



Government
of Canada

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du Canada

Continuous Qualitative Data Collection of Canadians' Views – March 2026

Final Report

Prepared for the Privy Council Office

Supplier name: The Strategic Counsel

Contract number: CW2241412

Contract value: \$1,629,482.60

Award date: December 19, 2022

Delivery date: May 7th, 2026

Registration number: POR- 053-22

For more information on this report, please email por-rop@pco-bcp.ca

Ce rapport est aussi disponible en français.

Canada 

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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The sixth cycle of the third year of this study included a total of twelve focus groups with Canadian adults (18 years of age and older) conducted between March 3rd, 2026, and March 26th, 2026.

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

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Ottawa, Ontario K1A 0A3

Catalogue Number:

CP12-4E-PDF

International Standard Serial Number (ISSN):

ISSN 2816-9360

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

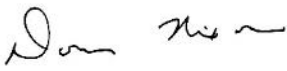
CP12-4F-PDF (Final Report, French)

ISSN 2816-9379

Political Neutrality Certification

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

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

Signed:  _____

Date: May 7th, 2026

Donna Nixon, Partner
The Strategic Counsel

Table of Contents

Executive Summary	6
Introduction	6
Methodology	7
Key Findings.....	9
Government of Canada in the News (All Locations).....	9
Government of Canada Priorities and Performance (Metro Vancouver and Surrey aged 35-54, Centre-East of Montreal aged 35-54, Winnipeg, Kitchener-Waterloo, Greater Sudbury Area Francophones aged 35+, Nova Scotia, Interior British Columbia, North Shore Montreal and Laurentides Region Quebec aged 40+, Iqaluit, Major Urban Centres Prairies aged 35-54, Greater Toronto Area Women).....	9
Build Canada Homes (Centre-East of Montreal aged 35-54, Winnipeg, Nova Scotia, Iqaluit).....	10
Tariff Support (Interior British Columbia, North Shore Montreal and Laurentides Region Quebec aged 40+, Major Urban Centres Prairies aged 35-54).....	11
Workforce Action Plan (Interior British Columbia, North Shore Montreal and Laurentides Region Quebec aged 40+).....	12
Automotive Strategy – Electric Vehicles (Kitchener-Waterloo).....	13
Arctic Transformation (Interior British Columbia, Iqaluit, Major Urban Centres Prairies aged 35-54).....	14
High-Speed Rail (Centre-East of Montreal aged 35-54, North Shore Montreal and Laurentides Region Quebec aged 40+, Greater Toronto Area Women).....	16
Contrecoeur Container Terminal Project (North Shore of Montreal and Laurentides Region Quebec aged 40+).....	17
Crime Prevention (Metro Vancouver and Surrey aged 35-54, Winnipeg, Greater Sudbury Area Francophones aged 35+).....	18
Civic Corps (Metro Vancouver and Surrey aged 35-54, Centre-East of Montreal aged 35-54, Kitchener-Waterloo, Nova Scotia).....	19
Perspectives on the French Language in the Greater Sudbury Area (Greater Sudbury Area Francophones aged 35+).....	20
Social Media Age Requirements (Centre-East of Montreal aged 35-54, Kitchener-Waterloo).....	21
Artificial Intelligence (Nova Scotia, Greater Toronto Area Women).....	22
Housing Advertising Campaign (Ontario aged 25-35, Major Urban Centres Prairies aged 35-54, Greater Toronto Area Women).....	23
Canadian Dental Care Plan Advertising Testing (Ontario aged 25-35).....	25
Youth Program Name Testing (Ontario aged 25-35).....	26
Safe Communities Advertising Testing (Metro Vancouver and Surrey aged 35-54, Winnipeg, Greater Sudbury Area Francophones aged 35+).....	28
Detailed Findings.....	31
Timeline of March 2026 Announcements.....	32
Government of Canada in the News (All Locations).....	35

Government of Canada Priorities and Performance (Metro Vancouver and Surrey aged 35-54, Centre-East of Montreal aged 35-54, Winnipeg, Kitchener-Waterloo, Greater Sudbury Area Francophones aged 35+, Nova Scotia, Interior British Columbia, North Shore Montreal and Laurentides Region Quebec aged 40+, Iqaluit, Major Urban Centres Prairies aged 35-54, Greater Toronto Area Women)	36
Build Canada Homes (Centre-East of Montreal aged 35-54, Winnipeg, Nova Scotia, Iqaluit)	40
Tariff Support (Interior British Columbia, North Shore Montreal and Laurentides Region Quebec aged 40+, Major Urban Centres Prairies aged 35-54)	43
Workforce Action Plan (Interior British Columbia, North Shore Montreal and Laurentides Region Quebec aged 40+)	45
Automotive Strategy – Electric Vehicles (Kitchener-Waterloo)	47
Arctic Transformation (Interior British Columbia, Iqaluit, Major Urban Centres Prairies aged 35-54)	50
High-Speed Rail (Centre-East of Montreal aged 35-54, North Shore Montreal and Laurentides Region Quebec aged 40+, Greater Toronto Area Women)	54
Contrecoeur Container Terminal Project (North Shore of Montreal and Laurentides Region Quebec aged 40+)	56
Crime Prevention (Metro Vancouver and Surrey aged 35-54, Winnipeg, Greater Sudbury Area Francophones aged 35+)	57
Civic Corps (Metro Vancouver and Surrey aged 35-54, Centre-East of Montreal aged 35-54, Kitchener-Waterloo, Nova Scotia)	58
Perspectives on the French Language in the Greater Sudbury Area (Greater Sudbury Area Francophones aged 35+)	60
Social Media Age Requirements (Centre-East of Montreal aged 35-54, Kitchener-Waterloo)	62
Artificial Intelligence (Nova Scotia, Greater Toronto Area Women)	64
Housing Advertising Campaign (Ontario aged 25-35, Major Urban Centres Prairies aged 35-54, Greater Toronto Area Women)	66
Canadian Dental Care Plan Advertising Testing (Ontario aged 25-35)	71
Youth Program Name Testing (Ontario aged 25-35)	74
Safe Communities Advertising Testing (Metro Vancouver and Surrey aged 35-54, Winnipeg, Greater Sudbury Area Francophones aged 35+)	77
Appendices.....	82
Appendix A – Recruiting Scripts	83
March 2026 English Recruiting Script	84



March 2026 French Recruiting Script.....	95
Appendix B – Discussion Guides.....	104
March 2026 English Moderator’s Guide	105
March 2026 French Moderator’s Guide	127
Appendix C – Advertising Concepts.....	153
Housing Advertising Campaign.....	154
Canadian Dental Care Plan Advertising Testing	156
Safe Communities Advertising Testing	158

Executive Summary

Introduction

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

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

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

This report includes findings from twelve online focus groups that were conducted between March 3rd, 2026, and March 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 participant perspectives regarding the Government of Canada's performance across a number of key priority areas, as well as their opinions related to numerous programs and initiatives including Build Canada Homes, supports for workers and employers impacted by tariffs from the United States (U.S.), and the potential creation of a youth civic corps. Some groups took part in discussions related to the Government of Canada's new automotive strategy for electric vehicles (EVs), actions that it was taking to strengthen the safety and sovereignty of Canada's Arctic region, and potential taglines for its Workforce Action Plan. Additionally, a number of groups engaged in conversations related to the Alto High-Speed Rail initiative, the Contrecoeur Container Terminal Project, and actions that had been announced by the federal government aimed at reducing crime in Canadian communities. All groups also shared what 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), the potential introduction of a mandatory minimum age for social media, and challenges faced by Francophones residing in the Greater Sudbury Area. Some groups also shared their perspectives regarding advertising campaigns that had been developed by the Government of Canada for the Canadian

Dental Care Plan (CDCP), Build Canada Homes, and actions that it was taking to increase the safety of Canadian communities. The group comprised of individuals aged 25 to 35 in Ontario also provided feedback related to numerous potential names for an upcoming program aimed at providing employment opportunities and work experience for younger Canadians.

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 women and specific age ranges such as individuals aged 25 to 35, 35 to 54, 35 years of age and older, and 40 years of age and older.

Detailed Approach

- Twelve groups were conducted across various regions in Canada.
- Five groups were conducted among the general population residing in Winnipeg, the Kitchener-Waterloo area, Nova Scotia, Interior British Columbia (B.C.), and Iqaluit.
- The other groups were conducted among key subgroups including:
 - Individuals aged 35 to 54 in Metro Vancouver, with 50 per cent of the group residing in Surrey;
 - Individuals 35 to 54 years of age residing in the Centre-East region of Montreal;
 - Francophones 35 years of age and older in the Greater Sudbury Area;
 - Individuals 40 years of age and older residing in the North Shore of Montreal and the Laurentides region of Quebec;
 - Individuals 25 to 35 years of age in Ontario;
 - Individuals 35 to 54 years of age residing in major urban centres in the Prairies; and
 - Women residing in the Greater Toronto Area (GTA).
- The groups based in Quebec and the Greater Sudbury Area 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, 92 participants attended, in total. Details on attendance numbers by group can be found below.

- Each participant received an honorarium of \$125.

Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EST)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Metro Vancouver, with 50% in Surrey	1	EN	Tues, Mar 3 rd	9:00-11:00 PM	Individuals aged 35-54	8
Centre-East of Montreal (Plateau, Rosemont, Villeray, Centre-sud)	2	FR	Wed, Mar 4 th	6:00-8:00 PM	Individuals aged 35-54	8
Winnipeg	3	EN	Thurs, Mar 5 th	7:00-9:00 PM	General Population	8
Kitchener-Waterloo	4	EN	Tues, Mar 10 th	6:00-8:00 PM	General Population	8
Greater Sudbury Area	5	FR	Wed, Mar 11 th	6:00-8:00 PM	Francophones aged 35+	7
Nova Scotia	6	EN	Thurs, Mar 12 th	5:00-7:00 PM	General Population	7
Interior British Columbia	7	EN	Tues, Mar 17 th	9:00-11:00 PM	General Population	8
North Shore of Montreal and Laurentides	8	FR	Wed, Mar 18 th	6:00-8:00 PM	Individuals aged 40+	7
Iqaluit	9	EN	Thurs, Mar 19 th	6:00-8:00 PM	General Population	8
Ontario	10	EN	Tues, Mar 24 th	6:00-8:00 PM	Individuals aged 25-35	8
Major Urban Centres Prairies	11	EN	Wed, Mar 25 th	8:00-10:00 PM	Individuals aged 35-54	8
Greater Toronto Area	12	EN	Thurs, Mar 26 th	6:00-8:00 PM	Women	7
Total number of participants						92

Key Findings

Government of Canada in the News (All Locations)

All groups were asked to share what they had seen, read, or heard about the Government of Canada in recent days. A wide range of initiatives were recalled, with several mentioning announcements that had been made by the Government of Canada related to investments that it would be making in areas such as nation-building infrastructure projects as well as national defence and the Canadian Armed Forces (CAF). Participants also recalled actions such as the introduction of the new Canada Groceries and Essentials Benefit, the passage of Bill C-9: the *Combating Hate Act* through the House of Commons, and the announcement that the federal minimum wage would be increasing to \$18.15 per hour, effective April 1st, 2026. A few had also heard that the Government of Canada was working to lower its operating expenses, including by reducing the size of the federal public service, and that it was taking measures to crack down on extortion-related crimes targeting individuals and businesses in some parts of the country.

Participants also recalled a number of announcements and initiatives related to the federal government's activities on the global stage. These included the Government of Canada's continued provision of humanitarian and military assistance to Ukraine to support it in the defence of its territory, the offering of humanitarian support to Cuba to assist its residents in responding to ongoing energy shortages throughout that country, and the announcement of an agreement between the Government of Canada and Government of China that would see Canada reduce its tariffs on Chinese-made EVs, with China lowering tariffs that it had imposed on Canadian canola imports. Participants also recalled hearing that the Prime Minister (PM) and other federal officials had travelled to countries such as Norway, India, and Australia with the aim of enhancing Canada's economic and defence partnerships on the international stage.

Government of Canada Priorities and Performance (Metro Vancouver and Surrey aged 35-54, Centre-East of Montreal aged 35-54, Winnipeg, Kitchener-Waterloo, Greater Sudbury Area Francophones aged 35+, Nova Scotia, Interior British Columbia, North Shore Montreal and Laurentides Region Quebec aged 40+, Iqaluit, Major Urban Centres Prairies aged 35-54, Greater Toronto Area Women)

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

Participants identified a number of areas where they felt the Government of Canada had been performing well, with several mentioning its provision of a wide range of supports and benefits for Canadians, as well as its efforts to protect and promote diversity, inclusion, and multiculturalism

throughout the country. A number also spoke positively of the federal government's actions to strengthen and diversify Canada's trade relationships on the global stage, as well as measures it had taken to remove internal trade barriers and increase trade amongst the country's provinces and territories. A few also praised what they viewed as the Government of Canada's firm and measured response to tariffs that had been imposed by the U.S. across a wide range of Canadian imports.

Participants expressed a range of positive and negative views on a number of issues, including immigration, public safety, health care, and national defence. Regarding the latter, the view was expressed that while the Government of Canada had made positive steps in this area by increasing its investments towards national defence and the Canadian Armed Forces (CAF), significant work still needed to be done to increase Canada's self sufficiency in upholding its sovereignty against potential threats in the years to come.

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, the affordability of housing, and what participants perceived as the need to increase the development of Canada's natural resources such as oil, natural gas, and critical minerals. A number also believed that more needed to be done by the federal government to reduce its operating expenses and achieve a balanced budget, while a few mentioned reconciliation with Indigenous peoples as an area that they felt required increased attention going forward.

Build Canada Homes (Centre-East of Montreal aged 35-54, Winnipeg, Nova Scotia, Iqaluit)

Four groups engaged in conversations related to the Government of Canada's Build Canada Homes initiative. Informed that the Government of Canada had recently announced a new federal agency called Build Canada Homes that would seek to build lots of affordable housing by making good use of public lands, offering flexible financial incentives, and supporting innovative methods of construction, participants were largely positive in their reactions. Many felt that the affordability of housing had become a major concern in several parts of the country in recent years and believed that progress in this area would likely have a positive impact on the lives of a large number of Canadians. A few, however, expressed concerns that public lands that had previously been set aside as parks or for conservation reasons would be utilized as land for new housing under this initiative, while a small number worried about how much this initiative would cost the federal government to carry out.

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 what came to mind when they thought about the quality of factory-built homes or off-site methods of construction compared to traditionally built homes. On balance, participants were mostly positive in their opinions towards modular and factory-built housing, with several expecting that these homes could be built at a more affordable price and with minimal differences in quality relative to traditionally built homes. A number believed that factory-built homes were typically produced in a consistent and timely manner and expected that they would be able to be constructed relatively quickly once the factory-built components arrived in communities. Among the smaller number who were more uncertain or negative in their reactions to this approach, a few expressed doubts regarding the quality of these

homes, while some worried that these homes would not be insulated well enough to withstand the extreme cold temperatures experienced in many parts of the country during the winter months.

Asked to describe, in their own words, how they thought factory-built homes were constructed from start to finish, a large number believed that these homes were typically partially built in factories prior to being transported to communities where they were fully constructed and connected to infrastructure such as plumbing systems and electricity grids. Several described this process as being similar to an assembly line, with homes being built using the same step-by-step process before being transported to communities. A number also were of the impression that this process involved considerably more work being completed by machinery (as opposed to human workers), with a few believing that the construction of factory-built homes also involved the incorporation of innovative technologies such as three-dimensional (3D) printing.

Discussing how they would feel about living in a factory-built home themselves, most expressed that they would be open to this type of housing solution, with a small number reporting that they already resided in a modular home. A number, however, expressed that while they would be willing to live in factory-built housing, other considerations such as the proximity of these homes to amenities such as shops and restaurants, public transportation, and parks and recreation facilities would likely factor heavily into their decision of where to reside.

Asked whether they thought the increased prioritization of modular and factory-built construction methods would help to make homes more affordable for Canadians going forward, several expected that it would. Among these participants, it was widely felt that an increased emphasis on factory-built housing would greatly assist in increasing the housing supply in many parts of the country and would provide prospective homebuyers and renters with far more housing options to potentially choose from. The view was also expressed that, given the perceived lower labour costs involved in constructing these homes, it was likely that factory-built housing would be more affordable for developers to build and, as a result, these homes could be offered at lower prices to homebuyers upon hitting the open market. A smaller number were more uncertain as to whether this approach would lead to more affordable housing in Canada in the years to come. Among these participants, the view was expressed that the construction process represented one of many different variables that could influence housing prices, and that even if the supply of housing were to increase, other factors (such as land costs, location, and profit-seeking by developers) could lead to these homes continuing to be unaffordable for most lower- and middle-income families.

Tariff Support (Interior British Columbia, North Shore Montreal and Laurentides Region Quebec aged 40+, Major Urban Centres Prairies aged 35-54)

Three groups engaged in conversations related to measures that had been announced by the Government of Canada to assist workers and employers who had been impacted by widespread tariffs that had been imposed by the U.S. on a range of Canadian imports over the past year. Asked what they had seen, read, or heard about the actions that had been taken by the federal government on this front, several were of the impression that it had been working hard in recent months to diversify and expand its trade relationships with other reliable international partners, with a number mentioning a

recent trade agreement that it had established with the Government of China. It was also believed that the federal government had introduced counter-tariffs on some U.S. goods, though no participants were aware of any specific details on this front. A few recalled that the Government of Canada had introduced a Buy Canadian policy that prioritized the procurement of goods and services from Canadian-owned companies as well as encouraged consumers to choose to purchase products made in Canada rather than those manufactured internationally.

Provided with information about actions that had been taken by the Government of Canada to support workers in sectors such as steel, softwood lumber, and other areas that had been affected by tariffs and global market shifts, while a number believed that these measures might be beneficial to some impacted workers and businesses over the short-term, many felt that they would not be enough to address the significant economic challenges that were believed to have been caused by U.S. tariffs. Several expressed the opinion that the Government of Canada's investment of \$570 million (over three years) was too low and expected that it would be insufficient when it came to providing tangible support to the many businesses and sectors that were believed to have been impacted by tariffs thus far. A number also expressed the view that while actions such as offering temporary additional Employment Insurance (EI) supports and providing funding for work sharing initiatives would offer some form of assistance for workers who had been laid off or had their hours reduced, it was likely that more would need to be done by the federal government to assist people in returning to full-time work.

Asked whether they felt the federal government was doing enough to support workers and employers who had been affected by tariffs, a roughly equal number felt that it was not doing enough compared to those who were more neutral or uncertain in their views, with a smaller number believing that the Government of Canada was headed in the right direction on this front. Describing additional actions that they felt should be taken by the federal government to support tariff-impacted workers and businesses, a number believed that more needed to be done to increase the development of Canada's natural resources (such as oil and natural gas), as well as to increase investments towards emerging areas such as the development of clean energy and electric vehicles (EVs). It was felt that by taking these actions the Government of Canada would be helping to stimulate economic activity throughout the country as well as create more high paying jobs for Canadian workers in the years to come.

Workforce Action Plan (Interior British Columbia, North Shore Montreal and Laurentides Region Quebec aged 40+)

Two groups took part in discussions related to potential taglines and slogans that had been developed for the Government of Canada's new Workforce Action Plan. At the outset of these conversations, participants were informed that the federal government would be implementing a new Workforce Action Plan, which included a set of programs aimed at helping youth, job seekers, workers, and businesses obtain the skills and supports they would require to keep up, succeed, and contribute to Canada's changing economy.

Participants engaged in an exercise where they were presented with a list of potential taglines or slogans for this program and were asked to select the one that they found to be the most compelling.

The list shown to participants included: *Build Canada: Workforce Action Plan*, *Canada Strong: Workforce Action Plan*, *Canada Works: Workforce Action Plan*, *Canada Builds: Workforce Action Plan*, and *Ready to Work: Canada's Workforce Action Plan*.

On balance, *Build Canada: Workforce Action Plan* received the highest level of support. Among those who selected this tagline, the view was expressed that it was the most straightforward and to the point of all the options and did the best job at describing what this plan was focused on. Several also spoke positively regarding what they perceived as the uplifting and optimistic tone of this tagline. A number liked the slogan's concept of building Canada and felt that this was an effective way to demonstrate what they viewed as the action-oriented, forward-looking nature of the initiative. Several also selected the tagline *Ready to Work: Canada's Workforce Action Plan*. Among these participants, a number felt that this slogan would be relatable to a broad audience, including highly skilled workers who were seeking employment opportunities.

Asked whether there were any taglines that they would change or make improvements to, a number believed that the word 'Canada' should be added to the front of *Ready to Work: Canada's Workforce Action Plan* as a way of further communicating that Canada as a country was ready to work hard to build its economy. A small number also suggested the creation of a different slogan, using more future-focused words such as 'Creating Canada', and felt that this would be a positive, unifying way to describe the program.

Automotive Strategy – Electric Vehicles (Kitchener-Waterloo)

Participants residing in Kitchener-Waterloo engaged in a conversation related to the Government of Canada's new automotive strategy, with a particular focus on programs related to electric vehicles (EVs).

Provided with information about the Government of Canada's recently introduced Electric Vehicle Affordability Program (EVAP), participants were mixed in their reactions. While a small number felt that these incentives could provide some degree of financial assistance, particularly for those already considering the purchase of an EV, most did not believe that the amounts offered would be sufficient to meaningfully improve affordability. Expanding upon this, several described what they perceived as being the high upfront costs of most EVs available in Canada, with a number of the impression that a large proportion of available models exceeded the program's \$50,000 threshold. Asked whether they felt that the incentive would make them more likely to purchase an EV in the future, a small number answered affirmatively. Among these participants, a number reported that they had already been considering an EV (particularly due to the perceived environmental benefits of these vehicles) and felt that the incentives offered through EVAP would likely make them more interested in purchasing one of these vehicles going forward.

Participants were also informed that the Government of Canada had removed its previous requirement that all new car sales would have to be electric within a decade and were told that it would instead be introducing stronger greenhouse gas emissions standards for vehicle model years 2027-32, as well as setting the goal of having 75 per cent of vehicle sales be EVs by 2035 and 90 per cent by 2040. Asked

how they felt about this approach, a range of opinions were expressed. Some viewed the revised strategy positively, and thought that it represented a more realistic, attainable, and flexible pathway toward increasing EV adoption over time. A few, however, clarified that while they approved of the decision to remove the previous EV sales mandate, they were skeptical that the new targets set by the federal government would be feasible and felt it was unlikely that a significant portion of the country would shift to purchasing EVs within the proposed timeframe.

Discussing whether they felt this new approach by the Government of Canada made them feel like it was going back on its environmental regulations and policy or whether they viewed this more as a different approach to meet Canada's goals, participants were mixed in their opinions. Among participants who viewed this new strategy as a different, but still effective, pathway to assist the country in meeting its environmental goals, the view was expressed that the approach would allow for a more gradual transition to greater EV use, while also providing communities with more time to upgrade their electricity infrastructure and install more charging stations to ensure that they would be able to handle a significant increase in EVs in the future. For those who felt that this new strategy did indicate that the federal government was going back on its environmental regulations and policies, participants expressed concerns about the negative impacts that the continued widespread use of combustion engine vehicles would have on the environment and issues such as climate change.

Asked whether, after having been presented with the information related to the federal government's automotive strategy for EVs, they felt the measures would lead to increased EV adoption in Canada, several believed that they would. Among these participants, it was thought that, so long as EV technology continued to improve (particularly as it relates to driving distance and the ability of these vehicles to handle extreme temperatures) and charging infrastructure was expanded, programs such as this could contribute to greater uptake over the long-term.

Arctic Transformation (Interior British Columbia, Iqaluit, Major Urban Centres Prairies aged 35-54)

Three groups took part in conversations related to recent actions and initiatives that had been announced by the Government of Canada aimed at increasing the development of Canada's North and strengthening the country's security and sovereignty in this region. Asked whether they had recently seen, read, or heard anything about the Government of Canada and investments that it was making in Canada's North, while few could recall any specific details, several were of the impression that it had recently announced that it would be working to strengthen Canada's defence capabilities in the region, including by providing additional resources to the Canadian Armed Forces (CAF) to assist in upholding Canada's sovereignty over its Arctic territory.

Participants in the group based in Iqaluit were provided with the following information related to a number of initiatives that had recently been announced by the Government of Canada focused on increasing Northern development. These included increased federal support for energy projects, building and repairing housing, and developing local infrastructure in Nunavut, investments towards the Nutrition North Canada program, a renewal of the Inuit Child First Initiative, and a commitment to delivering 750 units of public, affordable, and supportive housing across Nunavut. Reacting to this

information, while most believed that these measures appeared positive at face value, several felt that more details were required regarding the amounts that would be invested and the timelines for these initiatives to be implemented before they could determine whether these actions represented an effective pathway towards increasing development and making life more affordable in Canada's North.

Discussing the commitment of providing 750 new units of affordable, public, and supportive housing, while most felt that this would likely have a positive impact on the lives of many individuals living in Nunavut, several felt that the amount of new housing provided via this initiative would not be nearly enough to address what participants perceived as being the significant and widespread challenges related to the affordability of housing in the North. A number expressed that it was important for these properties to be owned and operated by responsible, locally based organizations that would ensure that they would be well taken care of and remain in good condition over the long term.

All groups were presented with information related to recent actions that had been announced by the federal government related to Canada's North, including an investment of \$40 billion to defend, build and transform this region. Most reacted positively to this information, with many believing that these actions would have a positive impact on Canada's Northern and Arctic region going forward. Discussing specific initiatives that had been announced, several expected that the creation of a strategy to build more roads and highways throughout the North would help to increase travel within the region, as well as make it easier and more affordable to transport goods and products to and from Northern communities. Related to this, the view was expressed that by increasing its investments towards Northern highways and airports, the federal government would likely be helping to stimulate economic activity in the North, with some also believing that this could lead to increased tourism for Northern communities in the years to come.

Discussing the Government of Canada's announcement that it would be investing \$32 billion towards upgrading Canadian military facilities in Yellowknife, Inuvik, Iqaluit, and Goose Bay, several believed that this was an important area to be focusing on. A number felt that these investments were especially critical for the federal government to be making given their expectation that the North would become an increasingly vital economic area in coming decades due to the large amounts of natural resources (such as critical minerals) situated in the region as well as the increasing use of Northern marine trade routes in the event that Arctic sea ice continues to recede. Several of those residing in Iqaluit expected that these investments towards defending and building the North would be helpful when it came to strengthening the safety of their community as well as others in the North and represented an important step towards enhancing Canada's ability to uphold its territorial sovereignty against potential outside threats.

Asked what benefits, if any, they expected these investments in Canada's Northern and Arctic region could bring, participants across all groups reiterated the view that these initiatives would contribute to increased economic activity and job creation throughout the North as well as help the region to become more closely connected to the rest of the country going forward. A number also hoped that these actions would assist in making life more affordable for those living in Northern communities, with some expecting that actions to improve highways and airports would make it easier to ship food

to the region and would hopefully lead to lower grocery costs and greater food security for the inhabitants of Canada's North going forward.

Discussing what concerns, if any, they had about the federal government making investments such as these in Canada's Northern and Arctic region, several believed that it was of critical importance that Inuit and other Indigenous peoples be consulted with and involved in the implementation of these investments to ensure that their unique communities and cultural practices in the North would not be harmed amidst the increased rate of development in the region.

High-Speed Rail (Centre-East of Montreal aged 35-54, North Shore Montreal and Laurentides Region Quebec aged 40+, Greater Toronto Area Women)

Three groups took part in discussions related to Alto High-Speed Rail, a proposed infrastructure project aimed at connecting Toronto to Quebec City. Asked whether they had recently seen, read, or heard any news related to the federal government and high-speed rail, a large number in the groups based in Quebec indicated that they had, while very few in the Greater Toronto Area (GTA) were aware of any activities on this front.

Discussing how they felt about the development of a high-speed rail line from Toronto to Quebec City, most reacted positively with several believing that this would provide a quick and efficient alternative to air travel for those travelling along the Toronto-Quebec City corridor. Participants also expected that the project would serve as a good source of high-paying jobs for Canadians, both during the construction process as well as once the line was operational.

Asked whether they expected a high-speed rail from Toronto to Quebec City would have any economic benefits for Canada, a large number believed that it would. It was thought by several that the construction of a high-speed rail line would help to make travel increasingly affordable for many Canadians residing in the region, potentially freeing up disposable income for other expenditures. It was also believed that this project could lead to increased economic opportunities for businesses and workers located near high-speed rail stations, with participants expecting that these communities would likely have a significant increase in visitors as a result.

Questioned as to whether they expected this project would have any benefits for their respective communities, a number expected that it would help to reduce traffic on local roadways and would likely lead to less carbon emissions over the long term. Asked whether they had any potential concerns about having a high-speed rail line in their community, a small number of those residing in the GTA worried that an increase in travel to downtown Toronto could contribute to congestion. A few in this group also worried about other potential impacts such as noise and disruption to residential neighbourhoods as well as the loss of public spaces located along the proposed route.

Informed that the proposed route was expected to include elevated tracks and tunnels so that trains would be able to cross entire cities without interacting with other road vehicles or trains, while a number liked that the proposed route would be constructed in a way that would not interfere with existing roads and railways, several expressed concerns as to how much it would cost to build these

tunnels and elevated tracks, as well as how long it would take for this infrastructure to be completed. Related to this, some worried that this approach could take many years, and were concerned that it would potentially be more than a decade before this rail line became fully operational.

Participants were also informed that while the route would, wherever possible, follow existing transport and utility corridors, Alto would likely need to acquire land from property owners along some parts of the route. It was also clarified that, in these instances, Alto had committed to offering fair market value for the land it buys and would be compensating property owners for other potential losses and fees. Sharing their thoughts about this information, many felt that it was necessary for property owners to be offered fair market value (or more) for their land, with several believing that any individuals who found themselves having to move as a result of the project should also be provided with financial support to assist them in relocating.

Contrecoeur Container Terminal Project (North Shore of Montreal and Laurentides Region Quebec aged 40+)

Participants in the group comprised of individuals aged 40 and older residing in the North Shore of Montreal and the Laurentides region of Quebec took part in a brief discussion related to the Contrecoeur Container Terminal Project.

Provided with information about this initiative, participants expressed a range of opinions. Among those who viewed the project positively, participants highlighted its potential to generate long-term economic benefits, with a number believing that expanded port capacity would serve to reduce congestion associated with maritime traffic in the Port of Montreal. Though also supportive of this project, particularly due to the expectation that it would lead to the creation of 8,000 jobs during construction and upwards of 1,200 jobs once operational, a few expressed some reservations. In particular, participants questioned whether there would be a sufficient supply of skilled labour in the region to support both the construction phase and ongoing port operations once the project was operational. Participants who were more uncertain in their views also raised questions about the overall value of the project, with some expressing skepticism as to whether the projected \$140 million in annual national economic benefits was enough to justify the level of upfront investment that they expected would be required from the Government of Canada to carry out this initiative.

Discussing whether they had any concerns about the proposed Contrecoeur Container Terminal Project, a number were worried about the potential negative environmental impacts that increased maritime traffic along the St. Lawrence River could have on the unique ecosystems and endangered species in the area. A few also reiterated the view that the projected annual economic benefits were not enough to justify the federal government investing in this project, with some believing that a greater focus should instead be placed on manufacturing more goods and products domestically rather than increasing the country's trade activities with global partners.

Crime Prevention (Metro Vancouver and Surrey aged 35-54, Winnipeg, Greater Sudbury Area Francophones aged 35+)

Three groups took part in discussions related to measures that had recently been announced by the federal government aimed at reducing the rate of crime in Canadian communities. Asked whether they had been following the issue of rising crime in Canada in recent months, several indicated that they had, with participants recalling numerous different challenges on this front. Describing what they had heard, many were of the impression that crimes committed by repeat offenders had been on the rise in many parts of the country in recent years, with some expressing the view that the bail system in Canada had become too lenient. A number also believed that crimes related to property theft and illicit drug use had risen substantially, with a few of the impression that there had been an increase in the number of hate-related crimes as of late.

Asked whether reducing crime should be a top priority for the Government of Canada, almost all answered affirmatively. Expanding upon their responses, several expressed the opinion that ensuring the safety of its citizens was one of the chief responsibilities of the federal government and that it was important for it to be taking action wherever it could to reduce crime and make Canadian communities safer. Additionally, a number believed that action also needed to be taken by the Government of Canada to address what were perceived as being the root causes of crime, such as poverty, homelessness, addiction, and challenges related to mental health.

Discussing whether they felt the Government of Canada was doing something about the issue of crime, few thought that it was, with only a small number able to recall any actions or initiatives that it had taken on this front in recent years. Provided with information about actions that the federal government was taking related to crime, most reacted positively with several expressing that it was important for the Government of Canada to be focusing on areas such as protecting Canadians against online risks, reforming the bail system, increasing border security, and strengthening efforts to combat smuggling.

Questioned as to whether they thought the Government of Canada was doing enough to address the issue of crime, few felt that it was, with several expressing that until there was a measurable reduction in crime in their respective areas, it was difficult to say that sufficient action was being taken on this front. While a number believed that it was a step in the right direction for the federal government to be working on making bail laws tougher, it was thought that this measure would need to be accompanied by much stricter consequences for repeat offenders in order to be effective. It was also thought that there needed to be increased collaboration between the Government of Canada and provincial/territorial and municipal governments when it came to developing strategies to reduce crime, with some believing that crime was an area that all levels of government had a responsibility to address.

Civic Corps (Metro Vancouver and Surrey aged 35-54, Centre-East of Montreal aged 35-54, Kitchener-Waterloo, Nova Scotia)

Four groups took part in conversations related to the possible creation of a civic corps in Canada. Asked what came to mind when they heard the phrase 'civic corps', a large number reported being unfamiliar with the term, while a few believed that it might refer to the federal public service, a civilian branch of the Canadian Armed Forces (CAF), or volunteer/community focused programs designed for Canadian youth. To clarify, participants were informed that a civic corps typically refers to organized, paid, or volunteer-driven, work-study programs for young adults, designed to provide job training, education, and experience in environmental conservation, land management, or community service projects.

Informed that the Government of Canada was looking into the possibility of developing its own civic corps in Canada, almost all reacted positively. For many, it was thought that this type of program would serve as a helpful way of assisting young Canadians in developing valuable new skillsets that would benefit them in their adult lives, including as it relates to entering the workforce and beginning to build their careers. The view was also expressed that this type of initiative could help young Canadians gain first-hand experience across a number of different sectors within a short period of time and that this exposure to different sectors would help them to better understand potential career paths and make more informed decisions about their future.

Participants also identified a number of broader societal benefits related to this potential initiative. Many expected that a civic corps would help foster stronger connections between youth and their communities, while promoting a greater sense of civic responsibility. Several felt that a civic corps would be an effective way of strengthening national unity across Canada overall, including by providing youth of all backgrounds with a shared experience. The view was also expressed that a civic corps could be an effective way of assisting young Canadians in developing in-person social and professional connections that they may otherwise find difficult to obtain, especially given how much of their time at present was believed to be spent interacting online. Additionally, participants felt that such a program could have positive implications for youth mental health by providing young people with a sense of purpose and direction.

The group comprised of residents of Metro Vancouver and Surrey aged 35 to 54 were asked an additional question as to which areas, if any, they felt a youth civic corps would be most helpful for in Canada. In addition to strengthening the labour market by equipping youth with practical skills, many believed the program could help to increase youth involvement in areas such as nation-building infrastructure development, environmental initiatives, emergency preparedness, and disaster response. Asked what they felt should be the main goals of a civic corps in Canada, participants in this group felt that the primary focus should be skills development and career preparation, while also fostering a sense of belonging and community connection.

All groups were asked whether they felt there were any potential drawbacks to the federal government developing a civic corps for Canada. While highly supportive of the initiative overall, several expressed concerns as to whether it would be financially feasible for the Government of Canada at present, especially given other pressing priorities (such as the high cost of living and housing affordability).

Other potential concerns expressed by participants included whether it would be made mandatory for all Canadian youth (with some worrying that not everyone would be a good fit for this type of program), the potential for businesses to improperly use the civic corps as a source of unpaid or low wage labour, and whether this program could ultimately become directly connected to military service as was believed to be the case in other countries.

Perspectives on the French Language in the Greater Sudbury Area (Greater Sudbury Area Francophones aged 35+)

The group comprised of Francophones 35 years of age and older residing in the Greater Sudbury Area engaged in a discussion about the state of the French language in their community. Asked how they felt about the current state of the French language in their area, while a number reported that they were still able to go about their daily lives primarily in French, several believed that the overall use of French had been gradually declining over time, particularly among younger generations. Questioned as to whether they felt the French language was under threat, a number believed that it was, with participants of the impression that the use of French had been steadily diminishing over time in most Francophone communities outside of Quebec.

Presented with a list of potential challenges facing Francophones in their region, participants engaged in an exercise where they were asked to identify up to three items that they considered to be major challenges. On balance, issues related to accessing media content in French, keeping young Francophones in the region, and transmitting the French language and culture to the next generation were selected by the largest number of participants. Among those who identified access to French-language media as a key challenge, several expressed that much of the media available to them (such as television and movies) were provided with French-language subtitles or dubbed voice acting, rather than being originally produced in French, while some also pointed to a lack of French-language cultural events, such as concerts and festivals in their area. For participants who selected the challenge of retaining young Francophones in their region, a number believed that there needed to be a focus on creating more French-language employment opportunities for young Francophones to provide them with viable, locally based career paths. Among those who selected the challenge of transmitting the French language and culture to the next generation, a number expressed that while parents could encourage their children to speak French at home, most young people opted to use English in their social interactions outside of the home, limiting the opportunities throughout their daily lives to fully immerse themselves in the French language.

Asked whether they felt there was anything else that the Government of Canada should be doing to support the Francophone community and promote and protect the French language, participants mentioned actions such as encouraging the development of more French language commercials on mediums such as television and radio, as well as providing increased funding for French language education programs and classes for those interested in learning the language.

Social Media Age Requirements (Centre-East of Montreal aged 35-54, Kitchener-Waterloo)

Two groups took part in discussions related to the potential implementation of age requirements for social media users in Canada. Questioned as to whether they had recently seen, read, or heard anything about countries banning minors from social media, a small number indicated that they had. Informed that Australia had recently introduced a mandatory minimum age of 16 for accounts on certain social media platforms, participants were largely positive in their reactions. For many, it was felt that there was a significant amount of inappropriate content on social media that was not suitable for minors and that it was important for countries to be taking steps such as these to implement a minimum age requirement for these platforms. Expanding upon their views, several were of the impression that social media was currently having a negative impact on the mental health of a growing number of young people and believed that regulations such as these represented an effective step towards addressing these challenges.

Asked whether they felt the federal government should consider implementing this type of policy in Canada, a larger number believed that it should compared to those who felt otherwise. Among those who supported the introduction of a minimum age requirement for social media, many believed that this was an important step to protect children and expected that this would be an effective way to prevent young Canadians from being exposed to inappropriate content and/or dangerous individuals online. For the small number who were more uncertain as to whether this was an appropriate measure for the Government of Canada to be taking, the view was reiterated that social media use for minors was an issue that should primarily be dictated by their parents, with some expressing that it was important for parents be closely monitoring the websites and platforms that their children were visiting.

Questioned as to whether they believed there would be any benefits to introducing a mandatory minimum age for social media accounts, several hoped that this type of policy would lead to a rise in in-person socializing among young people as well as encourage youth to spend more time outdoors and away from devices and screens. A number reiterated the view that the federal government taking this step would be helpful towards improving the overall mental health of young people in Canada, including by making it easier for youth to spend more time alone with their thoughts rather than feeling constant pressure to be interacting online. It was also felt that a social media ban for minors under a certain age would allow more time for parents and other educators to teach children to use these platforms responsibly, including by providing them with guidance regarding how to avoid harmful digital content as well as strategies in recognizing false or misleading information on these platforms.

Informed that social media companies had told the Government of Australia that they would be using age-inference tools, selfie-based estimation, and optional identification (ID) checks (using photo ID and bank account information), very few felt that these represented effective strategies to verify the ages of users. Many expressed concerns as to whether social media companies would be able to sufficiently protect important user data such as bank account information and government photo IDs from outside hackers, while some worried that private companies might decide to utilize this information for purposes other than verification, such as to enhance marketing and sales. Several also

believed that the approach of using age-inference tools and selfie-based estimation would be unreliable, in that some youth could naturally look older than the minimum age while others who were of age may appear younger.

In the event that Canada implemented a minimum age to have social media accounts, participants were asked what steps they would consider reasonable for companies to take to verify a user's age. For several, it was felt that this should be a two-factor system that would require verification from the federal government as well as approval from parents confirming that young people were of a legal age to be using social media. Discussing 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, participants largely believed that the Government of Canada should be responsible for establishing the standards on this front.

Artificial Intelligence (Nova Scotia, Greater Toronto Area Women)

Two groups took part in discussions related to artificial intelligence (AI). Asked how closely they had been following developments related to AI, a few indicated having paid close attention to this issue, with a larger number reporting that while they were aware of this technology, they had not been closely following its development. A number reported regularly using AI in their daily lives, including for tasks such as notetaking, providing advice and guidance, writing emails, producing summaries of longer documents, brainstorming ideas, and performing spelling and grammar checks. Unprompted, a number expressed concerns about the potential negative impacts that AI infrastructure was believed to be having on the environment, including due to the significant amounts of fresh water and electricity required to power AI data centres.

Asked whether they felt there were any benefits to using AI, participants provided a number of responses. A large number mentioned the ability of AI to allow people to save large amounts of time in both their personal and professional lives in that they could perform tasks almost instantaneously that would otherwise take them hours to manually complete. Several also spoke to the ability of AI to analyze large amounts of information and data, identify patterns, and extract key learnings, with a number believing that this could have applications towards accelerating scientific research, including in fields such as medicine. Questioned as to whether they thought AI tools had the potential to improve their personal quality of life in the future, a number answered affirmatively, with a few expressing that AI had already been helping them to save time and get more done in several areas of their lives.

Discussing whether they felt there were any drawbacks to using AI, either for society or for their own work or personal lives, participants identified numerous potential challenges related to this technology. A number worried about the potential for widespread job losses to occur as more positions became automated and/or fully replaced by AI. Several also expressed concerns about people placing too much trust in the accuracy of the outputs produced by AI, with a number of the impression that this technology could frequently make mistakes and that it was important for all AI users to audit and double-check the information it produces. Participants also worried about individuals becoming overly reliant on AI and not using their minds as much and believed that this could hinder their ability to perform basic tasks on their own in the future.

Asked what would help to increase their trust in AI, several believed that there needed to be stricter regulations for this technology, as well as greater oversight of the private-sector companies responsible for creating and developing AI. A number also expressed that their trust in AI would increase once there became more consistency in the outputs produced by the different leading AI platforms.

Informed that the Government of Canada had recently announced an investment of \$8.5 million towards 40 projects aimed at priorities such as helping small businesses reach more customers using AI-powered sales tools, allowing rural industries to improve productivity through smart automation, assisting companies in scaling up AI systems for export and certification, and providing workers with the opportunity to gain digital skills through training and support, participants provided a range of reactions. A number liked what they perceived as this plan's focus on assisting workers in obtaining digital skills related to AI, while others spoke positively of the supports that were being offered to small businesses to assist them in expanding their use of AI tools. Several, however, questioned whether this type of investment was necessary at this time and expressed the view that these resources should instead be devoted towards other initiatives aimed at assisting Canadians, including those who were struggling with the high cost of living at present.

Housing Advertising Campaign (Ontario aged 25-35, Major Urban Centres Prairies aged 35-54, Greater Toronto Area Women)

Three groups shared their perspectives related to two creative concepts that had been developed by the Government of Canada for an advertising plan related to housing. At the outset of these conversations, participants were told that they would be evaluating storyboard imagery for two concepts (referred to in this section as *Fed Lands* and *Prefab*) and that the final versions would be 30-second professionally produced videos that would appear on TV and on web platforms.

Fed Lands

Participants expressed a range of views related to this concept, with a roughly equal number reacting positively compared to those who were more uncertain or negative in their opinions. Among those who felt more positively about this ad, several liked what they perceived as its focus on affordability (especially as it relates to housing) and felt that it communicated that the federal government was aware of the financial challenges that many households were facing at present and that it was taking action to address these issues. Participants also responded positively to the notion of using federal lands to unlock more housing and felt that this would help to reduce costs related to having to purchase land for development as well as would assist in expediting the homebuilding process in many parts of the country.

Among those who were more uncertain or negative in their reactions, a number believed that the concept was too vague and did not provide enough in the way of concrete details regarding how many homes were being constructed, how much they would cost to purchase or rent, and where in Canada they would be built. A number also felt that more information was required regarding what

actions would be taken by the federal government to ensure that these homes would remain realistically affordable for Canadians once they hit the open market.

Asked to describe what they viewed as being the main message of this concept, most felt that it was that the federal government was working to make housing more affordable for Canadians and that it would be taking actions to get more housing built, faster, including by unlocking federal lands to further expedite this process. A number also believed that the ad was seeking to communicate a hopeful message to younger Canadians (including those with children or who were thinking about one day having children) that they would be able to afford a home for their families at some point in the future.

Discussing whether they expected the ad would capture their attention if they encountered it online, a smaller number thought that it would compared to those who felt otherwise. Among those who believed that they would pay attention to this ad, a number believed that the concept's focus on housing and affordability would pique their interest as these represented some of the top issues facing Canadians (including themselves) at present. For participants who did not believe that this video would catch their attention, several reiterated the view that this advertisement was lacking in specific details about how many homes were being built as well as where in the country they were being constructed and did not offer them enough of a call to action that would prompt them to want to learn more.

Suggesting potential ways by which this concept could be improved, a number felt that there should be imagery of housing being built at the very beginning of the advertisement, with some believing that this would be a more effective way to get viewers to pay attention if they encountered this ad while scrolling on their devices.

Prefab

Participants were mixed in their reactions to this concept, with a roughly equal number expressing positive sentiments compared to those who felt otherwise. Among those who reacted positively to this advertisement, a number liked what they perceived as the ad's focus on showcasing the process by which these homes would be built, including imagery of prefabricated homes being partially constructed in factories. The view was expressed that innovative construction methods such as this could be an effective way to rapidly increase the housing supply in many Canadian communities. For those who were more neutral or negative in their reactions, a number believed that the information provided in this concept was too vague and thought that a greater focus needed to be placed on how these actions by the Government of Canada would tangibly work to make housing more affordable for Canadians going forward.

Describing what they perceived as being the main message of this ad, most believed that it was that the Government of Canada was investing in building more homes, including through the use of innovative construction techniques related to factory-built and prefabricated housing. A number also felt that the advertisement was communicating that the federal government would be working closely with private developers to assist them in speeding up the building process, with the overall aim of making housing more affordable for Canadians going forward. The view was expressed that this

concept was seeking to be uplifting and provide reassurance for prospective home buyers that tangible steps were being taken by the Government of Canada to increase the housing supply and to address the challenges related to a lack of affordable housing that were being felt in many parts of the country at present.

Asked whether, if they saw this ad online, they felt that it would capture their attention, a similar number of participants expected that it would compared to those who felt differently. Among those who believed that this advertisement would catch their attention, several felt that its focus on housing as well as innovative homebuilding techniques would be of interest to them. For those who did not expect that they would pay attention to this video if they encountered this ad while scrolling, a number were of the opinion that the opening imagery would do little to draw them in and that there was not enough concrete information in the advertisement to make them want to learn more about Build Canada Homes. Describing ways by which they felt this concept could be improved, a number believed that greater clarification was required regarding what Build Canada Homes was, with some expressing confusion as to whether this was a private company or an agency of the federal government.

Thinking about the concepts that they had been presented with, participants were asked what suggestions, if any, they had for how these ads could be made more effective overall. It was believed by several that both concepts needed to mention housing earlier in the ad in order to provide viewers with a clearer connection to the overall message that the Government of Canada was working to make housing more affordable. A number thought that additional efforts also needed to be taken to communicate to viewers as to how these actions from the federal government would work in practice to bring down housing costs, with some believing that this was somewhat unclear in the concepts.

Discussing whether this advertising campaign made them feel like the federal government had a plan to tackle the housing crisis in Canada, few believed that it did. While many thought that this campaign communicated that the Government of Canada was aware of the widespread challenges people were facing related to housing affordability and that it had some ideas (such as unlocking federal lands and building more prefabricated housing) to address these issues, most did not believe that the information in these ads conveyed that a firm plan was in place on this front. Related to this, the view was reiterated by several that the supply of housing was one of many factors that influenced the affordability of housing, and that while actions to build more homes would likely help somewhat in this area, these measures would need to be accompanied by other initiatives aimed at bringing down home prices in order to be effective.

Canadian Dental Care Plan Advertising Testing (Ontario aged 25-35)

The group comprised of individuals aged 25 to 35 residing in Ontario shared their perspectives related to creative concepts that had recently been developed by the Government of Canada to advertise the Canadian Dental Care Plan (CDCP). Participants were presented with two video concepts (respectively titled *But Nothing Hurts* and *Simple Steps*) in storyboard format and were informed that the final product would be a 15-second, professionally produced video that would appear in various digital spaces such as social media, websites, and online streaming platforms.



But Nothing Hurts

Sharing their initial thoughts, almost all reacted positively to this concept, with several describing it as being straightforward, easy to understand, and relatable to them on a personal level. A number resonated with the notion of not visiting the dentist due to financial constraints, with some recalling having previously put off appointments such as check-ups and cleanings due to not having sufficient benefits and/or concerns about whether they would have enough money to pay for these services on their own.

Asked what they perceived as being the main message of this advertisement, a number believed that it was that the Government of Canada had expanded the eligibility for the CDCP to a significant portion of the country's adult population and was now encouraging more people (and young adults in particular) to consider enrolling in this program going forward. Discussing whether they expected this advertisement would capture their attention if they encountered it online, participants were mixed in their opinions. While some believed that seeing this ad would prompt them to visit the website to learn more about how the CDCP could help themselves or someone they knew, a roughly equal number reported that they would be unlikely to pay attention to this video due to already having dental benefits through their employer.

Simple Steps

Reacting to this concept, while several responded positively to the ad providing information on-screen related to the eligibility criteria for this program, a number believed that the imagery depicting people dancing would be distracting for viewers and did not understand how these visuals connected to the CDCP and the goal of making dental care more affordable for Canadians. Expanding upon this, the view was expressed that while the individuals performing the dance steps on screen would likely be effective in initially capturing people's attention, it could ultimately risk distracting viewers from what participants perceived as being the overall message of encouraging people to learn more about this program and consider enrolling themselves.

Asked whether they thought that this concept would capture their attention if they saw it online, while several believed that it would (in large part due to the dancing component) a number reiterated feeling that they would likely take this ad less seriously and pay less attention to the information provided about the CDCP as a result of the images on screen. Discussing whether this advertisement would make them want to apply for the CDCP, those who already had dental coverage reported that they would be unlikely to look into signing up, while almost all who did not have dental benefits indicated that they would be interested in looking into the CDCP further.

Youth Program Name Testing (Ontario aged 25-35)

The group comprised of residents of Ontario aged 25 to 35 shared their perspectives related to potential names for a suite of youth-related programs that were currently under development by the Government of Canada. At the outset of this discussion, participants were informed that the federal government was creating a suite of programs designed to help youth between the ages of 15 and 30

find jobs and that some of these programs would be aimed at providing youth with summer jobs, while others would be for offering skills development opportunities or career-launching work experience.

As part of the first exercise for this discussion, participants were presented with a list of potential names for this overall suite of programs and were asked to select the one that they found to be most compelling. The names shown to participants included *Youth Build Canada Program (YBCP)*, *Youth Ready to Work Program (RTWP)*, and *Work Readiness and Experience Program*. *Work Readiness and Experience Program* was overwhelmingly preferred by participants, with many believing that this option would appeal to the widest range of Canadians due to it not including the word 'youth'. Related to this, a number were of the impression that a significant portion of those eligible for this program (and particularly those at the latter end of the 15 to 30 age range) would likely not identify themselves as being youth and might be dissuaded from participating in the program if this word were used in the title.

Participants engaged in another exercise where they were shown a list of potential names for a Government of Canada program focused on providing youth with early exposure to work in the skilled trades and asked to select the name that they found to be the most compelling. It was clarified for participants that this program could involve providing youth with access to paid entry level jobs working on construction projects along with related support, as well as mentorship and referrals to career paths and apprenticeships. The potential names for this program included *Build Canada Trades Work Experience for Youth*, *Youth Build Canada: Ready to Work in the Trades*, *Youth Build Canada: Skilled Trades*, *Build Canada: First Job in the Trades*, *Build Canada: Civic Corps*, and *Youth Build Canada: Trades Experience*.

Among these names, *Youth Build Canada: Trades Experience* received the highest level of support. For those who selected this option, it was felt that this title sounded the best of all the potential options and effectively described what the focus of this program was without being overly wordy. *Build Canada Trades Work Experience for Youth* and *Build Canada: First Job in the Trades* also received a moderate level of support among participants. Among those who selected *Build Canada Trades Work Experience for Youth*, the view was expressed that this was the most straightforward of the potential titles for this program and would likely grab the attention of young people who were looking to obtain work experience in the trades. For participants who liked *Build Canada: First Job in the Trades*, it was felt that this title did a good job in highlighting that this program was primarily targeted towards young people looking to gain experience in the trades, especially with the reference to one's 'first job' in these sectors.

Participants engaged in a final exercise where they were asked to evaluate potential names for a Government of Canada program designed to provide supports to teenagers who were not thriving in school and were at risk of becoming young adults who would neither be in post-secondary education or employed. It was shared with participants that this program would focus on providing these individuals with after-school learning supports, as well as opportunities to volunteer in their communities and make meaningful connections. The potential names shown to participants included: *Youth Build Canada: On Course / On Track*, *Build Canada: Youth Futures*, *Build Canada: On Track to*

your Future, Youth Build Canada: Future Forward, Youth Build Canada: Learning in Action, Student Engagement and Learning Supports, and Ready to Work: Community Connections and Learning Supports.

On balance, participants largely expressed a preference for *Student Engagement and Learning Supports* and *Youth Build Canada: On Course / On Track*. Among those who chose *Student Engagement and Learning Supports*, several expressed the view that this name, by specifically mentioning 'students' and 'learning supports', did the best job at communicating that this program was for teenagers in high school who were facing challenges and required additional supports to assist them in learning and becoming more engaged. For those who selected *Youth Build Canada: On Course / On Track*, a number liked the use of the phrases 'on course' and 'on track' and believed that this would indicate to young people facing challenges that this program was targeted towards offering individuals such as themselves additional assistance to help get them back on the right track and headed in the right direction.

Safe Communities Advertising Testing (Metro Vancouver and Surrey aged 35-54, Winnipeg, Greater Sudbury Area Francophones aged 35+)

Three groups took part in conversations related to creative concepts that had recently been developed by the Government of Canada to communicate its approach to addressing crime. Each concept (referred to in this section as Concepts "A", "B", and "C" respectively) was presented in storyboard format, with participants informed that the final product would be a 15-second professionally produced video that would appear on web platforms. All three concepts were shown to the group based in Metro Vancouver and Surrey, while only Concepts A and B were shown to participants residing in Winnipeg and the Greater Sudbury Area.

Concept A

On balance, participants were largely positive in their reactions to this concept, with many believing that it was brief, straightforward, and easy to understand. Several spoke positively regarding what they viewed as the strong visual imagery (such as the opening with the judge's gavel and the bars of the jail cell) that had been included in this ad, which they believed signalled that the Government of Canada would be placing an increased focus on cracking down on crime going forward. A number reported feeling reassured and comforted by this ad and its indication that action was being taken to make their communities safer and thought that this concept would be appealing to a wide range of Canadians who were concerned about rising crime in their areas.

Describing what they perceived as being the main message of this advertisement, most believed that it was that the federal government was working to increase the safety of Canadian communities, including by taking action to reform the bail and sentencing system and introduce increased consequences for repeat and violent offenders. Asked whether, if they encountered this ad online, they felt that it would capture their attention, a roughly equal number believed that it would compared to those who felt otherwise. Among those who expected that this concept would catch their attention, several felt that the stark images of the gavel and the jail cell would quickly communicate to them that

this ad was focused on reducing crime and believed that this would interest them in learning more about the federal government's activities on this front. For those who did not believe that they would notice this ad if they saw it online, several expressed that the visuals were not attention grabbing enough for them to stop and pay attention while scrolling on their devices.

Concept B

A larger number reacted positively to this concept compared to those who felt otherwise. Among those who liked this ad, many reported finding the imagery of happy families and young children to be highly relatable to their own lives and believed that this was an effective way to communicate the benefits that would be gained by the federal government cracking down on crime and strengthening the security of Canadian communities. A number also connected with the image of the woman holding her phone and walking on a city street at night and expected that this scene would resonate with many individuals who may no longer feel safe walking in their communities after dark due to the perceived rise in crime. Among those who were less positive in their opinions, a number thought that this concept placed too much of a focus on families with young children, with some believing that there should be more images featuring individuals in other stages of their lives in order to be more relatable to a wider range of Canadians.

Asked what they felt was the main message of this advertisement, many believed that it was that the Government of Canada was taking steps such as reforming bail and sentencing laws to ensure that Canadians would feel safe in their communities and that Canada would continue to be a safe place to raise children. Questioned as to whether they believed they would notice this advertisement if they saw it online, several did not expect that they would. Among these participants, a number felt that the opening images of the couple with their baby, the woman walking at night, and the family sitting down to dinner would do little to capture their attention and did not effectively communicate that this ad was focused on reducing crime (especially if viewed with the sound off). With this in mind, it was suggested that imagery and narration about bail reform be placed at the beginning of the advertisement in order to more effectively draw viewers in.

Concept C

Participants in the group based in Metro Vancouver and Surrey expressed a range of views related to this concept. While a number liked what they perceived as the ad's focus on strengthening the security of Canada's borders and believed that this was an important area for the federal government to be focusing on, several felt that the imagery selected for this advertisement was somewhat disconnected from the narrative dialogue. It was suggested that to establish this connection more effectively the ad should include imagery and information related to the specific actions that the federal government would be taking related to border security as well as scenes featuring Canada Border Services Agency (CBSA) personnel enforcing these measures. It was also thought that, in addition to focusing on stopping drug trafficking and money laundering, the ad should also mention other areas related to border security, including the smuggling of firearms and irregular migration.

Discussing what they believed was the main message of this concept, most thought that the ad was seeking to communicate that the federal government was taking action to strengthen Canada's

borders, with the aim of increasing the safety and security of the country overall. Asked whether they felt this advertisement would capture their attention if they encountered it online, few believed that it would. Several reiterated the opinion that a greater focus needed to be placed on showcasing CBSA enforcement actions at Canadian border crossings and ports in order to demonstrate the tangible steps that were being taken by the Government of Canada on this front.

All groups engaged in an exercise where they were asked to identify which of the concepts that they had been shown was the most effective at communicating that the Government of Canada was taking action to make Canada safer. Among participants in the groups based in Winnipeg and the Greater Sudbury Area, who were only shown Concepts A and B, all expressed a preference for Concept A. Expanding upon their opinions, many thought that the imagery of the gavel and the jail cell more effectively conveyed the message that the Government of Canada was taking action to make Canada safer as well as demonstrated the increased consequences that those who committed crimes would face going forward.

Among those in the group based in Metro Vancouver and Surrey who were presented with all three concepts, a large number felt that Concept B was the most effective, with a few selecting Concept A, and a small number choosing Concept C. Among those who selected Concept B, several reiterated feeling personally connected to the images of family and young children in this advertisement and believed that this concept was the most effective in demonstrating how families would benefit from the Government of Canada taking action to make the country safer.

MORE INFORMATION

The Strategic Counsel
Contract number: CW2241412
Contract award date: December 19, 2022
Contract value: \$1,629,482.60

Detailed Findings

Timeline of March 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 March 2026.

- March 1-7
 - March 2nd. The Minister of Energy and Natural Resources announced a second round of partnerships and investments under the Critical Minerals Production Alliance, including the establishment of 30 new critical minerals partnerships with allied partners that will unlock \$12.1 billion in mining project capital going forward.
 - March 2nd. The Government of Canada announced that it would be working with the Government of India to conclude a new Comprehensive Economic Partnership Agreement (CEPA) by the end of 2026, working to advance Canada's goal to more than double two-way trade between the two countries to \$70 billion by 2030.
 - March 3rd. The Government of Canada announced an investment of over \$3.6 billion towards new programs and investments aimed at unlocking Canada's critical minerals advantage and delivering more Canadian minerals from mine to market.
 - Focus group was held with individuals aged 35 to 54 residing in Metro Vancouver and Surrey (March 3rd).
 - Focus group was conducted with individuals aged 35 to 54 in the Centre-East region of Montreal (March 4th).
 - March 5th. The Government of Canada and Government of Australia released a joint statement outlining new partnerships between the two countries in areas such as defence and security, critical minerals, energy, and artificial intelligence (AI).
 - Focus group was conducted with residents of Winnipeg (March 5th).
 - March 6th. The Government of Canada announced a new Comprehensive Strategic Partnership with the Government of Japan across areas such as defence, energy, critical minerals, trade and technology.
- March 8-14
 - March 9th. The Government of Canada announced that the National Research Council of Canada (NRC) would be investing over \$900 million under Canada's Defence Industrial Strategy to accelerate the development of defence and dual-use technologies aimed at ensuring that Canada would be able to meet its defence needs while also building a globally competitive Canadian defence sector.
 - Focus group was conducted with individuals residing in the Kitchener-Waterloo area (March 10th).
 - March 11th. The Minister of Finance and National Revenue announced that the federal government would be implementing a \$10 cap on non-sufficient funds (NSF) fees that can be charged to Canadians by federally regulated banks and financial service providers.

- Focus group was held with Francophones aged 35+ in the Greater Sudbury Area (March 11th).
- March 12th. The Canadian Radio-television and Telecommunications Commission (CRTC) announced that it would be eliminating fees charged by telecommunications companies that make it harder for Canadians to change or cancel Internet and cellphone plans, providing consumers with greater flexibility in managing their plans and taking advantage of better offers without worrying about incurring unexpected costs.
- March 12th. The Government of Canada announced that it would be providing \$37.7 million in funding to provide critical assistance to Lebanon, including food, medical and health services, shelter, and clean water to assist those who had been displaced by the ongoing conflict in the region.
- March 12th. The Government of Canada announced that it would be moving forward with a comprehensive plan to strengthen the security and sovereignty of Canada's North, including more than \$35 billion in federal investments aimed at defending, building, and transforming Canada's Northern and Arctic region.
- Focus group was conducted with individuals residing in Nova Scotia (March 12th).
- March 15-21
 - March 15th. The Government of Canada took part in the Canada-Nordic Summit and, alongside leaders from Denmark, Finland, Iceland, Norway, and Sweden, issued a joint statement outlining a deeper partnership between Canada and these Nordic nations in areas such as trade, technology, energy, and defence and security.
 - Focus group was conducted with participants residing in Interior British Columbia (B.C.) (March 17th).
 - March 18th. The Canada Border Services Agency (CBSA) announced that it would be intensifying its efforts and prioritizing enforcement resources against individuals and groups involved in serious criminality, including organized crime and extortion.
 - Focus group was held with individuals 40 years of age and older residing in the North Shore of Montreal and the Laurentides region of Quebec (March 18th).
 - Focus group was conducted with residents of Iqaluit (March 19th).
- March 22-31
 - March 24th. The Government of Canada announced that, as of April 1st, 2026, the federal minimum wage would be increasing to \$18.15 per hour.
 - Focus group was conducted with individuals in Ontario aged 25 to 35 (March 24th).
 - Focus group was held with individuals aged 35 to 54 residing in major urban centres in the Prairies (March 25th).
 - March 26th. The Government of Canada introduced numerous measures aimed at further protecting Canada's electoral process and strengthening its democracy. These measures included amendments to the *Canada Elections Act*, enhancements to Canada's capacity to detect and respond to foreign information threats, and updates to the Cabinet Directive on Coordinated Response to Threats to Elections (CRTE).

- March 26th. The Minister of Foreign Affairs announced that Canada would be imposing additional sanctions against five individuals and four entities under the *Special Economic Measures (Iran) Regulations*.
- March 26th. The Minister of Foreign Affairs announced that Canada would be introducing additional sanctions under the *Special Economic Measures (Russia) Regulations* by adding 100 more vessels from Russia's shadow fleet to its sanctions list.
- Focus group was held with women residing in the Greater Toronto Area (GTA) (March 26th).
- March 31st. The Government of Canada announced that it would be extending its support for gun and gang violence prevention initiatives by providing up to \$157.5 million through the Building Safer Communities Fund (BSCF) over the next three years.

Government of Canada in the News (All Locations)

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

- The announcement by the Government of Canada of investments towards nation-building infrastructure projects. A number specifically mentioned initiatives focused on increasing the mining and development of Canada's critical mineral resources, while a few were also of the impression that there had been discussions related to the potential construction of a new oil pipeline that would run from Alberta to the West Coast of British Columbia (B.C.);
- The announcement by the Government of Canada of increased investments towards national defence and the Canadian Armed Forces (CAF), with a number believing that a specific focus had been placed on strengthening the security and sovereignty of Canada's North. Also related to national defence, a few recalled having heard that the Government of Canada had recently reached its defence spending target of 2 per cent of the country's gross domestic product (GDP), fulfilling its commitment to the North Atlantic Treaty Organization (NATO) in this area;
- The introduction of the new Canada Groceries and Essentials Benefit aimed at providing financial assistance to Canadians struggling with the high cost of living at present;
- The announcement by the Government of Canada that it would be increasing the federal minimum wage to \$18.15 per hour, effective April 1st, 2026;
- The passage of Bill C-9: the *Combating Hate Act*, through the House of Commons. A few expressed concerns that the implementation of this legislation could potentially serve to limit the ability of Canadians to freely express themselves in online spaces going forward;
- Actions by the Government of Canada to reduce its operating expenses, including by reducing the size of the federal public service; and
- The announcement of increased measures by the Government of Canada to crack down on extortion-related crimes targeting individuals and businesses in some parts of the country.

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

- The provision of continued humanitarian and military support to Ukraine to assist it in its ongoing efforts to defend itself against the invasion of its territory by Russia;
- The announcement by the Government of Canada that it would be providing humanitarian supports such as food and other basic necessities to Cuba to assist its residents in responding to ongoing energy shortages throughout the country;
- The Government of Canada's response to offensive actions that had been taken by the U.S. and Israel against Iran, including clarification that while Canada supported the U.S. in its actions to prevent Iran from obtaining a nuclear weapon, it had not been consulted, had not participated, and had no plans to participate in this campaign going forward;

- The announcement of 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 lowering tariffs that it had previously imposed on Canadian canola imports;
- Travel by the Prime Minister (PM) and other federal officials to Bardufoss and Oslo, Norway to observe NATO exercises above the Arctic Circle and to increase Canada's cooperation with Nordic allies in areas such as defence, Arctic security, and critical minerals;
- A visit by the PM and other federal officials to Mumbai and New Delhi, India aimed at establishing closer partnerships with India in areas such as energy, technology, and the sharing of talent between the two countries;
- A bilateral visit by the PM and other Government of Canada representatives to Australia, including the signing of a joint statement between the two countries outlining increased cooperation in areas such as critical minerals, energy, and defence.

Government of Canada Priorities and Performance (Metro Vancouver and Surrey aged 35-54, Centre-East of Montreal aged 35-54, Winnipeg, Kitchener-Waterloo, Greater Sudbury Area Francophones aged 35+, Nova Scotia, Interior British Columbia, North Shore Montreal and Laurentides Region Quebec aged 40+, Iqaluit, Major Urban Centres Prairies aged 35-54, Greater Toronto Area Women)

Eleven groups engaged in discussions related to the issues currently facing Canadians as well as their perspectives regarding the Government of Canada's management of these priorities. At the outset of these conversations participants were asked to identify the areas in which they thought the federal government 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:

- 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), Canada Worker's Benefit (CWB), Canada Groceries and Essentials Benefit, the National School

Food Program, and seniors-focused programs such as the Canada Pension Plan (CPP) and Old Age Security (OAS). Also related to services from the federal government, a number thought that the quality and expediency of departments such as Service Canada had improved considerably in recent years, with a few reporting that they had been impressed by how quickly they had been able to renew important documents such as their passports;

- Diversity and inclusiveness – Several believed that the Government of Canada had continued to perform well in protecting and promoting values such as diversity, inclusiveness, and multiculturalism throughout the country, and felt that it had been working hard in recent years to uphold the rights of many historically marginalized groups within Canada, including women, newcomers, and racialized Canadians;
- International partnerships – A large number spoke positively regarding what they perceived as the federal government's efforts to diversify Canada's global economic and defence partnerships over the past year. Several were of the impression that federal officials had been working hard to establish closer trade relationships with partners in regions such as Europe and Asia, with a number believing that this had become an especially important priority due to the ongoing uncertainty related to the Canada-U.S. economic relationship. Participants also expressed the opinion that Canada was generally viewed quite positively among its peers on the global stage and believed that the Government of Canada had been doing an effective job at cultivating this reputation in recent years;
- Canada-U.S. relations – While citing what they viewed as the increasing unpredictability of Canada's relationship with the U.S. as of late, several believed that the Government of Canada had performed well in its management of this partnership over the past year. A number felt that the federal government had been effective in maintaining a cordial relationship with the U.S., while at the same time remaining firm, measured, and adaptable in its response to actions such as the imposition by the U.S. of widespread tariffs on a range of Canadian goods and products; and
- Internal trade – A number also liked what they viewed as the increased efforts by the federal government over the past year to remove internal trade barriers and increase the rate of trade amongst Canada's provinces and territories. It was felt that steps such as this, as well as the Government of Canada's promotion of a 'Buy Canadian' strategy, had been effective in increasing national unity and economic cooperation across the country.

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

- Immigration – While numerous participants spoke positively regarding what they viewed as the openness of Canada's immigration system and its efforts to bring in newcomers from all over the world, several believed that the rate of immigration had been too high in recent years. With this in mind, the view was expressed that further actions needed to be taken by the federal government to stabilize the rate of immigration for the foreseeable future in order to provide areas such as the employment market, housing, and key sectors such as health care and education with time to increase their capacity to meet the demands of those already living in Canada;
- Public safety – The view was expressed by participants that Canada was generally a safe and law-abiding country (especially compared to other parts of the world) and that the federal

government had been doing a good job overall in ensuring that Canadians across the country felt safe in their communities. This being said, a number were of the impression that crime had become a growing issue in their respective areas in recent years, with some believing that a significant portion of these crimes had been committed by habitual repeat offenders (including those who had previously been released on bail). Among these participants, it was thought that increased action needed to be taken by the Government of Canada to strengthen the country's bail system as well as to crack down on crimes related to areas such as gangs and illicit drugs, which were believed to have been increasing in prevalence as of late;

- National security – While a number praised recent actions by the Government of Canada to increase its investments towards national defence and the Canadian Armed Forces (CAF), several thought that much more needed to be done in this area. Among these participants, it was felt that given the ongoing challenges related to the Canada-U.S. relationship, it was important for Canada to become more self sufficient in its ability to defend itself and less reliant on its allies in this area going forward; and
- Health care – Though speaking positively of the affordability of Canada's health care system as well as the perceived high calibre of Canadian medical professionals such as doctors and nurses, participants also identified a number of challenges that they believed had been negatively impacting health care provision in Canada. A number described what they perceived as widespread shortages of doctors and nurses in many parts of the country, as well as long wait times for primary and emergency care, and appointments with specialists. It was thought that far more needed to be done by the Government of Canada to increase its investments towards mental health and addictions treatment, with participants believing that the number of individuals facing challenges in these areas had risen considerably in recent years.

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 – Many believed that the federal government needed to place an increased priority on addressing the high cost of living and making life more affordable for Canadians. Expanding upon these views, several were of the impression that the prices for essentials such as groceries had increased substantially in recent years, and that a growing number of Canadian households were finding themselves in financially precarious positions as of late;
- Housing affordability – Also related to the cost of living, a large number felt that more needed to be done by the federal government to make housing more affordable for both prospective home buyers and renters alike. It was felt that housing had become increasingly expensive in many parts of the country, with a number believing that this had caused significant challenges for younger Canadians who were looking to purchase or rent a home and begin their adult lives. A number also believed that a lack of affordable housing had led to a sharp rise in the rate of homelessness across Canada, with some reporting that this had become a growing issue within their own communities;
- Natural resource development – Several thought that a greater focus needed to be placed by the federal government on developing Canada's natural resources, including its vast reserves of oil, natural gas, and critical minerals. Among these participants, it was believed that by

taking this approach, the Government of Canada would be assisting in strengthening Canada's economy over the long term as well as positioning the country to become a global leader in the natural resource sector in the years to come. Additionally, a number believed that the Government of Canada needed to prioritize increasing the country's ability to refine its own oil rather than relying on allies such as the U.S. in this area;

- High federal spending - Some expressed concerns regarding what they viewed as increasingly high spending by the federal government in recent years and felt that a greater focus needed to be placed on reducing the national debt and achieving a balanced budget. Related to this, a few believed that the Government of Canada was spending too much on international assistance and felt that an increased priority needed to be placed on providing supports to people living in Canada; and
- Reconciliation – A small number believed that greater efforts needed to be taken by the Government of Canada to continue its work towards reconciliation with Indigenous peoples, with some believing that this issue had not been prioritized to a high enough extent in recent years.

At the beginning of their discussions, participants in the groups comprised of Francophones aged 35 and over in the Greater Sudbury Area, individuals 40 years and older in the North Shore of Montreal and the Laurentides region of Quebec, individuals aged 35 to 54 residing in major centres in the Prairies, women in the Greater Toronto Area (GTA), and members of the general population in Nova Scotia, Iqaluit, and Interior B.C., were asked to identify what they viewed as being the most important issue in Canada at present. A wide range of priorities were mentioned, with many identifying the cost of living (including as it relates to the affordability of housing) and the economy as being the top challenges facing Canadians at present, and a smaller number mentioning health care and climate change and the environment as top areas for the federal government to be focusing on.

Asked whether they felt the Government of Canada was on the right or wrong track when it came to addressing these issues, participants felt that there was considerable room for improvement across all of these areas. Among those who selected the cost of living and the economy as a top priority, while a number believed that the federal government had been taking some positive steps as of late in addressing the challenges households were facing in this area, it was felt that far more needed to be done to help make life more affordable for Canadians going forward. Several identified the affordability of housing as a particular area of concern, with participants of the impression that a growing number of lower- and middle-income families were finding it increasingly difficult to find safe and affordable housing in their communities. Related to the economy overall, a number believed that a greater focus needed to be placed by the Government of Canada on bolstering the rate of manufacturing in Canada, including by investing in businesses and projects that would increase the range and number of products produced in Canada going forward. It was felt that this, along with the increased development of the country's natural resources, would serve to strengthen the resiliency and self sufficiency of Canada's economy over the long term.

For the smaller number who selected health care as a top issue, participants believed that more needed to be done by the Government of Canada to address perceived shortages of doctors and nurses across the country, as well as to make it easier for Canadians (and especially those in rural and

remote locations) to find family doctors in their communities. Among the few who selected climate change and the environment as the top challenge facing Canada at present, it was thought that this issue continued to be one of significant urgency and, due to the perceived existential threats that climate change was believed to pose for both present and future generations, was an area that required more attention from the federal government than it was currently receiving.

Several in the group based in Iqaluit identified homelessness and food security as particular issues facing their community and Canada's North more broadly. Among those who mentioned homelessness as a top challenge, it was widely expressed that a lack of safe and affordable housing had been an issue facing Northern communities for many years and that little progress had been made by the federal government towards addressing this issue. For those who described food security and high food costs as a major issue, a number believed that while the Government of Canada had introduced some initiatives (such as Nutrition North Canada and the National School Food Program) to assist in making food more accessible and affordable in the North, grocery costs had remained exorbitantly high in the region, with many products often twice as expensive in Northern communities compared to the rest of Canada. With this in mind, it was felt a far greater focus needed to be placed by the federal government on ensuring that all Canadians, including those residing in the country's Northern and Arctic region, would have the ability to provide themselves and their families with nutritious and affordable food.

Build Canada Homes (Centre-East of Montreal aged 35-54, Winnipeg, Nova Scotia, Iqaluit)

Four groups engaged in conversations related to the Government of Canada's Build Canada Homes initiative. At the outset of these discussions, participants were provided with the following information:

The Government of Canada recently announced a new federal agency called Build Canada Homes. Its goal is to build lots of affordable housing by making good use of public lands, offering flexible financial incentives, and supporting innovative methods of construction.

Participants were largely positive in their initial reactions to this new federal agency, with many believing that the affordability of housing had become a major concern in several parts of the country and that any progress in this area would likely improve the lives of a large number of Canadians going forward. While also believing that this initiative represented a step in the right direction for the Government of Canada, a number felt that they required further information related to how many homes were being built, where they were being constructed, and how much they would cost, in order to provide a proper opinion about this agency. A few expressed concerns that public lands that had previously been set aside as public parks or for conservation reasons would be utilized as land for this initiative, while a small number worried about how much this initiative would cost the federal government to carry out.

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 what came to mind when they thought about the quality of factory-built homes or off-site methods of construction compared to traditionally built homes. On balance, participants were mostly positive in their opinions towards modular and factory-built housing, with several expecting that these homes could be built at a more affordable price and with minimal differences in quality relative to traditionally built homes. A number believed that factory-built homes were typically produced in a consistent and timely manner and expected that they would be able to be constructed relatively quickly once the factory-built components arrived in communities. A few who reported that they were currently in the market to purchase a home expressed that they would be open to buying a factory-built home and were of the impression that the quality of these residences had risen considerably in recent years. Several in the group based in Iqaluit felt that an increased focus on modular and factory-built homes would help to accelerate the construction of new housing in Northern communities and could assist considerably in alleviating perceived widespread shortages of housing in the region.

Among the smaller number who were more uncertain or negative in their reactions to this approach, a few expressed doubts regarding the quality of these homes as well as whether they would have the same resiliency over time compared to homes built using traditional methods. Some also worried that these homes would not be insulated well enough to withstand the extreme cold temperatures that were experienced in many parts of the country during the winter months. Discussing factory-built and modular housing more generally, a few mentioned that the term 'factory-built' made them think primarily of mobile homes or temporary housing structures as opposed to homes that were built to last for long periods of time.

Asked to describe, in their own words, how they thought factory-built homes were constructed from start to finish, a large number believed that these homes were typically partially built in factories prior to being transported to communities where they were fully constructed and connected to infrastructure such as plumbing systems and electricity grids. Several described this process as being like an assembly line, with homes being built using a similar step-by-step process before being transported to communities. A number also were of the impression that this process involved considerably more work being completed by machinery (as opposed to human workers), while a few believed that the construction of factory-built homes likely involved the use of innovative technologies such as three-dimensional (3D) printing. A number in the group based in Iqaluit reiterated the view that factory-built housing had the potential to be an especially effective approach towards increasing the supply of housing in Northern communities. Among these participants it was felt that due to a significant portion of the construction process for these homes taking place indoors in weather-controlled facilities, it would make it easier for housing to be built at a faster rate, as workers would face less delays related to the extreme weather conditions that were frequently experienced in Canada's North.

Discussing how they would feel about living in a factory-built home themselves, most expressed that they would be open to this type of housing solution, with a small number reporting that they already resided in a modular home. Several felt that so long as these homes were able to withstand the year-round climates of their respective regions and were built with high quality materials, they did not see



an issue in living in a factory-built or modular home. A number, however, clarified that while they would be open to living in factory-built housing, other considerations such as the proximity of these homes to amenities such as shops and restaurants, public transportation, and parks and recreation facilities would likely factor heavily into their decision of where to reside. A few reiterated worries about the quality of these homes, especially over the long-term, with a small number expressing concerns about the potential for individual households to have limited amounts of space in their respective neighbourhoods, due to their impressions that factory-built homes were often built with increased densification in mind.

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, having been provided with this information, they felt that they understood what factory-built homes were, all answered affirmatively. Questioned as to whether they expected the increased prioritization of modular and factory-built construction methods would help to make homes more affordable for Canadians going forward, several believed that it would. Among these participants, it was widely felt that an increased emphasis on factory-built housing would greatly assist in growing the housing supply in many parts of the country and would provide prospective homebuyers and renters with far more options to potentially choose from. The view was also expressed that, given the perceived lower labour costs involved in building these homes, it was likely that factory-built housing would be more affordable for developers to build and, as a result, these homes could be offered at lower prices to homebuyers upon hitting the open market.

A smaller number were more uncertain as to whether this approach would lead to more affordable housing in Canada in the years to come. Among these participants, the view was expressed that the construction process represented one of many different variables that could influence housing prices, and that even if the supply of housing were to increase, other factors (such as land costs, location, and profit-seeking by developers) could lead to these homes continuing to be unaffordable for most lower- and middle-income families. A few in the group based in Iqaluit expressed concerns regarding what they expected would be the high costs of transporting pre-assembled homes to Northern communities and worried that these expenses would offset any savings gained by using a factory-built approach.



Questioned as to whether the information they had been provided with had changed how they felt about living in a factory-built home, several reported being more open to this type of housing solution after having participated in this discussion. Some, however, expressed that before seriously considering purchasing a factory-built home, they would like to hear testimonials from those in their area who already lived in this type of housing regarding the benefits and drawbacks (if any) related to these types of homes. A number in the groups based in Iqaluit and Winnipeg reiterated that while they would be open to living in a factory-built home, they would require assurances that these homes would be properly insulated and would be able to withstand the extreme cold temperatures felt in their respective regions during the winter months.

Tariff Support (Interior British Columbia, North Shore Montreal and Laurentides Region Quebec aged 40+, Major Urban Centres Prairies aged 35-54)

Three groups engaged in conversations related to measures that had been announced by the Government of Canada to assist workers and employers who had been impacted by widespread tariffs that had been imposed by the U.S. on a range of Canadian imports over the past year. At the outset of these discussions, participants were informed that the U.S. had imposed tariffs on various Canadian goods going to the U.S., including steel and aluminum, auto parts, Canadian energy, potash, softwood lumber, and furniture. It was also clarified that goods that are compliant with the Canada-United States-Mexico Agreement (CUSMA) are exempt from these tariffs.

Asked what they had seen, read, or heard about the actions that had been taken by the federal government in response to these tariffs from the U.S., participants provided a wide range of responses. Several were of the impression that the Government of Canada had been working hard in recent months to diversify and expand its trade relationships with other reliable international partners, with a number mentioning a recent trade agreement that it had established with the Government of China. It was also believed that the federal government had introduced counter-tariffs on some U.S. goods, though no participants were aware of any specific details on this front. A few recalled that the Government of Canada had introduced a Buy Canadian policy that prioritized the procurement of goods and services from Canadian-owned companies as well as encouraged consumers to choose to purchase products made in Canada rather than those manufactured internationally. Asked whether they could recall any news about supports that the Government of Canada had offered to workers and employers who had been impacted by these tariffs, a few reported having heard that it had taken actions in recent months to support Canada's steel and forestry sectors.

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

The Government of Canada is investing \$570 million over three years through the Workforce Tariff Response to support workers in steel, softwood lumber, and those affected by tariffs and global market shifts. Some of these measures include:

- *Temporary additional Employment Insurance (EI) measures*
- *Support to upgrade skills and training*
- *Funding to support work sharing (work-sharing is where employees keep their job but reduce their hours so that the work is shared across employees)*
- *Various financial supports for sector-specific industries*
- *Helping affected industries import goods into Canada, navigate U.S. tariffs, and expand into new markets*

Reacting to this information, while a number believed that these measures might be beneficial to some impacted workers and businesses over the short-term, many felt that these actions would not be enough to address the significant economic challenges that they believed had been caused by U.S. tariffs. Several expressed the opinion that the Government of Canada's \$570 million investment (over three years) was too low and expected that it would be insufficient when it came to providing tangible support to the many businesses and sectors that were believed to have been impacted by tariffs thus far. A number also expressed the view that while actions such as offering temporary additional Employment Insurance (EI) supports and providing funding for work sharing initiatives would offer some form of assistance for workers who had been laid off or had their hours reduced, it was likely that more would need to be done by the federal government to assist people in getting back to work and to help create more full-time jobs for Canadians going forward. A few also believed that while supports to assist workers in upgrading their skills and training would be helpful to some individuals, it was felt that many of those who were currently looking for work were already highly skilled and that it was a lack of opportunity (rather than a lack of training) that was the main barrier facing many of those who were seeking work at present. Among those who were more positive in their reactions to these measures, the view was expressed that any supports that the Government of Canada could offer to workers and employers would likely have a positive impact in assisting them in navigating the financial challenges that had been brought by U.S. tariffs.

Participants in the group comprised of individuals residing in Interior British Columbia (B.C.) were presented with additional information related to actions that had been taken by the federal government specific to their province:

The Government of Canada recently announced that it was providing \$70.4 million over three years to help B.C. workers in sectors like softwood lumber and steel build new skills. Additionally, they are providing targeted support to B.C. industries, including a \$5.5 million investment in Kalesnikoff (Castlegar) to boost manufacturing capacity.

Reacting to this information, while a few expected that this investment by the Government of Canada would be helpful in providing workers in the softwood lumber and steel sectors with new skills, several felt that the amount of \$70.4 million over three years was too low to have much of an impact given the tens of thousands of workers in these sectors that they believed had been negatively impacted by U.S. tariffs. Similarly, the view was expressed that the \$5.5 million investment towards assisting Kalesnikoff Lumber in boosting its manufacturing capacity would have little impact, with some believing that this

amount would likely only be enough to pay for minor facility improvements as opposed to major upgrades.

All groups were asked whether they felt the federal government was doing enough to support workers and employers who had been affected by tariffs. On balance, a roughly equal number felt that it was not doing enough compared to those who were more neutral or uncertain in their views, with a smaller number believing that the Government of Canada was headed in the right direction on this front. Among those who felt that the federal government was on the wrong track in its response to U.S. tariffs, the view was expressed that given the large number of employers and workers who were believed to be facing prolonged and significant financial challenges as a result of these tariffs (including workers who had been laid off and businesses being forced to reduce or cease their operations), it was difficult to say that sufficient action had been taken to address this situation thus far. For those who were more uncertain in their views, several commented that they had not heard enough about the Government of Canada's actions on this front to be able to provide an informed opinion, with a few believing that more needed to be done by federal officials to provide Canadians with information about the supports that had been made available. Among the small number who felt that the Government of Canada had been doing enough to support tariff-impacted workers and employers, it was thought that it had been doing the best that it could with the resources that it had available to support Canadians amidst what was seen as a very challenging and unpredictable economic situation.

Asked what else they felt the federal government should be doing to support Canadian workers and businesses, a number believed that additional efforts needed to be taken to increase the development of Canada's natural resources (such as oil and natural gas), as well as to increase investments towards emerging areas such as the development of clean energy and electric vehicles (EVs). It was felt that by taking these actions the Government of Canada would be helping to stimulate economic activity throughout the country as well as create more high paying jobs for Canadian workers going forward.

Workforce Action Plan (Interior British Columbia, North Shore Montreal and Laurentides Region Quebec aged 40+)

Two groups took part in discussions related to potential taglines and slogans that had been developed for the Government of Canada's new Workforce Action Plan. At the outset of these conversations, participants were informed that the federal government would be implementing a new Workforce Action Plan, which included a set of programs aimed at helping youth, job seekers, workers, and businesses obtain the skills and supports they would require to keep up, succeed, and contribute to Canada's changing economy. For additional clarification, participants were provided with the following information outlining the Government of Canada's overall goals for the set of programs:

- *Helping people train and get certified in skilled trades.*

- *Giving people opportunities to learn new skills throughout their careers through training and retraining.*
- *Removing barriers so more Canadians can find good jobs and fully participate in the workforce.*
- *Helping young people find jobs by improving existing programs and creating new opportunities.*
- *Making it easier for newcomers to have their credentials recognized and to move where jobs are needed in Canada.*
- *Bringing government, industry, labour groups, and unions together to work on workforce issues.*

Participants next engaged in an exercise where they were presented with a list of potential taglines or slogans for this program and were asked to select the one that they found to be the most compelling. The list shown to participants included:

- *Build Canada: Workforce Action Plan*
- *Canada Strong: Workforce Action Plan*
- *Canada Works: Workforce Action Plan*
- *Canada Builds: Workforce Action Plan*
- *Ready to Work: Canada's Workforce Action Plan*

On balance, *Build Canada: Workforce Action Plan* received the highest level of support. Among those who selected this tagline, the view was expressed that it was the most straightforward and to the point of all the options and did the best job at describing what this plan was focused on. Several also spoke positively regarding what they perceived as the uplifting and optimistic tone of this tagline. A number liked the slogan's concept of building Canada and felt that this was an effective way to demonstrate what they viewed as the action-oriented, forward-looking nature of the initiative. Several also selected the tagline *Ready to Work: Canada's Workforce Action Plan*. Among these participants, a number felt that this slogan would be relatable to a broad audience, including highly skilled workers who were seeking employment opportunities.

Only a small number selected *Canada Strong: Workforce Action Plan* and *Canada Builds: Workforce Action Plan*, while very few chose the option *Canada Works: Workforce Action Plan*. Among those who selected *Canada Strong: Workforce Action Plan*, it was felt that the use of 'Canada Strong' would instill confidence among Canadians and provide them with the sense that the federal government was taking action to develop a stronger, more resilient workforce and economy. For participants who chose *Canada Builds: Workforce Action Plan*, the view was expressed that the slogan would be effective in providing Canadians with the impression that the Government of Canada was hard at work in building up Canada's workforce. Additionally, a few felt that the tagline implied that actions were being taken to expand Canada's economy and further improve the country's overall self sufficiency in the years to come. Among the small number who selected *Canada Works: Workforce Action Plan*, it was thought that the slogan provided a strong, unifying message and prompted thoughts of Canadians from diverse backgrounds coming together to build a stronger economy.

Asked whether there were any taglines that they would change or make improvements to, a number believed that the word 'Canada' should be added to the front of *Ready to Work: Canada's Workforce Action Plan* as a way of further communicating that Canada as a country was ready to work hard to

build its economy. A few also suggested, for *Canada Strong: Workforce Action Plan*, to add the words 'Work, Security, and Prosperity' after 'Canada Strong', and believed that this was a more effective way to communicate the intent of the program. A small number also suggested the creation of a different slogan, using more future-focused words such as 'Creating Canada', and felt that this would be a positive, unifying way to describe the program. Questioned as to whether they thought that any of these taglines should be removed from consideration entirely, a number believed that 'Canada Strong' sounded too much like a political marketing statement rather than a tagline. The opinion was also expressed that the phrase 'Workforce Action Plan' could be improved upon, though participants did not provide specific suggestions as to what they felt would sound better.

Automotive Strategy – Electric Vehicles (Kitchener-Waterloo)

Participants residing in Kitchener-Waterloo engaged in a conversation related to the Government of Canada's new automotive strategy, with a particular focus on programs related to electric vehicles (EVs).

Asked whether they had recently seen, read, or heard any news related to the federal government's new automotive strategy, notably about EVs, only a small number indicated that they had. Some described having heard about the Government of Canada reaching an agreement with China to reduce tariffs on Chinese-manufactured EVs and allow up to 49,000 Chinese-made EVs to enter the Canadian market. A few also recalled hearing about the reintroduction of financial incentives to support EV adoption. However, awareness of the specific program name – the Electric Vehicle Affordability Program (EVAP) – was not apparent, and participants did not readily associate it with the incentives they had described when asked directly as to whether they had heard anything about this initiative.

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*

Reacting to this information, while a small number felt that these incentives could provide some degree of financial assistance, particularly for those already considering the purchase of an EV, most

did not believe that the amounts offered would be sufficient to meaningfully improve affordability. Expanding upon this, several described what they perceived as being the high upfront costs of most EVs available in Canada, with a number of the impression that a large proportion of available models exceeded the program's \$50,000 threshold. Within this context, several expected that, given broader financial pressures related to the cost of living, EVs would remain out of reach for many Canadians, regardless of the incentives offered.

Asked whether they felt that the incentive would make them more likely to purchase an EV in the future, a small number answered affirmatively. Among these participants, a number reported that they had already been considering an EV (particularly due to the perceived environmental benefits of these vehicles) and felt that the incentives offered through EVAP would likely make them more interested in purchasing one of these vehicles going forward. For those who said the program would not make them more likely to purchase an EV, participants expressed concerns related to the limitations of an EVs driving range, the availability of charging infrastructure (particularly outside of major urban centres), and uncertainty regarding vehicle performance in cold weather conditions.

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

Previously, the Government of Canada required all new car sales to be electric within a decade. The government scrapped this mandate 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.

Asked how they felt about this approach, participants expressed a range of opinions. Some viewed the revised strategy positively, and thought that it represented a more realistic, attainable, and flexible pathway toward increasing EV adoption over time. A few participants clarified, however, that while they approved of the decision to remove the previous EV sales mandate, they were skeptical that the new targets set by the federal government would be feasible and felt it was unlikely that a significant portion of the country would shift to purchasing EVs within the proposed timeframe. Participants also questioned the ability of local and regional electricity grids to support a large-scale transition to EV use and believed that significant financial investments would be required to upgrade electricity grids across the country in order for these sales targets to be met.

Discussing whether they felt this new approach by the Government of Canada made them feel like it was going back on its environmental regulations and policy or whether they viewed this more as a different approach to meet Canada's goals, participants were mixed in their opinions. Among participants who viewed this new strategy as a different, but still effective, pathway to assist the country in meeting its environmental goals, the view was expressed that the approach would allow for a more gradual transition to greater EV use, while also providing communities with more time to

upgrade their electricity infrastructure and install more charging stations to ensure that they would be able to handle a significant increase in EVs in the future. It was also thought that by removing the 100 per cent EV sales mandate, the federal government would likely encounter less overall opposition to EVs, with a few believing that individuals would be more open-minded to purchasing an EV if they knew that they would still have the option to buy a combustion engine vehicle in the event that an EV did not end up meeting their needs. For those who felt that this new strategy did indicate that the federal government was going back on its environmental regulations and policies, participants expressed concerns about the negative impacts that the continued widespread use of combustion engine vehicles would have on the environment and issues such as climate change. Among these participants, it was thought that the Government of Canada should have kept its 100 per cent EV sales mandate in place, with some believing that this type of policy represented the most direct pathway towards lowering carbon emissions produced by vehicles in Canada.

Asked whether, after having been presented with the information related to the federal government's automotive strategy for EVs, they felt these measures would lead to increased EV adoption in Canada, several believed that they would. Among these participants, it was thought that, so long as EV technology continued to improve (particularly as it relates to driving distance and the ability of these vehicles to handle extreme temperatures) and charging infrastructure was expanded, programs such as this could contribute to greater uptake over the long-term. For those who were more uncertain, the view was reiterated that the incentives offered through the EVAP initiative were too low and as a result, unlikely to significantly shift behaviour in the near-term. It was thought that more needed to be done by the Government of Canada to reduce the upfront costs of purchasing these vehicles, making them more affordable for lower- and middle-income Canadians to buy going forward.

Questioned as to whether they felt these measures by the federal government would help the Canadian automotive industry, a large number believed that they would. Several expected that, as EV technology continued to evolve and these vehicles became more affordable over time, the EVAP initiative and other components of the Government of Canada's automotive strategy would likely assist in stimulating Canada's automotive sector, especially for those companies involved in the manufacturing of EVs and EV parts. It was also thought that as more EV-related infrastructure (such as charging stations) was built in Canadian communities, consumers would become more comfortable with the notion of purchasing an EV themselves, likely leading to increased economic activity in Canada's automotive sector as a result. Among the smaller number who felt otherwise, a few expressed concerns about the introduction of EVs from countries such as China into the Canadian market, and worried that this would lead to reduced sales for Canadian EV manufacturers due to the perceived lower costs of these internationally manufactured vehicles.

Arctic Transformation (Interior British Columbia, Iqaluit, Major Urban Centres Prairies aged 35-54)

Three groups took part in conversations related to recent actions and initiatives that had been announced by the Government of Canada aimed at increasing the development of Canada's North and strengthening the country's security and sovereignty in this region. Asked whether they had recently seen, read, or heard anything about the Government of Canada and investments that it was making in Canada's North, while few could recall any specific details, several were of the impression that the federal government had recently announced that it would be working to strengthen Canada's defence capabilities in the region, including by providing additional resources to the Canadian Armed Forces (CAF) to assist in upholding Canada's sovereignty over its Arctic territory. A number in the group based in Iqaluit also recalled hearing about new infrastructure projects in their region, such as the building and repairing of Northern highways, as well as the recently announced Iqaluit Nukkiqsautiit Hydroelectric Project.

Participants in the group based in Iqaluit were provided with the following information related to a number of initiatives that had recently been announced by the Government of Canada focused on increasing Northern development. These included:

- *Supporting energy projects, building and repairing housing, and developing local infrastructure in Nunavut;*
- *Investing in Nutrition North Canada to make nutritious food and essential items more affordable in Northern communities;*
- *Renewing the Inuit Child First Initiative to increase access to health, social and educational support; and*
- *Delivering 750 units of public, affordable, and supportive housing across Nunavut.*

Reacting to this information, while most believed that these measures appeared positive at face value, several felt that more details were required regarding the amounts that would be invested and the timelines for these initiatives to be implemented before they could determine whether these actions represented an effective pathway towards increasing development and making life more affordable in Canada's North. Related to this, a number expressed concerns that these measures would be implemented too slowly or not at all, with some commenting that similar initiatives had been announced by the federal government in the past related to addressing areas such as high food prices and a lack of affordable housing, with little in the way of tangible progress ultimately being made in these areas. Focusing on the specific actions that had been announced, several expressed skepticism related to the effectiveness of Nutrition North Canada, with participants of the impression that this program had been in place for a number of years and had not had much of an effect in lowering food costs in Northern communities thus far. Also related to Nutrition North Canada, a few felt that rather than focusing primarily on foods available in grocery stores, there needed to be a greater emphasis placed on making it easier for Northern residents to obtain country food that is harvested from the

land and sea. Focusing on the Inuit Child First Initiative, a small number were of the impression that this program had only been renewed for one year and felt that a greater long-term commitment was necessary from the Government of Canada towards this initiative.

Participants in this group were also provided with additional information related to the component of delivering 750 units of public, affordable, and supportive housing across Nunavut:

Delivering 750 units of public, affordable, and supportive housing across Nunavut, including housing built off-site, is a Build Canada Homes partnership with the Government of Nunavut and Nunavut Tunngavik Incorporated (NTI).

The first homes under this agreement are being completed in Baker Lake. Baker Lake recently received 10 modular homes, which were shipped by sealift, and are currently being assembled.

Additionally, a 46-unit apartment building under construction in Iqaluit is expected to be completed this spring.

On balance, while most felt that the delivery of 750 new units of affordable, public, and supportive housing would likely have a positive impact on the lives of many individuals living in Nunavut, several felt that the amount of new housing provided via this initiative would not be nearly enough to address what participants perceived as being the significant and widespread challenges related to the affordability of housing in the North. While supportive of the announcement that 10 new modular homes had recently been delivered to the community of Baker Lake, a number expressed the view that while modular housing represented a promising option to build more homes, faster in Nunavut, significant investments would need to be made to ensure that there was sufficient supporting infrastructure (such as plumbing and electricity systems) in place to ensure that these homes would be able to be installed. Discussing this information as a whole, participants thought that it was important for these properties to be owned and operated by responsible, locally based organizations that would ensure that they would be well taken care of and remain in good condition over the long term. A few also questioned what assurances and oversight would be put into place by the Government of Canada to ensure that these housing units would remain affordable once they were completed and went onto the market. A small number expressed concerns that a large portion of this housing could potentially be utilized by private companies as homes for workers from outside of Nunavut, rather than being made available as housing options for long-term residents of the territory.

Asked whether they thought this project would help address some of the critical housing needs in Iqaluit, while most felt that it represented a step in the right direction, many believed that much more would need to be done by the federal government to sufficiently address the challenges related to housing affordability in their area. Discussing whether there was anything else that they felt the Government of Canada should be doing to improve the housing situation in Nunavut, a number believed that there should be an increased focus on alternative housing solutions such as communal housing (with individual rooms and shared kitchens and bathrooms) as well as rent-to-own financing options that would assist more individuals in the North in eventually becoming homeowners. A few also thought that greater efforts needed to be taken by the Government of Canada to assist in

addressing the homelessness situation in Nunavut, with a number of the impression that this had become an increasing issue in recent years.

All groups were presented with the following information related to recent investments that had been announced by the Government of Canada related to Canada's Northern and Arctic region:

The Government of Canada recently announced a plan to invest \$40 billion to defend, build and transform Canada's Northern and Arctic region. Some of these initiatives include:

- *Investing \$32 billion in areas such as upgrading Canadian military facilities in Yellowknife, Inuvik, Iqaluit, and Goose Bay.*
- *Creating two new military support sites in Whitehorse and Resolute, and two smaller ones in Cambridge Bay and Rankin Inlet.*
- *Investing in Arctic airports.*
- *Developing a strategy to build roads connecting Northern communities, including a highway connecting Yellowknife and Inuvik, connecting Nunavut to the national highway system, and an all-season road from the Nunavut border to a deep-water port and airfield.*
- *Expanding the Taltson Hydro Expansion Project, doubling the NWT hydro capacity.*

Reactions to this information were mostly positive among participants, with many believing that these actions would have a positive impact on Canada's Northern and Arctic region. Several expected that the creation of a strategy to build more roads and highways throughout the North would help to increase travel within the region as well as between Canada's North and the rest of the country, as well as make it easier and more affordable to transport goods and products to and from Northern communities. Related to this, the view was expressed that by increasing its investments towards Northern highways and airports, the federal government would likely be helping to stimulate economic activity in the North, with some also believing that this could lead to increased tourism for Northern communities going forward. Focusing specifically on the Taltson Hydro Expansion Project, a few expected that investments towards this project would help to bring considerable economic benefits to the region as well as increase the resilience of Northern energy grids in the years to come.

Discussing the Government of Canada's announcement that it would be investing \$32 billion towards upgrading Canadian military facilities in Yellowknife, Inuvik, Iqaluit, and Goose Bay, several believed that this was an important area to be focusing on. A number felt that these investments were especially critical for the federal government to be making given their expectation that the North would become an increasingly vital economic area in coming decades due to the large amounts of natural resources (such as critical minerals) situated in the region as well as the increasing use of Northern marine trade routes. A smaller number expressed concerns regarding the \$32 billion amount that had been announced for these investments and believed that a greater focus should instead be placed on the development and construction of infrastructure and housing rather than military-focused projects.

Several of those residing in Iqaluit expected that these investments towards defending and building the North would be helpful when it came to increasing the safety of their community as well as others in the North and would be an important step towards enhancing Canada's ability to uphold its

territorial sovereignty against potential outside threats. A number also believed that an increased military presence in the North (including in Iqaluit) would lead to a rise in economic activity for businesses in the area as well as the potential creation of a large number of new jobs for those living in Northern communities. While supportive of investments in major cities, a few in this group expressed that they would like to see additional initiatives from the federal government that placed a focus on providing development assistance to smaller, more remote communities in the North.

Asked what benefits, if any, they expected these investments in Canada's Northern and Arctic region could bring, participants across all groups reiterated the view that these initiatives would contribute to increased economic activity and job creation throughout the North as well as help the region to become more closely connected to the rest of the country going forward. A number also hoped that these measures would assist in making life more affordable for those living in Northern communities, with some expecting that actions to improve highways and airports would make it easier to ship food to the region and would hopefully lead to lower grocery costs and greater food security for the inhabitants of Canada's North going forward.

Questioned as to whether they thought these initiatives would help to improve the security and safety of Canadians and protect and defend Canadian sovereignty, participants were mixed in their reactions. While several believed that these measures represented a step in the right direction on these fronts, a large number expected that numerous additional investments would likely be required in the years and decades to come in order for Canada to be able to successfully defend its Arctic territory against potential outside incursions. With this in mind, a number believed that Canada would likely have to rely heavily on its international allies for its protection for the foreseeable future while it continued to make investments such as these towards strengthening the CAF.

Discussing what concerns, if any, they had about the federal government making investments such as these in Canada's Northern and Arctic region, several believed that it was of critical importance that Inuit and other Indigenous peoples be consulted with and involved in the implementation of these investments to ensure that their unique communities and cultural practices in the North would not be harmed amidst the increased rate of development in the region. A number also expressed concerns about the potential for these projects to have a damaging impact on the surrounding environment and felt that the federal government would need to design strict regulations and safeguards to ensure the protection of the North's unique wildlife and ecosystems as these initiatives were carried out. A few in the group based in Iqaluit worried that voices and opinions from outside the region would be prioritized over the perspectives of those residing in the North and believed that it was important that local viewpoints and expertise be leveraged to ensure that these investments would have a positive impact on the North and its residents.

High-Speed Rail (Centre-East of Montreal aged 35-54, North Shore Montreal and Laurentides Region Quebec aged 40+, Greater Toronto Area Women)

Three groups took part in discussions related to Alto High-Speed Rail, a proposed infrastructure project aimed at connecting Toronto to Quebec City. Asked whether they had recently seen, read, or heard any news related to the federal government and high-speed rail, a large number in the groups based in Quebec indicated that they had, while very few in the Greater Toronto Area (GTA) were aware of any activities on this front. Among those who had heard something, several were of the impression that the Government of Canada had recently announced that it would be making a significant investment towards the construction of a high-speed rail line that would span from Toronto to Quebec City. To aid in conversation, participants were informed that, as part of a series of infrastructure projects announced by the federal government aimed at helping to build Canada, one of the major initiatives would be the Alto High-Speed Rail project, which would create a rail line that would connect Toronto to Quebec City, with trains able to reach speeds of up to 300 kilometres per hour (km/h). Having received this information, a number of participants indicated that this project sounded familiar.

Discussing how they felt about the development of a high-speed rail line from Toronto to Quebec City, most reacted positively with several believing that this would provide a quick and efficient alternative to air travel for those travelling along the Toronto-Quebec City corridor. A number believed that the project would be especially helpful for frequent travellers between major urban centres such as Toronto and Montreal, while also helping to reduce the reliance of commuters on automobiles and air travel. Participants expected that this project would serve as a good source of high-paying jobs for Canadians, both during the construction process as well as once the line was operational. Among the smaller number who were more uncertain or negative in their reactions, a few felt that given current priorities such as the high cost of living and housing affordability, this type of large-scale infrastructure project may not be the most pressing investment for the federal government at this time.

Discussing whether they expected a high-speed rail from Toronto to Quebec City would have any economic benefits for Canada, a large number believed that it would. It was thought by several that the construction of a high-speed rail line would help to make travel increasingly affordable for many Canadians residing in the region, potentially freeing up disposable income for other expenditures. It was also thought that the project could lead to increased economic opportunities for businesses and workers located near high-speed rail stations, with participants expecting that these communities would likely have a significant increase in visitors as a result. Related to this, the view was also expressed that the construction of a high-speed rail line would help to make the Toronto-Quebec City corridor a more desirable tourist destination both for domestic and international travellers who would no longer have to rely on airlines or long driving trips to move about this region.

Questioned as to whether they expected this project would have any benefits for their respective communities, a number thought that it would help to reduce traffic on local roadways and would likely lead to less carbon emissions over the long term. Asked whether they had any potential concerns

about having a high-speed rail line in their community, a small number of those residing in the GTA worried that an increase in travel to downtown Toronto could contribute to congestion. A few in this group also worried about other potential impacts such as noise and disruption to residential neighbourhoods as well as the loss of public spaces located along the proposed route.

Participants in the two groups based in Quebec were next provided with the following information:

At this point, no current route has been selected, but the proposed route is expected to include elevated tracks and tunnels so that trains can cross entire cities without interacting with other road vehicles or trains. One of the tunnel options could be a tunnel under the Rivière des Prairies and Mount Royal to access downtown Montreal.

Those in the group based in the GTA were provided with a slightly different version of this information:

While no current route has been selected, the proposed route is expected to include elevated tracks and tunnels so that trains can cross entire cities without interacting with other road vehicles or trains.

Reacting to this information, while a number liked that the proposed route would be constructed in a way that would not interfere with existing roads and railways, several expressed concerns as to how much it would cost to build these tunnels and elevated tracks, as well as how long it would take for this infrastructure to be completed. Related to this, some worried that this approach could take many years, and were concerned that it would potentially be more than a decade before this rail line became fully operational. A number were also concerned that some parts of their community would be inaccessible for long periods of time as elevated tracks and tunnels were constructed. A few expressed that the process could lead to significant noise pollution in their area as well as have a negative impact on wildlife living near the construction sites.

Participants were next informed that while the route would, wherever possible, follow existing transport and utility corridors, Alto would likely need to acquire land from property owners along some parts of the route. It was also clarified that, in these instances, Alto had committed to offering fair market value for the land it buys and would be compensating property owners for other potential losses and fees. Sharing their thoughts about this information, many felt that it was necessary for property owners to be offered fair market value (or higher) for their land, with several believing that any individuals who found themselves having to move as a result of the project should also be provided with financial support to assist them in relocating. A number expressed concerns as to whether the high-speed rail line would lead to existing residential housing being eliminated in order for it to be built, with some worrying that this could exacerbate existing problems related to a lack of affordable housing in the area. A few also questioned what would happen in instances where property owners refused to sell and wanted to know what processes would be utilized to resolve situations such as these if they occurred.

Participants in the two groups based in Quebec were next provided with the following information:

Some producers and farmers have expressed concerns regarding a route passing through Mirabel, citing worries that the new high-speed rail will cut through agricultural lands.

The group comprised of residents of the GTA were presented with a slightly different version of this information:

Some producers and farmers have expressed concerns regarding the proposed route, citing worries that the new high-speed rail will cut through agricultural lands.

Discussing whether they had any concerns about a route passing through Mirabel, a small number in the groups based in Quebec worried that this could lead to a downturn in agricultural production in some areas and could also exacerbate challenges related to food security in the coming years. Asked a similar question as to whether they had any concerns about the route passing through agricultural lands, a number in the GTA also worried that this could hinder the ability of local farms to produce food for nearby communities and believed that efforts should be taken wherever possible to ensure that the construction did not interfere with or take away existing farms or agricultural lands.

Contrecoeur Container Terminal Project (North Shore of Montreal and Laurentides Region Quebec aged 40+)

Participants in the group comprised of individuals aged 40 and older residing in the North Shore of Montreal and the Laurentides region of Quebec took part in a brief discussion related to the Contrecoeur Container Terminal Project. Asked whether they had recently seen, read, or heard any news related to the Government of Canada and this project, participants indicated that they had not. To aid in discussion, participants were provided with the following information:

Recently, the Government of Canada announced a series of major infrastructure projects to help build Canada. One of these major projects is the Contrecoeur Container Terminal Project located 40 kilometres downstream from Montreal, Quebec.

The proposed development at Contrecoeur would expand the current port infrastructure, adding port terminals and additional wharves, as well as other infrastructure that would increase the port's handling capacity by about 60 per cent along the St. Lawrence River.

This project is expected to create 8000 jobs during construction and over 1200 jobs when in operation. It would also provide \$140 million annually in national economic benefits when operational.

Having been provided with these additional details, participants were asked again whether they recalled hearing anything about the project, with a small number reporting that they had. Discussing how they felt about this proposed project, participants expressed a range of opinions. Among those who viewed the project positively, participants highlighted its potential to generate long-term economic benefits, with a number believing that expanded port capacity would serve to reduce congestion associated with maritime traffic in the Port of Montreal. Though also supportive of this project, particularly due to the expectation that it would lead to the creation of 8,000 jobs during construction and upwards of 1,200 jobs once operational, a few expressed some reservations. In

particular, participants questioned whether there would be a sufficient supply of skilled labour in the region to support both the construction phase and ongoing port operations once the project was operational. Participants who were more uncertain in their views also raised questions about the overall value of the project, with some expressing skepticism as to whether the projected \$140 million in annual national economic benefits was enough to justify the level of upfront investment that they expected would be required from the Government of Canada to carry out this initiative.

Discussing whether they had any concerns about the proposed Contrecoeur Container Terminal Project, a number were worried about the potential negative environmental impacts that increased maritime traffic along the St. Lawrence River could have on the unique ecosystems and endangered species in the area. A few also reiterated the view that the projected annual economic benefits were not enough to justify the federal government investing in this project, with some believing that a greater focus should instead be placed on manufacturing more goods and products domestically rather than increasing the country's trade activities with global partners.

Crime Prevention (Metro Vancouver and Surrey aged 35-54, Winnipeg, Greater Sudbury Area Francophones aged 35+)

Three groups took part in discussions related to measures that had recently been announced by the federal government aimed at reducing the rate of crime in Canadian communities. Asked whether they had been following the issue of rising crime in Canada in recent months, several indicated that they had, with participants recalling numerous different challenges on this front. Describing what they had heard, many were of the impression that crimes committed by repeat offenders had been on the rise in many parts of the country in recent years, with some expressing the view that the bail system in Canada had become too lenient. A number also believed that crimes related to property theft and illicit drug use had risen substantially, with a few of the impression that there had been an increase in the number of hate-related crimes as of late. Several in the group based in Metro Vancouver recalled a mass shooting that had taken place the previous month in Tumbler Ridge, B.C., noting its impact with concern and gravity, and a small number in this group also describing what they perceived as a rise in extortion related crimes in their community.

Asked whether reducing crime should be a top priority for the Government of Canada, almost all answered affirmatively. Expanding upon their responses, several expressed the opinion that ensuring the safety of its citizens was one of the chief responsibilities of the federal government and that it was important for it to be taking action wherever it could to reduce crime and make Canadian communities safer. Additionally, a number believed that action also needed to be taken by the Government of Canada to address what were perceived as being the root causes of crime, such as poverty, homelessness, addiction, and challenges related to mental health. It was thought that by making progress in these areas, the federal government would be helping considerably to reduce the overall rate of crime in Canada over the long term.

Discussing whether they felt the Government of Canada was doing something about the issue of crime, few thought that it was, with only a small number able to recall any actions or initiatives that it had taken on this front in recent years. Among those who had heard something, a few believed that measures had been taken by the federal government to crack down on gang-related activities as well as to strengthen regulations related to the use of firearms in Canada. To aid in conversation, participants were provided with information about actions and initiatives that had recently been taken by the Government of Canada related to crime. These measures 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 heard about any of these measures, awareness was relatively low among participants, with a small number reporting having heard about the actions to hire 1,000 new Royal Canadian Mounted Police (RCMP) officers as well as efforts by the federal government to reform the bail and sentencing system and toughen bail laws for repeat and violent offenders. Discussing how they felt about these initiatives, most reacted positively, with several expressing that it was important for the Government of Canada to be focusing on areas such as protecting Canadians against online risks, reforming the bail system, increasing border security, and cracking down on anti-smuggling efforts. While supportive of these actions from the federal government, a few questioned what rationale had been utilized to calculate the number of 1,000 new RCMP officers as well as where these additional officers would be allocated across the country once they were hired.

Questioned as to whether they thought the Government of Canada was doing enough to address the issue of crime, few felt that it was, with several expressing that until there was a measurable reduction in crime in their respective areas, it was difficult to say that sufficient action was being taken on this front. While a number believed that it was a step in the right direction for the federal government to be working on making bail laws tougher, it was thought that this measure would need to be accompanied by much stricter consequences for repeat offenders in order to be effective. Participants also reiterated the view that more needed to be done to address issues related to poverty, addiction, and mental health, with a number believing that a significant portion of individuals engaging in criminal activity were doing so out of desperation. It was also thought that there needed to be increased collaboration between the Government of Canada and provincial/territorial and municipal governments when it came to developing strategies to reduce crime, with some believing that crime was an area that all levels of government had a responsibility to address.

Civic Corps (Metro Vancouver and Surrey aged 35-54, Centre-East of Montreal aged 35-54, Kitchener-Waterloo, Nova Scotia)

Four groups took part in conversations related to the possible creation of a civic corps in Canada. Asked what came to mind when they heard the phrase 'civic corps', a large number reported being



unfamiliar with the term, while a few believed that it might refer to the federal public service, a civilian branch of the Canadian Armed Forces (CAF), or volunteer/community focused programs designed for Canadian youth. To clarify, participants were informed that a civic corps typically refers to organized, paid, or volunteer-driven, work-study programs for young adults, designed to provide job training, education, and experience in environmental conservation, land management, or community service projects. Participants (with the exception of those residing in Metro Vancouver) were also told that these programs are typically aimed at fostering civic engagement, building employability, and supporting personal development for young people.

Asked whether they had seen, read, or heard anything about a civic corps in Canada, participants indicated that they had not. When discussing whether they were aware of similar programs in other countries, a small number believed that such initiatives existed in places like Denmark and South Korea, with a few of the impression that they were associated with mandatory military service. To aid in conversation, participants were informed that:

In Norway, the European Solidarity Corps is a program that offers opportunities for young people aged 18-30 to volunteer on projects in Norway focusing on community, culture, nature, and social inclusion.

The Government of Canada is looking into the possibility of developing its own civic corps in Canada. This would be a youth program where youth could participate in nation-building projects and get free training as volunteers.

Almost all reacted positively to the idea of Canada developing its own youth civic corps. For many, it was thought that this type of program would serve as a helpful way of assisting young Canadians in developing valuable new skillsets that would benefit them in their adult lives, including as it relates to entering the workforce and beginning to build their careers. Related to this, some believed that the introduction of a civic corps would be an effective way of providing young people with tangible work experience that they may otherwise be unable to obtain in the current employment market. The view was also expressed that this type of initiative could help young Canadians gain first-hand experience across a number of different sectors within a short period of time and that this exposure to different sectors would help them to better understand potential career paths and make more informed decisions about their future.

Participants also identified a number of broader societal benefits related to this potential initiative. Many expected that a civic corps would help foster stronger connections between youth and their communities, while promoting a greater sense of civic responsibility. Several felt that a civic corps would be an effective way of strengthening national unity across Canada overall, including by providing youth of all backgrounds with a shared experience. The view was also expressed that a civic corps could be an effective way of assisting young Canadians in developing in-person social and professional connections that they may otherwise find difficult to obtain, especially given how much of their time at present was believed to be spent interacting online. Additionally, participants felt that such a program could have positive implications for youth mental health by providing young people with a sense of purpose and direction. A few were of the opinion that this initiative would be helpful in providing young people with programs and experience that would help to divert them away from other more harmful paths, such as criminal or gang-related activities.



The group comprised of residents of Metro Vancouver and Surrey aged 35 to 54 were asked an additional question as to which areas, if any, they felt a youth civic corps would be most helpful for in Canada. In addition to strengthening the labour market by equipping youth with practical skills, many believed the program could help to increase youth involvement in areas such as nation-building infrastructure development, environmental initiatives, emergency preparedness, and disaster response. The view was also expressed, however, that most youth would likely have limited prior experience and that it was of critical importance for there to be strong oversight and mentorship for this program. Asked what they felt should be the main goals of a civic corps in Canada, participants in this group felt that the primary focus should be skills development and career preparation, while also fostering a sense of belonging and community connection. A few also reiterated the view that supporting youth mental health should be a key component, including building confidence and personal empowerment.

All groups were asked whether they felt there were any potential drawbacks to the federal government developing a civic corps for Canada. While highly supportive of the initiative overall, several expressed concerns as to whether it would be financially feasible for the Government of Canada at present, especially given other pressing priorities (such as the high cost of living and housing affordability). A number also worried about the potential for ineffective implementation and administrative complexities, emphasizing that it was important for the federal government to have a clear and well-structured plan for rolling out the program as well as effective oversight. Other potential concerns expressed by participants included whether it would be made mandatory for all Canadian youth (with some worrying that not everyone would be a good fit for this type of program), the potential for businesses to improperly use the civic corps as a source of unpaid or low wage labour, and whether this program could ultimately become directly connected to military service as was believed to be the case in other countries.

Perspectives on the French Language in the Greater Sudbury Area (Greater Sudbury Area Francophones aged 35+)

The group comprised of Francophones 35 years of age and older residing in the Greater Sudbury Area engaged in a discussion about the state of the French language in their community. Asked how they felt about the current state of the French language in their area, while a number reported that they were still able to go about their daily lives primarily in French, several believed that the overall use of French had been gradually declining over time, particularly among younger generations. Related to this, a few were of the impression that French speakers in their community were mostly comprised of older individuals or recent newcomers from primarily French-speaking countries, and that many younger people preferred to communicate mainly in English. Asked whether they felt the French language was under threat, a number believed that it was. Some expressed the view that the use of French had been diminishing more broadly across Francophone communities outside of Quebec.

Presented with a list of potential challenges facing Francophones in their region, participants engaged in an exercise where they were asked to identify up to three items that they considered to be major challenges. The list shown to participants included:

- *Accessing childcare services in French*
- *Accessing information from the Government of Canada in French*
- *Accessing media content (e.g., radio, television, Internet, newspapers) in French*
- *Attracting Francophones from outside the region to move to your community*
- *Ensuring the Francophone community remains strong in the future*
- *Feeling part of the Francophone community in your region*
- *Keeping young Francophones in the region*
- *Living in French in your region (e.g., participating in sports/activities, shopping, etc.)*
- *Speaking in French to a Government of Canada representative*
- *Transmitting the French language and culture to the next generation*
- *Accessing services from businesses in French*

On balance, challenges related to accessing media content in French, keeping young Francophones in the region, and transmitting the French language and culture to the next generation were selected by the largest number of participants. Among those who identified access to French-language media as a key challenge, several expressed that much of the media available to them (such as television and movies) were provided with French-language subtitles or dubbed voice acting, rather than being originally produced in French, with the result of occasional incorrect or incomplete translations and a less immersive viewing experience overall. Some also pointed to a lack of French-language cultural events, such as concerts and festivals in their area. For participants who selected the challenge of retaining young Francophones in their region, a number believed that there needed to be a focus on creating more French-language employment opportunities for young Francophones to provide them with viable, locally based career paths. Additionally, participants suggested that there should be more in-school and social activities to encourage young people to engage with the French speaking community. Among those who selected the challenge of transmitting the French language and culture to the next generation, a number expressed that while parents could encourage their children to speak French at home, most young people opted to use English in their social interactions outside of the home, limiting the opportunities throughout their day-to-day to fully immerse themselves in the French language.

A small number selected the challenges related to accessing child care services in French, accessing services from businesses in French, and feeling like part of the Francophone community in their region, while none chose the items related to accessing information from the Government of Canada in French, speaking in French to federal representatives, attracting Francophones from outside the region to live in their communities, and being able to live in French in their region. Asked whether they felt there was anything else that the Government of Canada should be doing to support the Francophone community and promote and protect the French language, participants mentioned actions such as encouraging the development of more French language commercials on mediums such as television and radio, as well as providing increased funding for French language education programs and classes for those interested in learning the language.

Social Media Age Requirements (Centre-East of Montreal aged 35-54, Kitchener-Waterloo)

Two groups took part in discussions related to the potential implementation of age requirements for social media users in Canada. Questioned as to whether they had recently seen, read, or heard anything about countries banning minors from social media, a small number indicated that they had. Among those who had heard something, participants were of the impression that Australia had recently passed legislation prohibiting minors under the age of 16 from using social media platforms such as Instagram and TikTok, with a few also believing that Denmark had implemented a similar law. 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 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.

Participants were largely positive in their reactions to this information, with many believing that there was a significant amount of inappropriate content on social media that was not suitable for minors and that it was important for countries such as Australia and France to be taking steps such as these to implement a minimum age requirement for these platforms. Expanding upon their views, several were of the impression that social media was currently having a negative impact on the mental health of a growing number of young people and believed that regulations such as these represented an effective step towards addressing these challenges. The opinion was also expressed that prohibiting minors under a certain age from using social media could help to protect young people from online predators who may be active on these platforms. A few who were parents themselves reported having already installed social media website blockers or screentime limits for their own children and believed that it was important for more countries around the world to be taking actions to limit the ability of minors to use social media going forward. Among the smaller number who were more uncertain in their opinions on this issue, a few felt that the decision of whether or not to allow minors to use social media should primarily be left up to parents as opposed to being an area regulated by the federal government.

Asked whether they felt the federal government should consider implementing this type of policy in Canada, a larger number believed that it should compared to those who felt otherwise. Among those who supported the introduction of a minimum age requirement for social media, many believed that

this was an important step to protect children and expected that this would be an effective way to prevent young Canadians from being exposed to inappropriate content and/or dangerous individuals online. For the small number who were more uncertain as to whether this was an appropriate measure for the Government of Canada to be taking, the view was reiterated that social media use for minors was an issue that should primarily be dictated by their parents, with some expressing that it was important for parents be closely monitoring the websites and platforms that their children were visiting. A few took a more nuanced view and commented that while they were uncertain as to whether a widespread ban should be implemented, they felt it was important for social media companies to be more closely regulated going forward to ensure that users of all ages were not being exposed to harmful content. Discussing what they felt should be the minimum age in Canada for social media accounts, most of those who supported the introduction of this type of age requirement felt that it should be set at 15 or 16, with a small number selecting 12, 13, and 18, respectively.

Questioned as to whether they believed there would be any benefits to introducing a mandatory minimum age for social media accounts, several hoped that this type of policy would lead to a rise in in-person socializing among young people as well as encourage youth to spend more time outdoors and away from devices and screens. A number reiterated the view that the federal government taking this step would be helpful towards improving the overall mental health of young people in Canada, including by making it easier for youth to spend more time alone with their thoughts rather than feeling constant pressure to be interacting online. It was also felt that a social media ban for minors under a certain age would allow more time for parents and other educators to teach children to use these platforms responsibly, including by providing them with guidance regarding how to avoid harmful digital content as well as strategies in recognizing false or misleading information on these platforms. A few also felt that by implementing a minimum age for social media, the Government of Canada would be creating a consistent standard for all young people across the country, ensuring that all children were subject to the same rules on this front. Asked whether they had any concerns about the federal government potentially taking this approach, a few worried that prohibiting minors from using social media could limit the ability of young people to interact and stay connected with friends and family, as well as prevent them from accessing educational content hosted on platforms such as YouTube.

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.

Reacting to this information, very few felt that these represented effective strategies to verify the ages of users. Many expressed concerns as to whether social media companies would be able to sufficiently protect important user data such as bank account information and government photo identifications (IDs) from outside hackers, while some worried that private companies might decide to utilize this information for purposes other than verification, such as to enhance marketing and sales. Several also

believed that the approach of using age-inference tools and selfie-based estimation would be unreliable, in that some youth could naturally look older than the minimum age while others who were of age may appear younger.

In the event that Canada implemented a minimum age to have social media accounts, participants were asked what steps they would consider reasonable for companies to take to verify a user's age. For several, it was felt that this should be a two-factor system that would require verification from the federal government as well as approval from parents confirming that young people were of a legal age to be using social media. A few also suggested the use of artificial intelligence (AI) for verification purposes and believed that this technology could play an effective role in this regard as it continued to evolve and become more sophisticated. Discussing 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, participants largely believed that the Government of Canada should be responsible for establishing the standards on this front. A number thought that it was important for the federal government to be providing close oversight to ensure that social media companies are compliant with any policies that were ultimately implemented on this front, with strict penalties for platforms that mishandle confidential user data or fail to provide adequate verification systems for their users.

Artificial Intelligence (Nova Scotia, Greater Toronto Area Women)

Two groups took part in discussions related to artificial intelligence (AI). Asked how closely they had been following developments related to AI, a few indicated having paid close attention to this issue, with a larger number reporting that while they were aware of this technology, they had not been closely following its development. Prompted to describe what they knew about AI, participants described it as an emerging digital technology that could assist in the performance of a wide variety of personal and professional tasks. Several believed that many AI agents had the ability to provide detailed responses to questions across a multitude of topics and could often produce this information within seconds of the request. A number reported regularly using AI in their daily lives, including for tasks such as notetaking, providing advice and guidance, writing emails, producing summaries of longer documents, brainstorming ideas, and performing spelling and grammar checks. While not using AI directly themselves, a few mentioned having increasingly encountered it online, including in the outputs produced by search engines and other websites. Unprompted, a number expressed concerns about the potential negative impacts that AI infrastructure was believed to be having on the environment, including due to the significant amounts of fresh water and electricity required to power AI data centres.

Asked whether they felt there were any benefits to using AI, participants provided a number of responses. A large number mentioned the ability of AI to allow people to save large amounts of time in both their personal and professional lives in that they could perform tasks almost instantaneously

that would otherwise take them hours to manually complete. Several also spoke to the ability of AI to analyze large amounts of information and data, identify patterns, and extract key learnings, with a number believing that this could have applications towards accelerating scientific research, including in fields such as medicine. Also related to health care, a number expected that the increased use of AI in this field would allow for individuals to use this technology to receive simple diagnoses and access medical advice, as well as allow for medical professionals such as doctors to work more efficiently and see more patients each day. A few also expressed the view that the increased prevalence of AI in society overall would assist in making knowledge more accessible and would provide people with the opportunity to access a wealth of information related to an endless array of topics without requiring them to pay to attend a post-secondary program or skills training course. Questioned as to whether they thought AI tools had the potential to improve their personal quality of life in the future, a number answered affirmatively, with a few expressing that AI had already been helping them to save time and get more done in several areas of their lives.

Discussing whether they felt there were any drawbacks to using AI, either for society or for their own work or personal lives, participants identified numerous potential challenges related to this technology. A number worried about the potential for widespread job losses to occur as more positions became automated and/or fully replaced by AI. Several also expressed concerns about people placing too much trust in the accuracy of the outputs produced by AI, with a number of the impression that this technology could frequently make mistakes and that it was important for all AI users to audit and double-check the information it produces. Related to this, a few worried that people may begin to increasingly trust the advice of AI for serious issues such as medical concerns and mental health supports as opposed to seeking guidance from human experts in these areas. Participants also worried about individuals becoming overly reliant on AI and not using their minds as much and believed that this could hinder their ability to perform basic tasks on their own in the future. A number particularly worried about how this might impact young people who may choose to use AI for their academic work rather than learning basic research and study skills. A few were concerned about the potential for people to increasingly develop para-social relationships with AI, including relying on these services for friendship and romance rather than establishing human connections. Participants also reiterated environmental concerns related to AI, including the increased strain they expected the growing use of this technology would place on freshwater resources and electrical grids.

Asked what would help to increase their trust in AI, several believed that there needed to be stricter regulations for this technology, as well as greater oversight of the private-sector companies responsible for creating and developing AI technology. A number also expressed that their trust in AI would increase once there became more consistency in the outputs produced by the different leading AI platforms. At present it was felt that many AI agents had their own distinct personalities and biases and that this could often result in similar inputs producing vastly different responses depending on what platform one was using. The view was also expressed that there should be an increased focus on educating Canadians regarding how AI worked and how to properly utilize it, with some believing that this would assist in improving the overall level of trust and understanding among the public related to this technology.

Questioned as to whether they had recently seen, read, or heard anything related to how the Government of Canada was responding, if at all, to developments related to AI, only a small number reported that they had. Among those who had heard something, a few of the impression that the federal government had recently called for stricter regulations and oversight of this technology following reports that the perpetrator of a mass shooting in Tumbler Ridge, B.C. had consulted with ChatGPT prior to carrying out the attack. To aid in conversation, participants were provided with the following information:

Recently, the Government of Canada announced an investment for 40 projects to help businesses and organizations adopt AI across Atlantic Canada. More specifically, it is investing \$8.5 million to help:

- *Small businesses reach more customers using AI-powered sales tools;*
- *Rural industries improve productivity through smart automation;*
- *Companies scale up AI systems for export and certification; and*
- *Workers gain digital skills through training and support.*

Reacting to this information, a number liked what they perceived as the focus of this plan on assisting workers in obtaining digital skills related to AI, with others speaking positively of the supports that were being offered to small businesses to assist them in expanding their use of AI tools. Several, however, questioned whether this type of investment was necessary at this time and expressed the view that these resources should instead be devoted towards other initiatives aimed at assisting Canadians, including those who were struggling with the high cost of living at present. A few also felt that greater clarification was required regarding what “AI-powered sales tools” referred too, with some worrying that this could lead to companies increasingly utilizing chat bots and AI-based support tools rather than relying on human customer support professionals. Asked whether they felt investments in AI would help their respective communities to succeed, participants were mixed in their views. While some believed that the Government of Canada assisting businesses and workers in working with AI could lead to increased productivity and output over the long term, a number felt that it was difficult to say whether these investments would be successful without further details as to how they would be deployed. A few hoped that these investments would primarily be focused on empowering workers to use AI to increase their ability to perform their jobs, as opposed to this technology being deployed with the aim of reducing the need for human workers.

Housing Advertising Campaign (Ontario aged 25-35, Major Urban Centres Prairies aged 35-54, Greater Toronto Area Women)

Three groups shared their perspectives related to two creative concepts that had been developed by the Government of Canada for an advertising plan related to housing. At the outset of these conversations, participants were told that they would be evaluating storyboard imagery for two concepts (referred to in this section as *Fed Lands* and *Prefab*) and that the final versions would be 30-

second professionally produced videos that would appear on TV and on web platforms. Participants were taken through the storyboard images and supporting voiceovers twice, in succession. The order in which the concepts were shown varied among the groups.

Fed Lands



You ever notice that everything we do has changed?



The way we learn.



The way we link up.



Why don't we try to change the way we build homes?



That's where Build Canada Homes comes in. To Build Different.



We're unlocking unused Federal lands to build homes in more places and bring supply up.



Because a more affordable Canada is a stronger Canada.



A message from the Government of Canada.

The image above features storyboard imagery for the *Fed Lands* housing advertising concept. The first panel features a close up of a laptop from the side in a busy indoor workspace, with the VO: "you ever notice that everything we do has changed?". The second panel features four young children in a classroom with a teacher looking at a laptop, with some pencils, markers, and paper on the desk in front of them, and the VO: "The way we learn". The third panel features an image of an elderly couple from behind as they have a video chat on a tablet with a man and his son and the VO: "The way we link up". The fourth panel features a man's hand holding a piece of wood steady as he prepares to hammer in a protruding nail, the VO: "Why don't we try to change the way we build homes?". The fifth panel features an image of a row of new looking, multi-story housing complexes with cars parked out front and people walking about the sidewalk in front of the homes, and the VO: "That's where Build Canada Homes comes in. To Build Different". The sixth panel shows three construction workers from a distance, they are in a job site with a partially completed skyscraper and two large cranes in the background, with the VO: "We're unlocking unused Federal lands to build homes in more places and bring supply up". The seventh panel features a young family (Mom, dad, and child) moving into a new home, boxes in their hands, and the VO: "Because a more affordable Canada is a stronger Canada". The eighth panel features the Government of Canada Wordmark against a white background and the VO: "A message from the Government of Canada".

Sharing their initial reactions, participants expressed a range of views, with a roughly equal number reacting positively to this concept compared to those who were more uncertain or negative in their opinions. Among those who felt more positively about this concept, several liked what they perceived as the ad's focus on affordability (especially as it relates to housing) and felt that it communicated that the federal government was aware of the financial challenges that many households were facing at present and that it was taking action to address these issues. A number thought that any actions to make housing more affordable represented a step in the right direction and believed that initiatives aimed at increasing the housing supply would go a long way in helping lower- and middle-income

Canadians find safe and affordable housing in their areas. Participants also responded positively to the notion of using federal lands to unlock more housing and felt that this would help to reduce costs related to having to purchase land for development as well as assist in expediting the homebuilding process in many parts of the country. A few also liked that the concept concluded with an image of a young family moving into a finished home and believed that this type of hopeful imagery would assist in conveying to viewers that the plan could make a real difference for Canadians.

Among those who were more uncertain or negative in their reactions, a number believed that the concept was too vague and did not provide enough in the way of concrete details regarding how many homes were being constructed, how much they would cost to purchase or rent, and where in Canada they would be built. Related to this, a few mentioned the imagery of cityscapes and expressed concern that this initiative would primarily focus on building more homes in major urban centres as opposed to smaller communities. A number also felt that more information was required regarding what actions would be taken by the federal government to ensure that these homes would remain realistically affordable for Canadians once they hit the open market. Further to this, some worried that even if it cost less to build the homes, the sale price of these properties would continue to be prohibitively expensive for many lower- and middle-income families. Participants also expressed concerns that the imagery of skyscraper-type buildings inferred that this project would prioritize the building of more high-rise, high-density apartment buildings, which they felt were not ideal or spacious enough for growing families. A few felt differently, and worried that the images of the family standing in a big front yard communicated that this initiative was not focused enough on high-density construction.

Asked to describe what they viewed as being the main message of this concept, most felt that it was that the federal government was working to make housing more affordable for Canadians and that it would be taking actions to get more housing built, faster, including by unlocking federal lands to further expedite this process. A number also believed that the ad was seeking to communicate a hopeful message to younger Canadians (including those with children or who were thinking about one day having children) that they would be able to afford a home for their families at some point in the future. A few believed that the ad was also seeking to signal to Canadian housing developers that there was going to be an increased focus placed on growing the housing supply in the coming years and that the Government of Canada was ready to step in as a reliable partner to invest in housing developments and ensure that new projects would be approved and built at a faster rate going forward.

Discussing whether they expected the ad would capture their attention if they encountered it online, a smaller number thought that it would compared to those who felt otherwise. Among those who believed that they would pay attention to this ad, a number believed that the concept's focus on housing and affordability would pique their interest as these represented some of the top issues facing Canadians (including themselves) at present. A few also believed that, after seeing the ad, they would be interested in learning more about what unlocking federal lands entailed and which specific lands the federal government was referring to. A small number expressed that while they were not interested in the imagery utilized in the first half of the ad, the images of homes being constructed and a young family moving into a new home would likely be appealing to them. For participants who did

not believe that this video would catch their attention, several reiterated the view that this advertisement was lacking in specific details about how many homes were being built as well as where in the country they were being constructed and did not offer them enough of a call to action that would prompt them to want to learn more.

Suggesting potential ways by which this concept could be improved, a number felt that there should be imagery of housing being built at the very beginning of the advertisement, with some believing that this would be a more effective way to get viewers to pay attention if they encountered this ad while scrolling on their devices. The view was also expressed that the dialogue for this advertisement should be adjusted to use full sentences, with some specifically mentioning the narration at the beginning of the ad as being overly casual.

Prefab



You ever notice that everything we do has changed?



The way we talk.



The way we travel.



Why don't we try to change the way we build homes?



That's where Build Canada Homes comes in. To Build Different.



We're using new technology to build homes faster. And bring down costs for all Canadians.



Because a more affordable Canada is a stronger Canada.



A message from the Government of Canada.

The above image is a storyboard for a 30-second video concept entitled *Prefab* that was developed by the Government of Canada for its housing advertising campaign. The first panel features a close up of a laptop from the side in a busy indoor workspace, with the VO: "You ever notice how everything we do has changed?". The second image features an individual from over the shoulder, texting on their phone, with the VO: "The way we talk". The third panel features an airplane taking off and the VO: "The way we travel". The fourth panel features a man's hand holding a piece of wood steady as he prepares to hammer in a protruding nail, the VO: "Why don't we try to change the way we build homes?". The fifth panel features the interior of a large warehouse, with prefabricated housing materials stacked throughout it, and the VO: "That's where Build Canada Homes comes in. To build different". The sixth panel features a different warehouse interior, with the frames of multiple homes being constructed in a row, and the VO: "We're using new technology to build homes faster. And bring down costs for all Canadians". The seventh panel features a young family (Mom, dad, and child) moving into a new home, boxes in their hands, and the VO: "Because a more affordable Canada is a stronger Canada". The eighth (and final) panel features the Government of Canada Wordmark against a white background and the VO: "A message from the Government of Canada".

Participants were mixed in their reactions to this concept, with a roughly equal number expressing positive sentiments compared to those who felt otherwise. Among those who reacted positively to

this advertisement, a number liked what they perceived as the ad's focus on showcasing the process by which these homes would be built, including imagery of prefabricated homes being partially constructed in factories. The view was expressed that innovative construction methods such as this could be an effective way to rapidly increase the housing supply in many Canadian communities. For those who were more neutral or negative in their reactions, a number believed that the information provided in this concept was too vague and thought that a greater focus needed to be placed on how these actions by the Government of Canada would tangibly work to make housing more affordable for Canadians going forward. A few also commented that this ad made them think that the Government of Canada was planning on placing an increased focus on constructing more micro-sized homes, which they did not expect would be an encouraging prospect for many Canadians. A small number also thought that the imagery of the prefabricated homes evoked thoughts of mass-produced housing that utilized lower quality materials and would potentially be less durable over time.

Describing what they perceived as being the main message of this ad, most believed that it was that the Government of Canada was investing in building more homes, including through the use of innovative construction techniques related to factory-built and prefabricated housing. A number also felt that the advertisement was communicating that the federal government would be working closely with private developers to assist them in speeding up the building process, with the overall aim of making housing more affordable for Canadians going forward. The view was expressed that this concept was seeking to be uplifting and provide reassurance for prospective home buyers that tangible steps were being taken by the Government of Canada to increase the housing supply and to address the challenges related to a lack of affordable housing that were being felt in many parts of the country at present.

Asked whether, if they saw this ad online, they felt that it would capture their attention, a similar number of participants expected that it would compared to those who felt differently. Among those who believed that this advertisement would catch their attention, several felt that its focus on housing as well as innovative homebuilding techniques would be of interest to them. For those who did not believe that they would pay attention if they encountered this ad while scrolling, a number were of the opinion that the opening imagery would do little to draw them in and that there was not enough concrete information in the advertisement to make them want to learn more about Build Canada Homes. Describing ways by which they felt this concept could be improved, a number believed that greater clarification was required regarding what Build Canada Homes was, with some expressing confusion as to whether this was a private company or an agency of the federal government. A few also believed that the Government of Canada needed be mentioned at the outset of this advertisement in order to immediately communicate to viewers that Build Canada Homes was an official federal agency and that the information in this ad was important for viewers to pay attention to.

Thinking about the concepts that they had been presented with, participants were asked what suggestions, if any, they had for how these ads could be made more effective overall. It was believed by several that both concepts needed to mention housing earlier in the ad in order to provide viewers with a clearer connection to the overall message that the Government of Canada was working to make

housing more affordable. A number thought that additional efforts also needed to be taken to communicate to viewers as to how these actions from the federal government would work in practice to bring down housing costs, with some believing that this was somewhat unclear in the concepts. Participants also reiterated a desire for clearer information regarding Build Canada Homes and the specific details of the Government of Canada's housing plan, including whether this initiative was primarily focused on building new homes for purchase or if efforts were also being taken to build more rental housing in Canadian communities. The view was also expressed that more should be done in these ads to appeal to younger Canadians, with participants believing that this cohort of the population would likely be highly interested in these efforts from the federal government to make housing more affordable.

Discussing whether this advertising campaign made them feel like the federal government had a plan to tackle the housing crisis in Canada, few believed that it did. While many thought that this campaign communicated that the Government of Canada was aware of the widespread challenges people were facing related to housing affordability and that it had some ideas (such as unlocking federal lands and building more prefabricated housing) to address these issues, most did not believe that the information in these ads conveyed that a firm plan was in place on this front. Related to this, the view was reiterated by several that the supply of housing was one of many factors that influenced the affordability of housing, and that while actions to build more homes would likely help somewhat in this area, these measures would need to be accompanied by other initiatives aimed at bringing down home prices in order to be effective.

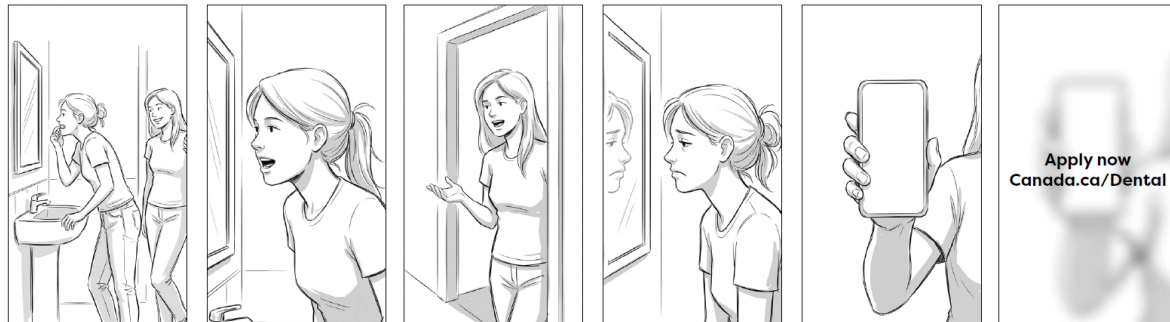
Canadian Dental Care Plan Advertising Testing (Ontario aged 25-35)

The group comprised of individuals aged 25 to 35 residing in Ontario shared their perspectives related to creative concepts that had recently been developed by the Government of Canada to advertise the Canadian Dental Care Plan (CDCP). Participants were presented with two video concepts (respectively titled *But Nothing Hurts* and *Simple Steps*) in storyboard format and were informed that the final product would be a 15-second, professionally produced video that would appear in various digital spaces such as social media, websites, and online streaming platforms.



But Nothing Hurts

Concept 1 But Nothing Hurts 15 sec



A young woman in her 20s is looking at her teeth in a mirror. Another young woman, her roommate, is watching her with a slightly amused look.

Narration:
Roommate: Seen a dentist yet?

Narration:
Woman: But... nothing hurts.

Narration:
Roommate: That's the point... you're supposed to go before it hurts

Narration:
Woman: [Under her breath] Not on my salary.

The roommate scrolls to the CDCP website and shows her phone to the young woman.

Narration:
Roommate: Now you can.

Narration:
V/O: The Canadian Dental Care Plan is here. Apply now.

The above image is a storyboard for a 15-second video concept titled *But Nothing Hurts* designed to advertise the Canadian Dental Care Plan. The first panel shows a young woman looking in a mirror while her roommate (another young woman) looks on. Below the image is the text, "A young woman in her 20s is looking at her teeth in a mirror. Another young woman, her roommate, is watching her with a slightly amused look" and the narration: "Roommate: seen a dentist yet?" The next panel shows a close up of the woman looking into the mirror and the narration: "Woman: But...nothing hurts". The third panel shows the roommate talking in the doorway, with the narration "Roommate: "That's the point...you're supposed to go before it hurts". The fourth panel shows the woman looking downcast into the mirror, with the narration "Woman: [Under her breath] Not on my salary". The fifth panel features the roommate holding up her phone, with the text below "The roommate scrolls to the CDCP website and shows her phone to the young woman". The narration for this panel is: "Roommate: Now you can". The final panel features a fading silhouette of the previous image and the black text in the centre of the screen: Apply now Canada.ca/Dental, with the narration: "The Canadian Dental Care Plan is here. Apply now."

Sharing their initial thoughts, almost all reacted positively to this concept, with several describing it as being straightforward, easy to understand, and relatable to them on a personal level. A number resonated with the notion of not visiting the dentist due to financial constraints, with some recalling having previously put off appointments such as check-ups and cleanings due to not having sufficient benefits and/or concerns about whether they would have enough money to pay for these services on their own. Participants also liked what they perceived as the ad's focus on young people, with a number reporting that they had not visited the dentist much in early adulthood and believing that they would have done so more frequently if a program such as the CDCP had been in place.

Asked what they perceived as being the main message of this advertisement, a number believed that it was that the Government of Canada had expanded the eligibility for the CDCP to a significant portion of the country's adult population and was now encouraging more people (and young adults in particular) to consider enrolling in this program going forward. Discussing whether they expected this advertisement would capture their attention if they encountered it online, participants were mixed in

their opinions. While some believed that seeing this ad would likely prompt them to visit the website to learn more about how the CDCP could help themselves or someone they knew, a roughly equal number reported that they would be unlikely to pay attention to this video due to already having dental benefits through their employer. Questioned as to whether they believed that seeing this concept would make them want to apply to enrol in the CDCP, several of those who did not currently have dental benefits felt that this ad might further encourage them to look into this program.

Simple Steps

Concept 2 Simple Steps 15 sec



A young man and woman in their 20s (roommates) are following a simple dance trend on their phones, a side-to-side repetitive hip twist. As each Canadian Dental Care Plan eligibility criterion appears on screen, they point to it in sync with the beat, as if checking your eligibility is another easy step to follow.

The above is a storyboard for a 15-second video concept entitled *Simple Steps* that has been designed to help advertise the Canadian Dental Care Plan. The first panel shows a man and a woman dancing in their living room, the man is pointing up at a text bubble (black background, white font) with the text "You may be eligible for the Canadian Dental Care Plan if:". Below this image is the supporting text "A young man and woman in their 20s (roommates) are following a simple dance trend on their phones, a side-to-side repetitive hip twist. As each Canadian Dental Care Plan eligibility criterion appears on screen, they point to it in sync with the beat, as if checking your eligibility is another easy step to follow." The second panel shows the woman pointing down at a text bubble "Your family income is under \$90,000". The third panel shows the man and woman dancing with a text box in the middle of the screen that says "You don't have access to dental coverage". The final panel is a silhouette of the previous image with the text "Apply now Canada.ca/Dental".

Reacting to this concept, while several responded positively to the ad providing information on-screen related to the eligibility criteria for this program, a number believed that the imagery depicting people dancing would be distracting for viewers and did not understand how these visuals connected to the CDCP and the goal of making dental care more affordable for Canadians. Expanding upon this, the view was expressed that while the individuals doing the dance steps on screen would likely be effective

in initially capturing people's attention, especially if they encountered this ad while scrolling on their devices, it could ultimately risk distracting viewers from what participants perceived as being the overall message of encouraging people to learn more about this program and consider enrolling themselves.

Asked whether they thought that this concept would capture their attention if they saw it online, while several believed that it would (in large part due to the dancing component) a number reiterated feeling that they would likely take this concept less seriously and pay less attention to the information provided about the CDCP as a result of the images on screen. Discussing whether this advertisement would make them want to apply for the CDCP, participant responses primarily focused on whether they expected they would be eligible for this program and/or if they had existing benefits. On balance, those who already had dental coverage or who believed that they would likely be ineligible for this program reported that they would be unlikely to look into signing up, while almost all who did not have dental benefits indicated that they would be interested in looking into the CDCP further.

Youth Program Name Testing (Ontario aged 25-35)

The group comprised of residents of Ontario aged 25 to 35 shared their perspectives related to potential names for a suite of youth-related programs that were currently under development by the Government of Canada. At the outset of this discussion, participants were informed that the federal government was creating a suite of programs designed to help youth between the ages of 15 and 30 find jobs. Participants were also told that some of these programs would be aimed at providing youth with summer jobs, while others would be for offering skills development opportunities or career-launching work experience.

As part of the first exercise for this discussion, participants were presented with a list of potential names for this suite of programs as a whole and were asked to select the one that they found to be most compelling. The names shown to participants included:

- *Youth Build Canada Program (YBCP)*
- *Youth Ready to Work Program (RTWP)*
- *Work Readiness and Experience Program*

On balance, *Work Readiness and Experience Program* was overwhelmingly preferred by participants, with a very small number respectively selecting *Youth Build Canada Program* and *Youth Ready to Work Program*. Among those who selected *Work Readiness and Experience Program*, several believed that this option would appeal to the widest range of Canadians due to it not including the word 'youth'. Related to this, a number were of the impression that a significant portion of those eligible for this program (and particularly those at the latter end of the 15 to 30 age range) would likely not identify themselves as being youth and might be dissuaded from participating in the program as a result of this word being used in the title. For the small number who selected *Youth Build Canada Program*

(YBCP), the view was expressed that this was the most eloquent sounding of the names and that it would be easier to remember compared to *Work Readiness and Experience Program* due to having a four-letter acronym. Among those who selected *Youth Ready to Work Program (RTWP)*, it was thought that this was the most direct and straightforward of the options and would also be highly appealing to younger Canadians, including high school students and recent graduates who were eager to begin their working lives and start obtaining valuable professional experience in the workplace.

Asked whether there was anything that they would change or improve about any of these concepts, participants provided a number of suggestions. For *Work Readiness and Experience Program*, a number suggested shortening the word 'readiness' to 'ready', while others felt the word 'readiness' should be removed altogether, so that the program would be called the *Work and Experience Program* with the acronym WEP. Related to *Youth Build Canada Program*, a number believed that the word 'build' made it sound like this program was focused on work in construction and the trades and did not believe that it accurately described this suite of programs. For *Youth Ready to Work Program*, the view was expressed that this name would be improved by dropping the word 'youth' and shortening the title to *Ready to Work Program* with the acronym RTW. Questioned as to whether they felt any of these names should be removed from consideration entirely, while most felt that all of these names had some merit, a few reiterated the view that *Youth Build Canada Program* needed to be reworked to sound less like it was focused on jobs in construction and the trades.

Participants engaged in another exercise where they were shown a list of potential names for a Government of Canada program focused on providing youth with early exposure to work in the skilled trades and asked to select the name that they found to be the most compelling. It was clarified for participants that this program could involve providing youth with access to paid entry level jobs working on construction projects along with related support, as well as mentorship and referrals to career paths and apprenticeships. The potential names for this program included:

- *Build Canada Trades Work Experience for Youth*
- *Youth Build Canada: Ready to Work in the Trades*
- *Youth Build Canada: Skilled Trades*
- *Build Canada: First Job in the Trades*
- *Build Canada: Civic Corps*
- *Youth Build Canada: Trades Experience*

Among these names, *Youth Build Canada: Trades Experience* received the highest level of support among participants. For those who selected this option, it was felt that this title sounded the best of all the potential options and effectively described what the focus of this program was without being overly wordy. *Build Canada Trades Work Experience for Youth* and *Build Canada: First Job in the Trades* also received a moderate level of support among participants. Among those who selected *Build Canada Trades Work Experience for Youth*, the view was expressed that this was the most straightforward of the potential titles for this program and would likely grab the attention of young people who were looking to obtain work experience in the trades. For participants who liked *Build Canada: First Job in the Trades*, it was felt that this title did a good job in highlighting that this program was primarily targeted towards young people looking to gain experience in the trades, especially with

the reference to one's 'first job' in these sectors. A small number selected *Build Canada: Civic Corps*, viewing this name as the most concise of all the options, while none selected *Youth Build Canada: Ready to Work in the Trades* or *Youth Build Canada: Skilled Trades*.

Discussing potential changes or improvements that they felt could be made to these potential program names, a number suggested using the shorter title of *Youth Build Canada* (with the acronym YBC) and believed that this would be easier for younger people to remember compared to the longer titles that they had been presented with. A few also felt that the title *Build Canada: Civic Corps* (and the word 'corps' in particular) was evocative of military-related initiatives and believed that this might give young people the wrong impression as to what this program was focused on.

Participants engaged in a final exercise where they were asked to evaluate potential names for a Government of Canada program designed to provide supports to teenagers who were not thriving in school and were at risk of becoming young adults who would neither be in post-secondary education nor employed. It was shared with participants that this program would focus on providing these individuals with after-school learning supports, as well as opportunities to volunteer in their communities and make meaningful connections. The potential names shown to participants included:

- *Youth Build Canada: On Course / On Track*
- *Build Canada: Youth Futures*
- *Build Canada: On Track to your Future*
- *Youth Build Canada: Future Forward*
- *Youth Build Canada: Learning in Action*
- *Student Engagement and Learning Supports*
- *Ready to Work: Community Connections and Learning Supports*

On balance, participants largely expressed a preference for *Student Engagement and Learning Supports* and *Youth Build Canada: On Course / On Track*, with a very small number selecting *Build Canada: Youth Futures*, and none selecting *Build Canada: On Track to your Future*, *Youth Build Canada: Future Forward*, *Youth Build Canada: Learning in Action*, and *Ready to Work: Community Challenges and Learning Supports*. Among those who chose *Student Engagement and Learning Supports*, several expressed the view that this name, by specifically mentioning 'students' and 'learning supports', did the best job at communicating that this program was for teenagers in high school who were facing challenges and required additional supports to assist them in learning and becoming more engaged. For those who selected *Youth Build Canada: On Course / On Track*, a number liked the use of the phrases 'on course' and 'on track' and believed that this would indicate to young people facing challenges that this program was targeted towards offering individuals such as themselves additional assistance to help them get back on the right track and headed in the right direction. For the small number who selected *Build Canada: Youth Futures*, it was thought that this was the most optimistic of the options and that the term 'youth futures' could serve as a source of inspiration for young people who were considering participating in this program.

Sharing their suggestions regarding how these potential names could be improved, a few expressed the opinion that terms such as 'future forward', 'on track to your future', and 'youth futures' were somewhat cliché and overused at present and believed that this could result in some young people

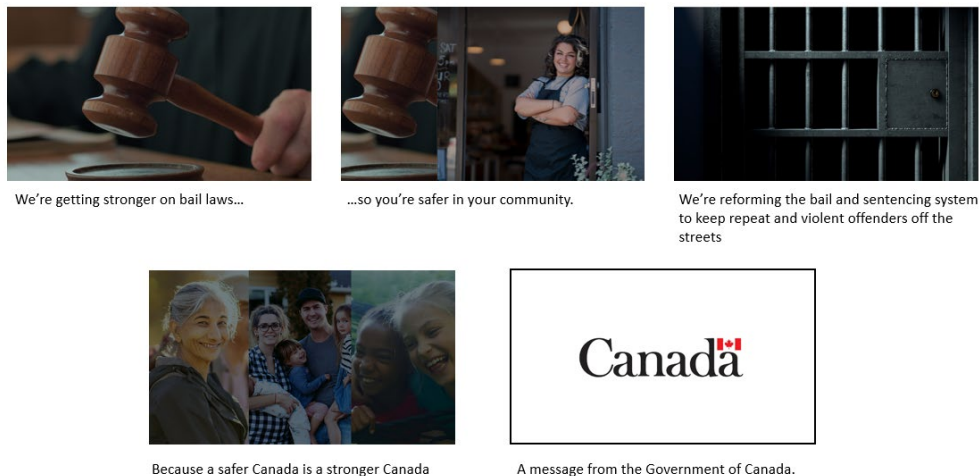
choosing to not pay attention to or engage with this program. A few also felt that the title *Ready to Work: Community Connections and Learning Supports* should be reworked entirely, with a number believing that this option was overly wordy and did not do an effective job at communicating what this program was about or who it was for.

Safe Communities Advertising Testing

(Metro Vancouver and Surrey aged 35-54, Winnipeg, Greater Sudbury Area Francophones aged 35+)

Three groups took part in conversations related to creative concepts that had recently been developed by the Government of Canada to communicate its approach to addressing crime. Each concept (referred to in this section as Concepts "A", "B", and "C" respectively) was presented in storyboard format, with participants informed that the final product would be a 15-second professionally produced video that would appear on web platforms. All three concepts were shown to the group based in Metro Vancouver and Surrey, while only Concepts A and B were shown to participants residing in Winnipeg and the Greater Sudbury Area. The order in which the concepts were presented varied among the groups.

Concept A



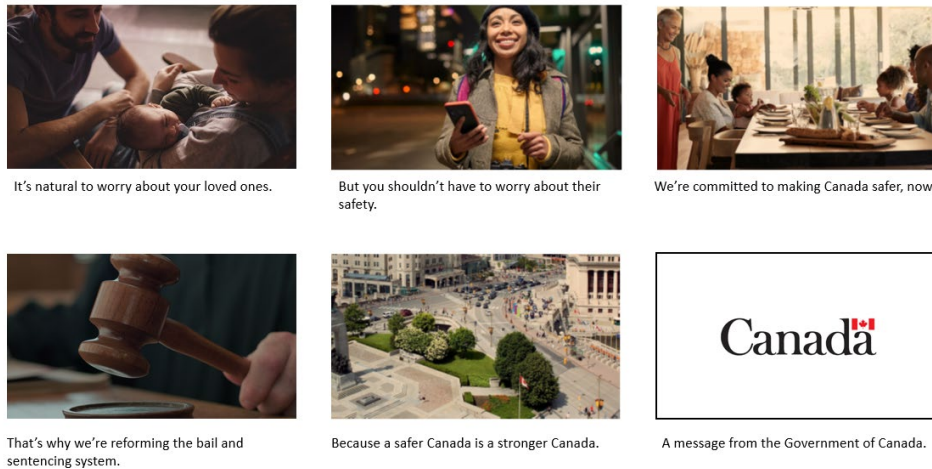
The image above features a storyboard for a 15-second video advertisement that is being developed by the Government of Canada to communicate the actions it was taking to address crime. The first panel features an image of a gavel coming down, and the VO: "We're getting stronger on bail laws...". The second panel features a split screen of the gavel coming down and a worker standing in the doorway of a business and the VO: "...so you're safer in your community". The third panel features a darkly lit jail cell, and the VO: "We're reforming the bail and sentencing system to keep repeat and violent offenders off the streets". The fourth panel features a three-way split screen image of a smiling woman, a family (mom, dad, and two kids), and

two kids laughing together, and the VO: "Because a safer Canada is a stronger Canada". The final panel features the Government of Canada Wordmark against a white backdrop and the text "A message from the Government of Canada".

On balance, participants were largely positive in their reactions to this concept, with many believing that it was brief, straightforward, and easy to understand. Several spoke positively regarding what they viewed as the strong visual imagery (such as the opening with the judge's gavel and the bars of the jail cell) that had been included in this ad, which they believed signalled that the Government of Canada would be placing an increased focus on cracking down on crime going forward. A number reported feeling reassured and comforted by this ad and its indication that action was being taken to make their communities safer and thought that this concept would be appealing to a wide range of Canadians who were concerned about rising crime in their areas. Among the small number who were more uncertain or neutral in their views, a few felt that while it was important for the Government of Canada to be focused on addressing crime, they did not believe that this concept provided enough information regarding the specific steps that it would be taking to achieve this goal.

Describing what they perceived as being the main message of this advertisement, most believed that it was that the federal government was working to increase the safety of Canadian communities, including by taking action to reform the bail and sentencing system and introduce increased consequences for repeat and violent offenders. Asked whether, if they encountered this ad online, they felt that it would capture their attention, a roughly equal number believed that it would compared to those who felt otherwise. Among those who expected that this concept would catch their attention, several felt that the stark images of the gavel and the jail cell would quickly communicate to them that this ad was focused on reducing crime and believed that this would interest them in learning more about the actions that the federal government was taking on this front. For those who did not believe they would notice this ad if they saw it online, several expressed that the visuals were not attention grabbing enough for them to stop and pay attention while scrolling on their devices. Related to this, a number suggested that this concept could be improved by including imagery of criminals being handcuffed by law enforcement officers as well as specific statistics about the actions that were being taken to reduce crime going forward.

Concept B



The image above features a storyboard for a 15-second video advertisement that is being developed by the Government of Canada to communicate the actions it was taking to address crime. The first panel features a mother and father playing with their baby and the VO: "It's natural to worry about your loved ones". The second panel features a woman walking down a city street at nighttime, holding her phone, and smiling, with the VO: "But you shouldn't have to worry about their safety". The third panel features a big family sitting down to dinner, and the VO: "We're committed to making Canada safer, now". The fourth panel features a gavel coming down and the VO: "That's why we're reforming the bail and sentencing system". The fifth panel features a view from above of a busy city intersection, with a park nearby, and the Canadian flag visible, and the VO: "Because a safer Canada is a stronger Canada". The final panel features the Government of Canada Wordmark against a white backdrop and the text "A message from the Government of Canada".

A larger number reacted positively to this concept compared to those who felt otherwise. Among those who liked this ad, many reported finding the imagery of happy families and young children to be highly relatable to their own lives and believed that this was an effective way to communicate the benefits that would be gained by the federal government cracking down on crime and strengthening the security of Canadian communities. A number also connected with the image of the woman holding her phone and walking on a city street at night and expected that this scene would resonate with many individuals who may no longer feel safe walking in their communities after dark due to the perceived rise in crime. Among those who were less positive in their opinions, a number thought that this concept placed too much of a focus on families with young children, with some believing that there should be more images featuring individuals in other stages of their lives in order to be more relatable to a wider range of Canadians. A few also felt that the dialogue of "we're committed to making Canada safer, now" should be adjusted to remove the word 'now', with participants believing that this indicated that the Government of Canada had only recently made the decision to make reducing crime a top priority.

Asked what they felt was the main message of this advertisement, many believed that it was that the Government of Canada was taking steps such as reforming bail and sentencing laws to ensure that Canadians would feel safe in their communities and that Canada would continue to be a safe place to raise children. Questioned as to whether they believed they would notice this advertisement if they

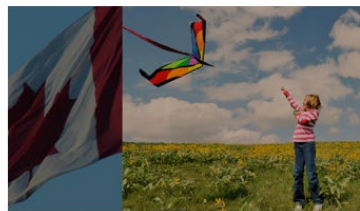


saw it online, several did not expect that they would. Among these participants, a number felt that the opening images of the couple with their baby, the woman walking at night, and the family sitting down to dinner would do little to capture their attention and did not effectively communicate that this ad was focused on reducing crime (especially if viewed with the sound off). With this in mind, it was suggested that imagery and narration about bail reform be placed at the beginning of the advertisement in order to more effectively draw viewers in. Among the smaller number who felt that this concept would capture their attention, several reiterated feeling a personal connection to the images of family and young children and believed that seeing these scenes would likely prompt them to watch the rest of the advertisement to learn more.

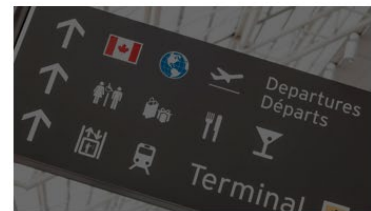
Concept C



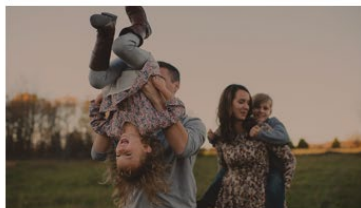
We're getting stronger on border security



So you're safer everywhere



We're increasing border security to help stop drug trafficking and money laundering.



Because a safer Canada is a stronger Canada.



A message from the Government of Canada.

The image above features a storyboard for a 15-second video advertisement that is being developed by the Government of Canada to communicate the actions it was taking to address crime. The first panel features a Canadian flag flying against a blue sky, and the VO: "We're getting stronger on border security". The second panel features a transition of the flag to a girl flying a kite in a beautiful field of yellow flowers, with the VO: "So you're safer everywhere". The third panel features a departures board at a Canadian airport and the VO: "We're increasing border security to help stop drug trafficking and money laundering". The fourth panel features a family (mom, dad, and two kids) having fun in a beautiful green field at dusk, with the VO: "Because a safer Canada is a stronger Canada". The final panel features the Government of Canada Wordmark against a white backdrop and the text "A message from the Government of Canada".

Participants in the group based in Metro Vancouver and Surrey expressed a range of views related to this concept. While a number liked what they perceived as its focus on strengthening the security of Canada's borders and believed that this was an important area for the federal government to be focusing on, several felt that the imagery selected for this advertisement was somewhat disconnected from the narrative dialogue. It was suggested that to establish this connection more effectively the ad should include imagery and information related to the specific actions that the federal government would be taking related to border security as well as scenes featuring Canada Border Services Agency

(CBSA) personnel enforcing these measures. It was also thought that, in addition to focusing on stopping drug trafficking and money laundering, the ad should also mention other areas related to border security, including the smuggling of firearms and irregular migration.

Discussing what they believed was the main message of this concept, most thought that the ad was seeking to communicate that the federal government was taking action to strengthen Canada's borders, with the aim of increasing the safety and security of the country overall. Asked whether they felt this advertisement would capture their attention if they encountered it online, few believed that it would. Expanding on their views, many believed that the imagery was too generalized and more reminiscent of a travel advertisement as opposed to a message related to border security. Several reiterated the opinion that a greater focus needed to be placed on showcasing CBSA enforcement actions at Canadian border crossings and ports in order to demonstrate the tangible steps that were being taken by the Government of Canada on this front. Among the small number who believed that this advertisement would capture their attention, the view was expressed that the opening images of the Canadian flag, the girl in the field, and the departures board would likely encourage them to watch the ad further to see what it was about.

All groups engaged in an exercise where they were asked to identify which of the concepts that they had been shown was the most effective at communicating that the Government of Canada was taking action to make Canada safer. Among participants in the groups based in Winnipeg and the Greater Sudbury Area, who were only shown Concepts A and B, all expressed a preference for Concept A. Expanding upon their opinions, many thought that the imagery of the gavel and the jail cell more effectively conveyed the message that the Government of Canada was taking action to make Canada safer as well as demonstrated the increased consequences that those who commit crimes would face going forward. It was also expressed that this concept was more direct and to the point compared to Concept B in that it focused on crime from the outset rather than at the midway point of the ad.

Among those in the group based in Metro Vancouver and Surrey who were presented with all three concepts, a large number felt that Concept B was the most effective, with a few selecting Concept A, and a small number choosing Concept C. Among those who selected Concept B, several reiterated feeling personally connected to the images of family and young children in this advertisement and believed that this concept was the most effective in demonstrating how families would benefit from the Government of Canada taking action to make the country safer. For those who selected Concept A, a number reiterated the view that this was the most direct of all the concepts, while the small number who chose Concept C reporting having done so due to their belief that border security was one of the most important priorities for the Government of Canada to be focusing on at present.

Appendices

Appendix A – Recruiting Scripts

March 2026 English Recruiting Script

Privy Council Office Recruiting Script – March 2026 English Groups

Recruitment Specifications Summary

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

Specifications for the focus groups are as follows:

Group	Date	Time (EST)	Local Time	Location	Composition	Moderator
1	Tues., Mar. 3 rd	9:00-11:00 PM	6:00-8:00 PM (PST)	Metro Vancouver, with 50% in Surrey	Aged 35-54	TBW
3	Thurs., Mar. 5 th	7:00-9:00 PM	6:00-8:00 PM (CST)	Winnipeg	General Population	TBW
4	Tues., Mar. 10 th	6:00-8:00 PM	6:00-8:00 PM (EST)	Kitchener-Waterloo	General Population	DN
6	Thurs., Mar. 12 th	5:00-7:00 PM	6:00-8:00 PM (AST)	Nova Scotia	General Population	DN
7	Tues., Mar. 17 th	9:00-11:00 PM	6:00-8:00 PM (PST)	Interior B.C.	General Population	TBW
9	Thurs., Mar. 19 th	6:00-8:00 PM	6:00-8:00 PM (EST)	Iqaluit	General Population	DN
10	Tues., Mar. 24 th	6:00-8:00 PM	6:00-8:00 PM (EST)	Ontario	Aged 25-35	DN
11	Wed., Mar. 25 th	8:00-10:00 PM	6:00-8:00 PM (MST) 7:00-9:00 PM (CST)	Large Urban Centres, Prairies	Aged 35-54	TBW
12	Thurs., Mar. 26 th	6:00-8:00 PM	6:00-8:00 PM (EST)	GTA	Women	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
Canada 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	
Metro Vancouver, with 50% in Surrey	Cities could include (but are not limited to): Burnaby, Coquitlam, Delta, Langley, Maple Ridge, New Westminster, North Vancouver, Port Coquitlam, Richmond, Surrey, Vancouver ENSURE A GOOD MIX BUT 4 PARTICIPANTS MUST RESIDE IN SURREY.	CONTINUE – GROUP 1
Winnipeg	All participants must reside in: Winnipeg	CONTINUE – GROUP 3
Kitchener-Waterloo	Cities include: Kitchener, Waterloo ENSURE A GOOD MIX.	CONTINUE – GROUP 4
Nova Scotia	Cities/towns could include (but are not limited to): Cape Breton, Glace Bay, Halifax, New Glasgow, Truro ENSURE A GOOD MIX.	CONTINUE – GROUP 6
Interior B.C.	Cities and towns could include (but are not limited to):	CONTINUE – GROUP 7

	Kamloops, Kelowna, Penticton, Prince George, Vernon ENSURE A GOOD MIX.	
Iqaluit	All participants must reside in: Iqaluit PARTICIPANTS MUST RESIDE IN THE ABOVE-NOTED CENTER PROPER.	CONTINUE – GROUP 9
Ontario	Major Centres: Population of 300,000+ Cities include: Toronto, Ottawa-Gatineau, Mississauga, Brampton, Hamilton Cities/regions could include (but are not limited to): Mid-size Centres: Population of 100,000 – 300,000 Cities could include (but are not limited to): Barrie, Brantford, Cambridge, Chatham-Kent, Guelph, Kingston, Kitchener, London, Milton, St. Catharines-Niagara, Sudbury, Waterloo, Windsor Small Centres: Population of <30,000 Centres could include (but are not limited to): Keswick-Elmhurst Beach, Bolton, Midland, Alliston, Fergus, Collingwood, Lindsay, Owen Sound, Brockville, Wasaga Beach, Cobourg, Tillsonburg, Valley East, Pembroke, Smiths Falls, Simcoe, Strathroy, Port Colborne, Fort Erie, Amherstburg ENSURE A GOOD MIX OF MAJOR/MID-SIZE/SMALL CENTRES ACROSS THE REGION.	CONTINUE – GROUP 10
Large Urban Centres, Prairies	Cities include: <u>Manitoba</u>: Winnipeg <u>Saskatchewan</u>: Saskatoon, Regina	CONTINUE – GROUP 11

	<u>Alberta:</u> Calgary, Edmonton ENSURE A GOOD MIX.	
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 12
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 12** How would you identify your gender?

Female	CONTINUE
Male	THANK AND END
Other	THANK AND END

GROUP 12 WILL BE COMPOSED ENTIRELY OF THOSE WHO SAY "FEMALE."

4. How willing to tell me your age?

Under 18 years of age	IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.
18-24	IF GROUP 1, GROUP 10 OR GROUP 11 – THANK AND END FOR ALL OTHERS - CONTINUE
25-34	IF GROUP 1 OR GROUP 11 – THANK AND END FOR ALL OTHERS CONTINUE
35	CONTINUE
36-49	IF GROUP 10 – THANK AND END FOR ALL OTHERS - CONTINUE
50-54	IF GROUP 10 – THANK AND END FOR ALL OTHERS - CONTINUE



55-64	IF GROUP 1, GROUP 10 OR GROUP 11 – THANK AND END FOR ALL OTHERS - CONTINUE
65+	
[Volunteered] Prefer not to answer	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE.

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

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

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

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

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

Yes **CONTINUE**

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

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

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

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

Participant has high-speed access to the Internet



Participant has a computer/webcam

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

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

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

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

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

INTERVIEWER TO ASCERTAIN WHETHER ACCESSIBILITY ACCOMMODATIONS CAN BE MADE.

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

Yes **CONTINUE**
No **SKIP TO Q.16**

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

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

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

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

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

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

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

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

Grade 8 or less

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

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

ENSURE A GOOD MIX.

17. Which of the following categories best describes your total household income in 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 \$150,000	
\$150,000 and above	THANK AND END
VOLUNTEERED Prefer not to answer	

ENSURE A GOOD MIX WHERE APPLICABLE.

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

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

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

ENSURE A GOOD MIX.

19. How would you describe your employment status?

Working full-time (35+ hours per week)	CONTINUE
Working part-time (<35 hours per week)	
Self-employed	
Unemployed, but looking for work	



A student attending school full-time	
Retired	
Not in the workforce (e.g. full-time homemaker, unemployed, not looking for work)	
Other, please specify	
Prefer not to answer	
THANK AND END	

NO INTERNATIONAL STUDENTS IN ANY GROUPS.

- 20. IF EMPLOYED AT Q19, ASK:** Which of the following best describes the industry/sector in which you are currently employed?

Accommodation and Food Services
Administrative and Support, Waste Management and Remediation Services
Agriculture, Forestry, Fishing and Hunting
Arts, Entertainment and Recreation
Automotive
Construction
Educational Services
Finance & Insurance
Health Care
Social Assistance
Information and Cultural Industries
Management of Companies and Enterprises
Manufacturing
Mining, Quarrying, and Oil and Gas Extraction
Other Services (except Public Administration)
Professional, Scientific and Technical Services
Public Administration
Real Estate and Rental and Leasing
Retail Trade
Transportation and Warehousing
Utilities
Wholesale Trade
Other, please specify: _____

ENSURE A GOOD MIX BY TYPE OF EMPLOYMENT.

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

Male
Female

ENSURE A GOOD MIX BY GENDER WHERE APPLICABLE.



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

Yes **CONTINUE TO INVITATION**

No **THANK AND END**



INVITATION

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

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

Would you be willing to attend?

Yes	CONTINUE
No	THANK AND END

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

Name:

Telephone Number:

E-mail Address:

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

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: _____

March 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
2	Mercredi mars 4	18 h à 20 h	18 h à 20 h (HNE)	Centre-Est de Montréal (Plateau, Rosemont, Villeray, Centre- sud)	Âgés de 35 à 54 ans	MP
5	Mercredi mars 11	18 h à 20 h	18 h à 20 h (HNE)	Région du Grand Sudbury	Âgés de 35 ans et plus	MP
8	Mercredi mars 18	18 h à 20 h	18 h à 20 h (HNE)	Rive-Nord de Montréal et Laurentides	Âgés de 40 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. **À DEMANDER SEULEMENT AU GROUPE 2 ET AU GROUPE 8** 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. **À DEMANDER SEULEMENT AU GROUPE 5** Quelle est la langue officielle du Canada que vous parlez principalement à la maison?

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**

4. Dans quelle ville habitez-vous?

LIEU	VILLES	
Centre-Est de Montréal (Plateau, Rosemont, Villeray, Centre-sud)	Les participants doivent résider dans les quartiers suivants de Montréal : Centre-Sud, Plateau-Mont-Royal, Rosemont-La Petite Patrie, Villeray ASSURER UN BON MÉLANGE.	CONTINUER – GROUPE 2
Région du Grand Sudbury	Les villes peuvent comprendre : Capreol, Nickel Centre, Onaping Falls, Rayside-Balfour, Sudbury, Valley East, Walden	CONTINUER – GROUPE 5
Rive-Nord de Montréal et Laurentides	Les villes peuvent comprendre : Blainville, Bois-des-Filion, Boisbriand, Deux-Montagnes, Lorraine, Mirabel, Oka, Pointe-Calumet, Rosemère, Saint- Eustache, Saint-Joseph-du-Lac, Sainte- Anne-des-Plaines, Sainte-Marthe-sur- le-Lac, Sainte-Thérèse, Terrebonne ASSURER UN BON MÉLANGE.	CONTINUER – GROUPE 8

RÉPONSE SPONTANÉE Préfère ne pas répondre		REMERCIER ET CONCLURE
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5. 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

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	REMERCIER ET CONCLURE
25 à 34 ans	
35 à 39 ans	SI GROUPE 2 OU GROUPE 5 – CONTINUER SI GROUPE 8 – REMERCIER ET CONCLURE
40 à 54 ans	CONTINUER
55 à 64	SI GROUPE 5 OU GROUPE 8 – CONTINUER
65 ans ou plus	SI GROUPE 2 – REMERCIER ET CONCLURE
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 :	
RÉPONSE SPONTANÉE Ne sais pas/Préfère ne pas répondre	REMERCIER ET CONCLURE

- 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

March 2026 English Moderator's Guide

MASTER MODERATOR'S GUIDE MARCH 2026

INTRODUCTION (10 minutes) – All Locations

- Metro Vancouver Aged 35-54, Centre-East of Montreal Aged 35-54, Winnipeg, Kitchener-Waterloo, Greater Sudbury Area Francophones Aged 35+, Nova Scotia 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.

Metro Vancouver Aged 35-54, Centre-East of Montreal Aged 35-54, Winnipeg, Kitchener-Waterloo, Greater Sudbury Area Francophones Aged 35+, Nova Scotia ROUNDTABLE - WHEN ASKING TO INTRODUCE THEMSELVES ASK:

- What is the most important issue for you these days in Canada?
- Interior British Columbia, North Shore of Montreal and Laurentides, Iqaluit, Ontario Aged 25-35, Large Urban Centres in the Prairies Aged 35-54, Greater Toronto Area Women Moderator to explain focus groups (conducted by the Government of Canada, being recorded, confidentiality protected, no right or wrong answers, etc.).

Interior British Columbia, North Shore of Montreal and Laurentides, Iqaluit, Ontario Aged 25-35, Large Urban Centres in the Prairies Aged 35-54, Greater Toronto Area Women ROUNDTABLE:

- Let's start by going around the group. Please tell us your first name, where you live, and what you think is the most important issue for you these days in Canada.

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

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

PRIORITIES AND PERFORMANCE (10-20 minutes) – Metro Vancouver Aged 35-54, Centre-East of Montreal Aged 35-54, Winnipeg, Kitchener-Waterloo, Greater Sudbury Area Francophones Aged 35+, Nova Scotia, Interior British Columbia, North Shore of Montreal and Laurentides, Iqaluit, Large Urban Centres in the Prairies Aged 35-54, Greater Toronto Area Women

- What does the Government of Canada do well?
- What does the Government of Canada need to improve on? Why do you feel this way?

Greater Sudbury Area Francophones Aged 35+, Nova Scotia NOTE TO MODERATOR – If a few people mentioned the same top issue in the beginning (e.g., housing, affordability, crime, etc.) but haven’t talked about the Government of Canada’s performance on this issue, ask:

- **Greater Sudbury Area Francophones Aged 35+, Nova Scotia** A few of you mentioned **[insert issue]** as the top issue for you at the beginning. Do you feel like the Government of Canada is on the right track or wrong track on this issue? *(Note to moderator: Ensure the top 2-3 issues mentioned by participants are discussed to gain a better understanding of how they feel about the Government of Canada’s performance on these issues)*

Interior British Columbia, North Shore of Montreal and Laurentides, Iqaluit, Large Urban Centres in the Prairies Aged 35-54, Greater Toronto Area Women FOR THE TOP ISSUES MENTIONED IN THE INTRODUCTION:

- **Interior British Columbia, North Shore of Montreal and Laurentides, Iqaluit, Large Urban Centres in the Prairies Aged 35-54, Greater Toronto Area Women** A few of you mentioned **[insert issue]** as the top issue for you at the beginning. Do you feel like the Government of Canada is on the right track or wrong track on this issue? **Note to moderator: Ask about each issue separately; only discuss the top issues mentioned by participants (a max of 3 issues)*

CRIME (20 minutes) – Metro Vancouver Aged 35-54, Winnipeg, Greater Sudbury Area Francophones Aged 35+

- 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 (40 minutes) – Metro Vancouver Aged 35-54, Winnipeg, Greater Sudbury Area Francophones Aged 35+

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.

I'm going to show three concepts. The final product will be a 15-second video produced professionally that will be shown on web platforms. Please keep this in mind as you are viewing the concepts.

Metro Vancouver Aged 35-54 **CONCEPT 1a - SHOW 15S CONCEPT**

Winnipeg **CONCEPT 1 - SHOW 15S CONCEPT**

Greater Sudbury Area Francophones Aged 35+ **CONCEPT 2 - SHOW 15S CONCEPT**

- 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, would it capture your attention? Why/why not?
- Was anything confusing or unclear? How so?

Now I'm going to show you a different version of this concept.

Metro Vancouver Aged 35-54 CONCEPT 1b – SHOW 15S CONCEPT

- **Metro Vancouver Aged 35-54** What is your overall reaction to this concept?
 - What makes you say that?
- **Metro Vancouver Aged 35-54** What is the main message?
 - What are your thoughts about the message the ad is conveying?
- **Metro Vancouver Aged 35-54** 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?
- **Metro Vancouver Aged 35-54** Was anything confusing or unclear? How so?

Now I'm going to show you another concept.

Metro Vancouver Aged 35-54, Winnipeg CONCEPT 2 – SHOW 15S CONCEPT

Greater Sudbury Area Francophones Aged 35+ CONCEPT 1 – SHOW 15S CONCEPT

- 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?

Now I'm going to show you an image from each concept 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 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?

- Do you have any thoughts about what could make these ads more effective?

BUILD CANADA HOMES (20-25 minutes) – Centre-East of Montreal Aged 35-54, Winnipeg, Nova Scotia, Iqaluit

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?

HIGH SPEED RAIL (20-25 minutes) – Centre-East of Montreal Aged 35-54, North Shore of Montreal and Laurentides, Greater Toronto Area Women

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

Centre-East of Montreal Aged 35-54 Recently, the Government of Canada announced a series of major infrastructure projects to help build Canada. One of these major projects is the Alto High-Speed Rail, which is meant to connect Toronto to Quebec City, reaching speeds of up to 300km/h.

North Shore of Montreal and Laurentides, Greater Toronto Area Women As part of the Government of Canada's series of major infrastructure projects to help build Canada, another one of these major projects is the Alto High-Speed Rail, which is meant to connect Toronto to Quebec City, reaching speeds of up to 300km/h.

- Does this sound familiar to you?
- What do you think about developing a high-speed rail from Toronto to Quebec City?
- Would a high-speed rail from Toronto to Quebec City have any economic benefits for Canada?
 - What about for your specific community?
 - Do you have any concerns about having a high-speed rail in [**Centre-East of Montreal Aged 35-54, North Shore of Montreal and Laurentides** Montreal][**Greater Toronto Area Women** Toronto]?

Centre-East of Montreal Aged 35-54 At this point, no current route has been selected, but the proposed route is expected to include elevated tracks and tunnels so that trains can cross entire cities without interacting with other road vehicles or trains. One of the tunnel options could be a tunnel under the Rivière des Prairies and Mount Royal to access downtown Montreal.

- **Centre-East of Montreal Aged 35-54** What are your thoughts about this?
 - Do you have any concerns?

Centre-East of Montreal Aged 35-54 Wherever possible the route will follow existing transport and utility corridors. However, Alto will also most likely need to buy land from some property owners along some parts of the route. In these instances, Alto has committed to providing fair market value for the land it buys and will compensate property owners for other potential losses and fees.

- **Centre-East of Montreal Aged 35-54** What are your thoughts about this?
 - Do you have any concerns?

North Shore of Montreal and Laurentides, Greater Toronto Area Women At this point, the final route has not been selected. Wherever possible the route will follow existing transport and utility corridors. However, Alto will also most likely need to buy land from some property owners along some parts of the route. In these instances, Alto has committed to providing fair market value for the land it buys and will compensate property owners for other potential losses and fees.

- **North Shore of Montreal and Laurentides, Greater Toronto Area Women** What are your thoughts about this?
- **North Shore of Montreal and Laurentides, Greater Toronto Area Women** Have you heard anything about possible expropriations linked to this project?
 - Do you have any concerns?

Some producers and farmers have expressed concerns regarding a route passing through Mirabel, citing worries that the new high-speed rail will cut through agricultural lands.

- Do you have any concerns about a route passing through Mirabel?

North Shore of Montreal and Laurentides At this point, no current route has been selected, but the proposed route is expected to include elevated tracks and tunnels so that trains can cross entire cities without interacting with other road vehicles or trains. One of the tunnel options could be a tunnel under the Rivière des Prairies and Mount Royal to access downtown Montreal.

Greater Toronto Area Women While no current route has been selected, the proposed route is expected to include elevated tracks and tunnels so that trains can cross entire cities without interacting with other road vehicles or trains.

- **North Shore of Montreal and Laurentides, Greater Toronto Area Women** What are your thoughts about this?
 - Do you have any concerns?

AUTOMOTIVE STRATEGY - ELECTRIC VEHICLES (25 minutes) – **Kitchener-Waterloo**

- 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 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?

SOCIAL MEDIA AGE REQUIREMENTS (25 minutes) – Centre-East of Montreal Aged 35-54, Kitchener-Waterloo

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?

ARTIFICIAL INTELLIGENCE (AI) (30 minutes) – Nova Scotia, Greater Toronto Area Women

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?
- Have you seen, read or heard anything about how the Government of Canada is responding, if at all, to new developments related to AI?

SHOW ON SCREEN

Recently, the Government of Canada announced an investment for 40 projects to help businesses and organizations adopt AI across Atlantic Canada. More specifically, it is investing \$8.5 million to help:

- Small businesses reach more customers using AI-powered sales tools;
 - Rural industries improve productivity through smart automation;
 - Companies scale up AI systems for export and certification; and
 - Workers gain digital skills through training and support.
- What are your thoughts about this initiative?
- Do you think investing in AI in your community can help businesses succeed?
 - Will it help create jobs?

CIVIC CORPS (20 minutes) – Metro Vancouver Aged 35-54, Centre-East of Montreal Aged 35-54, Kitchener-Waterloo, Nova Scotia

Shifting topics ...

- What comes to mind, if anything, when you hear the term 'civic corps'? (NOTE: moderator may need to spell out 'corps' for participants, in case they think of something else - e.g. 'core')

Generally speaking, a civic corps typically refers to organized, paid or volunteer-driven, work-study programs for young adults, designed to provide job training, education, and experience in environmental conservation, land management, or community service projects. Centre-East of Montreal Aged 35-54, Kitchener-Waterloo, Nova Scotia These programs aim to foster civic engagement, build employability, and support personal development.

- Have you seen, read or heard anything about a civic corps in Canada?
 - What about anywhere else in the world?

In Norway, the European Solidarity Corps is a program that offers opportunities for young people aged 18-30 to volunteer on projects in Norway focusing on community, culture, nature, and social inclusion.

The Government of Canada is looking into the possibility of developing its own civic corps in Canada. This would be a youth program where youth could participate in nation-building projects and get free training as volunteers.

- How would you feel about the possibility of the Government of Canada developing its own youth civic corps in Canada?
- Do you see any benefits to developing a civic corps in Canada? (PROBE: strengthening national unity, workforce development, skills training for free for young workers, increasing civic participation, supporting youth mental health and purpose, etc.)
- **Metro Vancouver Aged 35-54** In which areas, if any, do you think a youth civic corps would be most helpful in Canada? For example, major infrastructure projects, environmental projects, emergency responses in case of disasters, emergency preparedness, etc.
- **Metro Vancouver Aged 35-54** What do you think should be the main **goals** of a civic corps in Canada? What should it try to do?
- Do you see any drawbacks of developing a civic corps in Canada? (PROBE: costs, bureaucratic inefficiency)

OFFICIAL LANGUAGE MINORITY COMMUNITIES' CHALLENGES (25 minutes) – **Greater Sudbury Area Francophones Aged 35+**

Let's talk about the French language in your communities in the Greater Sudbury Area...

- Thinking about the French language in your community, how do you feel about the state of the French language?
 - Do you think it is threatened?

I'm going to show you a list of items related to living as a Francophone in your region. I'm going to share this list on screen first and read through it with you. Then I'll ask you to complete a polling exercise. **SHOW ON SCREEN THE LIST OF POLL OPTIONS (EXCLUDING 'NONE OF THE ABOVE')**

- **POLL:** I'd like you to select up to three items that you feel are a major challenge. If you don't think any are a challenge, then please select 'None of the above.'
 - Accessing childcare services in French
 - Accessing information from the Government of Canada in French
 - Accessing media content (e.g., radio, television, Internet, newspapers) in French
 - Attracting Francophones from outside the region to move to your community
 - Ensuring the Francophone community remains strong in the future
 - Feeling part of the Francophone community in your region

- Keeping young Francophones in the region
 - Living in French in your region (e.g., participating in sports/activities, shopping, etc.)
 - Speaking in French to a Government of Canada representative
 - Transmitting the French language and culture to the next generation
 - Accessing services from businesses in French
 - None of the above
- MODERATOR TO GO THROUGH SELECTIONS: Why do you feel [insert selection] is a major challenge?
- Are there any challenges missing from this list?
- Is there anything the Government of Canada can do to support the Francophone community and promote and protect the French language?

CONTRECOEUR CONTAINER TERMINAL PROJECT (15 minutes) – North Shore of Montreal and Laurentides

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

SHOW ON SCREEN

Recently, the Government of Canada announced a series of major infrastructure projects to help build Canada. One of these major projects is the Contrecoeur Container Terminal Project located 40 kilometres downstream from Montreal, Quebec.

The proposed development at Contrecoeur would expand the current port infrastructure, adding port terminals and additional wharves, as well as other infrastructure that would increase the port's handling capacity by about 60% along the St. Lawrence River.

This project is expected to create 8000 jobs during construction and over 1200 jobs when in operation. It would also provide \$140 million annually in national economic benefits when operational.

IF PREVIOUSLY UNAWARE

- Now that I've provided some details, do you recall hearing anything about this?
- What do you think about the proposed Contrecoeur Container Terminal Project?

- Do you have any concerns about the proposed Contrecoeur Container Terminal Project? (Probe: community and local impacts, environmental impacts, economic concerns)

TARIFF SUPPORT (20-30 minutes) – Interior British Columbia, North Shore of Montreal and Laurentides, Large Urban Centres in the Prairies Aged 35-54

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

- What have you seen, read, or heard about what the Government of Canada is doing in response to U.S. tariffs?
 - IF NOT MENTIONED: What about support for workers and/or employers in Canada?
 - What have you heard?

SHOW ON SCREEN

The Government of Canada is investing \$570 million over three years through the Workforce Tariff Response to support workers in steel, softwood lumber, and those affected by tariffs and global market shifts. Some of these measures include:

- Temporary additional Employment Insurance (EI) measures
 - Support to upgrade skills and training
 - Funding to support work-sharing (work-sharing is where employees keep their job but reduce their hours so that the work is shared across employees)
 - Various financial supports for sector-specific industries
 - Helping affected industries import goods into Canada, navigate U.S. tariffs, and expand into new markets
- What are your thoughts about what the Government of Canada is doing to support workers and employers affected by tariffs?

SHOW ON SCREEN

Interior British Columbia The Government of Canada recently announced that it was providing \$70.4 million over three years to help B.C. workers in sectors like softwood lumber and steel build new skills. Additionally, they are providing targeted support to B.C. industries, including \$5.5 million investment in Kalesnikoff (Castlegar) to boost manufacturing capacity.

- **Interior British Columbia** What are your thoughts about this?

- **Interior British Columbia** Do you feel they are doing enough to support workers and employers affected by tariffs? **North Shore of Montreal and Laurentides, Large Urban Centres in the Prairies Aged 35-54** Are they doing enough to support workers and employers affected by tariffs?
 - IF NOT: What else should they be doing?
- Overall, how would you rate the Government of Canada's support for workers and employers in response to tariffs? Are they on the wrong track or the right track? Why?

WORKFORCE ACTION PLAN (20 minutes) – **Interior British Columbia, North Shore of Montreal and Laurentides**

The Government of Canada is implementing a new Workforce Action Plan. This plan is a set of programs aimed at helping youth, job seekers, workers and businesses get the skills and support they need to keep up, succeed, and contribute to Canada's changing economy.

While various programs will contribute to strengthening Canada's workforce, overall goals include:

SHOW ON SCREEN

- Helping people train and get certified in skilled trades.
- Giving people opportunities to learn new skills throughout their careers through training and retraining.
- Removing barriers so more Canadians can find good jobs and fully participate in the workforce.
- Helping young people find jobs by improving existing programs and creating new opportunities.
- Making it easier for newcomers to have their credentials recognized and to move where jobs are needed in Canada.
- Bringing government, industry, labour groups, and unions together to work on workforce issues.

POLL: I'm going to show you some potential taglines or slogans for this new program. Please select the one that you find the most compelling.

- Build Canada: Workforce Action Plan
 - Canada Strong: Workforce Action Plan
 - Canada Works: Workforce Action Plan
 - Canada Builds: Workforce Action Plan
 - Ready to Work: Canada's Workforce Action Plan
- MODERATOR TO GO THROUGH EACH SELECTION: Why did you make this selection?

- Are there any taglines you would change to improve it?
 - IF YES: Which one(s) and what would you change?
- Are there any taglines that should be removed from consideration entirely, or that you consider to be inappropriate for this new suite of programs?
 - IF YES: Which one(s) and why would you remove it/them from consideration entirely?

ARCTIC TRANSFORMATION (30-50 minutes) – Interior British Columbia, Iqaluit, Large Urban Centres in the Prairies Aged 35-54

- Have you seen, read, or heard anything recently in the news about the Government of Canada and investing in Canada's North?
 - What did you hear?

Iqaluit SHOW ON SCREEN

The Government of Canada has announced it is investing in Northern development through projects such as:

- Supporting energy projects, building and repairing housing, and developing local infrastructure in Nunavut
 - Investing in Nutrition North Canada to make nutritious food and essential items more affordable in Northern communities
 - Renewing the Inuit Child First Initiative to increase access to health, social and educational support
 - Delivering 750 units of public, affordable, and supportive housing across Nunavut
- **Iqaluit** What are your thoughts about this?

Iqaluit Now I'd like to focus on the last item I showed you (delivering 750 housing units) and provide some additional details about this project.

Iqaluit SHOW ON SCREEN

Delivering 750 units of public, affordable, and supportive housing across Nunavut, including housing built off-site, is a Build Canada Homes partnership with the Government of Nunavut and Nunavut Tunngavik Incorporated (NTI).

The first homes under this agreement are being completed in **Baker Lake**. Baker Lake recently received 10 modular homes, which were shipped by sealift, and are currently being assembled.

Additionally, a 46-unit apartment building under construction in **Iqaluit** is expected to be completed this spring.

- **Iqaluit** What are your thoughts about this?
- **Iqaluit** Do you think this project will help address some of the critical housing needs in Iqaluit?
- **Iqaluit** Is there anything else the Government of Canada should do to help the housing situation in Nunavut?

Iqaluit Now I'd like talk about some other investment plans for Canada's North.

SHOW ON SCREEN

The Government of Canada recently announced a plan to invest \$40 billion to defend, build and transform Canada's Northern and Arctic region. Some of these initiatives include:

- Investing \$32 billion in areas such as upgrading Canadian military facilities in Yellowknife, Inuvik, Iqaluit, and Goose Bay.
 - Creating two new military support sites in Whitehorse and Resolute, and two smaller ones in Cambridge Bay and Rankin Inlet.
 - Investing in Arctic airports.
 - Developing a strategy to build roads connecting Northern communities, including a highway connecting Yellowknife and Inuvik, connecting Nunavut to the national highway system, and an all-season road from the Nunavut border to a deepwater port and airfield.
 - Expanding the Taltson Hydro Expansion Project, doubling the NWT hydro capacity.
- What are your thoughts about this?
 - What, benefits, if any, do you think these investments in Canada's Northern and Arctic region could bring?
 - Do you think that any of these initiatives will help improve the security and safety of Canadians?
 - What about protecting and defending Canadian sovereignty?
 - What concerns, if any, do you have about investments like these in Canada's Northern and Arctic region?
 - Is there anything else the Government of Canada should do to defend, build and transform Canada's Northern and Arctic region?



HOUSING ADVERTISING TESTING (30 minutes) – Ontario Aged 25-35, Large Urban Centres in the Prairies Aged 35-54, Greater Toronto Area Women

Ontario Aged 25-35 During our discussion today, we're going to be looking at various creatives...

Ontario Aged 25-35 First, I'm going to show you a concept that is currently being developed by the Government of Canada for an advertising campaign about housing.

Large Urban Centres in the Prairies Aged 35-54, Greater Toronto Area Women For the next part of our discussion, we're going to look at a few creative concepts that are currently being developed by the Government of Canada for an advertising campaign about housing.

The final product will be a **30-second video** produced professionally that will be shown on TV and on web platforms. Please keep this in mind as you are viewing the concept.

CONCEPT 1 - SHOW 30S CONCEPT Ontario Aged 25-35, Greater Toronto Area Women **FED LANDS**
Large Urban Centres in the Prairies Aged 35-54 **PREFAB** – MODERATOR TO READ THROUGH CONCEPT TWICE.

- 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, would it capture your attention? Why/why not?
- Was anything confusing or unclear? How so?

Now I'm going to show you a different concept. This concept could also be part of the overall ad campaign.

CONCEPT 2 - SHOW 30S CONCEPT Ontario Aged 25-35, Greater Toronto Area Women **PREFAB** Large Urban Centres in the Prairies Aged 35-54 **FED LANDS** – MODERATOR TO READ THROUGH CONCEPT TWICE.

- What is your overall reaction to this version?
 - 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, would it capture your attention? Why/why not?
- Was anything confusing or unclear? How so?

Now thinking about both concepts you just saw...

- Do you have any thoughts about what could make these concepts more effective?
- Does this ad campaign make you feel like the federal government has a plan to tackle the housing crisis in Canada? What makes you say that?

DENTAL ADVERTISING TESTING (30 minutes) – Ontario Aged 25-35

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

I'm going to show two concepts. The final product will be 15-second videos produced professionally that will be shown on various digital platforms (e.g. social media, web, streaming, etc.). Please keep this in mind as you are viewing the concepts.

CONCEPT 1 - SHOW 15S "BUT NOTHING HURTS" CONCEPT

- 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, would it capture your attention? Why/why not?
- Was anything confusing or unclear? How so?
- Does this concept make you want to apply right now for the Canadian Dental Care Plan?
What makes you say that?

Now I'm going to show you a different version of this concept. This concept could also be part of the overall ad campaign.

CONCEPT 2 – SHOW 15S “SIMPLE STEPS” CONCEPT

- 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, would it capture your attention? Why/why not?
- Does presenting the information through a dance trend make it easier to understand and more engaging, or does it distract from the message? What makes you say that?
- Was anything confusing or unclear? How so?
- Does this concept make you want to apply right now for the Canadian Dental Care Plan? What makes you say that?

YOUTH PROGRAM NAME TESTING (30 minutes) – Ontario Aged 25-35

Moving on ...

Now I'd like to get your thoughts related to potential names for programs for youth...

The Government of Canada has a suite of programs designed to help youth between the ages of 15-30 get jobs. Some programs are for summer jobs, others are for skill development, or career-launching work experience.

SCREENSHARE/POLL: I'm going to show you some potential names for this suite of programs. Please select the one that you find the most compelling.

- Youth Build Canada Program (YBCP)
 - Youth Ready to Work Program (RTWP)
 - Work Readiness and Experience Program
- MODERATOR TO GO THROUGH EACH SELECTION: Why did you make this selection?
- Are there any you would change or improve?
 - IF YES: Which one(s) and what would you change?

- Are there any that should be removed from consideration entirely, or that you consider to be inappropriate for this new suite of programs?
 - IF YES: Which one(s) and why would you remove it/them from consideration entirely?

Moving on to the next program...

This new Government of Canada program will provide youth with early exposure to work in the skilled trades. For example: paid entry level jobs working on construction projects along with related support, mentorship and referrals to career paths and apprenticeships.

SCREENSHARE/POLL: I'm going to show you some potential names for this new program. Please select the one that you find the most compelling.

- Build Canada Trades Work Experience for Youth
 - Youth Build Canada: Ready to Work in the Trades
 - Youth Build Canada: Skilled Trades
 - Build Canada: First Job in the Trades
 - Build Canada: Civic Corps
 - Youth Build Canada: Trades Experience
- MODERATOR TO GO THROUGH EACH SELECTION: Why did you make this selection?
- Are there any you would change or improve?
 - IF YES: Which one(s) and what would you change?
- Are there any that should be removed from consideration entirely, or that you consider to be inappropriate for this new suite of programs?
 - IF YES: Which one(s) and why would you remove it/them from consideration entirely?

And now for the next program...

This new Government of Canada program is for teens who are not thriving in school and are at risk of becoming young adults who are neither in post-secondary education nor employed. It provides after-school learning supports, and opportunities to volunteer in their communities and make meaningful connections.

SCREENSHARE/POLL: I'm going to show you some potential names for this new program. Please select the one that you find the most compelling.

- Youth Build Canada: On Course / On Track
 - Build Canada: Youth Futures
 - Build Canada: On Track to your Future
 - Youth Build Canada: Future Forward
 - Youth Build Canada: Learning in Action
 - Student Engagement and Learning Supports
 - Ready to Work: Community Connections and Learning Supports
- MODERATOR TO GO THROUGH EACH SELECTION: Why did you make this selection?
- Are there any you would change or improve?
 - IF YES: Which one(s) and what would you change?
- Are there any that should be removed from consideration entirely, or that you consider to be inappropriate for this new suite of programs?
 - IF YES: Which one(s) and why would you remove it/them from consideration entirely?

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.

March 2026 French Moderator's Guide

INTRODUCTION (10 minutes) Tous les lieux

- Résidents de la région métropolitaine de Vancouver âgés de 35 à 54 ans, résidents du centre est de Montréal âgés de 35 à 54 ans, résidents de Winnipeg, résidents de Kitchener-Waterloo, francophones de la région du Grand Sudbury âgés de 35 ans et plus, résidents de la Nouvelle-Écosse — Le modérateur ou la personne responsable du soutien technique doit faire savoir aux participantes et aux participants qu'un stylo et du papier seront nécessaires afin de prendre des notes et d'écrire quelques réflexions au sujet des pièces de communication que nous leur montrerons plus tard au cours de la discussion.

Résidents de la région métropolitaine de Vancouver âgés de 35 à 54 ans, résidents du centre est de Montréal âgés de 35 à 54 ans, résidents de Winnipeg, résidents de Kitchener-Waterloo, francophones de la région du Grand Sudbury âgés de 35 ans et plus, résidents de la Nouvelle-Écosse — TOUR DE TABLE — QUESTION À POSER AU MOMENT DE DEMANDER AUX PARTICIPANTS DE SE PRÉSENTER :

- Quel est, à votre avis, l'enjeu le plus important ces jours-ci au Canada?
- Résidents du Secteur de l'intérieur de la Colombie-Britannique, résidents des Laurentides et de la rive nord de Montréal, résidents d'Iqaluit, résidents de l'Ontario âgés de 25 à 35, résidents de grands centres urbains des Prairies âgés de 35 à 54 ans, femmes résidant dans la région du Grand Toronto — 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 du Secteur de l'intérieur de la Colombie-Britannique, résidents des Laurentides et de la rive nord de Montréal, résidents d'Iqaluit, résidents de l'Ontario âgés de 25 à 35, résidents de grands centres urbains des Prairies âgés de 35 à 54 ans, femmes résidant dans la région du Grand Toronto — TOUR DE TABLE :

- Commençons par faire un tour de table. Veuillez nous dire votre prénom, où vous habitez et quel est, à votre avis, l'enjeu le plus important au Canada ces jours-ci.

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

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

PRIORITÉS ET PERFORMANCE (10 à 20 minutes) — Résidents de la région métropolitaine de Vancouver âgés de 35 à 54 ans, résidents du centre est de Montréal âgés de 35 à 54 ans, résidents de



Winnipeg, résidents de Kitchener-Waterloo, francophones de la région du Grand Sudbury âgés de 35 ans et plus, résidents de la Nouvelle-Écosse, résidents du Secteur de l'intérieur de la C.-B., résidents des Laurentides et de la rive nord de Montréal, résidents d'Iqaluit, résidents de grands centres urbains des Prairies âgés de 35 à 54 ans, femmes résidant dans la région du Grand 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?

Francophones de la région du Grand Sudbury âgés de 35 ans et plus, résidents de la Nouvelle-Écosse

— NOTE AU MODÉRATEUR — Si quelques personnes ont mentionné le même enjeu prioritaire au début (p. ex. le logement, l'abordabilité, la criminalité, etc.), mais qu'elles n'ont pas parlé de la performance du gouvernement du Canada à cet égard, posez la question suivante :

- **Francophones de la région du Grand Sudbury âgés de 35 ans et plus, résidents de la Nouvelle-Écosse** — Au début, certains d'entre vous ont mentionné [insérer le sujet] comme étant, à votre avis, l'enjeu le plus important. Pensez-vous que le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie à cet égard? (Note au modérateur : Veuillez à ce que les deux ou trois enjeux les plus importants mentionnés par les participants soient abordés afin de mieux comprendre leur opinion sur la performance du gouvernement du Canada à leur égard)

Résidents du Secteur de l'intérieur de la C.-B., résidents d'Iqaluit, résidents de grands centres urbains des Prairies âgés de 35 à 54 ans, femmes résidant dans la région du Grand Toronto — **POUR LES ENJEUX LES PLUS IMPORTANTS MENTIONNÉS DANS L'INTRODUCTION :**

- **Résidents du Secteur de l'intérieur de la C.-B., résidents d'Iqaluit, résidents de grands centres urbains des Prairies âgés de 35 à 54 ans, femmes résidant dans la région du Grand Toronto** — Quelques-uns d'entre vous ont mentionné au début [insérer l'enjeu] comme étant, à leur avis, l'enjeu le plus important. Selon vous, le gouvernement du Canada est-il sur la bonne voie ou sur la mauvaise voie concernant cet enjeu?

** Note à l'attention du modérateur : Poser les questions sur chaque enjeu séparément, et n'aborder que les enjeux les plus importants mentionnés par les participants (un maximum de trois enjeux)*

CRIMINALITÉ (20 minutes) — Résidents de la région métropolitaine de Vancouver âgés de 35 à 54 ans, résidents de Winnipeg, francophones de la région du Grand Sudbury âgés de 35 ans et plus

- 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 lu, vu, 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 lu, vu, ou entendu à ce sujet?
- Cet enjeu devrait-il constituer une priorité du gouvernement du Canada? (LEVEZ LA MAIN)
- Le gouvernement du Canada fait-il quelque chose pour remédier au problème de la criminalité?
- Qu'avez-vous vu, lu ou entendu au sujet de la réponse du gouvernement du Canada au problème de la criminalité?

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 DES COMMUNAUTÉS (40 minutes) — Résidents de la région métropolitaine de Vancouver âgés de 35 à 54 ans, résidents de Winnipeg, francophones de la région du Grand Sudbury âgés de 35 ans et plus

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.

Je vais vous montrer [résidents de la région métropolitaine de Vancouver âgés de 35 à 54 ans trois résidents de Winnipeg, francophones de la région du Grand Sudbury âgés de 35 ans et plus deux] concepts. Le produit final consistera en une vidéo de 15 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 la région métropolitaine de Vancouver âgés de 35 à 54 ans — **CONCEPT 1a — AFFICHER**

LE CONCEPT 15S

Résidents de Winnipeg — **CONCEPT 1 — AFFICHER LE CONCEPT 15S**

Francophones de la région du Grand Sudbury âgés de 35 ans et plus — **CONCEPT 2 — AFFICHER LE CONCEPT 15S**

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

Je vais maintenant vous montrer une autre version de ce concept.

Résidents de la région métropolitaine de Vancouver âgés de 35 à 54 ans — **CONCEPT 1 b — AFFICHER**

LE CONCEPT 15S

- Résidents de la région métropolitaine de Vancouver âgés de 35 à 54 ans — Quelle est votre impression générale de ce concept?
 - Qu'est-ce qui vous fait dire cela?
- Résidents de la région métropolitaine de Vancouver âgés de 35 à 54 ans — Quel est le message principal de ce concept?
 - Que pensez-vous du message que la publicité tente de communiquer?
- Résidents de la région métropolitaine de Vancouver âgés de 35 à 54 ans — Si vous voyiez cette publicité en ligne, attirerait-elle votre attention? Pourquoi ou pourquoi pas?
 - Est-elle mémorable? Pourquoi ou pourquoi pas?

- Résidents de la région métropolitaine de Vancouver âgés de 35 à 54 ans — Y a-t-il un ou des éléments de la publicité qui, selon vous, prêtaient à confusion ou qui manquaient de clarté? Pourquoi?

Je vais maintenant vous montrer une autre version de ce concept.

Résidents de la région métropolitaine de Vancouver âgés de 35 à 54 ans, résidents de Winnipeg —

CONCEPT 2 — AFFICHER LE CONCEPT 155

Francophones de la région du Grand Sudbury âgés de 35 ans et plus — **CONCEPT 1 — AFFICHER LE CONCEPT 155**

- Quelle est votre impression générale de ces projets additionnels?
 - Qu'est-ce qui vous fait dire cela?
- Quel est le message principal de ce concept?
 - Que pensez-vous du message que la publicité tente de communiquer?
- Si cette publicité était diffusée 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?

Je vais vous montrer une image provenant de chacun des concepts côte à côte en guise de rappel et vous demander de répondre à un sondage.

AFFICHER LA DIAPO D'ENSEMBLE PRÉSENTANT LES DEUX 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 sélectionné ce concept?
- Avez-vous des idées dont vous souhaiteriez nous faire part pour rendre cette publicité plus efficace?

MAISONS CANADA (20 à 25 minutes) — Résidents du centre est de Montréal âgés de 35 à 54 ans, résidents de Winnipeg, résidents de la Nouvelle-Écosse, résidents d'Iqaluit

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.

Prioriser 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?

TRAIN À GRANDE VITESSE (20 à 25 minutes) — Résidents du centre est de Montréal âgés de 35 à 54 ans, résidents des Laurentides et de la rive nord de Montréal, femmes résidant dans la région du Grand Toronto

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet du gouvernement du Canada concernant un train à grande vitesse?
 - SI OUI : Qu'avez-vous vu, lu ou entendu à ce sujet? Où l'avez-vous vu, lu ou entendu?

Résidents du centre est de Montréal âgés de 35 à 54 ans Le gouvernement du Canada a récemment annoncé une série de grands projets d'infrastructure pour aider à bâtir le Canada. Le train à grande vitesse Alto, qui doit relier Toronto à Québec et qui pourra atteindre une vitesse maximale de 300 km/h, fait partie de ces grands projets.

Résidents des Laurentides et de la rive nord de Montréal, femmes résidant dans la région du Grand Toronto — Le gouvernement du Canada a récemment annoncé une série de grands projets d'infrastructure pour aider à bâtir le Canada. Le train à grande vitesse Alto, qui doit relier Toronto à Québec et qui pourra atteindre une vitesse maximale de 300 km/h, fait partie de ces grands projets.

- Avez-vous déjà entendu ça quelque part?
- Que pensez-vous de l'idée de mettre en place un service ferroviaire à grande vitesse entre Toronto et Québec?
- Un train à grande vitesse reliant Toronto à Québec aurait-il des retombées économiques positives pour le Canada?
 - Et pour votre propre collectivité?
 - Avez-vous des inquiétudes concernant le fait d'avoir un train à grande vitesse à [résidents du centre est de Montréal âgés de 35 à 54 ans, résidents des Laurentides et de la rive nord [Montréal], femmes résidant dans la région du Grand Toronto - Toronto]?

Résidents du centre est de Montréal âgés de 35 à 54 ans — Aucun tracé n’a encore été choisi, mais le tracé proposé devrait inclure des voies surélevées et des tunnels afin que les trains puissent traverser des villes entières sans avoir à interagir avec d’autres trains ou véhicules routiers. La construction d’un tunnel passant sous la rivière des Prairies et le Mont-Royal pour rejoindre le centre-ville de Montréal pourrait être une des options de tunnel envisagées.

- **Résidents du centre est de Montréal âgés de 35 à 54 ans** — Quelles sont vos réflexions à ce sujet?
 - Avez-vous des préoccupations à ce sujet?

Résidents du centre est de Montréal âgés de 35 à 54 ans — Le tracé suivra autant que possible les corridors de transport et de services publics existants. Cependant, Alto devra très probablement acheter des terrains à certains propriétaires fonciers le long de certaines portions du tracé. Dans ce cas, Alto s’est engagé à payer la juste valeur marchande des terrains qu’il achète et à indemniser les propriétaires fonciers pour d’autres pertes et frais potentiels.

- **Résidents du centre est de Montréal âgés de 35 à 54 ans** — Quelles sont vos réflexions à ce sujet?
 - Avez-vous des préoccupations à ce sujet?

Résidents des Laurentides et de la rive nord de Montréal, femmes résidant dans la région du Grand Toronto — À ce stade, le tracé définitif n’a pas encore été choisi. Cependant, Alto devra très probablement acheter des terrains à certains propriétaires fonciers le long de certaines portions du tracé. Dans ce cas, Alto s’est engagé à payer la juste valeur marchande des terrains qu’il achète et à indemniser les propriétaires fonciers pour d’autres pertes et frais potentiels.

- **Résidents des Laurentides et de la rive nord de Montréal, femmes résidant dans la région du Grand Toronto** — Quelles sont vos réflexions à ce sujet?
- **Résidents des Laurentides et de la rive nord de Montréal, femmes résidant dans la région du Grand Toronto** — Avez-vous entendu parler de quoi que ce soit au sujet de potentielles expropriations liées à ce projet?
 - Avez-vous des préoccupations à ce sujet?

Résidents du centre est de Montréal âgés de 35 à 54 ans, résidents des Laurentides et de la rive nord de Montréal — Certains producteurs et agriculteurs ont exprimé des inquiétudes concernant un tracé passant par Mirabel, craignant que la nouvelle ligne ferroviaire à grande vitesse ne traverse des terres agricoles.

- Avez-vous des préoccupations concernant un tracé passant par Mirabel?

- **Femmes résidant dans la région du Grand Toronto** — Certains producteurs et agriculteurs ont exprimé leurs inquiétudes concernant le tracé proposé, craignant que la nouvelle ligne ferroviaire à grande vitesse ne traverse des terres agricoles.
 - Est-ce que le fait qu'un tracé traverse des terres agricoles vous préoccupe?

Résidents des Laurentides et de la rive nord de Montréal — Aucun tracé n'a encore été choisi, mais le tracé proposé devrait inclure des voies surélevées et des tunnels afin que les trains puissent traverser des villes entières sans avoir à interagir avec d'autres trains ou véhicules routiers. La construction d'un tunnel passant sous la rivière des Prairies et le Mont-Royal pour rejoindre le centre-ville de Montréal pourrait être une des options de tunnel envisagées.

Femmes résidant dans la région du Grand Toronto — Bien qu'aucun tracé n'ait encore été retenu, le tracé proposé devrait comporter des voies surélevées et des tunnels afin que les trains puissent traverser des villes entières sans entrer en contact avec d'autres véhicules routiers ou d'autres trains.

- **Résidents des Laurentides et de la rive nord de Montréal, femmes résidant dans la région du Grand Toronto** — Quelles sont vos réflexions à ce sujet?
 - Avez-vous des préoccupations à ce sujet?

STRATÉGIE AUTOMOBILE — VÉHICULES ÉLECTRIQUES (25 minutes) — Résidents de Kitchener-Waterloo

- 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 au sujet de ce programme?
 - Ces mesures incitatives augmentent-elles la probabilité que l'un de vous achète un VE?

Je vais maintenant vous vous monter 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 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 :

- Ce programme incitera-t-il, à votre avis, 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?

CONDITIONS D'ÂGE SUR LES RÉSEAUX SOCIAUX (25 minutes) — Résidents du centre est de Montréal âgés de 35 à 54 ans, résidents de Kitchener-Waterloo

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 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 à l'échelle nationale.

- 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?

INTELLIGENCE ARTIFICIELLE (IA) (30 minutes) — Résidents de la Nouvelle-Écosse, femmes résidant dans la région du Grand Toronto

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?
- Avez-vous vu, lu ou entendu quoi que ce soit au sujet des mesures que prend le gouvernement du Canada pour réagir, le cas échéant, aux nouvelles avancées en matière d'IA?

AFFICHER À L'ÉCRAN

Le gouvernement du Canada a récemment annoncé un investissement destiné à 40 projets visant à aider les entreprises et les organisations à adopter l'intelligence artificielle dans l'ensemble du Canada atlantique. Plus précisément, le gouvernement investit 8,5 millions de dollars pour aider :

- Les petites entreprises à toucher davantage de clients grâce à des outils de vente basés sur l'IA ;
 - Les industries rurales à améliorer leur productivité grâce à l'automatisation intelligente ;
 - Les entreprises à développer leurs systèmes d'IA en matière d'exportation et de certification ;
 - Les travailleurs à acquérir des compétences numériques grâce à la formation et à des mesures de soutien.
- Quelles sont vos réflexions au sujet de cette initiative?
 - Pensez-vous qu'investir dans l'IA au sein de votre collectivité peut aider les entreprises à prospérer?
 - Cela contribuera-t-il à créer des emplois?

PROGRAMME DE SERVICE CIVIQUE (20 minutes) — Résidents de la région métropolitaine de Vancouver âgés de 35 à 54 ans, résidents du centre est de Montréal âgés de 35 à 54 ans, résidents de Kitchener-Waterloo, résidents de la Nouvelle-Écosse

Changement de sujet...

- Qu'est-ce qui vous vient à l'esprit en entendant le terme « programme de service civique »?
(NOTE : le modérateur répétera le nom du programme pour s'assurer que tout le monde a bien compris.)

De manière générale, un programme de service civique désigne un programme organisé, rémunéré ou bénévole, destiné aux jeunes adultes et visant à leur fournir une formation professionnelle, une éducation, ainsi qu'une expérience dans les domaines de la protection de l'environnement, de la gestion de terres ou de projets de service communautaire. Résidents du centre est de Montréal âgés de 35 à 54 ans, résidents de Kitchener-Waterloo, résidents de la Nouvelle-Écosse — Ces programmes visent à favoriser l'engagement civique, à accroître l'employabilité et à soutenir le développement personnel.

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet d'un programme de service civique au Canada?
 - Et ailleurs dans le monde?

En Norvège, le Corps européen de solidarité est un programme qui offre aux jeunes âgés de 18 à 30 ans la possibilité de participer à des projets bénévoles axés sur la communauté, la culture, la nature et l'inclusion sociale.

Le gouvernement du Canada étudie la possibilité de créer son propre programme de service civique au Canada. Il s'agirait d'un programme jeunesse permettant aux jeunes de participer à des projets d'intérêt national et de bénéficier d'une formation gratuite en tant que bénévoles.

- Que penseriez-vous de l'idée de créer un programme de service civique destiné aux jeunes Canadiens?
- Quels seraient quelques-uns des avantages liés à la création d'un programme de service civique au Canada? (DEMANDER : le renforcement de l'unité nationale, le développement de la main-d'œuvre, une augmentation de la participation civique, un soutien offert aux jeunes en matière de santé mentale et pour donner un sens à leur vie, etc.?)
- **Résidents de la région métropolitaine de Vancouver âgés de 35 à 54 ans —** Dans quels domaines, le cas échéant, un programme de service civique bénéficierait-il le plus au Canada? Que ce soit par exemple, pour de grands projets d'infrastructure, des projets environnementaux, des interventions d'urgence en cas de catastrophe naturelle, la planification des mesures d'urgence, etc.
- **Résidents de la région métropolitaine de Vancouver âgés de 35 à 54 ans —** Quels devraient être les principaux **objectifs** d'un programme de service civique au Canada? À quoi devrait tendre un tel projet?
- Quels seraient certains des désavantages de créer un programme de service civique au Canada? (DEMANDER : les coûts, une inefficacité bureaucratique?)

DÉFIS DES COMMUNAUTÉS DE LANGUE OFFICIELLE EN SITUATION MINORITAIRE (25 minutes) —
francophones de la région du Grand Sudbury âgés de 35 ans et plus

Parlons de la situation du français au sein de vos collectivités dans la région du Grand Sudbury...

- Que pensez-vous de la situation du français au sein de votre collectivité?
 - Le français est-il menacé à votre avis?

Je vais vous montrer une liste d'éléments se rapportant à la vie en tant que francophone dans votre région. Je vais d'abord vous afficher cette liste à l'écran que nous allons lire ensemble. Je vous

demandera ensuite de répondre à des questions de sondage. **AFFICHER LA LISTE DE CHOIX DE RÉPONSE AU SONDAGE (EXCLUANT « AUCUNE DE CES RÉPONSES »).**

- **SONDAGE** J'aimerais que vous choisissiez un maximum de trois éléments qui constituent, à votre avis, une difficulté majeure. Si vous estimez qu'aucun de ces éléments ne constitue une difficulté, veuillez sélectionner « Aucune de ces réponses ».
 - L'accès à des services de garde d'enfants en français
 - L'accès à de l'information du gouvernement du Canada en français
 - L'accès à des contenus médiatiques (radio, télévision, Internet, journaux, etc.) en français
 - Attirer des francophones d'autres régions pour s'installer dans votre collectivité
 - Veiller à préserver la vitalité de la communauté francophone dans les années à venir
 - Se sentir membre à part entière de la communauté francophone dans votre région
 - Retenir les jeunes francophones dans la région
 - Vivre en français dans votre région (en participant à des sports ou des activités, en faisant du magasinage)
 - Parler en français à un représentant du gouvernement du Canada
 - Transmettre la langue et la culture françaises à la prochaine génération
 - Accéder aux services d'entreprises en français
 - Aucune de ces réponses
- LE MODÉRATEUR PASSE EN REVUE LES CHOIX : Pourquoi **[insérer la sélection]** constitue une difficulté majeure?
- Y a-t-il des difficultés qui manquent à cette liste?
- Le gouvernement du Canada peut-il faire quelque chose pour soutenir la communauté francophone, ainsi que pour promouvoir et protéger la langue française?

PROJET DE TERMINAL À CONTENEURS DE CONTRECŒUR (15 minutes) — Résidents des Laurentides et de la rive nord de Montréal

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet du gouvernement du Canada et du projet de terminal à conteneurs de Contrecœur?
 - SI OUI : Qu'avez-vous vu, lu ou entendu à ce sujet? Où l'avez-vous vu, lu ou entendu?

AFFICHER À L'ÉCRAN

Le gouvernement du Canada a récemment annoncé une série de grands projets d'infrastructure pour aider à bâtir le Canada. Au nombre de ces grands projets, citons le projet de terminal à conteneurs de Contrecoeur, à 40 kilomètres en aval de Montréal (Québec).

Le projet d'aménagement proposé à Contrecoeur permettrait d'agrandir l'infrastructure portuaire actuelle en y ajoutant des terminaux portuaires et des quais supplémentaires, ainsi que d'autres infrastructures qui augmenteraient la capacité de manutention du port de Montréal d'environ 60 % le long du fleuve Saint-Laurent.

Ce projet devrait créer 8 000 emplois pendant la phase de construction et plus de 1 200 emplois une fois en service. Une fois opérationnel, ce terminal générerait également 140 millions de dollars par an en retombées économiques pour le pays.

EN CAS DE MÉCONNAISSANCE PRÉALABLE

- Maintenant que je vous ai fourni certains détails, vous souvenez-vous d'avoir entendu quoi que ce soit à ce sujet?
- Que pensez-vous du projet de terminal à conteneurs de Contrecoeur proposé?
- Avez-vous des inquiétudes quelconques au sujet du projet de terminal à conteneurs de Contrecoeur? (Demander : répercussions communautaires et locales, impacts environnementaux, préoccupations d'ordre économique)

SOUTIEN EN RÉPONSE AUX TARIFS DOUANIERS (20-30 minutes) — Résidents du Secteur de l'intérieur de la Colombie-Britannique, résidents des Laurentides et de la rive nord de Montréal, résidents de grands centres urbains des Prairies âgés de 35 à 54 ans

Les États-Unis ont imposé des tarifs douaniers sur divers produits canadiens exportés aux États-Unis, notamment sur l'acier et l'aluminium, les pièces de véhicules automobiles, les produits énergétiques canadiens, la potasse, le bois-d'œuvre et les meubles. Les produits répondant aux exigences de l'Accord Canada-États-Unis-Mexique (ACEUM) sont exemptés.

- Qu'avez-vous vu, lu ou entendu au sujet des mesures que prend le gouvernement du Canada en réponse aux tarifs douaniers américains?
 - SI CE N'EST PAS MENTIONNÉ : Avez-vous entendu parler de mesures de soutien destinées aux travailleurs et aux employeurs du Canada?
 - Qu'avez-vous vu, lu ou entendu à ce sujet?

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Le gouvernement du Canada investit 570 millions de dollars sur trois ans dans le cadre de la « Réponse tarifaire pour la main-d'œuvre » un programme visant à soutenir les travailleurs des

secteurs de l'acier et du bois d'œuvre, ainsi que ceux affectés par les tarifs douaniers et les fluctuations du marché mondial. Parmi ces initiatives, mentionnons :

- Des mesures temporaires supplémentaires relatives à l'assurance-emploi (Æ)
 - Un soutien pour améliorer les compétences et la formation
 - Des fonds destinés à soutenir le travail partagé (le travail partagé est un système permettant aux employés de conserver leur emploi tout en réduisant leurs heures de travail, de manière à répartir la charge de travail entre les employés)
 - Diverses aides financières pour des secteurs d'activité précis
 - Aider les secteurs touchés à importer des marchandises au Canada, à composer avec les droits de douane américains et à conquérir de nouveaux marchés
- Quelles sont vos réflexions concernant les mesures que prend le gouvernement du Canada pour venir en aide aux travailleurs et employeurs touchés par des tarifs douaniers?

AFFICHER À L'ÉCRAN

Résidents du Secteur de l'intérieur de la Colombie-Britannique — Le gouvernement du Canada a récemment annoncé qu'il allait consacrer 70,4 millions de dollars sur trois ans pour aider les travailleurs de la Colombie-Britannique à acquérir de nouvelles compétences dans des secteurs comme le bois d'œuvre et l'acier. Il entend par ailleurs apporter un soutien ciblé aux industries de la Colombie-Britannique, notamment par le biais d'un investissement de 5,5 millions de dollars dans l'entreprise Kalesnikoff (Castlegar) afin de renforcer ses capacités de production.

- **Résidents du Secteur de l'intérieur de la Colombie-Britannique** — Quelles sont vos réflexions à ce sujet?
- **Résidents du Secteur de l'intérieur de la Colombie-Britannique** — Estimez-vous que le gouvernement fédéral en fait assez pour venir en aide aux travailleurs et aux employeurs touchés par les tarifs douaniers? **Résidents des Laurentides et de la rive nord de Montréal, résidents de grands centres urbains des Prairies âgés de 35 à 54 ans** — Le gouvernement en fait-il assez, à votre avis, pour venir en aide aux travailleurs et aux employés touchés par des tarifs douaniers?
 - SI NON : Quelles autres mesures devrait-il prendre?
- Comment qualifieriez-vous en gros le soutien que le gouvernement du Canada apporte aux travailleurs et aux employeurs en réponse aux tarifs douaniers? Est-il sur la bonne voie ou sur la mauvaise voie? Pourquoi?

PLAN D'ACTION POUR LA MAIN-D'ŒUVRE (20 minutes) — **Résidents du Secteur de l'intérieur de la Colombie-Britannique, résidents des Laurentides et de la rive nord de Montréal**

Le gouvernement du Canada met en œuvre le nouveau Plan d'action pour la main-d'œuvre. Ce plan comprend un ensemble de programmes visant à aider les jeunes, les personnes en recherche d'emploi, les travailleurs et les entreprises à acquérir les compétences et à obtenir le soutien dont ils ont besoin pour s'adapter aux changements, réussir et contribuer à l'économie canadienne en évolution.

L'ensemble de ces initiatives vise notamment à atteindre les objectifs suivants :

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- Aider les gens à se former et à obtenir une accréditation dans les métiers spécialisés.
- Offrir des occasions d'acquérir de nouvelles compétences en cours de carrière grâce à la formation et à la réorientation professionnelle.
- Éliminer les obstacles afin de permettre à un plus grand nombre de Canadiens de trouver un emploi de qualité et de participer pleinement au marché du travail.
- Aider les jeunes à trouver un emploi en améliorant les programmes déjà en place et en créant de nouvelles possibilités.
- Faciliter la reconnaissance des titres de compétences des nouveaux arrivants et leur mobilité vers les régions du Canada en manque de main-d'œuvre.
- Renforcer la collaboration entre le gouvernement, l'industrie et les partenaires syndicaux afin de traiter les enjeux liés à la main-d'œuvre.

SONDAGE : Je vous présente quelques slogans potentiels pour ce nouveau programme. Veuillez choisir celui qui vous plaît le plus.

- Construire le Canada : Plan d'action pour la main-d'œuvre
 - Canada fort : Plan d'action pour la main-d'œuvre
 - Canada au travail : Plan d'action pour la main-d'œuvre
 - Le Canada bâti : Plan d'action pour la main-d'œuvre
 - Prêt à travailler : Plan d'action pour la main-d'œuvre du Canada
- LE MODÉRATEUR EXAMINE CHAQUE OPTION AVEC LES PARTICIPANTS : Pourquoi avez-vous choisi cette option?
 - Y a-t-il des slogans que vous modifieriez pour les améliorer?
 - SI OUI : Lequel ou lesquels, et quelles modifications proposeriez-vous?
 - Selon vous, y a-t-il des slogans qui devraient être totalement écartés ou que vous jugez inappropriés pour ce nouvel ensemble de programmes?
 - SI OUI : Lequel ou lesquels et pour quelle raison?

TRANSFORMATION DE L'ARCTIQUE (30 à 50 minutes) — Résidents du Secteur de l'intérieur de la Colombie-Britannique, résidents d'Iqaluit, résidents de grands centres urbains des Prairies âgés de 35 à 54 ans

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet du gouvernement du Canada et de la défense?
 - Qu'avez-vous vu, lu ou entendu à ce sujet?

Résidents d'Iqaluit AFFICHER À L'ÉCRAN

Le gouvernement du Canada a annoncé qu'il investissait dans le développement du Nord par le biais d'initiatives visant notamment à :

- Soutenir des projets énergétiques, construire et rénover des logements, et développer les infrastructures locales au Nunavut
 - Investir dans le programme Nutrition Nord Canada afin de rendre les aliments nutritifs et les produits de première nécessité plus abordables dans les collectivités nordiques
 - Renouveler l'initiative « Les enfants inuits d'abord » afin d'améliorer l'accès à des soutiens en matière santé, d'aide social et d'éducation
 - Construire 750 logements sociaux, abordables et adaptés aux besoins des résidents dans l'ensemble du Nunavut
- **Résidents d'Iqaluit** — Quelles sont vos réflexions à ce sujet?

Résidents d'Iqaluit — J'aimerais maintenant que nous nous concentrions sur la dernière initiative que je vous ai présentée (Construire 750 logements) et vous fournir d'autres détails à son sujet.

Résidents d'Iqaluit AFFICHER À L'ÉCRAN

La construction de 750 logements sociaux, abordables et adaptés aux besoins des résidents partout au Nunavut, y compris des logements construits hors site, s'inscrit dans le cadre d'un partenariat Maisons Canada avec le gouvernement du Nunavut et de l'entreprise Nunavut Tunngavik Incorporated (NTI).

Les premières habitations prévues dans le cadre de cet accord sont en cours d'achèvement à Baker Lake. Baker Lake s'est récemment vu livrer 10 habitations modulaires, expédiées par voie maritime, qui sont actuellement en cours d'assemblage.

Par ailleurs, un immeuble résidentiel de 46 logements en cours de construction à **Iqaluit** devrait être achevé ce printemps.

- **Résidents d'Iqaluit** — Quelles sont vos réflexions à ce sujet?

- **Résidents d'Iqaluit** — Ce projet contribuera-t-il, selon vous, à répondre à certains besoins urgents en matière de logement à Iqaluit?
- **Résidents d'Iqaluit** — Y a-t-il autre chose que le gouvernement du Canada pourrait faire pour améliorer la situation du logement au Nunavut?

Résidents d'Iqaluit — J'aimerais maintenant focaliser la discussion sur d'autres projets d'investissement dans le Nord canadien.

AFFICHER À L'ÉCRAN

Le gouvernement du Canada a récemment annoncé un plan d'investissement de 40 milliards de dollars visant à protéger, développer et transformer les régions du Nord et de l'Arctique du Canada. Parmi ces initiatives, on peut citer :

- Un investissement de 32 milliards de dollars dans des projets visant notamment à moderniser des installations militaires canadiennes à Yellowknife, Inuvik, Iqaluit et Goose Bay.
 - La création de deux nouveaux carrefours de soutien opérationnel à Whitehorse et à Resolute et deux plus petits nœuds de soutien opérationnel à Cambridge Bay et à Rankin Inlet.
 - Un investissement dans les aéroports de l'Arctique.
 - L'élaboration d'une stratégie visant à construire des routes reliant les collectivités du Nord, notamment une autoroute reliant Yellowknife à Inuvik, raccorder le Nunavut au réseau routier national, ainsi qu'une route praticable en toutes saisons reliant la frontière du Nunavut à un port en eau profonde et à un aéroport.
 - L'agrandissement de la centrale hydroélectrique Talston qui doublera la capacité hydroélectrique des Territoires du Nord-Ouest.
- Quelles sont vos réflexions à ce sujet?
 - Selon vous, quels avantages ces investissements dans les régions du Nord et de l'Arctique canadien pourraient-ils présenter, le cas échéant?
 - L'une ou l'autre de ces initiatives contribuera-t-elle à améliorer la sécurité des Canadiens?
 - Et à protéger et défendre la souveraineté du Canada?
 - Quelles sont vos préoccupations, le cas échéant, concernant ce type d'investissements dans les régions du Nord et de l'Arctique canadien?
 - Y a-t-il d'autres mesures que le gouvernement du Canada devrait prendre pour défendre, développer et transformer la région du Nord et de l'Arctique canadiens?

MISE À L'ESSAI DE PUBLICITÉS SUR LE LOGEMENT (30 minutes) — Résidents de l'Ontario âgés de 25 à 35, résidents de grands centres urbains des Prairies âgés de 35 à 54 ans, femmes résidant dans la région du Grand Toronto —

Résidents de l'Ontario âgés de 25 à 35 — Au cours de notre discussion d'aujourd'hui, nous allons examiner différents concepts publicitaires...

Résidents de l'Ontario âgés de 25 à 35 — Je vais maintenant vous montrer des concepts publicitaires que le gouvernement du Canada s'emploie actuellement à créer pour une campagne publicitaire sur le thème du logement.

Résidents de grands centres urbains des Prairies âgés de 35 à 54 ans, femmes résidant dans la région du Grand Toronto — Pour la deuxième portion de notre discussion, nous allons examiner quelques concepts publicitaires que s'emploie actuellement à créer le gouvernement du Canada pour les besoins d'une campagne publicitaire portant sur le logement.

Le produit final consistera en une vidéo de 30 secondes produite par des professionnels et qui sera diffusée à la télévision et sur des plateformes numériques. Veuillez garder cela à l'esprit en visionnant le concept.

CONCEPT 1 — MONTRER LE CONCEPT PUBLICITAIRE Résidents de l'Ontario âgés de 25 à 35, femmes résidant dans la région du Grand Toronto — **FED LANDS** Résidents de grands centres urbains des Prairies âgés de 35 à 54 ans « PRÉFAB » — **LE MODÉRATEUR LIRA LE TEXTE DU CONCEPT À DEUX REPRISES À VOIX HAUTE.**

- Quelle est votre impression générale de ce concept?
 - Qu'est-ce qui vous fait dire cela?
- Quel est le message principal de ce concept?
 - Quelles sont vos réflexions concernant le message que la publicité tente de communiquer?
- Si vous voyiez cette publicité en ligne, attirerait-elle votre attention? 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?

Je vais maintenant vous montrer un concept différent. Ce concept pourrait également être utilisé dans le cadre de la campagne publicitaire globale.

CONCEPT 2 — MONTRER LE CONCEPT PUBLICITAIRE Résidents de l'Ontario âgés de 25 à 35, femmes résidant dans la région du Grand Toronto — « PRÉFAB » résidents de grands centres urbains des Prairies âgés de 35 à 54 ans **FED LANDS — LE MODÉRATEUR LIRA LE TEXTE DU CONCEPT À DEUX REPRISES À VOIX HAUTE.**

- Quelle est votre impression générale de ce concept?
 - Qu'est-ce qui vous fait dire cela?
- Quel est le message principal de ce concept?
 - Quelles sont vos réflexions concernant le message que la publicité tente de communiquer?
- Si vous voyiez cette publicité en ligne, attirerait-elle votre attention? 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?

Maintenant, en pensant aux deux concepts que vous venez de voir...

- Avez-vous des idées dont vous souhaiteriez nous faire part pour rendre ces concepts plus efficaces?
- Cette campagne publicitaire vous porte-t-elle à croire que le gouvernement fédéral a un plan pour lutter contre la crise du logement au Canada? Qu'est-ce qui vous fait dire cela?

MISE À L'ESSAI DE PUBLICITÉS SUR LES SOINS DENTAIRES (30 minutes) — Résidents de l'Ontario âgés de 25 à 35

Je vais maintenant vous montrer des concepts publicitaires que le gouvernement du Canada s'emploie actuellement à créer pour une campagne publicitaire portant sur le Régime canadien de soins dentaires.

Je vais vous montrer deux concepts. Le produit final consistera en une vidéo de 15 secondes produite par des professionnels et qui sera diffusée sur différentes plateformes numériques (par exemple, réseaux sociaux, en ligne, services de diffusion en continu, etc.). Gardez cela à l'esprit en visionnant les concepts.

CONCEPT 1 — MONTRER LE CONCEPT PUBLICITAIRE « MAIS RIEN NE ME FAIT MAL » DE 15 SECONDES

- Quelle est votre impression générale de ce concept?
 - Qu'est-ce qui vous fait dire cela?
- Quel est message principal?
 - Quelles sont vos réflexions concernant le message que la publicité tente de communiquer?
- Si vous voyiez cette publicité en ligne, attirerait-elle votre attention? 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?
- Ce concept publicitaire vous donne-t-il envie de vous inscrire dès maintenant au Régime canadien de soins dentaires? Qu'est-ce qui vous fait dire cela?

Je vais maintenant vous montrer un autre concept. Ce concept pourrait également être utilisé dans le cadre de la campagne publicitaire globale.

CONCEPT 2 — MONTRER LE CONCEPT PUBLICITAIRE « SIMPLE STEPS » DE 15 SECONDES

- Quelle est votre impression générale de ce concept?
 - Qu'est-ce qui vous fait dire cela?
- Quel est message principal?
 - Quelles sont vos réflexions concernant le message que la publicité tente de communiquer?
- Si vous voyiez cette publicité en ligne, attirerait-elle votre attention? Pourquoi ou pourquoi pas?
- Présenter l'information dans le cadre d'une danse à la mode rend-elle celle-ci plus facile à comprendre et plus attrayante, ou cela détourne-t-il l'attention du message? Qu'est-ce qui vous fait dire cela?
- Y a-t-il un ou des éléments de la publicité qui prêtaient à confusion ou qui manquaient de clarté? Pourquoi?
- Ce concept publicitaire vous donne-t-il envie de vous inscrire dès maintenant au Régime canadien de soins dentaires? Qu'est-ce qui vous fait dire cela?

ÉVALUATION DE NOMS DE PROGRAMMES DESTINÉS AUX JEUNES (30 minutes) — Résidents de l'Ontario âgés de 25 à 35

Poursuivons...

J'aimerais maintenant connaître votre avis sur des noms potentiels à donner à des programmes destinés aux jeunes...

Le gouvernement du Canada a conçu une série de programmes destinés à aider les jeunes âgés de 15 à 30 ans à trouver de l'emploi. Certains programmes proposent des emplois d'été, d'autres aident à développer des compétences ou à obtenir une expérience professionnelle utile au lancement d'une carrière.

AFFICHER À L'ÉCRAN/SONDAGE : Je vais vous montrer quelques noms potentiels pour cette série de programmes. Veuillez choisir celui que vous trouvez le plus attrayant.

- Programme Jeunesse Bâtir le Canada
 - Programme Jeunesse prêt à l'emploi
 - Programme de préparation à l'emploi et d'expérience de travail
- LE MODÉRATEUR PASSE EN REVUE CHAQUE RÉPONSE CHOISIE : Pourquoi avez-vous fait ce choix?
- Y a-t-il des noms que vous modifieriez ou auxquels vous apporteriez des améliorations?
 - SI OUI : Lequel ou lesquels, et quelles modifications proposeriez-vous?
- Y a-t-il des noms qu'il faudrait totalement exclure, ou que vous jugez inappropriés pour cette nouvelle série de programmes?
 - SI OUI : Lequel ou lesquels écarteriez-vous de votre sélection, et pourquoi?

Passons au prochain programme...

Ce nouveau programme du gouvernement du Canada permettra aux jeunes de se familiariser dès leur plus jeune âge avec les emplois dans des métiers spécialisés. À titre d'exemple, des emplois rémunérés de premier échelon leur sont offerts dans le cadre de projets de construction, accompagnés d'un soutien, d'un mentorat et d'une orientation vers des parcours professionnels et des formations en apprentissage.

AFFICHER À L'ÉCRAN/SONDAGE : Je vais vous montrer quelques noms potentiels pour cette série de programmes. Veuillez choisir celui que vous trouvez le plus attrayant.

- Bâtir le Canada : Expérience de travail pour les jeunes dans les métiers spécialisés
 - Bâtir le Canada : Jeunesse prête pour les métiers spécialisés
 - Bâtir le Canada : Métiers spécialisés pour les jeunes

- Bâtir le Canada : Premier emploi dans les métiers spécialisés
 - Expérience dans les métiers spécialisés pour les jeunes du Canada
 - Bâtir le Canada : Engagement et service aux citoyens
- LE MODÉRATEUR PASSE EN REVUE CHAQUE RÉPONSE CHOISIE : Pourquoi avez-vous fait ce choix?
- Y a-t-il des noms que vous modifieriez ou auxquels vous apporteriez des améliorations?
 - SI OUI : Lequel ou lesquels, et quelles modifications proposeriez-vous?
- Y a-t-il des noms qu'il faudrait totalement exclure, ou que vous jugez inappropriés pour cette nouvelle série de programmes?
 - SI OUI : Lequel ou lesquels écarteriez-vous de votre sélection, et pourquoi?

Et maintenant, pour le programme suivant...

Ce nouveau programme du gouvernement du Canada s'adresse aux adolescents qui ne s'épanouissent pas à l'école et qui risquent de devenir de jeunes adultes ne poursuivant pas d'études postsecondaires et n'ayant pas d'emploi. Le programme leur propose un soutien scolaire après les cours, ainsi que des occasions de faire du bénévolat au sein de leur communauté et de créer des liens enrichissants.

AFFICHER À L'ÉCRAN/SONDAGE : Je vais vous montrer quelques noms potentiels pour cette série de programmes. Veuillez choisir celui que vous trouvez le plus attrayant.

- Bâtir le Canada : Sur la bonne voie
 - Bâtir le Canada : L'avenir des jeunes
 - Bâtir le Canada : La voie vers ton avenir
 - Bâtir le Canada : L'avenir droit devant
 - Jeunes bâtisseurs du Canada : Apprentissage en action
 - Engagement étudiant et soutien à l'apprentissage
 - Préparation à l'emploi : Communauté et apprentissage
- LE MODÉRATEUR PASSE EN REVUE CHAQUE RÉPONSE CHOISIE : Pourquoi avez-vous fait ce choix?
- Y a-t-il des noms que vous modifieriez ou auxquels vous apporteriez des améliorations?
 - SI OUI : Lequel ou lesquels, et quelles modifications proposeriez-vous?



- Y a-t-il des noms qu'il faudrait totalement exclure, ou que vous jugez inappropriés pour cette nouvelle série de programmes?
 - SI OUI : Lequel ou lesquels écarteriez-vous de votre sélection, et pourquoi?

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

Housing Advertising Campaign

Fed Lands



You ever notice that everything we do has changed?



The way we learn.



The way we link up.



Why don't we try to change the way we build homes?



That's where Build Canada Homes comes in. To Build Different.



We're unlocking unused Federal lands to build homes in more places and bring supply up.



Because a more affordable Canada is a stronger Canada.



A message from the Government of Canada.

The image above features storyboard imagery for the *Fed Lands* housing advertising concept. The first panel features a close up of a laptop from the side in a busy indoor workspace, with the VO: "you ever notice that everything we do has changed?". The second panel features four young children in a classroom with a teacher looking at a laptop, with some pencils, markers, and paper on the desk in front of them, and the VO: "The way we learn". The third panel features an image of an elderly couple from behind as they have a video chat on a tablet with a man and his son and the VO: "The way we link up". The fourth panel features a man's hand holding a piece of wood steady as he prepares to hammer in a protruding nail, the VO: "Why don't we try to change the way we build homes?". The fifth panel features an image of a row of new looking, multi-story housing complexes with cars parked out front and people walking about the sidewalk in front of the homes, and the VO: "That's where Build Canada Homes comes in. To Build Different". The sixth panel shows three construction workers from a distance, they are in a job site with a partially completed skyscraper and two large cranes in the background, with the VO: "We're unlocking unused Federal lands to build homes in more places and bring supply up". The seventh panel features a young family (Mom, dad, and child) moving into a new home, boxes in their hands, and the VO: "Because a more affordable Canada is a stronger Canada". The eighth panel features the Government of Canada Wordmark against a white background and the VO: "A message from the Government of Canada".

Prefab



You ever notice that everything we do has changed?



The way we talk.



The way we travel.



Why don't we try to change the way we build homes?



That's where Build Canada Homes comes in. To Build Different.



We're using new technology to build homes faster. And bring down costs for all Canadians.



Because a more affordable Canada is a stronger Canada.



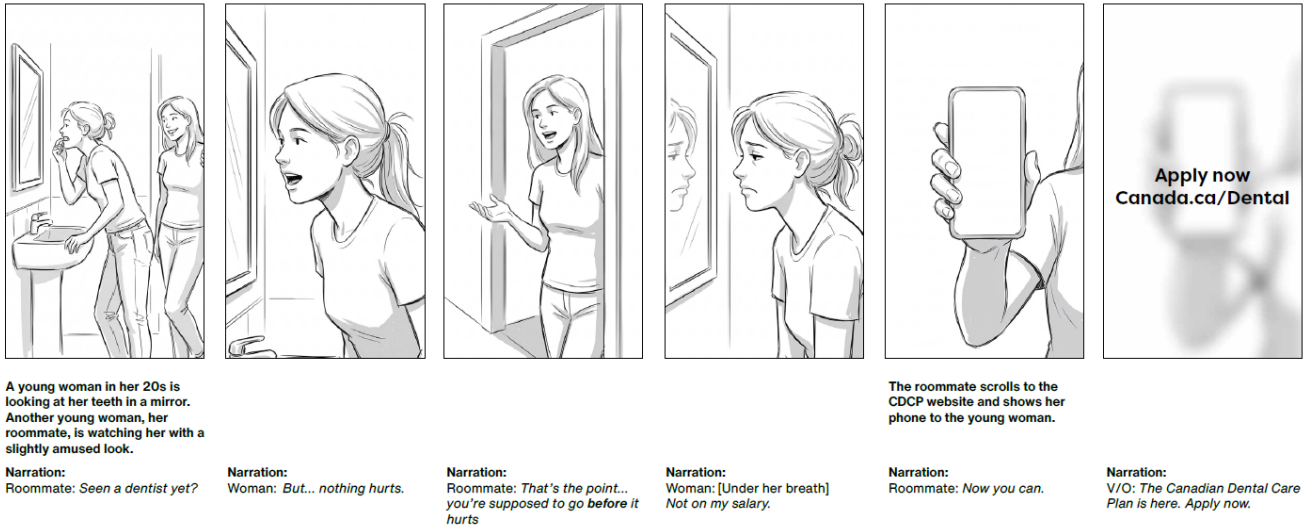
A message from the Government of Canada.

The above image is a storyboard for a 30-second video concept entitled *Prefab* that was developed by the Government of Canada for its housing advertising campaign. The first panel features a close up of a laptop from the side in a busy indoor workspace, with the VO: "You ever notice how everything we do has changed?". The second image features an individual from over the shoulder, texting on their phone, with the VO: "The way we talk". The third panel features an airplane taking off and the VO: "The way we travel". The fourth panel features a man's hand holding a piece of wood steady as he prepares to hammer in a protruding nail, the VO: "Why don't we try to change the way we build homes?". The fifth panel features the interior of a large warehouse, with prefabricated housing materials stacked throughout it, and the VO: "That's where Build Canada Homes comes in. To build different". The sixth panel features a different warehouse interior, with the frames of multiple homes being constructed in a row, and the VO: "We're using new technology to build homes faster. And bring down costs for all Canadians". The seventh panel features a young family (Mom, dad, and child) moving into a new home, boxes in their hands, and the VO: "Because a more affordable Canada is a stronger Canada". The eighth (and final) panel features the Government of Canada Wordmark against a white background and the VO: "A message from the Government of Canada".



Canadian Dental Care Plan Advertising Testing

Concept 1 But Nothing Hurts 15 sec



The above image is a storyboard for a 15-second video concept titled *But Nothing Hurts* designed to advertise the Canadian Dental Care Plan. The first panel shows a young woman looking in a mirror while her roommate (another young woman) looks on. Below the image is the text, "A young woman in her 20s is looking at her teeth in a mirror. Another young woman, her roommate, is watching her with a slightly amused look" and the narration: "Roommate: seen a dentist yet?" The next panel shows a close up of the woman looking into the mirror and the narration: "Woman: But...nothing hurts". The third panel shows the roommate talking in the doorway, with the narration "Roommate: "That's the point...you're supposed to go before it hurts". The fourth panel shows the woman looking downcast into the mirror, with the narration "Woman: [Under her breath] Not on my salary". The fifth panel features the roommate holding up her phone, with the text below "The roommate scrolls to the CDCP website and shows her phone to the young woman". The narration for this panel is: "Roommate: Now you can". The final panel features a fading silhouette of the previous image and the black text in the centre of the screen: Apply now Canada.ca/Dental, with the narration: "The Canadian Dental Care Plan is here. Apply now."



Concept 2

Simple Steps

15 sec



A young man and woman in their 20s (roommates) are following a simple dance trend on their phones, a side-to-side repetitive hip twist. As each Canadian Dental Care Plan eligibility criterion appears on screen, they point to it in sync with the beat, as if checking your eligibility is another easy step to follow.

The above is a storyboard for a 15-second video concept entitled *Simple Steps* that has been designed to help advertise the Canadian Dental Care Plan. The first panel shows a man and a woman dancing in their living room, the man is pointing up at a text bubble (black background, white font) with the text "You may be eligible for the Canadian Dental Care Plan if:". Below this image is the supporting text "A young man and woman in their 20s (roommates) are following a simple dance trend on their phones, a side-to-side repetitive hip twist. As each Canadian Dental Care Plan eligibility criterion appears on screen, they point to it in sync with the beat, as if checking your eligibility is another easy step to follow." The second panel shows the woman pointing down at a text bubble "Your family income is under \$90,000". The third panel shows the man and woman dancing with a text box in the middle of the screen that says "You don't have access to dental coverage". The final panel is a silhouette of the previous image with the text "Apply now Canada.ca/Dental".

Safe Communities Advertising Testing

Concept A



We're getting stronger on bail laws...



...so you're safer in your community.



We're reforming the bail and sentencing system to keep repeat and violent offenders off the streets



Because a safer Canada is a stronger Canada



A message from the Government of Canada.

The image above features a storyboard for a 15-second video advertisement that is being developed by the Government of Canada to communicate the actions it was taking to address crime. The first panel features an image of a gavel coming down, and the VO: "We're getting stronger on bail laws...". The second panel features a split screen of the gavel coming down and a worker standing in the doorway of a business and the VO: "...so you're safer in your community". The third panel features a darkly lit jail cell, and the VO: "We're reforming the bail and sentencing system to keep repeat and violent offenders off the streets". The fourth panel features a three-way split screen image of a smiling woman, a family (mom, dad, and two kids), and two kids laughing together, and the VO: "Because a safer Canada is a stronger Canada". The final panel features the Government of Canada Wordmark against a white backdrop and the text "A message from the Government of Canada".



Concept B



It's natural to worry about your loved ones.



But you shouldn't have to worry about their safety.



We're committed to making Canada safer, now.



That's why we're reforming the bail and sentencing system.



Because a safer Canada is a stronger Canada.



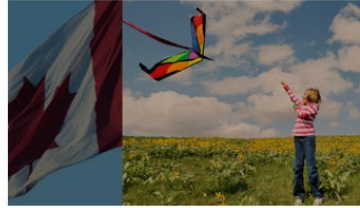
A message from the Government of Canada.

The image above features a storyboard for a 15-second video advertisement that is being developed by the Government of Canada to communicate the actions it was taking to address crime. The first panel features a mother and father playing with their baby and the VO: "It's natural to worry about your loved ones". The second panel features a woman walking down a city street at nighttime, holding her phone, and smiling, with the VO: "But you shouldn't have to worry about their safety". The third panel features a big family sitting down to dinner, and the VO: "We're committed to making Canada safer, now". The fourth panel features a gavel coming down and the VO: "That's why we're reforming the bail and sentencing system". The fifth panel features a view from above of a busy city intersection, with a park nearby, and the Canadian flag visible, and the VO: "Because a safer Canada is a stronger Canada". The final panel features the Government of Canada Wordmark against a white backdrop and the text "A message from the Government of Canada".

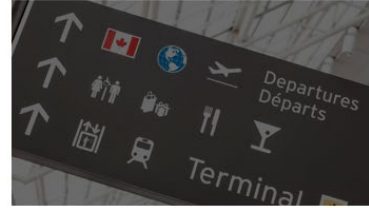
Concept C



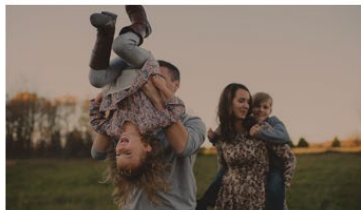
We're getting stronger on border security



So you're safer everywhere



We're increasing border security to help stop drug trafficking and money laundering.



Because a safer Canada is a stronger Canada.



A message from the Government of Canada.

The image above features a storyboard for a 15-second video advertisement that is being developed by the Government of Canada to communicate the actions it was taking to address crime. The first panel features a Canadian flag flying against a blue sky, and the VO: "We're getting stronger on border security". The second panel features a transition of the flag to a girl flying a kite in a beautiful field of yellow flowers, with the VO: "So you're safer everywhere". The third panel features a departures board at a Canadian airport and the VO: "We're increasing border security to help stop drug trafficking and money laundering". The fourth panel features a family (mom, dad, and two kids) having fun in a beautiful green field at dusk, with the VO: "Because a safer Canada is a stronger Canada". The final panel features the Government of Canada Wordmark against a white backdrop and the text "A message from the Government of Canada".