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of Canada

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du Canada

Continuous Qualitative Data Collection of Canadians' Views – February 2026

Final Report

Prepared for the Privy Council Office

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Canada 

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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The fifth cycle of the third year of this study included a total of nine focus groups with Canadian adults (18 years of age and older) conducted between February 10th, 2026, and February 26th, 2026.

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

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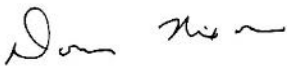
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Political Neutrality Certification

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

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

Signed:  _____

Date: March 31, 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 nine online focus groups which were conducted between February 10th, 2026, and February 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 perspectives regarding the Government of Canada's performance in a number of key priority areas, as well as their opinions related to recently announced programs and initiatives such as the Canada Groceries and Essentials Benefit, Build Canada Homes, and the federal government's new automotive strategy for electric vehicles (EVs). A number of groups also engaged in conversations related to the Government of Canada's defence industrial strategy, the potential provision of humanitarian aid to Cuba, and initiatives related to reducing crime in Canadian communities. Several groups also shared what news they had seen, read, or heard about the Government of Canada in recent days.

Other topics focused on during this research cycle included artificial intelligence (AI), social media age requirements, and evaluations of advertisement concepts that had created by the federal government for campaigns respectively related to opioids awareness and efforts to crack down on crime and increase the safety of Canadian communities.

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

Methodology

Overview of Groups

Target audience

- Canadian residents, 18 and older.
- Groups were split primarily by location.
- Some groups focused on specific cohorts of the population including individuals aged 18-34, men aged 35-49, men 50 years of age and older, and individuals who reported being concerned about crime.

Detailed Approach

- Nine groups were conducted across various regions in Canada.
- Four groups were conducted among the general population residing in New Brunswick, Alberta, Northwestern Ontario, and Toronto.
- The other groups were conducted among key subgroups including:
 - Individuals aged 18-34 residing in Western Canada;
 - Individuals aged 18-34 residing in Quebec;
 - Men aged 35-49 residing in the Greater Toronto Area (GTA);
 - Men aged 50+ residing in Quebec; and
 - Individuals in Surrey who reported being concerned about crime.
- The groups based in Quebec were conducted in French. All other groups were conducted in English.
- All groups for this cycle were conducted online.
- A total of 8 participants were recruited for each group, assuming 6 to 8 participants would attend.
- Across all locations, 67 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium of \$125.

Group Locations and Composition

February 2026						
New Brunswick	1	EN	Tues, Feb 10 th	5:00-7:00 PM	General Population	7
Western Canada	2	EN	Wed, Feb 11 th	8:30-10:30 PM	18-34	8
Quebec	3	FR	Thurs, Feb 12 th	6:00-8:00 PM	18-34	8
Greater Toronto Area	4	EN	Tues, Feb 17 th	6:00-8:00 PM	Men 35-49	8
Quebec	5	FR	Wed, Feb 18 th	6:00-8:00 PM	Men 50+	8
Alberta	6	EN	Thurs, Feb 19 th	8:00-10:00 PM	General Population	7
Northwestern Ontario	7	EN	Tues, Feb 24 th	6:00-8:00 PM	General Population	8
Surrey	8	EN	Wed, Feb 25 th	9:00-11:00 PM	Concerned About Crime	7
Toronto	9	EN	Thurs, Feb 26 th	6:00-8:00 PM	General Population	6
Total number of participants						67

Key Findings

Government of Canada in the News (New Brunswick, Western Canada 18-34, Quebec 18-34, Greater Toronto Area Men 35-49, Quebec Men 50+, Northwestern Ontario, Toronto)

Seven groups were asked to share what they had seen, read, or heard about the Government of Canada in recent days. A wide range of announcements and initiatives were recalled, including the introduction of the new Canada Groceries and Essentials Benefit, the announcement of the Government of Canada's new automotive strategy for electric vehicles (EVs), and the ongoing response to tariffs that had been imposed by the United States (U.S.) on a wide range of Canadian imports. Participants also recalled hearing that the Government of Canada would be increasing its investments towards the Canadian Armed Forces (CAF) as well as stabilizing its immigration policies, including by reducing the number of individuals who would be admitted to Canada on 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 the attendance by the Prime Minister (PM) and other federal officials at the 56th World Economic Forum (WEF), an agreement between the Government of Canada and Government of China 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, and efforts by the Government of Canada to increase its economic and security ties with European nations, including its partners in alliances such as the North Atlantic Treaty Organization (NATO).

Canadian Consulate to Greenland (Greater Toronto Area Men 35-49, Quebec Men 50+)

The groups comprised of men aged 35 to 49 residing in the Greater Toronto Area (GTA) and men 50 years of age and older in Quebec were asked an additional question as to whether they had seen, read, or heard anything about the Government of Canada officially opening a new Canadian consulate in Greenland. On balance, a larger number indicated having heard something about this compared to those who had not, with some of the impression that Canada's Minister of Foreign Affairs had recently travelled to Greenland to officially open this consulate.

Questioned as to whether they had seen, read, or heard anything about the Government of Canada strengthening its defence cooperation with Denmark, only a small number in these groups reported that they had. Among those who had heard something, it was thought that the Government of Canada had been working to establish closer defence relationships with several European countries (including Denmark) as of late, with some believing that this reflected an overall strategy to diversify Canada's economic and defence partnerships on the global stage.

Government of Canada Priorities and Performance (New Brunswick, Greater Toronto Area Men 35-49, Quebec Men 50+, Alberta, Northwestern Ontario, Surrey Concerned About Crime, Toronto)

Seven groups took part in conversations related to the issues currently facing Canadians as well as their perspectives regarding the federal government's management of these priorities. At the outset of these discussions participants were asked to identify the areas in which they felt the Government of Canada had been performing well as of late as well as those where they felt there was room for improvement.

Participants identified a number of areas where they felt the Government of Canada had been performing well including providing a wide range of supports for Canadians (such as the Canadian Dental Care Plan (CDCP) and Employment Insurance (EI), among others), increasing its investments towards national defence and the Canadian Armed Forces (CAF), and its efforts to strengthen and diversify Canada's trade and defence relationships with reliable partners on the global stage. A few also spoke positively of the actions taken by the federal government to protect and preserve Canada's unique environments and ecosystems, with some specifically praising the work done by Parks Canada on this front.

A range of positive and negative views were expressed related to a number of issues, including health care, immigration, and internal trade. Related to the latter, while some believed that progress had been made by the federal government towards reducing Canada's internal trade barriers, the view was expressed that more needed to be done to increase economic cooperation between the federal government and the respective provincial/territorial governments in order to ensure that the country as a whole was working towards the same economic goals.

Additionally, participants in these groups identified a range of areas in which they believed the Government of Canada had room for improvement. These included the cost of living and making life more affordable for Canadians, the perceived lack of affordable housing in many parts of the country, and what was viewed as high federal spending in recent years. A few also believed that greater supports needed to be provided for seniors (including further increases to the amounts paid via programs such as CPP and OAS), while others thought that more needed to be done by the federal government to continue its progress towards reconciliation with Indigenous peoples.

Canada Groceries and Essentials Benefit (New Brunswick, Western Canada 18-34, Quebec 18-34, Greater Toronto Area Men 35-49, Quebec Men 50+, Alberta)

Six groups engaged in conversations related to the recently announced Canada Groceries and Essentials Benefit as well as other actions from the federal government to help make life more affordable for Canadians.

Provided with information about this new initiative and other measures being taken by the Government of Canada related to affordability, while many expected that the Canada Groceries and Essentials Benefit would provide some financial relief for those Canadians who were currently

struggling to afford groceries and other essentials, few felt that these actions would have much impact when it came to making life in Canada more affordable over the long term. Many expressed feeling that, while the introduction of this new benefit would likely help a number of lower-income households, they did not expect that they would personally be able to access this support, with several reporting that they currently earned too high of an income to qualify for the existing goods and services tax/harmonized sales tax (GST/HST) credit.

Focusing on the other measures included in this announcement, participants spoke positively of the Government of Canada taking action to strengthen domestic food production, with several believing that it was important for Canada to become more self sufficient in this area and less reliant on international trade. A number also liked that efforts were being made to increase food security in Canada's North, with some of the impression that food prices in Northern communities were frequently considerably higher compared to those in other parts of the country. While most reacted positively to the initiative to provide a \$20 million top-up for food banks, several felt that this was too small of an amount to have a tangible impact on making food more affordable for Canadians struggling with the cost of groceries.

Asked whether they felt that these actions by the Government of Canada would be effective in assisting with the cost of living, few expected that they would. A large number reiterated the view that while these measures might provide some Canadians with short-term support when it came to affording groceries and other essentials, it was unlikely that they would do much to address the overall challenges related to affordability over the long term. Related to this, a number thought that greater efforts needed be taken to create more well-paying jobs for Canadians across the country, with some expressing the view that providing workers with higher wages would have a significant impact on their ability to meet their expenses and would decrease their reliance on initiatives such as the Canada Groceries and Essentials Benefit going forward.

Automotive Strategy – Electric Vehicles (New Brunswick, Western Canada 18-34, Quebec 18-34, Greater Toronto Area Men 35-49, Quebec Men 50+, Alberta)

Six groups engaged in conversations related to the Government of Canada's new automotive strategy, with a particular focus on announcements that it had made related to electric vehicles (EVs). Asked whether they had recently seen, read, or heard any news related to the Government of Canada's new automotive strategy, several were of the impression that the federal government had recently announced that it would be making increased investments towards the construction of EV-related infrastructure (such as charging stations) across the country as well as re-introducing a financial incentive program to encourage more Canadians to purchase these vehicles. A number also believed that the federal government had announced that it would be removing a previous measure that had required that all new vehicles sold in Canada would have to be EVs by 2035.

Provided with information about the Government of Canada's automotive strategy for EVs, including the introduction of the new Electric Vehicle Affordability Program (EVAP) a large number reacted positively, with several believing that these incentives would encourage more Canadians to consider purchasing an EV in the future. A number liked what they perceived as this strategy's focus on

prioritizing Canadian-based manufacturers and close international trade partners and believed that this would help to stimulate economic activity in Canada's auto manufacturing sector while also establishing stronger trade relationships with Canada's closest partners. While also believing that this program would likely make it more affordable to purchase an EV, a few were uncertain as to whether the electricity grids in Canadian communities were prepared to accommodate a large-scale transition to these vehicles.

Asked whether they expected that this incentive program would make them more likely to purchase an EV in the future, a few believed that it would. Among these participants, a number reported that they had already been interested in buying an EV and believed that the incentives provided through the EVAP initiative would further encourage them to make this purchase. For the larger number who did not expect that this program would increase their likelihood of purchasing an EV, many did not believe that an EV was suitable to their personal needs, with several expressing concerns regarding the ability of EVs to handle extreme cold temperatures and/or to drive long distances in rural or remote parts of the country.

Provided with additional information related to the Government of Canada's automotive strategy, including its decision to remove the mandate that all new car sales would have to be electric by 2035, most agreed with this approach, with many believing that this represented a more practical and realistic path forward when it came to encouraging increased EV sales within Canada. Several thought that this new strategy would allow for a more gradual transition towards increased EV uptake among Canadians, while still providing those who wished to purchase a combustible engine vehicle with the opportunity to do so.

Questioned as to whether they felt this strategy signaled that the federal government was going back on its environmental regulations and policies or if they saw this as a different approach to it meeting its environmental goals, most aligned with the latter perspective. Many reiterated the view that the previous EV sales mandates had been unrealistic and believed that this type of approach of combining sales incentives with stronger emissions standards was much more likely to help the Government of Canada make progress towards meeting its environmental goals.

Discussing whether they believed this new automotive strategy would help the Canadian auto manufacturing industry, a large number expected that it would. While few believed that these actions would have much of an impact over the short term, several thought that by incentivizing Canadians to purchase these vehicles, the federal government would be assisting in bolstering the demand for EVs going forward, likely leading to increased economic activity for Canadian automakers in the future. The view was also expressed that, by prioritizing Canadian-based automakers and exempting Canadian-made EVs from the \$50,000 EVAP cap, the federal government was creating a more positive economic climate for foreign auto manufacturers to set up new EV operations in Canada.

Build Canada Homes (Alberta, Northwestern Ontario, Toronto)

Three groups took part in discussions related to the federal government's Build Canada Homes initiative. Informed that the Government of Canada had recently announced a new federal agency



called Build Canada Homes with the goal of building lots of affordable housing by making good use of public lands, offering flexible financial incentives, and supporting innovative methods of construction, almost all reacted positively. Many felt that housing affordability represented one of the top challenges facing Canadians at present and believed that the creation of this new agency signaled that the federal government was aware of this issue and was taking steps to address it.

Informed that, to achieve its purpose Build Canada Homes was planning to prioritize modern methods of construction, such as modular and factory-built housing, participants were asked to share what came to mind when they thought about the quality (compared to traditionally built homes) of factory-built homes or off-site methods of construction. On balance, most were of the opinion that, so long as they were built with high-quality materials and followed a thorough quality-control and inspection process, factory-built homes would be of a similar quality to those constructed using more traditional methods. Several felt that this type of approach could lead to homes being built at a faster rate in Canadian communities, with a number of the impression that modular and factory-built housing could be built more expediently compared to traditionally built homes.

Discussing how they would personally feel about living in a modular home, many expressed a preference for a traditionally built home. While a number reiterated the view that factory-built homes were likely of an acceptable quality, several were of the impression that traditional homes typically had better plumbing and electricity systems and would likely offer more living space compared to modular housing. A few also worried about whether there were enough qualified tradespeople and high-quality materials available to build these homes and were concerned that this could lead to developers relying on less knowledgeable workers and sub-standard materials in order to build homes at a more rapid rate.

Questioned as to whether they thought that Build Canada Homes prioritizing modular and factory-built construction would help to make homes more affordable for Canadians, several believed that it would, while a smaller number were more uncertain in their views. Among those who believed that this approach would help to make housing more affordable, it was thought that by focusing on modular and factory-built housing, the Government of Canada would be working to increase the housing supply at a faster rate, leading to more homes being available for prospective home buyers and renters to choose from. For those who were more uncertain, it was felt that while this strategy would assist in making some aspects of homebuilding more affordable, there were other costs related to purchasing a home (such as the cost of buying land) that would likely remain quite expensive for the foreseeable future.

Defence Industrial Strategy (Northwestern Ontario, Surrey Concerned About Crime)

Two groups took part in discussions related to the Government of Canada's recently announced Defence Industrial Strategy. Informed that the federal government had recently announced that it would be investing \$81.8 billion (over five years) towards national defence, initial reactions were mixed, with participants divided on whether this represented an appropriate federal priority. Among those who supported this initiative, many expressed the opinion that the geopolitical landscape had become increasingly uncertain and emphasized the importance of strengthening Canada's ability to defend its

sovereignty and support the Canadian Armed Forces (CAF). For those who expressed reservations about the investment, competing domestic priorities were cited as more pressing priorities, particularly the cost of living and housing affordability.

When asked more directly as to whether they supported or opposed this planned investment, a greater number indicated support than opposition, with some more uncertain in their views. Among those who supported this initiative, several reiterated the importance of national security, with a number referencing Canada's large geographic size and wealth of natural resources. For those who were opposed or uncertain about this investment by the federal government, a number expressed concern about the scale of the investment (\$81.8 billion), particularly given current economic pressures.

Provided with information about the Government of Canada's new Defence Industrial Strategy, reactions were mostly positive among participants. A large number responded favourably to what they perceived as the dual emphasis on economic growth and national defence, with several highlighting that this approach would lead to the creation of well-paying new jobs for Canadian workers and would help to stimulate the economy overall. While supportive of the overall Defence Industrial Strategy, some reiterated concerns regarding the overall cost of this initiative, with a few questioning what oversight mechanisms would be implemented to ensure that these funds would be spent efficiently.

Discussing what they thought about the Government of Canada's commitment to prioritize Canadian suppliers and companies and build at home as much as possible, almost all felt that this was the right approach. Several believed that this commitment would help to ensure that a large portion of the \$81.8 billion investment would stay within Canada's economy and expected that it would create jobs and support local industries. Describing additional benefits that they felt would result from this Defence Industrial Strategy, participants suggested that the strategy could reduce Canada's reliance on the U.S. for defence needs while also strengthening its ability to assert Canadian sovereignty, particularly in resource-rich and strategically important regions such as the Arctic.

Cuba (Greater Toronto Area Men 35-49, Quebec Men 50+, Alberta, Northwestern Ontario)

Four groups engaged in discussions regarding what supports, if any, they felt the Government of Canada should provide to Cuba in response to widespread shortages of fuel, electricity, and basic necessities (including food, water, and medicine). At the outset of these conversations, participants in the Greater Toronto Area (GTA) and Quebec were asked whether they had recently seen, read, or heard anything about fuel or other shortages in Cuba. On balance, awareness of this issue was relatively low, with a small number recalling having heard that U.S. economic sanctions had contributed to these shortages, including restrictions that it had implemented on the transportation of fuel and essential goods to Cuba. Participants in the groups based in Alberta and Northwestern Ontario were instead asked whether they felt, generally speaking, that Canada was investing enough in international aid. Almost all believed that the Government of Canada was investing a sufficient amount towards this area, with several expressing the opinion that it had been spending too much on international aid in recent years.



Provided with information about the Government of Canada's response to this situation, including its advisory to Canadians to avoid all non-essential travel to Cuba, as well as the decision by all Canadian airlines to suspend service to Cuba, participants in the GTA and Quebec were prompted to share their overall responses to this information. On balance, many felt that it had been a prudent measure to advise Canadians to avoid travel to Cuba, with several also speaking positively of the decision by all Canadian airlines to temporarily suspend flights to Cuba. A few also expressed concerns for the citizens of Cuba, who they believed were likely facing significant challenges in their daily lives as a result of these shortages. The groups based in Alberta and Northwestern Ontario were asked a different question in response to this information and discussed whether they felt the federal government would be justified in providing aid to Cuba in this instance. On balance, almost all felt that it was justifiable for Canada to provide support to the Cuban people, particularly in the form of humanitarian assistance.

All groups were asked whether they had any concerns or felt that there would be any drawbacks if the Government of Canada decided to provide aid to Cuba. Several worried that (given their understanding of the U.S.'s involvement in the situation in Cuba) that the Government of Canada's potential assistance to Cuba may hinder the Canada-U.S. relationship and could prompt retaliatory measures by the U.S. such as increased tariffs on Canadian imports. A number also expressed concerns that providing this type of support could be financially costly for the Government of Canada, especially in the event that this situation continued for a prolonged period of time.

Crime Prevention (Surrey Concerned About Crime, Toronto)

Two groups took part in conversations related to actions that the federal government was taking to tackle the issue of crime in Canadian communities. Asked whether they thought reducing crime should be a priority for the Government of Canada, almost all believed that it should, with several expressing the view that crime prevention needed to be a top focus for the federal government going forward.

Discussing whether they felt the Government of Canada had been working to reduce crime, while a few believed that it had taken some action in this area in recent months, most believed that not enough was being done to address this issue. Asked what they had seen, read, or heard about the federal government's response to the issue of crime in Canadian communities, a few were of the impression that it had taken numerous actions to crack down on organized automobile theft in several parts of the country and believed that some progress had begun to be made on this front.

To aid in conversation, participants were presented with information about a number of measures that the federal government had proposed over the past year to address the issue of crime, including reforming the bail and sentencing system, increasing border security and anti-smuggling efforts, hiring 1,000 new Royal Canadian Mounted Police (RCMP) officers, and modernizing the criminal code to adapt to new threats, such as online risks. Sharing their thoughts about these measures, while most viewed them as a step in the right direction, a number felt that their success would ultimately depend on how effectively they were implemented and monitored over the long term.

Discussing whether, after having been provided with information about these initiatives, they felt the Government of Canada was doing enough to address the issue of crime, participants were mostly uncertain in their views. While several felt that the actions sounded positive, a number believed that these measures would likely need to be in place for some time before it could be determined whether they would have a tangible impact on reducing crime. Describing additional actions that they would like to see from the Government of Canada to address the issue of crime, several thought that greater efforts needed to be taken to offer treatment for those experiencing challenges related to their mental health, which a number perceived as being a primary driver behind rising crime rates in recent years. It was also believed that increased investments needed to be made towards community programming and after-school activities for Canadian youth, with some believing that this would help to deter youth from becoming involved in criminal activity.

Artificial Intelligence (New Brunswick, Western Canada 18-34, Quebec 18-34, Greater Toronto Area Men 35-49, Quebec Men 50+)

Five groups engaged in conversations related to artificial intelligence (AI). Discussing what they knew about AI, participants identified a range of ways in which it was being applied, including in their own lives. Many reported having used AI to assist with writing tasks, brainstorming, and answering questions about a vast array of topics, with a number describing having used AI as a personal assistant to help them with a multitude of tasks. Several believed that AI could help to accelerate one's overall productivity, with a number describing having used AI to save time on a wide range of tasks in their personal and professional lives. A number mentioned that AI had helped to make them more organized in their personal lives and indicated having used it to make schedules, grocery lists, plan events, and assist them in coordinating activities related to their hobbies.

Asked to describe what they felt were the benefits of using AI, many reiterated what they viewed as the ability of this technology to assist with answering questions about a wide range of topics, help with planning and organization, and to quickly complete numerous daily tasks for people in both their personal and professional lives. A number also believed that AI could help individuals to save money through its ability to provide them with professional-calibre knowledge across a multitude of fields without requiring them to have to pay for a human expert.

Discussing whether they felt that AI tools had the potential to improve their personal quality of life in the future, several answered affirmatively, with participants reiterating the view that AI could provide them with useful information and advice regarding a multitude of topics as well as help them to save significant amounts of time when it came to performing a wide range of tasks in their daily lives. A number, however, believed that it was very important for this technology to be closely monitored and regulated in order to ensure that the information and guidance it produced would be accurate and could be applied to their own personal situations. Asked what would help them to trust AI more, a number believed that greater uniformity in responses across the different AI platforms would help them to feel more confident in the reliability of its outputs, with some believing that at present the same question could yield markedly different responses depending on which AI platform one was using.

Questioned as to whether they felt that there were any drawbacks to using AI, either for society or in their own personal or professional lives, participants provided a range of responses. Many expressed concerns related to the potential for people to become over reliant on AI, including for simple tasks that they could easily perform themselves, while others were worried that AI could lead to job losses across a number of sectors as more businesses began to adopt this technology going forward. Other concerns mentioned by participants included the potential ability of AI to exacerbate the spread of misinformation and disinformation, worries as to whether this technology could override its operational and safety commands and no longer respond to human directions, and concerns about the potential environmental consequences of increased AI use, particularly as it relates to the large amounts of resources, such as electricity and water, required to power AI and its data centres.

Discussing how they felt the Government of Canada should respond, if at all, to new developments related to AI, almost all believed that it needed to play a direct role in regulating how this technology could be utilized by Canadians going forward. Several believed that, given its responsibility to ensure the protection of all of its citizens, it was important for the federal government to take a leadership role when it came to establishing national standards related to AI.

Social Media Age Requirements (New Brunswick, Alberta, Northwestern Ontario)

Three groups engaged in conversations related to the potential implementation of age requirements for social media users in Canada. Asked whether they had recently seen, read, or heard anything about countries banning minors from social media, several reported that they had, with a number of the impression that Australia had recently enacted legislation prohibiting individuals under the age of 16 from using social media. Provided with information about actions that Australia and other countries had recently taken on this front, almost all reacted positively with many believing that introducing a mandatory minimum age for social media would have a positive impact on the mental health and overall wellbeing of young people. Several expressed the opinion that social media had been having a negative impact on young people across the world, with a number believing that these platforms were often used to share harmful content, spread disinformation, and facilitate toxic behaviours such as cyberbullying.

Asked whether they felt the federal government should consider implementing this type of policy in Canada, almost all answered affirmatively. Discussing what they felt should be the minimum age in Canada for social media accounts, most believed that 16 was the correct age limit for this type of policy, with a few selecting 14 and 18 respectively. Describing the potential benefits that they felt might arise from introducing a mandatory minimum age for social media accounts, several reiterated the view that this type of policy would have a positive impact on the mental health of Canada's youth and would likely lead to the development of improved social and cognitive skills for young people over the long term. A number expected that a social media ban would likely lead to younger Canadians spending less time on screens and digital devices and would encourage them to devote a larger portion of their days to enjoying the outdoors, pursuing hobbies, exercising, and/or interacting with friends and family in person.

Informed that social media companies had told the Australian government that they would be using age-inference tools, selfie-based estimation, and optional ID checks to determine a user's age, with other platforms also indicating that users could use government ID or bank account information for verification, many indicated they would be reluctant to provide sensitive personal information such as bank account details and government-issued identification (ID) to verify their identity for social media use. Additionally, several questioned whether techniques such as selfie-based estimation would be effective, with a number believing that (especially with the advent of digital tools such as AI) these could easily be fabricated by youth seeking to evade this ban.

In the event that the federal government were to implement a minimum age for social media, participants were asked what they would consider to be reasonable steps for companies to take to verify a user's age. On balance, while participants largely believed that official, government-issued ID (such as a driver's license) likely represented the best potential form of verification, several expected that there would still be ways for underage users to get around these checks and that parents would also need to be responsible for monitoring the content and platforms that their children were accessing online.

Asked whether they felt the Government of Canada should be responsible for determining how social media companies can go about verifying the age of users or whether this should primarily be left up to the companies themselves, almost all believed that the Government of Canada should be responsible for establishing the standards on this front. It was widely felt that, while there should be a number of different options available for users to verify their identity, these processes should be determined and regulated by the Government of Canada in order to ensure that there would be consistency across the country.

Opioids Advertising Concepts (Western Canada 18-34, Quebec 18-34)

Two groups, respectively comprised of individuals aged 18-34 residing in Western Canada and Quebec, shared their perspectives related to storyboard advertising concepts that had recently been developed by the Government of Canada related to opioids.

Presented with a set of two storyboards (respectively titled *Naloxone* and *Signs of Overdose*) that had been developed for this initiative, while a number believed that these ads would be effective in terms of educating viewers as to what naloxone is and informing them that they can easily carry naloxone kits on their person, few felt that they would capture their attention and/or connect with them if they encountered them on television or online. For several, it was thought that too much emphasis was being placed in these ads on encouraging individuals to personally carry naloxone kits rather than conveying the importance of businesses and institutions (such as bars and libraries) having these kits on hand. A few of those who were more positive in their reactions liked what they perceived as the focus of these ads on decreasing the potential stigma related to carrying naloxone kits and hoped that this would encourage more individuals to carry these kits going forward.

Asked to describe what they viewed as being the main message of these concepts, most believed that these ads were seeking to communicate that opioid overdoses could happen anywhere and that it was

important for individuals to consider having naloxone kits with them in the event that they came across someone in a crisis. A number also reiterated the view that these concepts were seeking to normalize the idea of people regularly carrying naloxone kits and to convey to viewers that having naloxone with them did not mean that they would be seen as being a drug user themselves.

Questioned as to whether they felt that seeing this advertisement would motivate them to do anything, either at present or in the future, a small number indicated that they would be more inclined to consider carrying naloxone kits with them going forward. A few who reported that they already frequently kept one of these kits with them while out in public expressed feeling reassured in their decision to do so and felt that they would be more confident in explaining what naloxone was to others after having seen these concepts. Asked whether they learned anything new after having watched this concept, a number felt that they now knew more about naloxone, with a few expressing that they had previously been unaware of this medication.

Participants were next presented with a second set of storyboards titled *Fentanyl* and *Good Samaritan Drug Overdose Act*. Reacting to these concepts, a large number expressed uncertainty as to whether these advertisements would be effective in connecting with them and/or encouraging them to seek out further information related to opioids and the actions that they should take in the event that they witness an overdose. Focusing on the *Fentanyl* storyboard, many believed that this ad was somewhat cliché and expressed feeling that a large portion of Canadians (including young adults) were already aware of the dangers of substances such as fentanyl and would feel confident in saying no to these drugs. A number also felt that it would be jarring to have the young adult in the advertisement break the fourth wall and address viewers directly, believing that this might distract some people and make it harder for them to pay attention to what the ad was trying to say. Discussing the *Good Samaritan Drug Overdose Act* storyboard, several thought that the situation depicted was somewhat unlikely in that they did not believe an opioid overdose would go unnoticed by a group of friends in such close proximity. Participants also felt that this concept was presenting too much information for a 15-second advertisement in that it focused on both describing what the *Good Samaritan Drug Overdose Act* was as well as instructing them to administer to naloxone if they found themselves in this situation.

Asked what they felt was the main message of these concepts, participants believed that the primary message of *Fentanyl* was to educate viewers about the potential life-threatening dangers of consuming fentanyl and to encourage them to feel confident in saying no if they were offered these drugs. Describing what they perceived as being the main message of the *Good Samaritan Drug Overdose Act*, participants believed that it was to inform viewers that they would not be legally culpable for being in a situation involving illicit drugs in the event that they witnessed an overdose and made the decision to call 9-1-1.

Questioned as to whether these ads would motivate them to do anything, either now or in the future, few felt that they would. Among those who thought that they might be motivated to take action after seeing these ads, a small number expressed that they would feel more confident in calling emergency services such as 9-1-1 after having learned about the *Good Samaritan Drug Overdose Act*. Asked whether they had previously heard about this *Act*, a smaller number reported having been aware of it compared to those who had not.

Participants next engaged in an exercise where they were asked to think about the approach of each concept overall (the first concept delivering facts and information, while the second has the young adult turn to the camera and speak to the audience) and asked to select which style they felt would be more likely to motivate someone to respond during an opioid overdose. On balance, participants largely preferred the first messaging style, with many believing that its focus on providing facts and information to viewers was more aligned with the seriousness of this subject and the life-threatening nature of opioids such as fentanyl. It was thought that this type of approach provided more in terms of direct, practical information related to things such as naloxone kits and signs of overdose that they could put to use in their own lives, compared to the approach of an actor speaking directly to the audience, which a number believed would feel more like a subjective opinion. Among the smaller number who preferred the second style, the view was expressed that the young adult speaking directly to the camera would likely be more emotionally engaging, with some believing that this approach would help in establishing a greater connection with viewers.

Safe Communities Advertising Testing (Surrey Concerned About Crime, Toronto)

Two groups engaged in conversations related to creative concepts that had recently been developed by the Government of Canada to communicate its approach to addressing crime. Participants were shown two concepts (respectively titled *Stronger Safer* and *Worry Less*), each with a storyboard for a 30-second video advertisement that would appear on web platforms. For each concept, participants were taken through the storyboard images and supporting voiceovers twice, in succession. The order in which the concepts were presented varied between the groups.

Stronger Safer

On balance, participants were mostly positive in their reactions to this concept, with a smaller number more uncertain or negative in their views. Among those who liked this ad, several spoke positively regarding what they perceived as the strong messaging of this advertisement and its focus on reducing crime and working to make Canadian communities safer. A number liked that this advertisement directly acknowledged that crime had become a rising issue in many parts of the country and that the Government of Canada was aware of this issue and taking tangible actions to address it. While positive in their reactions to the concept overall, some believed that a greater emphasis should have been placed on highlighting the specific measures that the federal government would be taking to reduce crime going forward.

Asked to describe what they viewed as being the main message of this concept, most believed that it was that the Government of Canada was aware of the issues related to crime and that it was taking actions to address them. Discussing whether, if they saw this ad online, they expected that it would capture their attention, a larger number believed that it would compared to those who felt otherwise. For those who expected that the advertisement would catch their attention, a number believed that the striking imagery used in parts of the ad (such as the jail cells and the police boots) would be effective in engaging them if they came across this video while scrolling. Among those who did not believe that this concept would capture their attention, a few expressed the view that the messaging

and imagery of the ad were too generic and reiterated the view that not enough details were provided regarding the specific actions that the federal government would be taking related to this issue.

Worry Less

Sharing their overall reactions to this concept, a roughly equal number responded positively to this ad compared to those who felt otherwise. Among those who liked this concept, participants described finding it relatable to their own lives, with a number expressing the view that the imagery and dialogue of this advertisement closely aligned with their own concerns about protecting their loved ones and keeping them safe from rising crime. The opinion was also expressed that the use of action-oriented verbiage such as 'committed' and 'investing' indicated that the Government of Canada was actively working to reduce crime going forward. For those who were less positive in their reactions, a large number believed that the imagery was too focused on showcasing happy, smiling people and that more should have been done to juxtapose this positive imagery with other images that were more directly related to crime and the consequences of not taking action on this front.

Discussing what they felt was the main message of this concept, most felt that it was that Canadians should not have to worry about crime in their communities and that the Government of Canada was taking steps to reduce crime and help keep their loved ones safe. A number believed that by presenting positive imagery of happy people, including families with young children, the federal government was seeking to reassure viewers that Canada continued to be a safe place to live and that a wide range of measures were being taken to further increase the safety of Canadian communities going forward. Asked whether, if they encountered this ad online, they thought that they would notice it, few expected that they would, with several believing that the imagery was not attention-grabbing enough to get them to stop scrolling.

Asked to think about the two concepts overall, participants engaged in an exercise were asked which they felt would be more effective at demonstrating that the Government of Canada was taking actions to make Canada safer. Almost all expressed a preference for *Stronger Safer* compared to *Worry Less*. Expanding upon their opinions, several felt that the message of *Stronger Safer* was clearer and more direct and that this concept was the more effective of the two in communicating to Canadians that rising crime had become an issue and that the Government of Canada was focused on addressing it. It was also thought that *Stronger Safer* was effective in that it provided specific information related to the areas that the federal government would be focusing on (such as bail laws and border security) compared to *Worry Less*, which participants believed placed more of a focus on the high-level notion of reducing crime overall. Among the small number who felt that the *Worry Less* concept was more effective, the view was expressed that its focus on the many worries that Canadians were believed to be feeling at present would be more relatable to viewers who would likely think of their own loved ones when watching this ad.



MORE INFORMATION

The Strategic Counsel

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Detailed Findings

Timeline of February 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 month of February 2026.

- February 1-7
 - February 4th. The Government of Canada introduced *Bill S-5, the Connected Care for Canadians Act*, aimed at building up and protecting Canada's health care system, and empowering Canadians to gain more control over their health by taking steps to increase digital connectivity amongst provincial/territorial health care systems.
 - February 4th. The Government of Canada announced that it would be launching a new Advisory Council on Rights, Equality, and Inclusion, with a mission to foster social cohesion, rally Canadians around shared identity, combat racism and hate in all their forms, and help to guide the efforts of the Government of Canada.
 - February 5th. The Government of Canada announced its new automotive strategy to protect jobs in the auto manufacturing sector and position Canada as a global leader in next-generation vehicle manufacturing. As part of this strategy, the federal government announced that it would be focusing on increasing the development of clean electricity and energy infrastructure, increasing investments towards strengthening Canada's critical minerals supply chain, introducing tax measures to help auto manufacturers invest and expand in Canada, and investing in emerging technologies such as artificial intelligence (AI) and robotics.
- February 8-14
 - February 9th. The Minister of Women and Gender Equality announced an investment of \$15.5 million in federal funding towards strengthening national women's organizations across Canada.
 - February 10th. The Government announced the launch of two new AgriMarketing Program streams: Market Diversification for National Industry Associations and Market Diversification for Small and Medium-sized Enterprises, representing a total investment of \$75 million (over five years) to support the Canadian agriculture and agri-food sectors to better respond to current market instability by encouraging greater market diversification.
 - Focus group was held with individuals residing in New Brunswick (February 10th).
 - Focus group was held among individuals aged 18 to 34 in Western Canada (February 11th).
 - Focus group was conducted with individuals aged 18 to 34 residing in Quebec (February 12th).
 - February 14th. The Minister of Foreign Affairs announced that Canada would be imposing additional sanctions against 7 individuals under the *Special Economic Measures (Iran) Regulations* (Iran regulations).
 - February 14th. The Minister of Artificial Intelligence and Digital Innovation announced that Canada and Germany had signed a Joint Declaration of Intent on Artificial Intelligence

reflecting the shared commitment of both countries towards advancing secure, resilient, and sovereign AI capabilities in a rapidly evolving global landscape.

- February 14th. The Government of Canada and Government of Denmark announced the signing of a Memorandum of Understanding (MOU) outlining actions to strengthen defence cooperation between the two countries across several key areas, including defence innovation, materiel and industrial cooperation, mutual logistics support, and personnel, training, exercises, and education.
- February 15-21
 - February 17th. The Government of Canada announced the launch of Canada's first Defence Industrial Strategy. Overall, this strategy aims to bolster Canada's defence industries by prioritising Canadian suppliers and materials, investing in Canadian innovation and commercialisation, and streamlining procurement to give businesses consistent and predictable demand. The strategy is also designed to enable Canada's aerospace, cyber, and other industries to scale up operations to sell more at home and to trusted partners around the world, creating high-paying careers for Canadians across defence supply chains.
 - [Focus group was conducted with men aged 35 to 49 residing in the Greater Toronto Area \(GTA\) \(February 17th\).](#)
 - February 18th. The Minister of Foreign Affairs announced that Canada would be amending sanctions under the *Special Economic Measures (Syria) Regulations* (Syria Regulations), including making changes such as easing restrictions related to the import and export of goods, investment activities and the provision of financial and other services, as well as removing 24 entities and one individual from the Syria Regulations to reduce barriers to economic activity and to enable transactions with state-affiliated entities in key sectors critical to Syria's recovery.
 - [Focus group was held with men aged 50 and older residing in Quebec \(February 18th\).](#)
 - February 19th. The Government of Canada welcomed a strategic commitment by the Canada Growth Fund to invest approximately \$116 million as part of a broader transaction to acquire and turn around the Vale Base Metals Thompson Mine Complex located in Thompson, Manitoba.
 - February 19th. The Canadian Armed Forces (CAF) announced that it would be conducting operations across the Arctic and the North to detect, deter, and (if required) defend against threats, demonstrating its capability and capacity to protect Canadian sovereignty across the land, maritime, air, cyber, and space domains.
 - [Focus group was held with individuals residing in Alberta \(February 19th\).](#)
 - February 20th. The Government of Canada announced new measures to help protect Canadians and businesses against extortion. These measures included the prioritization of financial intelligence resources to tackle extortion, the launch of a Countering Extortion Partnership with financial institutions, government, and law enforcement, the assignment of financial intelligence experts to support police, the provision of clear guidance to

financial institutions regarding how to better detect extortion transactions, and the publication of intelligence detailing the strategies used by criminals to move and hide extortion money.

- February 20th. The Government of Canada and the Musqueam Indian Band signed three landmark agreements recognizing Musqueam's Aboriginal rights and strengthening Musqueam's roles in fisheries, stewardship, and marine emergency management.
- February 20th. The Minister of Energy and Natural Resources announced that the Government of Canada would be investing \$316.7 million over the next 5 years towards increasing Canada's aerial wildfire firefighting capacity.
- February 22-28
 - Focus group was conducted among individuals residing in Northwestern Ontario (February 24th).
 - February 25th. The Minister of Energy and Natural Resources announced a \$500 million commitment in support of retooling Canada's forestry sector and assisting Canadian companies with the overall aim of increasing domestic demand for Canadian wood, expanding the use of Canadian wood in construction, supporting Indigenous participation in this sector, and opening new domestic and international markets.
 - February 25th. The Government of Canada announced that it would be providing an accelerated funding of \$8 million to be released immediately to scale-up food and nutrition for vulnerable Cubans who were being impacted by severe fuel shortages, prolonged blackouts, and growing barriers to accessing food and health care in that country.
 - Focus group was held with individuals residing in Surrey who reported being concerned about crime (February 25th).
 - February 26th. The Minister of Health announced that the Government of Canada and partners would be investing upwards of \$41 million (over five years) towards ground-breaking cancer prevention research and efforts to develop and share new approaches in support of cancer prevention, reduce cancer risk, and improve early detection for some of the most commonly diagnosed cancers in Canada and the world.
 - Focus group was conducted with residents of Toronto (February 26th).
 - February 28th. The Government of Canada and Government of India announced the launch of the new Canada-India Talent and Innovation Strategy, which included the signing of 13 new partnerships focusing on areas such as facilitating research, student exchanges, hybrid campuses, and the development of AI centres of excellence between Canada and India.

Government of Canada in the News

(New Brunswick, Western Canada 18-34, Quebec 18-34, Greater Toronto Area Men 35-49, Quebec Men 50+, Northwestern Ontario, Toronto)

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

- The introduction by the federal government of the new Canada Groceries and Essentials Benefit which aims to support Canadians currently struggling with the cost of living and the affordability of essentials such as groceries;
- The announcement by the Government of Canada of its new automotive strategy for electric vehicles (EVs). Participants recalled that, as part of this plan, the federal government had announced that it would be introducing new financial incentives for Canadians interested in purchasing an EV, investing in the construction of EV-related infrastructure (such as charging stations) across the country, and would be removing the mandate that all vehicles sold in Canada must be electric by 2035;
- 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 between the two countries. Also related to the Canada-U.S. relationship, a number recalled hearing that the U.S. had recently threatened to block the opening of the Gordie Howe Bridge spanning from Windsor, Ontario to Detroit, Michigan, believing that (despite the bridge being entirely funded and built by Canada) the U.S. was entitled to a share of the bridge toll revenue;
- The announcement by the Government of Canada that it would be increasing its investments towards the Canadian Armed Forces (CAF) and bolstering Canada's national defence capacity in the years to come. Related to these investments, a number recalled hearing that the federal government would be prioritizing the procurement of materials, supplies, and services from Canadian-based defence companies as a way of ensuring that these investments would also serve to economically strengthen Canada's defence sector and create jobs for Canadian workers;
- 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); and
- 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 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:

- 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;
- An agreement between the Government of Canada and Government of China 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; and
- Efforts by the Government of Canada to increase its economic and security ties with European nations, including its partners in alliances such as the North Atlantic Treaty Organization (NATO).

Canadian Consulate to Greenland (Greater Toronto Area Men 35-49, Quebec Men 50+)

The groups comprised of men aged 35 to 49 residing in the Greater Toronto Area (GTA) and men 50 years of age and older in Quebec were asked an additional question as to whether they had seen, read, or heard anything about the Government of Canada officially opening a new Canadian consulate in Greenland. On balance, a larger number indicated having heard something about this compared to those who had not, with some of the impression that Canada's Minister of Foreign Affairs had recently travelled to Greenland to officially open this consulate. A few expressed the opinion that the Government of Canada had decided to open this new consulate as a way of demonstrating its support for Greenland in its efforts to reaffirm its sovereignty in the wake of increasing annexation pressure by the U.S. over the past year.

Asked whether they had seen, read, or heard anything about the Government of Canada strengthening its defence cooperation with Denmark, only a small number in these groups reported that they had. Among those who had heard something, it was believed that the Government of Canada had been working to establish closer defence relationships with several European countries (including Denmark) as of late, with a few recalling steps that it had taken on this front such as its decision to participate in initiatives such as the Security Action for Europe (SAFE) program.

Government of Canada Priorities and Performance (New Brunswick, Greater Toronto Area Men 35-49, Quebec Men 50+, Alberta, Northwestern Ontario, Surrey Concerned About Crime, Toronto)

Seven groups took part in conversations related to the issues currently facing Canadians as well as their perspectives regarding the federal government's management of these priorities. At the outset of these discussions participants were asked to identify the areas in which they felt the Government of

Canada had been performing well as of late as well as those where they felt there was room for improvement.

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

- Supports for Canadians – Many thought that the federal government had been effective at providing a wide range of financial supports for Canadians. Specific programs mentioned by participants included the Canadian Dental Care Plan (CDCP), Employment Insurance (EI), and supports for entrepreneurs and small business owners. A number were also of the impression that the Government of Canada currently offered a wide range of scholarships, grants, and bursaries to individuals seeking to pursue post-secondary education, including for older Canadians looking to return to school in order to obtain new skills, knowledge, and training for their careers;
- National defence – Several spoke positively regarding increased investments that had recently been announced by the Government of Canada aimed at bolstering the Canadian Armed Forces (CAF) and strengthening the country's overall national defence capabilities. A number expressed the view that, given the ongoing disruption to the Canada-U.S. relationship, it was important for the federal government to be taking these steps to increase Canada's ability to defend itself and uphold its sovereignty going forward;
- International partnerships – A large number believed that the Government of Canada had taken numerous steps over the past year to build closer economic and security relationships with reliable trading partners in regions such as Europe and Asia, with several believing that this would help to decrease Canada's reliance on the U.S. going forward. Focusing specifically on the Canada-U.S. relationship, a number spoke positively regarding what they perceived as the measured and adaptive approach that had been taken by the Government of Canada in response to what participants viewed as the increasing unpredictability of the U.S. government as of late; and
- National parks – A few also spoke positively of the efforts taken by the federal government to protect and preserve Canada's unique environments and ecosystems, with some specifically praising the work done by Parks Canada on this front.

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

- Health care – While a number spoke positively of the affordability of health care in Canada, several also raised concerns regarding what they perceived as increasing shortages of doctors and nurses in many parts of the country as well as long wait times for emergency and primary care as well as appointments and procedures with specialists. A few expressed the view that there was too much bureaucracy and administrative processes within the country's health care systems at present and that more needed to be done to streamline the ability of medical professionals to see more patients throughout the day;
- Immigration – Though some believed that Canada had cultivated a reputation for having an open and welcoming immigration program that had been effective in bringing in newcomers from all over the world, several thought that the rate of immigration to Canada had been too

high in recent years and that more needed to be done to reduce and stabilize immigration going forward. A few also expressed the view that more needed to be done to streamline the foreign credential recognition process and make it easier for immigrants to work in their fields of expertise; and

- Internal trade - While several thought the federal government had been effective in its efforts to remove trade barriers between Canada's provinces and territories as well as in its promotion of a "Buy Canadian" policy encouraging consumers to purchase Canadian-made products and services, a number believed that there was still more work to be done on this front. Among these participants the view was expressed that there needed to be greater economic cooperation between the federal government and the respective provincial/territorial governments in order to ensure that the country as a whole was working towards the same economic goals.

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

- Cost of living - A large number thought that a greater focus needed to be placed by the federal government on the cost of living and making life more affordable for Canadians. Several believed that the prices for essentials such as groceries had increased substantially in recent years, leading to a rising number of Canadian households facing challenges in meeting their monthly expenses;
- Housing affordability – Also related to the cost of living, many were of the opinion that more needed to be done by the federal government to assist in making housing more affordable for prospective home buyers and renters alike. It was felt that housing had become increasingly expensive in many parts of the country, with several believing that this had led to a rise in issues such as homelessness in their communities;
- High federal spending - A number felt that more needed to be done by the federal government to reduce its spending and achieve a balanced budget going forward. The view was expressed that high levels of spending in recent years had significantly increased the national debt and that it was of critical importance for the Government of Canada to be working to reduce its expenses wherever it could. Related to this, a few expressed the opinion that along with lowering its operating costs, the federal government should also take steps to reduce the rate of taxation paid by lower- and middle-income households as a way of assisting them with the cost of living;
- Supports for seniors – It was also believed that a greater focus needed to be placed on providing assistance for seniors, who a number felt were facing disproportionate challenges related to the cost of living due to the relatively high number of older Canadians who were believed to be living on fixed incomes. It was thought that actions needed be taken by the federal government to increase the amounts seniors receive through programs such as Old Age Security (OAS) and the Canada Pension Plan (CPP) as well as to build more seniors' care facilities and hire more health care professionals to care for Canada's aging population; and
- Reconciliation – A number thought that more could also be done by the Government of Canada to continue its work towards reconciliation with Indigenous peoples, including through

efforts to ensure that all Indigenous communities had access to basic necessities such as affordable food and clean drinking water.

Four groups, respectively comprised of men aged 35-49 residing in the Greater Toronto Area (GTA), men 50 years and older in Quebec, and individuals living in New Brunswick and Northwestern Ontario, were asked to identify what they felt were the top issues that the Government of Canada should be prioritizing at present. On balance, many believed that addressing the cost of living and making everyday life more affordable for Canadians needed to be a top priority for the federal government. It was felt by several that the high cost of living had been impacting an increasing number of households across the country and that progress by the federal government on this front would likely have a positive impact on the financial situations of many Canadian families. It was also widely thought that more needed to be done to make housing more affordable (both to purchase and to rent), with a number believing that this would be especially helpful for young people who were currently finding themselves effectively priced out of the housing market in many parts of the country. A number also believed that a greater focus needed to be placed on the creation of more high-paying jobs for Canadian workers as well as increasing investments towards national defence. Other priority areas identified by participants included increasing the development and export of Canada's natural resources, reducing the rate of taxation paid by Canadians, furthering efforts towards reconciliation with Indigenous peoples, increasing the adoption of emerging technologies such as artificial intelligence (IA), and working to protect the environment and mitigate the impacts of climate change in the years to come.

Canada Groceries and Essentials

Benefit (New Brunswick, Western Canada 18-34,
Quebec 18-34, Greater Toronto Area Men 35-49,
Quebec Men 50+, Alberta)

Six groups engaged in conversations related to the recently announced Canada Groceries and Essentials Benefit as well as other actions from the federal government to help make life more affordable for Canadians. Asked whether they had seen, read, or heard any news as of late 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, several were of the impression that the federal government had recently announced that it would be increasing the Goods and Services Tax/Harmonized Sales Tax (GST/HST) Credit as well as offering a grocery rebate to lower-income households who were currently struggling with the cost of food. Other recent initiatives recalled by participants related to the Government of Canada and affordability included an increase to the Disability Tax Credit (DTC), higher payment amounts for seniors through programs such as CPP and OAS, supports for first-time home buyers, and the recent decision to bring back financial incentives for

individuals and businesses considering purchasing an electric vehicle (EV) as part of the EV Affordability Program.

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

Recently, 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.

Sharing their reactions to this information, while many expected that measures such as the introduction of the Canada Groceries and Essentials Benefit would provide some financial relief for Canadians who were currently struggling to afford groceries and other essentials, few felt that these actions would have much impact when it came to making life in Canada more affordable over the long term. Many expressed feeling that, while the introduction of this new benefit would likely help a number of lower-income households, they did not expect that they would personally be able to access this support, with several reporting that they currently earned too high of an income to qualify for the existing GST/HST credit. A number expressed frustration on this front and felt that supports such as these should be made available to a larger number of Canadians, including the many middle-income families who were believed to also be struggling with the cost of living at present.

Focusing on the other measures included in this announcement, participants spoke positively of the Government of Canada taking action to strengthen domestic food production, with several believing that it was important for Canada to become more self sufficient in this area and less reliant on international trade. A number also liked that actions were being taken to increase food security in Canada's North, with some of the impression that food prices in Northern communities were frequently considerably higher compared to those in other parts of the country. While most reacted positively to the initiative to provide a \$20 million top-up for food banks, several felt that this was too small of an amount to have a tangible impact on making food more affordable for Canadians and that additional supports would likely be required.

Asked whether they felt that these actions by the Government of Canada would be effective in assisting with the cost of living, few expected that they would. A large number reiterated the view that while these measures might provide some Canadians with short-term support when it came to affording groceries and other essentials, it was unlikely that they would do much to address the overall challenges related to affordability over the long term. Related to this, the view was expressed by several that more needed to be done by the federal government to work with major grocery chains to bring down food costs as well as to help make life more affordable in other areas, such as the cost of housing. A number also thought that greater efforts needed be taken to create more well-paying jobs for Canadians across the country, with some expressing the view that providing workers with higher wages would have a significant impact on their ability to meet their expenses and would decrease their

reliance on initiatives such as the Canada Groceries and Essentials Benefit and other programs such as food banks going forward.

Automotive Strategy – Electric Vehicles

(New Brunswick, Western Canada 18-34, Quebec 18-34, Greater Toronto Area Men 35-49, Quebec Men 50+, Alberta)

Six groups engaged in conversations related to the Government of Canada's new automotive strategy, with a particular focus on the programs and investments it would be implementing related to electric vehicles (EVs). Asked whether they had recently seen, read, or heard any news related to the Government of Canada's new automotive strategy, notably about EVs, a roughly equal number reported having heard something compared to those who had not. Describing what they had heard, several were of the impression that the federal government had recently announced that it would be increasing its investments towards the construction of EV-related infrastructure (such as charging stations) across the country as well as re-introducing a financial incentive program to encourage more Canadians to purchase these vehicles. A number also believed that the federal government had announced that it would be removing a previous measure that had required that all new vehicles sold in Canada would have to be EVs by 2035. A few recalled having heard that, in place of this mandate, the Government of Canada would be introducing stronger emissions standards for all new vehicles sold in Canada going forward. Also related to EVs, a large number recalled hearing that the Government of Canada and Government of China had recently reached an agreement where Canada would reduce its tariffs on Chinese-made EVs as well as allow a certain amount of Chinese EVs to enter the Canadian market.

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

Recently, the Government of Canada announced it is introducing the Electric Vehicle Affordability Program (EVAP), which will offer incentives to buy or lease eligible vehicle models that cost up to \$50,000. Only EVs that are manufactured in Canada or in the countries with which Canada has existing or future free-trade agreements will be eligible for the Program. Additionally, the \$50,000 cap will not apply to Canadian-made electric vehicles (EVs).

Incentives will start at:

- *up to \$5,000 for battery-electric and fuel cell electric vehicles*
- *up to \$2,500 for plug-in hybrid vehicles*

A large number reacted positively to this information, with several believing that these incentives would encourage more Canadians to consider purchasing an EV in the future. A number liked what they perceived as this strategy's focus on prioritizing Canadian-based manufacturers and close

international trade partners and believed this would help to stimulate economic activity in Canada's auto manufacturing sector while also establishing stronger trade relationships with Canada's closest partners. While also believing that this the program would likely make it more affordable to purchase an EV, a few were uncertain as to whether the electricity grids in Canadian communities would be prepared to accommodate a large-scale transition to these vehicles. Though supportive of this program overall, a number felt that the \$50,000 limit was too low, with some of the impression that the majority of EVs sold in Canada were currently priced above this threshold. Among the small number who were more uncertain or negative in their reactions, participants expressed concerns about the potential challenges related to the ability to safely dispose of EV batteries at the end of their life cycles as well as the impact that the mining of the critical minerals required for EV batteries would have on the environment.

Asked whether they thought this incentive program would make them more likely to purchase an EV in the future, a few believed that it would. Among these participants, a number reported that they had already been interested in buying an EV and believed that the incentives provided through the Electric Vehicle Affordability Program (EVAP) would only further encourage them to make this purchase. For the larger number who did not expect that this program would increase their likelihood of purchasing an EV, many did not believe that an EV was suitable to their personal needs, with several expressing concerns regarding the ability of EVs to handle extreme cold temperatures and/or to drive long distances in rural or remote parts of the country. A number expressed that, due to the high cost of living at present, they were not in the financial position to purchase any type of new vehicle, and even with the \$5,000 incentive offered through this program they did not expect that they would be able to afford to buy a new EV.

Participants were next provided with the following additional information related to the Government of Canada's automotive strategy:

Previously, the Government of Canada required all new car sales to be electric within a decade. The government scrapped this mandate last week and announced instead that it would introduce stronger greenhouse gas emission standards for vehicle model years 2027–32. This approach is designed to allow manufacturers to use a wide array of technologies to meet the standards and respond to consumer preferences in the near term, while driving EV adoption over time.

The goal is to have 75 per cent of vehicle sales be EVs by 2035 and 90 per cent by 2040. This is less than the previous target, and it changes the approach overall: it aims to guide the industry in a specific direction, but without prohibiting the sale of non-electric cars.

On balance, most agreed with this approach, with many believing that this represented a more practical and realistic path forward when it came to encouraging increased EV sales within Canada. Several thought that, by removing the 100 per cent EV sales mandate for 2035, this new strategy would provide for a more gradual transition towards increased EV uptake among Canadians, while still offering those who wished to purchase a combustible engine vehicle with the opportunity to do so. While not opposed to this approach, a number believed that additional efforts would need to be taken (beyond the EVAP initiative) to make EVs more affordable in the years to come in order for the Government of Canada to meet its 2035 and 2040 EV sales targets. Focusing specifically on these

targets, a small number were uncertain as to whether it would be possible to have 75 per cent of vehicle sales be EVs by 2035 and 90 per cent by 2040, with some believing that it was unrealistic that such a large portion of Canadians would be convinced to purchase an EV within this timeframe.

Questioned as to whether they felt this strategy signaled that the federal government was going back on its environmental regulations and policies or if they saw this as a different approach to it meeting its environmental goals, most aligned with the latter perspective. Many reiterated the view that the previous EV sales mandates had been unrealistic and believed that this type of approach of combining sales incentives with stronger emissions standards was much more likely to help the Government of Canada make progress towards meeting its environmental goals. Among the smaller number who believed that this new approach at least partially indicated that Canada was going back on its previous environmental policies, the view was expressed that by removing the 2035 mandate, the federal government was indicating that it was now placing an increased emphasis on economic priorities, with less of a focus on its environmental goals going forward. A few, however, felt that while this would likely be a less effective strategy when it came to mitigating the impacts of climate change, this type of approach was likely necessary given the financial challenges that many Canadians were believed to be facing at present.

Asked whether, after having been presented with this information related to the federal government's reintroduction of financial incentives to purchase EVs and its development of stronger emissions standards, they felt this strategy would lead to more Canadians buying EVs, a larger number believed that it would compared to those who felt otherwise. Among those who felt that this strategy would be effective when it came to increasing EV usage among Canadians, it was believed that these financial incentives would make it more affordable for Canadians to buy an EV in the future and that, as the technology of these vehicles continued to improve and evolve, more Canadians would feel confident in making the switch to EVs. A number took a more nuanced view, expecting that while this approach would likely provide further encouragement to those already considering purchasing an EV, it was unlikely to change the minds of those who were currently hesitant to make the switch from combustible engine vehicles. Among those who did not believe that these actions by the Government of Canada would lead to increased EV sales in Canada, the view was reiterated that while EVs may be a suitable option for those living in urban centres or locations with more moderate climates, they did not believe that these vehicles would be capable of meeting the needs of those living in more rural areas of the country or those in regions that experienced extreme cold for several months of the year.

Discussing whether they believed this new automotive strategy would help the Canadian auto manufacturing industry, a large number expected that it would. While few believed that these actions would have much of an impact over the short term, several thought that by incentivizing Canadians to purchase these vehicles, the federal government would be assisting in increasing demand for EVs going forward, likely leading to increased economic activity for Canadian automakers in the future. The view was also expressed that, by prioritizing Canadian-based automakers and exempting Canadian-made EVs from the \$50,000 EVAP cap, the federal government was creating a more positive economic climate for foreign auto manufacturers to set up new EV operations in Canada. For the smaller number who did not believe that this strategy would have much of an impact on Canada's auto sector, the view was expressed that there were not enough Canada-based automakers or EVs

produced in Canada for this approach to be effective. With this in mind, the view was expressed that this strategy would likely primarily benefit internationally based auto manufacturers as opposed to those located in Canada.

Build Canada Homes (Alberta, Northwestern Ontario, Toronto)

Three groups took part in discussions related to the federal government's Build Canada Homes initiative. Informed that the Government of Canada had recently announced a new federal agency called Build Canada Homes with the goal of building lots of affordable housing by making good use of public lands, offering flexible financial incentives, and supporting innovative methods of construction, almost all reacted positively. Many felt that housing affordability represented one of the top challenges facing Canadians at present and believed that the creation of this new agency signaled that the federal government was aware of this issue and was taking steps to address it. A few who reported currently being in the market to purchase their first home were hopeful that this initiative would have a positive impact on their own situations and would lead to more affordable housing being built in their community moving forward. A small number questioned what affordable housing would be defined as under this initiative and expressed the view that affordability was a somewhat subjective concept and could vary dependent on one's financial situation. While supportive of this initiative overall, a few wanted to know what types of public lands would be utilized to build these new homes, with some worried that this might include land currently set aside for recreational or conservation purposes.

Informed that, to achieve its purpose Build Canada Homes was planning to prioritize modern methods of construction, such as modular and factory-built housing, participants were asked to share what came to mind when they thought about the quality (compared to traditionally built homes) of factory-built homes or off-site methods of construction. On balance, most were of the opinion that, so long as they were built with high-quality materials and followed a thorough quality-control and inspection process, factory-built homes would be of a similar quality to those constructed using more traditional methods. Several felt that this type of approach could lead to homes being built at a faster rate in Canadian communities, with a number of the impression that modular and factory-built housing could be built more expediently compared to traditionally built homes. A few thought that, due to the extreme cold temperatures felt in many parts of the country during the winter months, it was important that modular housing designs be specifically customized for the regions that they would ultimately be built in. A small number were more uncertain in their views, with some expressing concerns that, due to the more rapid pace at which these homes were being built, it was likely that they would be of a lower quality, with less time and resources available for inspections and quality control checks for individual homes.

Asked to describe in their own words how they believed factory-built homes were constructed from start to finish, most believed that these homes were built using a consistent, repeatable process (akin



to an assembly line) that produced similar-looking homes with little in the way of variation among them. A number were of the impression that there would likely only be a small number of home designs for prospective homebuyers and developers to choose from and that, after being partially constructed in off-site factories, these homes would be transported to the communities where they would ultimately be built in. Discussing how they would personally feel about living in a modular home, many expressed a preference for a traditionally built home. While a number reiterated the view that factory-built homes were likely of an acceptable quality, several were of the impression that traditional homes typically had better plumbing and electricity systems and would likely offer more living space compared to modular housing. A few also worried about whether there were enough qualified tradespeople and high-quality materials available to build these homes and were concerned that this could lead to developers relying on less knowledgeable workers and sub-standard materials in order to build more homes at a faster rate. Among the smaller number who did not feel they would have a preference between a traditionally built home and factory-built or modular housing, the view was expressed that either type of home would be suitable for them so long as it was affordable and located in an area where they wanted to reside.

Participants were next provided with the following information:

Prefabricated homes are where separate parts of the home (such as walls or room sections) are built in a factory and then assembled on-site.

Modular homes take this approach a step further, with larger sections of the home constructed off-site and transported for final assembly at the building location.

Both of these factory-built methods are built to the same codes and standards as conventional home-building.

Prioritizing modular and factory-built construction means that homes can be delivered more quickly and efficiently, and thus can help increase housing supply faster than traditional methods of construction.

Asked whether, now that they had been provided with this additional information, they felt as though they understood what factory-built homes were, most believed that they did, with a number expressing that this information had aligned with their prior conceptions about this type of housing. Discussing whether this information had changed the way they felt about living in a factory-built home, few answered affirmatively, with a number reporting that it had not influenced their opinions in either direction. Several, however, reiterated feeling that this initiative would likely have a positive impact on the lives of many lower- and middle-income Canadians as well as young people who currently found themselves priced out of the housing market in their respective areas.

Questioned as to whether they thought that Build Canada Homes prioritizing modular and factory-built construction would help to make homes more affordable for Canadians, several believed that it would, while a smaller number were more uncertain in their views. Among those who believed that this approach would help to make housing more affordable, it was thought that by focusing on modular and factory-built housing, the Government of Canada would be working to increase the housing supply at a faster rate, leading to more homes being available for prospective home buyers and renters to choose from. For those who were more uncertain, it was felt that while this strategy

would assist in making some aspects of homebuilding more affordable, there were other costs related to purchasing a home (such as the cost of buying land) that would likely remain quite expensive for the foreseeable future. A few also questioned what oversight, if any, would be put into place to ensure that the homes built via this initiative remained affordable over the long term. Related to this, a small number expressed concerns that the purchase and rental prices of these units could quickly become inflated by profit-seeking homeowners and landlords once these homes reach the open market.

Defence Industrial Strategy (Northwestern Ontario, Surrey Concerned About Crime)

Two groups took part in discussions related to the Government of Canada's recently announced Defence Industrial Strategy. When asked whether they had recently seen, read, or heard any news related to the Government of Canada and national defence, awareness among participants was low. Among the few who recalled recent information, a small number were of the impression that the Government of Canada had recently strengthened its defence relationships with allies such as Europe and Australia, including through the increased procurement of military equipment and technology from these countries.

Informed that the Government of Canada had recently announced that it would be investing \$81.8 billion (over five years) towards national defence, initial reactions were mixed, with participants divided on whether this represented an appropriate federal priority. Among those who supported this initiative, many expressed the opinion that the geopolitical landscape had become increasingly uncertain and emphasized the importance of strengthening Canada's ability to defend its sovereignty and support the Canadian Armed Forces (CAF). Some also referenced perceived shifts in Canada's relationship with the U.S., suggesting that Canada may need to rely less on U.S. defence support moving forward. For those who expressed reservations about the investment, competing domestic priorities were cited as more pressing priorities, particularly the cost of living and housing affordability.

When asked more directly as to whether they supported or opposed this planned investment, a greater number indicated support than opposition, with some more uncertain in their views. Among those who supported this initiative, several reiterated the importance of national security, with a number referencing Canada's large geographic size and wealth of natural resources. For those who were opposed or uncertain about this investment by the federal government, a number expressed concern about the scale of the investment (\$81.8 billion), particularly given current economic pressures. A few took a more nuanced view, expressing that while they supported the overall goal of strengthening Canada's national defence, more information was required regarding how this money would be spent before they could determine whether they supported or opposed this action.

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

The Government of Canada recently provided details about its new Defence Industrial Strategy. The goal is to protect Canada's sovereignty, particularly in the Arctic, to build Canada's prosperity, and to strengthen Canada's autonomy.

One of the goals of the strategy is for Canada to become a leader in defence production by:

- *Building here using Canadian suppliers and companies wherever possible;*
- *Partnering with trusted allies in cases where building domestically isn't possible; and*
- *Buying equipment from allies if building here or partnering isn't possible.*

On balance, reactions to this information were generally positive. Participants responded favourably to the dual emphasis on economic growth and national defence, with several highlighting that this approach would lead to the creation of well-paying new jobs for Canadian workers and would help to stimulate the economy overall. While supportive of the overall Defence Industrial Strategy, some reiterated concerns regarding the overall cost of the initiative, with a few questioning what oversight mechanisms would be in place to ensure that these funds would be spent efficiently. Among the smaller number who were more negative in their reactions, the view was restated that federal efforts should instead focus on other important priorities such as the cost of living and housing affordability, and that less of an emphasis should be placed on national defence.

Discussing what they thought about the Government of Canada's commitment to prioritize Canadian suppliers and companies and build at home as much as possible, almost all felt that this was the right approach. Several believed that this commitment would help to ensure that a large portion of the \$81.8 billion investment would stay within Canada's economy and expected that it would create jobs and support local industries. It was also thought that, by investing primarily in Canadian-based defence suppliers and companies, the federal government would be helping to establish Canada as a rising economic power in this area in the years and decades to come.

Describing additional benefits that they felt would result from this Defence Industrial Strategy, participants suggested that the strategy could reduce Canada's reliance on the U.S. for defence needs while also strengthening its ability to assert Canadian sovereignty, particularly in resource-rich and strategically important regions such as the Arctic. Asked whether they had any concerns about the strategy, a number questioned how long it would take to realize tangible outcomes, as well as what metrics would be implemented to ensure that funds were being spent effectively. A few also worried about the potential for Canada to become a more defence-oriented country in the years to come and expressed concerns regarding what they viewed as a global trend towards increased militarization in recent years.

Asked an additional question as to whether they felt this new Defence Industrial Strategy would help Canada to respond effectively to global security challenges, most in the group based in Northwestern Ontario believed that it would. A number thought that, in addition to enhancing Canada's ability to defend itself from potential threats, these investments would support the federal government in meeting its obligations to alliances such as the North Atlantic Treaty Organization (NATO). Related to this, a few felt that by making these significant investments towards defence, the Government of

Canada was communicating to its allies that it would be a reliable partner in addressing emerging global threats.

Cuba (Greater Toronto Area Men 35-49, Quebec Men 50+, Alberta, Northwestern Ontario)

Four groups engaged in discussions regarding what supports, if any, they felt the Government of Canada should provide to Cuba in response to widespread shortages of fuel, electricity, and basic necessities (including food, water, and medicine). At the outset of these conversations, participants in the groups based in the Greater Toronto Area (GTA) and Quebec were asked whether they had recently seen, read, or heard anything about fuel or other shortages in Cuba. On balance, awareness of this issue was relatively low, with a small number recalling having heard that U.S. economic sanctions had contributed to these shortages, including restrictions that it had implemented on the transportation of fuel and essential goods to Cuba.

Participants in the groups based in Alberta and Northwestern Ontario were instead asked whether they felt, generally speaking, that Canada was investing enough in international aid. Almost all believed that the Government of Canada was investing a sufficient amount towards this area, with several expressing the opinion that it had been spending too much on international aid in recent years.

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

Cuba is experiencing shortages of fuel, electricity, and basic necessities including food, water, and medicine. These shortages affect a wide range of services, including for hotels, resorts, restaurants, and public transportation services.

As a result, all Canadian airlines have suspended service to Cuba, and the Government of Canada has advised Canadians to avoid non-essential travel to Cuba.

Participants in the GTA and Quebec were prompted to share their overall responses to this information. Many felt that it had been a prudent measure by the Government of Canada to advise Canadians to avoid all non-essential travel to Cuba, with several also speaking positively of the decision by all Canadian airlines to suspend service to Cuba. A few also expressed concerns for the citizens of Cuba, who they believed were likely facing significant challenges in their daily lives as a result of these shortages. Asked how, if at all, they felt Canada should respond to this situation, a number in these groups believed that the federal government should take whatever action it could to provide humanitarian support (such as food, water, and medicine) to help Cuba's citizens in accessing the basic essentials they required to survive.

The groups based in Alberta and Northwestern Ontario were asked a different question in response to this information and discussed whether they felt the federal government would be justified in providing aid to Cuba in this instance. On balance, almost all felt that it was justifiable for Canada to provide support to the Cuban people, particularly in the form of humanitarian assistance. The view

was expressed that the Government of Canada has historically had a positive relationship with Cuba and that it was important for it to be doing what it could to help those negatively impacted by the situation.

Participants in the GTA and Quebec were informed that the Government of Mexico had recently sent aid to Cuba, including providing milk, beans, and meat products, as well as personal hygiene items. Asked whether they felt the Government of Canada should do something like this, many in these groups thought that it should, with several expressing the opinion that this would be an effective way of helping the Cuban people. A few felt differently and believed that, given the challenges that many Canadians were currently facing when it came to the cost of living and the affordability of necessities such as groceries and housing, the Government of Canada should primarily be focused on providing assistance to those living in Canada rather than offering international humanitarian supports such as this.

All groups were asked whether they had any concerns or felt that there would be any drawbacks if the Government of Canada decided to provide aid to Cuba. Several worried that (given their understanding of the the U.S.'s involvement in the situation in Cuba) that the Government of Canada's potential assistance to Cuba may hinder the Canada-U.S. relationship and could prompt retaliatory measures by the U.S. such as increased tariffs on Canadian imports. A number also expressed concerns that providing this type of support could be financially costly for the Government of Canada, especially in the event that this situation continued for a prolonged period of time. A few did not believe that it was financially feasible for Canada to provide humanitarian support to Cuba over an indefinite timeframe and reiterated the view that a greater priority needed to be placed on offering financial assistance to those living in Canada prior to focusing on international initiatives such as this.

Crime Prevention (Surrey Concerned About Crime, Toronto)

Two groups took part in conversations related to actions the federal government was taking to tackle the issue of crime in Canadian communities. Asked whether they had been following news related to rising crime, a large number indicated that they had. Several reported having heard about an increase in automobile thefts, crimes on public transit, and random stranger assaults. Some in the group based in Surrey were of the impression that there had been a significant increase in extortion-related crimes in their community over the past year, with gangs targeting individuals and business owners (frequently from the South Asian community) and threatening them with violence unless their financial demands were met. A number in this group reported feeling less safe in their community as a result of this perceived rise in extortion-related crimes.

Asked whether they thought reducing crime should be a priority for the Government of Canada, almost all believed that it should. Several felt that preventing crime represented a top focus for the federal government and expressed the view that it was important for all Canadians to have a feeling of safety in their communities. A number thought that, given Canada's reputation as a safe and law-

abiding nation, it was important for the Government of Canada to be taking steps to ensure that the rule of law continued to be respected and upheld in all parts of the country. Unprompted, the view was also expressed that in addition to taking actions to prevent and crack down on crime, investments also needed to be made by the federal government towards addressing what participants viewed as the root causes of crime, such as challenges related to mental health and addiction.

Discussing whether they felt the Government of Canada had been working to reduce crime, while a few believed that it had taken some action in this area in recent months, most believed that not enough was being done to address this issue. Asked what they had seen, read, or heard about the federal government's response to the issue of crime in Canadian communities, a few were of the impression that it had taken numerous actions to crack down on organized automobile theft in several parts of the country and believed that some progress had begun to be made on this front. A small number in the group based in Surrey were also of the impression that the Government of Canada had recently announced actions that it would be taking to detect and crack down on extortion crimes, but were unable to recall any specific details.

To aid in conversation, participants were presented with information about a number of measures that the federal government had proposed over the past year to address the issue of crime. These included:

- *Reform the bail and sentencing system, to toughen bail laws for repeat and violent offenders*
- *Increase border security and anti-smuggling efforts*
- *Hire 1,000 new RCMP officers*
- *Modernize the criminal code to adapt to new threats, such as online risks*

Asked whether they had previously been aware of any of these measures, only a small number reported that they had, with a few recalling news related to the hiring of 1,000 new Royal Canadian Mounted Police (RCMP) officers as well as actions to increase border security and anti-smuggling efforts. Sharing their thoughts about these measures, while most viewed them as a step in the right direction, a number expressed that their success would ultimately depend on how effectively they were implemented and monitored over the long term. A few expressed curiosity as to what specific actions would be taken as part of the federal government's efforts to toughen bail laws and increase border security and felt that they required more information on this front in order to determine whether these actions would be successful. A small number questioned how much it would cost to hire 1,000 additional RCMP officers and worried about the implications for Canadian taxpayers, speculating that it could lead to an increase in taxes over the long-term.

Discussing whether, after having been provided with information about these initiatives, they felt the Government of Canada was doing enough to address the issue of crime, participants were mostly uncertain in their views. While several felt that the actions sounded positive, a number believed that the measures would likely need to be in place for some time before it could be determined whether they would have a tangible impact on reducing crime. Describing additional actions that they would like to see from the Government of Canada to address the issue of crime, several reiterated the view that greater efforts needed to be taken to offer treatment for those experiencing challenges related to their mental health, which a number perceived as being a primary driver behind rising crime rates in

recent years. It was also thought that increased investments should be made towards community programming and after-school activities for Canadian youth, with some believing that this would help to deter youth from becoming involved in criminal activity.

Artificial Intelligence (New Brunswick, Western Canada 18-34, Quebec 18-34, Greater Toronto Area Men 35-49, Quebec Men 50+)

Five groups engaged in conversations related to artificial intelligence (AI). Asked how closely they had been following developments related to AI, a smaller number reported that they had been paying close attention to this emerging technology compared to those who were aware but had not been closely following its development. A few shared that they had not been paying any attention to AI and expressed that they were not really interested in the technology.

Discussing what they knew about AI, participants identified a range of ways in which it was being applied, including in their own lives. Many reported having used AI to assist with writing tasks, brainstorming, and answering questions about a vast array of topics, with a number describing having used AI as a personal assistant to help them with a multitude of tasks. Several believed that AI could help to accelerate one's overall productivity, with a number describing having used AI to save time on a wide range of tasks in their personal and professional lives. A number mentioned that AI had helped to make them more organized in their personal lives and indicated having used it to make schedules, grocery lists, plan events, and assist them in coordinating activities related to their hobbies. Participants also described having utilized AI in place of a number of services (such as for health-related questions, legal advice, and home renovation projects) that would otherwise have cost them hundreds or thousands of dollars to consult a human professional. A few who were currently post-secondary students shared that they had largely avoided using AI due to institutional rules prohibiting its use in academic work.

Asked to describe what they felt were the benefits of using AI, many reiterated what they viewed as the ability of this technology to assist with answering questions about a wide range of topics, help with planning and organization, and to quickly complete numerous daily tasks for people in both their personal and professional lives. A number also repeated the view that AI could help individuals to save money through its ability to provide them with professional-calibre knowledge across a multitude of fields without requiring them to have to pay for a human expert. A few voiced the opinion that AI helped to make knowledge more accessible to everyone and provided people with the opportunity to learn more about a wide range of subjects without requiring them to pay to attend a post-secondary or skills training program.

Discussing whether they felt that AI tools had the potential to improve their personal quality of life in the future, several answered affirmatively, with participants reiterating the view that AI could provide them with useful information and advice regarding a multitude of topics as well as help them to save

significant amounts of time when it came to performing a wide range of tasks in their daily lives. A number, however, believed that it was very important for this technology to be closely monitored and regulated in order to ensure that the information and guidance it produced would be accurate and could be applied to their own personal situations. Related to this, a few expressed concerns that the responses produced by AI could at times be partially (or entirely) incorrect and that it was important for people to not rely on the technology unquestioningly. Asked what would help them to trust AI more, a number believed that greater uniformity in responses across the different AI platforms would help them to feel more confident in the reliability of its outputs, with some believing that at present the same question could yield markedly different responses depending on which AI platform one was using. It was also felt that greater clarity and transparency regarding the specific sources that AI was drawing its information from as well as the processes used to train these platforms would help to increase trust and provide users with reassurance that the AI they were using did not reflect the points of view or biases of its programmers.

Asked whether they felt that there were any drawbacks to using AI, either for society or in their own personal or professional lives, participants provided a range of responses, including:

- Overreliance – Many expressed concerns about individuals potentially becoming over reliant on AI and choosing to use it as part of their daily lives, including to undertake simple tasks that they could easily perform themselves. It was thought that overuse of AI could lead to a decrease in critical and creative thinking and negatively impact the ability of people to do simple tasks on their own. A number specifically expressed concern about the impact that excessive AI use could have on young people, with some believing it may limit opportunities to develop important intellectual skills and cognitive processes. Related to this, the view was expressed that students in high school or post-secondary programs who used AI rather than completing the work independently may not fully develop essential knowledge and skills, leaving them less prepared for their adult lives and future careers;
- Job losses – Several worried that AI could lead to widespread job losses across a range of sectors, with some expecting that there would be fewer positions available in the future as more businesses adopt AI technologies;
- Misinformation and disinformation – A number expressed concerns that AI, if improperly or maliciously programmed, could contribute to the further spread of misinformation and disinformation throughout society. It was thought that without regulations in place to ensure the accuracy of AI outputs, users could potentially be led to believe false or misleading information and/or could find it difficult to separate reliable responses from those which were not based in fact;
- Rogue AI – A few worried about the potential for AI to operate beyond their parameters or fail to follow human instructions, especially as AI becomes more sophisticated; and
- Environmental concerns – A number were also concerned about the potential environmental consequences of increased AI use, particularly as it relates to the large amounts of resources, such as electricity and water, required to power AI and its data centres. It was felt that a significant expansion in AI use could lead to environmental degradation and the depletion of resources such as freshwater that are essential for human survival.

Discussing how they felt the Government of Canada should respond, if at all, to new developments related to AI, almost all believed that it needed to play a direct role in regulating how this technology could be utilized by Canadians going forward. Several believed that, given its responsibility to ensure the protection of all of its citizens, it was important for the federal government to take a leadership role when it came to establishing national standards related to AI. It was thought that having strict regulations in place would be instrumental towards ensuring that this technology was being used safely and that user data would be kept confidential by AI companies. A few also believed that the federal government should focus on creating educational programming for Canadians to help them better understand how to use AI appropriately, including guidance on verifying the accuracy of AI-generated outputs.

Social Media Age Requirements (New Brunswick, Alberta, Northwestern Ontario)

Three groups engaged in conversations related to the potential implementation of age requirements for social media users in Canada. Asked whether they had recently seen, read, or heard anything about countries banning minors from social media, several reported that they had. Among those who had heard something, a number believed that Australia had recently enacted legislation prohibiting individuals under the age of 16 from using social media, with a few of the impression that similar bans had been implemented in China and some European countries. To aid in conversation, participants were provided with the following information:

A new law came into effect in Australia in December 2025, that introduces a mandatory minimum age of 16 for accounts on certain social media platforms; parents cannot give their consent to let their children under the age of 16 use these platforms.

Currently, the platforms the ban applies to are YouTube, X (Twitter), Facebook, Instagram, TikTok, Snapchat, Reddit, Twitch, Threads, and Kick. Tech companies that own these platforms could face fines of up to \$50 million if they do not take reasonable steps to stop those under the age of 16 from having accounts.

More recently, France has drafted a bill to ban children under 15 years old from social networks, and some other European countries have also announced plans to introduce national age limits.

Almost all reacted positively to this information, with many believing that introducing a mandatory minimum age for social media would have a positive impact on the mental health and overall wellbeing of young people. Several expressed the opinion that social media had been having a negative impact on young people across the world, with a number believing that these platforms were often used to share harmful content, spread disinformation, and facilitate toxic behaviours such as cyberbullying. While supportive of the general notion of prohibiting minors from using social media, a few questioned whether platforms such as YouTube and Reddit should be included under this type of ban, with some believing that these platforms offered educational content as well as entertainment.

Asked whether they felt the federal government should consider implementing this type of policy in Canada, almost all answered affirmatively. In addition to a social media ban, a number also believed that the Government of Canada should work to develop educational content aimed at providing young people with effective strategies to utilize social media in a positive manner as well as the skills to identify potential scams and misinformation that they may encounter on these platforms. Discussing what they felt should be the minimum age in Canada for social media accounts, most believed that 16 was the correct age limit for this type of policy, with a few selecting 14 and 18 respectively. Among the very small number who did not agree with the establishment of a mandatory minimum age for social media, it was felt that this was a decision that should primarily be left up to parents and should not fall under the purview of the federal government.

Describing the potential benefits that they felt might arise from introducing a mandatory minimum age for social media accounts, several reiterated the view that this type of policy would have a positive impact on the mental health of Canada's youth and would likely lead to the development of improved social and cognitive skills for young people over the long term. A number expected that a social media ban would likely lead to younger Canadians spending less time on screens and digital devices and would encourage them to devote a larger portion of their days to enjoying the outdoors, pursuing hobbies, exercising, and/or interacting with friends and family in person. Asked whether they had any concerns about the Government of Canada implementing this type of policy, a few worried that a mandatory minimum age for social media could lead to some minors finding it more difficult to keep in touch and maintain relationships with distant friends and relatives. A small number expressed concerns that this type of policy could ultimately lead to increased censorship of the Internet overall and could have a negative impact on Canadians' online freedoms.

Participants were next provided with the following information:

Social media companies have told the Australian government they will use age-inference tools, selfie-based estimation, and optional ID checks to determine a user's age.

For example, Meta (which owns Facebook, Instagram and Threads) has said users could use government ID or provide a video selfie to prove their age, while Snapchat said users could use bank accounts, photo ID or selfies for verification.

Sharing their reactions, many indicated they would be reluctant to provide sensitive personal information such as bank account details and government-issued identification (ID) to verify their identity for social media use, citing concerns about potential data breaches. Several questioned whether techniques such as selfie-based estimation would be effective, with a number believing that (especially with the advent of digital tools such as artificial intelligence) these could easily be fabricated by youth seeking to evade this ban. The view was also expressed that selfie-based estimation was inherently unreliable, noting that some youth could naturally look older than the minimum age while others who were of age may appear younger.

In the event that the federal government were to implement a minimum age for social media, participants were asked what they would consider to be reasonable steps for companies to take to verify a user's age. On balance, while participants largely believed that official, government-issued ID

(such as a driver's license) likely represented the best potential form of verification, several expected that there would still be ways for underage users to get around these checks and that parents would also need to be responsible for monitoring the content and platforms that their children were accessing online. A few, however, felt that a verification system relying on official ID may create barriers to social media access for those who were of legal age but were unable to obtain and/or could not afford these IDs.

Asked whether they felt the Government of Canada should be responsible for determining how social media companies can go about verifying the age of users or whether this should primarily be left up to the companies themselves, almost all believed that the Government of Canada should be responsible for establishing the standards on this front. It was widely felt that, while there should be a number of different options available, these processes should be determined and regulated by the Government of Canada in order to ensure that there would be consistency across the country. The view was also expressed that the federal government should impose strict penalties on social media companies that fail to comply with verification requirements or mishandle user data, to ensure adherence to any policies enacted in this area.

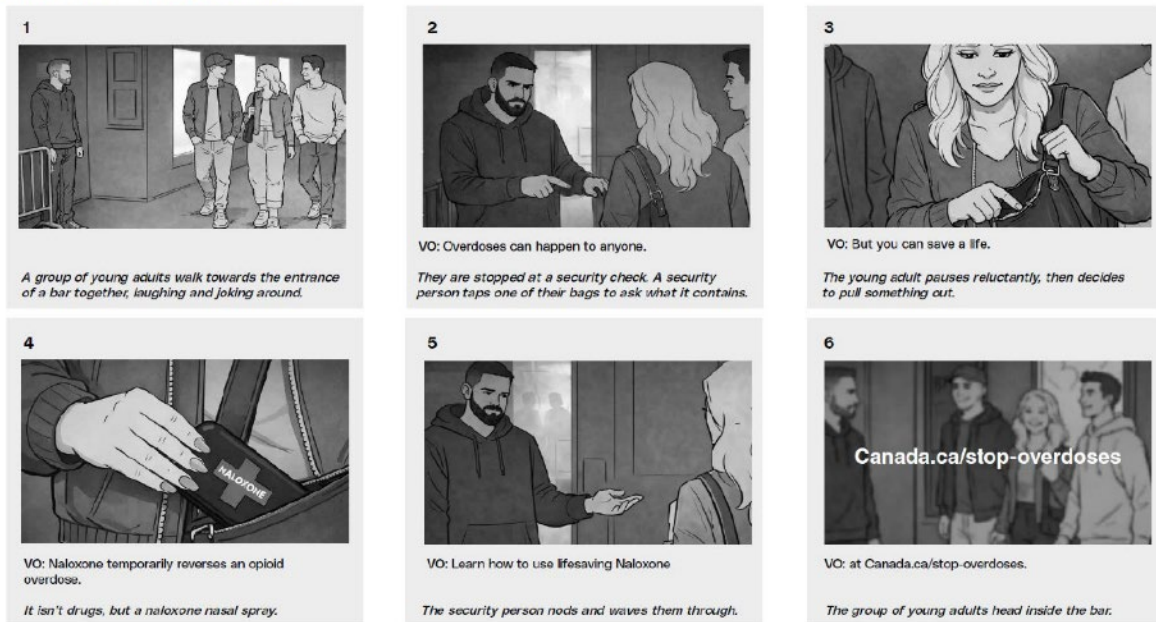
Opioids Advertising Concepts (Western Canada 18-34, Quebec 18-34)

Two groups, respectively comprised of individuals aged 18-34 residing in Western Canada and Quebec, shared their perspectives related to a number of advertising concepts that had recently been developed by the Government of Canada related to opioids. At the outset of these conversations, participants were informed that the concepts that they would be presented with would be in storyboard format, providing them with an illustration and short narrative to depict what the videos might look like in their finished format.

Participants were shown the following set of storyboards, with each concept read through twice:



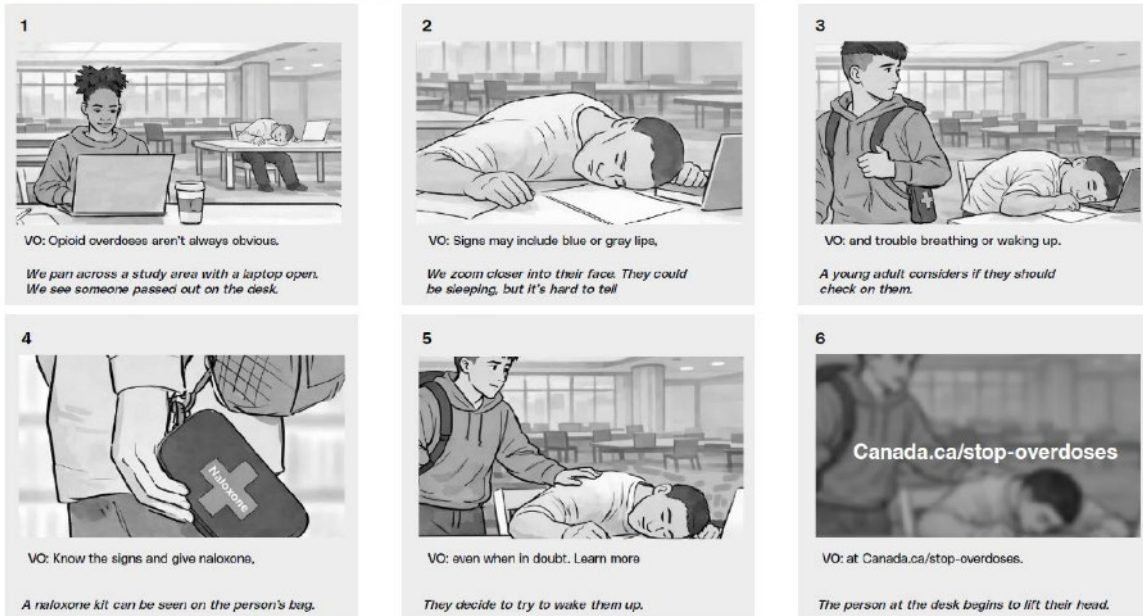
CONCEPT 1 - *Naloxone* 15s



The image above is a six-panel storyboard for a 15 second advertisement titled *Naloxone*. The first panel showcases three young adults walking up to a bar with a bouncer outside. Below the image is the text "A group of young adults walk towards the entrance of a bar together, laughing and joking around". The second panel features the bouncer at the bar stopping the adults and pointing to one of their bags, accompanied by the VO: "Overdoses can happen to anyone". The text below this panel says "They are stopped at a security check. A security person taps one of their bags to ask what it contains. The third panel shows the woman with the bag opening up the bag and beginning to pull something out, with the VO: "But you can save a life". The text below the image says "The young adult pauses reluctantly, then decides to pull something out. The fourth panel shows the woman pulling out a Naloxone kit, with the VO: "Naloxone temporarily reverses an opioid overdose", and the text below "It isn't drugs, but a Naloxone nasal spray". The fifth panel shows the bouncer nodding and letting them through, with the VO: "Learn how to use lifesaving Naloxone", and the text below "The security person nods and waves them through". The final panel shows the three young adults and the bouncer smiling outside the bar, with the text "Canada.ca/stop-overdoses" overlaid in the middle of the screen and the VO: "at Canada.ca/stop-overdoses". The text below the image states "The group of young adults head inside the bar".



CONCEPT 1 - *Signs of Overdose* 15s



The image above is a six-panel storyboard for a 15 second advertisement titled *Signs of Overdose*. The first panel shows two students at different tables working in the library, one is at her desk typing on her laptop, while in the background, another student is slumped over his desk, looking asleep, with the VO: "Opioid overdoses aren't always obvious". The text below the image says: "We pan across a study area with a laptop open, we see someone passed out on the desk". The second panel is a close up shot of the passed out student and the VO: "Signs may include blue or gray lips, and trouble breathing or waking up". The text below states: "We zoom closer into their face. They could be sleeping, but its hard to tell". The third panel shows another student looking at the slumped over guy and looking concerned, with the VO: "and trouble breathing or waking up". The text below states: "A young adult considers if they should check on them". The fourth panel shows the student taking out a Naloxone kit with the VO: "Know the signs and give Naloxone". The text below says: "A Naloxone kit can be seen on the person's bag". The fifth panel shows the student now actively checking on the slumped over guy, trying to shake him awake to see if he's okay, with the VO: "even when in doubt. Learn more" and the text below "They decide to try to wake them up". The sixth panel shows the same image, but with the words "Canada.ca/stop-overdoses" overlaid on top of it. It is accompanied by the VO: "at Canada.ca/stop-overdoses" and the text below "The person at the desk begins to lift their head".

Sharing their initial reactions to these storyboards, while a number believed that these ads would be effective in terms of educating viewers as to what naloxone is and informing them that they can easily carry naloxone kits on their person, few felt that these ads would capture their attention and/or connect with them if they encountered them on television or online. For several, it was thought that too much emphasis was being placed in these ads on encouraging individuals to personally carry naloxone kits rather than conveying the importance of businesses and institutions (such as bars and libraries) having these kits close at hand. Related to this, a number commented that they would be unlikely to personally carry a naloxone kit with them, even after having seen these concepts, and expressed that they would rather not involve themselves in situations related opioid overdoses. A few of those who were more positive in their reactions liked what they perceived as the focus of these ads on decreasing the potential stigma related to carrying naloxone kits and hoped that this would encourage more individuals to carry these kits going forward. Focusing on the different settings

featured in the two concepts, participants were mixed in their views. While some liked the library setting and believed that it was effective in communicating that overdoses can happen anywhere, others believed that it was less realistic compared to the bar setting where they felt opioid use and potential overdoses would likely be more common occurrences.

Asked to describe what they viewed as being the main message of these concepts, most believed that these ads were seeking to communicate that opioid overdoses can happen anywhere and that it was important for individuals to consider having naloxone kits with them in the event that they came across someone in a crisis. A number also reiterated the view that these concepts were seeking to normalize the idea of people regularly carrying naloxone kits and to convey to viewers that having naloxone with them did not mean that they would be seen as being a drug user themselves. Prompted to share, in a word or two, how these concepts made them feel about the situation being shown, a larger number selected positive terms compared to those with more negative connotations. Among those who chose more positive words or phrases, participants used terms such as “prepared”, “informed”, “compassionate”, “realistic”, and “normalizes”, and reiterated the view that these concepts would help to increase awareness about naloxone and would lead to some individuals becoming better prepared to respond to an overdose situation in the future. For the smaller number who selected more negative terms such as “anxious” and “lacking action”, the view was expressed that these ads made them feel concerned about how prevalent the issue of opioid addiction had become in Canada as well as worried that not enough was being done to address the root cause of addiction and to reduce the number of opioid-related overdoses going forward.

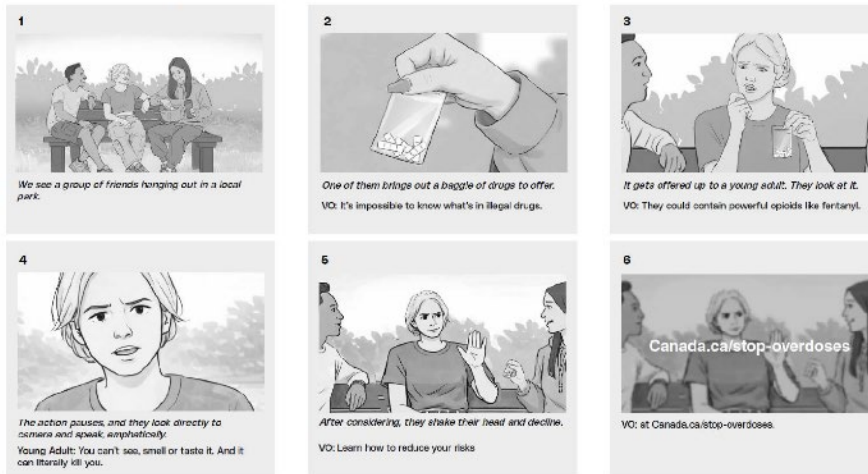
Questioned as to whether they felt that seeing this advertisement would motivate them to do anything, either at present or in the future, a small number indicated that they would be more inclined to consider carrying naloxone kits with them going forward. A few who reported that they already frequently kept one of these kits with them while out in public expressed feeling reassured in their decision to do so and felt that they would be more confident in explaining what naloxone was to others after having seen these concepts. Asked whether they learned anything new after having watched this concept, a number felt that they now knew more about naloxone, with a few expressing that they had previously been unaware of this medication. Participants also expressed that they had learned more about the signs of a potential overdose (such as blue lips) after having seen these storyboards.

Discussing ways by which they thought this concept could be improved, several believed that there needed to be more of a direct call to action for viewers rather than encouraging them to head to the website to learn more. It was also thought that more could be done to show someone administering a naloxone dose to provide viewers with a visual example of how this medication worked and how to use it. The view was also expressed that, rather than primarily focusing on depicting scenarios featuring young adults, these ads should also focus on situations involving older age groups in order to be more relatable to the public at large and to communicate that opioid overdoses can happen to people of all ages.

Participants were next presented with a second set of storyboards, with each being read through twice:

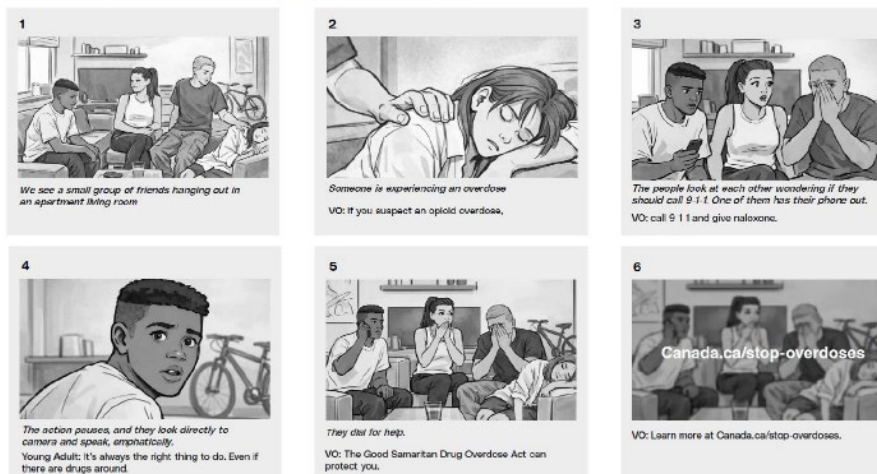


CONCEPT 2 - Fentanyl 15s



The image above is a six-panel storyboard for a 15 second advertisement titled *Fentanyl*. The first panel shows three friends hanging out on a park bench, with the text below stating "We see a group of friends hanging out in a local park". The second panel shows a hand holding out a small clear bag with drugs inside, accompanied by the VO: "It's impossible to know what's in illegal drugs". The text below this panel states "One of them brings out a baggie of drugs to offer". The third panel shows the young adult it was offered to looking at the bag and considering what to do, and the VO: "They could contain powerful opioids like fentanyl". The text below says "It gets offered to a young adult. They look at it". The fourth panel shows the individual who was offered the drugs looking at the camera, and the young adult stating: "You can't see, smell, or taste it. And it could literally kill you". The text below states "The action pauses, and they look directly to camera and speak, emphatically". The fifth panel shows the young adult turning down the drugs, and the VO: "Learn how to reduce your risks", with the text below stating "After considering, they shake their head and decline". The sixth panel closes on the same image with the words "Canada.ca/stop-overdoses" overlaid on top, and the VO: at Canada.ca/stop-overdoses.

CONCEPT 2 - Good Samaritan Drug Overdose Act 15s



The image above is a six-panel storyboard for a 15 second advertisement titled *Good Samaritan Drug Overdose Act*. The first panel depicts four friends sitting on a couch hanging out, one of whom is apparently sleeping with her head resting on one arm rest, with the text "We see a small group of friends hanging out in an apartment living room". The second panel shows a hand



trying to shake the sleeping friend awake, with the VO: "If you suspect an opioid overdose". The text below states that: "someone is experiencing an opioid overdose". The third panel shows an image of the three other friends looking concerned and panicked, with the VO: "call 9-1-1 and give naloxone", and the supporting text "The people look at each other wondering if they should call 9-1-1. One of them has their phone out". The fourth panel shows one of the friends turning to face the camera, and saying "It's always the right thing to do. Even if there are drugs around". The supporting text states: "The motion pauses and they look directly to camera and speak, emphatically". The fifth panel shows one friend calling while the other two continue to look concerned, with the VO: "The *Good Samaritan Drug Overdose Act* can protect you", and the supporting text: "They call for help". The final panel shows the same image as panel 5 with the text "Canada.ca/stop-overdoses" overlaid over top and the VO: "Learn more at Canada.ca/stop-overdoses".

Reacting to these concepts, a large number expressed uncertainty as to whether these advertisements would be effective in connecting with them and/or encouraging them to seek out further information related to opioids and the actions that they should take in the event that they witness an overdose. Focusing on the *Fentanyl* storyboard, many believed that this ad was somewhat cliché and expressed feeling that a large portion of Canadians (including young adults) were already aware of the dangers of substances such as fentanyl and would feel confident in saying no to these drugs. A number also felt that it would be jarring to have the young adult in the advertisement break the fourth wall and address viewers directly, believing that this might distract some people and make it harder for them to pay attention to what the ad was trying to say. Discussing the *Good Samaritan Drug Overdose Act* storyboard, several thought that the situation depicted was somewhat unlikely (in that they did not believe an opioid overdose would go unnoticed by a group of friends in such close proximity) and did not believe that it would resonate with a large number of viewers. Participants also felt that this concept was presenting too much information for a 15-second advertisement in that it focused on both describing what the *Good Samaritan Drug Overdose Act* was as well as instructing them to administer to naloxone if they found themselves in this situation. Focusing on the concepts together, a few found their messaging to be disjointed from one another, with the first storyboard focusing on individuals taking personal responsibility to say no to drugs and the second focusing on the *Good Samaritan Drug Overdose Act* and how to respond in an emergency situation.

Asked what they felt was the main message of these concepts, participants believed that the primary message of *Fentanyl* was to educate viewers about the potential life-threatening dangers of consuming fentanyl and to encourage them to feel confident in saying no if they were offered these drugs. Describing what they perceived as being the main message of the *Good Samaritan Drug Overdose Act*, participants believed that it was to inform viewers that they would not be legally culpable for being in a situation involving illicit drugs in the event that they witnessed an overdose and made the decision to call 9-1-1. Prompted to select a word or two that described how they felt about the situations being shown, participants once again selected phrases with both positive and negative connotations. Among the more positive words or phrases chosen by participants were "powerful", "encouraged", and "don't be afraid", with a number believing that these ads provided reassurance to viewers that they should not hesitate to decline illicit drugs or to call 9-1-1 in the event that someone they know experiences an overdose on these substances. For those who chose more negative phrases, such as "neutral", "desensitized", and "disappointed", the view was reiterated by participants that these advertisements did not connect with them on an emotional level and that the messaging (especially for *Fentanyl*) was repetitive of previous advertising campaigns they had seen related to drugs.

Questioned as to whether these ads would motivate them to do anything, either now or in the future, few felt that they would. Among those who thought that they might be motivated to take action after seeing these ads, a small number expressed that they would feel more confident in calling emergency services such as 9-1-1 after having learned about the *Good Samaritan Drug Overdose Act*. Asked whether they had previously heard about this *Act*, a smaller number reported having been aware of it compared to those who had not. To aid in conversation, participants were informed that, in addition to protecting the person who calls for help, the *Good Samaritan Drug Overdose Act* also protects the person who has overdosed from facing simple drug possession charges. Asked whether they felt that this was important information to know, almost all believed that it was, with many believing that this would further reassure that neither themselves nor the person experiencing the overdose would face criminal consequences if they were to call emergency services.

Participants next engaged in an exercise where they were asked to think about the approach of each concept overall (the first concept delivering facts and information, while the second has the young adult turn to the camera and speak to the audience) and asked to select which style they felt would be more likely to motivate someone to respond during an opioid overdose. To assist them in their deliberations, participants were provided with the following summary image of the storyboards that they had been presented with thus far:

Concept 1 – Naloxone / Signs of Overdose



Concept 2 – Fentanyl / Good Samaritan Act



The image above showcases the four storyboards presented to participants, with a panel for each. The top two are labelled "Concept 1 – Naloxone/Signs of Overdose" with the top left showcasing the image of a girl pulling a naloxone kit out of her purse to show the bouncer while the top right showcases the individual slumped over at their desk in the library with another working in front of him. The bottom two images are labelled "Concept 2 – Fentanyl/Good Samaritan Act". The bottom left image shows the girl considering whether to use the drugs she's been offered, while the bottom right showcases the individual speaking to the camera, discussing the importance of calling 9-1-1 during an overdose emergency.

On balance, participants largely preferred the first messaging style, with many believing that its focus on providing facts and information to viewers was more aligned with the seriousness of this subject

and the life-threatening nature of opioids such as fentanyl. It was thought that this type of approach provided more in terms of direct, practical information related to things such as naloxone kits and signs of overdose that they could put to use in their own lives, compared to the approach of an actor speaking directly to the audience, which a number believed would feel more like a subjective opinion. Among the smaller number who preferred the second style, the view was expressed that the young adult speaking directly to the camera would likely be more emotionally engaging, with some believing that this approach would help in establishing a greater connection with viewers. A few also liked the active depiction of people calling 9-1-1 in *Good Samaritan Drug Overdose Act*, believing this placed the focus more on bystanders taking action compared to individuals carrying (but not using) naloxone kits in the first set of concepts. The opinion was also shared that calling 9-1-1 was an action that almost all people could imagine themselves taking, while only a small portion of the population would likely have experience carrying a naloxone kit.

Returning to the scenarios depicted, participants were asked whether any of the scenarios stood out to them as being unrealistic. While most felt that the settings of these ads were realistic and reflected the overall message that overdoses could occur anywhere, a number reiterated the view that the scene of a friend overdosing during a small gathering was unlikely and did not believe that this type of situation could escalate to the extent that it did without someone noticing. A few thought that the scene in the university library was also somewhat unrealistic and were of the impression that, while possible, overdoses in these types of settings were likely quite rare. Asked what other settings might be more relatable, participants suggested scenarios such as a concert or music festival, individuals consuming drugs before attending a party or an event, or people experiencing unstable personal situations who might accidentally overdose while taking drugs to calm their emotions.

Safe Communities Advertising Testing

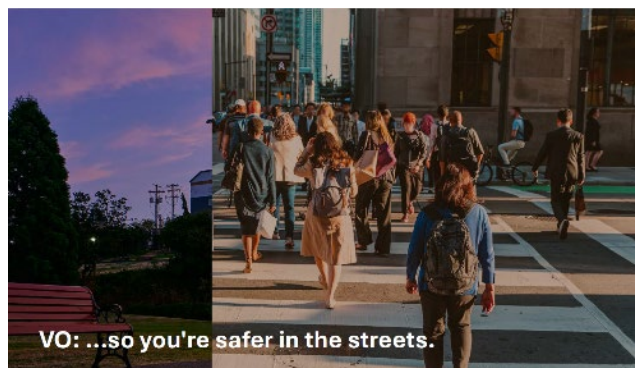
(Surrey Concerned About Crime, Toronto)

Two groups engaged in conversations related to creative concepts that had recently been developed by the Government of Canada to communicate its approach to addressing crime. Participants were shown two concepts (respectively titled *Stronger Safer* and *Worry Less*), each with a storyboard for a 30-second video advertisement and an online banner ad that would appear on web platforms. For each concept, participants were taken through the storyboard images and supporting voiceovers twice, in succession. The order in which the concepts were presented varied between the groups.

Stronger Safer



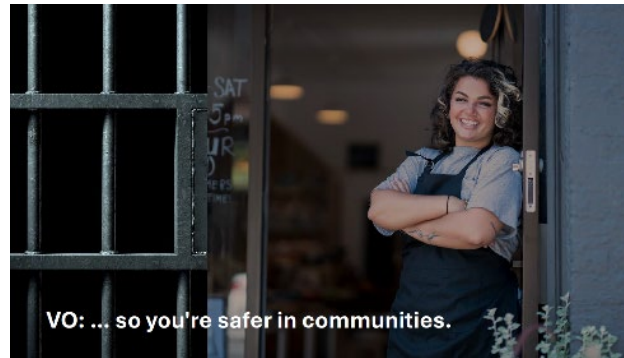
We see a public park at dusk, with the VO: "We're getting strong on crime"



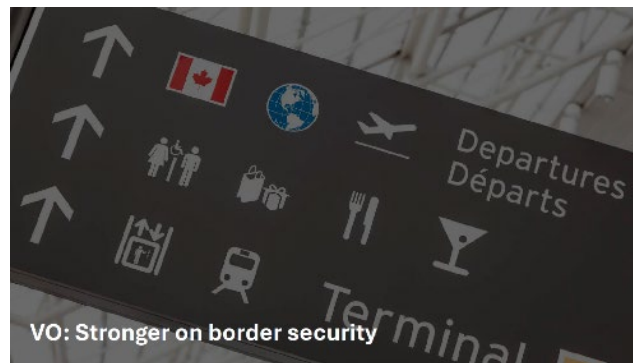
The image transitions from the park to people walking across a busy city crosswalk during the day, with the VO: "...so you're safer in the streets"



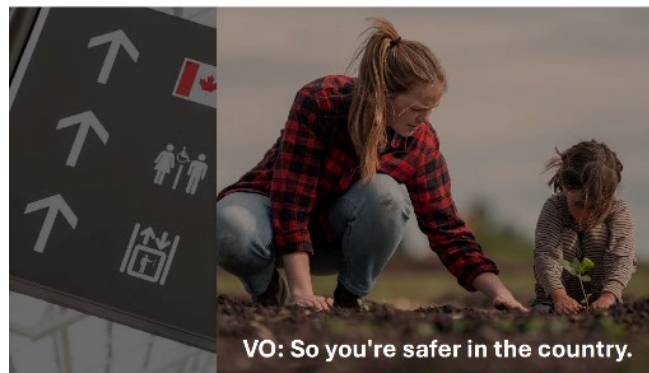
We see a dark jail cell, and the VO: "Stronger on bail laws"



Transition from the jail cell bars to a shop owner standing happily in the doorway of her store, with the VO: "...so you're safer in communities"



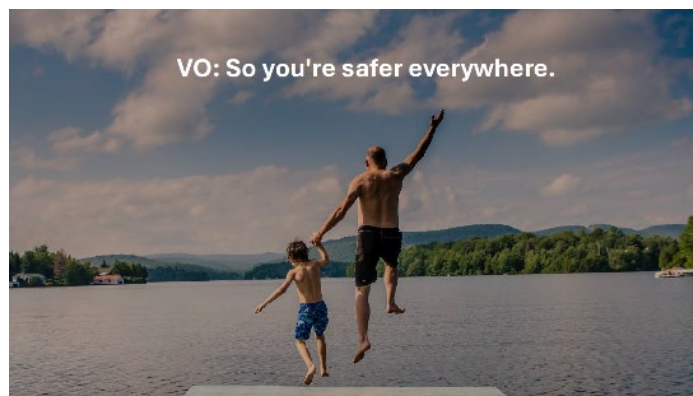
We see an image of a departures sign at an airport, with the VO: "Stronger on border security"



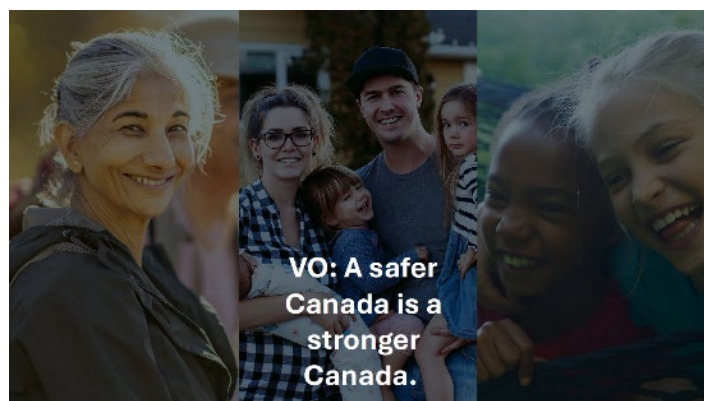
We transition from the departures board to a mother and child planting a plant in the soil, and the VO: "So you're safer in the country"



We see a bunch of police walking, showing their boots and legs, with the VO: "Stronger on policing"



A father and son are jumping off a dock into a lake, with the VO: "So you're safer everywhere"



We see a collection of photos of smiling people. On the left is an older woman smiling, in the middle is a mother and father and two young kids, and on the right are two kids laughing together. The VO: "A safer Canada is a stronger Canada".

Canada

VO: A message from the Government of Canada.

The ad concludes on the Government of Canada wordmark against a white backdrop and the VO: "A message from the Government of Canada"

On balance, participants were mostly positive in their reactions to this concept, with a smaller number more uncertain or negative in their views. Among those who liked this ad, several spoke positively regarding what they perceived as the strong messaging of this advertisement and its focus on reducing crime and working to make Canadian communities safer. A number liked that this advertisement directly acknowledged that crime had become a rising issue in many parts of the country and that the Government of Canada was aware of this issue and taking tangible actions to address it. While positive in their reactions to the concept overall, some believed that a greater emphasis should have been placed on highlighting the specific actions that the federal government would be taking to reduce crime going forward. Among the smaller number who were less positive in their reactions, the view was expressed that this ad was somewhat generic, with some believing that rather than focusing on reducing crime more broadly the concept should have highlighted the specific types of crime that the Government of Canada would be cracking down. A few did not like what they perceived as the advertisement's implication that progress was already being made on this issue and expressed the opinion that the federal government still had a significant amount of work to do on this front.

Asked to describe what they viewed as being the main message of this concept, most believed that it was that the Government of Canada was aware of the issues related to crime and that it was taking actions to address them. The view was also expressed that, by highlighting what participants viewed as a tougher stance on crime from the federal government, this ad was also seeking to deter potential criminals by communicating that there would be increased consequences for those who engage in illegal activities going forward. Discussing whether, if they saw this ad online, they expected that it would capture their attention, a larger number believed that it would compared to those who felt otherwise. For those who expected that the advertisement would catch their attention, a number believed that the striking imagery used in parts of the ad (such as the jail cells and the police boots) would be effective in engaging them if they came across this video while scrolling. Among those who did not believe that this concept would capture their attention, a few reiterated the view that the messaging and imagery of the ad were too generic and that not enough details were provided regarding the specific actions that the federal government would be taking related to this issue.



Participants were also presented with banner images for this concept that had been designed to appear on websites and social media platforms. The group based in Surrey were presented with these banner images at the same time as the storyboard and provided feedback for both simultaneously, while those residing Toronto were presented with these images after having discussed the video concept and shared their opinions related to the banner ads separately.



The following is an online banner image designed by the Government of Canada to highlight the actions it is taking to reduce crime. The image is five panels with an image transitioning throughout. The Government of Canada wordmark is in the bottom right corner of each panel. The leftmost panel features a judges gavel coming down and the text "We're reforming the bail & sentencing system to keep repeat and violent offenders off our streets". The second panel shows the same image of the gavel and the initial text transitioning to the words "Stronger on bail laws". The middle image features the gavel transitioning to an image of two women walking down the street smiling, and the words "Stronger on bail laws" fully on the screen. The fourth panel features the full image of the women walking and the words "Safer on your streets". The fifth panel features the same image of the women and the text "A safer Canada is a stronger Canada" and a clickable 'learn more' box below.



The following is an online banner image designed by the Government of Canada to highlight the actions it is taking to reduce crime. The image is five panels with an image transitioning throughout. The Government of Canada wordmark is in the bottom right corner of each panel. The leftmost image features an image of jail cells and the text "We're reforming the bail & sentencing system to keep repeat and violent offenders off our streets". The second panel features the same jail cell image with the words transitioning to "Stronger on bail laws". The middle panel features the jail cell transitioning to a father and son playing road

hockey, the words “Stronger on bail laws” now fully visible. The fourth panel features the full road hockey image and the text “Safer on your streets”. The fifth panel features the same image and the words “A safer Canada is a stronger Canada”.

Most were positive in their reactions to these banner images, with several believing that they would be effective in capturing their attention if they saw them on a website or while scrolling on their devices. A number specifically mentioned the second banner image featuring the jail cells and felt that it would be likely to catch the attention of young adults such as themselves and encourage them to click on the link to learn more.

Participants were presented with the following side-by-side image of both banner ads:



This image provides an overview of both banner ads described above.

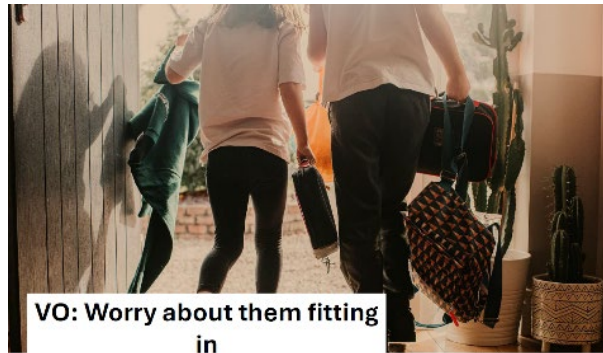
Asked which of these banner images they felt would be most effective and conveying the overall message of this concept, almost all selected the second banner. Many reiterated the view that the imagery of the jail cell bars was quite striking and believed that this banner more effectively communicated the potential consequences of engaging in crime compared to the image of the gavel coming down. A few also liked the juxtaposition of the jail cell and the kids enjoying themselves playing street hockey, believing that this was an effective way to communicate that cracking down on crime would help make communities safer, including for Canadian children. Among the small number who preferred the first banner, the opinion was expressed that the imagery of the gavel was more representative of the criminal justice system overall in that there were many instances in which an individual could be convicted of a crime without being required to spend time in jail.

Worry Less



VO: You worry

We see a mother, father, and young baby, with the VO: "You worry"



**VO: Worry about them fitting
in**

We see parents rushing out the door, bags in hand, "VO: Worry about them fitting in"

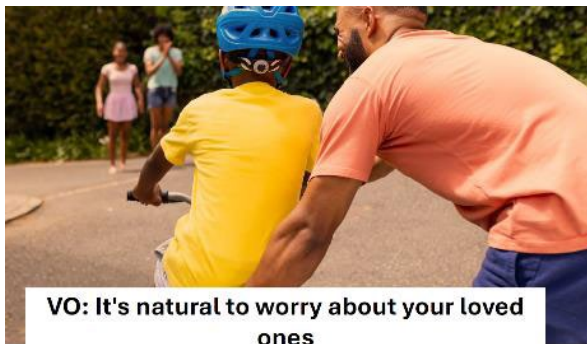


**VO: If your neighbour needs a helping
hand**

We see two men looking at an outdoor garden, with the VO "If your neighbour needs a helping hand"



We see a young man working with his older mother at a computer, with the VO: "...and how you parent your parents"



We see a father teaching his son to ride a bike while his mom and sister watch on in the background, with the VO: "It's natural to worry about your loved ones."



A smiling woman is walking on a city street at night, with the VO: "But you shouldn't have to worry about their safety"



We see a large family around a dinner table, with the VO: "We're committed to making Canada a safer place to live".



We see a bunch of kids sitting in a circle outdoors playing, with the VO: "That's why we're taking immediate action"



We see a man opening a shop door, with the VO: "And investing in ways to reduce and prevent crime."



We see an overhead shot of a busy city block, with the VO: "Because a safer Canada is a stronger Canada".

Canada

VO: A message from the Government of Canada.

The ad concludes on the Government of Canada wordmark against a white backdrop and the VO: "A message from the Government of Canada"

Sharing their overall reactions to this concept, a roughly equal number responded positively to this ad compared to those who felt otherwise. Among those who liked this concept, participants described finding it relatable to their own lives, with a number expressing the view that the imagery and dialogue of this advertisement closely aligned with their own concerns about protecting their loved ones and keeping them safe from rising crime. A few felt that the imagery featuring the children playing and sitting together was particularly effective in this regard and believed that it helped to communicate the importance of the federal government taking action to combat crime and ensure that kids in Canada would remain safe. The opinion was also expressed that the use of action-oriented verbiage such as 'committed' and 'investing' indicated that the Government of Canada was actively working to reduce crime going forward. For those who were less positive in their reactions to this concept, a large number believed that the imagery was too focused on showcasing happy, smiling people and that more should have been done to juxtapose this positive imagery with other images that were more directly related to crime and the consequences of not taking action on this front. The view was also expressed that more needed to be done to highlight the specific actions that the federal government would be taking to reduce crime, with a number believing this information would be highly important when it came to reassuring Canadians that this issue was being properly addressed. A small number also felt that this concept took too long to get to its primary focus of preventing crime, with a few

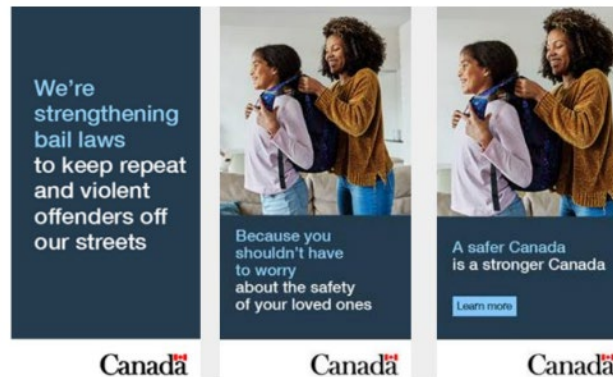
believing that the initial imagery and dialogue describing the range of different worries that Canadians face might lead to viewers paying less attention and/or scrolling past this ad.

Discussing what they felt was the main message of this concept, most felt that it was that Canadians should not have to worry about crime in their communities and that the Government of Canada was taking steps to reduce crime and help keep their loved ones safe. A number believed that by presenting positive imagery of happy people, including families with young children, the federal government was seeking to reassure viewers that Canada continued to be a safe place to live and that a wide range of measures were being taken to further increase the safety of Canadian communities going forward. Asked whether, if they encountered this ad online, they thought that they would notice it, few expected that they would, with several believing that the imagery was not attention-grabbing enough to get them to stop scrolling.

Participants were also presented with banner images for this concept that had been designed to appear on websites and social media platforms. Similar to the *Stronger Safer* concept, participants residing in Surrey were shown these banner images at the same time as the storyboard and provided feedback for both simultaneously, while those living in Toronto were presented with these images after having discussed the video concept and shared their opinions related to the banner ads separately.



The following is a three-panel banner image designed by the Government of Canada to highlight its approach to combatting crime. The background for each image is dark blue and the Government of Canada wordmark can be found in the bottom right of each image. The first panel features the text "We're reforming the bail system & sentencing system (in blue font) to keep repeat and violent offenders off our streets (in white font)". The second panel features an image of a mother helping her daughter adjust her backpack and the text "Because you shouldn't have to worry (in blue) about the safety of your loved ones (in white)". The third panel features the same image a bit closer up and the text "A safer Canada (in blue) is a stronger Canada (in white), with a clickable 'learn more' box below.



The following is a three-panel banner image designed by the Government of Canada to highlight its approach to combatting crime. The background for each image is dark blue and the Government of Canada wordmark can be found in the bottom right of each image. The first panel features the words "We're strengthening bail laws (blue) to keep repeat and violent offenders off our streets (in white)". The second panel features an image of a mother helping her daughter adjust her backpack and the text "Because you shouldn't have to worry (in blue) about the safety of your loved ones (in white)". The third panel features the same image a bit closer up and the text "A safer Canada (in blue) is a stronger Canada (in white), with a clickable 'learn more' box below.

Reacting to these banner images, while the opinion was expressed by a few that the imagery of the mother and daughter was somewhat generic and would be unlikely to grab their attention, a number liked what they viewed as the straightforward and direct nature of the text in the leftmost panel, believing that it was effective in acknowledging that crime was a problem in many parts of the country and that the federal government was taking action to keep repeat and violent offenders off of Canadian streets.

Participants were next provided with the following overview of both banner advertisements side-by-side:



The above image features a side-by-side comparison of both banner ads described above.

Asked whether they thought either of these banner ads was more effective than the other in conveying the overall message of this ad, all expressed a preference for the first version which placed a focus on 'reforming' bail laws and the sentencing system as opposed to 'strengthening' them. Several thought

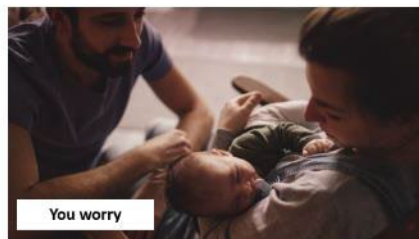
that the mention of reforming indicated that the federal government was considering making bold, sweeping changes to Canada's bail system whereas strengthening made them feel more that actions were being taken to bolster existing bail processes as opposed to overhauling them. A few also spoke positively of the larger font size used in the first banner ad compared to the second one.

Thinking about the two concepts (*Stronger Safer* and *Worry Less*) overall, participants engaged in an exercise were asked which they felt would be more effective at demonstrating that the Government of Canada was taking actions to make Canada safer. To assist them in their deliberations, participants were presented with the following overview of both concepts:

Stronger Safer



Worry Less



This image features an overview of the Stronger Safer (top) and Worry Less (bottom) concepts. For Stronger Safer, the top left panel features the image of the city park and the text "we're getting stronger on crime...so you're safer in the streets" while the top right features the image of multiple individuals and families smiling and the words "a safer Canada is a stronger Canada".

For Worry Less, the bottom left image features the mother, father, and baby and the text "You Worry", and the bottom right features the overhead shot of a busy Canadian street and the text "Because a safer Canada is a stronger Canada".

Almost all expressed a preference for *Stronger Safer* compared to *Worry Less*. Expanding upon their opinions, several felt that the message of *Stronger Safer* was clearer and more direct and that this concept was the more effective of the two in communicating to Canadians that rising crime had become an issue and that the Government of Canada was focused on addressing it. It was also thought that *Stronger Safer* was effective in that it provided specific information related to the areas that the federal government would be focusing on (such as bail laws and border security) compared to *Worry Less*, which participants believed placed more of a focus on the high-level notion of reducing crime overall. Among the small number who felt that the *Worry Less* concept was more effective, the view was expressed that its focus on the many worries that Canadians were believed to be feeling at present would be more relatable to viewers who would likely think of their own loved ones when watching this ad.

Asked whether any of the scenarios highlighted in either concept stood out as being unrealistic, very few felt this to be the case, with several of the opinion that the imagery featuring parents looking after their children, as well as young people taking care of their aging parents would be relatable to a large number of Canadians. Describing ways by which concepts could be made more effective, several reiterated the view that more information needed to be provided regarding the specific actions that the Government of Canada would be taking and the expected timeline for these measures to be implemented. It was also thought that there could be a greater call to action at the end of the video concepts, including a link that viewers could click on in order to learn more about the federal government's approach to reducing crime.

Appendices

Appendix A – Recruiting Scripts

February 2026 English Recruiting Script

Recruitment Specifications Summary

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

Specifications for the focus groups are as follows:

Group	Date	Time (EST)	Local Time	Location	Composition	Moderator
1	Tues., Feb. 10 th	5:00-7:00 PM	6:00-8:00 PM (AST)	New Brunswick	General Population	DN
2	Wed., Feb. 11 th	8:30-10:30 PM	5:30-7:30 PM (PST) 6:30-8:30 PM (MST) 7:30-9:30 PM (CST)	Western Canada	Aged 18-34	TBW
4	Tues., Feb. 17 th	6:00-8:00 PM	6:00-8:00 PM (EST)	GTA, Ontario	Men, Aged 35-49	TBW
6	Thurs., Feb. 19 th	8:00-10:00 PM	6:00-8:00 PM (MST)	Alberta	General Population	TBW
7	Tues., Feb. 24 th	6:00-8:00 PM	5:00-7:00 PM (CST) 6:00-8:00 PM (EST)	Northwest Ontario	General Population	DN
8	Wed., Feb. 25 th	9:00-11:00 PM	6:00-8:00 PM (PST)	Surrey, British Columbia	Concerned about Crime	TBW
9	Thurs., Feb. 26 th	6:00-8:00 PM	6:00-8:00 PM (EST)	City of Toronto	General Population	DN



Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

English **CONTINUE**

French **SWITCH TO FRENCH SCREENER**

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

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

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

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

Yes **CONTINUE**

No **THANK AND END**

SCREENING QUESTIONS

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

A market research firm

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

Canadian Mortgage and Housing Corporation

All others

VOLUNTEERED Prefer not to answer

THANK AND END

THANK AND END

CONTINUE

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	
New Brunswick	Cities could include (but are not limited to): Greater Moncton Area, Greater Saint John Area, Quispamsis – Rothesay, Dieppe, Miramichi, Edmundston, Fredericton, Saint John ENSURE A GOOD MIX.	CONTINUE – GROUP 1
Western Canada	Cities include (but are not limited to): <u>Saskatchewan</u>: Saskatoon, Regina, Prince Albert, Moose Jaw, Swift Current, Yorkton, North Battleford, Warman, Weyburn, Estevan. <u>Manitoba</u>: Winnipeg, Brandon, Steinbach, Winkler, Portage la Prairie, Thompson, Selkirk, Morden. <u>Alberta</u>: Calgary, Edmonton, Red Deer, Lethbridge, Airdrie, Fort McMurray, Medicine Hat, Grande Prairie, Spruce Grove, Fort Saskatchewan, Chestermere, Beaumont, Camrose, Stony Plain, Sylvan Lake. <u>British Columbia</u>: Vancouver, Victoria, Kelowna, Abbotsford, Surrey, Kamloops, Chilliwack, Prince George, Vernon, Penticton, Parksville, Duncan, Tsawwassen, Ladner, Squamish, Fort St. John.	CONTINUE – GROUP 2

	ENSURE 2 PARTICIPANTS FROM EACH PROVINCE. NO MORE THAN 1 FROM EACH CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.	
GTA	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
Alberta	Cities/towns could include (but are not limited to): Calgary, Edmonton, Red Deer, Lethbridge, Wood Buffalo, Airdrie, Fort McMurray, Medicine Hat, Grande Prairie ENSURE A GOOD MIX. NO MORE THAN 2 PER CITY.	CONTINUE – GROUP 6
Northwest Ontario	Cities and towns could include (but are not limited to): Dryden, Fort Frances, Kenora, Sioux Lookout, Thunder Bay ENSURE A GOOD MIX.	CONTINUE – GROUP 7
Surrey	All participants must reside in: Surrey PARTICIPANTS MUST RESIDE IN THE ABOVE-NOTED CENTER PROPER.	CONTINUE – GROUP 8
City of Toronto	All participants must reside in: Toronto PARTICIPANTS MUST RESIDE IN THE ABOVE-NOTED CENTER PROPER.	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 4** How would you identify your gender?

Female	THANK AND END
Male	CONTINUE
Other	THANK AND END

GROUP 4 WILL BE COMPOSED ENTIRELY OF THOSE WHO SAY "MALE."

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	IF GROUP 4 – THANK AND END FOR ALL OTHERS - CONTINUE
25-34	
35-49	IF GROUP 2 – THANK AND END FOR ALL OTHERS – CONTINUE
50-64	IF GROUP 2 OR GROUP 4 – THANK AND END FOR ALL OTHERS – CONTINUE
65+	
[Volunteered] Prefer not to answer	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE.

5. **ASK ONLY GROUP 8** How would you describe your level of concern about crime in your community and more broadly across Canada?

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

ENSURE A GOOD MIX OF VERY CONCERNED AND SOMEWHAT CONCERNED.

5a. **ASK ONLY GROUP 8** In the past 5 years, would you say the level of crime in your community has ...



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

5b. ASK ONLY GROUP 8 What type of crime are you most concerned about?

Violent crime
Property crime
Petty crime
Hate crimes (based on gender, racial, or religious prejudice)
Fraudulent crimes
Other, please specify: _____

VOLUNTEERED Not sure	THANK AND END
VOLUNTEERED Preferred not to answer	THANK AND END

ENSURE A GOOD MIX.

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

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

6a. 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

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

Yes **CONTINUE**
No **EXPLAIN THE FOLLOWING** "a focus group consists of six to eight participants and one moderator. During a two-hour session, participants are asked to discuss a wide range of issues related to the topic being examined."



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

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

9. As this group is being conducted online, in order to participate you will need to have high-speed Internet and a computer with a working webcam, microphone and speaker. **RECRUITER TO CONFIRM THE FOLLOWING. TERMINATE IF NO TO EITHER.**

Participant has high-speed access to the Internet
Participant has a computer/webcam

10. **ASK ALL GROUPS** Have you used online meeting software, such as Zoom, Webex, Microsoft Teams, Google Hangouts/Meet, etc., in the last two years?

Yes **CONTINUE**
No **CONTINUE**

11. **ASK ALL GROUPS** How skilled would you say you are at using online meeting platforms on your own, using a scale of 1 to 5, where 1 means you are not at all skilled, and 5 means you are very skilled?

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

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

INTERVIEWER TO ASCERTAIN WHETHER ACCESSIBILITY ACCOMMODATIONS CAN BE MADE.

13. Have you ever attended a focus group discussion, an interview or survey which was arranged in advance and for which you received a sum of money?

Yes **CONTINUE**
No **SKIP TO Q.17**

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

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

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

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

16. On what topics were they and do you recall who or what organization the groups were being undertaken for?

TERMINATE IF ANY ON SIMILAR/SAME TOPIC OR GOVERNMENT OF CANADA IDENTIFIED AS ORGANIZATION

ADDITIONAL RECRUITING CRITERIA: Now we have just a few final questions before we give you the details of the focus group, including the time and date.

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

Grade 8 or less

Some high school

High school diploma or equivalent

Registered Apprenticeship or other trades certificate or diploma

College, CEGEP or other non-university certificate or diploma

University certificate or diploma below bachelor's level

Bachelor's degree

Post graduate degree above bachelor's level

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

ENSURE A GOOD MIX.

18. Which of the following 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	THANK AND END
VOLUNTEERED Prefer not to answer	

ENSURE A GOOD MIX WHERE APPLICABLE.

19. 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.

20. 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.

21. IF EMPLOYED AT Q20, 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.

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

Male
Female

ENSURE A GOOD MIX BY GENDER WHERE APPLICABLE.

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

Yes **CONTINUE TO INVITATION**

No **THANK AND END**

INVITATION

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

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

Would you be willing to attend?

Yes **CONTINUE**

No **THANK AND END**

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

Name:

Telephone Number:

E-mail Address:

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



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: _____

February 2026 French Recruiting Script

Résumé des consignes de recrutement

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

Caractéristiques des groupes de discussion :

GROUPE	DATE	HEURE (HNE)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
3	Jeudi février 12	18 h à 20 h	18 h à 20 h (HNE)	Québec	Âgés de 18 à 34 ans	MP
5	Mercredi février 18	18 h à 20 h	18 h à 20 h (HNE)	Québec	Hommes âgés de 50 ans et plus	MP

Questionnaire de recrutement

INTRODUCTION

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

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

NOTER LA LANGUE ET CONTINUER

Français **CONTINUER**

Anglais **PASSER AU QUESTIONNAIRE ANGLAIS**

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

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

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

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

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

QUESTIONS DE SÉLECTION

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

Une société d'études de marché	REMERCIER ET CONCLURE
Une agence de commercialisation, de marque ou de publicité	REMERCIER ET CONCLURE
Un magazine ou un journal	REMERCIER ET CONCLURE
Un ministère ou un organisme gouvernemental fédéral, provincial ou territorial	REMERCIER ET CONCLURE
Un parti politique	REMERCIER ET CONCLURE
Dans les relations publiques ou les relations avec les médias	REMERCIER ET CONCLURE
Dans le milieu de la radio ou de la télévision	REMERCIER ET CONCLURE
Une société d'État	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 (mais ne sont pas limitées à) : Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière, Saint-Jean-sur-Richelieu, Châteauguay, Drummondville, Granby, Saint-Hyacinthe, Longueuil, Estrie, Mauricie, Montérégie, Laurentides. ASSURER UN BON MÉLANGE. PAS PLUS DE DEUX PERSONNES DE CHAQUE VILLE.	CONTINUER – GROUPE 3 ET GROUPE 5
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. **À DEMANDER SEULEMENT AU GROUPE 5** À quel genre vous identifiez-vous?

Femme	REMERCIER ET CONCLURE
Homme	CONTINUER
Autres	REMERCIER ET CONCLURE

GROUPE 5 SERA CONSTITUÉ DE CEUX QUI DISENT <HOMME>

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



Moins de 18 ans	REMERCIER ET CONCLURE.
18 à 24 ans	SI GROUPE 3 – CONTINUER
25 à 34 ans	SI GROUPE 5 – REMERCIER ET CONCLURE
35 à 49 ans	REMERCIER ET CONCLURE
50 ans ou plus	SI GROUPE 3 – REMERCIER ET CONCLURE SI GROUPE 5 – CONTINUER
RÉPONSE SPONTANÉE Préfère ne pas répondre	REMERCIER ET CONCLURE

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

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

- 7a. **POUR TOUS LES LIEUX** Parmi les choix suivants, lequel décrit le mieux la résidence dont vous êtes actuellement [propriétaire/locataire]?

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

CRITÈRES DE RECRUTEMENT SUPPLÉMENTAIRES

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

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

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

RÉPONSE SPONTANÉE : Préfère ne pas répondre

ASSURER UN BON MÉLANGE.

19. 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.

20. 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.

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

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

22. DEMANDER SEULEMENT SI EMPLOYÉ À LA QUESTION 21 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.

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

Homme

Femme

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

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

Oui

Non **REMERCIER ET CONCLUREE**

INVITATION

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

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

Est-ce que vous accepteriez de participer?

Oui

CONTINUER

Non

REMERCIER ET CONCLURE

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

Nom :

Numéro de téléphone :

Adresse courriel :

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



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

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

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

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____

DATE DU RECRUTEMENT : _____

Appendix B – Discussion Guides

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.

Surrey Individuals Concerned About Crime, Toronto ROUNDTABLE - WHEN ASKING TO INTRODUCE THEMSELVES ASK:

- What is the most important issue for you these days in Canada?

GOVERNMENT OF CANADA IN THE NEWS (5-10 minutes) – New Brunswick, Western Canada Aged 18-34, Quebec Aged 18-34, Greater Toronto Area Men Aged 35-49, Quebec Men Aged 50+, Northwestern Ontario, Toronto

- What have you seen, read, or heard about the Government of Canada in the last few days?
 - Where did you read, see, or hear this news?
- **Greater Toronto Area Men Aged 35-49, Quebec Men Aged 50+** Have you seen, read, or heard anything about the Government of Canada officially opening a new Canadian consulate in Greenland?
 - IF YES: What did you hear?
- **Greater Toronto Area Men Aged 35-49, Quebec Men Aged 50+** Have you seen, read, or heard anything about the Government of Canada strengthening defence cooperation with Denmark?
 - IF YES: What did you hear?

PRIORITIES AND PERFORMANCE (10-15 minutes) – New Brunswick, Greater Toronto Area Men Aged 35-49, Quebec Men Aged 50+, Alberta, Northwestern Ontario, Surrey Individuals Concerned About Crime, Toronto

- What does the Government of Canada do well?
- What does the Government of Canada need to improve on? Why do you feel this way?
- **New Brunswick, Greater Toronto Area Men Aged 35-49, Quebec Men Aged 50+, Northwestern Ontario** In your opinion, what are the top issues that the Government of Canada should be prioritizing?

- Why are these issues important to prioritize?

OPIOIDS ADS (40 minutes) – Western Canada Aged 18-34, Quebec Aged 18-34

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

I'm going to show the first concept that includes 2 different storyboards. A storyboard is something that is developed early in the creative process so you get an illustration and short narrative that gives a sense of what the video might look like in its finished format. While reviewing these storyboards you'll see the abbreviation VO – this stands for voice over and represents what viewers will hear as the ad plays.

CONCEPT 1 - SHOW STORYBOARDS ONE AFTER THE OTHER. READ THROUGH 'NALOXONE' TWICE THEN READ THROUGH 'SIGNS OF OVERDOSE' TWICE IMMEDIATELY AFTER

- What is your overall reaction to this concept?
 - ASK ONLY IF MIXED REACTIONS: What stands out to you most – positively or negatively?
 - What is the main message?
 - In a word or two, I'd like you to write in the chat, how this concept makes you feel about the situation being shown (IF NEEDED: for example, more informed and confident, more concerned, or something else)?
 - Would this motivate you to do anything, now or in the future?
 - IF YES: What would it motivate you to do?
 - Did you learn anything new from this concept?
 - Do you have any suggestions on how to improve this concept?
- Now I'm going to show the second concept; it also includes 2 different storyboards.

CONCEPT 2 - SHOW BOTH STORYBOARDS ONE AFTER THE OTHER. READ THROUGH FENTANYL TWICE THEN READ THROUGH GOOD SAMARITAN DRUG OVERDOSE ACT TWICE IMMEDIATELY AFTER

- What is your overall reaction to this concept?

- ASK ONLY IF MIXED REACTIONS: What stands out to you most – positively or negatively?
- What is the main message?
- In a word or two, I'd like you to write in the chat, how this concept makes you feel about the situation being shown (IF NEEDED: for example, more informed and confident, more concerned, or something else)?
- Would this motivate you to do anything, now or in the future?
 - IF YES: What would it motivate you to do?
- Did you learn anything new from this concept?
- The second creative says at the end "The Good Samaritan Drug Overdose Act can protect you". Have any of you heard of this law? (quick show of hands)

The Good Samaritan Drug Overdose Act protects the person who calls for help. The law ALSO protects the person who has overdosed from simple drug possession charges.

- Is knowing this important?
 - Would knowing this information motivate you to call if you were in a situation like this?
- Do you have any suggestions on how to improve this concept?

Now I want you to think about each ad concept overall. The first concept delivers facts and information, while the second has the young adult turn to the camera and speak to the audience. I'm going to show you an image from each storyboard side-by-side just as a reminder and ask you to complete a poll exercise.

SHOW ON SCREEN THE OVERVIEW SLIDE WITH BOTH CONCEPTS AND KEEP ON SCREEN FOR FINAL FEW QUESTIONS.

POLL: Please select the style (delivering facts and information or speaking to the camera) that you feel is more likely to motivate someone to respond during an opioid overdose.

- MODERATOR TO MOVE QUICKLY THROUGH SELECTIONS: Why did you make this selection?



- And now returning to the scenarios depicted: do any of the scenarios stand out as unrealistic, or would any scenario be more relatable? For example, what about at a professional sporting event? Do you have any other ideas?
- Is there anything in either concept that stands out as inappropriate or that would make you tune out?

AFFORDABILITY/CANADA GROCERIES AND ESSENTIALS BENEFIT (15 minutes) – New Brunswick, Western Canada Aged 18-34, Quebec Aged 18-34, Greater Toronto Area Men Aged 35-49, Quebec Men Aged 50+, Alberta

Western Canada Aged 18-34, Quebec Aged 18-34 I'd now like to move away from advertising and shift topics completely...

- 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?

SHOW ON SCREEN

Recently, 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?

AUTOMOTIVE STRATEGY - ELECTRIC VEHICLES (25 minutes) – New Brunswick, Western Canada Aged 18-34, Quebec Aged 18-34, Greater Toronto Area Men Aged 35-49, Quebec Men Aged 50+, Alberta

- Have you seen, read or heard of any news related to the Government of Canada's new automotive strategy, notably about electric vehicles?
 - IF YES: What have you heard?
 - IF NOT MENTIONED: Has anyone heard anything about the Electric Vehicle Affordability Program?

I'm going to show you some information about the Electric Vehicle Affordability Program...

SHOW ON SCREEN

Recently, the Government of Canada announced it is introducing the Electric Vehicle Affordability Program (EVAP), which will offer incentives to buy or lease eligible vehicle models that cost up to \$50,000. Only EVs that are manufactured in Canada or in the countries with which Canada has existing or future free-trade agreements will be eligible for the Program. Additionally, the \$50,000 cap will not apply to Canadian-made electric vehicles (EVs).

Incentives will start at:

- up to \$5,000 for battery-electric and fuel cell electric vehicles
- up to \$2,500 for plug-in hybrid vehicles
- What are your thoughts about this program?
 - Does this incentive make anyone more likely to purchase an EV?

I'm now going to show you some more information about the Government of Canada's automotive strategy...

SHOW ON SCREEN

Previously, the Government of Canada required all new car sales to be electric within a decade. The government scrapped this mandate [New Brunswick, Western Canada Aged 18-34, Quebec Aged 18-34 last week,] and announced instead that it would introduce stronger greenhouse gas emission standards for vehicle model years 2027–32. This approach is designed to allow manufacturers to use a wide array of technologies to meet the standards and respond to consumer preferences in the near term, while driving EV adoption over time.

The goal is to have 75% of vehicle sales be EVs by 2035 and 90% by 2040. This is less than the previous target, and it changes the approach overall: it aims to guide the industry in a specific direction, but without prohibiting the sale of non-electric cars.

- How do you feel about this approach?
- Does this make you feel like the government is going back on environmental regulations and policy or do you see it more as simply a different approach to meet Canada's goals?

There are other elements of the automotive strategy, but just based on what we've discussed so far – that is, providing incentives to purchase EVs and introducing stronger emissions standards:

- Do you think this will lead to more Canadians buying electric vehicles? What makes you say that?

- Do you think this program will help the Canadian automotive industry? What makes you say that?

ARTIFICIAL INTELLIGENCE (AI) (20 minutes) – New Brunswick, Western Canada Aged 18-34, Quebec Aged 18-34, Greater Toronto Area Men Aged 35-49, Quebec Men Aged 50+

Now, let's move onto a different topic...

- How closely are you following developments in artificial intelligence (AI)?
- What can you tell me about AI? What is it?
 - How is it used today?
 - Do you use AI in your work or personal life?
- Are there benefits to using artificial intelligence?
 - What are some of the benefits of using artificial intelligence?
 - What about for society?
 - What about for your work or personal life?
 - Do you think that AI tools have the potential to improve your personal quality of life in the future?
 - What would make you trust AI more?
- Are there any drawbacks to using AI, either for society or for your work or personal life?
- How should the Government of Canada respond, if at all, to new developments related to AI?

CRIME (20 minutes) – Surrey Individuals Concerned About Crime, Toronto

- There has been some coverage of a rise in crime in Canada over the past few months. Have any of you been following this issue?
 - IF YES: What have you heard?
- IF ALREADY CAME UP SPONTANEOUSLY IN INTRODUCTION: Some of you have mentioned being concerned about crime. Who here has been following this issue?
 - What have you heard?
- Should this issue be a priority for the Government of Canada? (RAISE HANDS)
- Do you feel that the Government of Canada is doing something about the issue of crime?

- What have you seen, read or heard about the Government of Canada's response on this issue?

SHOW ON SCREEN

Here are some measures that the Government has proposed over the past year or so to tackle the issue of crime:

- Reform the bail and sentencing system, to toughen bail laws for repeat and violent offenders
- Increase border security and anti-smuggling efforts
- Hire 1,000 new RCMP officers
- Modernize the criminal code to adapt to new threats, such as online risks
- Have any of you heard about any of these measures? (PROMPT: What else did you hear about them? What do you think about them?)
- Is the Government of Canada doing enough to address the issue of crime?
 - What more should the Government of Canada do to address this issue?

SAFE COMMUNITIES ADVERTISING TESTING (50 minutes) – Surrey Individuals Concerned About Crime, Toronto

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

Surrey Individuals Concerned About Crime I'm going to show two concepts, each with a storyboard and an online banner ad (which is like a digital billboard). A storyboard is something that is developed early in the creative process so you get an illustration and short narrative that gives a sense of what the video might look like in its finished format. While reviewing these storyboards you'll see the abbreviation VO – this stands for voice over and represents what viewers will hear as the ad plays.

Surrey Individuals Concerned About Crime The final product will be a 30-second video produced professionally that will be shown on web platforms. Please keep this in mind as you are viewing the concepts.

Toronto I'm going to show two concepts. The final product will be a 30-second video produced professionally that will be shown on web platforms. Please keep this in mind as you are viewing the concepts.

CONCEPT 1 – SHOW 30S STORYBOARD (Surrey Individuals Concerned About Crime STRONGER – SAFER Toronto WORRY LESS)

Surrey Individuals Concerned About Crime **SHOW BANNER IMAGE 1A (STRONGER - SAFER)**

Surrey Individuals Concerned About Crime **SHOW BANNER IMAGE 1B (STRONGER - SAFER)**

- What is your overall reaction to this concept?
 - What makes you say that?
- What is the main message?
 - What are your thoughts about the message the ad is conveying?
- If you saw this ad online, do you think you would notice it? Would it capture your attention?
 - Is it memorable? Why or why not?
- Was anything confusing or unclear? How so?

Toronto Now, I' going to show you two versions of a banner ad (which is like a digital billboard) that would be part of the concept we just reviewed. (NOTE TO MODERATOR: If participants require further clarification on how the banner will function, provide the following explanation: *The banner will act almost like an online ticker banner. The initial text and image will appear and then slide off screen to the left where it will be replaced with the next image/text.*)

SHOW BANNER IMAGE 2A (WORRY LESS)

SHOW BANNER IMAGE 2B (WORRY LESS)

- **Toronto** What is your overall reaction to these banner images?
- **Toronto** Was anything confusing or unclear? How so?

SHOW BANNER IMAGE 1A AND 1B SIDE BY SIDE (Surrey Individuals Concerned About Crime STRONGER – SAFER; Toronto WORRY LESS)

- Looking at these two banner images, is there one that is more effective at conveying the message?

CONCEPT 2 - SHOW 30S STORYBOARD (Surrey Individuals Concerned About Crime WORRY LESS; Toronto STRONGER - SAFER)

Surrey Individuals Concerned About Crime **SHOW BANNER IMAGE 2A (WORRY LESS)**

Surrey Individuals Concerned About Crime **SHOW BANNER IMAGE 2B (WORRY LESS)**

- What is your overall reaction to this concept?
 - What makes you say that?

- What is the main message?
 - What are your thoughts about the message the ad is conveying?
- If you saw this ad online, do you think you would notice it? Would it capture your attention?
 - Is it memorable? Why or why not?
- Was anything confusing or unclear? How so?

Toronto Now, I'm going to show you two versions of a banner ad (which is like a digital billboard) that would be part of the concept we just reviewed. (NOTE TO MODERATOR: If participants require further clarification on how the banner will function, provide the following explanation: *The banner will act almost like an online ticker banner. The initial text and image will appear and then slide off screen to the left where it will be replaced with the next image/text.*)

SHOW BANNER IMAGE 1A (STRONGER - SAFER)

SHOW BANNER IMAGE 1B (STRONGER - SAFER)

- **Toronto** What is your overall reaction to these banner images?
- **Toronto** Was anything confusing or unclear? How so?

SHOW BANNER IMAGE 2A AND 2B SIDE BY SIDE (Surrey Individuals Concerned About Crime WORRY LESS; Toronto STRONGER - SAFER)

- Looking at these two banner images, is there one that is more effective at conveying the message?

Now I want you to think about each ad concept overall. I'm going to show you an image from each storyboard side-by-side just as a reminder and ask you to complete a poll exercise.

SHOW ON SCREEN THE OVERVIEW SLIDE WITH ALL CONCEPTS AND KEEP ON SCREEN FOR FINAL FEW QUESTIONS.

POLL: Please select which concept that you feel is more effective at showing that the Government of Canada is taking action to make Canada safer.

- MODERATOR TO MOVE QUICKLY THROUGH SELECTIONS: Why did you make this selection?
- And now returning to the scenarios depicted: do any of the scenarios stand out as unrealistic, or would any scenario be more relatable?

- Is there anything in either concept that stands out as inappropriate or unrealistic?
- Do you have any thoughts about what could make these ads more effective?

DEFENCE INDUSTRIAL STRATEGY (25-30 minutes) – Northwestern Ontario, Surrey Individuals Concerned About Crime

- Have you seen, read, or heard anything recently in the news about the Government of Canada and defence?
 - What about Canada's new Defence Industrial Strategy?
 - IF YES: What did you hear?

Recently, the Government of Canada announced its plan to invest \$81.8 billion over the next five years on defence.

- What are your thoughts about this?
- **Northwestern Ontario** Do you support or oppose the Government of Canada's plans to invest \$81.8 billion over the next five years on defence?

SHOW ON SCREEN

The Government of Canada recently provided details about its new Defence Industrial Strategy. The goal is to protect Canada's sovereignty, particularly in the Arctic, to build Canada's prosperity, and to strengthen Canada's autonomy.

One of the goals of the strategy is for Canada to become a leader in defence production by:

- Building here using Canadian suppliers and companies wherever possible;
- Partnering with trusted allies in cases where building domestically isn't possible; and
- Buying equipment from allies if building here or partnering isn't possible.
- What are your thoughts about Canada's new Defence Industrial Strategy?
- What do you think about the Government of Canada's commitment to prioritize Canadian suppliers and companies and building at home as much as possible?
- What benefits, if any, does the new Defence Industrial Strategy have for Canada? (PROBE IF NEEDED: e.g., Do you think it will create jobs, strengthen Canada's economy, protect our sovereignty? Something else?)

- What concerns, if any, do you have about the new Defence Industrial Strategy?
- **Northwestern Ontario** Do you think this new Defence Industrial Strategy will help Canada respond effectively to global security challenges? What makes you say that?

BUILD CANADA HOMES (20 minutes) – **Alberta, Northwestern Ontario, Toronto**

Shifting topics ...

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, and supporting innovative methods of construction.

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

To achieve its purpose, Build Canada Homes plans to prioritize modern methods of construction, such as modular and factory-built housing.

- Compared to traditionally built homes, what comes to mind about the quality of factory-built homes or off-site methods of construction?
- In your own words, how do you think factory-built homes are constructed—from start to finish?
- How would you feel about living in a factory-built home, and why?

SHOW ON SCREEN

Prefabricated homes are where separate parts of the home (such as walls or room sections) are built in a factory and then assembled on-site.

Modular homes take this approach a step further, with larger sections of the home constructed off-site and transported for final assembly at the building location.

Both of these factory-built methods are built to the same codes and standards as conventional home-building.

Prioritizing modular and factory-built construction means that homes can be delivered more quickly and efficiently, and thus can help increase housing supply faster than traditional methods of construction.

- Now that I've provided some additional information, do you feel as though you understand what factory-built homes are?

- Do you think that prioritizing modular and factory-built construction will make homes more affordable for Canadians? What makes you say that?
- Does this information change how you feel about living in a factory-built home? What makes you say that?

SOCIAL MEDIA AGE REQUIREMENTS (25 minutes) – New Brunswick, Alberta, Northwestern Ontario

Shifting topics again...

- Have you seen, read or heard anything about countries banning minors from social media?
 - IF YES: What have you heard?

SHOW ON SCREEN

A new law came into effect in Australia in December 2025, that introduces a mandatory minimum age of 16 for accounts on certain social media platforms; parents cannot give their consent to let their children under the age of 16 use these platforms.

Currently, the platforms the ban applies to are YouTube, X (Twitter), Facebook, Instagram, TikTok, Snapchat, Reddit, Twitch, Threads and Kick. Tech companies that own these platforms could face fines of up to \$50 million if they don't take reasonable steps to stop those under the age of 16 from having accounts.

More recently, France has drafted a bill to ban children under 15 years old from social networks, and some other European countries have also announced plans to introduce national age limits.

- What are your reactions to these measures?
- Do you think Canada should do something like this? What makes you say that?
 - IF YES: What do you think the minimum age in Canada should be for social media accounts?
- Do you see any benefits to having a mandatory minimum age for social media accounts?
- Do you have any concerns?

Social media companies have told the Australian government they will use age-inference tools, selfie-based estimation and optional ID checks to determine a user's age.

For example, Meta (which owns Facebook, Instagram and Threads) has said users could use government ID or provide a video selfie to prove their age, while Snapchat said users could use bank accounts, photo ID or selfies for verification.

- What are your reactions to these methods of determining a user's age?
- If Canada were to implement a minimum age to have social media accounts, what would you consider reasonable steps for companies to take to verify a user's age?
- Do you think Canada should dictate how companies verify a user's age, or should it let companies decide on their own what kind of age verification mechanism they want to use?

CUBA (10-20 minutes) – Greater Toronto Area Men Aged 35-49, Quebec Men Aged 50+, Alberta, Northwestern Ontario

Shifting topics again...

- Alberta, Northwestern Ontario Generally speaking, do you think Canada invests enough, or not enough, in international aid?
- Greater Toronto Area Men Aged 35-49, Quebec Men Aged 50+ Have you seen, read or heard anything about fuel or other shortages in Cuba?
 - IF YES: What have you heard?

SHOW ON SCREEN

Cuba is experiencing shortages of fuel, electricity, and basic necessities including food, water, and medicine. These shortages affect a wide range of services, including for hotels, resorts, restaurants and public transportation services.

As a result, all Canadian airlines have suspended service to Cuba, and the Government of Canada has advised Canadians to avoid non-essential travel to Cuba.

- Greater Toronto Area Men Aged 35-49, Quebec Men Aged 50+ What are your reactions to this?
- Greater Toronto Area Men Aged 35-49, Quebec Men Aged 50+ How should the Government of Canada respond, if at all, to the situation in Cuba?
- Greater Toronto Area Men Aged 35-49, Quebec Men Aged 50+ Mexico has sent aid to Cuba, such as milk, rice, beans meat products, and personal hygiene items. Do you think the Government of Canada should do something like this? What makes you say that?
- Alberta, Northwestern Ontario Would the Government of Canada providing aid to Cuba be justified in this instance?

- Do you have any concerns, or do you see any drawbacks, if the Government of Canada sends aid to Cuba?

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.

French Moderator's Guide

INTRODUCTION (10 minutes) Tous les lieux

- Le modérateur expliquera en quoi consistent les groupes de discussion (le fait qu'ils sont menés par le gouvernement du Canada, que les discussions sont enregistrées, que la confidentialité est assurée, qu'il n'y a pas de bonnes ou mauvaises réponses, etc.)

Résidents de Surrey préoccupés par la criminalité, résidents de Toronto - TOUR DE TABLE - EN DEMANDANT AUX PARTICIPANTS DE SE PRÉSENTER, LE MODÉRATEUR POSERA LA QUESTION SUIVANTE :

Quel est, à votre avis, l'enjeu le plus important ces jours-ci au Canada?

LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ (5 à 10 minutes) — Résidents du Nouveau-Brunswick, résidents de l'Ouest canadien âgés de 18 à 34 ans, résidents du Québec âgés de 18 à 34 ans, hommes résidant dans la région du Grand Toronto (RGT) âgés de 35 à 49 ans, hommes résidant au Québec âgés de 50 ans et plus, résidents du nord-ouest de l'Ontario, résidents de Toronto

- 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?
- Hommes résidant dans la RGT âgés de 35 à 49 ans, hommes résidant au Québec âgés de 50 ans et plus — Avez-vous vu, lu ou entendu quoi que ce soit au sujet de l'ouverture officielle par le gouvernement du Canada d'un nouveau consulat canadien au Groenland?
 - SI OUI : Qu'avez-vous lu, vu, ou entendu à ce sujet?
- Hommes résidant dans la RGT âgés de 35 à 49 ans, hommes résidant au Québec âgés de 50 ans et plus — Avez-vous vu, lu ou entendu quoi que ce soit au sujet d'initiatives prises par le gouvernement du Canada pour renforcer sa coopération en matière de défense avec le Danemark?
 - SI OUI : Qu'avez-vous lu, vu, ou entendu à ce sujet?

PRIORITÉS ET PERFORMANCE (10 à 15 minutes) — Résidents du Nouveau-Brunswick, hommes résidant dans la RGT âgés de 35 à 49 ans, hommes résidant au Québec âgés de 50 ans et plus, résidents de l'Alberta, résidents du nord-ouest de l'Ontario, résidents de Surrey préoccupés par la criminalité, résidents de Toronto —

- Qu'est-ce que le gouvernement du Canada fait de bien?

- Dans quels domaines le gouvernement du Canada doit-il faire mieux? Pourquoi êtes-vous de cet avis?
- Résidents du Nouveau-Brunswick, hommes résidant dans la RGT âgés de 35 à 49 ans, hommes résidant au Québec âgés de 50 ans et plus, résidents du nord-ouest de l'Ontario — Quels sont, selon vous, les principaux enjeux auxquels le gouvernement du Canada devrait accorder la priorité?
 - Pourquoi est-il important de prioriser ces enjeux?

PUBLICITÉS SUR LES OPIOÏDES (40 minutes) — Résidents l'Ouest canadien âgés de 18 à 34 ans

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

Je vais vous afficher le premier concept qui comprend deux (2) scénarimages différents. Le scénarimage est un outil que les annonceurs élaborent dès le début du processus créatif. Il s'agit d'une illustration graphique et d'une courte narration donnant une idée de ce à quoi la publicité pourrait ressembler dans son format définitif. En examinant ces scénarimages, vous verrez les lettres « VO » qui sont l'abréviation de « voix off » (ou voix hors champ), indiquant ce que le public entendra pendant le visionnement de la publicité.

CONCEPT 1 — AFFICHEZ LES SCÉNARIMAGES UN APRÈS L'AUTRE. LIRE À VOIX HAUTE LE SCÉNARIMAGE INTITULÉ « NAXALONE » DEUX FOIS DE SUITE, PUIS LE SCÉNARIMAGE INTITULÉ « SIGNES DE SURDOSE » IMMÉDIATEMENT APRÈS.

- Quelle est votre impression générale de ces projets additionnels?
- QUESTIONS À NE POSER QUE SI LES AVIS SONT PARTAGÉS : Quels sont les aspects ou éléments de ce concept qui, selon vous, ressortent le plus, qu'ils soient positifs ou négatif?
- Quel est message principal de ce concept?
- En un mot ou deux, j'aimerais que, dans la fenêtre de clavardage, vous écriviez les sentiments que suscite en vous la situation présentée (AU BESOIN : vous sentez-vous plus informé(e) et confiant(e), plus inquiet(e) ou autrement)?
- Ce concept vous inciterait-il à faire quelque chose, soit maintenant ou à l'avenir?
 - SI OUI : Que vous inciterait-il à faire?

- Ce concept vous a-t-il appris quelque chose de nouveau?
 - Avez-vous des suggestions sur les moyens d'améliorer ce concept?
- Je vais maintenant vous montrer le deuxième concept qui, lui aussi, comprend deux scénarimages différents.

CONCEPT 2 — AFFICHEZ LES DEUX SCÉNARIMAGES UN APRÈS L'AUTRE. LIRE À VOIX HAUTE LE SCÉNARIMAGE INTITULÉ « FENTANYL » DEUX FOIS DE SUITE, PUIS LE SCÉNARIMAGE INTITULÉ « LA LOI SUR LES BONS SAMARITAINS SECOURANT LES VICTIMES DE SURDOSE » IMMÉDIATEMENT APRÈS.

- Quelle est votre impression générale de ce concept?
- QUESTIONS À NE POSER QUE SI LES AVIS SONT PARTAGÉS : Quels sont les éléments de ce concept qui, selon vous, ressortent le plus, qu'ils soient positifs ou négatifs?
- Quel est message principal de ce concept?
- En un mot ou deux, j'aimerais que vous écriviez dans la fenêtre de clavardage les sentiments que suscite en vous la situation présentée (AU BESOIN : vous sentez-vous plus informé(e) et confiant(e), plus inquiet(e) ou autrement)?
- Ce concept vous inciterait-il à faire quelque chose, soit maintenant ou à l'avenir?
 - SI OUI : Que vous inciterait-il à faire?
- Ce concept vous a-t-il appris quelque chose de nouveau?
- À la fin du deuxième concept publicitaire, on entend la VO prononcer la phrase suivante : « La Loi sur les bons Samaritains protège toute personne qui se trouve sur les lieux ». Qui parmi vous a entendu parler de cette loi? (RECENSER À MAIN LEVÉE)

La Loi sur les bons Samaritains protège toute personne qui appelle à l'aide. La loi protège AUSSI les victimes de surdose en leur évitant d'être poursuivies pour simple possession de drogue.

- Est-il important de savoir cela?
 - Le fait d'avoir connaissance de cette information vous inciterait-il à appeler à l'aide si vous vous trouviez dans une situation comme celle-là?

- Avez-vous des suggestions sur les moyens d'améliorer ce concept?

J'aimerais que vous pensiez à chaque concept publicitaire dans son ensemble. Le premier concept présente des faits et des renseignements, tandis que le deuxième concept présente un jeune adulte se tournant vers la caméra pour s'adresser au public. En guise de rappel, je vais vous montrer une image d'ensemble présentant côte à côte des images provenant de chacun des scénarimages et vous demander de répondre à un sondage.

AFFICHER LA DIAPOSITIVE D'ENSEMBLE PRÉSENTANT LES DEUX CONCEPTS À L'ÉCRAN ET LA LAISSER À L'ÉCRAN POUR LES QUELQUES DERNIÈRES QUESTIONS.

SONDAGE Veuillez sélectionner le style (c.-à-d. la manière dont sont présentés les faits et les renseignements, ou la manière de s'adresser à la caméra) qui, selon vous, est le plus susceptible d'inciter quelqu'un à intervenir en cas de surdose d'opioïdes.

- LE MODÉRATEUR PASSE RAPIDEMENT EN REVUE LES RÉPONSES SÉLECTIONNÉES : Pourquoi avez-vous sélectionné ce concept?
- Revenons maintenant aux scénarios décrits : y en a-t-il un qui vous semble irréaliste, ou pensez-vous à un autre scénario auquel le public pourrait davantage s'identifier? Par exemple, sur les lieux d'un événement sportif professionnel? Avez-vous d'autres idées de scénario?
- Y a-t-il un ou des éléments quelconques de ces deux concepts qui sont, selon vous, inappropriés ou qui vous pousseraient à décrocher (à ne plus prêter attention à la publicité)?

ABORDABILITÉ/ALLOCATION CANADIENNE POUR L'ÉPICERIE ET LES BESOINS ESSENTIELS (15 minutes) Résidents du Nouveau-Brunswick, résidents l'Ouest canadien âgés de 18 à 34 ans, résidents de Québec âgés de 18 à 34 ans, hommes résidant dans la RGT âgés de 35 à 49 ans, hommes résidant au Québec âgés de 50 ans et plus, résidents de l'Alberta —

Résidents l'Ouest canadien âgés de 18 à 34 ans, résidents du Québec âgés de 18 à 34 ans — J'aimerais maintenant qu'on passe à un sujet complètement différent de celui de la publicité.

- 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

Le gouvernement du Canada a récemment 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 alimentaires.

- 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?

STRATÉGIE AUTOMOBILE — VÉHICULES ÉLECTRIQUES (25 minutes) – Résidents du Nouveau-Brunswick, résidents de l'Ouest canadien âgés de 18 à 34 ans, résidents du Québec âgés de 18 à 34 ans, hommes résidant dans la RGT âgés de 35 à 49 ans, hommes résidant au Québec âgés de 50 ans et plus, résidents de l'Alberta

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet de la nouvelle stratégie automobile du gouvernement du Canada concernant notamment les véhicules électriques?
 - SI OUI : Qu'avez-vous entendu à ce sujet?
 - SI CE N'EST PAS MENTIONNÉ, POSER LA QUESTION SUIVANTE : Est-ce que l'un d'entre vous a entendu parler du Programme d'abordabilité des véhicules électriques?

Je vais vous montrer de l'information au sujet du Programme d'abordabilité des véhicules électriques...

AFFICHER À L'ÉCRAN

Le gouvernement du Canada a récemment annoncé la mise en place du Programme d'abordabilité des véhicules électriques (PAVE), qui offrira des incitatifs pour l'achat ou la location de modèles de véhicules admissibles dont la valeur finale de transaction est inférieure ou égale à 50 000 dollars. Seuls les VE fabriqués au Canada ou dans les pays avec lesquels le Canada a conclu un accord de libre-échange sont admissibles au programme. De plus, la limite de 50 000 \$ ne s'appliquera pas aux véhicules électriques (VE) fabriqués au Canada.

La valeur des incitatifs est de :

- jusqu'à 5 000 \$ pour les véhicules électriques à batterie et à pile à combustible.
- jusqu'à 2 500 \$ pour les véhicules hybrides rechargeables.

- Quelles sont vos réflexions initiales concernant ce concept?
 - Ces mesures incitatives augmentent-elles la probabilité que l'un de vous achète un VE?

Je vais maintenant vous vous montrer d'autres informations au sujet de la stratégie automobile du Canada...

AFFICHER À L'ÉCRAN

Auparavant, le gouvernement canadien exigeait que toutes les voitures neuves vendues soient électriques d'ici une décennie. Le gouvernement a supprimé cette obligation [Résidents du Nouveau-Brunswick, résidents de l'Ouest canadien âgés de 18 à 34 ans, résidents du Québec âgés de 18 à 34 ans] la semaine dernière et a annoncé qu'il mettrait plutôt en place des normes plus strictes en matière de gaz à effet de serre pour les modèles de véhicules des années 2027 à 2032. Cette approche permettra aux constructeurs d'utiliser un plus grand éventail de technologies pour se conformer aux normes et répondre aux préférences des consommateurs à court terme, tout en favorisant l'adoption des véhicules électriques à long terme.

L'objectif est le suivant : que d'ici 2035, 75 % des véhicules vendus soient des VE et que 90 % d'entre eux le soient d'ici 2040. Moins ambitieux que le précédent, cet objectif vient modifier l'approche globale : il vise à orienter l'industrie dans une direction précise, sans pour autant interdire la vente de voitures non électriques.

- Que pensez-vous de cette approche?
- Cette approche vous donne-t-elle l'impression que le gouvernement fait marche arrière en ce qui concerne sa réglementation et sa stratégie environnementale, ou s'agit-il simplement, selon vous, d'un moyen différent d'atteindre les objectifs du Canada?

La stratégie automobile comporte d'autres éléments, mais, en se basant uniquement sur ce dont on vient de discuter jusqu'à présent, c'est-à-dire la mise en place de mesures incitatives pour l'achat de véhicules électriques et l'introduction de normes d'émission plus strictes :

- À votre avis, ce programme incitera-t-il un plus grand nombre de Canadiens à acheter des véhicules électriques? Qu'est-ce qui vous fait dire cela?
- Selon vous, ce programme aidera-t-il l'industrie automobile canadienne? Qu'est-ce qui vous fait dire cela?

INTELLIGENCE ARTIFICIELLE (IA) (20 minutes) — Résidents du Nouveau-Brunswick, résidents de l'Ouest canadien âgés de 18 à 34 ans, résidents du Québec âgés de 18 à 34 ans, hommes résidant dans la RGT âgés de 35 à 49 ans, hommes résidant au Québec âgés de 50 ans et plus

Passons maintenant à un autre sujet...

- Quel est votre degré d'intérêt pour les progrès en matière d'intelligence artificielle (IA)?
- Que pouvez me dire au sujet de l'IA? Qu'est-ce que l'IA?
 - À quoi sert-elle de nos jours?
 - Vous servez-vous de l'IA pour votre travail ou dans votre vie personnelle?
- Y a-t-il des avantages à se servir de l'intelligence artificielle?
 - Quels sont les avantages liés à l'utilisation de l'IA?
 - Et pour la société?
 - Et dans le cadre de votre travail ou de votre vie personnelle?
 - Les outils d'IA pourraient-ils, à votre avis, améliorer votre propre qualité de vie à l'avenir?
 - Qu'est-ce qui vous ferait avoir plus confiance en l'IA?
- Y a-t-il des inconvénients à utiliser l'IA, que ce soit pour la société, dans votre travail ou dans votre vie personnelle?
- Comment le gouvernement doit-il réagir, le cas échéant, aux nouveaux progrès liés à l'IA?

CRIMINALITÉ (20 minutes) — Résidents de Surrey préoccupés par la criminalité, résidents de Toronto

- Au cours des derniers mois, les médias ont fait état d'une augmentation de la criminalité au Canada. Qui parmi vous a entendu parler de cet enjeu?
 - SI OUI : Qu'avez-vous vu, lu ou entendu à ce sujet?
- SI DÉJÀ SPONTANÉMENT MENTIONNÉ LORS DES PRÉSENTATIONS : Certains d'entre vous ont indiqué être préoccupés par la criminalité. Qui parmi vous se tient au courant de cet enjeu?
 - Qu'avez-vous vu, lu ou entendu à ce sujet?
- Cet enjeu devrait-il constituer une priorité du gouvernement du Canada? (RECENSER À MAIN LEVÉE)

- Le gouvernement du Canada fait-il quelque chose pour remédier au problème de la criminalité?
- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours?

AFFICHER À L'ÉCRAN :

Voici certaines mesures que le gouvernement a proposées au cours des dernières années pour s'attaquer au problème de la criminalité.

- Réformer le système de mise en liberté sous caution et de détermination de la peine, afin de durcir les lois relatives à la mise en liberté sous caution pour les récidivistes et les auteurs d'infractions violentes.
- Renforcer la sécurité aux frontières et intensifier la lutte contre la contrebande
- Embaucher 1 000 nouveaux agents de la GRC
- Moderniser le code criminel afin de l'adapter aux nouvelles menaces, et notamment aux dangers numériques
- Y en a-t-il parmi vous qui ont entendu parler d'une ou l'autre de ces mesures? (DEMANDER : Qu'avez-vous entendu d'autre à leur sujet? Que pensez-vous de ces mesures?)
- Le gouvernement du Canada en fait-il assez pour remédier au problème de la criminalité?
 - Que devrait encore faire le gouvernement du Canada, le cas échéant, pour remédier à ce problème?

MISE À L'ESSAI DE PUBLICITÉS SUR LA SÉCURITÉ COMMUNAUTAIRE (50 minutes) — Résidents de Surrey préoccupés par la criminalité, résidents de Toronto

Je vais maintenant vous montrer des concepts publicitaires que le gouvernement du Canada s'emploie actuellement à créer pour une campagne publicitaire portant sur l'approche du gouvernement du Canada en matière de criminalité.

Résidents de Surrey préoccupés par la criminalité — Je vais vous montrer deux concepts publicitaires, chacun comprenant un scénarimage et une bannière publicitaire numérique (comparable à un panneau publicitaire numérique). Le scénarimage est un outil que les annonceurs élaborent dès le début du processus créatif. Il s'agit d'une illustration graphique et d'une courte narration donnant une idée de ce à quoi la publicité pourrait ressembler dans son format définitif. En examinant ces scénarimages, vous verrez les lettres « VO » qui sont l'abréviation de « voix off » (ou voix hors champ), indiquant ce que le public entendra pendant le visionnement de la publicité.

Résidents de Surrey préoccupés par la criminalité — Le produit final consistera en une vidéo de 30 secondes produite par des professionnels qui sera diffusée sur des médias sociaux et des plateformes numériques. Gardez cela à l'esprit en visionnant les concepts.

Résidents de Toronto — Je vais vous montrer deux concepts. Le produit final consistera en une vidéo de 30 secondes produite par des professionnels qui sera diffusée sur les médias sociaux et des plateformes numériques. Gardez cela à l'esprit en visionnant les concepts.

CONCEPT 1 – AFFICHER LE SCÉNARIMAGE DE 30 SECONDES (Résidents de Surrey préoccupés par la criminalité **STRONGER — SAFER** résidents de Toronto **WORRY LESS**)

Résidents de Surrey préoccupés par la criminalité — **AFFICHER L'IMAGE 1A DE LA BANNIÈRE (STRONGER - SAFER)**

Résidents de Surrey préoccupés par la criminalité — **AFFICHER L'IMAGE DE LA BANNIÈRE 1B (STRONGER - SAFER)**

- Quelle est votre impression générale de ce concept?
 - Qu'est-ce qui vous fait dire cela?
- Quel est le message principal?
 - Que pensez-vous du message que la publicité tente de communiquer?
- Si vous voyiez cette publicité en ligne, croyez-vous que vous la remarqueriez? Attirerait-elle votre attention?
 - Est-elle mémorable? Pourquoi ou pourquoi pas?
- Y a-t-il un ou des éléments de la publicité qui prêtaient à confusion ou qui manquaient de clarté? Pourquoi?

Résidents de Toronto — Je vais maintenant vous montrer 2 versions d'une bannière publicitaire (comparable à un panneau publicitaire numérique) qui ferait partie du concept que nous venons d'examiner. (NOTE À L'ATTENTION DU MODÉRATEUR : Si les participants demandent des précisions supplémentaires sur le rôle que jouera la bannière, fournir l'explication suivante : *La bannière agira comme un bandeau publicitaire défilant en ligne. Le texte et l'image initiaux apparaîtront, puis défileront vers la gauche pour laisser place à l'image et au texte suivant.*)

AFFICHER L'IMAGE DE BANNIÈRE 2A (WORRY LESS)

AFFICHER L'IMAGE DE BANNIÈRE 2B (WORRY LESS)

- Quelle est votre impression générale de ces versions?

- Y a-t-il un ou des éléments de la publicité qui prêtaient à confusion ou qui manquaient de clarté? Pourquoi?

AFFICHER LES IMAGES DE BANNIÈRE 1A ET 1B CÔTE À CÔTE — Résidents de Surrey préoccupés par la criminalité **STRONGER — SAFER** ; résidents de Toronto **WORRY LESS**)

- En regardant ces deux images de bannière, y en a-t-il une des deux qui est plus efficace pour communiquer le message?

CONCEPT 2 — AFFICHER LE SCÉNARIIMAGE DE 30 SECONDES (résidents de Surrey préoccupés par la criminalité **WORRY LESS** ; résidents de Toronto **STRONGER — SAFER**)

Résidents de Surrey préoccupés par la criminalité — **AFFICHER L'IMAGE DE BANNIÈRE 2A (WORRY LESS)**

Résidents de Surrey préoccupés par la criminalité — **AFFICHER L'IMAGE DE BANNIÈRE 2B (WORRY LESS)**

- Quelle est votre impression générale de ce concept?
 - Qu'est-ce qui vous fait dire cela?
- Quel est le message principal?
 - Que pensez-vous du message que la publicité tente de communiquer?
- Si vous voyiez cette publicité en ligne, croyez-vous que vous la remarqueriez? Attirerait-elle votre attention?
 - Est-elle mémorable? Pourquoi ou pourquoi pas?
- Y a-t-il un ou des éléments de la publicité qui prêtaient à confusion ou qui manquaient de clarté? Pourquoi?

Résidents de Toronto — Je vais maintenant vous montrer 2 versions d'une bannière publicitaire (comparable à un panneau publicitaire numérique) qui ferait partie du concept que nous venons d'examiner. (NOTE À L'ATTENTION DU MODÉRATEUR : Si les participants demandent des précisions supplémentaires sur le rôle que jouera la bannière, fournir l'explication suivante : *La bannière agira comme un bandeau publicitaire défilant en ligne. Le texte et l'image initiaux apparaîtront, puis défileront vers la gauche pour laisser place à l'image et au texte suivant.*)

AFFICHER L'IMAGE DE BANNIÈRE 1A (STRONGER - SAFER)

AFFICHER L'IMAGE DE BANNIÈRE 2B (STRONGER - SAFER)

- Quelle est votre impression générale de ces versions?

- Y a-t-il un ou des éléments de la publicité qui prêtaient à confusion ou qui manquaient de clarté? Pourquoi?

AFFICHER LES IMAGES DE BANNIÈRE 2A ET 2B CÔTE À CÔTE (résidents de Surrey préoccupés par la criminalité **WORRY LESS**; résidents de Toronto **STRONGER — SAFER**)

- En regardant ces deux images de bannière, y en a-t-il une des deux qui est plus efficace pour communiquer le message?

J'aimerais que vous pensiez à chaque concept publicitaire dans son ensemble. Je vais vous montrer des images provenant de chacun des scénarimages côte à côte en guise de rappel et vous demander de répondre à un sondage.

AFFICHER LA DIAPO D'ENSEMBLE PRÉSENTANT TOUS LES CONCEPTS À L'ÉCRAN ET LA LAISSER À L'ÉCRAN POUR LES QUELQUES DERNIÈRES QUESTIONS.

SONDAGE : Veuillez sélectionner le concept qui, selon vous, démontre avec le plus d'efficacité que le gouvernement du Canada prend des mesures pour rendre le Canada plus sécuritaire.

- LE MODÉRATEUR PASSE RAPIDEMENT EN REVUE LES RÉPONSES SÉLECTIONNÉES : Pourquoi avez-vous fait ce choix?
- Revenons maintenant aux scénarios décrits : y en a-t-il qui vous semblent irréalistes, ou y a-t-il, selon vous, un autre scénario auquel on pourrait davantage s'identifier?
- Y a-t-il un ou des éléments quelconques de ces deux concepts qui sont, selon vous, inappropriés ou irréalistes?
- Avez-vous des idées dont vous souhaiteriez nous faire part pour rendre cette publicité plus efficace?

STRATÉGIE INDUSTRIELLE DE DÉFENSE (25 à 30 minutes) — Résidents du nord-ouest de l'Ontario, résidents de Surrey préoccupés par la criminalité

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet du gouvernement du Canada et de la défense?
 - Et à propos de la Stratégie industrielle de défense du Canada?
 - SI OUI : Qu'avez-vous vu, lu ou entendu à ce sujet?

Le gouvernement a récemment annoncé qu'il entendait consacrer 81,8 milliards de dollars à la défense au cours des cinq prochaines années.

- Quelles sont vos réflexions à ce sujet?
- **Résidents du nord-ouest de l'Ontario** — soutenez-vous ou vous opposez-vous au projet du gouvernement du Canada d'investir 81,8 milliards de dollars dans la défense au cours des cinq prochaines années?

AFFICHER À L'ÉCRAN :

Le gouvernement du Canada a récemment détaillé sa nouvelle Stratégie industrielle de défense. Cette dernière a pour objectif de protéger la souveraineté du Canada, plus particulièrement dans l'Arctique, d'accroître la prospérité du Canada et d'en renforcer l'autonomie.

L'un des objectifs de cette stratégie consiste à faire du Canada un chef de file dans le domaine de la production de défense, par les moyens suivants :

- En concentrant la fabrication au pays en faisant appel, dans la mesure du possible, à des fournisseurs et à des entreprises canadiennes ;
 - En concluant des partenariats avec des alliés de confiance lorsque la fabrication au pays n'est pas possible ;
 - En achetant du matériel auprès d'alliés lorsque la fabrication au pays ou la conclusion de partenariats n'est pas possible.
- Quelles sont vos réflexions concernant la nouvelle Stratégie industrielle de défense du Canada?
 - Que pensez-vous de la détermination du gouvernement du Canada à privilégier des fournisseurs et des entreprises canadiens et à concentrer la fabrication au pays autant que possible?
 - Quels avantages, le cas échéant, la nouvelle Stratégie industrielle de défense présente-t-elle pour le Canada? (DEMANDER AU BESOIN : Pensez-vous qu'elle sera créatrice d'emplois, renforcera l'économie canadienne et protégera notre souveraineté? Y voyez-vous d'autres avantages?
 - Quelles sont vos préoccupations, le cas échéant, concernant la nouvelle Stratégie industrielle de défense?
 - **Résidents du nord-ouest de l'Ontario** — Cette nouvelle Stratégie industrielle de défense aidera-t-elle, selon vous, le Canada à relever avec efficacité les défis mondiaux en matière de sécurité? Qu'est-ce qui vous fait dire cela?

MAISONS CANADA (20 minutes) — résidents de l'Alberta, résidents du nord-ouest de l'Ontario, résidents de Toronto

Changement de sujet...

Le gouvernement du Canada a récemment annoncé la création d'une nouvelle agence fédérale appelée Maisons Canada. Son objectif est de construire de nombreux logements abordables en utilisant judicieusement les terrains publics, en offrant des mesures incitatives financières souples, et de soutenir des méthodes de construction innovatrices.

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

Pour atteindre son objectif, Maisons Canada prévoit de prioriser des méthodes de construction modernes comme des habitations modulaires et préfabriquées.

- Comparativement à des habitations construites selon des normes traditionnelles, qu'est-ce qui vous vient à l'esprit concernant la qualité des habitations préfabriquées ou l'efficacité des méthodes de construction hors site?
- Dans vos propres mots, comment pensez-vous que les habitations préfabriquées sont construites — du début à la fin?
- Que penseriez-vous de vivre dans une habitation préfabriquée, et pourquoi?

AFFICHER À L'ÉCRAN :

Les habitations préfabriquées sont des constructions dont différentes parties (telles que les murs ou cloisons) sont fabriquées en usine, puis assemblées sur place.

Le procédé pour les habitations modulaires va encore plus loin, puisque des sections plus grandes de l'habitation sont construites hors site et transportées pour être assemblées sur le lieu de construction.

Ces deux méthodes de construction en usine respectent les mêmes codes et normes que pour les habitations construites de manière traditionnelle.

Donner la priorité à la construction modulaire et préfabriquée permet de livrer des habitations plus rapidement et avec plus d'efficacité, et contribue ainsi à augmenter l'offre de logements plus rapidement que les méthodes de construction traditionnelles.

- Maintenant que je vous ai fourni ces informations supplémentaires, pensez-vous mieux comprendre en quoi consistent les maisons préfabriquées?
- Croyez-vous que le logement en général deviendra plus abordable pour les Canadiens si on privilégie la construction modulaire et préfabriquée? Qu'est-ce qui vous fait dire cela?
- Maintenant que vous avez pris connaissance de cette information, votre opinion change-t-elle concernant la vie dans une habitation préfabriquée? Qu'est-ce qui vous fait dire cela?

CONDITIONS D'ÂGE SUR LES RÉSEAUX SOCIAUX (25 minutes) — Résidents du Nouveau-Brunswick, résidents de l'Alberta, résidents du nord-ouest de l'Ontario

On passe encore à un autre sujet.

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet de pays interdisant aux mineurs d'utiliser les réseaux sociaux?
 - SI OUI : Qu'avez-vous lu, vu, ou entendu à ce sujet?

AFFICHER À L'ÉCRAN :

Une nouvelle loi entrée en vigueur en Australie en décembre 2025 impose un âge minimum obligatoire de 16 ans pour pouvoir créer un compte sur certaines plateformes de réseaux sociaux ; les parents ne peuvent pas autoriser leurs enfants de moins de 16 ans à utiliser ces plateformes.

Les plateformes actuellement visées par cette interdiction sont YouTube, X (Twitter), Facebook, Instagram, TikTok, Snapchat, Reddit, Twitch, Threads et Kick. Les entreprises technologiques à qui appartiennent ces plateformes pourraient devoir payer des amendes pouvant atteindre 50 millions de dollars si elles ne prennent pas des mesures raisonnables pour empêcher les moins de 16 ans d'avoir un compte.

Plus récemment, la France a rédigé un projet de loi visant à interdire l'accès aux réseaux sociaux aux enfants de moins de 15 ans, et certains autres pays européens ont également annoncé leur intention de fixer des limites d'âge au niveau national.

- Quelles sont vos réactions à ces mesures?
- Le gouvernement fédéral devrait-il prendre des mesures semblables? Qu'est-ce qui vous fait dire cela?
 - SI OUI : Selon vous, quel devrait être l'âge minimum requis au Canada pour créer un compte sur les réseaux sociaux?

- Voyez-vous des avantages à fixer un âge minimum obligatoire pour créer un compte sur les réseaux sociaux?
- Avez-vous des préoccupations à ce sujet?

Les entreprises propriétaires de réseaux sociaux ont fait savoir au gouvernement australien qu'elles auront recours à des outils de détermination de l'âge, à des estimations basées sur des égoportraits (selfies) et à des vérifications d'identité facultatives pour déterminer l'âge d'un utilisateur.

À titre d'exemple, Meta (propriétaire de Facebook, Instagram et Threads) a déclaré que les utilisateurs pourraient utiliser une pièce d'identité officielle ou fournir un autoportrait vidéo pour prouver leur âge, tandis que Snapchat a indiqué que les utilisateurs pourraient utiliser leur compte bancaire, une pièce d'identité avec photo ou un autoportrait pour confirmer leur âge.

- Que pensez-vous de ces méthodes pour déterminer l'âge d'un utilisateur?
- Si le Canada venait à instaurer un âge minimum pour créer un compte sur les réseaux sociaux, quelles seraient, selon vous, des mesures raisonnables que pourraient prendre les entreprises pour vérifier l'âge d'un utilisateur?
- Selon vous, le Canada devrait-il imposer une méthode de vérification de l'âge aux entreprises, ou leur laisser le choix du mécanisme à utiliser?

CUBA (10 à 20 minutes) — Hommes résidant dans la RGT âgés de 35 à 49 ans, hommes résidant au Québec âgés de 50 ans et plus, résidents de l'Alberta, résidents du nord-ouest de l'Ontario

J'aimerais à nouveau passer à un autre sujet ...

- Résidents de l'Alberta, résidents du nord-ouest de l'Ontario De façon générale, estimez-vous que le Canada consacre suffisamment ou pas assez de moyens à l'aide internationale?
- Hommes résidant dans la RGT âgés de 35 à 49 ans, hommes résidant au Québec âgés de 50 ans et plus — Avez-vous vu, lu ou entendu quoi que ce soit au sujet d'une pénurie de carburant ou d'autres produits à Cuba?
 - SI OUI : Qu'avez-vous entendu à ce sujet?

AFFICHER À L'ÉCRAN :

Cuba est actuellement confronté à des pénuries de carburant, d'électricité, de produits de première nécessité, notamment de nourriture, d'eau et de médicaments. Ces pénuries touchent un grand nombre de services, notamment dans les secteurs hôtelier, touristique, de la restauration et des transports en commun.

Par conséquent, toutes les compagnies aériennes canadiennes ont suspendu leurs services vers Cuba, et le gouvernement du Canada a conseillé aux Canadiens d'éviter tout voyage non essentiel à Cuba.

- Hommes résidant dans la RGT âgés de 35 à 49 ans, hommes résidant au Québec âgés de 50 ans et plus — Quelle est votre réaction à cette mesure?
- Hommes résidant dans la RGT âgés de 35 à 49 ans, hommes résidant au Québec âgés de 50 ans et plus — Comment le gouvernement du Canada devrait-il répondre, le cas échéant, à la situation à Cuba?
- Hommes résidant dans la RGT âgés de 35 à 49 ans, hommes résidant à Québec âgés de 50 ans et plus — Le Mexique a envoyé de l'aide à Cuba, comme du lait, du riz, des haricots, des produits carnés et des articles d'hygiène personnelle. Selon vous, que le gouvernement du Canada devrait faire quelque chose de similaire? Qu'est-ce qui vous fait dire cela?
- Résidents de l'Alberta, résidents du nord-ouest de l'Ontario — Serait-il justifié que le gouvernement du Canada fournisse de l'aide à Cuba dans ce cas-ci?
- Avez-vous des préoccupations concernant l'envoi d'aide du Canada à Cuba, ou y voyez-vous des inconvénients?

CONCLUSION (5 minutes) — Tous les lieux

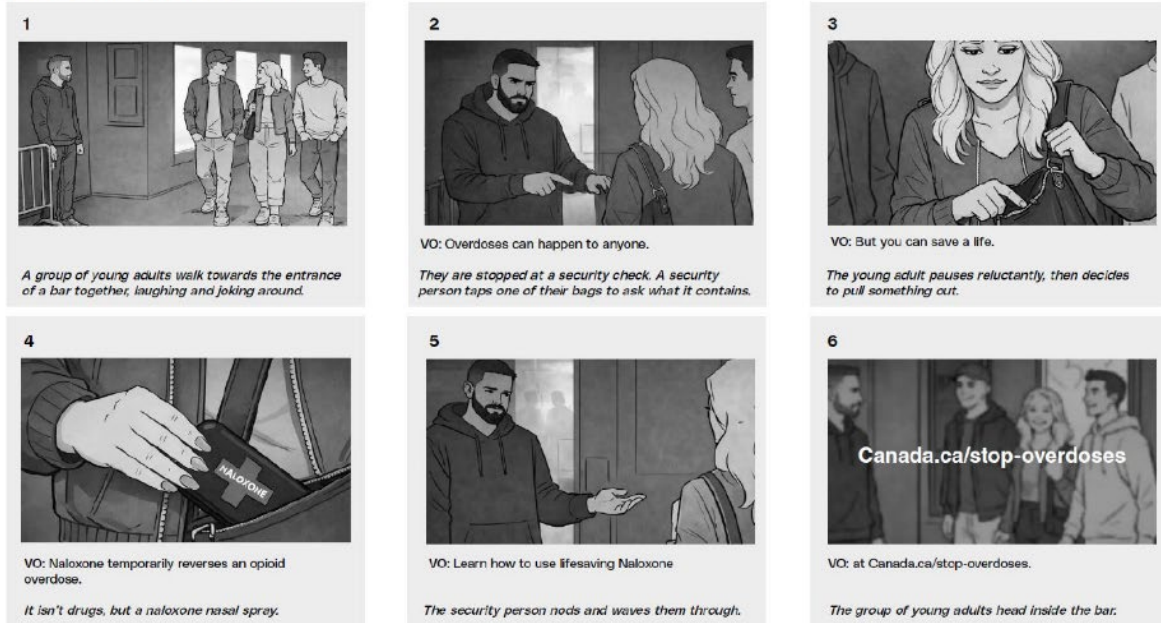
- Avant de conclure, y a-t-il autre chose que vous souhaiteriez dire au gouvernement fédéral? Il peut s'agir de précisions sur les sujets abordés aujourd'hui ou d'un sujet que vous jugez important, mais dont nous n'avons pas discuté.

Appendix C – Advertising Concepts



Opioid Advertising Concepts

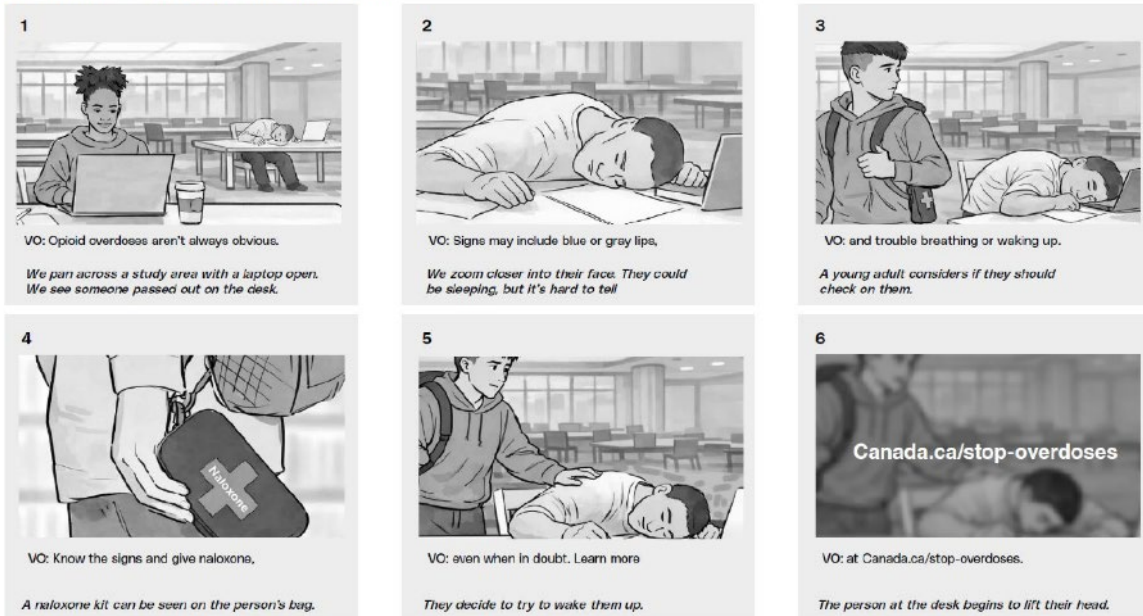
CONCEPT 1 - Naloxone 15s



The image above is a six-panel storyboard for a 15 second advertisement titled *Naloxone*. The first panel showcases three young adults walking up to a bar with a bouncer outside. Below the image is the text "A group of young adults walk towards the entrance of a bar together, laughing and joking around". The second panel features the bouncer at the bar stopping the adults and pointing to one of their bags, accompanied by the VO: "Overdoses can happen to anyone". The text below this panel says "They are stopped at a security check. A security person taps one of their bags to ask what it contains. The third panel shows the woman with the bag opening up the bag and beginning to pull something out, with the VO: "But you can save a life". The text below the image says "The young adult pauses reluctantly, then decides to pull something out. The fourth panel shows the woman pulling out a Naloxone kit, with the VO: "Naloxone temporarily reverses an opioid overdose", and the text below "It isn't drugs, but a Naloxone nasal spray". The fifth panel shows the bouncer nodding and letting them through, with the VO: "Learn how to use lifesaving Naloxone", and the text below "The security persons nods and waves them through". The final panel shows the three young adults and the bouncer smiling outside the bar, with the text "Canada.ca/stop-overdoses" overlaid in the middle of the screen and the VO: "at Canada.ca/stop-overdoses". The text below the image states "The group of young adults head inside the bar".



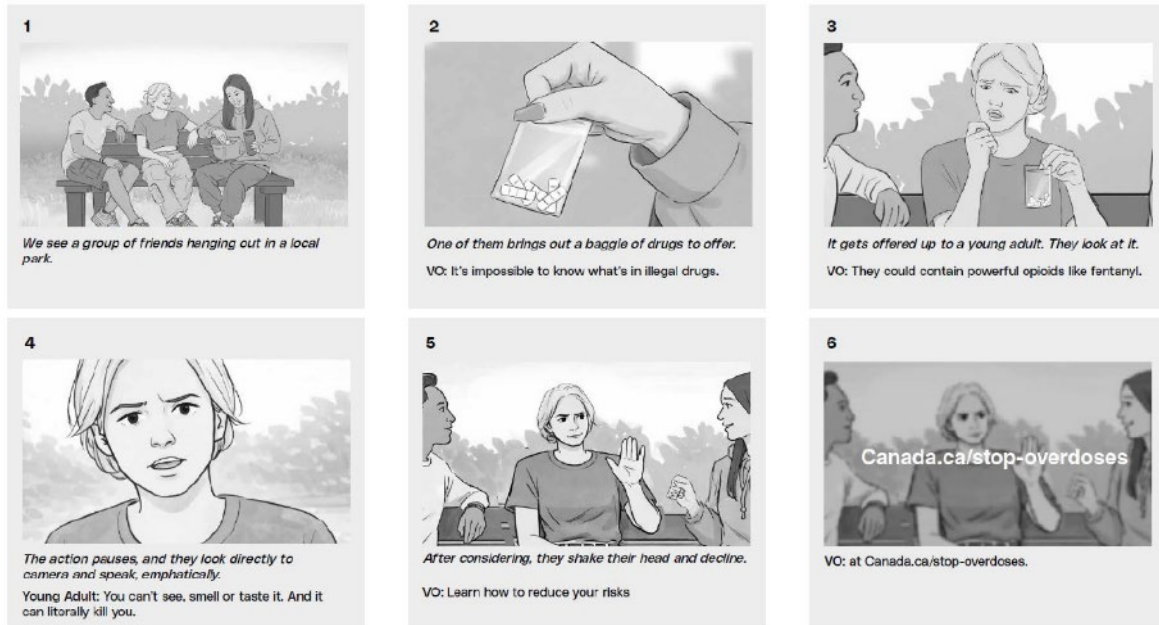
CONCEPT 1 - *Signs of Overdose 15s*



The image above is a six-panel storyboard for a 15 second advertisement titled *Signs of Overdose*. The first panel shows two students at different tables working in the library, one is at her desk typing on her laptop, while in the background, another student is slumped over his desk, looking asleep, with the VO: "Opioid overdoses aren't always obvious". The text below the image says: "We pan across a study area with a laptop open, we see someone passed out on the desk". The second panel is a close up shot of the passed out student and the VO: "Signs may include blue or gray lips". The text below states: "We zoom closer into their face. They could be sleeping, but its hard to tell". The third panel shows another student looking at the slumped over guy and looking concerned, with the VO: "and trouble breathing or waking up". The text below states: "A young adult considers if they should check on them". The fourth panel shows the student taking out a Naloxone kit with the VO: "Know the signs and give Naloxone". The text below says: "A Naloxone kit can be seen on the person's bag". The fifth panel shows the student now actively checking on the slumped over guy, trying to shake him awake to see if he's okay, with the VO: "even when in doubt. Learn more" and the text below "They decide to try to wake them up". The sixth panel shows the same image, but with the words "Canada.ca/stop-overdoses" overlaid on top of it. It is accompanied by the VO: "at Canada.ca/stop-overdoses" and the text below "The person at the desk begins to lift their head".



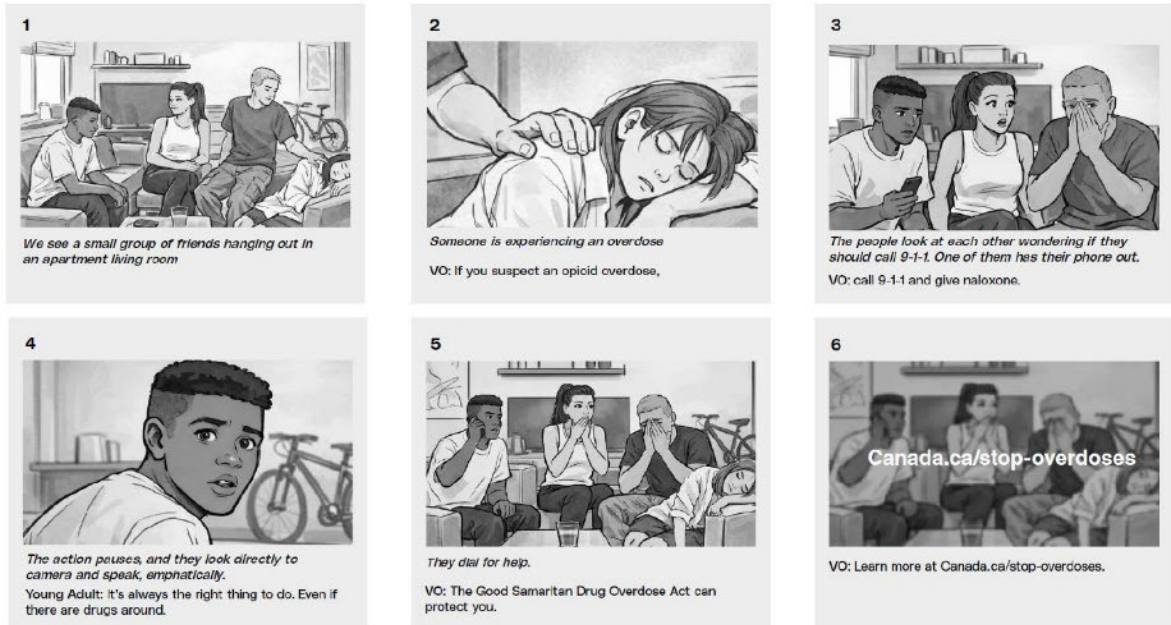
CONCEPT 2 - *Fentanyl* 15s



The image above is a six-panel storyboard for a 15 second advertisement titled *Fentanyl*. The first panel shows three friends hanging out on a park bench, with the text below stating "We see a group of friends hanging out in a local park". The second panel shows a hand holding out a small clear bag with drugs inside, accompanied by the VO: "It's impossible to know what's in illegal drugs". The text below this panel states "One of them brings out a baggie of drugs to offer". The third panel shows the young adult it was offered to looking at the bag and considering what to do, and the VO: "They could contain powerful opioids like fentanyl". The text below says "It gets offered to a young adult. They look at it". The fourth panel shows the individual who was offered the drugs looking at the camera, and the young adult stating: "You can't see, smell, or taste it. And it could literally kill you". The text below states "The action pauses, and they look directly to camera and speak, emphatically". The fifth panel shows the young adult turning down the drugs, and the VO: "Learn how to reduce your risks", with the text below stating "After considering, they shake their head and decline". The sixth panel closes on the same image with the words "Canada.ca/stop-overdoses" overlaid on top, and the VO: at Canada.ca/stop-overdoses.

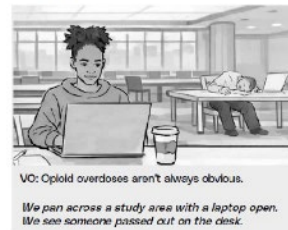


CONCEPT 2 - Good Samaritan Drug Overdose Act 15s

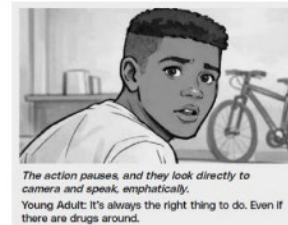


The image above is a six-panel storyboard for a 15 second advertisement titled *Good Samaritan Drug Overdose Act*. The first panel depicts four friends sitting on a couch hanging out, one of whom is apparently sleeping with her head resting on one arm rest, with the text "We see a small group of friends hanging out in an apartment living room". The second panel shows a hand trying to shake the sleeping friend awake, with the VO: "If you suspect an opioid overdose". The text below states that: "someone is experiencing an opioid overdose". The third panel shows an image of the three other friends looking concerned and panicked, with the VO: "call 9-1-1 and give naloxone", and the supporting text "The people look at each other wondering if they should call 9-1-1. One of them has their phone out". The fourth panel shows one of the friends turning to face the camera, and saying "It's always the right thing to do. Even if there are drugs around". The supporting text states: "The motion pauses and they look directly to camera and speak, emphatically". The fifth panel shows one friend calling while the other two continue to look concerned, with the VO: "The *Good Samaritan Drug Overdose Act* can protect you", and the supporting text: "They call for help". The final panel shows the same image as panel 5 with the text "Canada.ca/stop-overdoses" overlaid over top and the VO: "Learn more at Canada.ca/stop-overdoses"

Concept 1 – Naloxone / Signs of Overdose



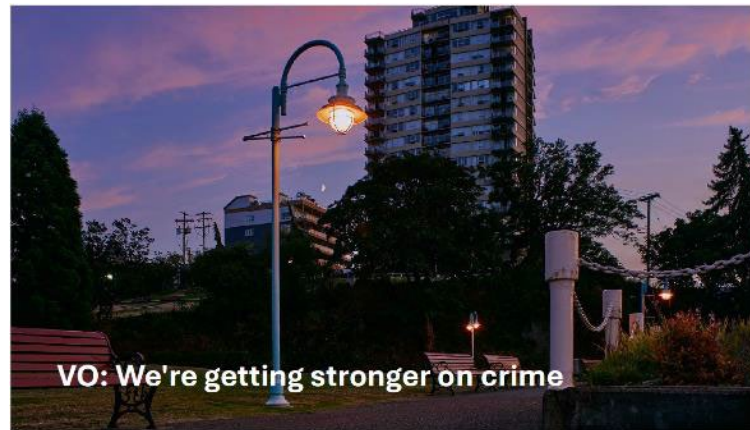
Concept 2 – Fentanyl / Good Samaritan Act



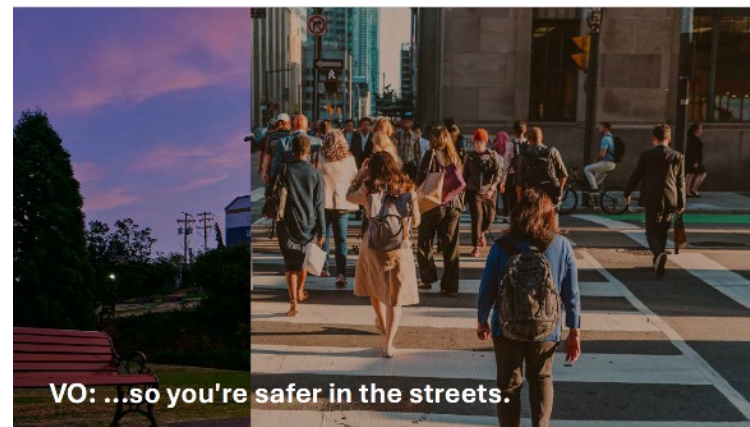
The image above showcases the four storyboards presented to participants, with a panel for each. The top two are labelled "Concept 1 – Naloxone/Signs of Overdose" with the top left showcasing the image of a girl pulling a naloxone kit out of her purse to show the bouncer while the top right showcases the individual slumped over at their desk in the library with another working in front of him. The bottom two images are labelled "Concept 2 – Fentanyl/Good Samaritan Act". The bottom left image shows the girl considering whether to use the drugs she's been offered, while the bottom right showcases the individual speaking to the camera, discussing the importance of calling 9-1-1 during an overdose emergency.

Safe Communities Advertising Testing

Stronger Safer



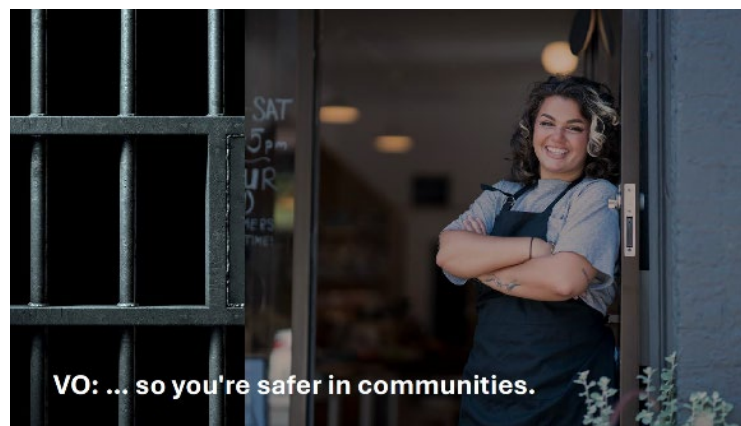
We see a public park at dusk, with the VO: "We're getting strong on crime"



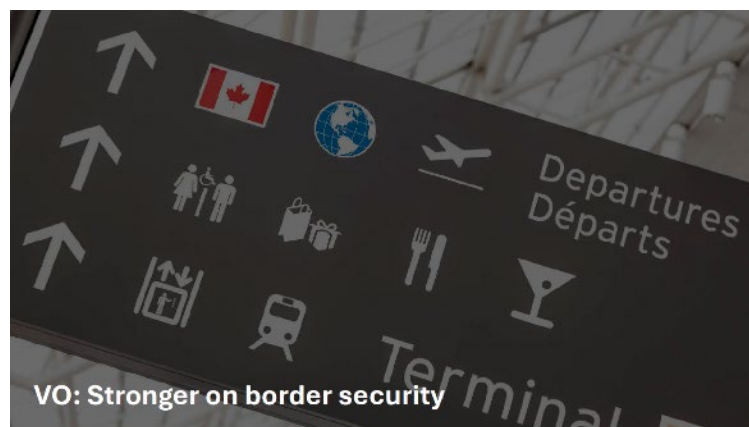
The image transitions from the park to people walking across a busy city crosswalk during the day, with the VO: "...so you're safer in the streets"



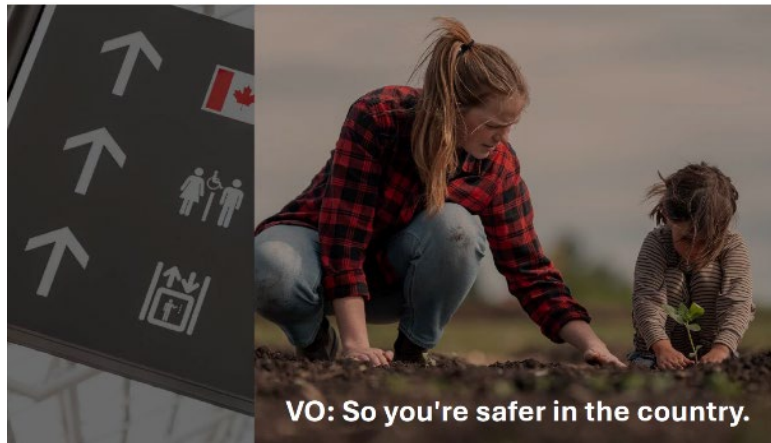
We see a dark jail cell, and the VO: "Stronger on bail laws"



Transition from the jail cell bars to a shop owner standing happily in the doorway of her store, with the VO: "...so you're safer in communities"



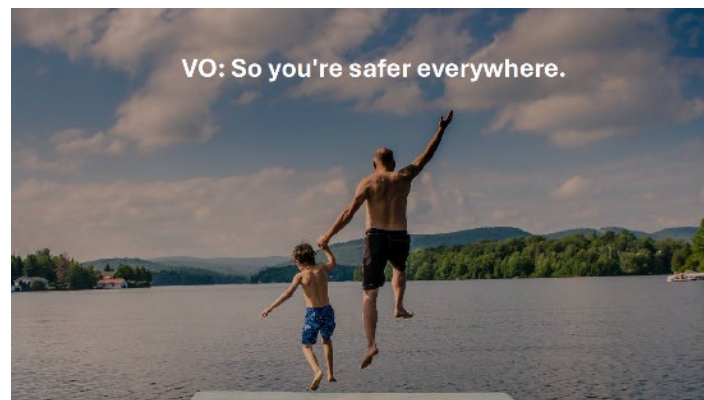
We see an image of a departures sign at an airport, with the VO: "Stronger on border security"



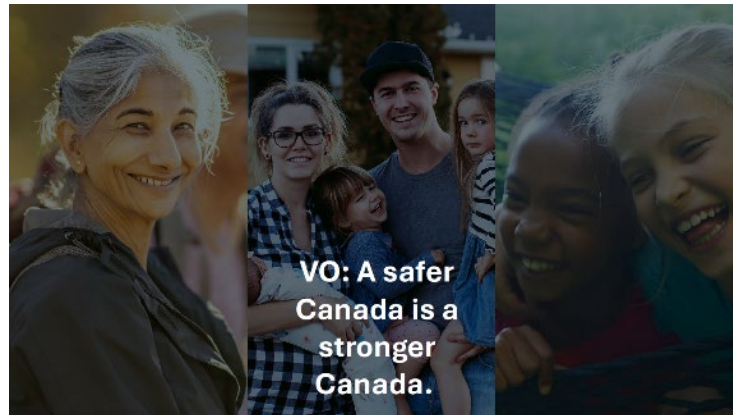
We transition from the departures board to a mother and child planting a plant in the soil, and the VO: "So you're safer in the country"



We see a bunch of police walking, showing their boots and legs, with the VO: "Stronger on policing"



A father and son are jumping off a dock into a lake, with the VO: "So you're safer everywhere"



We see a collection of photos of smiling people. On the left is an older woman smiling, in the middle is a mother and father and two young kids, and on the right are two kids laughing together. The VO: "A safer Canada is a stronger Canada".

Canada 

VO: A message from the Government of Canada.

The ad concludes on the Government of Canada wordmark against a white backdrop and the VO: "A message from the Government of Canada"



The following is an online banner image designed by the Government of Canada to highlight the actions it is taking to reduce crime. The image is five panels with an image transitioning throughout. The Government of Canada wordmark is in the bottom right corner of each panel. The leftmost panel features a judges gavel coming down and the text "We're reforming the bail & sentencing system to keep repeat and violent offenders off our streets". The second panel shows the same image of the gavel and the initial text transitioning to the words "Stronger on bail laws". The middle image features the gavel transitioning to an image of two women walking down the street smiling, and the words "Stronger on bail laws" fully on the screen. The fourth panel features the full image of the women walking and the words "Safer on your streets". The fifth panel features the same image of the women and the text "A safer Canada is a stronger Canada" and a clickable 'learn more' box below.



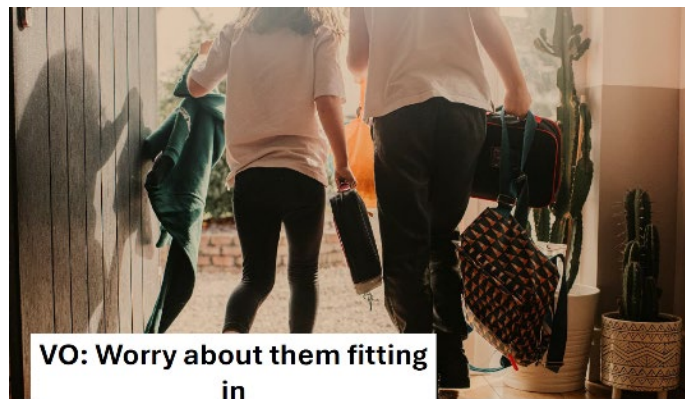
The following is an online banner image designed by the Government of Canada to highlight the actions it is taking to reduce crime. The image is five panels with an image transitioning throughout. The Government of Canada wordmark is in the bottom right corner of each panel. The leftmost image features an image of jail cells and the text "We're reforming the bail & sentencing system to keep repeat and violent offenders off our streets". The second panel features the same jail cell image with the words transitioning to "Stronger on bail laws". The middle panel features the jail cell transitioning to a father and son playing road hockey, the words "Stronger on bail laws" now fully visible. The fourth panel features the full road hockey image and the text "Safer on your streets". The fifth panel features the same image and the words "A safer Canada is a stronger Canada".

Worry Less



VO: You worry

We see a mother, father, and young baby, with the VO: "You worry"



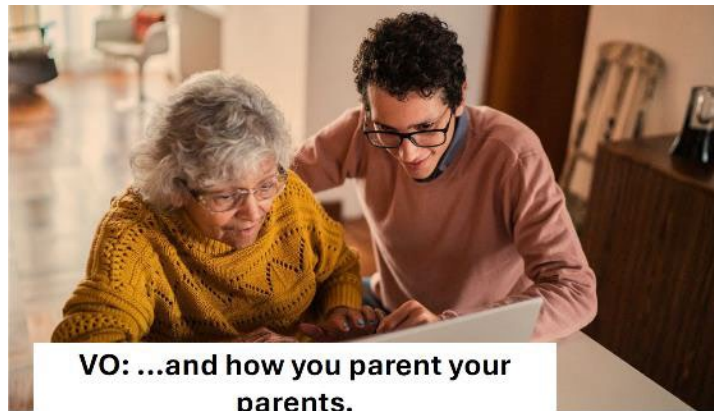
**VO: Worry about them fitting
in**

We see parents rushing out the door, bags in hand, "VO: Worry about them fitting in"

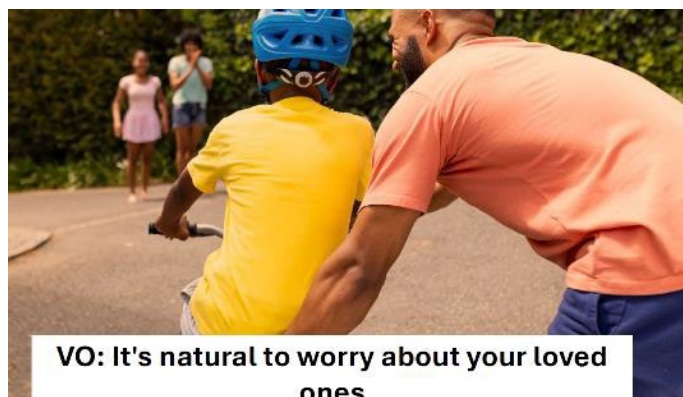


**VO: If your neighbour needs a helping
hand**

We see two men looking at an outdoor garden, with the VO "If your neighbour needs a helping hand"



We see a young man working with his older mother at a computer, with the VO: "...and how you parent your parents"



We see a father teaching his son to ride a bike while his mom and sister watch on in the background, with the VO: "It's natural to worry about your loved ones."



A smiling woman is walking on a city street at night, with the VO: "But you shouldn't have to worry about their safety"



We see a large family around a dinner table, with the VO: "We're committed to making Canada a safer place to live".



We see a bunch of kids sitting in a circle outdoors playing, with the VO: "That's why we're taking immediate action"



We see a man opening a shop door, with the VO: "And investing in ways to reduce and prevent crime."



We see an overhead shot of a busy city block, with the VO: "Because a safer Canada is a stronger Canada".

Canada 

VO: A message from the Government of Canada.

The ad concludes on the Government of Canada wordmark against a white backdrop and the VO: "A message from the Government of Canada"



The following is a three-panel banner image designed by the Government of Canada to highlight its approach to combatting crime. The background for each image is dark blue and the Government of Canada wordmark can be found in the bottom right of each image. The first panel features the text "We're reforming the bail system & sentencing system (in blue font) to keep repeat and violent offenders off our streets (in white font)". The second panel features an image of a mother helping her daughter adjust her backpack and the text "Because you shouldn't have to worry (in blue) about the safety of your loved ones (in white)". The third panel features the same image a bit closer up and the text "A safer Canada (in blue) is a stronger Canada (in white)", with a clickable 'learn more' box below.



The following is a three-panel banner image designed by the Government of Canada to highlight its approach to combatting crime. The background for each image is dark blue and the Government of Canada wordmark can be found in the bottom right of each image. The first panel features the words "We're strengthening bail laws (blue) to keep repeat and violent offenders off our streets (in white)". The second panel features an image of a mother helping her daughter adjust her backpack and the text "Because you shouldn't have to worry (in blue) about the safety of your loved ones (in white)". The third panel features the same image a bit closer up and the text "A safer Canada (in blue) is a stronger Canada (in white)", with a clickable 'learn more' box below.