000 logements abordables et à revenus mixtes sur des terrains fédéraux, en réduisant ou en supprimant les droits d'aménagement, les frais de permis et les taxes foncières.

Maisons Canada financera également 1 000 unités d'habitation supplémentaires hors marché figurant au programme de projets de logement de la ville, à compter de 2026.

- Quelles sont vos réflexions au sujet de cette annonce?

- Que veut-on dire, à votre avis quand on parle d'« habitations à revenus mixtes et habitations abordables »?

LE MODÉRATEUR FOURNIRA LES ÉCLAIRCISSEMENTS SUIVANTS :
Une habitation à revenus mixtes est une habitation offerte à prix abordable aux personnes et aux familles à revenus faibles ou modérés, grâce à la cohabitation de locataires dont le loyer est calculé en fonction de leurs revenus (habitations subventionnées) et de ceux qui paient le plein tarif du marché.

- Que pensez-vous de l'idée d'augmenter l'offre d'habitations à revenus mixtes dans la ville?

- Selon vous, ce nouveau partenariat entre Maisons Canada et la Ville d'Ottawa contribuera-t-il à rendre le logement plus abordable à Ottawa
    - SI NON : Comment le gouvernement du Canada peut-il encore contribuer à rendre le logement plus abordable?

TOXICOMANIE (10 minutes) Résidents de la Région de la capitale nationale en Ontario âgés de 30 à 60 ans

- Avez-vous récemment vu, lu ou entendu quoi que ce soit au sujet du plan du gouvernement du Canada visant à lutter contre la toxicomanie à Ottawa?
    - SI OUI : Qu'avez-vous vu, lu ou entendu à ce sujet?

AFFICHER À L'ÉCRAN :
Le gouvernement du Canada a récemment annoncé qu'il investissait 1,2 million de dollars dans un projet pilote visant à lutter contre la toxicomanie à Ottawa. Le projet pilote prévoit :

- La mise en œuvre d'initiatives municipales visant à **réduire la criminalité, à dissuader la toxicomanie et à promouvoir l'apprentissage de compétences de la vie courante**.
- Soutenir l'élaboration d'une **réponse coordonnée**, à la crise de la drogue à Ottawa afin de cerner les lacunes, les inefficacités et les possibilités de collaboration accrue avec les fournisseurs de services de santé mentale.
- Une fois achevé, ce cadre servira de modèle **pouvant être adapté par d'autres provinces et villes du Canada.**

- Quelles sont vos réflexions au sujet de ce projet pilote?

- Croyez-vous qu'il contribuera à remédier à certaines des problématiques liées à la toxicomanie à Ottawa?

- Ce cadre pourrait-il, à votre avis, servir dans d'autres régions du Canada?

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.

THE STRATEGIC COUNSEL

January 2026 English Moderator's Guide

INTRODUCTION (10 minutes) – All Locations

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

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

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

MAJOR INFRASTRUCTURE PROJECTS (10 minutes) – Ottawa-Montreal Corridor

- 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?

- Have you seen, read or heard anything about the Government of Canada's plan to develop a high-speed rail from Toronto to Quebec City?
    - IF YES: What have you heard? Where did you hear it?
    - What are your thoughts about this project?

AFFORDABILITY (15 minutes) – Southwestern Ontario

- 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?

- Have you seen, read or heard of any news related to the Government of Canada's efforts to address the cost of living and affordability?
    - IF YES: What have you heard? Where did you hear it?

SHOW ON SCREEN

Today, the Government of Canada announced it is introducing the **Canada Groceries and Essentials Benefit**, formerly known as the Goods and Services Tax (GST) Credit, which increases its amount by 25% for five years beginning in July 2026. The Government of Canada is also providing a one-time payment this year, worth about 50% of the credit.

Additionally, the Government of Canada is bringing in measures to strengthen domestic food production, enforce competition in the food supply chain, and strengthen food security in the north; it is also providing a $20 million top-up for food banks.

- What are your thoughts about these measures?

- Do you think these measures will help with the cost of living? Why or why not?

TRADE RELATIONS/CANADA-U.S. RELATIONS (20-60 minutes) – Atlantic Canada, Lower Mainland B.C. Women, Saskatoon and Regina, Greater Montreal Area, York and Peel Regions Ontario, Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary, Southwestern Ontario

Now I'd like to focus on Canada's trade relationship with the United States …

- Atlantic Canada, Lower Mainland B.C. Women, Saskatoon and Regina, Greater Montreal Area, York and Peel Regions Ontario, Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary What have you seen, read, or heard about Canada's trade relationship with the United States?

- Atlantic Canada, Lower Mainland B.C. Women, Saskatoon and Regina, Greater Montreal Area, York and Peel Regions Ontario, Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary How would you describe Canada's trade relationship with the United States?
    - In your opinion, is Canada in a "trade war" with the United States?

- Atlantic Canada, Lower Mainland B.C. Women, Saskatoon and Regina, Greater Montreal Area, York and Peel Regions Ontario, Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary And how would you rate the Government of Canada's management of the trade situation with the United States? Are they on the wrong track or the right track? Why?

Atlantic Canada, Lower Mainland B.C. Women, Saskatoon and Regina, Greater Montreal Area, York and Peel Regions Ontario MODERATOR TO CLARIFY: The United States has imposed tariffs on various Canadian goods going to the U.S., including steel and aluminum, auto parts, and Canadian energy. Goods that are compliant with the Canada-United States-Mexico Agreement (CUSMA) are exempt.

- Atlantic Canada, Lower Mainland B.C. Women, Saskatoon and Regina, Greater Montreal Area, York and Peel Regions Ontario What impact, if any, are these tariffs having on Canada's economy?
    - Are there any impacts in your community?

- Atlantic Canada, Lower Mainland B.C. Women, Saskatoon and Regina, Greater Montreal Area, York and Peel Regions Ontario Do you think it's possible to reach an agreement with the U.S., where all imposed tariffs are completely removed, or do you think that at least some tariffs will remain? What makes you say that?

    - Do you feel that Canada has leverage in trade negotiations with the United States?

- Atlantic Canada, Lower Mainland B.C. Women, Saskatoon and Regina, Greater Montreal Area, York and Peel Regions Ontario When it comes to trade negotiations with other countries, are trade deals with Europe and Asia realistic alternatives?

- Atlantic Canada, Lower Mainland B.C. Women, Saskatoon and Regina, Greater Montreal Area, York and Peel Regions Ontario What aspects of Canada's trade relationships do you feel least clear about right now? [IF NEEDED: Moderator to probe for whether participants are least clear about how trade decisions are made, the economic impacts in the short-term/long-term, the stability of trade relationships, etc.]

- Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary Do you feel that Canada has leverage in trade negotiations with the United States?

- Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary When it comes to trade negotiations with other countries, are trade deals with other parts of the world realistic alternatives?

- Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary, Southwestern Ontario Have you seen, read, or heard anything about Canada forging new trade relationships and/or strengthening existing trade relationships with other countries and regions?
    - What about with **China**?

Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary, Southwestern Ontario **SHOW ON SCREEN**

Recently, the Government of Canada announced a new Canada-China partnership to collaborate in energy, clean technology, and climate competitiveness.

To bolster these partnerships, the Government of Canada has agreed to allow up to 49,000 Chinese electric vehicles into the Canadian market, at a tariff rate of 6.1% instead of the current 100% tariff.

In turn, China agreed to lower tariffs on Canadian canola seed from 85% down to about 15% effective March 1, 2026. Canola meal and other agricultural products (like peas, lobster, and crab) are also expected to see tariffs lifted from March 1, 2026, through to at least the end of the year.

- Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary, Southwestern Ontario What are your initial thoughts about this?

- Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary, Southwestern Ontario Do you think Canada should be partnering with China? Why or why not?

- Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary, Southwestern Ontario Do you see any benefits for Canada from this agreement?

- Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary, Southwestern Ontario Do you have any concerns about this agreement?

- Southwestern Ontario Do you have any concerns about impacts of allowing up to 49,000 Chinese electric vehicles into the Canadian market, at a tariff rate of 6.1%, on Ontario's automobile industry?
    - Do you have any concerns about the quota of vehicles?

Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary Now I'd like to focus on another region…

- Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary Have you seen, read, or heard anything about Canada strengthening its trade relationship with **Qatar**?
    - IF YES: What have you heard?

Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary **SHOW ON SCREEN**

Recently, the Government of Canada has committed to deepening commercial, investment and defence cooperation with Qatar.

Qatar has affirmed its commitment to make significant strategic investments in Canada's major building projects, which will help the projects get built faster. The two countries also agreed to conclude negotiations on a new agreement, which will help Canadian businesses to more easily expand operations in Qatar as well as attract investment from Qatar.

The two countries have also agreed to launch negotiations on a new framework to make it easier to exchange expertise on military, security, and defence matters, and expand investment opportunities on areas such as artificial intelligence and computer technology.

Additionally, air services between Canada and Qatar will be expanded, and a defence attaché from Canada will be posted in Qatar to help increase exports from Canada's defence sector.

- Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary What are your initial thoughts about this?

- Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary Do you think Canada should be working with Qatar to strengthen their trade and security relationship? Why or why not?

- Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary Do you see any benefits for Canada in strengthening this relationship?

- Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary Do you have any concerns?

- Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary Do you think new agreements with countries like China and Qatar will have any impact on Canada's relationship with the United States? What makes you say that?

COST OF LIVING (70 minutes) – Atlantic Canada, Lower Mainland B.C. Women, Saskatoon and Regina, Greater Montreal Area, York and Peel Regions Ontario

Now I'd like to shift the conversation by talking about the cost of living…

- How would you describe the current cost of living?
    - What impacts, if any, has it had on you or your household?

- In your view, what is the Government of Canada's role when it comes to addressing the cost of living?
    - How would you describe their performance in addressing the cost of living?

- Have you recently seen, read, or heard anything about the Government of Canada providing additional support to help Canadians with the rising cost of living?
    - IF YES: What have you heard?
    - IF NO: How would you like to see the Government of Canada provide additional support to help Canadians manage the rising cost of living?

I'm going to show you various measures the Government of Canada is considering taking to address the cost of living. There are a few broad categories of initiatives, so we'll review each individually.

Here is the first set of possible initiatives.

SHOW ON SCREEN:

- Removing GST on children's clothing or diapers
- Giving an annual tax credit to young parents buying baby formula
- Removing GST on prepared foods in supermarkets
- Eliminating the GST on food delivery services (e.g., Skip the Dishes, Uber Eats)
- Restructuring and expanding the GST/HST credit to help more low-income families
- Combatting "shrinkflation" (companies reducing the size of products)
- Placing a limit on grocery store profits, forcing retailers to lower their prices

- Eliminating the GST on houses entirely

POLL: Now I'd like you to select the ones that you think would have the most positive impact on helping with the cost of living. You can select up to 3. If you don't think any will have a positive impact, please select 'None of the above.'

  - Removing GST on children's clothing or diapers
  - Giving an annual tax credit to young parents buying baby formula
  - Removing GST on prepared foods in supermarkets
  - Eliminating the GST on food delivery services (e.g., Skip the Dishes, Uber Eats)
  - Restructuring and expanding the GST/HST credit to help more low-income families
  - Combatting "shrinkflation" (companies reducing the size of products)
  - Placing a limit on grocery store profits, forcing retailers to lower their prices
  - Eliminating the GST on houses entirely
  - None of the above

Moderator to review selections:

- Why do you feel [**insert selection**] would have a positive impact on helping with the cost of living?

- Would any of these potential measures personally impact you?

- Do you have any questions about any of these measures?

- Is there anything that the Government of Canada should not do?

I'm going to show you another set of possible initiatives from the Government of Canada.

SHOW ON SCREEN:

- Introducing a new Consumer Affairs Commissioner, in charge of identifying and fixing unfair business practices
- Introducing a new Consumer Affairs Commissioner, in charge of introducing more competition across target sectors
- Expanding pharmacare to remaining provinces to continue to lower prescription drug costs
- Evaluating the possibility of rent freezes
- Capping ATM (automated teller machine) fees
- Capping non-sufficient bank account funds and overdraft fees
- Decreasing interest rates on credit cards
- Lowering credit card fees

POLL: Select up to three that you think would have the most positive impact on helping with the cost of living. If you don't think any will have a positive impact, please select 'None of the above.'

- Introducing a new Consumer Affairs Commissioner, in charge of identifying and fixing unfair business practices
- Introducing a new Consumer Affairs Commissioner, in charge of introducing more competition across target sectors
- Expanding pharmacare to remaining provinces to continue to lower prescription drug costs
- Evaluating the possibility of rent freezes
- Capping ATM (automated teller machine) fees
- Capping non-sufficient bank account funds and overdraft fees
- Decreasing interest rates on credit cards
- Lowering credit card fees
- None of the above

Moderator to review selections:

- Why do you feel [**insert selection**] would have a positive impact on helping with the cost of living?

- Would any of these potential measures personally impact you?

- Do you have any questions about any of these measures?

- Is there anything that the Government of Canada should not do?

I'm going to show you another set of possible initiatives from the Government of Canada.

SHOW ON SCREEN:

- Capping cell phone roaming fees
- Lowering the price of public transit tickets
- Lowering passport renewal fees
- Increasing the federal minimum wage
- Cracking down on concert ticket resellers to lower ticket fees
- Creating a tax credit for youth transit passes
- Freezing the tax increase on Canadian beer, set to increase in April 2026

POLL: Select up to three that you think would have the most positive impact on helping with the cost of living. If you don't think any will have a positive impact, please select 'None of the above.'

- Capping cell phone roaming fees
- Lowering the price of public transit tickets
- Lowering passport renewal fees
- Increasing the federal minimum wage
- Cracking down on concert ticket resellers to lower ticket fees
- Creating a tax credit for youth transit passes
- Freezing the tax increase on Canadian beer, set to increase in April 2026
- None of the above

Moderator to review selections:

- Why do you feel [**insert selection**] would have a positive impact on helping with the cost of living?

- Would any of these potential measures personally impact you?

- Do you have any questions about any of these measures?

- Is there anything that the Government of Canada should not do?

Now thinking about all of the measures we've reviewed…

- Is there anything else you would like to see from the Government of Canada to address the cost of living and affordability?

ARCTIC SOVEREIGNTY/NORTH ATLANTIC TREATY ORGANIZATION (NATO) (30 minutes) – Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary, Southwestern Ontario

Shifting topics …

- What comes to mind when you hear the term "*Arctic sovereignty*"?

MODERATOR TO CLARIFY AS NEEDED: Arctic sovereignty refers to the territorial rights and claims that a nation has over its Arctic regions, particularly concerning land, sea, and natural resources.

- Is Arctic sovereignty something you're concerned about, or not? What makes you say that?

- PROBE IF NEEDED: What do you think is at stake in the Arctic? (AS NEEDED: For example, resources, security, the environment, culture, etc.)?

- Would you say that the Government of Canada is generally on the right track or wrong track when it comes to Arctic sovereignty? What makes you say that?
    - How important is Arctic sovereignty compared to other national priorities?

- Which countries do you think have sovereignty claims in the Arctic? Why?

- Has anyone seen, read, or heard anything about the North Atlantic Treaty Organization, typically referred to as NATO?

MODERATOR TO CLARIFY AS NEEDED: NATO is an alliance of countries from North America and Europe committed to fulfilling the goals of the North Atlantic Treaty, which was signed on 4 April 1949. Its purpose is to guarantee the freedom and security of its members through political and military means.

- Do you think that Canada's membership in NATO is important for Canada's security?
    - And what about for the Arctic specifically?

- What role do you think Indigenous people should play in decisions about Arctic sovereignty?

AFFORDABILITY AD/GETTING AHEAD (30 minutes) – Southwestern Ontario

Next, I'm going to show you two ad concepts that are currently being developed by the Government of Canada for an advertising campaign.

First, we are going to review a 15 second video ad that could be shown on social media, digital platforms, and TV. We will view it twice, and then we will discuss your thoughts about it. Feel free to take notes to help you remember what you liked and didn't like about it.

SHOW VIDEO 1: INCOME TAXES, DENTAL CARE, AND FIRST HOME

- What are your initial reactions to this ad? What makes you say that?

- Who do you think this ad is for?

- What is the main message?

- If you saw this ad on a website, on social media, or on TV, do you think you would notice it? Why or why not?

- Was anything confusing or unclear? How so?

- If you were to see an ad like this, would you visit the website to learn more? What makes you say that?

SHOW VIDEO 2: DENTAL CARE, CHILD CARE, AND NUTRITIOUS MEALS FOR KIDS AT SCHOOL

- What are your initial reactions to this ad? What makes you say that?

- Who do you think this ad is for?

- What is the main message?

- If you saw this ad on a website, on social media, or on TV, do you think you would notice it? Why or why not?

- Was anything confusing or unclear? How so?

- If you were to see an ad like this, would you visit the website to learn more? What makes you say that?

POLL: Thinking about each video, please select the one that you feel most effectively shows that the Government of Canada is taking action to support Canadians with the cost of living.

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

- As we saw, the Government of Canada is looking for ways to make things more affordable for Canadians. Are these the right areas for the Government of Canada to be focused on?
    - What else should the Government of Canada be doing to address the cost of living?

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.

THE STRATEGIC COUNSEL

January 2026 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) Tous les lieux

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

GRANDS PROJETS D'INFRASTRUCTURE (10 minutes) Corridor Ottawa-Montréal

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet du gouvernement du Canada en lien avec de grands projets d'infrastructure?
    - SI OUI : Qu'avez-vous vu, lu ou entendu à ce sujet? Où l'avez-vous vu, lu ou entendu?

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet du plan du gouvernement du Canada pour le développement d'un service ferroviaire voyageurs à grande vitesse entre Toronto et Québec?
    - SI OUI : Qu'avez-vous vu, lu ou entendu à ce sujet? Où l'avez-vous entendu?
    - Quelles sont vos réflexions au sujet de ce projet?

ABORDABILITÉ (15 minutes) – Résidents du sud-ouest de l'Ontario

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet des mesures et initiatives prises par le gouvernement du Canada pour réduire le coût élevé de la vie et rendre la vie des Canadiens plus abordable?
    - SI OUI : Qu'avez-vous entendu à ce sujet?

AFFICHER À L'ÉCRAN

Aujourd'hui le gouvernement du Canada a annoncé la mise en place de **l'Allocation canadienne pour l'épicerie et les besoins essentiels**, anciennement connue sous le nom de Crédit pour la taxe sur les produits et services (TPS), dont le montant sera augmenté de 25 % pendant cinq ans à compter de juillet 2026. Le gouvernement du Canada propose aussi un paiement complémentaire unique équivalent à une augmentation de 50 % cette année.

De plus, le gouvernement du Canada met en place des mesures visant à renforcer la production d'aliments au pays, à faire respecter les règles de concurrence dans la chaîne d'approvisionnement alimentaire et à accroître la sécurité alimentaire dans le Nord ; il injecte également 20 millions de dollars supplémentaires pour venir en aide aux banques aliment.

- Quelles sont vos réflexions au sujet de ces mesures?

- • Selon vous, ces mesures aideront-elles à faire face au coût de la vie? Pourquoi ou pourquoi pas?

RELATIONS COMMERCIALES/RELATIONS ENTRE LE CANADA ET LES ÉTATS-UNIS (20 à 60 minutes) – Résidents du Canada atlantique, résidents du Lower Mainland (Colombie-Britannique) - Femmes, résidents de Saskatoon et de Regina, résidents de la région métropolitaine de Montréal, résidents des régions de York et de Peel (Ontario), résidents du Yukon, résidents du corridor Ottawa-Montréal, résidents d'Edmonton et de Calgary, résidents du sud-ouest de l'Ontario

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

- Résidents du Canada atlantique, résidents du Lower Mainland (Colombie-Britannique) - Femmes, résidents de Saskatoon et de Regina, résidents de la région métropolitaine de Montréal, résidents des régions de York et de Peel (Ontario), résidents du Yukon, résidents du corridor Ottawa-Montréal, résidents d'Edmonton et de Calgary - Qu'avez-vous récemment entendu, lu, ou vu au sujet des relations commerciales entre le Canada et les États-Unis?

- Résidents du Canada atlantique, résidents du Lower Mainland (Colombie-Britannique) - Femmes, résidents de Saskatoon et de Regina, résidents de la région métropolitaine de Montréal, résidents des régions de York et de Peel (Ontario), résidents du Yukon, résidents du corridor Ottawa-Montréal, résidents d'Edmonton et de Calgary - Comment décririez-vous les relations commerciales entre le Canada et les États-Unis?
    - À votre avis, le Canada et les États-Unis sont-ils engagés dans une « guerre commerciale »?

- Résidents du Canada atlantique, résidents du Lower Mainland (Colombie-Britannique) - Femmes, résidents de Saskatoon et de Regina, résidents de la région métropolitaine de Montréal, résidents des régions de York et de Peel (Ontario), résidents du Yukon, résidents du corridor Ottawa-Montréal, résidents d'Edmonton et de Calgary - Et comment évalueriez-vous le gouvernement du Canada concernant sa gestion de la situation commerciale avec les États-Unis? Est-il sur la bonne voie ou sur la mauvaise voie? Pourquoi?

Résidents du Canada atlantique, résidents du Lower Mainland en Colombie-Britannique Femmes - 0résidents de Saskatoon et de Regina, résidents de la région métropolitaine de Montréal, résidents des régions de York et de Peel (Ontario) - FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS : Les États-Unis

ont imposé des droits de douane sur divers produits canadiens importés aux États-Unis, notamment sur l'acier et l'aluminium, les pièces de véhicules automobiles et les produits énergétiques canadiens. Les produits répondant aux exigences de l'Accord Canada-États-Unis-Mexique (ACEUM) sont exemptés.

- Résidents du Canada atlantique, résidents du Lower Mainland (Colombie-Britannique) - Femmes, résidents de Saskatoon et de Regina, résidents de la région métropolitaine de Montréal, résidents des régions de York et de Peel (Ontario) - Quels sont les impacts, le cas échéant, de ces droits de douane sur l'économie canadienne?
    - Ces tarifs affectent-ils votre collectivité?

- Résidents du Canada atlantique, résidents du Lower Mainland (Colombie-Britannique) - Femmes, résidents de Saskatoon et de Regina, résidents de la région métropolitaine de Montréal, résidents des régions de York et de Peel (Ontario) - Pensez-vous qu'il sera possible de parvenir, avec les États-Unis, à un accord prévoyant la suppression totale de tous les droits de douane récemment imposés, ou pensez-vous qu'au moins certains droits de douane resteront en vigueur? Qu'est-ce qui vous fait dire cela?
    - Le Canada dispose-t-il, selon vous, d'une marge de manœuvre dans ses négociations commerciales avec les États-Unis?

- Résidents du Canada atlantique, résidents du Lower Mainland (Colombie-Britannique) - Femmes, résidents de Saskatoon et de Regina, résidents de la région métropolitaine de Montréal, résidents des régions de York et de Peel (Ontario) - En matière de négociations commerciales avec d'autres pays, des accords commerciaux avec l'Europe et l'Asie constituent-ils des options réalistes?

- Résidents du Canada atlantique, résidents du Lower Mainland (Colombie-Britannique) - Femmes, résidents de Saskatoon et de Regina, résidents de la région métropolitaine de Montréal, résidents des régions de York et de Peel (Ontario) - Quels aspects des relations commerciales du Canada vous semblent les moins clairs en ce moment? [AU BESOIN : Le modérateur cherchera à déterminer si les participants sont surtout incertains quant à la manière dont les décisions commerciales sont prises, aux répercussions économiques à court et à long terme, à la stabilité des relations commerciales, etc.]

- Résidents du Yukon, résidents du corridor Ottawa-Montréal, Résidents d'Edmonton et de Calgary - Le Canada dispose-t-il, selon vous, d'une marge de manœuvre dans ses négociations commerciales avec les États-Unis?

- Résidents du Yukon, résidents du corridor Ottawa-Montréal, Résidents d'Edmonton et de Calgary - En matière de négociations commerciales avec d'autres pays, la conclusion d'accords commerciaux avec d'autres régions du monde constitue-t-elle une option réaliste?

- Résidents du Yukon, résidents du corridor Ottawa-Montréal, résidents d'Edmonton et de Calgary, résidents du sud-ouest de l'Ontario - avez-vous vu, lu ou entendu quoi que ce soit au sujet des nouvelles relations commerciales établies par le Canada et du renforcement des relations commerciales existantes avec d'autres pays et régions du monde?
    - Et avec la **Chine**?

Résidents du Yukon, résidents du corridor Ottawa-Montréal, résidents d'Edmonton et de Calgary, résidents du sud-ouest de l'Ontario - **AFFICHER À L'ÉCRAN**

Le gouvernement du Canada a récemment annoncé un nouveau partenariat entre le Canada et la Chine visant à collaborer dans les domaines de l'énergie, des technologies propres et de la compétitivité climatique.

Afin de renforcer ces partenariats, le gouvernement canadien a accepté d'autoriser l'entrée de 49 000 véhicules électriques chinois sur le marché canadien, à un taux tarifaire de 6,1 % au lieu du tarif actuel de 100 %.

En contrepartie, la Chine a accepté de réduire les droits de douane sur les graines de canola canadiennes de 85 % à environ 15 % à compter du 1er mars 2026. Les droits de douane sur la farine de canola et d'autres produits agricoles (comme les pois, le homard et le crabe) devraient également être supprimés à partir du 1er mars 2026, au moins jusqu'à la fin de l'année.

- Résidents du Yukon, résidents du corridor Ottawa-Montréal, résidents d'Edmonton et de Calgary, résidents du sud-ouest de l'Ontario - Quelles sont vos réflexions initiales à ce sujet?

- Résidents du Yukon, résidents du corridor Ottawa-Montréal, résidents d'Edmonton et de Calgary, résidents du sud-ouest de l'Ontario - Le Canada devrait-il, selon vous, établir des partenariats avec la Chine? Pourquoi ou pourquoi pas?

- Résidents du Yukon, résidents du corridor Ottawa-Montréal, résidents d'Edmonton et de Calgary, résidents du sud-ouest de l'Ontario - Voyez-vous, dans cet accord, des avantages pour le Canada?

- Résidents du Yukon, résidents du corridor Ottawa-Montréal, résidents d'Edmonton et de Calgary, résidents du sud-ouest de l'Ontario - Avez-vous des préoccupations concernant cet accord?

- Résidents du sud-ouest de l'Ontario - Craignez-vous que l'autorisation d'importer jusqu'à 49 000 véhicules électriques chinois sur le marché canadien, à un taux tarifaire de 6,1 %, ait des répercussions sur l'industrie automobile ontarienne ?
    - Avez-vous des préoccupations concernant le quota de véhicules?

Résidents du Yukon, résidents du corridor Ottawa-Montréal, résidents d'Edmonton et de Calgary - J'aimerais maintenant centrer la discussion sur une autre région…

- Résidents du Yukon, résidents du corridor Ottawa-Montréal, résidents d'Edmonton et de Calgary - Avez-vous vu, lu ou entendu quoi que ce soit concernant le Canada et le renforcement de ses relations commerciales avec le Qatar?
    - SI OUI : Qu'avez-vous vu, lu ou entendu à ce sujet?

Résidents du Yukon, résidents du corridor Ottawa-Montréal, résidents d'Edmonton et de Calgary - **AFFICHER À L'ÉCRAN**

Le gouvernement du Canada s'est récemment engagé à intensifier sa coopération avec le Qatar dans les domaines du commerce, de l'investissement et de la défense.

Le Qatar a pour sa part affirmé son engagement à réaliser d'importants investissements stratégiques en appui à de grands projets de construction au Canada, ce qui contribuera à accélérer leur réalisation. Les deux pays ont également convenu de mener à bien des négociations relatives à un nouvel accord qui aidera les entreprises canadiennes à accroître plus facilement leurs activités au Qatar et à attirer des investissements de la part de ce pays.

Les deux pays ont également convenu d'entamer des négociations sur un nouveau cadre visant à faciliter l'échange d'expertise dans les domaines militaire, de la sécurité et de la défense, et à élargir les possibilités d'investissement dans des domaines comme ceux de l'intelligence artificielle et des technologies informatiques.

De plus, les services aériens entre le Canada et le Qatar seront élargis, et un attaché à la défense canadien sera affecté au Qatar afin de contribuer à l'augmentation des exportations provenant du secteur canadien de la défense.

- Résidents du Yukon, résidents du corridor Ottawa-Montréal, Résidents d'Edmonton et de Calgary - Quelles sont vos réflexions initiales à ce sujet?

- Résidents du Yukon, résidents du corridor Ottawa-Montréal, Résidents d'Edmonton et de Calgary - Le Canada devrait-il, à votre avis, collaborer avec le Qatar pour renforcer ses relations en matière de commerce et de sécurité? Pourquoi ou pourquoi pas?

- Résidents du Yukon, résidents du corridor Ottawa-Montréal, Résidents d'Edmonton et de Calgary - Voyez-vous de quelconques avantages à renforcer ces relations?

- Résidents du Yukon, résidents du corridor Ottawa-Montréal, Résidents d'Edmonton et de Calgary - Avec vous des préoccupations à ce sujet?

- Yukon, Ottawa-Montreal Corridor, Edmonton and Calgary À votre avis, la conclusion de nouveaux accords avec des pays comme la Chine et le Qatar affectera-t-elle les relations entre le Canada et les États-Unis? Qu'est-ce qui vous fait dire cela?

COÛT DE LA VIE (70 minutes) – Résidents du Canada atlantique, résidents du Lower Mainland (Colombie-Britannique). Women, Saskatoon and Regina, Greater Montreal Area, York and Peel Regions Ontario

J'aimerais maintenant changer de sujet pour parler du coût de la vie…

- Comment qualifieriez-vous le coût de la vie actuel?
    - Quels impacts, le cas échéant, le coût de la vie a-t-il eus sur votre ménage?

- Selon vous, quel est le rôle du gouvernement du Canada en matière de réduction du coût de la vie?
    - Comment qualifieriez-vous sa performance en matière de réduction du coût de la vie?

- Avez-vous récemment vu, lu ou entendu quoi que ce soit au sujet d'aides supplémentaires fournies par le gouvernement du Canada pour aider les Canadiens à faire face à l'augmentation du coût de la vie?
    - SI OUI : Qu'avez-vous récemment vu, lu ou entendu à ce sujet?
    - SI NON : De quelle façon aimeriez-vous que le gouvernement du Canada apporte un soutien supplémentaire pour aider les Canadiens à gérer l'augmentation du coût de la vie?

Je vais vous montrer différentes mesures que le gouvernement du Canada envisage de prendre pour faire face au coût élevé de la vie. Ces mesures se répartissent en plusieurs catégories générales, nous les examinerons donc individuellement.

Voici la première série d'initiatives potentielles.

AFFICHER À L'ÉCRAN :

- Supprimer la TPS sur les vêtements ou les couches pour enfants
- Accorder un crédit d'impôt annuel aux jeunes parents qui achètent des préparations pour nourrissons (lait maternisé)
- Supprimer la TPS sur les aliments préparés vendus dans les supermarchés
- Supprimer la TPS sur les services de livraison de repas (par exemple, Skip the Dishes, Uber Eats)
- Restructurer et élargir le crédit pour la TPS/TVH afin d'aider davantage de familles à faible revenu
- Lutter contre la « réduflation » (les compagnies réduisant la taille de leurs produits)

- Imposer une limite aux profits réalisés par les supermarchés, afin de forcer les détaillants à abaisser leurs prix
- Supprimer totalement la TPS sur les habitations

SONDAGE : J'aimerais maintenant que vous sélectionniez les mesures qui, selon vous, contribueraient le plus à alléger le coût de la vie. Vous pouvez choisir un maximum de 3 mesures. Si vous estimez qu'aucune de ces mesures ne contribuera à alléger le coût de la vie, sélectionnez « Aucune de ces mesures ».

  - Supprimer la TPS sur les vêtements ou les couches pour enfants
  - Accorder un crédit d'impôt annuel aux jeunes parents qui achètent des préparations pour nourrissons (lait maternisé)
  - Supprimer la TPS sur les aliments préparés vendus dans les supermarchés
  - Supprimer la TPS sur les services de livraison de repas (par exemple, Skip the Dishes, Uber Eats)
  - Restructurer et élargir le crédit pour la TPS/TVH afin d'aider davantage de familles à faible revenu
  - Lutter contre la « réduflation » (les compagnies réduisant la taille de leurs produits)
  - Imposer une limite aux profits réalisés par les supermarchés, afin de forcer les détaillants à abaisser leurs prix
  - Supprimer totalement la TPS sur les habitations
  - Aucune de ces mesures

Le modérateur passera en revue les réponses choisies :

- Pourquoi [**insérer la sélection**] contribuerait-elle à alléger le coût de la vie?

- L'une ou l'autre de ces mesures potentielles aurait-elle un impact sur vous personnellement ?

- Avez-vous des questions au sujet de l'une ou l'autre de ces mesures?

- Y a-t-il, dans cette liste, des choses que le gouvernement du Canada ne devrait pas faire, selon vous?

Je vais vous montrer une autre série d'initiatives potentielles du gouvernement du Canada.

AFFICHER À L'ÉCRAN :

- Nomination d'un nouveau commissaire à la protection des consommateurs chargé d'identifier et de corriger les pratiques commerciales déloyales
- Nomination d'un nouveau commissaire à la protection des consommateurs chargé de favoriser une plus grande concurrence dans des secteurs cibles

- Déploiement de l'assurance médicaments dans les provinces restantes afin de continuer à réduire le coût des médicaments sur ordonnance
- Évaluation de la possibilité d'un gel des loyers
- Plafonnement des frais liés aux guichets automatiques bancaires (GAB)
- Plafonnement des frais liés à l'insuffisance de fonds sur un compte bancaire et aux découverts
- Réduction des taux d'intérêt sur les cartes de crédit
- Réduction des frais liés aux cartes de crédit

SONDAGE : Sélectionniez un maximum de trois mesures qui, selon vous, contribueraient le plus à alléger le coût de la vie. Si vous estimez qu'aucune de ces mesures ne contribuera à alléger le coût de la vie, sélectionnez « Aucune de ces mesures ».

  - Nomination d'un nouveau commissaire à la protection des consommateurs chargé d'identifier et de corriger les pratiques commerciales déloyales
  - Nomination d'un nouveau commissaire à la protection des consommateurs chargé de favoriser une plus grande concurrence dans des secteurs cibles
  - Déploiement de l'assurance médicaments dans les provinces restantes afin de continuer à réduire le coût des médicaments sur ordonnance
  - Évaluation de la possibilité d'un gel des loyers
  - Plafonnement des frais liés aux guichets automatiques bancaires (GAB)
  - Plafonnement des frais liés à l'insuffisance de fonds sur un compte bancaire et aux découverts
  - Réduction des taux d'intérêt sur les cartes de crédit
  - Réduction des frais liés aux cartes de crédit
  - Aucune de ces mesures

Le modérateur passera en revue les réponses choisies :

- Pourquoi [**insérer la sélection**] contribuerait-elle à alléger le coût de la vie?

- L'une ou l'autre de ces mesures potentielles aurait-elle un impact sur vous personnellement?

- Avez-vous des questions au sujet de l'une ou l'autre de ces mesures?

- Y a-t-il, dans cette liste, des choses que le gouvernement du Canada ne devrait pas faire, selon vous?

Je vais vous montrer une autre série d'initiatives potentielles du gouvernement du Canada.

AFFICHER À L'ÉCRAN :

- Plafonner les frais d'itinérance pour les téléphones mobiles

- Réduire le prix des titres de transport public
- Réduire les frais de renouvellement de passeport
- Augmenter le salaire minimum fédéral
- Sanctionner les revendeurs de billets de concert afin de faire baisser les frais liés à l'achat de billets
- Créer un crédit d'impôt pour les titres de transport en commun destinés aux jeunes
- Imposer un gel à l'augmentation de la taxe sur la bière canadienne, prévue pour avril 2026

SONDAGE : Sélectionniez un maximum de trois mesures qui, selon vous, contribueraient le plus à alléger le coût de la vie. Si vous estimez qu'aucune de ces mesures ne contribuera à alléger le coût de la vie, sélectionnez « Aucune de ces mesures ».

  - Plafonner les frais d'itinérance pour les téléphones mobiles
  - Réduire le prix des titres de transport public
  - Réduire les frais de renouvellement de passeport
  - Augmenter le salaire minimum fédéral
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  - Créer un crédit d'impôt pour les titres de transport en commun destinés aux jeunes
  - Imposer un gel à l'augmentation de la taxe sur la bière canadienne, prévue pour avril 2026
  - Aucune de ces mesures

Le modérateur passera en revue les réponses choisies :

- Pourquoi [**insérer la sélection**] contribuerait-elle à alléger le coût de la vie?

- L'une ou l'autre de ces mesures potentielles aurait-elle un impact sur vous personnellement?

- Avez-vous des questions au sujet de l'une ou l'autre de ces mesures?

- Y a-t-il, dans cette liste, des choses que le gouvernement du Canada ne devrait pas faire, selon vous?

Maintenant, en pensant à toutes les mesures que nous avons examinées…

- Y a-t-il autre chose que vous aimeriez que le gouvernement du Canada fasse pour réduire le coût de la vie et favoriser l'accès à des logements abordables?

SOUVERAINETÉ ARCTIQUE, ORGANISATION DU TRAITÉ DE L'ATLANTIQUE NORD (OTAN) (30 minutes) – Résidents du Yukon, résidents du corridor Ottawa-Montréal, résidents d'Edmonton et de Calgary, résidents du sud-ouest de l'Ontario

Changement de sujet…

- Qu'est-ce qui vous vient à l'esprit en entendant le terme « souveraineté arctique »?

LE MODÉRATEUR FOURNIRA LES ÉCLAIRCISSEMENTS SUIVANTS : Le terme « souveraineté arctique » désigne les revendications et droits territoriaux d'un pays sur ses régions arctiques, notamment en ce qui concerne les terres, les mers ainsi que les ressources naturelles.

- La souveraineté arctique est-elle une question qui vous préoccupe ou pas? Qu'est-ce qui vous fait dire cela?
    - DEMANDER AU BESOIN : Qu'est-ce qui est en jeu, selon vous, dans l'Arctique? (SI NÉCESSAIRE : Par exemple, les ressources, la sécurité, l'environnement, la culture, etc.?)

- Diriez-vous que dans l'ensemble, le gouvernement du Canada est sur la bonne voie ou sur la mauvaise en ce qui concerne la souveraineté arctique? Qu'est-ce qui vous fait dire cela?
    - Comparativement à d'autres priorités nationales, à quel point la souveraineté arctique est-elle importante, à votre avis?

- Selon vous, quels pays revendiquent leur souveraineté dans l'Arctique? Pourquoi?

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet de l'Organisation du Traité de l'Atlantique Nord, communément appelée l'OTAN?

LE MODÉRATEUR FOURNIRA LES ÉCLAIRCISSEMENTS SUIVANTS : L'OTAN est une alliance de pays d'Amérique du Nord et d'Europe s'étant engagés à atteindre les objectifs du Traité de l'Atlantique Nord, signé le 4 avril 1949. Elle a pour objectif de garantir la liberté et la sécurité de ses membres par des moyens politiques et militaires.

- Pensez-vous que l'adhésion du Canada à l'OTAN est importante pour la sécurité du pays?
    - Et pour l'Arctique plus particulièrement?

- Selon vous, quel rôle les peuples autochtones devraient-ils jouer concernant les décisions relatives à la souveraineté arctique?

PUBLICITÉ SUR L'ABORDABILITÉ/ALLER DE L'AVANT (30 minutes) – Sud-ouest de l'Ontario

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

Nous allons commencer par examiner une vidéo de 15 secondes qui pourrait être diffusée sur les réseaux sociaux, des plateformes numériques et à la télévision. Nous allons la visionner deux fois et nous discuterons ensuite de ce que vous en pensez. N'hésitez pas à prendre des notes pour vous souvenir des aspects de la vidéo qui vous ont plu ou déplu.

MONTER LA VIDÉO 1 : IMPÔTS, SOINS DENTAIRES ET PREMIÈRE HABITATION

- Quelles sont vos premières réactions à cette publicité? Qu'est-ce qui vous fait dire cela?
- Quel est, selon vous, le but de cette publicité?
- Quel est message principal?
- Si cette publicité était diffusée sur un site Web, sur les réseaux sociaux ou à la télévision, croyez-vous que vous la remarqueriez? Pourquoi ou pourquoi pas?
- Y a-t-il un ou des éléments de la publicité qui prêtaient à confusion ou qui manquaient de clarté? Pourquoi?
- Après avoir vu une publicité comme celle-ci, consulteriez-vous le site Web pour en savoir plus? Qu'est-ce qui vous fait dire cela?

MONTER LA VIDÉO 2 : SOINS DENTAIRE, GARDE D'ENFANTS ET REPAS NUTRITIFS POUR ENFANTS À L'ÉCOLE

- Quelles sont vos premières réactions à cette publicité? Qu'est-ce qui vous fait dire cela?
- Quel est, selon vous, le but de cette publicité?
- Quel est message principal?

- Si cette publicité était diffusée sur un site Web, sur les réseaux sociaux ou à la télévision, croyez-vous que vous la remarqueriez? Pourquoi ou pourquoi pas?

- Y a-t-il un ou des éléments de la publicité qui prêtaient à confusion ou qui manquaient de clarté? Pourquoi?

- Après avoir vu une publicité comme celle-ci, consulteriez-vous le site Web pour en savoir plus? Qu'est-ce qui vous fait dire cela?

SONDAGE : En pensant à chacune des vidéos, veuillez sélectionner celle qui, selon vous, est le plus efficace pour démontrer que le gouvernement du Canada prend des mesures pour aider les Canadiens à faire face au coût de la vie.

- LE MODÉRATEUR PASSE EN REVUE CHAQUE RÉPONSE CHOISIE : Pourquoi avez-vous fait ce choix?

- Comme nous l'avons vu, le gouvernement du Canada cherche des moyens de rendre la vie des Canadiens plus abordable. S'agit-il là de domaines sur lesquels le gouvernement du Canada devrait se concentrer?
    - Que devrait encore faire le gouvernement du Canada pour lutter contre l'augmentation du coût de la vie?

CONCLUSION (5 minutes) Tous les lieux

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

Appendix C – Advertising Concepts

Major Infrastructure Projects

**Darlington New Nuclear Project,
Clarington, Ontario**

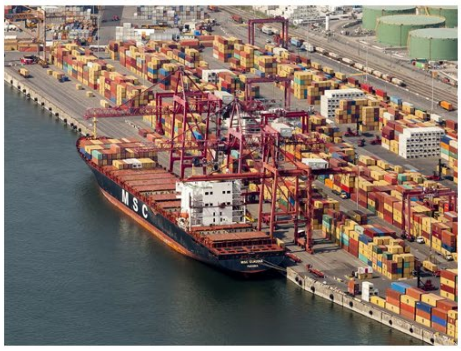
This project would make Canada the first G7 country to have an operational small modular reactor (SMR), providing clean power to 300,000 homes.

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

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

The following image showcases two major infrastructure projects side-by-side. On the left is the Darlington New Nuclear Project located in Clarington, Ontario. The image for this project features a sleek, silver building nearby a large body of water. The building features a long window on the side facing the camera, with a roadway and some greenery in front of the building. Below the image is the text "This project would make Canada the first G7 country to have an operational small modular reactor (SMR), providing clean power to 300,000 homes. The project on the right is Canada Nickel's Crawford Project located in Timmins, Ontario. The image for this project features two bright yellow buildings in a muddy clearing, surrounded by a lush green forest. Below the image is the text "Located in the world's second-largest nickel reserve, the Crawford Project would produce high-quality low-carbon nickel with a potential for a net-negative carbon footprint".

Contrecoeur Terminal Container Project, Montréal, Quebec



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

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

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

The image above features two major infrastructure projects that had been announced by the Government of Canada. On the left is the Contrecoeur Terminal Container Project in Montreal, Quebec. The image for this project depicts a large container ship taking on additional cargo in the Port of Montreal. Below the image is the text: "This project will increase the container handling capacity of the Port of Montreal by approximately 60 per cent". The project on the right is Nouveau Mondre Graphite's Matawinie Mine project. The image for this project features out a cleared-out mining area amidst a lush green forest. Under the image is the text: "This open-pit graphite mine will provide important components for defense applications and battery supply chains".

McIlvenna Bay Foran Copper Mine Project, East-Central Saskatchewan

This project would supply copper and zinc to strengthen Canada's position as a global supplier of critical minerals.

It is also the first net-zero copper project in Canada.

Port of Churchill Plus

In partnership with Indigenous Peoples, this project will upgrade the Port of Churchill and expand trade corridors with an all-weather road, an upgraded rail line, a new energy corridor, and marine ice-breaking capacity. Expanded export capacity in the North through Hudson Bay will contribute to increased and diversified trade.

The image above features two major infrastructure projects announced by the Government of Canada. On the left is the McIlvenna Bay Forgan Copper Mine Project in East-Central Saskatchewan. The image for this project shows an active worksite in a cleared-out space within a lush green forest and a large blue water way. Below is the text: "This project would supply copper and zinc to strengthen Canada's position as a global supplier of critical minerals. It is also the first net-zero copper project in Canada". The project on the right is the Port of Churchill Plus project located in Northern Manitoba. The image for this project features a beautiful image of the Port of Churchill from high above, showcasing the large, pristine water ways on either side of the port. Below the image is the text "In partnership with Indigenous peoples, this project will upgrade the Port of Churchill and expand trade corridors with an all-weather road, an upgraded rail line, a new energy corridor, and marine ice-breaking capacity. Expanded export capacity in the North through Hudson Bay will contribute to increased and diversified trade.

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.

Red Chris Mine Expansion, Northwestern British Colombia

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

The image above features two major infrastructure projects recently announced by the Government of Canada. On the left is the first phase of the LNG Canada Phase 2 Pipeline in Kitimat, B.C., The image for this project features a large industrial facility against the backdrop of a waterway and a picturesque mountain range. Below the image is the text "This project would double LNG Canada's production of liquefied natural gas, making it the second largest facility if its kind in the world". The project on the right is the Red Chris Mine Expansion in Northwestern B.C. The image for this project is a large open-pit mine located within a green and mountainous area. The text below the image states that "This project would extend the lifespan of the mine by over a decade and increase Canada's annual copper production by over 15 per cent".

North Coast Transmission Line, Northwest British Columbia

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

Ksi Lisims LNG, Pearse Island, British Columbia

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

The image above features two additional infrastructure projects in B.C. that had recently been announced by the Government of Canada. On the left is the North Coast Transmission line, located in Northwestern B.C. The image shows a large power line traversing through a lush green forest, with a blue lake nearby. Below is the text "This project would tie two energy corridors to deliver low-cost, clean electricity and better telecommunications to communities along the West Coast. On the right is the Ksi Lisims LNG project in Pearse Island, B.C. The image features two large shipping freighters seen from above as they load up products in a beautiful blue waterway between two green forests on either side. The ocean appears to be in the background. Below the image is the text "Led by the Nisga'a Nation, the Ksi Lisims LNG would become Canada's second largest LNG facility and one of the world's lowest-emission LNG operations once it becomes fully electrified, with emissions 94% below the global average.

Ksi Lisims LNG, Pearse Island, British Columbia

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

Iqaluit Nukkiksautiit Hydro Project, Iqaluit, Nunavut

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

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

The following image showcases two projects recently announced by the Government of Canada. On the left is the Ksi Lisims LNG project in Pearse Island, B.C. The image features two large shipping freighters seen from above as they load up products in a beautiful blue waterway between two green forests on either side. The ocean appears to be in the background. Below the image is the text "Led by the Nisga'a Nation, the Ksi Lisims LNG would become Canada's second largest LNG facility and one of the world's lowest-emission LNG operations once it becomes fully electrified, with emissions 94% below the global average. On the right is the Iqaluit Nukkiksautiit Hydro Project in Iqaluit, Nunavut. The image for this project showcases a rushing river surrounded by an expanse of rocky terrain, with a blue, cloudy sky as the backdrop. The text below states that "This project would become Nunavut's first 100 per cent Inuit-owned hydro energy project, replacing Iqaluit's reliance on 15 million litres of imported diesel each year. It would also help strengthen Canada's Arctic sovereignty and sustainability".

THE
STRATEGIC
COUNSEL

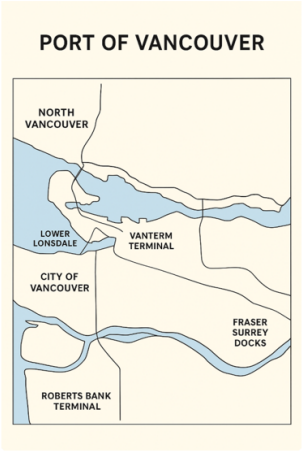
Oil Tanker Moratorium Act

- Currently, the *Oil Tanker Moratorium Act* bans tankers carrying more than 12,500 metric tonnes of oil from docking in waters off the north of B.C.'s coast.
- Smaller shipments are permitted to ensure north coast communities and industries can receive critical shipments of heating oils and other petroleum products.
- The moratorium covers the area in green on the map shown

The infographic above provides information and images related to the *Oil Tanker Moratorium Act.* On the left is text in three bullet points: "Currently, the Oil Tanker Moratorium Act bans tankers carrying more than 12,500 metric tonnes of oil from docking in waters off the north of B.C.'s coast", "Smaller shipments are permitted to ensure north coast communities and industries can receive critical shipments of heating oils and other petroleum products", and "The moratorium covers the area in green on the map shown". On the right is a map of British Columbia's coast with the area covered by this moratorium shaded in green. Several ports are shown as being included within this area including those at Stewart, Prince Rupert, Terrace, Kitimat, the Village of Queen Charlotte and Bella Bella. Three southern ports in Port Hardy, Port Alberni, and Vancouver are shown as being outside of the ban. All ports on the map are shown as being in the Voluntary Tanker Exclusion Zone.

Proposed port expansion

- The Vancouver Fraser Port Authority (also referred to as the Vancouver Port) has proposed the construction operation of a new three-berth marine container terminal located at Roberts Bank in Delta, British Columbia (approximately 35km south of Vancouver).
- The proposed project would provide an additional 2.4 million 20-foot equivalent units of container capacity per year at Roberts Bank.

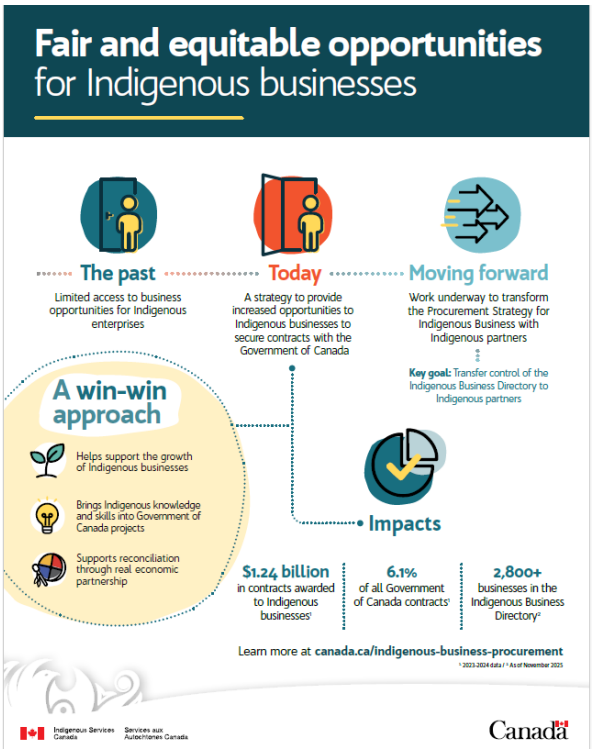


The image above depicts the proposed Roberts Bank port expansion. On the left of the image are two bullet points: "The Vancouver Fraser Port Authority (also referred to as the Vancouver Port) has proposed the construction operation of a new three-berth marine container terminal located at Roberts Bank, in Delta B.C. (approximately 35km south of Vancouver)" and "The proposed project would provide an additional 2.4 million 20-foot equivalent units of container capacity per year at Roberts Bank". On the left is an image titled Port of Vancouver, depicting a map of the ports in the area. At the top of the map is North Vancouver and the City of Vancouver, with the Burrard Inlet in between and two ports labelled "Lower Lonsdale" and "Vanterm Terminal" respectively. To the southeast of the map, down the Fraser River is the Fraser Surrey Docks. In the southwest of the map is the Roberts Bank Terminal in Delta.

Nutrition North Canada

The image above is an infographic for the Nutrition North Canada initiative. The background of the infographic is dark blue, with a white footer at the bottom. In the top left of the design in bold white letters are the words "Food Security" with the text "Year-round access to enough food for an active, healthy life" in smaller font below. At the top right of the design are the words "Food Sovereignty" with the text "The power to create and oversee a community's own food systems". In the middle of the infographic is a design featuring a large circle of interconnecting blue, yellow, and pink lines. In the circle are the words "Food Secure or Sovereign?" in bold white text. Underneath this text, in smaller font are the words "Both. Food sovereignty strengthens food security by giving Indigenous and Northern communities the ability to choose, grow, and access food in ways that are sustainable, culturally meaningful, and locally driven". Below this text is an illustrated image featuring various individuals working on a number of food-related pursuits, including preparing freshly caught fish, growing vegetables in the grown, and looking for food in a snowy setting. The image features both the green and icy climates of the North. The text below this image states "Together with Northerners, Indigenous peoples, and partners, Nutrition North Canada improves food security and sovereignty in northern communities through several key programs". Below this are five small images, each with an accompanying title and supporting text. The leftmost image is a dollar bill with the word "Subsidy" below it and the text "Lowers the cost of food and other essential items". The next image is an image of a fish, with the words "Harvesters' Support Grant" and the text "Supports local hunters, harvesters, and food growers". The middle image is that of an apple beside a dollar sign ($) and the words "Community Food Programs Fund" and the text "Strengthens community-led food security solutions". The next image is a book and the words "Nutrition Education Initiatives" and the text "Promotes food education rooted in Indigenous and Northern traditions. The rightmost image features a thumbs up image within a circle and the words "Food Security Research Grant" with the text "Advances studies to improve Northern food security and sovereignty". At the bottom left of the infographic is the logo for Crown-Indigenous Relations and Northern Affairs Canada. At the bottom right of the infographic is the Government of Canada wordmark.

Procurement Strategy for Indigenous Businesses



The image above depicts an infographic related to the Government of Canada's Procurement Strategy for Indigenous Businesses. At the top of the design in a blueish-green box are the words "Fair and Equitable Opportunities for Indigenous Businesses" in white font with a yellow underline, with "Fair and Equitable Opportunities" in brighter and bolder font. Below this, with a white backdrop for the rest of the design, are three images titled "The past", "Today", and "Moving Forward". The image titled "The past" features a yellow stick figure looking at a closed dark blue door, and the text "Limited access to business opportunities for Indigenous enterprises". "Today" features the same yellow stick figure looking at an open orange door and the text "A strategy to provide increased opportunities to Indigenous businesses to secure contracts with the Government of Canada". "Moving Forward" features a bright blue circle with three black arrows all moving in the same rightward direction, three yellow lines follow to indicate their speed. Below this image is the text "Work underway to transform the Procurement Strategy for Indigenous Businesses with indigenous partners" and below it with a dotted line connecting is the text "Key goal: Transfer Control of the Indigenous Business Directory to Indigenous partners". Below the "Today" image is a blue dotted line that goes down and branches off to two images titled "A win-win approach" on the centre-left of the infographic and "Impacts" on the centre-right. "A win-win approach" features a large, pale yellow circle with three pieces of information. The first features a small growing plant symbol and the text "helps support the growth of Indigenous businesses". The second features a lightbulb and the text "Brings Indigenous knowledge and skills into Government of Canada projects". The third features a orange, red, blue, and black Indigenous drum and the text "Supports reconciliation through real economic partnership". "Impacts" features an image of a circle (three quarters dark blue, with a lighter blue quadrant slightly removed in the upper right) with a big yellow check mark in the middle. Below this circle are three points of data and text. The first features the words "$1.24 billion in contracts awarded to Indigenous businesses" with $1.24 billion bold blue lettering. The second features the words "6.1% of all

Government of Canada contracts" with 6.1% bolded. The third says "2,800+ businesses in the Indigenous Business Directory with 2,800+ in bold. Below this image is the text "Learn more at canada.ca/indigenous-business-procurement". At the bottom left is a white Indigenous-inspired design and the logo for Indigenous Services Canada. At the bottom right is the Government of Canada wordmark.

Nutrition Labelling

The image above features a mock-up of a cereal box showcasing the different nutrition labelling components on packaged foods in Canada. In the middle is a large image of a bright yellow cereal box with the words "Honey Swirls" in bold italic white font above a bowl of cereal. In the top right of the image is the front-of-package symbol, in the bottom left are the words "High Source of Fibre" and in the bottom right the text "465g" and "cereal". On the right side of this image is an example of what the side of the box would look like. At the top of the box side is a smaller version of the Honey Swirls logo and under this is a mock-up of the nutrition facts table. Below this is a list of the ingredients included in the cereal, and below this is contact information for customers with any questions or concerns about the product. At the top left of this image, the front-of-package symbol is blown up in larger detail. We see that this symbol features a magnifying glass and the words "High in" with a blank box below it and "Sugars" with a blank box below it as well. At the bottom of this symbol are the words "Health Canada". On the right if this image we see a zoomed in version of the Nutrition Facts Table, including information related to how much fat, carbohydrates, protein, cholesterol, etc., is in the cereal. Below this is a blown up version of the List of Ingredients which details every ingredient contained within the cereal.

Affordability Advertising Campaign

The video opens with a dad swinging his son around by the arms in an open, green field. We then see a mom and her young daughter laughing in the bathroom. The voiceover "The Government of Canada is bringing down your costs so you can get ahead" accompanies this imagery, with the words 'bringing down your costs' appearing on screen. We see a different mother running giving her daughter piggyback, a dad and his son at the dentist office, and a woman holding a box entering the doorway of her home, measuring a wall with a tape measure, and rolling out a new carpet in the front hallway. This imagery is accompanied by the VO "We're helping you with lower income taxes, access to dental care, and tax savings on your first home" with the words "helping you with lower taxes" "access to dental care" and "your first home" appearing on screen. The final voiceover says "learn more at Canada.ca/getting-ahead" with the URL appearing on the screen. We end on the Government of Canada wordmark against a black background, along with the Government of Canada's official musical signature.

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